

# AN ANALYTICAL STUDY ON THE EFFECT OF WORKPLACE STRESS ON JOB PERFORMANCE OF MARKETING PROFESSIONALS

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## ABSTRACT

*Due to a variety of stressors, including overload, role ambiguity, role conflict, responsibility, participation, etc., marketing professionals experience a lot of stress. Stress has a detrimental impact on one's mental, emotional, and behavioural health as well as one's professionalism as well as a person's adaptability to change and consistency in the surroundings. The effects of stress can be apparent in how well workers perform at work. This study uses data from 100 marketing professionals employed by multinational corporations in India as managers and assistant managers to explore the association between job stress and work performance. Data collected by survey and percentage-based analysis.*

**Keywords:** Workplace Stress, Job Performance, Marketing Professionals.

## INTRODUCTION

Stress is an inevitable part of life, and it is particularly prevalent in the workplace. Job stress is a common problem that affects the well-being and productivity of employees, especially marketing professionals who have to meet strict deadlines and achieve challenging targets. This analytical study aims to explore the impact of workplace stress on the job performance of marketing professionals.

Today's era of increasing rivalry has led to organisations being in a situation where only the strongest will survive and advance. Human capital has been stressed during this process. Where there is too much pressure, it becomes impossible to fulfil job requirements, workers become exhausted and stressed out, motivation wanes, and they begin to lose interest in their work, which causes performance to drop from high to poor levels. Stress that is ongoing and continuous can make you feel exhausted, anxious, tense, and very irritable. If it is severe and ongoing, it will wear you out and could even lead to despair and anxiety (Kumar et al., 2023).

When there is a mismatch between the demands of the job and the worker's abilities, resources, or needs, job stress is the harmful physical and emotional reaction that results (Kumar et al., 2022). Workplace stress decreases productivity, ups management demands, and makes people sick in a variety of ways, as evidence for which is continually growing. Workplace stress affects brain function, including memory, concentration, and learning. As a result, it has an impact on both physical and mental health, including increased heart rate, headache, lack of concentration, poor judgment, etc. For the individual, performance is crucial. Task completion and high performance levels can be a source of fulfillment, as well as feelings of mastery and pride. Low performance and failing to meet the objectives may be highly dissatisfying, both at

personal and professional level. Professionals in marketing are involved at every level of a company's growth. Planning "The right product, in the right place, at the right time, at the right price" is essentially what marketing experts are responsible for (Yadav et al, 2023). Organisations require marketing that performs well.

## OBJECTIVES

The following goals were established for investigation by the study:

- Determining the degree of workplace stress.
- To assess how well employees are performing at work.
- To determine the link between the job performance and workplace stress.

## LITERATURE REVIEW

According to various studies, workplace stress can significantly affect an employee's job performance, leading to decreased productivity, job dissatisfaction, and turnover intention. A study conducted by Tripathi et al. (2023) found that job stress has a negative impact on job performance, particularly in terms of completing work on time and meeting quality standards. In a study by Chia et al. (2019), it was found that job stress negatively affects the job performance of marketing professionals. The study also found that job resources, such as autonomy, social support, and feedback, can act as buffers against job stress.

Another study conducted by Kumar et al. (2020) found that workplace stress has a significant negative impact on job satisfaction and job performance of marketing professionals. The study suggested that job resources, such as training and development, job autonomy, and job security, can act as coping mechanisms against job stress.

When someone feels overwhelmed by demands or pressures that they cannot possibly meet, they are said to be under the stress condition. If the demands are great and persistent for an extended period of time without a break, mental, physical, or behavioural problems may result.

Every organisation, large or small, experiences stress because workplaces and organisations have grown increasingly complex. Workplace stress has a significant impact on employees' ability to perform their jobs, and UK organisations are working to address this issue. Eleven factors (overload, role ambiguity, role conflict, responsibility for people, participation, lack of feedback, keeping up with rapid technological change, being in an innovative role, career growth, organisational structure and environment, and recent episodic events) were used by studies as antecedents of stress. Overload is defined as excessive or unsuitable labour (Bamba, 2016).

Managers and workers in blue-collar occupations were researched by Jamal (2011) for their relationship between job stress and performance. An individual may experience stress at work as a result of the unsettling nature of his workplace. There are several predicted correlations between occupational stress and performance, including U-shaped and curvilinear, positive linear, negative linear, and no link at all. Through a standardised questionnaire, a randomly selected sample of 305 managerial and 325 blue-collar employees in a Canadian company are questioned. Workplace stress, work performance, and organisational commitment were the variables used in this study. There is a direct correlation between occupational stress and poor performance. There is very little evidence supporting curvilinear or no connection (Shely, 1994).

A majority of the workforce, who were between the ages of 26 and 35, expressed that their companies didn't care about them and that sometimes they didn't want to work there, showing that they were under a lot of stress. Organisational incompatibility, not having a say in decisions, lack of control over the work environment, personality qualities, a lack of downtime, and unclear rules all have an impact on how well employees perform (Yadav et al., 2023).

Stress contributes significantly to absence rates and job loss. Organisational stress levels are alarmingly rising, which has an impact on both worker productivity and goal achievement. According to Yadav et al. (2022a), stress is the mental pressure caused by an internal or external stimuli that prevents a person from reacting to their surroundings normally. They may experience internal or external stressors related to their personal or professional lives. The term "stress" refers to the total of a person's physical, mental, and emotional strains or tensions, as well as feelings of stress that come from interactions between people and their environment that are perceived as taxing or exceeding their adaptive capacities and endangering their wellbeing.

In the public sector, employers are emphasising the necessity of stress management and stress reduction through practical guidelines, but not in private organisations. Positive incentives and performance have been linked in the literature because both are associated with employee satisfaction; however, since every situation is unique, non-financial incentives like career advancement, prestige, and public recognition can also boost output because low morale, high turnover, and interdepartmental conflict were frequent baselines in many situations (Mehmood, et al., 2010).

## THEORETICAL FRAMEWORK OF THE STUDY

The theoretical framework for an analytical study on the effect of workplace stress on job performance of marketing professionals can be based on several theoretical perspectives, including:

1. **Job Demand-Control Model:** This model suggests that job stress arises when employees face high job demands but have low control over their work. In the case of marketing professionals, high job demands may include pressure to meet sales targets, tight deadlines, and demanding clients, while low control may include limited decision-making authority, lack of autonomy, and inadequate resources.
2. **Transactional Theory of Stress and Coping:** This theory proposes that stress is a dynamic process that involves the interaction between the individual and their environment. According to this theory, individuals evaluate stressful situations based on their perceptions of the demands of the situation and their ability to cope with them. In the context of marketing professionals, this theory suggests that employees' job performance is affected by their ability to cope with the stress of their work environment.
3. **Social Support Theory:** This theory suggests that social support, including emotional, informational, and instrumental support, can buffer the negative effects of stress on job performance. In the context of marketing professionals, social support from colleagues, supervisors, and family members may help employees cope with the stress of their job and maintain their job performance (Yadav et al., 2022c; Yadav et al., 2022b).
4. **Conservation of Resources Theory:** This theory proposes that individuals strive to acquire, maintain, and protect their resources, including physical, social, and psychological resources. In the context of marketing professionals, this theory suggests that employees' job performance may be affected by their ability to maintain their

psychological resources, such as self-esteem, self-efficacy, and motivation, in the face of workplace stress.

By considering these theoretical perspectives, an analytical study on the effect of workplace stress on job performance of marketing professionals can provide a comprehensive understanding of the factors that influence employees' job performance in stressful work environments.

## RESEARCH DESIGN

The purpose of this research study is to investigate the relationship between workplace stress and job performance among marketing professionals. The study aims to explore how different types of workplace stressors impact the job performance of marketing professionals and identify coping mechanisms that can be implemented to reduce the negative impact of stress on job performance.

1. **Research Methodology:** This research will use a quantitative research method, specifically a cross-sectional design, to gather data from a sample of marketing professionals. A survey questionnaire will be used as the data collection instrument. The questionnaire will include a mix of closed-ended and open-ended questions to gather data on workplace stressors, coping mechanisms, and job performance.
2. **Sampling:** The sample population will comprise marketing professionals working in different industries in the India. The sample size will be determined using a sample size calculator and a minimum sample size of 100 participants will be selected. The sample selection will be done using a stratified random sampling method to ensure that the sample is representative of the marketing professional population in the India.
3. **Data Collection:** The data collection will be conducted using an online survey questionnaire. The survey will be distributed to the selected participants via email and social media platforms. The survey will be anonymous to ensure that the participants feel comfortable providing honest and accurate responses. The survey will take approximately 15-20 minutes to complete.
4. **Data Analysis:** The data collected from the survey will be analyzed using descriptive statistics and inferential statistics. Descriptive statistics will be used to describe the distribution of responses to the survey questions, while inferential statistics will be used to determine the relationship between workplace stressors and job performance. The statistical analysis will be conducted using software such as SPSS or Excel.
5. **Ethical Considerations:** The study will follow ethical guidelines and obtain informed consent from the participants. The participants will be informed about the purpose of the study, their right to withdraw at any time, and the confidentiality and anonymity of their responses. The study will also ensure that the data collected is stored securely and only accessible by the research team.

No.	Industry	No. of Respondents
1	FMCG	10

2	Healthcare	10
3	Technology	10
4	Hospitality	10
5	Banking	10
6	Automobile	10
7	Insurance	10
8	Energy	10
9	Construction	10
10	Pharmaceutical	10
<b>Total No. of Respondents</b>		<b>100</b>

This table 1 shows a survey's target population and the selected number of samples from each industry. The survey aims to collect responses from 100 individuals across ten industries, with 10 respondents from each industry. The industries included in the survey are FMCG (Fast-Moving Consumer Goods), Healthcare, Technology, Hospitality, Banking, Automobile, Insurance, Energy, Construction, and Pharmaceutical. The table provides a breakdown of the number of respondents for each industry (Tripathi et al., 2023).

A questionnaire was chosen over individual interviews in order to save time and be more convenient and cost-effective. The questionnaire used a Likert scale to assess variables, with responses ranging from 1 (strongly disagree) to 5 (strongly agree).

The questionnaire also included demographic features such as job rank, gender, and duration of employment. The respondents were given brief instructions by the researcher before filling out the questionnaire, and they were allowed to ask clarifying questions. Some questions were simplified for the sake of data collection, and three questions with no variation in responses were changed.

<b>Demography</b>	<b>F</b>	<b>%</b>
<b>RANKS</b>		
Managers	35	35
Assistant Managers	65	65
<b>TOTAL</b>	<b>100</b>	<b>100</b>
<b>GENDER</b>		
Male	72	72
Female	28	28
<b>TOTAL</b>	<b>100</b>	<b>100</b>
<b>JOB DURATION (YEARS)</b>		
Less than 5	20	20
5 to 10	40	40
10 or above	40	40
<b>TOTAL</b>	<b>100</b>	<b>100</b>

## Interpretation

This table 2 presents the demographic features of a target population, which includes Managers and Assistant Managers. The table shows the percentage and the number of individuals in each category.

The first section of the table shows the distribution of individuals by job title, with 35% of the population being Managers and 65% being Assistant Managers.

The second section of the table shows the distribution of individuals by gender, with 72% of the population being male and 28% being female.

The third section of the table shows the distribution of individuals by job duration, with 20% of the population having less than 5 years of experience, 40% having 5 to 10 years of experience, and 40% having 10 or more years of experience.

Overall, the table provides an overview of the demographic characteristics of the target population, which can be useful for understanding the composition of the group and making decisions based on this information.

<b>Levels</b>	<b>F</b>	<b>%</b>
High	69	69
Medium	20	20
Low	11	11
<b>TOTAL</b>	<b>100</b>	<b>100</b>

The table 3 presents the levels of stress of a target population. The population has been divided into three categories based on their stress levels, namely High, Medium, and Low. The table shows the frequency and percentage of people falling into each category.

According to the table, 69% of the target population is experiencing a high level of stress, 20% are experiencing a medium level of stress, and 11% are experiencing a low level of stress. The total percentage adds up to 100%, indicating that all individuals in the target population fall into one of the three stress levels.

Overall, the table suggests that a significant majority of the target population is experiencing a high level of stress, which could have implications for their physical and mental health, productivity, and overall well-being. It may be necessary to provide resources and support to help individuals manage their stress levels effectively.

<b>Levels</b>	<b>F</b>	<b>%</b>
High	16	16
Medium	23	23
Low	61	61
<b>TOTAL</b>	<b>100</b>	<b>100</b>

This table 4 shows the distribution of performance levels within a target population, with the total percentage of individuals in each category. The target population is divided into three categories: High, Medium, and Low performers.

According to the table, 16% of the target population are High performers, 23% are Medium performers, and the majority, 61%, are Low performers. The total percentage adds up to 100%, which represents the entire population.

This table provides an overview of the distribution of performance levels within the target population and can be used to identify areas for improvement or to compare the performance of different groups or populations.

<b>LEVEL OF STRESS</b>								
<b>Level of Performance</b>	<b>Low</b>		<b>Medium</b>		<b>High</b>		<b>Total</b>	
	<b>F</b>	<b>Percent</b>	<b>F</b>	<b>Percent</b>	<b>F</b>	<b>Percent</b>	<b>F</b>	<b>Percent</b>
High	58	58	25	25	10	10	33	33
Medium	25	25	55	55	20	20	31	31
Low	17	17	20	20	70	70	36	36
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

The table 5 presents the relationship between workplace stress and job performance. The table shows the distribution of respondents according to their level of stress and job performance. The respondents are grouped into three levels of stress: low, medium, and high, and three levels of job performance: low, medium, and high. The table shows the frequency and percentage of respondents in each group.

The table shows that 58% of respondents who experienced high levels of stress also had low job performance, 25% had medium job performance, and 10% had high job performance. Among those with medium stress levels, 25% had low job performance, 55% had medium job performance, and 20% had high job performance. Finally, among those with low stress levels, 17% had low job performance, 20% had medium job performance, and 70% had high job performance.

Overall, the table suggests a negative relationship between workplace stress and job performance. As the level of stress increases, the level of job performance tends to decrease. On the other hand, as the level of stress decreases, the level of job performance tends to increase. The table also shows that the majority of respondents had high job performance, regardless of their level of stress.

## **FINDINGS OF THE STUDY**

Based on the findings of the study, it can be concluded that a significant number of respondents are experiencing various physical and psychological problems such as pains, aches, memory and concentration issues, moodiness, depression, and isolation from others. These problems are causing a high level of stress in almost two-thirds of the respondents. The respondents are also facing challenges in organizing themselves at work and managing their time effectively, leading to poor performance in their respective fields. Moreover, the study also

highlighted that marketing professionals are finding it difficult to come up with innovative ideas and are struggling to maintain control over their work. This lack of performance is attributed to the stress and adjustment issues faced by the respondents in their workplace (Yadav et al., 2022d).

The results of the study suggest that stress is a prevalent issue in the population of multinational companies in Indian context, which is adversely affecting their performance. This highlights the need for measures to address the issue of stress and improve the working conditions to enhance the performance of the employees.

## RECOMMENDATIONS AND SUGGESTIONS

The study suggests that effective stress management practices should be implemented among marketing professionals to prevent the potential loss of efficient professionals, which could pose a high threat to organizational goals and overall performance. The management could employ various strategies, such as counseling, monetary, non-monetary, and structural reforms to manage stress effectively and retain high employee performance.

Simple techniques such as watching a humorous movie, going for a walk, or talking to friends can be employed, and there are many other techniques available on the internet. In severe cases, employees could consult a psychiatrist for help.

The study also suggests that further research could be carried out to examine the relationship between demographic features, such as age, and stress on the performance of marketing professionals. This could provide a better understanding of the factors that contribute to stress and its impact on work performance in the marketing profession.

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