

IMPACT OF SLEEP DEFICIENCY ON PERCEIVED LEVEL OF JOB STRESS: A STUDY OF MARKETING PERSONNEL OF INSURANCE SECTOR

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Abstract- In this fast moving society, every one person or the other is trying to outstand each other, hence it has become necessary to perform in order to survive. Insurance sector is one such area where the employees are deeply stressed and extremely sleep deficit. Less sleep is affecting their job performance and health. The sample area for judging the sleep deficiency among employees is Uttar Pradesh as insurance personnel are given less focus on health and sleep issues.

Keywords-sleep deficiency, stress, marketing insurance

INTRODUCTION

According to India census 2011, India's population is 133.92 crore with UTTAR PRADESH leading all the states and union territories with a population of 19.98 crores. Side effects of this huge population are-unemployment increase in competition, scarce job, lack of resources, pollution.

Cut-throat competition in every field has led to job stress thereby resulting in severe sleep deficiency. one such

Stressful job is of marketing personnel at insurance sector. Marketing is described as heart and soul of the company; hence marketing personnel have huge pressure from the company to accomplish their given targets on time. Marketing personnel /executives are more prone to job stress due to:

Long working hours

Tight schedule

High targets

Top management pressure

Heavy workload

Job insecurity

Negative politics

The word stress was coined by HANS SELYE IN 1936, who defined it as ‘the non-specific response of the body to any demand for change’.

Stress is a complex phenomenon where every individual has different levels of stress tolerance capabilities. Job related stress also depends upon the individual that how better it can handle the complexities. But with increasing job targets and job insecurity, maximum marketing insurance people are stressed.

All this distress is leading to sleep deficiency as less value is given to the importance of sleep and its consequences aftermath. Minimum 5-6 hours of continuous sleep is must for good physical and mental health, deficiency of which can lead to heart diseases, depression, cancer, high blood pressure, diabetes, stroke etc.

work overload was associated with poor sleep quality, that excessive work pressure had direct impact on sleep related problems and that there were positive and direct relation between depressive symptoms and sleep deficiency(Hannah Knudsen, Lori J Ducharme, Paul M Roman,MAY,2008)

SIGNIFICANCE

Since everyone has different level of stress tolerance, everybody has different ways of reacting to stress, it is utmost important for everyone to understand the importance and management of stress. Proper identification of causes of stress can lead to better identification of solution so that it does not hamper professional as well as personal life.

SOCIETY

Since man is a social animal where he interacts with other people and wants to participate in various events etc., proper stress management can only result in a happy surrounding. A person with stress may behave badly with other persons unknowingly. This may not sound good for the other person as it is seen that patience level is decreasing day by day due to excessive stress. Stress management is important for the society for a harmonious living.

STUDENTS

From the time a child gets admission in a school, he is under constant pressure to excel in academics for a bright career. A child is under mental pressure to get admission in top college and get distinction marks in subjects for bright future. Irrespective of child choice of career, he is most of the times forced by family, relatives to opt for the career of their choices. This is causing excessive stress among students. The results of such stress is disastrous.as per NATIONAL crime record bureau, every hour 1 student commits suicide in india.as per findings of 2016 LOKNITI-CSDS YOUTH SURVEY,4 out of 10 students suffer depression. Thus stress and sleep deficiency problem needs to be arrested as soon as possible.

RESEARCHERS

Stress is a wide subject as now due to cut throat competition in every field, almost every person is stressed to extreme level. Researchers from different field need to widen up their research area as the entire ambience around the person is full of stress.

TECHNOLOGY

Earlier electronic gadgets and social media were used by the person for relaxation; reduce stress and change of environment. But the role of such advancements has reversed. These have become one of the causes of stress and people have become addicted to it.

UNADDRESSED ISSUES

My research area would be UTTAR PRADESH focusing on marketing insurance personnel who are suffering from excessive sleep deficiency due to job stress as their jobs are target oriented.

Marketing personnel are the one who do field work and meet the customers conveying the company policies to them.in fact they grind between both the company and customers' expectations. Company wants target to be completed on time and profits while customers want best deal in less money.

Trying to keep both company and customers happy is taking toll on these personnel health causing less sleep as these insurance agents try to complete their target in order to save their jobs or for incentives. This is causing stress and sleep deficiency among them

POSSIBLE SOLUTIONS

1. Employees should be given realistic targets which are easy to achieve and not stressful to them also.
2. Proper counseling to the employees who are depressed or under excessive stress.
3. Company should understand the capability and capacity of employees and then delegate work.
4. Frequent holidays should be a part of company profile.
5. Proper communication among boss and employees create a friendly environment.
6. Working hours should be limited beyond which no employee needs to work and exerts itself.
7. Power naps for employees can boost productivity.

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