

# Gender Differences in Stress Coping among Select Private Bank Marketing Executives

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## Abstract:

The study explores the stress coping styles used by private bank marketing executives by collecting data 600 employees from top three private banks across Punjab through self-administered questionnaire. Two types of coping strategies were revealed through factor analysis and T-test results showed male and female employees differed upon use of only one coping strategy over the other. This paper presents the stress coping strategies used marketing executives of private banks and gender differences among its' usage

**Keywords:** stress; coping strategies; stress coping; banking

## Introduction

Stressful work environment poses employees at risk of exhaustion and illness related to stress [1]. Stress can be a superior predictor of physical and mental health of individuals [2]. Consequently, coping becomes necessary to deal with stress. Coping has a capacity to help an individual refining community involvement, work performance, and sociability [3]. Stress coping denotes a varied assortment of practices and therapies targeted to regulate the amount of stress among individuals for the improvement of routine working. Coping is regarded as the actions performed by individuals for the reduction or avoidance of stressors in life [4]. A study says that the best and most used coping method is self-controlling and looking for social support [5]. Few more coping techniques adopted by the respondents were listening to

music, going to isolation, sleeping, playing sports, yoga practice helps in minimizing stress [6]. The success of these coping strategies is very difficult to estimate and moreover, the usage quantity and quality of techniques fluctuates extensively.

Coping with stress is tied in with assuming responsibility for the considerations, feelings, plan, and the manner in which we manage issues [7]. People working at various administrative levels have alternate points of view, focus, and push. Hence, coping is completely dependent upon intellectual evaluation that is further prejudiced by their own opinion and wisdom [8]. It is believed that coping can change the effects of stress upon emotional fatigue, depersonalization, and it depends upon perception about life, for example, optimism/pessimism [9]. Few coping techniques are referred as adaptive (e.g.