

## THE INFLUENCE OF STRESS ON PERFORMANCE OF AUTOMOBILE MARKETING EXECUTIVES IN KARIMNAGAR TOWN OF ANDHRA PRADESH: AN ANALYTICAL STUDY ON CAUSES AND OUTCOMES OF STRESS

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### ABSTRACT

This study on marketing executives working in the different automobile outlets in Karimnagar of Andhra Pradesh was done to understand the influence of stress on performance and how demographic factors influence stress. This study shows that pressure to produce and performance are correlated but stress does not influence performance of the marketing executives. Importantly, stress does not depend on age and length of service. But pressure to produce influences the stress levels. According to this research, goal clarity does not influence stress levels and performance. Similarly, this research does not show any relation between awareness of job's fit with organizational goals and stress, but awareness about a job's fit with organizational goals influences the performance. But freedom to relax influences both performance and stress. In other words, freedom to relax negatively influences the stress levels and positively influences the performance.

**KEY WORDS:** job performance, stress management, pressure on work.

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