

**Cognitive Style, Occupational Stress and
Job Satisfaction among Marketing and Banking Professionals**

Syed Sajid Husain Kazmi¹

Anshuma Dubey²

Abstract

In today's competitive era, it is very important for a professional to continuously work towards achieving organisational goals and targets allocated to him in order to prove himself as a productive and indispensable asset for the organisation. In doing so these professionals go through tremendous workload and pressure to achieve the given targets and meet the deadlines. Purpose of this study was to assess the Cognitive Styles, Occupational Stress and Job Satisfaction among the Young Professionals and to find out whether any relationship exists among Cognitive Style, Occupational Stress and Job Satisfaction among the Young Professionals. In this study 30 Young Professionals from two groups i.e. 15 each from Banking (Government sector Banks) and Marketing (Private Marketing Firms) in the age range 25-35 years were selected as participants using purposive and snowball sampling methods.

For the study Cognitive Style Inventory by Dr. Praveen Kumar Jha (2001), Occupational Stress Index developed by Dr. A.K. Srivastava and Dr. A.K. Singh (1984) and Job Satisfaction Questionnaire by Dr. Hardeo Ojha (2011) were used. For the statistical analysis, SPSS version 20 was used. Kruskal Wallis Test was used to assess the significant difference whereas Spearman's Rank Order Method was used to assess the relationship between

¹ M. Phil. Clinical Psychology, Department of Clinical Psychology, Amity Institute of Behavioural and Allied Sciences, Amity University, Lucknow.

² Assistant Professor, Department of Clinical Psychology, Amity Institute of Behavioural and Allied Sciences, Amity University, Lucknow.

Cognitive style, Occupational stress and Job Satisfaction among Marketing Professionals and Banking Professionals.

The results of study indicate that significant difference was found among the Marketing Professionals and Banking Professionals in relation to Occupational Stress ($p=0.02$) and Job Satisfaction ($p=0.05$) at 0.05 level. Also there was significant negative correlation between Occupational Stress and Job Satisfaction at 0.01 level.

Keywords: Young Professionals, Cognitive Style, Occupational Stress, Job Satisfaction, Lucknow.

Introduction

In an organization, an individual's cognitive behaviours like learning, thinking ability, problem solving ability and decision-making capability impact his performance, productivity and growth. Every individual is unique due to his inborn skills and innate approaches. Individual's way of dealing with problems mainly depends upon the connecting 'link' between his cognition and personality. This 'link' is known as cognitive style.

Cognitive style is defined as the way an individual acquires information and the way his brain processes it in order to effectively deal with problems and to reach to a wise decision or solution. Hence it is often considered as an indicator of one's success. It gives an insight into how and why different individuals exhibit different approaches towards a situation and apply different styles or approaches to solve the problematic situations and this further explains the problem-solving abilities in different individuals and how this difference effects the maturity level of an individual.

Cognition

Neisser (1967) has defined cognition as set of mental processes which is utilized to organize the external or internal stimuli and process, transform i.e. increase or decrease, store, recover and use the information as per need. Various functions like attention, decision making, reasoning, problem solving, perception, memory coding, retention and recall, imaging, planning and executing actions are considered to be part of cognition. These mental processes, at different stages of processing may or may not operate independently and involve the use of internal representations.

COGNITIVE STYLE

The act or process of knowing is called cognition. It is also known a cluster of mental processes like reasoning, perception, awareness and judgment. It is a major process which helps the individuals to smoothly lead their lives. It is a universal phenomenon occurring in all humans but it also varies and differs from person to person. This difference brings the uniqueness in each individual and is referred to as 'cognitive style'.

Characteristics of cognitive style:

- 1) Converger: This style majorly relies upon active experimentation and abstract conceptualization which are one of the dominant learning capacities in an individual.
- 2) Diverger: The divergent cognitive style depends mainly on concrete experience and reflective observation and has the opposite learning advantages over converger.
- 3) Assimilator: This style majorly depends upon the reflective observation and abstract conceptualization.
- 4) Accommodator: This style depends mainly on active experimentation and concrete experience and has the opposite learning advantages over assimilation.

According to Martin (1988) there are five dimensions of Cognitive Styles:

1. Systematic Cognitive Style
2. Intuitive Cognitive Style
3. Integrated Cognitive Style
4. Undifferentiated Cognitive Style
5. Split Cognitive Style

STRESS

The word 'stress' is derived from the Latin word "strictus" which means "to tighten". It can be understood as stimuli in the environment that may require some adjustments or adaptive response on the part of an individual.

OCCUPATIONAL STRESS

The term occupational stress refers to the feelings and experiences which develops as a result of individual's inability to cope up with the exceeding demands of his job. It is nowadays a very important occupational health problem since it can cause significant economic loss. It may produce both overt psychological and physiological issues in an individual and may also cause subtle morbidity that can affect individual's personal well-being and productivity. Increased workloads, downsizing, overtime, hostile work environments and shift work are few of the many causes of stressful working conditions (Quick, Murphy, et al., 1992).

JOB SATISFACTION

Job satisfaction is condition which arises when due to various psychological, physiological and environmental factors; a person acknowledges that he is "satisfied with his job" (Hoppock, 1935). It is the outcome of individual's feelings about his job and his need's fulfillment. Hence this can differ from person to person. Job satisfaction is considered as an important aspect of an employee's health and overall personality. It enhances the employee's performance and also improves his effectiveness at his workplace. It refers to an employees' adjustment at his workplace and his behaviour is linked to it (Davis et al., 1985).

Review of Literature

Natarajan and Punitha (2017) studied the occupational stress in private sector employees in Coimbatore on a sample size of 354 employees and concluded that 76 percent of the respondents have moderate level of occupational stress, 13.8 percent of the respondents have low level of occupational stress and 10.2 percent of the respondents have high level of occupational stress.

Agrawal, Chandraiah et al., (2003) conducted a study to investigate the effect of age on occupational stress and job satisfaction among managers of different age groups on a sample of 105 industrial managers working in different large-scale organizations. The findings of the study reveals higher levels of job stress and less job satisfaction among managers of 25-35 years age than their counterparts in the middle age (36-45 years) and the old age groups (46-55 years). The study also found that the age is negatively correlated with occupational stress and positively with job satisfaction.

Shah (2003) examined role stress among employees in banking industry. The results indicated that most of the employees were experiencing moderate level of stress at work. It revealed that role stagnation, inadequacy of role authority, role erosion and role overload were the main stressors being encountered by employees.

Siu and Cooper (1998) investigated the direct and moderating effects of locus of control and organizational commitment on the relationship of sources of stress with psychological distress, job satisfaction and quitting intention of 122 employees (66 males, 54 females, two unclassified) working in Hong Kong firms. The results of the study suggested that locus of control and organizational commitment had strong direct effects (externals were dissatisfied with the job itself and thought of quitting the job quite often; employees who had a high commitment had higher job satisfaction) and moderating effects (the stressor–strain relationships were significant in externals; and commitment buffered most of the stressor–strain relationships).

Reddy and Poornima (2012) investigated the occupational stress and the professional burnout of university teachers in South India. Results revealed that majority (74%) of the university teachers are experiencing moderate and high levels of occupational stress and 86 percent of teachers have professional burnout and there is a positive relationship between the occupational stress and professional burnout of university teachers.

Tytherleigh et al., (2005) found that occupational stress in UK university staff is widespread and academic staff were stressed by lack of control over decisions affecting their jobs, lack of resources, not being informed about job relevant information, work interfering with home and personal life, insufficient time to do their jobs at the quality level the academics felt necessary, and the level of their pay and benefits.

Winefield, Dua et al., (2003) identified research, educational change, management styles, re-organisation and restructuring and inadequate resources as major source of occupational stress in the university staff.

Dar and Najar (2017) studied the job satisfaction of lecturers with respect to marital status. Sample was collected from 60 male lecturers (30 married and 30 unmarried) working at plus two level in Kashmir. Results revealed that there is a significant difference between married and unmarried male lecturers on composite score but on dimension wise no significant

difference was found except for dimension Salary, Promotional Avenues and Service Conditions.

Raj and Lalita (2013) studied the job satisfaction on gender basis and government and private sector. Results revealed that there is no significant difference in the level of satisfaction of male and female teachers. Furthermore, it was again revealed that there is no significant difference in the level of satisfaction of Govt. and Private school teachers.

Hemali and Kaji (2014) conducted a study to find out job satisfaction of employees in relation to education and work experience in industry on a sample of 120 out of which 61 were from SSC & 59 from above SSC and 80 less than five-year work experience and 40 above five-year work experience. The result showed that there was no significant difference found between SSC and above SSC pass & less than five-year work experience and more than five-year work experience employees of job satisfaction.

RATIONALE OF THE STUDY

In today's competitive era, it is necessary for every professional to give his best so that he survives and performs up to the expectations of his organisation. Professionals who have daily and monthly targets to achieve as part of their job might face stressors related to their work. For example, those in marketing profession have to work in-order to achieve targets in sales, likewise those in banking profession have to achieve targets given by their managers in order to improve the bank's profit and also improve customer satisfaction and those in teaching profession have to take classes on new topics hence face new challenges on daily basis. In all these professions it can be said that they have to work under tremendous stress to give the desired and favourable results.

Individuals acquire and processes information and solve problems in their own unique ways which we call as cognitive style. An individual can perform better if he gets to work based upon his unique style and abilities else he would find out difficult to manage his work and this may result in increased occupational stress and decreased job satisfaction.

Studies show that there exists a negative correlation between occupational stress and job satisfaction. There exists a need to explore whether cognitive style, occupational stress and job satisfaction have any relationship in context to young professionals in banking, marketing and teaching professions.

Objectives:

- To assess the Cognitive Style of Young Professionals.
- To assess the level of Occupational Stress among the Young Professionals.
- To assess the level of Job Satisfaction among the Young Professionals.
- To explore the relationship among Cognitive Style, Occupational Stress and Job Satisfaction among the Young Professionals.

Hypotheses:

- There will be significant difference in the Cognitive Style among Young Professionals.
- There will be significantly high Occupational Stress among the Young Professionals.
- There will be significantly high Job Satisfaction among the Young Professionals.
- There will be a significant relationship among Cognitive Style, Occupational Stress and Job Satisfaction among the Young Professionals.

Research design

- Ex post facto research design

Sample

The total sample consisted of 30 Young Professionals from two groups i.e. 15 each from Banking (Government sector Banks) and Marketing (Private Marketing Firms) in the age range 25-35 years.

Nature of sampling used was purposive and snowball sampling.

Tools used:

1. Socio-demographic data sheet

The socio-demographic data sheet is a semi structured sheet made by the researcher which is especially drafted for the study. It includes information about socio-demographic

details like age, gender, religious faith, family type, marital status, occupation, qualification, nature of job, work experience, age at the time of joining, working hours, annual income, history of medical illness, history of psychiatric illness and frequent use of any substance against medical advice.

2. Cognitive Style Inventory (CSI)

Cognitive Style Inventory was earlier developed by Martin (1983) and has been standardized on Indian population by Praveen Kumar Jha (2001). It is a self-report inventory which measures the five styles i.e., Systematic style, Intuitive style, Integrated style, Undifferentiated style and Split style. It comprises of 40 items and the responses are recorded on a five-point scale (Strongly Agree, Agree, Undecided, Disagree and Strongly Disagree). The Split half reliability is 0.653 and has high content validity.

3. Job Satisfaction Questionnaire (JSQ-OH)

Job Satisfaction Questionnaire was developed by Dr. Hardeo Ojha, Bhagalpur in 2011. The inventory consists of 32 items with yes/no response pattern. The test reliability is 0.77 and validity is 0.52.

4. Occupational Stress Index

The Occupational Stress Index was developed by A. K. Srivastava and A. P. Singh in 1984. The scale consisted of 46 items, each to be rated on five-point scale. Reliability was found to be 0.935 by the Split half method.

Procedure

The total sample of 30 young professionals was taken for all the three groups, i.e., 15 Marketing Professionals and 15 Banking Professionals were selected on the basis of inclusion and exclusion criteria. The sample was taken by using purposive and snowball sampling. Informed consent was taken by the participants. The socio-demographic details were filled by the participants and the tools were administered on them. Then, the appropriate statistical tools were used to analyze the data through SPSS version 20.

Analysis

For the statistical analysis, SPSS version 20 was used. Kruskal Wallis Test was used to assess the significant difference whereas Spearman's Rho Correlation Test was used to assess the relationship between Cognitive style, Occupational stress and Job Satisfaction among Marketing Professionals and Banking Professionals.

Result:

Variable		Group- I (Marketing) n=15	Group- II (Banking Professionals) n=15
Age	Mean	29.13	30
	Standard deviation	2.79	2.20

The result **table 1**, showing the mean and standard deviation of age amongst Marketing Professionals, Banking Professionals

Table 2.0: Showing the frequency and percentage of socio-demographic details

Demographics		Group- I (Marketing) n=15		Group- II (Banking Professionals) n=15	
		Frequency	Percent	Frequency	Percent
Gender	Male	11	73.3%	8	53.3%
	Female	4	26.7%	7	46.7%
Religious faith	Hindu	10	66.7%	11	73.3%
	Islam	5	33.3%	4	26.7%
Marital Status	Unmarried	7	46.7%	4	26.7%
	Married	8	53.3%	11	73.3%
Family Type	Nuclear	5	33.3%	7	46.7%

	Joint	10	66.7%	8	53.3%
Qualification	Graduate	11	73.3%	9	60%
	Postgraduate	4	26.7%	6	40%

The result table 2.0, showing the frequency and percentage of gender, religious faith, marital status, family type and qualification amongst Marketing Professionals, Banking Professionals

Table 2.1: Showing the frequency and percentage of socio-demographic details.

Demographics		Group- I (Marketing) n=15		Group- II (Banking Professionals) n=15	
		Frequency	Percent	Frequency	Percent
Age at joining	22 years	2	13.3%	0	0
	23 years	4	26.7%	2	13.3%
	24 years	6	40.0%	2	13.3%
	25 years	2	13.3%	6	40.0%
	26 years	1	6.7%	4	26.7%
	27 years	0	0	0	0
	28 years	0	0	1	6.7%
Work experience	0-5 years	8	53.3%	9	60%
	6-10 years	7	46.7%	5	33.3%
	More than 10 years	0	0	1	6.7%
Working hours	6-8 hours	9	60%	8	53.3%
	9-10 hours	6	40%	7	46.7%
Income	Below Rs 5 Lakh	11	73.3%	8	53.3%
	Rs 5-10 Lakh	4	26.7%	7	46.7%

Table 3: Showing the 'level of significance' in dimensions of Cognitive style, Occupational stress and Job Satisfaction among Marketing Professionals and Banking Professionals.

Variable	Groups	Mean rank	N	H Value	df	P
Systematic Style	Marketing	24.00	15	0.53	2	0.76
	Banking Professionals	22.50	15			
Intuitive Style	Marketing	22.50	15	2.00	2	0.36
	Banking Professionals	22.50	15			
Integrated Style	Marketing	22.50	15	0.25	2	0.88
	Banking Professionals	24.00	15			
Undifferentiated Style	Marketing	25.00	15	1.18	2	0.55
	Banking Professionals	22.00	15			
Split Style	Marketing	21.50	15	0.52	2	0.77
	Banking Professionals	24.50	15			
Occupational Stress	Marketing	29.77	15	7.54	2	0.02 *
	Banking Professionals	17.57	15			
Job Satisfaction	Marketing	16.57	15	5.79	2	0.05 *
	Banking Professionals	26.43	15			

** Correlation is significant at the 0.01 level (2-tailed)

* Correlation is significant at the

0.05 level (2-tailed)

The result table 3 showing the Mean Rank, Number of sample, Kruskal Wallis or Chi-Square, Degree of freedom and Level of Significance of dimensions of Cognitive Style, Occupational Stress and Job Satisfaction among Marketing and Banking Professionals

Discussion

The aim of the present research was to study the relationship between Cognitive Style, Occupational Stress and Job Satisfaction among Young Professionals. The total sample consisted of 30 Young Professionals from two groups i.e. 15 each from Banking (Government sector Banks) and Marketing (Private Marketing Firms) Professions, in the age range 25-35 years, following the inclusion and exclusion criteria. The sample was selected by using purposive and snowball sampling technique. Ex-post facto research design was used for the present study. The tools used were Socio-demographic datasheet, Cognitive Style Inventory by Praveen Kumar Jha (2001), Job Satisfaction Questionnaire by Dr. Hardeo Ojha (2011), Occupational Stress Index by A. K. Srivastava and A. P. Singh (1984). The results were analyzed using Spearman's Rank Order Method for correlation and Kruskal-Wallis to assess significant difference among all variables.

In the present study, first hypothesis suggested that there will be a significant difference in the Cognitive Style among Young Professionals. The results of the present study revealed that there was no significant difference in Cognitive Style among Young Professionals. Systematic Style (table 3) was more frequently used by Marketing Professionals (Mean Rank=24.00) and equally used by Banking Professionals. Intuitive Style was equally used by Marketing Professionals and Banking Professionals (Mean Rank= 22.50). Integrated Style was more frequently used by Banking Professionals (Mean Rank=24.00) as compared to Marketing. Undifferentiated style was more frequently used by Marketing Professionals (Mean Rank=25.00) as compared to Banking Professionals (Mean Rank= 22.00). Split Style was more frequently used by Banking Professionals (Mean Rank=24.50) and Marketing Professionals used this Cognitive Style less frequently as compared to other groups (Mean rank = 21.50). The hypothesis formulated that there will be significant difference in the Cognitive Style among Young Professionals is rejected.

The second hypothesis of this research suggested that there will be a significantly high Occupational Stress among the Young Professionals. The results of the present study revealed that there was a significant difference in Occupational Stress among Marketing Professionals and Banking Professionals ($p=0.02$) at 0.05 level. The Occupational Stress (table 3) was found to be high among Marketing Professionals (Mean Rank= 29.77). The hypothesis formulated that there will be significantly high Occupational Stress among the Young Professionals is accepted.

Natarajan and Punitha, (2017) found that occupational stress is at higher level in private sector employees which was found that 76% of private sector employees have moderate level of occupational stress, 13.8% had low level of occupational stress.

Agrawal and Chandraiah, (2003) found that there is higher level of occupational stress among the managers and this stress is negatively correlated with age and Job Satisfaction.

The third hypothesis of this research suggested that there will be a significantly high Job Satisfaction among the Young Professionals. The results of the present study revealed that there was a significant difference in Job Satisfaction among Marketing Professionals and Banking Professionals at 0.05 level. The Job Satisfaction (table 3) was found to be high among Banking Professionals (Mean Rank= 26.43) and was found to be low among Marketing Professionals (Mean Rank= 16.57). There was a significant difference between Job Satisfaction among Marketing Professionals and Banking Professionals ($p=0.05$) at 0.05 level. The hypothesis formulated that there will be significantly high Job Satisfaction among the Young Professionals is accepted.

Karim and Islam, (2014) found that job satisfaction amongst the bankers is determined by a wide spectrum of factors such as: demographic characteristics, management and supervision, monetary compensation, non monetary recognition, work environment, job responsibility and type of tasks, social atmosphere at work, and general satisfaction with life.

Hemali and Kaji, (2014) found that there is no significant difference found between SSC and above SSC pass & less than five year work experience and more than five year work experience in employees.

Benders and Looj, (1994) found that there is no direct relation between job satisfaction and salary. Their research suggested that younger employees have a greater tendency to quit their jobs than older employees and demonstrate a greater tendency to be willing to work overtime. Younger employees also tend to be less satisfied with their salary.

Nahar et al., (2008) found that the success of any organization greatly depends on its qualified, efficient and dedicated workforce and their dedication depends upon their satisfaction and their satisfaction depends upon factors like compensation and other benefits provided to them.

The fourth hypothesis of this research suggested that there will be a significant relationship among Cognitive Style, Occupational Stress and Job Satisfaction among the Young Professionals. The results of the present study revealed that there was no significant relationship between the dimensions of Cognitive Style and Job Satisfaction. There was no significant relationship between the dimensions of Cognitive Style and Occupational Stress. However there was a significant negative correlation between Occupational Stress and Job Satisfaction at 0.01 level. Hence the hypothesis formulated that there will be a significant relationship among Cognitive Style, Occupational Stress and Job Satisfaction among the Young Professionals is accepted.

Ali and Jamaldeen, (2015) found that there was a negative significant relationship between occupational stress and job satisfaction among employees of textile industry in Sri Lanka.

Ismail and Yao, (2009) demonstrated that level of physiological stress has increased job satisfaction and level of psychological stress had not decreased job satisfaction.

On the basis of the statistical analysis i.e. Spearman Rank Order Method and Kruskal Wallis Test, it can be concluded that there was a significant difference in Occupational Stress among Marketing Professionals and Banking Professionals. There was a significant difference in Job Satisfaction among Marketing Professionals and Banking Professionals. There was a significant negative correlation between Occupational Stress and Job Satisfaction.

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