

# **JOB SATISFACTION AMONG MEDICAL REPRESENTATIVES IN INDIA: A QUANTITATIVE INVESTIGATION**

Shatakshi Lall , Assistant Professor, Department of Pharmacy , Graphic Era Hill University,  
Dehradun Uttarakhand India 248002 ,

## **ABSTRACT**

Humans had been practising medicinal drug in one manner or any other for over one million years. Folks that educate in health include no longer handiest the professions, medical doctors, nurses, prescription drugs and many others, however also the medical representatives. Medical representatives are the important factor of touch among pharmaceutical and medical companies as well as healthcare experts, selling product awareness, answering queries, providing advice and introducing new product. Therefore, such instances allow enhancing the job pride toward their system. Such job satisfaction of these representatives may also be achieved through increasing the welfare measures presented through way in their corporations. The primary goal of this research paper or the principle purpose is to examine and discover job satisfaction of medical representatives via studying the most important troubles confronted within the medical subject and the welfare measures that furnished the way of their organisations. From the conducted research we have also come to know that, these representatives are glad on their process. Maximum numbers of employees are very much happy on their revenue generation and different concessions. Moreover, many of them are everlasting team of workers and they may be the participants in labour union.

**KEY WORDS:** Medical representatives, Job satisfaction, Quantitative Investigation, Welfare Measures

## **INTRODUCTION**

Job satisfaction can be referred as the degree to which each representative feel positive or negative about their jobs (Griffin, et.al, 2010). It is one of the most important variables in any work field or an organisation thus, regarded as an indicator of working life quality. The pharmaceutical sector plays a very crucial position in keystone the monetary improvement of a country. These medical representatives also play a very primary function in various

pharmaceutical corporations, straddling the boundary among the promoting organisation and the purchaser (Angeli & Jaiswal, 2016).

Their each day existence entails several non-stop discipline works, travelling, expecting Dr Visits, administrative work, income stress and extra. It has always been a crucial and extensive variable with the overall performance of the employee and his/ her organisational dedication and turnover intentions. Thus, we will also discuss through this stanza that after globalisation numerous ranges of bigger or smaller organisations have tried to enter inside the pharmaceutical drug production and medicinal enterprises with several identical drug contents increasing big competition inside the market and on the identical time offering sufficient job possibilities as well as satisfaction and recorded a boom for advertising employees. Such clinical representatives work as an ambassador in these firms and they are a challenge to incompatible expectations from unique businesses outside and in the company. Retaining medical representatives has emerged to be fairly hard for areas managers in these day's aggressive surroundings. Their roles are very much crucial within the firm's sales era activities and its overall performance is considered to have a prime impact on many positions within the firm. According to some experts, we have come to know that their job satisfaction is totally associated with unique elements of the job like pay, supervision, person versions, role perceptions, organisational variables, mission variables, organisational dedication, propensity to leave, turnover and corporations citizenship behaviour (Nadiri & Tanova, 2010). In the global market the numbers of players and medical organisations have supplied big employment and promotional possibilities among such representatives which generally tend them to turnover and join different firm with extra blessings. Hence, it is important that retention of such members in medical organisations is a very big task and job satisfaction of them plays a very important role in this consent. The clinical representatives of different pharmaceutical organisations are also liable towards for selling the medical products amongst the health practitioner of various specialists by helping to increase the source of income of their representative enterprise (Goyal & Pareek, 2013).

Their job is too tough and challenging to put the enterprise products on the market mainly medicinal drugs. Therefore, with such instances we have understood that their life is quite tough because such medical representatives are provided with monthly and yearly targets by several pharmaceutical companies which are quite very tough for them to meet those targets. Such officials are one of the key points of contact between several pharmaceutical and clinical corporations as well as healthcare professionals. The job satisfaction among them is

very necessary for the well being of medical representatives. It is the emotional state resulting from their appraisal with regard to the nature of work, pay scale and other benefits are also some of institutional factors that tend to determine the job satisfaction. Medical organisations keep their employees attached by offering improved form of working conditions, health care facilities which include insurance to both self and their family members, different kinds of recreational facilities as well as many others. In our country they are also looked down upon and though, get very little respect in our society. But, such medical representatives of Europe and America are treated with respect in their society as well as they are also been paid a huge amount of good salary comparable to and other kind of profession in their country. Through, this research we will also discuss various factors which are seriously essential inside the organisations and its overall performance because their satisfaction in such work field has a prime impact within the firm. Job satisfaction among them is increasingly becoming an important determinant in India because it directly affects our healthcare systems, overall efficiency which leads to increase in switch over a job which eventually raises the cost of medical services (Mathews & Khann, 2016). Thus, this study is undertaken with an objective to assess job satisfaction among them and hence, study some factors influencing their satisfaction level. Social Media interaction is also connecting people (Kudeshia & Mittal). This can allow job seekers and giving the opportunity to interact and share the experiences.

## **LITERATURE OF REVIEW**

Satisfied human resource is regarded as an essential asset which is directly related to high productivity, efficiency as well as quality of care in a healthcare organisation (Jaiswal, et.al, 2015). Satisfaction in their job is highly credential for the maximization of their human resource potential. It is also conveyed as one of the major factor which leads towards heightening and expansion of monetary gain, lifestyle, work-ethics as well as happiness in their family and in personal, interpersonal, institutional and national domain. There are numerous criteria that help to determine their satisfaction in job and they are categorised into different variables like- accessibility to sufficient resources, job security, payment status, adequate welfare facilities, performance-based incentives, leave facility and many more in their overall job satisfaction (Swamy, et.al, 2015).

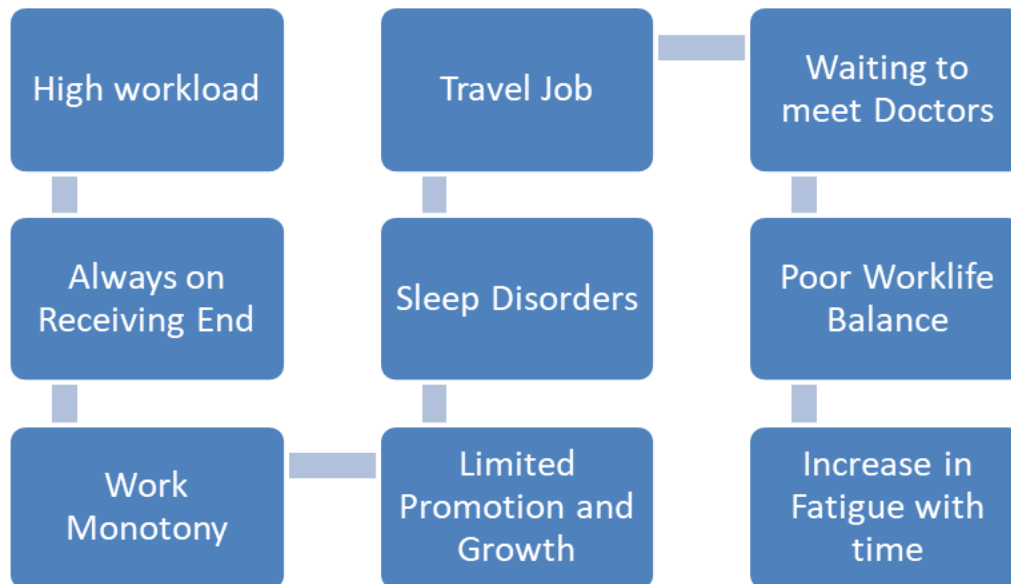
The pharmaceutical industry is considered as one of the most progressive and perspective industries in our country. Work life of medical representative in this sector of economy is a major part in this competitive world. As, everyone in this sector is spending their huge

amount of time in job related purposes because the representatives are more bothered about the outcome of their work which causes an immense stress on themselves as well as their professional life. Therefore, it results with high level of job stress and dissatisfaction in their work which may negatively influence on their qualitative and quantitative clinical output. We will discuss below various factors related with job satisfaction and thus, they need to be addressed strategically which therefore at the end in turn, improve and effect their satisfaction in their work field. Before going further let us first discuss that medical representative is an individual who is considered to be a primary point of communication amongst pharmaceutical as well as healthcare providers (Kumar Mishra & Bhatnagar, 2010).

They also use a variety of technique or strategies to not only sell clinical products of his/her organisations but also work towards recommending medicine and medicinal devices to their clients. Satisfaction in their work field is very necessary because they are considered as the back bone of their representative medical organisation. They serve as the organisation's voice in front of their consumers, which eventually helps them to achieve their goals and targets, thus resulting into good revenue generation. In our country India, most of the medical representatives devote a huge amount of time to gain a thorough understanding of their corporations produced medicinal products and thus, they eventually keep themselves updated on medical advancements.

Many of them work very positively to help boost product awareness, respond to several questions and also bring new technology produced products amongst their customers. Satisfaction in their work field is a very crucial factor towards its productivity. Lower level of job satisfaction amongst the employees is directly related with their lower life satisfaction. Thus, both satisfaction and motivation play an important role in their job retention. However, we have come to know that there happens to be no standard way that helps to measure their dissatisfaction but there are several factors that negatively impact their professional life. It can also be viewed as feeling, attitude, perseverance and beliefs among medical representatives in several aspects of their job. People with high level of job stress connected to an organisation may also be not satisfied with their job. Some of the modern organisations in the present scenario consider such factors as two imperative workplace issues because if not addressed on time may negatively influence on their organisational performance (Erickson, et.al, 2015).

It is regarded as feeling, attitude, perseverance and ideals of employees about various aspects of their activity. According to this study, we have come to know that there is growing evidence that present trends in our working conditions may eventually have several negative impacts on their job satisfaction and it also affects their physical and mental health issues. Performance and work ethics in an organisation is directly influenced by their job fulfilment.



**Figure 1 Reasons of Job Dissatisfaction among Medical Representatives**

But in this age of robotics and automation and their involvement in medical sector, dependence on its employees is getting lesser. Individuals associated with medical industry have different attitudes in general. Through this study, we pointed out many organisational determinants of job satisfaction like pay scale as, if they are provided fair re-numerations for the contribution in work by them most of them are satisfied. Certain employees also faced immense dissatisfaction in work itself because the work becomes not interesting to them and unclear so some of them dissatisfied this work. Quality of supervision in this field, if supervisor pays attention to each and every employee's concerns as well as treats them with equal respect then they are supposed to be satisfied in the job (Wan & Chan, 2013).

Poor quality of supervision and their less concern about medical representatives are found that they lead to dissatisfaction among employees. Therefore, some of them also claimed that the work in this sector of economy gives them immense level of satisfaction. Compensation also plays a very important role because low pay scale and lack of incentives is also a disregard that forces them towards quitting their jobs intention. As, lower pay scale and absence of incentives in their work will negatively influence them because it will not meet

the individuals needs and thus, many of them gets dissatisfied and tries to quit their present job. Promotions must be done on time so that; it helps the employee in increasing their efficiency during their work. It is also been noticed that many of them also had interest when they were promoted on time. Evidence also suggested that the private healthcare and medical organisations are relatively very well established and provided better working conditions, while the public sector faced numerous issues that eventually affected the level of job satisfaction amongst their employees (Kumar, et.al, 2013).

Jobs related to such representatives are very hectic as such they need to promote their drugs and sell their produced companies pharmaceuticals to different doctors, labs and pharmacy shops so that they ensure by making huge sum of orders which tend to reach their targets as well as higher satisfactory in their job. Working environment in these sectors of economy also varies from place to place which makes them feel nervous and comfortless in this field of work. Even they also work in a flexible working hours as they conduct and do late night meetings with their clients. It also affects their health and increases stress in their family life. In a very short span of time they need to meet and reach their targets. Such harsh tasks may also arise stress and continuous travel from place to place also affects their health and result in severe body pains. In this present situation across every sector of our economy everyone is running around their target completion in India. Thus, the Pharmaceutical or medical corporations are one of the fastest growing industries all across the world. But, such representatives play a very vital role and they are the one who promote organisations products and services that positively increases their sales. In India, they work in an unsecured kind of working environment and such factors resulted towards job insecurity. Normally they have to devote long working hours as they are supposed to conduct meeting even on weekends as well as during holidays. This may result in lack of sleep and thus, some of them affected from health issues. Many of them did not have proper time to spend time with their family. Sometimes they also have to work for their colleagues as well as their team members associated with the medical organisation for the concern to reach their target and eventually many of them fail to concentrate on their personal life therefore, many of their family members force them to leave the job due to such dissatisfaction. These conditions raise uncertainties as well as imbalance between their life and work arises. Moreover, there are many employees or medical representatives those who are from non-science background and it develops difficulties for them to understand numerous drug molecule combinations, as well as they faced un-certainties with technical terms related to the doctors. Employees in such

situations often faced difficulties while target completion and this may lead to hypertension. Medical representatives are supposed to play two or more roles in their daily life simultaneously that leads to lack of concentration as well as decrease in their performance level (Berto, 2014).

They need to plan many strategies to have a balanced work-life. Plan their day to day activities in a balanced way that includes both their personal and their professional activities. The second thing they do is set their priorities which give them the clear idea about what work needs to be done first and what to concentrate on more. Medical organisations are giving huge priorities to their employees and medical representatives' job satisfaction level for their retention (Choi, et.al, 2016).

Employees are being given at-least two weeks of leave per year so that they give some time to their family which makes them more enthusiastic towards their job and they work with a fresh mind. Regular check on their satisfactory level and preventive measures by the organisation helps to increase in their performance and satisfaction level in a better way. It will help in improving their efficiency but at the end the level of job satisfaction among them is observed to be moderate.

## **CONCLUSION**

We discovered through this study that, not only the inadequate reimbursement but its overdue is the additional reason for the clinical representatives to end process. Medical or pharmaceutical organisations ought to take into account in upward compensation and its supply on time. Insufficient assistance from their supervisors is one of the critical reasons for them to quit their job in medical institutions of India (Mosadeghrad, 2014). After going through this study, we have also come to know that over workload, anxiety, additional time, tiredness and many other several factors are some situations which create process dissatisfaction amongst medical representatives. But job satisfaction and organisation commitment are some of the important variables. The job satisfaction level should be monitored both in global terms as well as in terms of facets because it is crucially linked with the organisations commitment (Ramoo, et.al, 2013).

As stress is an inevitable part of everyone's life but there are many ways to minimise or at least learn to come up with ideas that do not affect their professional as well as personal life. Managers of the organisation must ensure to develop a satisfactory and ethical work culture

so that they concentrate on their personal development that will be utmost use for all medical representatives in India on their career.

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