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A STUDY OF JOB SATISFACTION OF MEDICAL REPRESENTATIVES SPECIAL REFERENCE TO COIMBATORE CITY

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INTRODUCTION:

Medical representatives or medical sales representatives promote and sell medical products, including equipment, prescription medicines and drugs manufactured by their company to different healthcare facilities. They ensure that a medical facility has the proper medical supplies to operate and serve its patients. Also, these professionals implement different strategies to create awareness about the products they are selling. A Medical representative are the mediators which work both pharmaceutical and medical companies a health care professional. They hold a strong key link between them. In simple word, the meaning of medical representative is a person appointed by a medical company who further develop a network with health care professional in order to promote a new product deals with sales, offer advice and inform the usage of products. A medical representative represents a medical products of the company in which he's working in front of doctors, medical practitioners, hospitals and chemists to prescribe them to patients. They share their whole knowledge regarding the product; benefits, functions, importance and difference. Medical products of the company in which he's working in front of doctors, medical practitioners, hospitals and chemists to prescribe them to patients. They share their whole knowledge regarding the product; benefits, functions, importance and difference. medical products of the company in which he's working in front of doctors, medical practitioners, hospitals and chemists to prescribe them to patients. They share their whole knowledge regarding the product; benefits, functions, importance and difference. The role of Medical Representative is very challenging. They represent the total company in a given territory.

SCOPE OF THE STUDY:

Medial representative future in Coimbatore city is very bright, provided they keep doing their job of increasing prescription and helping the pharma corporates increase market share of their brands pharmaceutical brand marketing is in-directing selling , In that case doctors act as an influencer on his prescription , every sale of

the strip or bottle is sold doctors prescribe the brand only if the medical representative of the pharma corporates keeps visiting the doctors thus the job of medical representative would always be in demand and the future of medical representative job is going to be brighter in India .

OBJECTIVES:

- ✓ To study about completing the target provided by the company with the time frame.
- ✓ To study about providing market /working feedback related to medicine
- ✓ To promote and sell their companies product whether that's pharmaceutical medicine

RESEARCH METHODOLOGY:

PRIMARY DATA:

For this study, primary data were collected by giving questionnaire to thirty medical representatives through personal interview. Convenient sampling method is used for collecting the data.

SECONDARY DATA:

The secondary data were collected from published project works, websites, books. The statistical tools used for the purpose of analysis are simple percentage and bar diagram. Based on the responses of samples tables are prepared; the data collected were analyzed and interpreted with the help of tables and figures

Percentage analysis

The word Percentage is formed of two words 'Per' and 'cent'. 'Per' means out of and 'cent' means hundred. Therefore, Percentage means out of hundred. The symbol for Percentage is %. Percentage is a fraction with denominator as 100. Percentage is used in making comparison between two or more series of data. Percentages are used to describe the relationship. Simple Percentage can also be used to compare the relative terms.

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

REVIEW OF LITERATURE:

Laura C. Batista (2021)¹ The purpose of this quantitative study was to explore the relationship between occupational stress and instigator workplace incivility, as moderated by personality, to select organizational outcomes (i.e., perceived physical health and intent to turnover). The findings suggest that personality did play a role in the stress-incivility relationship. Conscientiousness and agreeableness dampened the relationship, while neuroticism and extraversion strengthened the relationship.

Anita Odigie (2021)² The aim of this study is to explore issues on specific occupational stressors related to job performance, the role of healthcare in stress management and the effects of job resources on job demands, and also

to create awareness for health care professional on how to manage stress, my result suggests that hospital managers should develop strategies to address and improve other quality of working conditions of healthcare professionals.

Muhamad Saiful Bahri Yusoff (2020)³ Study evaluated the relationships of these variables with psychological health of first year medical students during stressful periods. The study was done with students accepted into the School of Medical Sciences, University Sains Malaysia. Stress, anxiety and depression were measured by the 21-item Depression Anxiety Stress Scale. At the less stressful period, stress level was associated with agreeableness and the final GPA, anxiety level was associated with emotional control and emotional conscientiousness and depression level was associated with the final GPA and extraversion. At the more stressful period, neuroticism associated with stress level.

ANALYSIS AND INTREPRATION:

TABLE 1: Showing satisfaction of employees towards target line

S.NO	TARGET LINE SATISFACTION	NO.OF RESPONDENTS	PERCENTAGE
1	SATISFIED	35	68
2	HIGLY SATISFIED	10	20
3	DISATISFIED	6	12
	TOTAL	51	100

SOURCES: Primary Data

INTERPRETATION: As per the survey of 51 Respondents 68% are Satisfied, 20% are highly satisfied , 12% are dissatisfied.

Majority of the people are satisfied with their target line

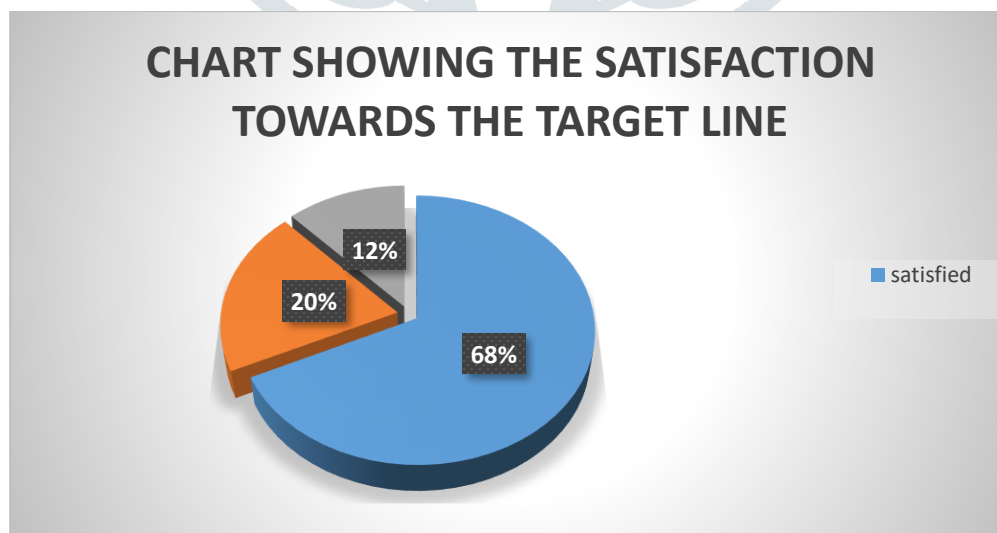


TABLE 2: Showing that satisfaction of employees towards job

S.NO	TARGET LINE SATISFACTION	NO.OF RESPONDENTS	PERCENTAGE
1	SATISFIED	30	58.8
2	HIGLY SATISFIED	14	29.4
3	DISATISFIED	7	11.8
	TOTAL	51	100

SOURCES: Primary Data

INTERPRETATION: : As per the survey of 51 Respondents 58.8% are Satisfied , 29.4% are highly satisfied , 11.8% are dissatisfied

Majority of them are satisfied with their job

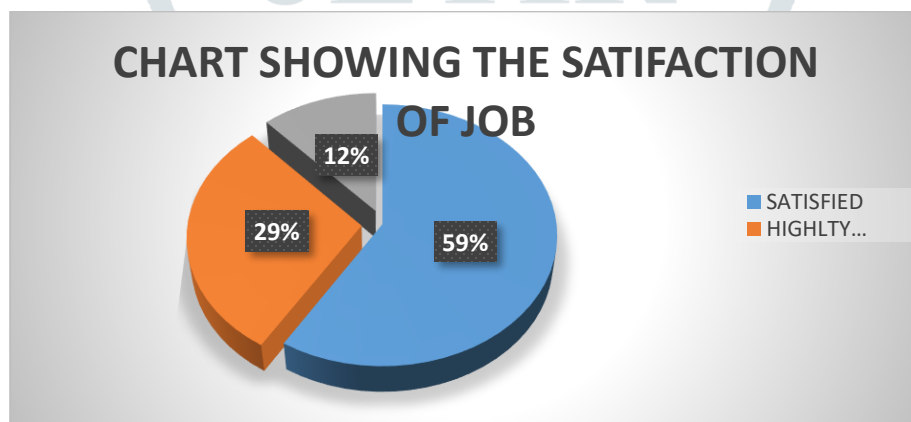
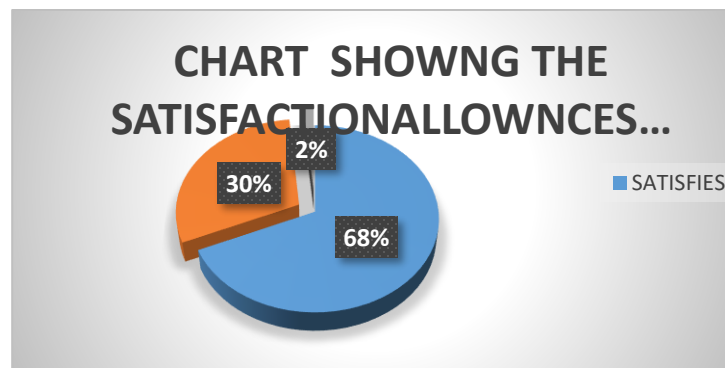


Table 3: showing Allowance provided for them

S.NO	ALLOWNACE PROVIDED FOR THEM	NO. OF RESPONDENTS	PERCENTAGE
1	SATISFIED	32	62.7
2	HIGHLY SATISFIED	14	27.5
3	DISATISFIED	5	9.8
	TOTAL	51	100

SOURCES: Primary Data

INTERPRETATION: As per the survey out of 51 Respondents 62.7 are satisfied, 27.5 are highly satisfied, 9.8 are dissatisfied Majority of Respondents are satisfied with their allowances



FINDINGS AND SUGGESSTION:

- The Medical Representatives are 54.9% are Satisfied, with their firm.
- The Medical Representative are 68.6% says Good with the welfare measures.
- The Medical Representative are 49% are Satisfied with their Training program conducted by the firm.
- The Medical Representative 58.8% are Satisfied with their job.
- The Medical Representative are 68% are Satisfied with their Target line.
- The Medical Representative are 58% are Satisfied with their medical facility.

CONCLUSION:

The pharmaceutical companies promote their drug unethically through medical representatives to violate the rules and regulation of drug promotion to earn more revenue. Studies showed that unconscious and inappropriate prescription patterns will resist the antibiotics where the medical representatives play a vital role in unethical practices. As a result, new antibiotics will be needed to invent which increases the cost of treatment. Getting unfair offers from the medical representatives, the physicians prescribed unconsciously, thus the cost of healthcare increases day by day and the low-income family go under the catastrophic health expenditure to bear the costs. So, we should be conscious and follow the rules and regulations of the drug policy for getting a better future. So, the physicians should prescribe appropriately by considering the patient as his relatives and fully maintain the Geneva Declaration and the DGDA's rules and regulations.

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