

IMPACT OF GENDER, EDUCATION AND MARITAL STATUS ON JOB SATISFACTION AMONG MEDICAL REPRESENTATIVES

Dr. Lazar Veparala, Associate Professor

Dr. Ravindra Bukkapatnam, Academic Consultant

Naga Anand Kamanoor, M.Sc., Final Year Student

Yogi Vemana University, Kadapa, Andhra Pradesh.

ABSTRACT

Pharmaceutical sales are labor intensive. It is said that even if you are really good, successful or clever, your business and its prospects are highly dependent on people you hire. Job satisfaction or employee satisfaction is a measure of workers' contentedness with their job, whether they like the job or individual aspects or facets of jobs, such as nature of work or supervision. Job satisfaction can be measured in cognitive (evaluative), affective (or emotional), and behavioral components. The present study assesses the impact of gender, education and marital status on job satisfaction among medical representatives. The Job Satisfaction of the seventy samples was assessed by using Job Satisfaction Scale (JSS). The total sample size is seventy. The sample consisted of 47 Male and 23 female medical representatives, Education wise 48 Graduates and 22 post graduates and marital status wise 40 married and 30 unmarried medical representatives from telugu states. The obtained data are quantitatively analyzed using descriptive statistics such as Mean, SD and Inferential statistics Such as t-test. Simple random sampling technique was used. The result of the study showed that gender, education, and marital status significantly affect job satisfaction among medical representatives. Pharmaceutical companies have to review certain criteria such as job related-welfare, leave facility and job security to further increase the job satisfaction of their medical representatives. This would not only benefit career satisfaction of medical representative but further improve work quality provided by them.

KEY WORDS: Job Satisfaction, Medical Representatives, Gender, Age, Education and Marital Status.

In the age of robotics and automatisations, dependence on employees is getting lesser. However it doesn't hold the same significance in all the contexts. In today's times, where organisations are moving from complex environment to lean environment using self service technologies, there are still sectors and jobs which certainly require more of a human interaction and least of self service technologies. Pharmaceutical sales are one of those. Pharmaceutical sales are labor intensive. It is said that even if you are really good, successful or clever, your business and its prospects are highly dependent on people you hire.(Morita, 1986).

Job satisfaction or employee satisfaction is a measure of workers' contentedness with their job, whether they like the job or individual aspects or facets of jobs, such as nature of work or supervision. Job satisfaction can be measured in cognitive (evaluative), affective (or emotional), and behavioral components. Researchers have also noted that job satisfaction

measures vary in the extent to which they measure feelings about the job (affective job satisfaction), or cognitions about the job (cognitive job satisfaction).

Job satisfaction has been defined as a pleasurable emotional state resulting from the appraisal of one's job.

- An affective reaction to one's job
- An attitude towards one's job
- Weiss (2002) has argued that job satisfaction is an attitude but points out that researchers— should clearly distinguish the objects of cognitive evaluation which are affected (emotion), belief, and behaviors.

This definition suggests that we form attitudes towards our jobs by taking into account— our feelings, our beliefs, and our behaviors

It is said that satisfied employee is a productive employee. Any kind of grievance relating to organisational or personal to a greater extent influences the job. So every organisation is giving higher priority to keep their employees with satisfaction by providing several facilities which improve satisfaction and which reduce dissatisfaction. Job satisfaction is considered as a key issue by the entrepreneur where efforts are taken and programs are initiated.

Importance of Job Satisfaction:

1. **Lower Turnover:** Lower turnover is when a company has a small number of employees leave relative to the employees hired or employed at the start. A candidate is more likely to search for jobs if they are having low job satisfaction; whereas if a person is satisfied with his/her career, they are less likely to change careers.
2. **Productivity:** Employees who have high job satisfaction tend to achieve higher productivity. Higher productivity in employees is seen when they are happy with their job and focus well on their tasks. A single member's high productivity in a team boosts the confidence of others in the same manner.
3. **Loyalty:** When employees in the organization feel that the company has their best interest, they often support its mission and work hard to produce the best results. In this case, job satisfaction and level of loyalty will be increased, and they will be more likely to communicate positive words around their known.
4. **Increased Profits:** If employees are safe and satisfied with their work and responsibilities, it can lead to lower costs and high sales and a robust bottom line. Happy employees are satisfied employees who are willing to follow their workers and cooperate with the organization during emergencies. If you feel you are missing out on this sense of fulfillment, here are some ways to make your work more satisfying and rewarding, both for yourself and your organization:
5. **Out opportunities:** Don't let the everyday work routine leave you feeling like you are trapped in a job that offers no growth prospects. Look out for new projects and actively seek opportunities where you can contribute your skills and talents. The key is not to let boredom spread its web over your workday. Read up on the current trends

in your industry, take up courses that can enhance your skills and attend seminars to stay on track with the career goals you set for yourself when starting in the field.

6. **Value creation:** Even a job that is most suited to your qualifications and skills can sprout dissatisfaction over time if there is no motivation to drive that work; more so if you do not feel a connection with the work you do. You can impart a sense of value to what you do by seeing the bigger picture by asking yourself - 'why' you do 'what' you do.
7. **Develop and maintain steady work relationships:** Job satisfaction means being in resonance with both the work and the workplace. Building good relations with those you work with is also essential. Having people skills helps in getting a task completed efficiently and without conflict. If you are part of a team, sharing your successes will allow you to feel a sense of connection and team spirit, leading to a greater understanding of fulfillment.
8. **Work-life balance:** How you manage your work and time determines how far you can keep your stress away, and prevent burnout from work. Maintaining a healthy balance between work and home will keep your enthusiasm levels high and not make going to work every morning feel like a task in itself.
9. **Staying positive:** Sure, there'll be good days and bad days at work. The key is not to get bogged down by the odd monotonous assignments, setbacks or office politics; instead, maintain a positive attitude (view challenging projects as challenges and mistakes as an opportunity to learn) and stride ahead with the confidence that your difficult task is a step in the direction of professional advancement.

Challenges:

According to PwC and CII pharma summit report – 2010, emerging markets are already growing three times faster compared to leading markets of Japan, Europe and North America. Overall, pharmaceutical industry in general have high growth prospects. However, this industry is also facing some serious challenges. Their best-seller drugs are going off-patent widely and there are very few molecules available as a replacement. This is happening because of decline in R&D productivity and heavily rising regulatory costs which is affecting organisations profit margins (CII, 2010). All these things have an impact on organisations. Organisations want more sales, in turn the medical representatives are motivated and sometimes pushed to their limits to bring in more sales. This in the end is taking toll on their happiness, impacting their job satisfaction.

Every individual have different attitudes in general. In organizational behavioural studies, the attentionsis more to three job-related attitudes which comprises of Satisfaction, Job Involvement and Organisational Commitment(Khanka, 2010). Dr. Khanka points out certain organisational determinants of job satisfaction viz. Pay, work, quality of supervision and working conditions.

Pay: Employees are satisfied if they are getting fair remuneration for the work contribution by them. Compared to consolidated ones, employees are more satisfied with flexible plans. Certain studies oppose this widely accepted common notion.

Work: To certain employees, work itself gives them immense satisfaction. However for employee, if his job is not interesting, if the job is unclear; employee gets dissatisfied from his work.

Quality of supervision: If supervisor pays attention to employee's concerns, treats them with respect and if the supervisor is competent then the employees are found to be satisfied in the job. Poor quality of supervision and less concern about employees' welfare leads to dissatisfaction in employees.

Working conditions: Working conditions is about the environment and context in which work is performed. Darkness, crowded, unhealthy environment, extreme temperatures and such other things may lead to dissatisfaction.

Compensation plays a very important role in employees' job satisfaction and also his job quitting intentions. Lack of incentives forces an employee to quit his current job (Iverson RD, 2003). Because low pay and absence of incentives cannot meet individuals needs hence employee is dissatisfied and thinks about quitting current job and looks after better job opportunity (Deci EL, 1999).

Statement of the Problem: An attempt is made in the present investigation to study "Job satisfaction among medical representatives.

Objectives:

1. To study whether there are any significant differences among Male and Female Medical Representatives in their Job Satisfaction.
2. To study whether there are any significant difference among graduation and Postgraduation Medical Representatives in their Job Satisfaction.
3. To study whether there are any significant differences among Married and unmarried Medical Representatives in their Job Satisfaction.

Formulation of Hypotheses:

Based on the above objectives, the following hypotheses are formulated.

Hypothesis – 1: There would be significant differences between Male and Female Medical representatives in their Job Satisfaction.

Hypothesis – 2: There would be significant difference between graduation and Post-graduation Medical representatives in their Job Satisfaction.

Hypothesis – 3: There would be significant differences between Married and unmarried Medical representatives in their Job Satisfaction.

Sample of the Study:

In the present study data was collected from (70) Medical representatives were selected based on simple random sampling technique was divided based on Age, Gender, Educational Status and Marital Status.

Table – I: Socio-Demographic details of the sample.

S.No	Sub-Group	N	%
1	Gender		
	Male	47	67.1
	Female	23	37.9
2	Education		
	Graduation	48	68.6
	Post-graduation	22	31.4
3	Marital Status		
	Married	40	57.1
	Unmarried	30	42.9

The sample was drawn from different sub groups of age, gender, education and Marital status groups. The socio-demographic details of the sample indicate that Age wise the sample shows 55.7 percent are in age group of 21-36, 34.3 percent are in 31-40 age groups and 10 percent are in 41-50 age groups. And that Gender wise 67.1 percent male, 37.9 percent female. The education wise the sample shows that 68.6 percent Graduates, 31.4 percent Post Graduation. Marital Status wise the sample shows that 57.1 percent married and 42.9 percent unmarried.

Dependent Variable: Job Satisfaction

Independent Variables: Gender, Age, Educational Status and Marital Status;

The Job Satisfaction Survey, JSS is a 36 item, nine facet scales to assess employee attitudes about the job and aspects of the job. Each facet is assessed with four items, and a total score is computed from all items. A summated rating scale format is used, with six choices per item ranging from "strongly disagree" to "strongly agree". Items are written in both directions, so about half must be reverse scored. The nine facets are Pay, Promotion, Supervision, Fringe Benefits, Contingent Rewards (performance based rewards), Operating Procedures (required rules and procedures), Co-workers, Nature of Work, and Communication. Although the JSS was originally developed for use in human service organizations, it is applicable to all organizations. The norms provided on this website include a wide range of organization types in both private and public sector.

JSS uses 6-point agree-disagree response choices, we can assume that agreement with positively-worded items and disagreement with negatively-worded items would represent satisfaction, whereas disagreement with positive-worded items, and agreement with negative-worded items represents dissatisfaction. For the 4-item subscales, as well as the 36-item total score, this means that scores with a mean item response (after reverse scoring the negatively-worded items) of 4 or more represents satisfaction, whereas mean responses of 3 or less represents dissatisfaction. Mean scores between 3 and 4 are ambivalence. Translated into the summed scores, for the 4-item subscales with a range from 4 to 24, scores of 4 to 12 are dissatisfied, 16 to 24 are satisfied, and between 12 and 16 are ambivalent. For the 36-item total where possible scores range from 36 to 216, the ranges are 36 to 108 for dissatisfaction, 144 to 216 for satisfaction, and between 108 and 144 for ambivalent.

Procedure: The investigator meets the subjects individually and distributed the questionnaire and explained the significance of the study and to them as to how they should respond to the items. The questionnaire was obtained from 70 samples and the responses are scored accordingly and it constitutes the data for the study.

Statistical Analysis: The obtained data are quantitatively analyzed using descriptive statistics such as Mean, SD and Inferential statistics Such as t-test and Correlation. Where ever necessary and the results are presented in the following pages.

Results and Discussion: The obtained data are quantitatively analyzed to test the hypotheses and the results are presented in the following pages.

Hypothesis – 1: There would be significant differences between Male and Female Medical representatives in their Job Satisfaction.

Table – II: Shows the means, SD's and t – value for the sub-variable gender regarding job satisfaction.

Sub-Variable		Mean	SD	t-value
Gender	Male	121.48	11.50	0.329@
	Female	120.56	9.97	
Note: @ indicate not significant				

An observation of Table-II clearly indicate that the male medical representatives has obtained highest mean value of 121.48 with SD 11.50, whereas female medical representatives has obtained lowest mean value of 120.56 with SD 9.97, it is clearly indicate that the male medical representatives experience high job satisfaction than their counter parts. The t-value is 0.329 for the variable gender is not significant, based on the results. The hypothesis is rejected as warranted by the results that there is no significant difference between male and female medical representatives in their job satisfaction.

Hypothesis – 2: There would be significant difference between graduation and post-graduation medical representatives in their job satisfaction.

Table – III: Shows the means, SD's and t – value for the sub-variable education regarding job satisfaction.

Sub-Variable		Mean	SD	t-value
Education	Graduation	120.56	11.27	0.700 @
	Post graduation	122.54	10.38	
Note: @ indicate not significant				

An observation of Table-III clearly indicate that the post graduation medical representatives have obtained highest mean value of 122.54 with SD 10.38, whereas graduate medical representatives have obtained lowest mean value of 120.56 with SD 11.27, it is clearly indicate that the post graduate medical representatives experience high job satisfaction than

their counter parts. The t-value is 0.700 for the variable education is not significant, based on the results. The hypothesis is rejected as warranted by the results that there is no significant difference between graduate and post graduate medical representatives in their job satisfaction.

Hypothesis – 3: There would be significant differences between married and unmarried medical representatives in their job satisfaction.

Table – IV: Shows the means, SD's and t – value for the sub-variable marital status regarding job satisfaction.

Sub-Variable		Mean	SD	t-value
Marital status	Married	121.12	11.15	0.053@
	Unmarried	121.26	10.88	
Note: @ indicate not significant				

An observation of Table-IV clearly indicate that the unmarried medical representatives have obtained highest mean value of 121.26 with SD 10.88, whereas married medical representatives have obtained lowest mean value of 121.12 with SD 11.15, it is clearly indicate that the unmarried medical representatives experience high job satisfaction than their counter parts. The t-value is 0.053 for the variable marital status is not significant, based on the results. The hypothesis is rejected as warranted by the results that there is no significant difference between married and unmarried medical representatives in their job satisfaction.

Conclusions:

1. There is no significant difference between male and female medical representatives in their job satisfaction.
2. There is no significant difference between graduation and post-graduation medical representatives in their job satisfaction.
3. There is no significant difference between married and unmarried medical representatives in their job satisfaction.

References

- CII, P. a. (2010). PwC and CII pharma summit report - 2010. PricewaterhouseCoopers Private Limited.
- Deci EL, K. R. (1999). A meta-analytic review of experiments examining the effects of extrinsic rewards on intrinsic motivation. *Psychological Bulletin*, 627-668.
- Iverson RD, C. D. (2003). Union participation, job satisfaction, and employee turnover: An event-history analysis of the exit-voice hypothesis. *Industrial Relations*, 101-105.
- Khanka, S. (2010). Job Satisfaction. In K. S. S., Human Resource Management. S Chand and Company Limited.
- LLP, A &. (2015). Industries. Retrieved from <http://www.asa.in/>:
<http://www.asa.in/p/industries>

- Locke, E. A. (1976). The nature and causes of job satisfaction. *Handbook of industrial and organizational psychology*, 1297-1349.
- McGuire, J. L., Hasskarl, H., Bode, G., Klingmann, I., & Zahn, M. (2007). Pharmaceuticals, General Survey. *Ullmann's Encyclopedia of Industrial Chemistry*.
- Nelson, B. (1995). Motivating employees with informal awards. *Management accounting*, 30-35.
- O'Brien, G. E. (1980). The centrality of skill utilisation for job design. In K. D. Duncan., *Changes in working life*, 167-187.
- R.G. Netemeyer, S. B. (1995). A Nested Comparison of Four Models of the Consequences of Role Perception Variables. *Organizational Behavior and Human Decision Process*, 77-98.
- Sonica Rautela, S. M. (2016). Exploring Factors of Employee Turnover Intention—An Overview. *IJEMR*.
- Spector, P. (1997). *Job satisfaction: Application, assessment, causes and consequences*. Thousand Oaks.
- WordWeb. (2014). WordWeb Online. Retrieved January 10, 2014, from Wordwebonline: <http://www.wordwebonline.com/en/PHARMACEUTICAL>
- Yankeelov, B. A. (2008). Individual and organizational factors in job retention in Kentucky's child welfare agency. *Children and Youth Services Review*, 547- 554.
- Arafat, S. Y., Rahman, F. H. S. A. I., & Al Asad, S. H. (2015). Job satisfaction among the medical representatives in Bangladesh. *Australian journal of business and management research*, 5(1), 22.
- Pawase, D. B., & Poonawala, N. S. (2013). Role of PE fit on job satisfaction of medical representatives. *International Journal of Engineering Research and Applications*, 3(4), 19-22.
- Mavale, S., & Narkhede, P. (2016). Impact of pay and promotion on level of job satisfaction of medical representatives. *International Journal of Engineering and Management Research (IJEMR)*, 6(6), 45-48.
- Ahmad, M., Akhtar, N., Ibrahim, M. B., & Murtaza, G. (2010). Factors influencing job satisfaction of medical representatives in Pakistan. *Journal of Chinese Pharmaceutical Sciences*, 19, 235-238.
- SALEH, M. (2018). Factors affecting job satisfaction among medical representatives working in multinational pharmaceutical companies in Addis Ababa (Doctoral dissertation, St. Mary's University).
- Al-Shaeer, M., Al-Jalehawi, A. K., & Al-Jumaili, A. A. (2021). Factors influencing job satisfaction in pharmaceutical marketing field. *Lat Am J Pharm*, 40, 54-62.
- Al-Jumaili, A. A., Sherbeny, F., Elhiny, R., Hijazi, B., Elbarbry, F., Rahal, M., ... & Hamad, A. (2022). Exploring job satisfaction among pharmacy professionals in the Arab world: a multi-country study. *International Journal of Pharmacy Practice*, 30(2), 160-168.
- Thattil, G. S., & Sajina, K. P. (2019). Job Satisfaction among Medical Representatives In Kerala: An Analytical Study. *MANAGEMENT AND SOCIAL SCIENCES (IJMSS)*, 72.

- Kocak, O., Eti, S., & Adiguzel, C. (2017). The Elements Effect Job Satisfaction of Medicine Representatives and a Sample from Bursa. *International Journal of Academic Research in Business and Social Sciences*, 7(7), 2222-6990.
- Begum, F., Ullah, M. H., & Nahar, N. (2021). Job satisfaction, mental well-being and turnover intention among pharmaceutical employees in Bangladesh. *Indian Journal of Health and Well-being*, 12(2).
- Gomathy, D. C., Sree, V. T., Prasanna, T. L., & Swathi, U. (2022). The Impact of Job Satisfaction on Workers' Productivity. *International Journal of Scientific Research in Engineering and Management (IJSREM)* Volume, 6.
- Undale, S., & Pande, M. (2016). Effect of organizational and occupational commitment on satisfaction and performance of medical representatives. *SM's International E-Journal on Ongoing Research in Management & IT*.
- Mir, R. A. (2015). Is Job Satisfaction or Organizational Commitment Better Predictor of Job Performance?. *International Journal of Research in Organizational Behavior and Human Resource Management*, 3(3), 61-71.
- Sharma, V., Annam, V., Gupta, T., & Swadia, B. U. (2022). Factors affecting employee job satisfaction in the Indian pharmaceutical industry. *Journal of Pharmaceutical Negative Results*, 483-489.
- Halvadia, S., & Singh, I. (2018). Competency analysis of medical representatives in India. *International Journal of Research in Engineering, IT and Social Sciences*, 8(8), 185-195.