

## A STUDY ON JOB SATISFACTION OF MEDICAL REPRESENTATIVES IN THIRUVANANTHAPURAM DISTRICT

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### ABSTRACT

The objective of the study was to identify the different factors affecting job satisfaction of medical representatives and to examine the influence on employee performance. The result of the study clearly revealed that medical representative job is an interesting one and satisfaction is related with various aspects of their work especially their position, target area, relationship with their clients and salary packages and other monetary benefits induce them to put extra efforts. This study has comprehensively provided the fact that in order to understand the factors influencing employer's satisfaction, researcher must examine the combined effects of above-mentioned factors.

**Keywords:** Medical Representatives, Mediator, Pharmaceutical Industry, Job Satisfaction, Monetary and Non-Monetary Benefits

### INTRODUCTION

Job satisfaction is an important factor in which not only for an employee but also for the organization. In today's modern world work life is very much influential and important in the family life of an individual. As an employee spend majority of a day in his workplace, the working environment is expected to meet the requirements for maintaining quality work life. If this doesn't work then these expectations will affects the employees in a negative manner in terms of physical and mental health. Also, job dissatisfaction led to absenteeism, negligence of the work, loss of interest on work, inefficiency in work, and finally turnover. In order to differentiate from other organizations. Should give the importance to their human resources and behave in a positive manner and manage their workers' expectations and to attain competitive advantages. As we consider the pharma industry, medical representatives are the most important factor which has a constant touch among companies as well as healthcare professionals. It is very essential for every employee that to get enough motivation from his work environment in order to maintain a stress-free work life. Motivation is a set of forces that cause people to behave, with tendency to persevere in a favourable manner to achieve organisation's goal. The employees can be best motivated through monetary as well as non-monetary ways.

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## STATEMENT OF THE PROBLEM

Work life of medical representatives is very frantic because they need to promote their company products and provide information regarding the same to different doctors and pharmacy shops so that they can ensure their demand by making bulk orders which tend to reach their sale targets which increases their job satisfaction too. But organizations less concern about their human resource that is medical representatives leads to dissatisfaction among them. Monetary benefits play a very important role in creating satisfaction in employee because low salary packages and lack of incentives is also an ignorant factor that forces them towards leaving their jobs. In addition to this promotion must be done on time, as it helps in increasing the efficiency of employees during their work. it is very important that non-monetary benefits can create an influence over employee performance. recognition for work done, awards and complements, employee engagement and feedback, encourage and supportive superiors, work life balance support and wellness programs should be offered to the employees by the management in order to reduce job dissatisfaction.

## OBJECTIVES OF THE STUDY

- To study about the factors affecting job satisfaction of medical representatives.
- To study about the influence of job satisfaction on employee performance.

## HYPOTHESIS FOR THE STUDY

- There is no significant relationship between employee job satisfaction and company development
- There is no significant relationship between employee job satisfaction and employee performance

## RESEARCH METHODOLOGY

The primary for the present study was gathered through a well-structured interview schedule. Data collected from 100 medical representatives in different national as well as International pharmaceutical companies operating in Thiruvananthapuram district. Secondary data for the study was collected from published documents, magazines, journals etc.

## ANALYSIS AND INTERPRETATION

### SOCIO ECONOMIC PROFILE OF THE RESPONDENTS

Table 1

SL.no	Factors	Frequency	Percentage
<b>I</b>	<b>Age</b>		
	Below 25 years	13	13
	25-30	16	16
	30-35	37	37
	Above 35	34	34
	Total	100	100
<b>II</b>	<b>Educational qualification</b>		
	Degree	50	50
	PG	20	20
	B.Pharm	18	18
	Others	12	12
	Total	100	100
<b>III</b>	<b>Marital status</b>		
	Married	65	65

	Unmarried	35	35
	Total	100	100
<b>IV</b>	<b>Experience</b>		
	5-10 years	18	18
	10-15	48	48
	Above 15 years	34	34
	Total	100	100
<b>V</b>	<b>Monthly income</b>		
	Less than 50000	32	32
	50000-100000	32	32
	Above 100000	36	36
	Total	100	100
<b>VI</b>	<b>Family status</b>		
	Joint family	14	14
	Nuclear family	86	86
	Total	100	100
<b>VII</b>	<b>Nature of Appointment</b>		
	Permanent	67	67
	On-contract	33	33
	Total	100	100

#### Primary Data

It has been observed from the above table that most (37%) of the respondents were under the age groups of 30-35, and 35 percent of the respondents were under the age group above 35. It is also observed that majority (65%) of the respondents were married; and 50% of the respondents are degree holders. The study also reveals that majority (48%) of the respondents have experience between 10-15 years. it is clear from the table that majority (36%) of the group have a monthly income between above 100000, and 32% of them have equally opted for the monthly income category below 50000 and 50000-100000. 86% of the respondents are from nuclear family status and majority (67%) of the respondents are permanent employees.

**H01 There is no significant relationship between employee job satisfaction and company development**

**Chi square table**  
**Table 2**

<b>O</b>	<b>E</b>	<b>O-E</b>	<b>(O-E)2</b>	<b>(O-E)2/E</b>
25	17.98	7.02	49.28	2.74
15	18.5	1.5	2.25	0.1216
4	9.28	5.28	27.87	2.84
4	6.96	2.96	8.76	1.297
5	6.38	1.38	1.90	1.766
2	4.96	2.96	8.76	0.1512
6	5.12	0.88	0.7744	0.82
4	2.56	1.44	2.0736	0.0033
2	1.92	0.08	0.0064	0.0327
2	1.76	0.24	0.0576	2.261
2	4.34	2.34	5.4756	0.0514
4	4.48	0.48	0.2304	0.0257

2	2.24	0.24	0.0576	3.20
4	1.68	2.32	5.3824	2.1374
2	1.54	0.46	0.2116	0.795
2	3.72	1.72	2.9858	1.8816
2	3.89	1.84	3.3856	2.253
4	1.92	2.08	4.3264	2.2177
2	1.54	0.56	0.3136	0.350
2	1.32	0.68	0.4624	1.258

#### Computed Data

$$\text{Chi-square} = (O-E)^2$$

**O= observed frequency**

**E= expected frequency**

Level of Significance =0.05

Degrees of Freedom= (r-1) ((-1)

$$=(5-1)(4-1)$$

$$=4 \times 3$$

$$=12$$

Table Value= 21.026

Calculated Value- 25.19

Calculated Value (25.19) > Table Value (21.026)

#### Inference:

Hence the calculated value 25.19 is greater than the table value 21.026. Hence null hypothesis is rejected and there is significant relationship between job satisfaction and organizational development

**H02 There is no significant relationship between employee job satisfaction and employee performance**

**Correlation Table 1**

Response	Job Satisfaction	Employee performance
Strongly Agree	20	15
Agree	25	50
Neutral	20	23
Disagree	18	9
Strongly Disagree	17	3
Total	100	100

**Correlation Table 2**

Response	X	Y	XY	X <sup>2</sup>	Y <sup>2</sup>
Strongly agree	20	15	300	400	225
Agree	25	50	1250	625	2500
Neutral	20	23	460	400	529
Disagree	18	9	162	324	81

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Strongly Disagree	17	3	51	289	9
Total	$\sum X=100$	$\sum Y=100$	$\sum XY=2223$	$\sum X^2=2038$	$\sum Y^2=3344$

$$r = \frac{n\sum xy - \sum x \sum y}{\sqrt{n\sum x^2 - \sum x^2} \sqrt{n\sum y^2 - \sum y^2}} r = 0.98$$

Since the value of 'r' is positive and greater than 0.5 there is a high positive correlation between the attributes. It may be concluded that there is a positive correlation between HR strategies and organisational development

#### **FINDINGS OF THE STUDY**

- ❖ Majority of the respondents (37%) of the respondents were under the age groups of 30-35,
- ❖ Majority (65%) of the respondents were married;
- ❖ Most of the (50%) respondents are degree holders.
- ❖ Majority (48%) of the respondents have experience between 10-15 years.
- ❖ Majority (36%) of the group have a monthly income between above 100000
- ❖ Most of (86%) of the respondents are from nuclear family status
- ❖ majority (67%) of the respondents are permanent employees
- ❖ There is a significant relationship between job satisfaction and organizational development.
- ❖ There is a positive correlation between HR strategies and organisational development

#### **SUGGESTION**

It is suggested from the study that as employee job satisfaction is an important factor which is beneficial for the organizational development also, management shall give priorities to their employees by providing a better working environment. Employees should be treated with good compensation, welfare measures and leave policy to make them happy at their work and enjoy their job. Employees grievances should be solved on time and a good working HR management should be implemented in every organisation. As the human resource are most valuable asset in an organization, they should be provided a stress-free job environment which enhances their performance and productivity and thus leads to the growth of the organization.

#### **CONCLUSION**

Employee job satisfaction can further develop quality output and promotes organizational growth. In this situation, management and authorities stand out to give various types of employees a better working environment. This study aims to find out the different factors influencing job satisfaction and its impact on employee performance as well as organizational development. The outcomes of the study revealed that there is a significant relationship between job satisfaction and organizational development. The study also examined that there is a high positive correlation between job satisfaction and employee performance.

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