

AN ANALYTICAL STUDY ON WORKING CONDITION OF MEDICAL REPRESENTATIVES IN MUMBAI REGION

* Avinash Chaurasia & ** Dr. Varsha Mallah,

* Assistant Professor, Department of Management, Vidyalankar School of Information Technology, Mumbai.

** Associate Professor, Department of Commerce, Hazarimal Somani College, Mumbai.

Abstract :

The present study focuses on examining the working conditions of medical representatives in the Mumbai region. The specific objective of this study is to analyse the perception of medical representatives towards their working conditions in Mumbai. A total of 384 participants were included in the research, employing a simple random sampling method. Questionnaires were utilized to gather data, with an equal number of 64 medical representatives selected from five zones of Mumbai. The study's findings indicated that the working conditions for medical representatives are quite demanding. The results also revealed that there is significant difference in the perception of working condition amongst medical representatives according to their age.

Keywords: Working Conditions, Job Satisfaction, Medical Representatives, Mumbai

Copyright © 2024 The Author(s): This is an open-access article distributed under the terms of the Creative Commons Attribution 4.0 International License (CC BY-NC 4.0) which permits unrestricted use, distribution, and reproduction in any medium for non-commercial Use Provided the Original Author and Source Are Credited.

Introduction:

Medical Representatives serve as a vital connection between the pharmaceutical company and physicians. They showcase the features and benefits of pharmaceutical products to doctors, persuading them to use the products in treating patients. The role of Medical Representatives encompasses various essential tasks, including compiling lists of doctors, creating prospectuses, delivering presentations, closing sales, follow-up procedures, reporting, maintaining relationships with stockists, achieving set targets, and more.

"Working conditions" refer to the environment, circumstances, and factors shaping an individual's work experience. These conditions significantly influence an employee's well-being, job satisfaction, and overall productivity. For Medical Representatives, also known as pharmaceutical or medical sales representatives, the working conditions are pivotal for their effectiveness and overall welfare. An environment that is conducive to work enhances their performance, allowing them to meet targets and communicate effectively with healthcare professionals.

Given the demanding nature of their roles, Medical Representatives often contend with challenging schedules, involving frequent travel, tight deadlines, and ambitious sales targets. An excessive workload in this field can lead to stress, burnout, and dissatisfaction. Therefore, the present study focuses on examining the working conditions of medical representatives in the Mumbai region, acknowledging the importance of a supportive and conducive work environment in optimizing their performance and job satisfaction.

Objective of the Study:

Among the many factors influencing job satisfaction, the working conditions experienced by medical representatives hold significant importance. The specific objective of the present study is to study the perception of medical Representatives towards working conditions in Mumbai. By scrutinizing elements such as workload, working hours, relations with colleagues, and flexibility, the present study seeks to unfold the status of working conditions of medical representatives in Mumbai.

Review of Literature:

Ike Sriadmitum et.al. (2023), in their research article, investigated the influence of leadership style, work environment, and compensation on job satisfaction and teacher performance. The primary aim of the study was to examine the impact of work environment, leadership style, and compensation on the job satisfaction and performance of educators in state high schools located in the Tandun and Ujung Batu sub-districts. Data for the study were collected from 90 civil servant teachers in high schools using a census method for sample selection. Structural Equation Modeling was employed by the researcher to analyse the collected data. The study's findings indicated that leadership style did not have a significant effect on teacher performance and job satisfaction. Furthermore, the results revealed that the work environment and compensation did not significantly influence performance and job satisfaction, respectively.

K.D.V. Prasad et.al. (2023), conducted an empirical investigation in their paper, exploring the relationship between remote work, occupational stress, and their impact on employees' job satisfaction, motivation, and performance. The primary goal was to assess whether factors related to remote work, such as teamwork, technology, and employee proficiency, have statistically significant effects on job satisfaction, performance, and motivation. Data were collected from 513 respondents through a structured questionnaire, employing a simple random sampling method for sample selection. The findings revealed that remote working emerges as a significant factor contributing to anxiety and employee stress, attributed to the lack of routine enjoyment during breaks, limited interaction with peers, and conflicts between work and family. The researcher concludes that, despite the notable influence of remote working on stress and job satisfaction, there is no statistically significant impact on performance.

Alfian Muhajir et. al. (2022), in their research article, investigated how transformational leadership and the work environment influence job satisfaction and employees' readiness for change at the medical faculty of Al-Azhar Islamic University. Data was gathered from 199 respondents using a structured questionnaire, and SEM-AMOS was employed for data analysis. The study found that transformational leadership has a positive and significant impact on the job satisfaction of faculty of medicine employees. Furthermore, the results indicated that work environment, transformational leadership, and job satisfaction significantly contribute to employee readiness for change. In conclusion, the researcher asserts that both the work environment and transformational leadership significantly influence employee job satisfaction.

S. Suman Rajest et. al. (2022), in their study, explored the impact of employee satisfaction in the work environment on organizational performance. The primary objective was to scrutinize and evaluate the connection

between the degree of employee satisfaction and organizational effectiveness. Data were gathered from respondents using a semi-structured questionnaire. The findings revealed that a significant majority of employees at the company expressed contentment with various aspects of their employment.

Research Methodology:

A comprehensive analysis, incorporating descriptive, analytical, and observational methods, was conducted on a specific group of individuals, namely medical representatives, employed by pharmaceutical companies in the Mumbai region. The gathered data underwent both descriptive and quantitative examinations, aiming to gain insights into the working conditions of medical representatives with a focus on their job-related aspects. For the sake of proper representation, the Mumbai region has been categorized into six zones: North Zone, North West Zone, North East Zone, North Central Zone, South Central Zone, and South Zone. A total of 384 participants were included in the research, employing a simple random sampling method. Questionnaires were utilized to gather data, with an equal number of 64 medical representatives selected from each zone. The questionnaire was structured based on a 5-point Likert scale. Primary data, obtained from respondent questionnaires, was collected by field forces across various areas in the Mumbai region. Participants were assured of confidentiality as they provided details such as age range, gender, qualification, work experience, marital status, and gross annual income. The collected data underwent meticulous processing to minimize errors manually, and the raw data was analyzed using SPSS.

Findings and Discussion:

Effective working conditions are crucial in the pharmaceutical industry, as medical representatives often engage in fieldwork, meeting healthcare professionals. A positive work environment can enhance communication skills, fostering better relationships with clients. Understanding the age-related preferences is crucial to design working conditions that meet the diverse needs of medical representative workforce. Table 1 and Figure 1 display the frequency and percentage distribution of medical representatives as per different age groups.

Table 1: Age wise Classification of Respondents

Age	Frequency	Percent
20 to 25	155	40.4
26 to 30	135	35.2
31 to 35	72	18.8
36 to 40	21	5.5
41 and Above	1	0.1
Total	384	100.0

Source: Compiled from Primary survey data

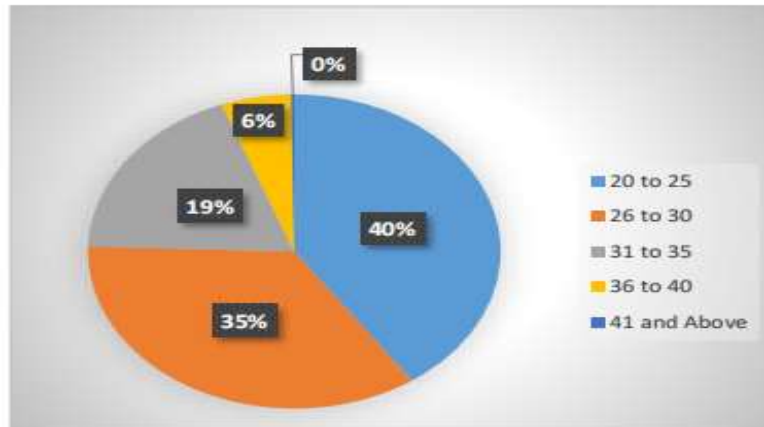


Figure 1: Age wise Classification

Table 1 and figure 1 show the age categories of various respondents under the study. For convenience the age has been divided into five categories as depicted in the table above. 40.4 percent of the respondents fall in the age category of 20 years to 25 years and 35.2 percent fall in the category of 26 years to 30 years of age which shows that the samples under the study are very young people. Further, 18.8 percent of the respondents fall within the category of 31 years to 35 years and 5.5 percent of respondents fall under the category of 31 years to 35 years. Only 0.3 percent of respondents fall under the category of 41 years and above. The maximum respondents in this study representing 40.4 percent belong to the age group of 20-25, followed by the age group 26-30.

The working environment significantly impacts job satisfaction. Employees who view their working conditions positively are more inclined to experience job satisfaction, fostering heightened motivation, productivity, and overall well-being. The present study captured the perception of medical representatives towards their working conditions. The results are exhibited in Table 2.

Table 2: Perception of Medical Representatives towards Working Condition

Sr. No.	Particulars	Mean Values
1	There is enough freedom provided in the working system	3.35
2	There is cordial relationship amongst the peers	3.39
3	There is harmonious and co- operative relationship with the superior	3.47
4	There are flexible working hours	2.95
5	Dealing with doctor, the major stakeholder, is satisfactory	3.22
6	The continuous travel creates health problem	3.24
7	The company provides adequate sales promotion materials to executives.	3.55
8	The company uses modern techniques like e-detailing in order to facilitate sales promotion activities.	3.60
9	Overall working condition is favourable	3.32

Source: Compiled from Primary survey data

The researchers inquired about various aspects of working conditions to assess perception. The table 2 illustrates the mean values for each question related to working conditions. The mean value for the extent of freedom within the working system is 3.35, indicating a reasonable level of flexibility for medical representatives. The mean value for the camaraderie among colleagues is 3.39. Medical representatives are grouped by division or brand, and their collaboration as a team to achieve group objectives fosters strong and friendly relationships.

The mean value for a harmonious and cooperative relationship with superiors is 3.47. While managers often accompany medical representatives on visits to doctors, occasional conflicts may arise, but, in general, medical representatives maintain positive relations with their supervisors. The mean value for flexible working hours is 2.95. Medical representatives must schedule meetings with doctors based on the doctors' availability, as each doctor may have a different appointment time, allowing for flexible working hours.

The mean value for satisfaction when dealing with doctors and other stakeholders is 3.22. The continuous travel leading to health issues has a mean value of 3.24. The mean value for the provision of sales promotion materials to executives is 3.55. To promote their brand, medical representatives are required to supply samples of medications, stationery, and other promotional items, and in return, the company adequately supplies them with sales promotion materials. The mean value for the use of modern techniques is 3.60.

The mean value for the overall working conditions is favorable, with a mean value of 3.32. The combine mean value for working condition is 3.34. The medical representatives, in general, find the working conditions to be satisfactory.

Testing of Hypothesis:

Following hypothesis was framed to understand if there is any difference in the perception of medical representatives with respect to age. One-way ANOVA was applied to study the significant differences in the perception of working condition with respect to age.

H0 There is no significant difference in the perception of working condition amongst medical representatives according to their age.

Table 3: Testing of Hypothesis

Dependent Variable	Groups	Sum of Squares	df	Mean Square	F	Sig.	Acceptd /Rejected
Working Conditions	Between Groups	483.127	4	120.782	3.914	0.004	Rejected
	Within Groups	11694.308	379	30.856			

Source: Compiled from Primary survey data

Table 3 displays the outcomes of hypothesis testing conducted among Medical Representatives categorized by age. The observed value of 0.004 is below the significance value of 0.05, leading to the rejection of the null hypothesis. Consequently, it can be concluded that the perception level of working conditions among Medical Representatives significantly varies based on the age of the respondents.

Medical representatives in the 20-30 age group tend to prioritize flexibility and work-life balance, whereas those in the 31 and above age group often value job stability more. Younger employees, having grown up with technology, possess distinct preferences and expectations regarding digital tools and communication in the workplace compared to their older counterparts who adapted to these changes later in their careers. Physical demands and tolerance for specific working conditions typically vary with age, as older employees consider their health considerations and favor working conditions that support their well-being. Younger employees generally exhibit greater adaptability to change and enthusiasm for new working conditions, while older employees lean towards stability and may resist changes disrupting their established routines. Salary and benefits are a greater concern for younger employees, whereas older employees prioritize retirement plans and financial stability. Companies emphasizing innovation and collaboration are more appealing to younger employees, while a focus on tradition and stability may attract older employees. Organizations seeking to address these differences should adopt a comprehensive approach that accommodates the diverse needs and preferences found across various age demographics.

Conclusion:

The study's findings indicated that the working conditions for medical representatives are quite demanding. These professionals often face the pressure of meeting sales targets and performance expectations, requiring them to work long hours, including evenings and weekends, to engage with healthcare professionals available outside regular working hours. Extensive travel to visit healthcare professionals, clinics, and hospitals is a common aspect of their job, and this frequent travel physically taxing, impacting their work-life balance and resulting in dissatisfaction. Establishing and sustaining relationships with healthcare professionals poses challenges due to various factors, such as time constraints and skepticism about the pharmaceutical industry's motives.

Despite the crucial role medical representatives play in disseminating information about pharmaceutical products, they often feel undervalued and lack recognition for their contributions. To improve these conditions, the company should consider implementing more realistic and achievable sales targets to alleviate the excessive workload. Encouraging a healthy work-life balance by establishing reasonable working hours and limiting after-hours work would also contribute to enhancing the overall well-being of medical representatives.

References:

- Bakotić Danica and Babić Tomislav, “Relationship between Working Conditions and Job Satisfaction: The Case of Croatian Shipbuilding Company”, *International Journal of Business and Social Science*, 4(2), February 2013, pp. 206-213
- Buhler P. (2002), *Human Resources Management, Everything*.
- Chawla D. and Sondhi N. (2016), *Research Methodology Concept and Cases*, Vikas Publishing.
- Computer Sciences, 4(1), January 2023, pp. 29-48.
- Ike Sriadmitum, Sudarno, and Nyoto, “Leadership Style, Work Environment, and Compensation on Job Satisfaction and Teacher Performance”, *Journal of Applied Business and Technology*, 4(1), 2023, pp. 79-92.

Kothari C. (1990) Research Methodology Methods and Techniques, New Age International Publisher.

Muhajir Alfian, Asmony Thatok, and Hermanto, “Influence of Transformational Leadership and Work Environment on Job Satisfaction and Ready to Change at The Medical Faculty of Al-Azhar Islamic University”, International Journal of Multicultural and Multireligious Understanding, 9(12), December 2022, pp. 517-531.

Prasad K.D.V., Vaidya Rajesh, and Rani Ridhi, “Remote working and occupational stress: Effects on IT-enabled industry employees in Hyderabad Metro, India”, Frontiers in Psychology, March 2023, pp. 1-13.

Shynu T, S. Suman Rajest, R. Regin, and Steffi. R, “Effect of Working Environmental Employee Satisfaction on Organizational Performance”, Central Asian Journal of Mathematical Theory.

Cite This Article:

Chaurasia A. & Dr. Mallah V. (2024). AN ANALYTICAL STUDY ON WORKING CONDITION OF MEDICAL REPRESENTATIVES IN MUMBAI REGION. In Educreator Research Journal: Vol. XI (Number I, pp. 212–218). **ERJ.** <https://doi.org/10.5281/zenodo.10715473>