

Factors Affecting Stress and Job Satisfaction its Impact on Performance of Medical Representatives at Central Kerala Region with Special Reference to Era of Coronavirus (COVID-19) –Pandemic Outbreak.



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Abstract: This study is to find out and analyse the factors influencing job stress and job satisfaction and its impact on performance of Medical Representatives working under pharmaceutical industry, at Central Kerala districts (PALAKKAD, THRISSUR, ERNAKULAM and IDUKKI). We all know that increased stress leads to reduced productivity and also overall affects the overall performance. Stress is a universal phenomenon and common challenge to employee productivity, it is the unavoidable reality of modern day workplace. Apart from other professions, Medical Representative's daily life or work involves continuous field work, continuous travelling, waiting for Dr visits, administrative work, sales pressure, and more.. Medical Representatives need to be always physically fit, mentally alert & attentive, presentable, punctual, patient, committed, responsive, skilled communicator, and an extrovert person to be able to succeed in the amazing competitive field of Pharmaceutical industry.

Keywords:- Pharmaceutical industry, Medical Representative, Job stress, performance, Job Satisfaction.

I. INTRODUCTION

Medical sales representatives or pharmaceutical company representatives are salesmen responsible for promoting pharmaceutical products to physician of different specialties, and thereby increases the sales of the company. No doubt, a medical representative's job is too challenging to put up for sale their company's products mainly pharmaceutical drugs. Customers can include doctors, nurses and pharmacists. Parallel to other sectors, pharmaceutical businesses also faced several problems whereby MR faced the most due to strict social distancing measures and individual concerns. Early 2020 the spread of the COVID-19 virus has changed the work of Medical Representatives. It is difficult to see a physician face to face, convincing, asking or begging him to prescribe a specific product to his patients. Field -visits had to be cancelled and the field -force was condemned to work from home, using their very untypical home-office.

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II. REVIEW OF LITERATURE

Starc, J. (2018):- This study focussed to determine the basic causes of stress and examine the symptoms of stress among healthcare professionals at the primary and secondary level of health care. The survey results have shown that those employed in nursing are exposed to stressful situations on a daily basis, most often involving psychological or physical violence in the workplace, dealing with death, lack of personnel and a high frequency of patients. **Naoko Nishitani et al. (2010):**- In this present study, insomnia was associated with psychological job stress factors of appropriateness of work and qualitative workload. Workers with poor sleep or less sleep quality and insomnia reportedly have low interest or satisfaction in their work. Thus, a close relationship is shown between insomnia, job satisfaction and job difficulty, leading to impaired job performance. **Kang (2005):** The study identified interference of job in personal life, unsupportive colleagues, work overload and continuous pressure for improved performance were found causing stress among the medical representatives. While, performance inhibitors, effort reward imbalance, discourteous behaviour of clients and colleagues, lack of participation and politics in decision making, insufficient inputs, lack of empowerment, conflicting demands from the superior and inadequate incentives were found to be not associated with stress among them.

III. OBJECTIVES OF THE STUDY

- To analyse the relation between stress, satisfaction and performance of medical representatives.
- To analyse the variables which influences or impacts the performance of Medical Representatives.
- To suggest suitable measures to overcome stress and to enhance job satisfaction and performance of medical representatives.

IV. RESEARCH HYPOTHESIS

Ho1:- There is no significant relationship between the job stress and job satisfaction.

Ho2:- There is no significant relationship between stress and performance of Medical Representatives.



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V. RESEARCH DESIGN

Research design used is Descriptive analysis and Research approach is quantitative in nature. Sample population is taken as Medical Representatives. Sample Design is Central zone of Kerala districts i.e., Palakkad, Thrissur, Ernakulam and Idukki. It covers total 750 tentative samples, out of which 727 have responded properly. Convenient sampling technique is adopted..

Primary Data:- The main tools for collecting primary data are through questionnaires and through interviews.

Secondary Data:- It is collected through various journals, publication of research agencies, magazines, newspaper, internet and libraries.

VI. TOOLS FOR ANALYSIS

Primary data collected from the respondents are edited and coded and also referred secondary data. The statistical analysis of data is done using SPSS. The main tools used are simple percentage analysis and Cross tabulation with Chi-square, Co-relation, Multiple Regression Method, Structural Equation Modelling with AMOS.

Table showing the impact of Stress Level of Medical Representatives on their performance in Kerala

Table 1.1 - Impact Of Stress Level Of Medical Representatives On Their Performance In Kerala

ANOVA TABLE						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	404.683	13	31.129	191.363	.000
	Residual	115.985	713	0.163		
	Total	520.669	726			

From the above ANOVA Table it can be confirmed that the influences of all independent variables on medical representative's support is significant. Since the sig value is 0.000 which is less than the accepted value 0.05.

COEFFICIENTS						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.790	.268		25.362	.000
	s1	-.052	.021	-.097	-2.425	.016
	s2	-.306	.039	-.325	-7.831	.000
	s3	.126	.020	.237	6.271	.000
	s4	-.367	.031	-.705	11.733	.000
	s5	.039	.049	.033	.813	.417
	s6	.046	.037	.065	1.245	.213

s7	.068	.047	.059	1.445	.149
s8	-.144	.018	-.233	-7.793	.000
s9	-.016	.013	-.032	-1.290	.197
s10	-.175	.014	-.314	12.375	.000
s11	-.096	.027	-.131	-3.510	.000
s12	.119	.027	.194	4.342	.000
s13	-.343	.017	-.581	20.373	.000

Regression Equation:

$$Y_{(performance)} = S1X1 + S2X2 + S3X3 + S4X4 + S5X5 + S6X6 + S7X7 + S8X8 + S9X9 + S10X10 + S11X11 + S12X12 + S13X13 + C$$

Where: S1 - Inter-Role distance & overloads, S2 - Job nature, S3 - Work -family conflict, S4 - Boredom induced stress & health consequences, S5 - Role Ambiguity, S6 - Resource Inadequacy, S7 - Time pressure, S8 - Role Expectation, S9 - Personal inadequacy, S10 - Recompense, S11 - Personal Stress, S12 - Uncertain support, S13 - Work load stress, C - Constant

Interpretation:

From the above table it is evident that Role Ambiguity, Resource Inadequacy, Time pressure, Personal inadequacy does not have a significant influence, because the calculated values are .417, .213 and .197 which are greater than the prescribed level of significance. On the other hand other factors like Inter-Role distance & overloads, Job nature, Work -family conflict, Boredom induced stress & health consequences, Role Expectation, Work load stress, Personal Stress, uncertain support and Recompense has an influence since the calculated values are less than that of the prescribed level of significance.

Table showing the impact of Job satisfaction of Medical Representatives on their Performance in Kerala.

Table 1.2 - Impact Of Job Satisfaction Of Medical Representatives On Their Performance In Kerala

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	321.390	6	53.565	193.533	.000
	Residual	199.278	720	.277		
	Total	520.669	726			
a. Dependent Variable: ep						
b. Predictors: (Constant), sat6, sat4, sat3, sat5, sat1, sat2						

COEFFICIENTS						
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1	(Constant)	0.953	0.068		14.056	0
	sat1	0.132	0.018	0.254	7.268	0
	sat2	0.161	0.025	0.229	6.549	0
	sat3	0.181	0.019	0.293	9.38	0
	sat4	0.111	0.016	0.2	6.888	0
	sat5	0.083	0.017	0.156	4.818	0
	sat6	0.034	0.028	0.036	1.206	0.228

a. Dependent Variable: ep

$$Y_{(performance)} = 0.132x_1 + 0.161x_2 + 0.181x_3 + 0.111x_4 + 0.083x_5 + 0.034x_6 + C$$

Sat1 - Pressure on the job, Sat2 - Supervision, Sat3 - Orientation and Training, Sat4 - Compensation and benefits, Sat5 - Supportive work condition, Sat6 - Employee recognition,

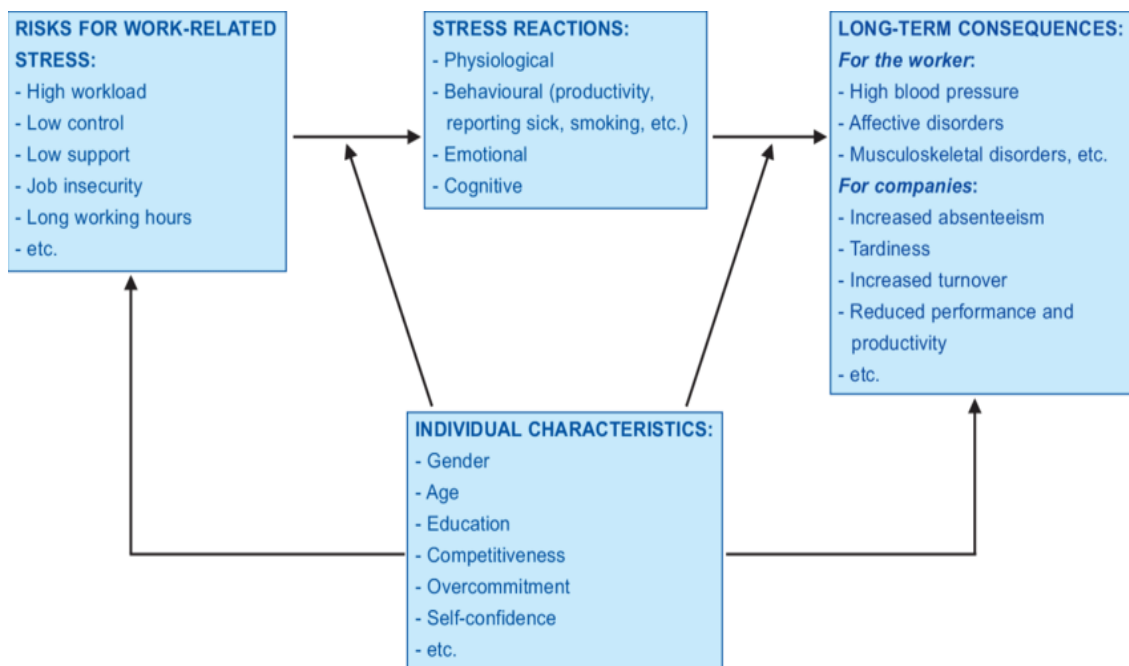
C - Constant

Interpretation:

From the above table it is evident that Employee recognition does not have a significant influence, because the calculated value is .228 which is greater than the prescribed level of significance. On the other hand other factors like Pressure on the job, Supervision, Orientation and Training, Compensation and benefits, Supportive work condition has an influence since the calculated values are less than that of the prescribed level of significance.

Regression Equation:

1.1-Diagram Showing The Consequences Of Job Stress



VII.FINDINGS

The study “Stress and Job Satisfaction Towards Performance of Medical Representatives at Central Kerala” was conducted and a detailed findings of the survey are put forth with variables like gender, age, marital status, year of experience, religion, place of birth, education qualification, monthly salary, firm type and management level. As far as gender is concerned Male employees are higher than the Female employees, whereas the frequencies of the male employees range up to 536 and female employees up to 191. When age group is considered, the people aged between 25 to 35 are employed more into the field of medical representatives with an average number of 271 amongst the 727, followed by the people aged between 36 to 45 with an average of 234, people aged between 46 to 55 with an average of 154 whereas people above 55 are the least involved in this Job with an average of 7 amongst 727. This shows the most and least people involved into this particular field of work. Marital status do play a vital role, the survey depicts that the people who are married are

employed with the highest preference with a range of around 596 people and the unmarried / single are less into the field of Medical professionals comparatively. Religion do have an impact on the work, people who belong to Hindu religion are the highest in number which ranges around 432, people from Muslims category are the least to join with a count of around 142 and the Christians around 153. Place of birth of the employees is also considered to be an important aspect. The people from urban area are most involved with a count of 281 and people from the Rural area constitutes around 238 and the least involved are the employees from the semi urban part as their number falls around 208. The type of company also matters when job is considered and here the survey shows that the Indian-based companies are more with an average of 434 whereas the Foreign based firm constitute the lesser with that of 293 firms.

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VIII.DISCUSSION AND SUGGESTION

Medical Representatives are subject to continuous Stress on account of targets and planned deadlines. The Practicing Meditation, Yoga, Therapy and counselling can be incorporated to reduce work related Stress. An action-learning based program is another way of motivating employee competencies Pharmaceutical companies can enhance this type of training programme. Policies regarding their travelling can be framed as they have to travel a lot which increase the accidental risk while travelling. Medical Representatives should concentrate on Personal development that will be of utmost use for him in his career.

IX.CONCLUSION

Stress is an inevitable part of one's life. The job stress may always affect the working nature of their profession. As current research indicates that employees are energised and motivated by moderate amount of stress. As far as mankind exists in this world, stress will also exist. It is born with him and also dies with him. Hence the chances of eradicating this problem, stress is never possible. But there are variety of ways to minimize or at least learn to live with stress without being much affected by its negative impact.

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