

A DISSERTATION PROJECT ON :

DETERMINING THE FACTORS AFFECTING THE JOB SATISFACTION OF MEDICAL REPS IN PHARMA INDUSTRY

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INTRODUCTION



- Job satisfaction describes how content an individual is with his or her job.
- The salesperson's role is critically important in the revenue generation activities of firms and the salesperson performance has a major impact on many positions within the firm
- There are a variety of factors that can influence a person's level of job satisfaction such as level of pay and benefits, promotion system within a company, the quality of the working conditions, the job itself

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- Job satisfaction is a very important attribute which is frequently measured by organizations. The most common way of measurement is the use of rating scales where employees report their reactions to their jobs.

NEED FOR STUDY

- ❑ To identify the employees level of satisfaction upon that job.
- ❑ This study is helpful to that organization for conducting further research.
- ❑ This study is helpful to the organization for identifying the area of dissatisfaction of job of the employees.

RESEARCH QUESTION

- What are the factors behind the Job dissatisfaction among the medical representatives of pharmaceutical industry in Jaipur city?

OBJECTIVE

- To identify the factors which influence the job satisfaction of employees .
- To analyze the factors Affecting job satisfaction of medical reps on gender basis.

METHODOLOGY



Sample design

The research conducted was descriptive (Cross-sectional)

Sampling method

The sampling method was Non-Probability (Purposive) sampling

Study Area

The study was carried out in Jaipur city.

Sample population

Medical representatives of Pharma Industry.

Sample size

Sample size for the study was 110

□ **Data collection**

Primary and secondary data

- **Primary data-** The primary data for this project was gathered through survey using questionnaire, face to face interview.
- **Secondary data-** The secondary data for this project was gathered through different dependable articles and research reports.

Research Instrument (tools and techniques)

Research instrument is the structured questionnaire consists of both open and close ended questions.

- The information was collected by interviewing with medical representatives. All the questions could not find included in the questionnaire as it would have resulted in to a lengthy format which results into negative response of the sample population. Hence some data was collected with the help of informal talk with the medical representatives.

Study duration

- 3 months (10th February to 10th May)

FACTOR ANALYSIS

□ 6.1 Reliability Analysis:

Case Processing Summary

		N	%
Cases	Valid	98	99.0
	Excluded ^a	1	1.0
	Total	99	100.0

a. Listwise deletion based on all variables in the procedure.



Cronbach's alpha	Cronbach's alpha Based on Standardized items	N of Items
.748	.806	15

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.759	25.062	25.062	3.759	25.062	25.062
2	1.744	11.624	36.686	1.744	11.624	36.686
3	1.591	10.605	47.291	1.591	10.605	47.291
4	1.159	7.728	55.018	1.159	7.728	55.018
5	1.045	6.967	61.986	1.045	6.967	61.986
6	.899	5.995	67.981			
7	.812	5.411	73.392			
8	.740	4.934	78.326			
9	.693	4.623	82.949			
10	.560	3.731	86.680			
11	.499	3.324	90.004			
12	.473	3.151	93.155			
13	.410	2.731	95.886			
14	.377	2.515	98.401			
15	.240	1.599	100.000			

Component Matrix^a

	Component				
	1	2	3	4	5
Promotion					
Supervisor_relationship	.633				
Work_culture	.666				
working_hours					
salary_structure					
Fringe_benefits					
Job_security					
worklife_balance					
Recognition	.653				
self_satisfaction	.687				
Incentives					
Empowerment		-.606			
Management_policy	.609				
supervision					
work_stress					

Rotated Component Matrix^a

	Component				
	1	2	3	4	5
Promotion				.798	
Supervisor_relationship					
Work_culture					
working_hours	.654				
salary_structure					
Fringe_benefits			.750		
Job_security			.600		
worklife_balance					
Recognition	.616				
self_satisfaction		.714			
Incentives					
Empowerment		.806			
Management_policy	.734				
supervision	.627				
work_stress					.857

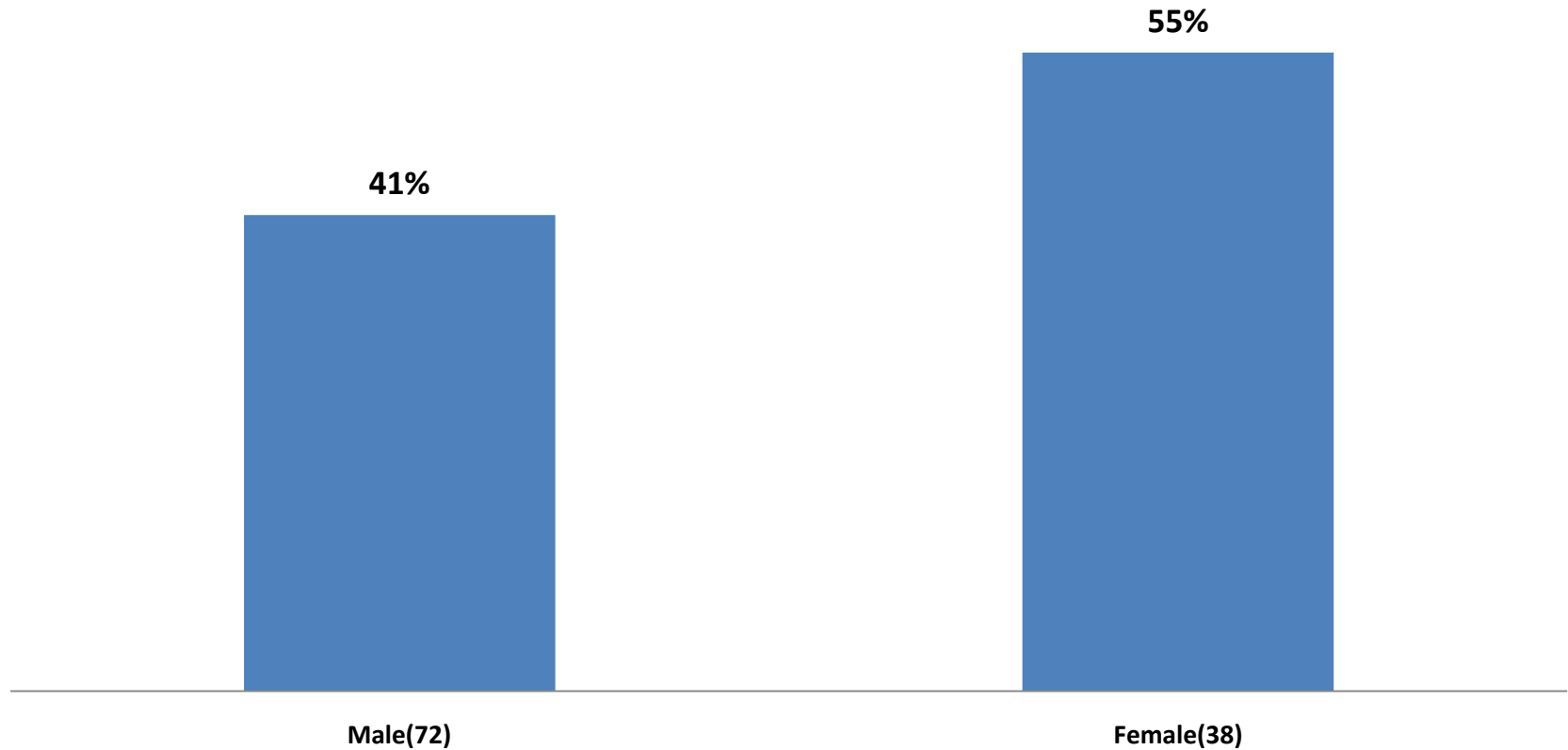
Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Factor	Factor designation	% of Variance
Factor-1	Organization Management	25.06
Factor-2	contentment	11.62
Factor-3	Informal Perks	10.60
Factor-4	Promotion	7.728
Factor-5	Work stress	6.967

Relationship of working hours with job satisfaction

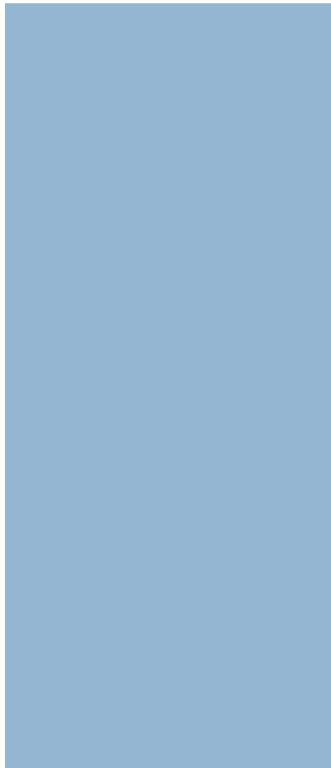
% relationship of working hours with jobsatisfaction



Relationship of recognition with job satisfaction

% relationship of recognition & job satisfaction

44%



Male

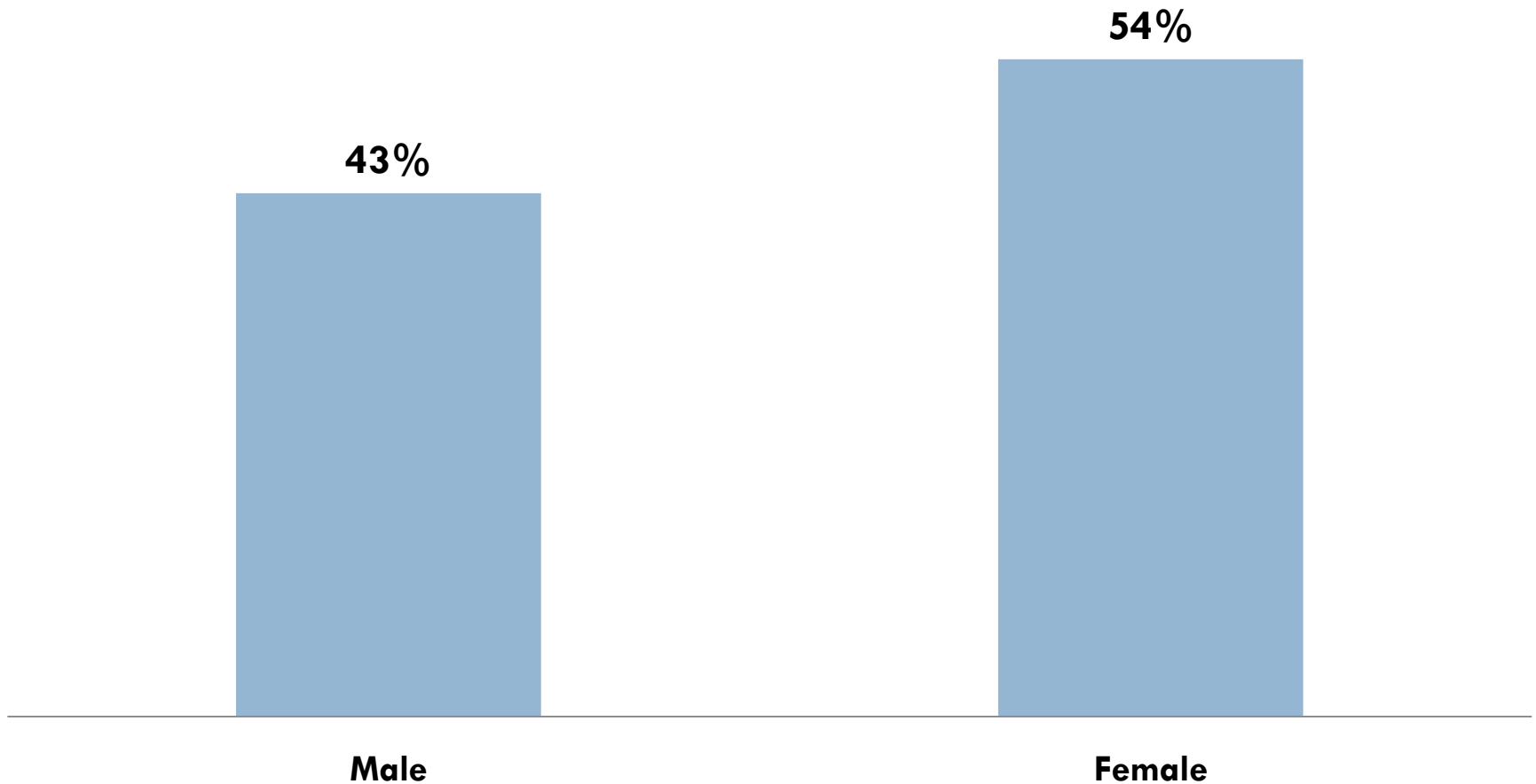
31%



Female

Relationship of management policy with job satisfaction

% relationship of management policy & job satisfaction



Relationship of supervision with job satisfaction

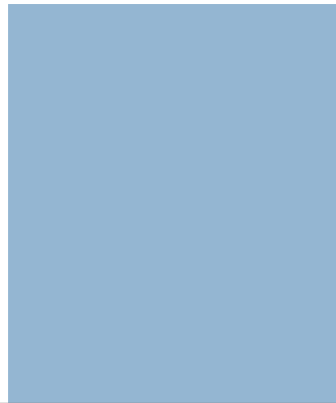
% relationship of supervision & job satisfaction

39%

Male

61%

Female



Independent t-test

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
recognition	Equal variances assumed	.547	.461	1.097	98	.276	.31944	.29130
	Equal variances not assumed			1.153	54.809	.254	.31944	.27705
Management_policy	Equal variances assumed	.885	.349	-1.465	98	.146	-.38690	.26403
	Equal variances not assumed			-1.491	51.030	.142	-.38690	.25954
Workinghours	Equal variances assumed	.018	.893	-.026	98	.979	-.00794	.30614
	Equal variances not assumed			-.026	48.259	.980	-.00794	.30925
Supervision	Equal variances assumed	2.067	.154	-.992	98	.324	-.32341	.32609
	Equal variances not assumed			-1.039	54.413	.303	-.32341	.31114

Chi-square test

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.418 ^a	4	.841
Likelihood Ratio	1.488	4	.829
Linear-by-Linear Association	.001	1	.979
N of Valid Cases	100		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 4.20.

FINDINGS

- Factors contributing major role in Job satisfaction was found to be Supervisor support, Management policy, working hours, Recognition.
- Female Medical reps consider Supervisor Support as the most important factor for job satisfaction , followed by management policy's and Working hours .
- Male medical reps weighted Recognition on the top for their Job satisfaction followed by Management policy's and Working hours.
- Female medical reps weighted Recognition as the Least important factor.
- Male medical reps weighted Supervisor support as the least important factor .
- Job satisfaction had a moderately, positive relationship with Management policy's and a reasonably , negative relationship with Working hours.

SUGGESTIONS

- pharmaceuticals companies create a fair competitive environment, like fair treatment, fair compensation, fair work hours, these will improve employee job attitudes; fairness can also motivate employees to be hard working.
- We can increase the employee salary and compensation to motivate the employee, the good pay back can be one of the key factors affecting job satisfaction, also in this way one can increase the service quality and organizational performance.
- Job satisfaction should be monitored since job satisfaction is strongly linked to organization commitment and negatively to turnover intentions. In this way, firms will be able to engage the salespersons to remain with the firm for longer periods

LIMITATIONS

- Sample unit are limited for survey, it affect the accuracy of outcomes.
- The final sample obtained was a convenience sample limited to just one industry.
- Hence the results of this study may not be generalizable to other populations
- Survey was carried out in one region only (Jaipur).
- Time duration of the survey did not allow collecting more data.
- The respondents were very busy and could not afford more time to answer.

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THANK

YOU