

A STUDY ON WORK INDUCED STRESS AND ITS INFLUENCE ON JOB SATISFACTION OF MEDICAL REPRESENTATIVES OF SOUTH KERALA

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ABSTRACT:-

This study is conducted to focus the relationship between job stress and job satisfaction and how it directly links to the performance of medical representatives.The primary data is collected through well structured questionnaire filled by 100 medical representatives across south kerala.Mostly sales representatives are liable to attain their target sales within stipulated time.They play various roles such as coverage of wide geographical sales,communicate medicine information,attracting target customers(doctors),explaining the details of medicine and on timely delivery of medicines.This study clearly reveals that majority of medical representatives are facing high level of job stress and they are in high level of job dissatisfaction.

Keywords:-Medical representatives,Job stress,job satisfaction,job performance

INTRODUCTION:-

Medical representatives are sales people employed by pharmaceutical companies to persuade doctors to prescribe their drugs to patients.they also help doctors by the service of updating latest changes in medical science.Sales representatives are critically important to a pharmaceutical company as the company's image and revenue are highly dependent on their ability to satisfy all customer needs.Medical representatives are facing high level of stress due to heavy workloads,tight deadlines,long working hours,unattainable targets,work pressure etc.

Job satisfaction is also one of the major factor which impacts the performance of medical representatives. The factors which determine the level of satisfaction are opportunity for personal development, job security, payment status, superiors attitude, leave facility, welfare facilities, overall happiness etc. Today, pharmaceutical industry is one of the fastest growing industry in the world. Job stress is an important element which impacts the performance of medical representatives. This study mainly attempts to understand the impact of stress, job satisfaction and overall performance of medical representatives working under pharmaceutical industry.

REVIEW OF LITERATURE:-

Review of Literature related to job stress and its influence on job satisfaction of medical representatives

Laura C. Batista (2017) The purpose of this quantitative study was to explore the relationship between occupational stress and instigator workplace incivility, as moderated by personality, to select organizational outcomes (i.e., perceived physical health and intent to turnover). Data were collected from 206 fulltime working adults in the healthcare industry utilizing Amazon MTurk. The findings suggest that personality did play a role in the

stress-incivility relationship. Conscientiousness and agreeableness dampened the relationship, while neuroticism and extraversion strengthened the relationship.

Anita Odigie(2016) The aim of this study is to explore issues on specific occupational stressors related to job performance, the role of healthcare in stress management and the effects of job resources on job demands, and also to create awareness for health care professional on how to manage stress, My result suggests that hospital managers should develop strategies to address and improve other quality of working conditions of healthcare professionals.

Muhamad Saiful Bahri Yusoff (2013) This study clearly explained the relationships of these variables with psychological health of first year medical students during stressful periods. The study was done with students accepted into the School of Medical Sciences, University Sains Malaysia. Stress, anxiety and depression were measured by the 21-item Depression Anxiety Stress Scale. At the less stressful period, stress level was associated with agreeableness and the final GPA, anxiety level was associated with emotional control and emotional conscientiousness and depression level was associated with the final GPA and extraversion. At the more stressful period, neuroticism associated with stress level.

Robert E. Pittman (2012) this study investigated the relationship of the EI of the

principal to student performance. This quantitative correlation study examined if EI in principals of charter schools is a contributing factor to student performance in Texas open enrolment charter schools. Two chief conclusions from this study were reached: (a) Principals' EI was not related to student achievement and (b) Principals' gender and the number of students in the school did not predict principals' EI, but older principals had lower levels of EI on some of the EI components. Recommendations for future study include conducting similar research in more than one geographical location and comparing the relationship between principals' EI and student achievement in public schools versus charter schools.

Hassan Jorfi et al. (2011) this study explored the discovery of stress management related to communication effectiveness. Results have shown there is a significant and positive relationship between independent variable stress management (i.e. stress tolerance and impulse control), and communication effectiveness with dependent variable (job satisfaction) in Agriculture Bank and Educational Administrations of Iran. From the results of the study, we can conclude that the Agriculture Bank and Educational Administrations of Iran should pay much attention to stress management, and communications effectiveness as they could lead to maintain job satisfaction.

Naoko Nishitani et al. (2010) present study focus the relation of insomnia with job stress factors, stress response, and social support. In the present study, insomnia was associated with psychological job stress factors of appropriateness of work and qualitative workload. Workers with poor sleep quality and insomnia reportedly have low interest or satisfaction in their work. Another study indicated that poor sleepers had the feeling of higher job difficulty and lower achievement on the job. Thus, a close relation is shown between insomnia, job satisfaction and job difficulty, leading to impaired job performance.

Hans, Mubeen, & Saadi (2014) The aim of the study is to focus that job stress and job satisfaction are the important issues in an organization that can affect the performance and productivity of an organization. They find the level of job stress and job satisfaction among the headmasters of Building School in Muscat, Sultanate of Oman. They used the simple random sampling technique. They take 40 headmasters of that school as a sample. Though two structured questionnaires on job stress and job satisfaction the data was collected. The collected data was examined and describe through descriptive statistic. The result of the study shows that the headmasters of the Building School feel high level of job satisfaction in their challenging work and more likely to experience stress at their work.

Ganapathi,(2013)The researcher analyzed the impact of job stress on employee job satisfaction between the employees of small scale industries in Madura. The study examined that two factors overload of work and role conflict negatively impact on employee job satisfaction and different factors of physical environment positively impact on employee job satisfaction. According to the researcher to increase the productivity of an organization this is important for an organization to understand the needs of the employees. The organization should motivate their employees and give compensation and appraisals to their employees. In order to increase the productivity and satisfaction level and live of their employees should compensate with equitable incentives.

OBJECTIVES OF THE STUDY:-

- To examine the variables which impact Job Stress.
- To examine the impact of job stress and its influence to job satisfaction.
- To suggest suitable measures to overcome stress and to enhance job satisfaction and performance.

RESEARCH HYPOTHESIS:-

H01:- There is no significant association between stress and gender of the respondents.

Ho2:-There is no significant association between job stress and job satisfaction.

RESEARCH METHODOLOGY:-

The researcher has adopted census method for collecting data from medical representatives from different areas of kerala. The questionnaires were distributed to the employees directly and also sent online questionnaires at their convenient time. Sufficient time was given to them to get the questionnaires filled and complete in all aspects. Sample consists of 100 medical representatives.

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

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

TOOLS FOR ANALYSIS:-

The pilot study was conducted by interviewing selected number of medical representatives. These interviews helped the researcher to identify the variables to be included or excluded in the questionnaire. Accordingly the questionnaire was modified. Having identified the variables the researcher prepared the final draft questionnaire. The draft questionnaire was then revised in the light of suggestions and criticisms

made by the research supervisor and the fellow researchers.

Primary data collected from the respondents are edited and coded. The statistical analysis of data is done using SPSS. The main tool used are

simple percentage analysis and Cross tabulation with chi-square

Table1: showing gender of respondents and other variables of stress and satisfaction:-

A1:-Cross tab Analysis on gender and variables of stress and job satisfaction
H 01:-There is no significant association between gender and variables of stress and satisfaction

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
gender of respondents * personal skills and talents	100	97.1%	3	2.9%	103	100.0%
gender of respondents * freedom to take decisions	100	97.1%	3	2.9%	103	100.0%
gender of respondents * better working conditions	100	97.1%	3	2.9%	103	100.0%
gender of respondents * overload of work	100	97.1%	3	2.9%	103	100.0%
gender of respondents * reward and recognition	100	97.1%	3	2.9%	103	100.0%

Table:-1.1

gender of respondents * personal skills and talents Crosstabulation

Count

		personal skills and talents				Total
		strongly agree	Agree	disagree	strongly disagree	
gender of male respondents	female	22	33	13	3	71
Total		31	47	17	5	100

Table:- 1.2

gender of respondents * freedom to take decisions Crosstabulation

Count

		freedom to take decisions				Total
		strongly agree	Agree	disagree	strongly disagree	
gender of male respondents	female	2	17	31	21	71
Total		7	24	39	30	100

Table:-1.3

gender of respondents * better working conditions Crosstabulation

Count

		better working conditions					Total
		strongly agree	Agree	neutral	Disagree	strongly disagree	
gender of male respondents	female	29	36	5	1	0	71
Total		35	58	5	1	1	100

Table:-1.4

gender of respondents * overload of work Crosstabulation

Count

		overload of work		Total
		strongly agree	Agree	
gender of male respondents	female	41	30	71
Total		59	41	100

Table:1.5

gender of respondents * reward and recognition Crosstabulation

Count

		reward and recognition				Total
		strongly agree	Agree	disagree	strongly disagree	
gender of male respondents	female	25	24	14	8	71
Total		38	32	19	11	100

Interpretation:-

From the above tables it is inferred that all the variables under stress and satisfaction doesn't have any significant relationship with gender of the respondents.

Table2:- showing the gender and monthly income of respondents

A2:Crosstab Analysis on gender and monthly income of respondents.

H 01:There is no significant association between gender and monthly income of respondents.

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
gender of respondents * monthly income of respondents	100	97.1%	3	2.9%	103	100.0%

Table:2.1

gender of respondents * monthly income of respondents Crosstabulation

Count

	monthly income of respondents				Total
	below 10000	10000-20000	20000-30000	above 30000	
gender of male respondents	0	35	34	2	71
female	2	13	14	0	29
Total	2	48	48	2	100

Table:2.2

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.800 ^a	3	.122
Likelihood Ratio	6.409	3	.093
Linear-by-Linear Association	.911	1	.340
N of Valid Cases	100		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .58.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Phi	.241	.122
Nominal by Cramer's V	.241	.122
N of Valid Cases	100	

Interpretation:-

From the above table it is inferred that there is no significant relationship between gender and the monthly income of the respondents.

LIMITATIONS:-

*The major weakness is the quality and quantity of information secured depends heavily on the ability and willingness of respondents to co-operate.

*The task of obtaining the exact population size was not possible due to time and cost constraints.

*This sampling is subjected to some bias and prejudices of medical representatives.Hence 100 % accuracy can't be assured.

DISCUSSIONS AND SUGGESTIONS:-

We all know stress as a negative consequence of modern life.So many people are stressed from overwork,job insecurity,information overload and the increasing pace of life.These events produce distress of physiological,psychological and behavioural

deviation from healthy functioning.But there is also a positive side of stress which refers to healthy ,positive and constructive outcomes of stressful events.Of course we all need some stress or its related challenge to survive in this highly competitive world.

The responsibility of medical representatives is much more than other professions,because they must be very hardworking ,dedicated and sincere towards their profession.They are working not only for their welfare,but also for the welfare of a healthy nation.

So every employee should take utmost care of having a healthy diet to have a healthy mind.Organisations should provide relaxation programmes like meditation,Yoga,health check –ups and also exercises inorder to attain a balance between personal life and professional life.

CONCLUSIONS:-

The pharmaceutical industry develops, produces and markets drugs or pharmaceuticals licensed for use as medications. It is basically about producing drugs or medicines which are then dispensed in pharmacies and used in medical treatment. Mainly pharmaceutical industry needs to understand the exact factors related to job stress and to focus the relationship between stress, job satisfaction and performance of medical representatives. Job stress is inevitable and it directly affects the quality and efficiency of employees. Managing stress will also improve the quality of life and to reduce the risk of illness. No doubt, it will generate healthy working conditions also.

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