

Research Article



A Study on Job Satisfaction Among Paramedical Sales Representatives with Reference to Chennai City

S Tamarasi¹, Anand Shankar Raja M*²

¹Assistant Professor, Faculty of Science & Humanities, SRM University, India.

²Research Scholar, Faculty of Science & Humanities, SRM University, India.

*Corresponding author's E-mail: anandshankarrajabm@gmail.com

Accepted on: 10-04-2016; Finalized on: 31-05-2016.

ABSTRACT

Health issues have increased in leaps and bounds, and a lot of communication is needed to inform about the availability of various medical products and services to the consumer. As the marketer cannot concentrate on each and every individual consumer they seek the help of intermediate agents to sell their products and service and this role is taken by the sales representatives. For a city like Chennai with busy work schedule, people don't care much about their health, but the sales representatives take the initiative to explain about the products and the use of medical products and sell it to the final consumer. The role of the sales representatives may look simple but they face too much stress as they have to abide the rules of the superior and they must interact with each and every individual consumer to earn satisfaction and loyalty. The purpose of this research paper is to identify various factors which lead to Job Satisfaction and to determine the influence the role of personal constructs on job satisfaction of paramedical sales representatives. The researchers have made a descriptive analysis to determine the various factors which leads to job satisfaction and the data has been collected from 190 paramedical sales representatives in the city of Chennai. The researchers have opted a convenient sampling in this research. The secondary data is being collected from medical journals and other International data base. The city of Chennai is being preferred because; it is a hub for medical agencies which employ large medical work force. The validity of the questionnaire is being checked by expert opinions and views and the reliability of the questionnaire is tested using cronbach alpha and the score derived for the same purpose is .789. A factor analysis is used to find out the most contributing factor and a regression analysis is being employed to find the strength of the relationship between Job satisfaction and demographic constructs. From the analysis it is clearly understood that various factors determine Job Satisfaction and very prominent factors are time of work, Communicative skills, Motivation and work life balance. Thus paramedical sales representatives being normal humans must try to concentrate on those factors which would increase a good morale of their job as each job if being enjoyed gives self motivation and keeps one emotionally fit.

Keywords: Job satisfaction, Paramedical industry, Work life balance.

INTRODUCTION

As there is a boom in pharmaceutical industry nowadays, the need for the Medical representatives is also increasing simultaneously. The pressure of achieving targets is resulting into the work induced stress among medical representatives. The pharmaceutical business is the high competitive business. There are a lot of pharmaceutical companies offering a variety of products in the market. Enormous global market and regulatory forces are changing the business practices for the safe, continuous, efficient, and fast supply of getting pharmaceutical products to their end users. New technologies, and new ways of doing business, will be the order of the day for years to come in the industry. The pharmaceutical company leaders who can keep their staff focused while continuing to challenge, motivate, and empower them through this period of change are more likely to be successful. Attitudes of people in an organization are related to many things. The study of level of job's satisfaction of medical representative can be applied to the HR system management. Satisfied employees tend to be more productive, creative and committed to their employers. The employees who can create work environments that

attract, motivate and retain hard-working individuals will be better positioned to succeed in a competitive health care environment that demands quality and cost-efficiency.

The concept of "satisfaction" originated from the humanistic school of thought, a branch of psychology. Job satisfaction is an emotional response or general feeling toward various aspects of the job. Being normal sales representatives they have many responsibilities also. Since they deal with human life, they have to be careful enough and this job will help the medical sales representative's good emotional feel when they contribute towards the betterment of community life. Schultz and Schultz²¹ (1994:271) and Robbins and Coulter (1996)²² referred that job satisfaction have both the positive and negative feelings and attitudes regarding of their job responsibility. However, many experts suggest that job satisfaction is the result of a psychological comparison process.

Experience plays an important role for each profession, it takes almost many years to understand the nature of job and to deal with the customers concerned with the job and hence each and every sales representatives must be self motivated and aspired to first understand the



profession and then to get experienced. Moorhead and Griffin (1995) stated that job satisfaction is an attitude that reflects the extent to which an individual is gratified by or fulfilled in his or her work.

Research Design

The researchers have made use of convenient sampling method as they wish to collect data from those paramedical sales representatives who were easy to reach for the purpose of data collection. Initially the researchers collected data from 200 respondents, based on certain lacking factors such as questions being omitted, or kept blank 190 questionnaires were finalized to be tabulated. The paramedical industry is chosen as it is one of the fast growing sector and as it gives job opportunities to wide medical representatives of various age groups. For the purpose of data reduction technique a factor analysis is being employed and for estimating the relationships among variables regression analysis is being used. Primary data were collected from paramedical sales representatives and secondary data were collected from reputed data base. After the raw data were collected it was being chronologically arranged to form a meaningful sense. The next step was to code the same in SPSS software to analyze and produce meaningful results. Based on the results valid conclusion has been drawn and useful recommendations have been listed. As the research tries to describe the role of demographic factors and its influence on Job satisfaction, Descriptive research is used to as it clearly describes the characteristics of a population being used for this study. To study various factors this contributes towards Job satisfaction of paramedical sales representatives and to analyze the influence of demographic factors on job satisfaction. The study has drawn sample respondents only from the city of Chennai and the view point of the researchers may not match the view point of others. Future researchers can explore new study variables such as training and skill development for sales representatives and could study the stress faced by them as this job is too complicated. A wider range of research is applicable with regard to sales representatives of paramedical industry as it is on the urge of fast growing.

Reviews on Job Satisfaction

Job satisfaction in the current study is defined as what employees feel about their work, which may be negative or positive¹. Research suggests that satisfied employees are time-effective at work, likely to minimize their sick leave and have lower turnover intentions². Additionally, Meyer³ identified a significant relationship between job satisfaction and affective commitment. Other researchers have found an inverse relationship between work stress and other job-related outcomes, such as job satisfaction, for Australian nurses⁴. Police officers are similar to nurses in that their occupations require extensive public interaction and quick decision-making possibly impacting significantly upon the public's physical and psychological health and wellbeing. Research by Sy⁵ found a positive

relationship between EI and job satisfaction as employees who have high EI are more likely to have higher level of job satisfaction because these employees are better at appraising and regulating their feelings and those of others in the workplace which in turn positively impact on morale and job satisfaction. According to research done by T. A. Judge and R. Ilies (2004)⁶ on Job Satisfaction, People who tend to be positive and cheerful most of the time do indeed tend to express higher job Satisfaction than ones who tend to be Down and Gloomy. According to Keith Davis and John W. Newstrom (2002),⁷ Job Satisfaction is a set of favorable or unfavorable feelings and emotions with which employees view their work. (Wong & Teoh, 2009; Noordin & Jusoff, 2009),^{8,9} the hotel sector (Abd. Patah, Radzi, Abdullah, Adzmy, AdliZain, & Derani, 2009),¹⁰ the government sector (Yahaya, A., Yahaya, N., Arshad, & Ismail, 2009),¹¹ the non-profit sector (Ismail & Zakaria, 2009),¹² the naval sector (Mohd. Boki & Abu Talib, 2009),¹³ and the automobile manufacturing sector (Santhapparaj, Srinivasan, & Koh, 2005).¹⁴ There has been relatively little research into the determinants of job satisfaction in the retail sector using Herzberg's two-factor theory. (Wright & Cropanzano, 1997; Shikdar & Das, 2003)^{15,16}. As mentioned by Dunnette, Campbell and Hakel (1967)¹⁷ and Robbins (2001)¹⁸ job satisfaction is an emotional state in which a person perceives various features of his/her work or the work environment. Therefore, job satisfaction has a major effect on people's lives. Locke (1976)¹⁹ indicated that job satisfaction most commonly affects a person's physical health, mental health and social life. Moreover, Rain, Lane and Steiner (1991)²⁰ wrote that job satisfaction is connected to life satisfaction, whereby people who are satisfied with their jobs will tend to be happy with their lives as well, and vice versa. Coster (1992)²¹ supported the view that work can have on people's lives. Furthermore, Breed and Breda (1997)²² indicated that job satisfaction may affect absenteeism, complaints, and labour unrest. Therefore, it is understood that satisfied workers will be much more productive and be retained within the organisation for a longer period, in contrast to displeased workers who will be less useful and who will have a greater tendency to quit their jobs (Crossman, 2003)²³ More importantly, satisfied workers not only perform better but also provide better service to customers, which could result in improving customer satisfaction. According to Dawson (2005),²⁴ employee satisfaction is associated with positive employee behavior. It is undeniable that satisfied workers generate customers who are satisfied and loyal. According to Lawler (1973),²⁵ employees' pay satisfaction usually influences their job satisfaction. Tang et al. (2004)²⁶ found that pay satisfaction is a part of job satisfaction, which could lead to higher worker productivity. Workers are inspired to achieve more and to give full effort only if they are satisfied with their pay.



Hypothesis Acceptance/Rejection Criteria

The heart of the research work is Hypothesis frame work and hence to determine whether the postulates have negative impact or positive impact the researchers have framed the following hypothesis.

Analysis and Interpretation

Reliability test

Since this research has utilized proper linkert-type scale it is important to test the internal consistency and the reliability of the questionnaire and thus we employ a Cronbach’s alpha test. A total of 15 scale constructs were tested for reliability and the below table clearly shows that the set of constructs used in this study is perfect and highly reliable.

Table 1: Reliability Statistics

Cronbach's Alpha	N of Items
.834	15

Sample adequacy test and sphericity test

Table 2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.722
Bartlett's Test of Sphericity	Approx. Chi-Square	297.865
	Df	45
	Sig.	.000

From the above tables 1 and 2 it is clear that KMO (**Kaiser-Meyer-Olkin**) and **Bartlett’s** test.KMO compares the size of the observed correlation coefficient were the size of the partial correlation coefficient for the sum of analyzed variables is 75.4% and is considered to be reliable and thus the research can be proceeded with factor analysis. On the other hand the **Bartlett’s** test of sphericity (Ho 1 All correlation coefficients are close to zero) is rejected as the level of significance (**P < 0.0005**) for Approx. The chi-square value is (297.865) and all the coefficients are not close to zero and thus the second acceptance is strong to proceed with a factor analysis as it satisfies both the test to conduct a complete factor analysis.

Factor analysis

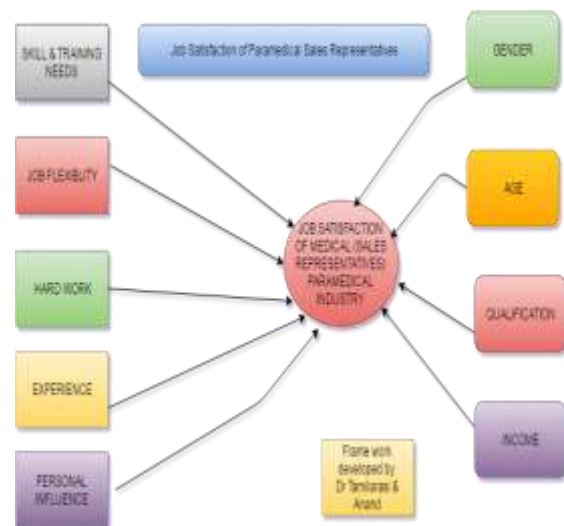
The first and the foremost initial process in factor analysis is to determine the linear components within the data set i.e., the Eigen values by calculating the Eigen values for R-matrix. **SPSS** extracts factors which has values more than 1 which is acceptable. Principal component analysis is an important technique to determine the strong patterns in the data set and an important instrument for data reduction is followed. The initial value is 1 by definition and extraction values are more than .5 is usually accepted. In this research the extraction values are high i.e., more than .5 which indicates the proportion of each variables variance. We now proceed with the total

variance table.A screen plot is a diagrammatic representation which displays the Eigen values associated with a component or factor in descending order versus the number of the component or factor. The factor matrix contains the coefficients which express the standardized variables in terms of the factors. These coefficients, the factor loadings, represent the correlations between the factors and the variables. A coefficient with a large absolute value indicates that the factors and the variables are closely related. The coefficients of the factor matrix can be used to interpret the factors. Although the initial or un rotated factor matrix indicates the relationship between the factors and individual variables, it seldom results in factors that can be interpreted, because the factors are correlated with many variables. In this case, the factors have been rotated so that each factor has significant loadings (more than 0.40) ideally with not more than one variable.

The table 3 shows the rotation method used for this analysis which is Varimax procedure.

This is an orthogonal method of rotation that minimizes the number of variables with high loadings on a factor, thereby enhancing the interpretability of the factors. On the basis of Table, five components were identified for the 15 variables.

Frame Work Model



“The model frame work is based on systematic reviews of various literatures done by previous researchers, and hence scrutinizing theory has been an important part of this research” – **Dr S Tamilarasi & Anand**. A theory is a system of concepts that are interrelated in ways that are clearly described and suggests the causal mechanisms that lead to specific outcomes, thus to understand these outcomes and to develop hypothesis frame work a conceptual model has been used for this research.

The conceptual frame work explains the various Variables influencing the overall Job satisfaction and on the other side the role of demographic constructs in influencing the

job satisfaction of sales representatives working in paramedical industry.

Hypothesis Development

In order to identify variables that are capable of observation and to test the relationship among the variables that are explained and which are to be

predicted a hypothesis frame work is important and thus the researchers have developed hypothesis to test the theory and hence alternative hypothesis are to be explored.

Ho 1 All Demographic variables has negative influence on Job satisfaction

Table 3: Component

Rotated Component Matrix ^a					
	1	2	3	4	5
q6 I use my skills in the best way	.876				
q1 I have space to learn new sales traits	.857				
q2 I am given proper training	.719				
q5 Management encourages career growth	.660				
q13 Timely work	.056	.883			
q14 Fair pay	.064	.834			
q8 Flexibility	.216	.585			
q9 Better job description	.464	.471			
q3 Job has streamlined scope	NEEDS HARD WORK		.886	.116	-.076
q7 Less global opportunity			.704	.072	-.215
q11 Important to understand the job	JOB SATISFACTION BASED ON EXPERIENCE			.878	.130
q15 Needs more experience				.867	.218
q12 Brain washing traits are needed	JOB INFLUENCED BY PERSONAL FACTORS				.791
q13 Job influenced by family					.579
q4 Age and demographic influences task					.515

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 5 iterations.

Table 4: Anova

		Sum of Squares	df	Mean Square	F	Sig.
Age	Between Groups	6.096	28	.218	1.100	.375
	Within Groups	10.092	51	.198		
	Total	16.188	79			
Income level	Between Groups	11.238	28	.401	2.287	.005
	Within Groups	8.950	51	.175		
	Total	20.188	79			
Type of family	Between Groups	11.238	28	.401	2.287	.005
	Within Groups	8.950	51	.175		
	Total	20.188	79			
Locality residence	Between Groups	11.238	28	.401	2.287	.005
	Within Groups	8.950	51	.175		
	Total	20.188	79			
Gender	Between Groups	5.867	28	.210	1.170	.307
	Within Groups	9.133	51	.179		
	Total	15.000	79			
Occupation	Between Groups	89.133	28	3.183	1.823	.031
	Within Groups	89.067	51	1.746		
	Total	178.200	79			
Marital status	Between Groups	1.833	28	.065	.898	.612
	Within Groups	3.717	51	.073		
	Total	5.550	79			
Size of the family	Between Groups	30.654	28	1.095	1.508	.100
	Within Groups	37.033	51	.726		
	Total	67.688	79			



From the above table 4 shows the analysis and it is clear enough that, Income level, Type of family and locality of residence has a very strong influence on Job satisfaction, and hence we reject the null hypothesis and conclude that, demographic factors influence the job satisfaction of the medical sales representatives.

CONCLUSION

Medical representatives are highly responsible to achieve their target sales allotted to them within the correct time span, where they have various roles to play in their job such as coverage of geographical sales, attracting target customers, proper way of communication, prescribing the correct medicine, giving proper instruction before the customers use the medicine and on time delivery. On the other hand they must have enough knowledge about the latest medicine and impact of each and every medicine on the human health. As the role of the medical sales representatives are not just to deal with selling medicines but also they play an important role with the valuable human life and hence they have to be more careful in each sales measure they do. In this research the researchers have initially made use of the factor analysis to reduce data dimension and then have used Analysis of variance to test the hypothesis with regard to the effect and influence of demographic constructs on job satisfaction.

The research concludes that the sales representatives must be given proper training and their skill to sell the correct medicine is an important trait for this profession and they must be provided with the liberty to have flexibility in the job to attain a good will about the job and more over just life how each and every individual is influenced by their personal factors even the medical sales representatives are influenced by personal factors. Thus in general view the representatives must try not to be negatively influenced by their personal constructs.

Research Gap and Future Scope

The future researchers can make the best use of other variables such as communication skills, Selling and marketing traits and importance of training and skill development for sales representatives.

On the other hand a new scale could be developed on job satisfaction for paramedical sales representatives which would serve the purpose of future research work.

REFERENCES

- Spector P. E. 'Using self-reported questionnaires in OB research: A comment on the use of a controversial method', *Journal of Organizational Behavior*, 15, 1994, 385-392.
- Spector, P. and Fox, S. 'Reducing subjectivity in the assessment of the job environment and development of the Factual Autonomy Scale (FAS)', *Journal of Organizational Behavior*, 24, 2003, 417-432.
- Meyer J. P., Stanley D. J., Herscovitch L., and Topolnytsky L. 'Affective, continuance, and normative commitment to the organization: A meta-analysis of antecedents, correlates, and consequences', *Journal of Vocational Behavior*, 61, 2002, 20.
- Sy T., Tram S and O'Hara L.A. 'Relation of employee and manager emotional intelligence to job satisfaction and performance', *Journal of Vocational Behavior*, 68, 2006, 461-473.
- Davis K. Ypetmede ysan davranypy: Orgusel Davranypy. 3rd ed. New York: McGraw-Hill. 1988.
- Wong E. S. K. & Teoh N. H. Case study of factors influencing jobs satisfaction in two Malaysian universities. *International Business Research*, 2(2), 2009, 86–98.
- Wright T. A., & Cropanzano R. Well being, satisfaction and job performance: another look at the happy/productive worker thesis. *Academy of Management Proceedings*, 1997, 364–368.
- Yahaya A., Yahaya N., Arshad K., & Ismail J. Occupational stress and its effects towards the organization management. *Journal of Social Science*, 5(4), 2009, 390–397.
- Tang T. L. P., Luna-Arocas R., Sutarso T., & Tang D. S. H. Does the love of money moderate and mediate the income-pay satisfaction relationship? *Journal of Managerial Psychology*, 2, 2004, 111–135.
- Shikdar A. A., & Das B. A strategy for improving worker satisfaction and job attitudes in a repetitive industrial task: application of production standards and performance feedback. *Ergonomics*, 46(5), 2003, 466–481.
- Santhapparaj A. S., Srinivasan J., & Koh L. L. Job satisfaction among woman managers in Malaysian automobile manufacturing sector. *Journal of Applied Science*, 5(9), 2005, 1553–1558.
- Robbins S. P. *Organizational behavior*, (9th ed.). New Jersey: Prentice Hall. 2001.
- Rain J. S., Lane I. M., & Steiner D. D. A current look at the job satisfaction/life satisfaction relationship: review and future considerations. *Human Relations*, 44, 1991, 287–307.
- Noordin F., & Jusoff K. Levels of job satisfaction amongst Malaysian academic staff. *Asian Social Science*, 5(5), 2009, 122–128.
- Locke E. A. *The supervisor as "motivator": his influence on employee performance and satisfaction*. Washington: Heath and Company, 1976.
- Ismail A., & Zakaria N. Relationship between international justice and pay for performance as an antecedent of job satisfaction: an empirical study in Malaysia. *International Journal of Business and Management*. 4(3), 2009, 190–199.
- Crossman A. The relationships of age and length of service with job satisfaction: An examination of hotel employees in Thailand. *Managerial Psychology*, 18, 2003, 745–758.
- Dawson B. Motivation leaders to better results. *Journal of Rubber and Plastics*, 37, 2005, 11–15.



19. Dunnette M. D., Campbell J. P., & Hakel M. D. Factors contributing to job satisfaction and job dissatisfaction in six occupational groups. *Organizational Behavior and Human Performance*, 2, 1967, 143–174.
20. Breed M. & Breda V. The relationship between employee motivation and job satisfaction. *Management*, 34(1), 1997, 54–63.
21. Lawler E. E. Employee reactions to job characteristics. *Journal of Applied Psychology*, 55, 1973, 259–286.
22. Aksu A. A. and Aktas A. Job satisfaction of managers in tourism. Akdeniz University, School of Tourism & Hotel Management, Antalya, Turkey. 2006. Available: <http://www.emeraldinsight.com>
23. Schultz, Duane P., and Schultz, Sydney Ellen. 1994. *Psychology and Work Today: An Introduction to Industry and Organization Psychology*. New York: MacMillan Publishing Company.
24. Robbins S.P., and Coulter M. *Management*. Upper Saddle Reiver, NJ: Prentice- Hall Moorhead, G. & Griffin, R.W. 1995. *Organizational behavior (4th ed)*. Boston: Houghton Mifflin. 1996, 1-26.
25. Barry L.M. 1997. *Psychology at work*. San Francisco: McGraw Hill Companies Inc.
26. George, J.M. and Jones, G.R. 2000. *Understanding and Managing: Organizational Behavior*. 2nd ed. New York: Addison Wesley Longman, Inc.
27. Dawis R. and L. Lofquist. 1984. *A Psychological Theory of Work Adjustment*. Minnesota, MI: University of Minnesota Press.
28. Smith, P. C., Kendall, L. M., & Hulin, C. L. (1969). *The measurement of satisfaction in work and retirement*. Chicago: Rand McNally.
29. Locke, E.A. 1969. What is job satisfaction?, *Organization Behavior and Human Performance*, Vol.4, No.4. (1969).

Source of Support: Nil, Conflict of Interest: None.

Corresponding Author's Biography : Dr. S. Tamarasi -Assistant Professor (Senior Grade)



Mail id: tamarasi.s@ktr.srmuniv.ac.in

Area: Commerce Affiliation: Faculty of Science & Humanities, SRM University, Kattankulathur.

Corresponding Author's Biography : ** Mr. Anand Shankar Raja M- Researcher



Mail id: anandshankarrajabm@gmail.com

Area: Commerce Affiliation: Faculty of Science & Humanities, SRM University, Kattankulathur