A Study on Job Induced Stress & Health Assessment of Sales Personnel in Pharma Industry: A Case Study of Delhi

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Abstract: *In the work place, job stress is defined as the unfocused negative response of the body to demands. Job stress can be led to injury and even poor health. It has different modes of effects, different modes of expressions in different modes of contexts. As psychologically and physically, the effects of stress contribute some harmful implication for workers. Stress can be helpful in better immune system, creativity, problem solving and beneficial to achieve targets. From negative point of view, it may reduce job performance and lot of related effects. It is also examined that job stress has a strong effect on job satisfaction. With lower level of job satisfaction higher level of stress is directly related and vice versa.*
Keywords: *Job Induced Stress, Health Assessment, Sales Personnel, Pharma Industry Etc.*

I. Introduction

The term "stress" comes from physics and was transferred into psychology. The term stress shows the relation between the person and the environment. While term " job stress" can be defined as an employee's awareness or feeling of personal dysfunction as a result of apparent conditions or activities in the workplace, and the employee's psychological and physiological reactions caused by these uncomfortable, unwanted, or threats in the employee's instant workplace environment. In the past research, job stress has received significant attention. Job stress is different from general stress as it is organization and job related and it is also greatly an individual reaction.

For researchers and practitioners, stress in the workplace has been of growing concern. Stress may express itself differently, and affect workers differently, in different work contexts. It is also a well-known phenomenon or process at work. In 1997, Faulkner and Patiar said the workplace may be a major source of stress for individuals considering the amount of time that is spent and the fact that financial security and career success are dependent on work performance. In past organization behavior research, job stress, and job performance have received extensive attention. To a company's overall performance, these organizational behavior variables are important.

Stress is a condition which occurs when individuals realize that the requirements or pressures facing them may be more than they can handle. Stress can affect all aspects of an individual's life and may stem from any number of stimuli. At work, stress may be an awareness indicated by ambiguity, conflict, or overload arising from the work environment and the characteristics of the individual.

Stress has been characterized in various manners throughout the years. The usually acknowledged explanation is one of the connections between the circumstance & the person. It is the mental & physical form that occurs when the assets of the person are not adequate to adapt to the requests of the events. Along these lines, stress is more probable in some circumstances & in some people. Stress can weaken the accomplishment of targets; both for the people & the associations. The indications of stress can be easily observed in individuals' conduct.

The acute reactions to stress might be in the quarters of emotions (anxiety, irritability, depression, weakness), conduct (forceful, pulled back, sad, unenthusiastic), thought (troubles in concentrating & critical thinking) or physical signs (nausea, palpitations, sickness, migraine). In the event that stress exists, there are alterations in cardiovascular, autonomic, neuroendocrine, & immunological functions, leading to mental & physical illness (depression, tension, anxiety, and coronary illness).

Present Indian Pharma Industry Scenario

The Indian pharma industry, which is expected to grow over 15 per cent per annum between 2015 and 2020, will outperform the global pharma industry, which is set to grow at an annual rate of 5 per cent between the same period!. The market is expected to grow to US$ 55 billion by 2020, thereby emerging as the sixth

largest pharmaceutical market globally by absolute size, as stated by MrArun Singh, Indian Ambassador to the US. Branded generics dominate the pharmaceuticals market, constituting nearly 80 per cent of the market share (in terms of revenues).

II. Review Of Literature

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 (Churchill, Ford and Walker, 1974). Therefore the job satisfaction of salespersons has attracted considerable research attention in the marketing and sales area over the last thirty years (Churchill, Ford and Walker, 1976; Pettijohn, Pettijohn and Taylor, 2007).

Salesperson job satisfaction has been explored both at the global and facet level. Global measurements focus on a person's overall satisfaction with the job, while facet measures look at satisfaction with various aspects of the job such as pay, supervision, etc., (Churchill, Ford and Walker, 1974). A number of antecedents and consequences of salesperson job satisfaction have been identified in the marketing literature. Antecedents have been classified as individual differences, role perceptions, organizational variables, and job/task variables (Brown and Peterson, 1993). Consequences of job satisfaction identified in the literature include organizational commitment, propensity to leave, turnover and organization citizenship behavior (Brown and Peterson, 1993; Donovan, Brown and Mowen, 2004). Although there is rich body of research on salesperson job satisfaction, most of this research has been carried out in developed countries.

There is hardly any research on the job satisfaction of salespersons working inemerging markets. Hence there is lack of clarity on whether the models of job satisfaction which have been validated in developed countries can be generalized to emerging markets and it would be useful to have more studies about salesperson job satisfaction in emerging markets. Person-environment fit theory has been widely used in the organizational behavior area to study individual and work outcomes like job satisfaction (Kristof-Brown, Zimmerman and Johnson, 2005).

The person-environment fit research stream also encompasses consequences of job satisfaction like commitment and turnover intentions. The PE fit constructs are relatively simple to operationalize so this perspective is quite appropriate for exploratory studies in emerging market contexts. Lim &Teo (1999) conducted a study to identify key factors at workplace which generate stress among information personnel in Singapore [291]. Lack of career advancement, work overload, risk taking & decision making, & employee morale &organisational culture were identified as four broad categories of Stressors. Suresh &Anantharaman (2001) studied 220 police personnel & found that round the clock duty, lack of time to spend with family, & political pressure from outside the department, were the most stressful situations.

Broadbridge (2002) found the nature & pace of change within the industry, new technological developments, quantitative work overload, staff shortages, customer demands & attitudes, threat of violence, the service oriented environment & the general organisational structure & climate factors, causing stress to retail managers [293]. Kang & Singh (2004) employed factor analysis to identify key organisational factors which generate stress among employees of the electronics industry [294]. Ten different organisational aspects were acknowledged & stress has been considered to be positively & significantly coupled with poor organisational structure & climate, poor interpersonal relations, work inhibitors, lack of resources, inconsiderate superior &role ambiguity.

STATEMENT OF THE PROBLEM

A large number of youngsters are joining in Pharmaceutical industry as marketing executives to create an identity for their professional life, majority of the executives are affected by life-cycle problems. In Pharmaceutical industry, career development takes place through hard work, training, application and continuity in learning. The industry requires long hours of continuous work and follow up for accomplishment of the goals. Stress and commitment for work is, therefore, inevitable and cannot be avoided as uncertainties and unexpected changes keep occurring in the environment.

SIGNIFICANCE OF THE STUDY

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

III. Objectives of the Study

The general aim of this study was to determine the job-induced stress among the sales personnel in the pharmaceutical industry & assess their mental & physical health-related issues in the New Delhi region.

- To analyze the role of management in the development of efficiency of sales personal.
- To analyze the job Induced Stress of sales personal in relation with work training of sales personal & improvement in the quality & achievement of given targets.
- To analyze the health assessment of sales personal due to nature of work in pharmaceutical industry.

IV. Research Methodology

In my literature search, we did not find such study conducted in New Delhi region, earlier related to proposed field. New Delhi region is one of the main hubs of medical facilities & market. Most of the pharmaceutical company are operating their business & generating revenues from Delhi region. Numerous sales personal are working in that region. So, I found it highly significant to carry out such study in this region. There are around 176 government recognised hospitals in New Delhi with approximately 20, 1028 doctors working there. Also, there are around 8, 000 medical sales representatives marketing their products.

The primary source was first-hand information for collection of the data like (Questionnaire, personal interview, survey). The secondary sources were bulletin, journals, magazines, manuals, reports & other already published matter suitable for the research data.

Data relating to the top companies pertaining to the New Delhi region was obtained. Based on the data with the use of random sampling method, the data for the study was identified ensuring that all the areas of all the top companies were represented in the sample so that it will be a representative sample for the pharmaceutical industry in the New Delhi region.

ISSUES & THE RELEVANT PARADIGM RESEARCH

The emerging global economy is creating intense pressure for both employers & employees to be more productive. In the process, companies are inventing new jobs, introducing new technologies, cutting costs by downsizing & outsourcing & in fact companies are expecting their employees to be more & more innovative & productive. But the majority of employees are not trained to manage these additional pressures, resulting in 'stressed' employees. Stress is a vibrant situation in which the individual is dealing with a prospect, limitation, or necessity related to what he or she desires & for which the outcome is perceived to be both uncertain &important. The various factors stemming from different sources like individual, job/organization, family & environment may cause stress among employees.

DATA ANALYSIS AND INTERPRETATIONS

After the collection of research data, an analysis and interpretation of result is necessary. The purpose of analysis is to build up a sort of empirical model where the relationship involved is carefully brought out so that some meaningful inferences can be drawn. Analysis of data is to be made with reference to the purpose and objective of the study and its possible bearing on the facts that are to be revealed. The analysis is divided into two sections first is concerned with the Job stress and employees health assessment Job Satisfaction.

Demographic Profile of Customers

The study was carried on total 200 employees using job stress and its implication on employee's health and job satisfaction. The tables and charts are given below on employees' age, gender and group i.e. level at which they serve in the pharmaceutical industry.

Age Wise Profiling of Customers

Age	Frequency	%
>35Years	100	50.00%
35-50 Years	55	27.50%
<50 Years	45	22.50%
Total	200	100%
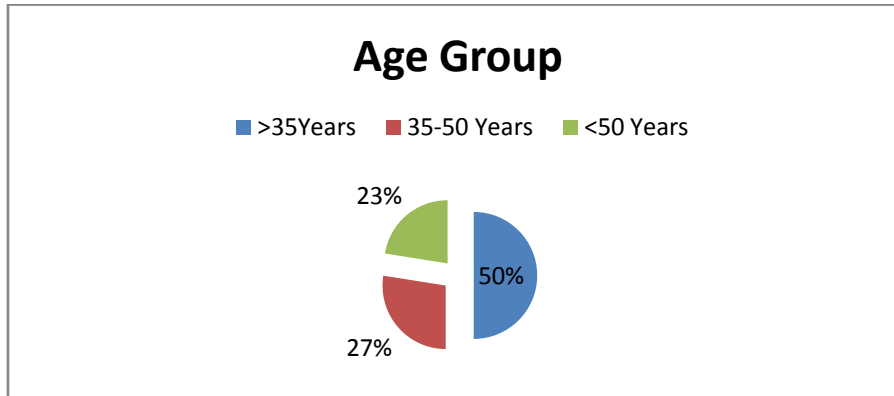
Analyzing the questionnaire the table and chart revealed as above, it has been revealed that majority of employees were between >35 years (50%), 27% were between 35-50 years, and 23% were between <50 years. The data collected indicates that the pharmaceutical companies in Delhi focus more on new entrants and majority of employees >35 years are having low stress level.

Gender Wise Profiling of Customers

Gender	Frequency	%
Males	126	63.00%
Females	74	37.00%
Total	200	100%
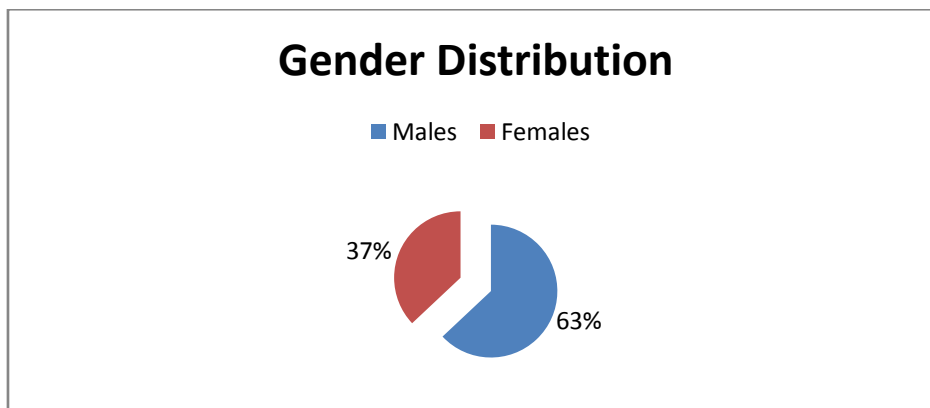
Regarding the gender, 63% were male and 37% were female. As majority of employees were male because at the initial level male are preferred as they travel across without any problem.

Grade Wise Profiling of Employees

Group	Frequency	%
A	70	35.00%
B	90	45.00%
C	40	22.00%
Total	200	102%
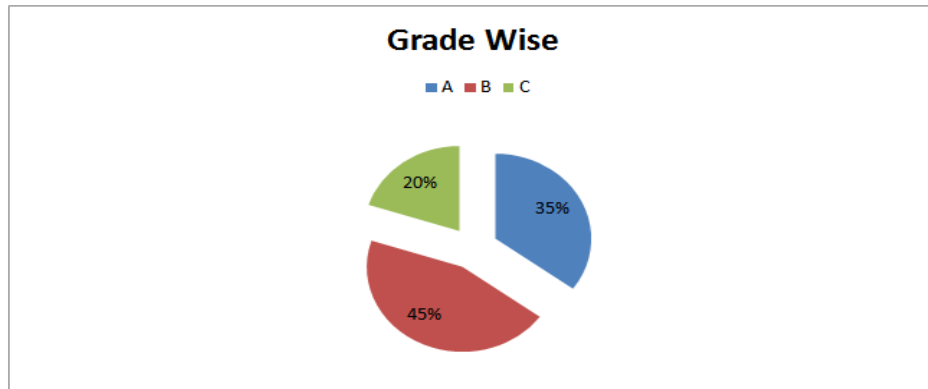
As far as designation is concerned the data is divided into grade category of Employees, the data reveals 45% employees are grade B indicating middle level, 35% were grade A shows Top level and 20% were grade C i.e. from lower level.

Reliability Analysis

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.854	.853	47

The reliability analysis is carried using the value of Cronbach's Alpha and there were 47 factors used under the study and 200 respondents were taken. The results revealed that the calculated value is 0.854 inferring that the data has reliability of 85.4 %. Thus it revealed that only 14.6% of the stress can be caused by other factors like family issues and other external factors whereas remaining variables are covered in the study.

Factor Analysis

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.783
Bartlett's Test of Sphericity	Approx. Chi-Square	3715.626
	Df	1081
	Sig.	.000

The factor analysis test proves that the Kaiser-Meyer-Olkin value is 0.783 this suggests that the total factors contributes to 78.3% towards job stress this means that around 78% of questions suffice the study and they focus towards job stress. These variables are the major contributors of job stress among the employees. There are few other variables like family and relatives that are likely to cause small impact on job stress but in case of Pharmaceutical Companies internal factors contribute more to job stress that reduces the satisfaction level of employees. Further the factor analysis applied on 43 variables in the questionnaire and out of these 13 factors was extracted to continue the study further namely F1. Role Ambiguity; F2.Constraint of Rule and Regulation; F3.Role Conflict; F4.Role Overload; F5.Commitment; F6.Powerlessness; F7.Personal Discipline; F8.Present Ability at Work; F9.Strenuous Working Condition; F10.Low Status; F11.Non Job Specific Task and F12.Relationship with Subordinates.

Communalities		
	Initial	Extraction
Q1	1.000	.604
Q2	1.000	.515
Q3	1.000	.568
Q4	1.000	.535
Q5	1.000	.646
Q6	1.000	.696
Q7	1.000	.560
Q8	1.000	.626
Q9	1.000	.676
Q10	1.000	.719
Q11	1.000	.689
Q12	1.000	.753
Q13	1.000	.762
Q14	1.000	.704
Q15	1.000	.741
Q16	1.000	.697
Q17	1.000	.537
Q18	1.000	.700
Q19	1.000	.613
Q20	1.000	.605
Q21	1.000	.637
Q22	1.000	.646
Q23	1.000	.739
Q24	1.000	.671
Q25	1.000	.679
Q26	1.000	.659
Q27	1.000	.515
Q28	1.000	.649
Q29	1.000	.696
Q30	1.000	.653
Q31	1.000	.710
Q32	1.000	.663
Q33	1.000	.654
Q34	1.000	.571
Q35	1.000	.691
Q36	1.000	.542
Q37	1.000	.702
Q38	1.000	.592
Q39	1.000	.577
Q40	1.000	.552
Q41	1.000	.603
Q42	1.000	.668
Q43	1.000	.626
Q44	1.000	.630
Q45	1.000	.636
Q46	1.000	.658
Q47	1.000	.545

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component		Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings
		Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
dimension0	1	7.335	15.607	15.607	7.335	15.607	15.607	3.884
	2	5.433	11.560	27.167	5.433	11.560	27.167	3.869
	3	2.910	6.191	33.358	2.910	6.191	33.358	3.525
	4	2.094	4.455	37.813	2.094	4.455	37.813	3.236
	5	1.699	3.615	41.428	1.699	3.615	41.428	2.633
	6	1.676	3.566	44.994	1.676	3.566	44.994	2.203
	7	1.565	3.329	48.323	1.565	3.329	48.323	2.177
	8	1.467	3.122	51.445	1.467	3.122	51.445	1.921
	9	1.356	2.886	54.331	1.356	2.886	54.331	1.490
	10	1.251	2.662	56.993	1.251	2.662	56.993	1.326
	11	1.174	2.499	59.492	1.174	2.499	59.492	1.314
	12	1.082	2.302	61.794	1.082	2.302	61.794	1.278
	13	1.067	2.270	64.064	1.067	2.270	64.064	1.254
	14	.986	2.098	66.162				
	15	.966	2.056	68.218				
	16	.951	2.023	70.241				
	17	.862	1.835	72.076				
	18	.826	1.758	73.834				
	19	.797	1.696	75.530				
	20	.790	1.682	77.211				
	21	.767	1.631	78.842				
	22	.714	1.519	80.362				
	23	.681	1.449	81.811				
	24	.624	1.327	83.138				
	25	.608	1.293	84.431				
	26	.571	1.214	85.645				
	27	.514	1.094	86.739				
	28	.498	1.059	87.798				
	29	.482	1.025	88.823				
	30	.449	.955	89.778				
	31	.435	.926	90.704				
	32	.414	.880	91.584				
	33	.394	.839	92.422				
	34	.385	.818	93.241				
	35	.350	.744	93.984				
	36	.337	.717	94.701				
	37	.304	.646	95.347				
	38	.293	.623	95.970				
	39	.272	.579	96.549				
	40	.246	.524	97.073				
	41	.237	.504	97.577				
	42	.226	.482	98.059				
	43	.223	.475	98.534				
	44	.200	.426	98.960				
	45	.177	.377	99.337				
	46	.176	.375	99.712				
	47	.135	.288	100.000				

Extraction Method: Principal Component Analysis.

FINDINGS OF THE STUDY

Finding of the present study also support to the notion that, the score levels of stress were at higher side but not the highest ones, so we can say that their stress levels were reached up to some alarmingly levels if these levels were not checked at this point of time then there is a chance that health & emotional consequences of their job stress will get worse and their stress levels will be difficult to control. The aforesaid conclusion is previously supported by many studies which reflect that presence of high levels of stress may lead to many negative physical and psychological health consequences.

V. Discussion

The pharmaceutical market has undergone enormous transitions in India. In the late eighties, the Indian pharmaceutical market was under the strong influence of multinational companies. After half a century of evolutionary period, the ratio of national and multinational companies has shifted to 75 and 65 % respectively (Zaman 2011). So with growth, there has been some significant competition between national and multinational pharmaceutical firms. This has raised demands of using modern sales and marketing techniques to achieve targets including; field optimization, use of promotional tools (giveaways, samples) (Kuatbayeva 2013), internet oriented marketing, e-detailing using i-pads and use of sales analysis software (Raheem et al. 2014).

VI. Conclusion

Research continues to show that our satisfaction with various aspects of work, especially workplace relations and communication at work, is very much related to how work makes us feel, and this is even more so than how much we get paid or what we believe our career prospects to be.

In turn, how we feel when at work and how we feel about our work influences how we engage with that work, how productive we are and how convivial we are in our working relationships within a department, a team or a larger work group. While addressing Job Induced Stress can be challenging, it can also be a vehicle for positive change, for better and more productive relationships at work and for increased creativity and productivity.

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 provide 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 individuals are 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.

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