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RESEARCH ARTICLE

A STUDY OF WORK ENVIRONMENT OF MARKETING PROFESSIONALS AND IMPORTANCE OF EMPLOYEE ENGAGEMENT WITH REFERENCE TO PHARMACEUTICAL INDUSTRY IN COIMBATORE REGION, TAMILNADU.

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Abstract

In this article the researcher has endeavored to delve into the prevailing impact of the factor, "Employee Engagement" and consequential effect, Retention of field staffs within pharmaceutical companies across demographic profile of Coimbatore region, Tamilnadu. The importance of employee engagement is highlighted in relation to the Job resources and there by promoting the Retention of high performance yielding employees. The data collection was based on a survey which was carried out by Researcher on employee engagement in the Pharmaceutical industries, among the employees, in the field.

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Introduction:-

The researcher has done this study in the pharmaceutical industry, where contemporarily it has been found that the attrition rate of marketing employees observed to be at the highest rate. Taking this scenario, the researcher, has done the study, by means of surveying and feedback from the field force directly, about their working environment, constraints faced by them, what would be the factors that would help them to engage in their work, and factors that would help them to motivate to retained in the company considerably for long period of service.

Employee engagement:-

To define, an engaged employee is a person who is fully involved in, and enthusiastic about, his or her work. Employee engagement and retention of the skilled and talented employees are very important aspects in the profitability of business and the success of human resource management policies (e.g. Vance, 2006; Cook, 2008; MacLeod & Clarke, 2009.) Simply, engaged employees make the organization work smoothly and well.

As per Brandon Morris, Employee engagement is employees who positively engage not only the customer, but everything about the business where they are employed.

About Indian pharmaceutical industry:-

The Indian Pharmaceutical environment is so booming and dynamic that pushed every company to the vertex of the environment, "Survival of the Fittest". Hence this led to the hiring of best skilled and talented people. Therefore it's not surprising that the evidence of a major decline in containing the consistency of man-power in a particular company is non-static, that have been witnessed as increasing employee turn-over has led to a sense of catastrophe. Indian pharmaceutical industry is world's third largest and it was \$16.4 billion in 2013 and it annual compound growth increases by 5% including exports. In 2020 it is expected to be \$ 85 billion. And the share of the Indian

pharmaceutical industries in the market is 73%. And the number of companies is approximately 5000 pharmaceutical manufacturing plants in all of India, employing over and around 350000 employees are working in this sector.

Working environment of marketing professionals:-

In the current business world, the size of the market is increasing year by year, and in such a huge market, the market players are active in engaging themselves with their own activity strengths to earn a market share. With this scenario, Pharmaceutical companies are devising the strategies, discovering innovative products, manufacturing, and selling their products. In this highly competitive industry, a Pharma marketing professional has to perform his duties with Professional discipline, so as to abreast the competition, to achieve his organizational goals.

The researcher has analyzed and depict the facts, that as the industries is massive, and every day the demand of the products are of huge and inevitable, the cropping of new companies is being observed by the market, where the competition among the companies has become more dynamic.

Amidst of this market environment a Pharmaceutical profession mandatorily faces the market to be more dynamic, and that compels him to be more dynamic too, as his working environment encompassed with undoubtedly more stress in comparison to other job environment.

The Working environment is more challenging; despite of the professions' credibility, and pride, companies are observing frequent retentions of their field staffs.

Employee engagement as business strategy in pharmaceutical marketing:-

Despite pharmaceutical companies pay their employees with attractive salaries, devise new formulates by Human Resources department in order to make their employees attain satisfaction and committed to their organization. But the field staffs leave organization due to the factors like, work environment, constraints like extensive stress, heavy targets, tough competitions, unethical marketing practices, better salary, change of profession. In this crisis, whether conventional approaching of Employee Engagement is enough to retain the Pharma field staff, being its grass root level executives, or field managers.

Statement of the problem:-

The researcher have analyzed and found that, Pharmaceutical companies are on the spree of merging or acquisition or some sort of joint venture in an attempt to make profits which led to a hectic competition between companies. In this scenario, many companies witnessed frequent employee turnover, because their employees leave the company due to work pressure, high targets, being attracted by other companies for better salary, environment, supervisor's style, stress and other job related constraints. Hence Employee Engagement has become an inevitable, on-going strategy to be implemented by the company through Front-line managers, to keep their employees engaged in their work.

Employee engagement and Retention are the very important concepts which are like Pacemaker and blood in the profitability of business and the success of human resource management policies (e.g. Vance, 2006; Cook, 2008; MacLeod & Clarke, 2009.) Now Employee engagement and Retention are the two most prioritized strategies as per the demands of any industry.

At the outset, the turnover of the employees seems to be inevitable in the pharmaceutical industry because of companies becomes flexible to attract employees of every other company that instigates employees to switch over more freely from one company to another. As it is very important, that retaining the talented employees saves the company lots of resources and money in the recruiting process, and employers should establish processes to allow employees to stay longer with the company. The average workers are also important to keep in the company in order to make everything work smoothly.

Objectives of the study:-

- ❖ To assess the relationship between gender and overall opinion about Work environment of pharma field staff employees.
- ❖ To assess the relationship between gender and overall opinion about Work Engagement of Pharma field staff employees.
- ❖ To analyze relationship between age and overall opinion about relationship between superiors and pharma field employees.
- ❖ To analyze educational qualification and overall opinion about relationship between superiors and pharma field employees.
- ❖ To assess relationship between gender and overall opinion about monetary and non-monetary benefits of pharma field staff employees.

Scope of the study:-

The researcher has intended to assess the relationship with factors and the employees to increase their work Engagement.

This study has shown that by mere increasing the engagement alone will not increase retention, but by the feedback by employees itself about their sticking to their company.

This study can help the management to find the areas of improvement of those factors that, employee feels towards the organization and also helps in converting those areas of improvement into stronger by providing the optimum suggestions or solutions.

This study can help the management to know for which the reason employees tend to change their job, through dissatisfaction factors faced in the organization and also helps to recover by providing the optimum suggestions or solutions.

Limitation of the study:-

The study has been taken in Pharmaceutical manufacturing and marketing companies located in Coimbatore district. It may not be applicable to other industries located in other parts and other type of industries like service sector etc.

The prominent limitation of the study is that to get interview and feedback from the employees, to fill the questionnaire. It took frequent follow in case of some respondents.

Research methodology:-

The present paper is ascertained to study factors that increase the employee engagement, and there by promoting the retention in pharmaceutical companies across the Coimbatore district. Descriptive research design and simple random sampling were used. Statistical tools used were test of hypothesis, chi-square tests.

The survey method used in the present study is simple random survey and the research design choice, irrespective of Indian and multinational companies. The study being designed in such way that it depends on the kind of constraints being faced by the employees of the Indian and multinational companies of pharma industry.

Sample size and data:-

The target respondents of the study are the employees of pharmaceutical marketing companies of both Indian and multinational companies operated at Coimbatore region. The sample size is 400.

Primary data:- The primary data were collected through questionnaire followed by the discussions with Doctors, Nursing superintendents, first line and second line managers, field force, and employees of Pharma companies, nursing homes, institutions located in Coimbatore district.

Method:- Sample method used is simple random method.

Results and findings:-

Table 1: Relationship between Gender & Overall opinion about Work Environment of Pharma Field Staff Employees.

			Overall opinion about relationship between superiors and pharma field employees			Total
			Low	Medium	High	
Gender	Male	No. of Respondents	117.8	109.0	153.2	380
		%	31.0 %	28.7%	40.3%	100.0%
	Female	No. of Respondents	9	2	9	20
		%	45.0%	10.0%	45.0%	100.0%
Total		No. of Respondents	127	111	162	400
		%	31.7%	27.8%	40.5%	100.0%

Source: Primary Data.

The above table highlights that the percentage of high level of overall opinion about the Work Environment of pharma field staff employees was the highest (40.3%) by the Male respondents and the same was the lowest (31.0 %) by the female respondents. The percentage of medium level of overall opinion about the Work Environment of pharma field staff employees was the highest (28.7 %) by the Male respondents and the same was the lowest (10 %) by the female respondents. On the other hand, the low level of overall opinion about Work Environment of pharma field staff employees by the respondents was the highest (45.0 %) by the female respondents and the same was the lowest (31.0 %) by the Male respondents.

Null Hypothesis: - There is no relationship between Age and overall opinion about work environment of pharma field employees towards job resources and turnover intention of respondents.

Alternative Hypothesis: - There is relationship between Age and overall opinion about work environment of pharma field employees towards job resources and turnover intention of respondents.

Chi-square test:-

Factor	Calculated value	P value	Df	S/ns	Remarks
Gender	3.660 ^a	..007	2	NS	ACCEPTED

** - Significant at 1% level S-Significant

From the above Table, it is clear that Chi-Square P-value is greater than 0.05 at 5 per cent level of significance. The null hypothesis is accepted. There is no relationship between gender and their superiors & pharma field employees towards job resources and turnover intention of respondents.

Table 2: Relationship between Gender & Overall Opinion about Work Engagement of Pharma Field Staff Employees

			Overall opinion about work engagement of pharma field staff Employees.			Total
			Low	Medium	High	
Gender	Male	No. of Respondents	128	136	116	380
		%	33.7%	35.8%	30.5%	100.0%
	Female	No. of Respondents	0	0	20	20
		%	0.0%	0.0%	100.0%	100.0%
Total		No. of Respondents	128	136	136	400
		%	32.0%	34.0%	34.0%	100.0%

Source: Primary Data.

The above table highlights that the percentage of high level of overall opinion about the Work engagement of pharma field staff employees was the highest (100.0 %) by the female respondents and the same was the lowest (30.5 %) by the male respondents. The percentage of medium level of overall opinion about the Work engagement of pharma field staff employees was the highest (35.8 %) by the male respondents and the same was the lowest (0.0 %) by the female respondents. On the other hand, the low level of overall opinion about Work engagement of pharma field staff employees by the respondents was the highest (33.7 %) by the Male respondents and the same was the lowest (0.0%) by the Female respondents.

Chi-square test:-

Factor	Calculated value	P value	Df	S/ns	Remarks
Gender	40.867	.000	2	S	Rejected

** - Significant at 1% level S-Significant

It has been divulged from the chi-square test that the p-value (.000) has been less than 0.01 and the result has significance at 1 per cent level. Hence, the null hypothesis (H_0) has been rejected and the alternative hypothesis (H_1) has been accepted. From the analysis it has been concluded that there is a relationship between Gender Overall opinion about their work engagement of pharma field staff employees towards job resources and turnover intention of respondents.

Table 3: Relationship between age and overall opinion about relationship between superiors & pharma field employees.

			Overall opinion about relationship between superiors & pharma field employees			Total
			Low	Medium	High	
Age	20-30 Yrs	No. of Respondents	107	73	80	260
		%	41.2%	28.1%	30.8%	100.0%
	31-40 Yrs	No. of Respondents	6	17	57	80
		%	7.5%	21.2%	71.2%	100.0%
	41 & Above	No. of Respondents	14	21	25	60
		%	23.3%	35.0%	41.7%	100.0%
Total		No. of Respondents	127	111	162	400
		%	31.8%	27.8%	40.5%	100.0%

Source: Primary Data.

The above table highlights that the percentage of high level of perception on overall opinion about the relationship between superiors and pharma field employees by the respondents was the highest (71.2 %) by (31 to 40) Yrs age group respondents and the same was the lowest (30.8 %) by (20 to 30) Yrs age group of respondents. The percentage of medium level of perception on overall opinion about the relationship between superiors and pharma field employees by the respondents was the highest (35 %) by (41 & above) Yrs age group of respondents and the same was the lowest (21.2 %) among the (31 to 40) Yrs age group respondents. And it is (28%) by (20 to 30) Yrs age group. On the other hand, the percentage of low level of perception on overall opinion about the relationship between superiors and pharma field employees by the respondents was the highest (41.2%) by the (20 to 30) Yrs age group and the same was the lowest (7.5 %) by the (31 to 40) Yrs age group respondents. In order to find the relationship between age group and the level of perception on overall opinion about the relationship between superiors and pharma field employees, a chi-square test was implied to test the hypothesis given below.

Null Hypothesis: - There is no relationship between Age and overall opinion about relationship their superiors & pharma field employees towards job resources and turnover intention of respondents.

Alternative Hypothesis: - There is relationship between Age and overall opinion about relationship their superiors & pharma field employees towards job resources and turnover intention of respondents.

Chi-square test:-

Factor	Calculated value	P value	Df	S/ns	Remarks
Age	50.539	.000	4	S	Rejected

**** - Significant at 1% level S-Significant**

It has been divulged from the chi-square test that the p-value (.000) has been less than 0.01 and the result has significance at 1 per cent level. Hence, the null hypothesis (H_0) has been rejected and the alternative hypothesis (H_1) has been accepted. From the analysis it has been concluded that there is a relationship between age and their superior relationship towards job resources and turnover intention of respondents.

Table 4: Relationship between educational qualification and overall opinion about relationship between superiors & employees.

			Overall opinion about relationship between superiors & pharma field employees			Total
			LOW	MEDIUM	HIGH	
Edu qua	Ug	No. of Respondents	102	67	71	240
		%	42.5%	27.9%	29.6%	100.0%
	PG	No. of Respondents	11	19	50	80
		%	13.7%	23.8%	62.5%	100.0%
	Pg & above	No. of Respondents	0	14	26	40
		%	0.0%	35.0%	65.0%	100.0%
	Diploma	No. of Respondents	14	11	15	40
		%	35.0%	27.5%	37.5%	100.0%
Total		No. of Respondents	127	111	162	400
		%	31.8%	27.7%	40.5%	100.0%

Source: Primary Data.

The above table highlights that the percentage of high level of perception on overall opinion about the relationship between superiors and pharma field employees by the respondents was the highest (65.0 %) among Post graduate & above group of respondents and the same was the lowest (29.6 %) among the Under graduate group of respondents. The percentage of medium level of perception on overall opinion about the relationship between superiors and pharma field employees by the respondents was the highest (35.0%) among the post graduate & above group respondents and the same was the lowest (23.8 %) among the Postgraduate group respondents. On the other hand, the percentage of low level of perception on overall opinion about the relationship between superiors and pharma field employees by the respondents was the highest (42.5 %) by the undergraduate group and the same was the lowest (13.7 %) among the Postgraduate group respondents.

In order to find out the relationship between Education. Qualification and the level of perception on overall opinion about the relationship between superiors and pharma field employees, a chi-square test was implied to test the hypothesis given below.

Null Hypothesis:- There is no relationship between Educational qualification and overall opinion about relationship their superiors & pharma field employees towards job resources and turnover intention of respondents.

Alternative Hypothesis:- There is relationship between Educational qualification and overall opinion about relationship their superiors & pharma field employees towards job resources and turnover intention of respondents.

Chi-square test:-

Factor	Calculated value	P value	Df	S/ns	Remarks
Educational qualification	53.594	.000	6	S	Rejected

**** - Significant at 1% level S-Significant**

It has been divulged from the chi-square test that the p-value (.000) has been less than 0.01 and the result has significance at 1 per cent level. Hence, the null hypothesis (H_0) has been rejected and the alternative hypothesis (H_1) has been accepted. From the analysis it has been concluded that there is a relationship between Educational qualification and their superior relationship towards job resources and turnover intention of respondents.

Table 5: Relationship between gender and overall opinion about monetary and non monetary benefits of pharma field staff employees.

			Overall opinion about monetary and non monetary benefits of pharma field staff employees			Total
			LOW	MEDIUM	HIGH	
Gender	Male	No. of Respondents	119	78	183	380
		%	31.3%	20.5%	48.2%	100.0%
	Female	No. of Respondents	15	5	0	20
		%	75.0%	25.0%	0.0%	100.0%
Total		No. of Respondents	134	83	183	400
		%	33.5%	20.8%	45.8%	100.0%

Source: Primary Data.

The above table highlights that the percentage of high level of overall opinion about the Monetary and Non-monetary benefits of pharma field staff employees was the highest (48.2 %) by the male respondents and the same was the lowest (0.0 %) by the female respondents. The percentage of medium level of overall opinion about Monetary and Non-monetary benefits of pharma field staff was the highest (25.0 %) by the female respondents and the same was the lowest (20.5 %) by the male respondents. On the other hand, the low level of overall opinion about Monetary and Non-monetary benefits of pharma field staff by the respondents was the highest (75.0 %) by the female respondents and the same was the lowest (31.3 %) by the male respondents.

Null Hypothesis:- There is no relationship between gender and Overall opinion about their Monetary and non-monetary benefits of pharma field staff employees towards job resources and turnover intention of respondents.

Alternative Hypothesis:- There is relationship between gender and Overall opinion about their Monetary and non-monetary benefits of pharma field staff employees towards job resources and turnover intention of respondents.

Chi-square test:-

Factor	Calculated value	P value	Df	S/ns	Remarks
Gender	20.638	.000	2	S	Rejected

**** - Significant at 1% level S-Significant**

It has been divulged from the chi-square test that the p-value (.000) has been less than 0.01 and the result has significance at 1 per cent level. Hence, the null hypothesis (H_0) has been rejected and the alternative hypothesis (H_1) has been accepted. From the analysis it has been concluded that there is a relationship between Gender Overall opinion about their Monetary and non-monetary benefits towards job resources and turnover intention of respondents.

Suggestions:-

The researcher has found out that though there is no any particular influence of age, gender, qualification, monetary in relationship with the working environment. The researcher have found out that despite good salary, decorum of the profession, its pride, and uniqueness, the field staff of pharmaceutical industry found the job nature, environment, found to be tedious, and have swindled constraints in the profession.

This work nature of medico-marketing, does affects the balance between their work life and personal life, hence, in eventually, the marketing professional gets his work-life balance disturbed. This leads to the stress, and some degree of disengagement.

In recent years, the companies endure in devising new plans, strategies, programs to motivate their employees to engagement themselves in their work, with enthusiasm. Despite the endeavors of the various motivational programs by the Human resources department, there remains some degree of dissatisfaction veins through the profession.

Conclusion:-

Despite, the great endeavors of Human resources department, spinning new motivational programs for their employees, there still exists, attrition rate in alarming nature.

The researcher have found through the study, by the feedback from the employees, where the employees opines that, despite any introduction of motivational programs, marketing people have understood because of their field work, the work related stress and untoward, challenges are always present. But yet, the feedback and interview and studies depicts that, apart from conventional motivational programs, the employees feels they should have the feeling of some advancement in the contingency plans of the company policies, change of policy in-line with the current trends, adapting newer methods of working style, for instance, mobile reporting, usage of palm tabs for detailing, new introduction of products, and development programs will be an real-time assurance for their better future.

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