

A STUDY ON WORK LIFE BALANCE AMONG MEDICAL REPRESENTATIVES IN KANNIYAKUMARI DISTRICT

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ABSTRACT

This study is to find out the work life balance among medical representatives in Kanyakumari District. Every day, medical representatives deal with a variety of difficulties. They are employed in a setting that is unsafe. By achieving happiness in both work and life, a medical representative can have a balanced work-life. The medical representatives are the ones who work for their goals and, although having flexible work schedules, put in long hours in the field. As a result of the stress of their jobs, they get irritable and miss out on important family time. This paper examines the work-life balance of medical professionals, focusing on their daily activities. The problems and reasons for imbalance are examined, and measures are devised to achieve a balanced work-life balance.

Key Words: Work life balance, medical professionals, medical representatives, stress.

INTRODUCTION

A medical sales rep is a sales professional who speaks with healthcare professionals about the supplies they might need for their facilities and offices. A medical sales rep might sell medical equipment, medications and medical devices. Medical sales reps might work for a company that sells one specific brand and type of medical supplies, they might work for a company that sells a variety of supplies to fill multiple needs for healthcare facilities or they might work for multiple companies and represent them as needed. Medical sales reps often have a background in sales but may have experience in healthcare. A medical sales rep often travels to a variety of healthcare facilities and locations throughout their workday, which may include travel to other cities and states. They might make phone calls or write emails to schedule future meetings. In their meetings with healthcare professionals, they provide information about their

company and what they're selling in order to convince the facility to purchase from them. They may also meet with existing clients to provide them with additional information on new products.

STATEMENT OF THE PROBLEM

This study explores and examines the work life balance among medical representatives in kanniyakumaridistrict. Working long hours and managing the pressure of selling products to medical experts while still reaching deadlines make being a medical representative a challenging job. The success and efficient operation of an organization depend heavily on the quality of life that employees have at work. To guarantee that every employee is operating at their maximum capacity, free from stress and strain, and able to contribute to the creation of happy businesses, the work-life balance must be effectively maintained. The timings, productivity, amount of leave accessible to employees, and other factors are all impacted by their quality of work life. Happy workplaces also give their employees a sense of security and a sense that their employer values and cares for them. Therefore, the study made an attempt to find the work life balance among medical representatives and to give the suitable suggestions to this problem.

REVIEW OF LITERATURE

- ❖ **(Rajthilak et al., 2021)**, Inspiring and supporting employees would significantly impact their feelings, either positively or adversely, in commitment toward reaching organizational goals

- ❖ **Ashwini A Yarnal. (2020)**, she encountered Work life balance (WLB) is the modern distinctive issue of the healthcare industry, since employees consistently need to succeed at the workplace and fulfill the desires of family. Balancing these two boundaries is the reason for exhaustion of employees and thus the employers perceive that there is a need to introduce the work life balance strategies, plans and policies to boost employee morale, motivation and productivity. This paper illuminates the wide options for employers and employees to interface work life balance practices for organizational and personal performance.

OBJECTIVES OF THE STUDY

The study has the following objectives.

- ✓ To study the demographic profile of the respondents.
- ✓ To analyse the factors that lead to work life balance among medical representatives in Kanniyakumari district.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the problem. It is a science of studying how research is done scientifically. Essentially; it is the procedure by which the researcher goes about their work of describing, evaluating and predicting phenomenon. It aims to give the work plan of research. It provides training in choosing methods materials, scientific tools and techniques relevant solution of the problem.

- **COLLECTION OF DATA:**

In special science there are two outstanding research methods

- ✓ **PRIMARY DATA**

The primary data were collected personally by approaching the medical representatives by using questionnaire method.

- ✓ **SECONDARY DATA**

The secondary data has been collected through reports, books, journals, periodicals, newspaper, articles, and websites.

- **SAMPLE SIZE:**

As far as the study concerned, the researcher selected 96 respondents for this research.

- **SAMPLING TECHNIQUE:**

Convenience sampling method is used while selecting the samples.

ANALYSIS AND INTERPRETATION OF DATA

DEMOGRAPHIC PROFILE OF THE RESPONDENTS:

Demographic factors are personal characteristics which are used to evaluate the data on people in a given population. In social science research, personal characteristics of respondents have significant role to play in expressing and giving responses about challenges faced by the rural handloom weavers in Kerala. In this study a set of personal characteristics namely age, gender, marital status, size of family, type of family and their monthly income of the 96 respondents have been presented in the table 1

TABLE 1

DEMOGRAPHIC PROILE OF THE RESPONDENTS

Category	Options	No of respondents	Percentage
Age	Below 25	15	16
	25-40	27	28
	40-55	24	25
	Above 55	30	31
	Total	96	100
Gender	Male	62	64.6
	Female	34	35.4
	Total	96	100
Marital status	Married	77	80.20
	Unmarried	19	19.8
	Total	96	100
Size of family	Below 3 members	16	17
	3-5 members	31	32
	Above 5 members	49	51
	Total	96	100
Type of family	Nuclear	55	57.3
	Joint	41	42.7
	Total	96	100
Monthly income	Below 10,000	17	18
	10,000-20,000	47	49
	Above 20,000	32	33
	Total	96	100

Source: primary data

From the above table, it shows that 31 per cent respondents were from the age group of above 55 years. Gender of the weavers indicates 64.6 per cents are females. Majority of the respondents were married which constitute 80.2 per cent. Most of the respondents family size is above 3-5 members which constitutes 51 per cent. 55 per cent were belongs to nuclear family. The income of majority (49 per cent) of the respondents range between 10,000-20,000 per month.

FACTORS INFLUENCING WORK LIFE BALANCE AMONG MEDICAL REPRESENTATIVES

S.No	Factors influencing work life balance among medical representatives	Garrett Score	Rank
1	Working Location /Facilities	96.61	II
2	Flexible Working Hours	97.01	I
3	Salary	95.72	V
4	Training Opportunities	96.45	III
5	Leave Arrangement	96.18	IV

Source: Primary Data

From the above table shows the Factors influencing work life balance among medical representatives using Garrett scores. The first rank stands for “Flexible Working Hours”, since it has the highest score of 97.01, followed by second rank is for “Working Location /Facilities”, with a score of 96.61. The third criteria was “Training Opportunities” with a score of 96.45. “Leave Arrangement” was ranked fourth with a score of 96.18 and least rank is for “Salary” with a score of 95.72 respectively.

FINDINGS OF THE STUDY

After the analysis and interpretation of the data these are the following findings were emerged:

- ❖ It shows that 31 per cent respondents were from the age group of above 55 years.
- ❖ It is revealed that gender of the weavers indicates 64.6 per cents are male.
- ❖ Majority of the respondents were married which constitute 80.2 per cent.
- ❖ Most of the respondents family size is above 3-5 members which constitutes 51 per cent.
- ❖ Majority of the respondents were belongs to nuclear family which constitutes 55 per cent.
- ❖ Most of the respondents have an income level between 10,000-20,000.
- ❖ Factors influencing work life balance among medical representatives using Garrett scores. The first rank stands for “Flexible Working Hours”, since it has the highest score of 97.01 and least rank is for “Salary” with a score of 95.72 respectively.

SUGGESTIONS

The researchers have given the following suggestions for further improvement in the study area.

- ❖ Better service is bound to be recognized and rewarded. The prospect of career growth and pay increases will encourage people to work hard and support the hospitals.
- ❖ Giving priority for the doctor whom they can meet fast.
- ❖ Approaching the doctor who can able to give high order.

CONCLUSIONS

The nature of the work and the difficulties experienced by medical representatives are discussed in this article, and the management is required to take the first action by offering work-life balance initiatives to staff members. The company needs to focus on providing stress management training to its staff as well as developing marketing plans to advertise its goods. Regular meetings must be held to discuss issues they have encountered and potential solutions. The company's primary goal is to encourage employee engagement in their work. Because of this, workers see organizational development as a means of achieving personal improvement, which boosts output and lowers the attrition rate.

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