

# Sustainable Development and Involvement of Medical Representatives in the Sales Profession: An Empirical Study

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## Abstract

Medical representatives serve as a point of contact for clients and manufacturers in the medical industry. In the medical area, pharmaceuticals are separated into RX drugs and OTC drugs. Medical representatives work primarily with RX drugs, which are those that patients cannot purchase over-the-counter (OTC) in pharmacies. They primarily concentrate on their clients, such as doctors working in clinics, medical stores, and hospitals. The primary topic is Examining sustainable development and medical representatives' role in the sales industry. Innova, Chi-Square, and percentage analysis were used in a cross-sectional study with 50 medical representatives in the Coimbatore area, and the results showed that there is greater involvement with sustainable development.

## Keywords

Medical representatives, medicines, sustainability, sustainability development, sales, sales profession, involvement, interest in sales.

## Introduction

The practice of doing business and selling goods and services is known as marketing. Sales are a crucial component of marketing efforts. From the point of production to the point of consumption, it involves many additional intermediaries, including producers, wholesalers, retailers, and final consumers. Its ultimate purpose is to understand and meet the needs and wishes of the customers. Today, drugs are essential to everyone's survival across the age spectrum. In contrast to other manufacturing businesses, there are also medical manufacturing businesses all throughout India that offer higher-quality medications. Doctors serve as Medical Representatives in the medical industry, acting as a mediator between the manufacturing firm and the consumers.

## **Importance of sales/marketing in the medical field**

In those days, a person's fundamental needs for survival were typically food, clothing, and shelter, but today, regardless of age, medicines play an essential role in everyone's life. From the point of production to the point of delivery, every sector of the supply chain involves an intermediate, such as wholesalers, retailers, etc. Similar to how drugs are split into RX and OTC in the medical world, RX drugs are those that patients cannot get in pharmacies without a prescription, while OTC drugs are light medications that patients can buy in pharmacies without a prescription. Medical representatives act as an intermediary when selling RX drugs in the medical market. He serves as a liaison between a manufacturer of medical products and the doctors who write the prescriptions.

## **Medical representatives**

The main line of contact for pharmaceutical, medical, and healthcare providers is via medical representatives. Medical representatives work for pharmaceutical companies and laboratories to promote and distribute medical products. They are also known as medical sales representatives or pharmacy sales representatives. The purpose of a medical representative is to market and sell their company's goods, whether they are pharmaceuticals or medical equipment. A medical representative advises patients about medical products and sells and promotes medications. Medical Representatives deploy a range of strategies to spread the word about the employer's medical products.

## **Involvement and interest in the sales profession**

A medical manufacturing company and the doctors who write prescriptions for patients are connected by medical representatives, who first appeared in the early 1990s. They frequently visit their clients, such as doctors at hospitals, pharmacies, clinics, etc., and keep good relationships with them by learning how to communicate effectively and updating their knowledge of the necessary products with appropriate training. and earn extra money through allowances, incentives that reflect your interests, and sales experience.

## **Sustainable development and pillars**

It is a form of development that satisfies current wants without jeopardising the capacity of coming generations to satiate their own needs. The three sustainability pillars are an effective tool for outlining the overall sustainability issue. This includes at the very least the social, economic, and environmental foundations. The system cannot be sustained as a whole if even one pillar is weak.

**Environmental sustainability** is likely the most visible of the three pillars, representing the significance of things like biodiversity and natural resources to sustain life on Earth.

**Social sustainability** emphasises social structures, health, and harmony—all elements that injustice, war, and poverty can impair.

**Economic sustainability** describes a country's capacity for economic expansion. This is particularly crucial in today's cultures, where many sustainable initiatives demand funding and a solid business case.

### **Strategies for sustainability in the medical sales profession**

Because of their daily goals, medical representatives spend more time working outside of the office than inside. This allows them to plan ahead and make better preparations for their work as well as develop a stronger bond with their clients' workplaces and environments. updating knowledge of new advances on the market, responding to customer questions whenever they arise using any necessary means, and selling medical items at minimally expensive prices while keeping in mind the patient's quick recovery with the products offered.

### **Statement of the problem**

Marketing is one of the processes in reaching the ultimate customers in the market of all fields. For that purpose, there arises a need for an intermediary like wholesalers, retailers, etc.... of business activity. Sustainability or continuity in one field for a person has become harder in this environment. In those ancient days, all diseases are been treated with handmade natural medicines but in this modern era, all diseases are been treated with hospitals in the form of tablets, etc. Medical Representatives act as a link between a medical manufacturing company and the physicians who prescribe the medicines to patients. They mainly focus on their customers like doctors in hospitals, medical shops, clinics, etc...Many other studies on sustainability concentrated on the effect of strategic Marketing on Sustainable business performance on pharmaceutical companies and their arises a need to know the sustainable development and involvement of medical representatives in the sales profession.

### **Scope of the study**

The study on “Sustainable development and involvement of medical representatives in the sales profession” was made in the Coimbatore district since it is the Manchester of India and there are many hospitals and educational hubs so it is very easy to conduct marketing and promotional activities and there are many medical representatives available for promotion of medical products.

### **Objective**

To Examine the sustainable development and involvement of medical representatives in the sales profession.

### **Research Methodology**

#### **Area of the study**

The study was conducted in the Coimbatore district

#### **Source data**

The source of data includes both primary and secondary data for the study.

### **Primary data**

The Primary data was collected by means of a questionnaire and analysis was done on the basis of responses received by the medical representatives.

### **Secondary data**

Secondary data refers to information already collected from published sources like journals, the internet, books, and articles.

### **Statistical tools used**

- 1) Percentage Analysis
- 2) Chi-Square Test
- 3) Anova

### **Limitations of the study**

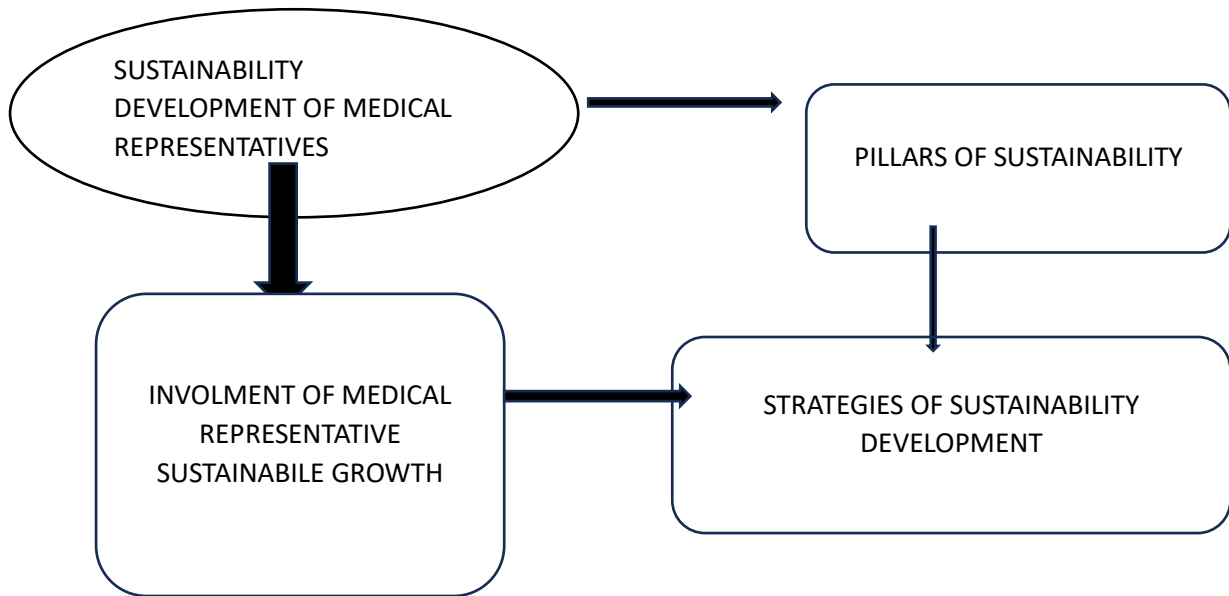
Medical Representatives can promote products to three to four districts but are limited to one district for this study paper (Coimbatore district)

### **Review of literature**

1) **Aindria Biswas (2019)** presented a paper on **“The effect of strategic Marketing on Sustainable business performance-A study on pharmaceutical industries in India”**. It aims to know the market orientation and innovative orientation on the sustainability of business performance in Indian companies with 5 modules by taking 87 medical representatives’ managers and agents as respondents among pharma companies with herbal and ayurvedic products. The study using structured equation modeling found that the relationship between market orientation and business performance has been modulated by environmental variables. And concluded that innovation orientation has maximum leverage and sustainability in environmental performance and market orientation has maximum leverage on the sustainability of economic performance in pharma industries.

2) **Ewa ChomacPierzedka (2023)** made research on **“Pharmaceutical companies in the light of the idea of sustainable development-An Analysis of selected aspects of sustainable management”** The study aims to the significance of practical choices of pharmaceutical entities determined by the activities and strategies of companies and found that sustainable development promotes and develops the overall goals and pursue the social, economic and environmental aspects and concluded that pharmaceutical companies are improving towards increasing the level of sustainable development.

### Conceptual framework



### Analysis and interpretation

#### Percentage analysis

Demographic profile		Frequency	Percentage
<b>Gender</b>	Male	38	77.6
	Female	11	22.4
	Total	49	100.0
<b>Age</b>	21-29	25	51.0
	30-39	22	44.9
	40-49	2	4.1
	Above 50	0	0
	Total	49	100.0
<b>Marital status</b>	Married	28	57.1
	Unmarried	21	42.9
	Total	49	100.0
<b>Educational qualification</b>	D pharm	8	16.3
	B pharm	27	55.1
	M pharm	0	0
	Science background	14	28.6
	Total	49	100.0

**Gender**

The Above table reveals that 77.6% of the respondents are male and 22.4% of the respondents are female.

**Age**

The Above table reveals that 51% of the respondents is between the age group of 21-29 years and 4.1% of the respondents are between the age group of 40-49 years.

**Education Qualification**

The Above table reveals that 55% of the respondents are qualified with the degree of Bachelor of Pharmacy and 16.3% of the respondents are qualified with a diploma in pharmacy.

**Marital Status**

The Above table reveals 57% of the respondents are married and 42% of the respondents are not married.

**Chi-square**

**H<sub>0</sub>**=There is no association between age and involvement of medical representative sustainable growth.

**H<sub>1</sub>**= There is an association between age and medical representative sustainable growth involvement.

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.148 <sup>a</sup>	2	.563
Likelihood Ratio	.934	2	.627
Linear-by-Linear Association	.179	1	.672
N of Valid Cases	49		

The value of test statistics is 1.148 and the corresponding p-value is .563 since the p-value is more than the significance level (0.05) hence we accept the null hypothesis and There is an association between age and involvement of medical representative sustainable growth. Therefore, the null hypothesis is accepted.

**Anova**

**H<sub>0</sub>**=The Involvement and sustainability development of medical representatives in the sales profession does not significantly differ among demographic factors.

**H<sub>1</sub>**= The Involvement and sustainable development of medical representatives in the sales profession significantly differ among demographic factors.

Anova has been employed to find out the significant difference in demographic factors with the involvement and sustainability of medical representatives in the sales profession.

Demographic Profile	Groups	N	Mean	SD	F-Value	P Value	Sig
Age	21-29	25	1.82	.359	.187	.830	NS
	30-39	22	1.81	.470			
	40-49	2	2.00	.530			
	Total	49	1.82	.410			
Educational Qualification	D Pharm	8	2.28	.546	9.232	.000	S
	B Pharm	27	1.67	.253			
	Science background	14	1.86	.395			
	Total	49	1.82	.411			
Sustainability pillars	Social	25	1.77	.292	.996	.377	NS
	Economic	17	1.82	.488			
	Environmental	7	2.02	.561			
	Total	49	1.82	.412			

### Age

The mean score towards the Involvement and sustainability development of medical representatives in the sales profession is found to be high in the age group between 40-49(2.00) followed by a mean score in the age group 21-29(1.82) and the lowest mean score is (1.81)' in the age group between 30-39 years. Anova has been employed to find out the significant difference in demographic factors with the involvement and sustainability of medical representatives in the sales profession. Since the calculated P -Value of (.830) is more than the sig value of (0.05) thus accept the null hypothesis that The Involvement and sustainable development of medical representatives in the sales profession significantly differ among demographic factors.

### Educational Qualification

The mean score towards the Involvement and sustainability development of medical representatives in the sales profession is found to be high in the educational qualification on D Pharm (2.28) followed by Science Background (1.86) and the lowest mean score on B Pharm (1.67) Anova has been employed to find out the significant difference in demographic factors with the involvement and sustainability of medical representatives in the sales profession. It reveals that medical representatives who have qualified with a diploma in pharmacy have more involvement and sustainability development. Since the calculated value (.000) is less than (0.05) the null hypothesis is rejected. And the Involvement and sustainable development of medical representatives in the sales profession significantly differ among demographic factors.

## **Sustainability Pillars**

The mean score towards the Involvement and sustainability development of medical representatives in the sales profession is found to be high in the sustainability pillar of environmental aspects followed by (1.82) Economic pillar and the lowest mean score is found to be (1.77) social pillars. Anova has been employed to find out the significant difference in demographic factors with the involvement and sustainability of medical representatives in the sales profession. It reveals that the environmental aspect act as a main sustainability pillar since the calculated value is more than (0.05) the hypothesis is accepted. The Involvement and sustainable development of medical representatives in the sales profession significantly differ among demographic factors.

## **Findings**

### **Percentage Analysis**

- 1) Most of the respondents belong to the age group between 21-29 years.
- 2) Most of the respondents are Male.
- 3) They are Married
- 4) Most of the respondent's Educational Qualification is a Bachelor of Pharmacy.

### **Chi-Square**

The study concludes that There is an association between age and the involvement of medical representatives' sustainable growth.

### **Anova**

The Involvement and sustainable development of medical representatives in the sales profession does not significantly differ among demographic factors is not significant among age and sustainability pillars and the Involvement and sustainable development of medical representatives in the sales profession significantly differ among demographic factors of educational qualification of medical representatives.

### **Suggestions**

Tamil Nadu medical representative association (TNMRSA) is located in main cities like Coimbatore, Chennai, Madurai, and Salem districts. This study can be conducted with other main cities. Awareness of medical representatives' roles and responsibilities should be made known to the public people like in other fields.

## **Conclusion**

Medical Representatives' Involvement and Interest in the Sales Profession by maintaining the sustainability pillars and involvement level have been considered and got the agreeability and association with the help of strategies and pillars of sustainability development.



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