# Promotional Challenges of Medical Representatives inObtaining Doctors Support

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***ABSTRACT***

Medical representatives are the pillars of the pharmaceutical industry. The job of medical representative is knitted with medical practitioners, chemists and stockists. While dividing his time amongst the above three within his work hours and meeting the sales targets fixed by the company, he faces multiple challenges. The present study highlights that there are a few important parameters such as regular visitation to the doctors with free samples, where possible, conducting conferences and medical camps and regularly attending sales meetings. There are also a few mutually contradicting requirements such as confining doctors visitations during the day time of eight hours only as per union norms, where as doctors may give appointments at any time till night. Frequent visits from medical personnel are essential for producing ongoing prescriptions, which provide pharmaceutical firms with commercial value and facilitate sales growth. This in turn helps medical representatives to achieve monthly sales targets without facing lot of physical and mental stress and strain. A suitablemechanism should ultimately evolve out to ensure the maximizing of interaction amongst medical representatives, medical practitioners, chemists and stockists. 411 medical representative respondents were selected at random using stratified random sampling from the top five medical representative cities in the Andhra Pradesh state. This study examines the numerous marketing difficulties that medical reps have when trying to keep patients coming in and get them to fill prescriptions.

***Keywords: Pharmaceutical companies, Medical Representatives, Prescription generation***

## *I. INTRODUCTION*

### Personal Selling

Personal selling[1] is the art of successfully persuading prospects or customersto purchase products or services from which they can derive appropriate benefits, thereby increasing their total satisfaction (Richard R Still, Cundiff Edward, and Gavoni A P Norman, Sales Management, Decisions, Strategies and Cases 5th, (New Delhi: Pearson Education,2009,16).

### Sales Promotion

A direct inducement that provides additional value or incentive for the product to the sales force, distributors, or final consumer with the primary goal of generating an immediate sale4 (George E Belch, Michael A Belach, and keynoor Purani, Advertising and promotion: An Integrated Marketing Communication Perspective, (New Delhi: Tata MC Graw-Hill, 2010, 16; 64).

All marketing and promotion efforts, excluding advertising, personal selling, and publicity, that entice customers to make a purchase by offering incentives like discounts, coupons, premiums, advertising specialties, samples, coupons for price cuts, sweepstakes, competitions, games, trading stamps, refunds, rebates, exhibits, displays, and demonstrations fall under the category of sales promotion. By employing incentives like rewards or prizes, direct paymentsand allowances, joint advertising, and trade exhibitions, it is utilised to encourage retailers, wholesalers, manufacturers, and sales staff to make sales.

## *II.* REVIEW OF LITERATURE

There are several studies have attempted about job induced stress, which is one of the promotional challenges faced by Medical Representatives in their work life. Stamps and Piedmonte (1986) and Dilruba (2016) explored the significance of the relationship between work stress and job satisfaction. Cooper et al. (1989) discovered four job stressors that predicted job dissatisfaction. Raizada H and Bhagwandas M (2012) have identified that pharmaceutical sale representatives are under job induced stress. Sandip B Patil and Jeewan Singh Meena (2013) examined that medicalrepresentatives under work related pressure. Anirudh Kotlo et al (2015) identified that work related stress; driving, mobile use issues may lead to more burnout. S.M.Yasir Arafat et al. (2015) identified that lack of welfare approaches, poor leave policy and job insecurity got dissatisfaction. Swapnil Undale and Dr.Milind Pande (2016) have shown that there is no connection between organisational commitment and performance or satisfaction. According to M.J. Santhil Kumar and P. Sundara Pandian (2015), workloads are unevenly interrupted, stress eventually turns intoburnout, which affects performance and happiness. Priya Kalyanasundaram(2017) examined that stress affects the employee's performance that indirectly affects the organizational survival. Fawaz Jaffar et al. (2017) have identified that lack of job promotion as factor leading to dissatisfaction among medical representatives. Dr.R.Umamaheswari and R.Sindhuja (2018) revealed that medical representatives are exposed to work-life imbalance andpharmaceutical companies need to provide training sessions. This study isconsidering job induced stress as one of the factor and also focusing on other promotional challenges of medical representatives indealing with doctors like meeting ten to thirteen doctors on daily basis, maintaining regular interval of visits to doctors and most crucial job of medical representatives are togenerate prescriptions that are commercially valuable to pharmaceuticalcompanies.

## *III.* OBJECTIVES OF THE STUDY

1. To assess the views of the medical representatives towards the doctors.
2. To find out the marketing challenges faced by the medical representatives in the pharmaceutical products promotion to doctors.

## *IV.* METHODOLOGY

Research Design

**Questionnaire Design:** By using stratified random sampling and a standardised questionnaire, the survey of 411 respondents from Andhra Pradesh's first five most medically representative cities was carried out. Statistical technique used: Chi-square tests for a five-point Likert scale questionnaire, i.e., strongly agree (SA) to strongly disagree (SDA).

SPSS version 22 is a statistical tool used for analysis.

**Primary Data:** A structured questionnaire is used to collect primary data from Andhra Pradesh's first five highest medical representatives' available cities.

**Secondary Data:** Secondary data is acquired from books, journals, and articles found online and in business news media.

## *V.* ANALYSIS OF THE DATA

**Views of Medical Representatives' towards the Doctors ResponsesTable No 1. Doctors avoiding Calls to MRs**

| | | | Medical Representatives Working Cities | | | | | Total |
|---|---|---|---|---|---|---|---|---|
| | | | Vijayawada | Guntur | Vizag | Kurnool | Rajahmundry | |
| Doctors avoids calls to MRs when many patients wait for check-up | SA | Count | 38 | 29 | 33 | 30 | 15 | 145 |
| | | Expected Count | 38.8 | 31.8 | 30.0 | 27.5 | 16.9 | 145.0 |
| | | % Of Total | 34.5% | 32.2% | 38.8% | 38.5% | 31.3% | 35.3% |
| | A | Count | 40 | 37 | 27 | 32 | 10 | 146 |
| | | Expected Count | 39.1 | 32.0 | 30.2 | 27.7 | 17.1 | 146.0 |
| | | % Of Total | 36.4% | 41.1% | 31.8% | 41.0% | 20.8% | 35.5% |
| | N | Count | 9 | 6 | 12 | 7 | 9 | 43 |
| | | Expected Count | 11.5 | 9.4 | 8.9 | 8.2 | 5.0 | 43.0 |
| | | % Of Total | 8.2% | 6.7% | 14.1% | 9.0% | 18.8% | 10.5% |
| | DA | Count | 10 | 10 | 3 | 5 | 5 | 33 |
| | | Expected Count | 8.8 | 7.2 | 6.8 | 6.3 | 3.9 | 33.0 |
| | | % Of Total | 9.1% | 11.1% | 3.5% | 6.4% | 10.4% | 8.0% |
| | SDA | Count | 13 | 8 | 10 | 4 | 9 | 44 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | Expected Count | 11.8 | 9.6 | 9.1 | 8.4 | 5.1 | 44.0 |
| | | % Of Total | 11.8% | 8.9% | 11.8% | 5.1% | 18.8% | 10.7% |
| Total | | Count | 110 | 90 | 85 | 78 | 48 | 411 |
| | | Expected Count | 110.0 | 90.0 | 85.0 | 78.0 | 48.0 | 411.0 |
| | | % Of Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

| | | | Medical Representatives Working Cities | | | | | Total |
|---|---|---|---|---|---|---|---|---|
| | | | Vijayawada | Guntur | Vizag | Kurnool | Rajahmundry | |
| Doctors do not prescribe drugs even after regularintervals of my visits | SA | Count | 23 | 18 | 19 | 16 | 29 | 105 |
| | | Expected Count | 28.1 | 23.0 | 21.7 | 19.9 | 12.3 | 105.0 |
| | | % Of Total | 20.9% | 20.0% | 22.4% | 20.5% | 60.4% | 25.5% |
| | A | Count | 43 | 48 | 34 | 31 | 6 | 162 |
| | | Expected Count | 43.4 | 35.5 | 33.5 | 30.7 | 18.9 | 162.0 |
| | | % Of Total | 39.1% | 53.3% | 40.0% | 39.7% | 12.5% | 39.4% |
| | N | Count | 16 | 10 | 7 | 6 | 5 | 44 |
| | | Expected Count | 11.8 | 9.6 | 9.1 | 8.4 | 5.1 | 44.0 |
| | | % Of Total | 14.5% | 11.1% | 8.2% | 7.7% | 10.4% | 10.7% |
| | DA | Count | 22 | 6 | 16 | 13 | 0 | 57 |
| | | Expected Count | 15.3 | 12.5 | 11.8 | 10.8 | 6.7 | 57.0 |
| | | % Of Total | 20.0% | 6.7% | 18.8% | 16.7% | 0.0% | 13.9% |
| | SDA | Count | 6 | 8 | 9 | 12 | 8 | 43 |
| | | Expected Count | 11.5 | 9.4 | 8.9 | 8.2 | 5.0 | 43.0 |
| | | % Of Total | 5.5% | 8.9% | 10.6% | 15.4% | 16.7% | 10.5% |
| Total | | Count | 110 | 90 | 85 | 78 | 48 | 411 |
| | | Expected Count | 110.0 | 90.0 | 85.0 | 78.0 | 48.0 | 411.0 |
| | | % Of Total | 100.0% | 100.0 % | 100.0 % | 100.0% | 100.0% | 100.0 % |

Table No 1 shows the responses of medical representatives to the statement “doctors avoid calls/visit appointments when many patients wait for check up”. Out of the total respondents, a majority (70.8%) of

medical representatives across the five cities have agreed with the statement. While 18.7% of medical representatives did not agree with the statement, 10.5% ofmedical representatives chose to be neutral.

It is clear that out of total 110 respondents from Vijayawada, 38(34.5 %) respondents strongly agreed with the statement. While 40(36.4 %)respondents agreed with the statement, and 9 (8.2 %) remained neutral, 10 (9.1 %) respondents disagreed and 13(11.8 %) respondents strongly disagreed.

Out of total 90 respondents of Guntur, 29 (32.2%) respondents strongly agreed with the statement. While 37 (41.1%) respondents agreed with the statement, and6(6.7 %)remained neutral, 10(11.1 %) respondents disagreed,and8(8.9 %) strongly disagreed.

Out of total 85 respondents from Vishakhapatnam, 33 (38.8 %) respondents strongly agreed with the statement. While 27(31.8 %) respondents agreed with the statement and 12 (14.1%) remained neutral, 3(3.5 %) respondents disagreed, and 10 (11.8%) respondents strongly disagreed.

Out of total 78 respondents from Kurnool, 30(38.5 %) respondents strongly agreed with the statement. While 32(41 %) respondents agreed with the statement, 7(9%) remained neutral, 5 (6.4 %) respondents disagreed, and 4(5.1%) respondents strongly disagreed.

Out of total 48 respondents from Rajahmundry, 15(31.3%) respondentsstrongly agreed with the statement. While 10(20.8 %) respondents agreed with the statement, 9(18.8 %) remained neutral, 5(10.4 %) respondentsdisagreed and 9(18.8 %) respondents strongly disagreed.

Table No 2 shows the responses of medical representatives to the statement posed “doctors don’t prescribe drugs even after regular visits”.Out of the totalrespondents, 64.9% of medical representatives across the five cities have agreed with the statement. While 24.4% of medical representatives didnot agree with the statement, 10.7% of medical representatives chose to be neutral.

Out of the total 110 respondents of Vijayawada, 23 (20.9 %) respondentsstrongly agreed with the statement. While 43(39.1 %) respondents agreedwith the statement, 16 (14.5 %) remained neutral, 22 (20 %) respondentsdisagreed and 6 (5.5 %) respondents strongly disagreed with the statement. Out of total 90 respondents in Guntur, 18(20 %) respondents strongly agreed with the statement. While 48 (53.3%) respondents agreed with thestatement, 10 (11.1 %) remained neutral, 6 (6.7%) respondents disagreed and8 (8.9%) respondents strongly disagreed.

Out of total 85 respondents from Vishakhapatnam, 19(22.4 %) respondents strongly agreed with the statement. While 34 (40 %) respondents agreed with the statement, 7 (8.2%) remained neutral, 16 (18.8 %) respondents disagreed and9 (10.6 %) strongly disagreed.

Out of total 78 respondents from Kurnool, 16(20.5 %) respondents strongly agreed with the statement. While 31(39.7 %) respondents agreed, 6 (7.7 %) remained neutral, 13(16.7 %) disagreed and12 (15.4%) strongly disagreed with the statement.

Out of total 48 respondents from Rajahmundry, 29 (60.4%) respondents strongly agreed with the statement. While 6 (12.5 %) respondents agreed with the statement, 5 (10.4 %) remained neutral, no respondents disagreed

| | | | Medical Representatives Working Cities | | | | | Total |
|---|---|---|---|---|---|---|---|---|
| | | | Vijayawad | Guntur | Vizag | Kurnool | Rajahmundr | |
| Waiting period is high for high potential listed doctors | SA | Count | 41 | 30 | 34 | 32 | 17 | 154 |
| | | Expected Count | 41.2 | 33.7 | 31.8 | 29.2 | 18.0 | 154.0 |
| | | % Of Total | 37.3% | 33.3% | 40.0% | 41.0% | 35.4% | 37.5% |
| | A | Count | 42 | 36 | 25 | 26 | 16 | 145 |
| | | Expected Count | 38.8 | 31.8 | 30.0 | 27.5 | 16.9 | 145.0 |
| | | % Of Total | 38.2% | 40.0% | 29.4% | 33.3% | 33.3% | 35.3% |
| | N | Count | 12 | 7 | 8 | 11 | 9 | 47 |
| | | Expected Count | 12.6 | 10.3 | 9.7 | 8.9 | 5.5 | 47.0 |
| | | % Of Total | 10.9% | 7.8% | 9.4% | 14.1% | 18.8% | 11.4% |
| | DA | Count | 6 | 9 | 2 | 5 | 4 | 26 |
| | | Expected Count | 7.0 | 5.7 | 5.4 | 4.9 | 3.0 | 26.0 |
| | | % Of Total | 5.5% | 10.0% | 2.4% | 6.4% | 8.3% | 6.3% |
| | SDA | Count | 9 | 8 | 16 | 4 | 2 | 39 |
| | | Expected Count | 10.4 | 8.5 | 8.1 | 7.4 | 4.6 | 39.0 |
| | | % Of Total | 8.2% | 8.9% | 18.8% | 5.1% | 4.2% | 9.5% |
| Total | | Count | 110 | 90 | 85 | 78 | 48 | 411 |
| | | Expected Count | 110.0 | 90.0 | 85.0 | 78.0 | 48.0 | 411.0 |
| | | % Of Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

and 8 (16.7 %) strongly disagreed with the statement.Null Hypothesis

$H_0$: There is no significant association among cities in case of doctors don'tprescribe drugs even after visits.

Alternative Hypothesis

$H_1$: There is a significant association among cities in case of doctors don'tprescribe drugs even after visits.

Significance Level: 0.05

The chi square test results show that $p<0.05$.Therefore,

$H_0$ is rejected and $H_1$ is accepted.

Thus, there is a significant association among cities in case of doctors don'tprescribe drugs even after visits.

**Table No 3. Waiting period is high at high potential doctors**

Table No 3 shows the responses of medical representatives to the statement "waiting period high at high potential listed doctors". Out of the totalrespondents, a majority (72.8%) of medical representatives across the five cities have agreed with the statement. While 15.8% of medical representatives did not agree with the statement, 11.4% of medical representatives chose to be neutral.

It is clear that out of total 110respondents from Vijayawada, 41(37.3 %) respondents strongly agreed with the statement. While 42 (38.2 %) respondents agreed with the statement, 12 (10.9 %) remained neutral, 6 (5.5

%) respondents disagreed and 9 (8.2 %) respondents strongly disagreed withthe statement.

Out of total 90 respondents from Guntur, 30(33.3 %) respondents strongly agreed with the statement. While 36 (40 %) respondents agreed with thestatement, 7 (7.8 %) remained neutral, 9 (10 %) respondents disagreed and 8(8.9 %) respondents strongly disagreed with the statement.

Out of total 85 respondents from Vishakhapatnam, 34 (40 %) respondents strongly agreed with the statement. While 25 (29.4 %) respondents agreed with the statement, 8 (9.4 %) remained neutral, 2(2.4 %) respondents disagreed and16 (18.8 %) strongly disagreed with the statement.

| | | | Medical Representatives Working Cities | | | | | Total |
|---|---|---|---|---|---|---|---|---|
| | | | Vijayawa | Guntur | Vizag | Kurnoo | Rajahmund | |
| Doctors sometimes do not give appointments to make calls | SA | Count | 84 | 69 | 65 | 51 | 35 | 304 |
| | | Expected | 81.4 | 66.6 | 62.9 | 57.7 | 35.5 | 304.0 |
| | | % Of Total | 76.4% | 76.7% | 76.5% | 65.4% | 72.9% | 74.0% |
| | A | Count | 18 | 9 | 13 | 18 | 2 | 60 |
| | | Expected | 16.1 | 13.1 | 12.4 | 11.4 | 7.0 | 60.0 |
| | | % Of Total | 16.4% | 10.0% | 15.3% | 23.1% | 4.2% | 14.6% |
| | N | Count | 4 | 6 | 2 | 4 | 6 | 22 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | Expected | 5.9 | 4.8 | 4.5 | 4.2 | 2.6 | 22.0 |
| | | % Of Total | 3.6% | 6.7% | 2.4% | 5.1% | 12.5% | 5.4% |
| | DA | Count | 2 | 2 | 3 | 0 | 0 | 7 |
| | | Expected | 1.9 | 1.5 | 1.4 | 1.3 | .8 | 7.0 |
| | | % Of Total | 1.8% | 2.2% | 3.5% | 0.0% | 0.0% | 1.7% |
| | SDA | Count | 2 | 4 | 2 | 5 | 5 | 18 |
| | | Expected | 4.8 | 3.9 | 3.7 | 3.4 | 2.1 | 18.0 |
| | | % Of Total | 1.8% | 4.4% | 2.4% | 6.4% | 10.4% | 4.4% |
| Total | | Count | 110 | 90 | 85 | 78 | 48 | 411 |
| | | Expected | 110.0 | 90.0 | 85.0 | 78.0 | 48.0 | 411.0 |
| | | % Of Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0 |

Out of total 78 respondents from Kurnool, 32(41 %) respondents stronglyagreed with the statement. While 26(33.3 %) respondents agreed with the and 4 (5.1 %) respondents strongly disagreed with the statement.

Out of total 48 respondents from Rajahmundry, 17(35.4%) respondents strongly agreed with the statement. While 16 (33.3 %) respondents agreed with the statement, 9 (18.8 %) remained neutral, 4(8.3 %) respondentsdisagreed and2 (4.2 %) strongly disagreed with the statement.

**Table No 4. Doctors' sometimes do not give appointments to make calls**

Table No 4 shows the responses of medical representatives to the statement "doctors sometimes do not give appointments to make calls". Out of the totalrespondents, a high majority (88.6%) of medical representatives acrossthe five cities have agreed with the statement. While 6.1% of medical representatives did not agree with the statement, 5.4% of medical representatives chose to be neutral.

It is clear that out of total 110respondents from Vijayawada, 84 (76.4 %) respondents strongly agreed with the statement. While 18 (16.4 %) respondents agreed with the statement, 4 (3.6 %) remained neutral, 2 (1.8
%) respondents disagreed and 2 (1.8 %) respondents strongly disagreed.

Out of total 90 respondents from Guntur, 69(76.7 %) respondents strongly agreed with the statement. While 9 (10%) respondents agreed with the statement, 6 (6.7 %) remained neutral, 2 (2.2 %) respondents disagreed and4(4.4 %) respondents strongly disagreed with the statement.

Out of total 85 respondents from Vishakhapatnam, 65(76.5%) stronglyagreed with the statement. While 13 (15.3 %) respondents agreed with the statement,2 (2.4%) remained neutral, 3 (3.5 %) respondents disagreed and2(2.4 %) respondents strongly disagreed with the statement.

Out of total 78 respondents from Kurnool, 51(65.4 %) respondents strongly

agreed with the statement. While 18(23.1 %) respondents agreed with the statement, 4 (5.1 %) remained neutral, no respondents disagreed and 5 (6.4%) respondents strongly disagreed with the statement.

Out of total 48 respondents from Rajahmundry, 35(72.9 %) respondents strongly agreed with the statement. While 2 (4.2 %) respondents agreed, 6 (12.5 %) remained neutral, no respondents disagreed and 5 (10.4 %) respondents strongly disagreed with the statement.

**Table No 5. Doctors give appointments limited time**

| | | | Medical Representatives Working Cities | | | | | Total |
|---|---|---|---|---|---|---|---|---|
| | | | Vijayawa | Guntur | Vizag | Kurnoo | Rajahmund | |
| Doctors give appointments only limited time one day in a week | SA | Count | 39 | 28 | 36 | 25 | 19 | 147 |
| | | Expected | 39.3 | 32.2 | 30.4 | 27.9 | 17.2 | 147.0 |
| | | % Of Total | 35.5% | 31.1% | 42.4% | 32.1% | 39.6% | 35.8% |
| | A | Count | 42 | 33 | 24 | 38 | 11 | 148 |
| | | Expected | 39.6 | 32.4 | 30.6 | 28.1 | 17.3 | 148.0 |
| | | % Of Total | 38.2% | 36.7% | 28.2% | 48.7% | 22.9% | 36.0% |
| | N | Count | 12 | 11 | 10 | 7 | 11 | 51 |
| | | Expected | 13.6 | 11.2 | 10.5 | 9.7 | 6.0 | 51.0 |
| | | % Of Total | 10.9% | 12.2% | 11.8% | 9.0% | 22.9% | 12.4% |
| | DA | Count | 9 | 11 | 6 | 6 | 5 | 37 |
| | | Expected | 9.9 | 8.1 | 7.7 | 7.0 | 4.3 | 37.0 |
| | | % Of Total | 8.2% | 12.2% | 7.1% | 7.7% | 10.4% | 9.0% |
| | SDA | Count | 8 | 7 | 9 | 2 | 2 | 28 |
| | | Expected | 7.5 | 6.1 | 5.8 | 5.3 | 3.3 | 28.0 |
| | | % Of Total | 7.3% | 7.8% | 10.6% | 2.6% | 4.2% | 6.8% |
| Total | | Count | 110 | 90 | 85 | 78 | 48 | 411 |
| | | Expected | 110.0 | 90.0 | 85.0 | 78.0 | 48.0 | 411.0 |
| | | % Of Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0 |

Table No 5 shows the responses of medical representatives to the statement “doctors give calls only limited time one day in a week”. Out of the total respondents, a majority (71.8%) of medical representatives across the five cities have agreed with the statement. While 15.8% of medical representatives did not agree with the statement, 12.4% of medicalrepresentatives chose to be neutral.

It is clear that out of total 110respondents from Vijayawada, 39(35.5 %) respondents strongly agreed with the statement. While 42 (38.2 %) respondents agreed with the statement, 12 (10.9 %) remained neutral, 9 (8.2%) respondents disagreed and 8 (7.3 %) strongly disagreed. Out of total 90 respondents from Guntur, 28 (31.1 %) respondents strongly agreed with the statement. While 33 (36.7 %) respondents agreed with the statement, 11 (12.2 %) remained neutral, 11 (12.2 %) respondents disagreed and7 (7.8 %) respondents

strongly disagreed with the statement.

Out of total 85 respondents from Vishakhapatnam, 36(42.4 %) respondents strongly agreed with the statement. While 24 (28.2 %) respondents agreed with the statement, 10 (11.8%) remained neutral, 6 (7.1 %) respondents disagreed and9 (10.6 %) respondents strongly disagreed.

Out of total 78 respondents from Kurnool, 25(32.1 %) respondents strongly agreed with the statement. While 38(48.7 %) respondents agreed with the statement, 7 (9 %) remained neutral, 6 (7.7%) respondents disagreed and 2 (2.6 %) respondents strongly disagreed.

Out of total 48 respondents from Rajahmundry, 19(39.6 %) respondents strongly agreed with the statement. While 11 (22.9%) respondents agreed with the statement, 11 (22.9%) remained neutral, 5 (10.4%) disagreed, and

2 (4.2%) strongly disagreed.

## *VI.* LIMITATIONS OF THE STUDY

Although the study was well planned it suffered from some unavoidable limitations.

- The first and second lock downs imposed by COVID-19 have restricted the free movement from place to place in conducting the survey. Hence the study has been confined only to five major cities of Andhra Pradesh.
- The data collection from the respondents posed a major limitation.Some of the respondents were reluctant to answer the questionnaire nor had theytime to answer them fully.

## *VII.* CONCLUSION AND SUGGESTIONS

The pharmaceutical companies should fix reasonable targets based on groundstudy and realities and ensure the quality of work life of the medical representatives. The doctors need to follow their professional ethics while prescribing the right drug for the patients. There should be provision for extending the time slot of visitation to doctors without confining only to morning to evening timings. This may help the medical representatives to maintain companies expected call average as well as to increase sales in right challenge. The unions, which work for the welfare of medical representativesas per the labour laws, need to understand and cooperate with positive spirit and negotiate with the company management for suitable compensation to the extra hours put in by the medical representatives without confining to eight hours work. The chemists should strictly adhere to the doctors' prescription and the stockists promptly honour the chemists' requirements. Such a streamlining will avoid anyunethical practices from creeping in and will help reduce the challenges faced by the medical representatives in executing their prescribed duties.

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