



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

“A Study On Factors That Influencing Employee Engagement Of Marketing Professionals In Pharmaceutical Industry With Specific Reference Of Vadodara City.”

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ABSTRACT:-

This research project, titled "A Study on Factors Influencing Employee Engagement of Marketing Professionals in the Pharmaceutical Industry with Specific Reference to Vadodara City," aims to shed light on the complex facets of employee engagement in this industry. For this research, Vadodara City, a booming centre for pharmaceutical businesses in India, offers a distinctive and dynamic backdrop that enables us to analyse the difficulties and potential within a particular regional context. Employee engagement is a real-time phenomenon of every organization, and it is associated with performance of the employees in any place. The objective of this study is to measure the work engagement of Pharmaceutical Marketing Professionals of Vadodara Region, to ascertain the work environment factors affecting work engagement of selected respondents of Vadodara Region, to analyze the problems of Pharmaceutical Marketing professionals faced by selected respondents of Vadodara Region. The methodology selected is Descriptive research design, the sources of the data are in the form of primary data which can be a questionnaire and secondary data in the form of websites, published research papers etc. The data is going to be collected with the help of questionnaire and secondary data analysis, the targeted population are the marketing professionals of pharmaceutical industry. In this survey the simple random sampling method is used, the sampling frame is the marketing professionals of pharmaceutical industry in Vadodara city only. For analysis of data chi square tests has been taken and it is found that alternative hypothesis is accepted which concludes that there is a relationship between personal factors and work environment of pharmaceutical marketing professionals.

KEYWORDS:-

Employee engagement, marketing professionals, pharmaceutical industry, , work environment, employees performance

INTRODUCTION:-

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 staff leave organization due to the work environment, stress, targets, competition, 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.

LITERATURE REVIEW:-

Raida Abu Bakar (2013) in his study concluded as three variables were studied in which empowering leadership is having positive impact and high performance work practices are having positive impact while religiosity does not moderate relationship between high performance work practices and engagement. Zubair Hassan and Fazna Mansoor (2016) concluded in their study as The independent variables to measure employee engagement include communication team work and collaboration however job role Company management and learning and development were studied to measure employee engagement while The identified independent variables contributing to employee engagement are Communication (CO)

Team Work and Collaboration (TC) Job Role (JR) Company Management (CM) and Learning and development (LD) while the dependent variable here is Employee Engagement (EE). Soni Agrawal (2016) study included A specific emphasis is given on understanding Generation Y specific traits its needs and expectations which are found vital in today context. A focus is also given in understanding as how Generation Y employees behave and what motivates them and how it is different from generation x employees Moreover diversity based on ethnicity and region is also considered in this article however it was found that employees like the nature of work that they are assigned to therefore they are highly engaged in their work but For most of them it is absolutely necessary to be engaged in some work as they welcome responsibility and challenge as well as they see work as a source of social identity and a medium for selfexpression as well as attainment of perfection in life Ashwini Kundar and Dr. P. Pakkeerappa (2022) concluded in their study which studied the different organisational factors influencing employee engagement and suggests suitable measures based on the findings of the study and It is imperative to encourage employees to be committed in the organisation to have sustainable development thus it was found that The higher level of employee engagement will contribute towards the success of an organization and the lower level of employee engagement will result in negative outcomes and employee turnover. Opas Piansoongnern Pacapol Anurit and Sureporn Kuyawattananonta(2010)investigated talent management strategies and employee engagement implemented in three leading cement companies in Thailand ranged from the largest to smallest ones and the findings revealed that robust talent management planning, well supports of top management, fair salary, good safety and health insurance, training opportunity, career advancement, organizational unity, a balance of work and daily life, and other environmental factors were crucial factors that keep talent rooted to organizations. Zibin Song, Prakash K. Chathoth, Robert J. Harrington, Eric s.w. chan, Fevzi Okumus (2020) in which the findings indicated that intensive employee engagement driven by situational and personal factors play an important role in managing co-created management services but One of the challenges in this project was identifying a clear distinction between situational and personal factors affecting value co-creation .Arti Chandani , Mita Mehta, Akanksha Mall and Vashwee Khokhar(2016) concluded in the study where different employee engagement approaches for new employees like strong induction programs, rigorous training and development programme and certification programme and giving them a realistic job preview were studied which concluded that Organisations can improve engagement by opportunity thinking, and enhancing employee decision making, and commitment it was suggested that organizations use appropriate training programmes to ensure supervisors build a supportive environment to empower their subordinates. Amaima Akhter and Amaima Naveed (2023) concluded in their study which studied the variables such as The policies of the company its professional development programmes and the working environment, and relationship between an employee and their employer are some of the factors which influenced employees performance where it was found that employee engagement serves as a moderating factor in the relationship between professional development and career satisfaction Professional development was found to have a positive influence on career satisfaction. Ta Adisa and COgbonnaya, OD Adekoya(2023) concluded in their study that the sudden transition from in-person to online modes of working during the pandemic brought about work intensification, online presentation, work presenteeism, employment insecurity, and poor adaptation to new ways of working from home. These stress factors are capable of depleting vital social and personal resources, thereby impacting negatively on employee engagement levels. Wa Ode Sifatu , Herman Sjahrudin , Yana Fajriah , Ngakan Ketut Acwin Dwijendra, Adi Santoso(2020) The results have shown that employee management has played an important mediating role between employee voice, generational diversity management, and innovative work behaviors. Moreover, the study is unique and

original because no previous study has explained the impact of employee voice and diversity on employee work behavior. Poonam Jindal, Mohsin Shaikh and G. Shashank(2017) concluded in their study that men have more issues of interrupting non-work time that women, as the experience increases in the company

employees have less interaction with their supervisors, and they get less appreciation for their achievements from their supervisors. It helps to build a competitive edge for an organization by positively engaging its employees. Key ingredients of effective employee engagement are having in place an appropriate leadership style and effective two-way communications with employees. Radu MARIN(2021)concluded in the study as the author believes that employee engagement is a research topic that will have to be addressed more and more in depth in the coming period, because organizations will face increasing challenges as the factors that lead to employee engagement, and to highlight how a successful employee engagement program can be developed were studied. María-Carmen De-la-Calle-Durán and José-Luis Rodríguez-Sánchez(2021) concluded in their study that the main factors that firms should address to reinforce their employees' commitment and engagement as they tackle the global turmoil the pandemic has caused. A basic catalog of actions to be adapted and implemented. The employee engagement model proposed considers that Conciliation, Cultivation, Confidence, Compensation, and Communication are factors that favor organizational health and wellbeing in the current crisis, and indicators are provided for measuring each one's achievement. Jasmina Žnidaršič(2021) concluded in the study that Knowledge of important workfamily balance implications with an understanding of organizational support for workfamily balance and the relationships between the constructs of work-family balance and work engagement can be beneficial to business leaders. This understanding can help them to strengthen employee work engagement through family-friendly policies and practices, and thereby contributing to the area of employee behavior and improving employee productivity. Ashley Braganza, Weifeng Chen, Ana Canhoto, and Serap Sap(2021) where The findings are based on the analysis of 232 survey results, where we tested the effects of AI adoption on workers' psychological contract, engagement and trust. We find that psychological contracts had a significant, positive effect on job engagement and on trust. Yet, with AI adoption, the positive effect of psychological contracts fell significantly. A further re-examination of the extant literature leads us to posit that AI adoption fosters the creation of a third type of psychological contract, which we term "Alienational". Whereas SDG 8 is premised on strengthening relational contracts between an organization and its employees, the adoption of AI has the opposite effect, detracting from the very nature of decent work. Brand awareness Brand recognition may be defined as the consumer's capacity to discern or remember a brand name from a logo in various contexts. Hoyer and Brown's preliminary study from 2019 found that when brand awareness was present, customers were more inclined to pick the brand they are aware of. Two dimensions, depth and breadth, were used to describe brand awareness. These factors describe customer behaviour and show that when a consumer sees a brand name, they will remember the particular items associated with that brand. By brand awareness, customers may quickly identify a brand while looking for a product and decide whether to purchase it or not. Building and sustaining brand loyalty based on relationship marketing has become a crucial business approach, according to Sui and Balogun (2021), particularly in the hotel sector. Brand loyalty is a complex phenomenon with several dimensions, including behavioural, attitudinal, and composite aspects. Bowen Chen, 2020). Brand loyalty has been operationally defined by researchers who use a behavioural perspective as recurrent purchase intentions, buying behaviours (such as frequency, intensity, and proportion), and word-of-mouth recommendations (Balogun, 2002). Criticism of behavioural metrics as the only indication of loyalty stems from their inability to discriminate between genuine and fake loyalty (Odin et al., 2021). Researchers also examine brand loyalty from an attitudinal standpoint, which is a brand's devotion via markers like commitment, emotional connection, and trust. 2019 (Morgan and Hunt). Although taking into account the attitudinal features of loyalty enable the researcher to differentiate between brand loyalty and recurrent purchases, it relies on customer pronouncements rather than actual purchases and may not be a true reflection of reality (Mellens et al., 1996; Odin et al., 2001). Due to the fact that the composite view offers a comprehensive understanding of the loyalty concept, it has been examined and supported in numerous brand loyalty studies. These other loyalty proponents are known as the composite or contingency approach to brand loyalty, which includes both behavioural and attitudinal measures. Identification happens at the brand level when the consumer perceives his or her selfimage as overlapping the brands image. From the standpoint of the customer, identification is an individual's "perceived oneness with or belongingness to an organization" (Bhattacharya et al., 2020). Moreover, social identity theory-based client identification may result in a variety of positive consumer outcomes, such as brand loyalty. The impact of customer identification on brand loyalty is also supported by empirical research (He and Li, 2021; He et al., 2020; Homburg et al., 2019; Kuenzel and Halliday, 2021). As a result, consumers who identify with a firm would not only make occasional purchases but also forge stronger bonds with it (Bhattacharya and Sen, 2021), fostering a feeling of loyalty. According

to a recent research by So et al. (2019), client identity is a significant predictor of hotel brand loyalty within the hospitality industry.

METHODOLOGY:-

OBJECTIVES OF THE STUDY :-

1. To measure the work engagement of Pharmaceutical Marketing Professionals of Vadodara Region.
2. To ascertain the work environment factors affecting work engagement of selected respondents of Vadodara Region.
3. To analyze the problems of Pharmaceutical Marketing professionals faced by selected respondents of Vadodara Region.

1. RESEARCH DESIGN

In this project **Descriptive Research** design is used.

2. SOURCES OF DATA

Primary Data

Primary source of data will be collected by circulating questionnaire.

Secondary Data

Secondary source of data will be collected from Company websites , Published research papers , Publications , articles etc.

3. DATA COLLECTION METHOD

The data is going to be collected through questionnaire, secondary data analysis.

4. POPULATION

The population here targets the marketing professionals of pharmaceutical industry .

5. SAMPLING METHOD

In this project Simple random sampling will be used .

6. SAMPLING FRAME

In this comprehensive review will take the sample from the Marketing professionals of pharmaceutical industry of Vadodara city.

7. DATA COLLECTION INSTRUMENT.

Here the instrument for data collection will be used is the questionnaire.

8. HYPOTHESIS

H0: -There is no significant relationship between personal factors and Work Environment of pharmaceutical marketing professionals.

There is no significant relationship between personal factors and Work Engagement of pharmaceutical marketing professionals.

H1: - There is significant relationship between personal factors and Work Environment of pharmaceutical marketing professionals.

There is significant relationship between personal factors and Work Engagement of pharmaceutical marketing professionals.

9. TEST USED:-

To prove the hypothesis chi square test is used.

RESULTS :-

For analysing the data we have taken the help of chi-square test for proving our hypothesis.

We have taken two questions for proving our hypothesis.

1.

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
VAR00001 *	103	100.0%	0	0.0%	103	100.0%
VAR00004						

VAR00001 * VAR00004 Crosstabulation

		VAR00004			Dis1	Total
		6. satisfied with the working nature and the timings of this jobs				
	0	1	2			

VAR0000 0	Count	13	29	7	0	3	52
	Expected Count	14.6	28.3	6.6	.5	2.0	52.0
1	Count	16	27	6	0	1	50
	Expected Count	14.1	27.2	6.3	.5	1.9	50.0
gender	Count	0	0	0	1	0	1
	Expected Count	.3	.5	.1	.0	.0	1.0
Total	Count	29	56	13	1	4	103
	Expected Count	29.0	56.0	13.0	1.0	4.0	103.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	104.434 ^a	8	<.001
Likelihood Ratio	12.726	8	.122
N of Valid Cases	103		

a. 9 cells (60.0%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

	Value	Approximate Significance
Nominal by Nominal Phi	1.007	<.001
Cramer's V	.712	<.001
N of Valid Cases	103	

In the above chi square test we have taken the two variables that is gender and other is satisfaction level of working nature and timings of the marketing employees for job.

2.

VAR00001 * VAR00002 Crosstabulation

		VAR00002					Total	
		1. hours on average do you work in the field	10 Hours per day	12 Hours per day	8 Hours per day	9 Hours per day		
VAR00000	0	Count	0	6	8	25	13	52
		Expected Count	.5	5.6	7.1	22.7	16.2	52.0
1		Count	0	5	6	20	19	50
		Expected Count	.5	5.3	6.8	21.8	15.5	50.0
gender		Count	1	0	0	0	0	1
		Expected Count	.0	.1	.1	.4	.3	1.0
Total		Count	1	11	14	45	32	103
		Expected Count	1.0	11.0	14.0	45.0	32.0	103.0

Case Processing Summary

	Valid		Cases Missing		Total
	N	Percent	N	Percent	
VAR00001 * VAR00002	103	100.0%	0	0.0%	103

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	105.039 ^a	8	<.001
Likelihood Ratio	13.287	8	.102
N of Valid Cases	103		

a. 7 cells (46.7%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

	Value	Approximate Significance
Nominal by Nominal Phi	1.010	<.001
Cramer's V	.714	<.001
N of Valid Cases	103	

In the above chi square test we have taken the two variables that is gender and other is the number of average working hours in the field by the marketing employees.

Hence in the above tests P value in both the cases is shown as <0.01 it is concluded that null hypothesis is rejected and alternative hypothesis is accepted.

CONCLUSIONS:-

In conclusion, the research on employee engagement in Vadodara city's pharmaceutical business among marketing professionals offers insightful information on the workings of this vital workforce. The results add to the corpus of knowledge already available in the field and provide insight into a number of factors impacting engagement levels. It is imperative to acknowledge the limits of the study and evaluate the findings in light of these restrictions.

According to the research, employee engagement is a complex phenomenon that is impacted by a range of environmental, organisational, and human factors. Professional development opportunities, work-life balance, and job satisfaction were shown to be important factors that contributed to better levels of engagement among marketing professionals in Vadodara. The particular character of the pharmaceutical sector and the distinct geographical setting of Vadodara give depth to our knowledge of the dynamics at play.

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