ABSTRACT
The Indian pharmaceutical industry has been at the forefront of healthcare progress across the world, especially so in affordable healthcare. The industry has played its due for increasing healthcare coverage in India too. Due to the technical nature of the product the industry activities are highly restricted and controlled by authorities. Marketing & selling of pharmaceutical product is a restricted activity. Direct selling is the most preferred form of marketing and the sales staffs becomes an important differentiator and key success factor in the industry. However, due to extreme competition and ensuing difficulties, the profession faces one of the highest employee turnover rates thus necessitating concerted managerial efforts in motivating and retaining employees for success.

The present study is a systematic effort to understand the factors that motivate & satisfy the pharmaceutical employees and the resultant behavioural intentions. The study starts with an exploratory research to understand the job attributes considered important for job satisfaction among pharmaceutical sales and marketing personnel. It is then followed by development of an instrument to measure the satisfaction with job attributes, affective job satisfaction and turnover intention. The descriptive survey measures the study variables and establishes a causal relation, among the study variable, empirically. The study also examines the effect various demographic and organisational factors on affective job satisfaction and turnover intentions.

The study results are of importance to managers in pharmaceutical sales and marketing. It will allow them suitable strategies in motivating, satisfying and retaining sales and marketing personnel thus improving the marketing effectiveness. It also will help them in recruitment and posting of the right candidates for sales & marketing function. The improved retention of the marketing personnel will allow organisations to run successful and efficient marketing programmes improving organisational effectiveness and market standing.