



The Impact of Marketing Personnel's Job Competence from Service Industry on Job Well-being

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ABSTRACT

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This research mainly focuses on exploring the impact of marketing personnel's job competence from service industry on their job well-being. The research objects are marketing personnel from four kinds of service industries in Beijing Shanghai and Guangzhou of China, including transportation industry, insurance industry, tourism industry and media industry. The research plans to adopt the method of non-probability convenient sampling and analyze data by statistical analysis tools like SPSS and AMOS, so as to conduct descriptive statistics, correlation analysis, factor analysis, and reliability and validity tests of the scale as well as hypothesis verification. Through empirical analysis, this research expects to enrich and replenish job well-being related studies and theoretical basis, while offering valuable practical experience and suggestions for employees from service industry.

1. Introduction

Service industry has become the pillar of the domestic economy development in china. Services marketing personnel master both service knowledge and technique, communicate with clients frequently and play an important role in the development of the companies. Marketing personnel must gain excellent competence so as to provide satisfactory service to the customers. Only the marketers feel happy in the company they can make greater effort for the organization. What's more, happy marketing personnel would affect the customers' mood and purchase behavior, in turn to generate greater value for the company.

Although there are quite a number of researches about employee's job competence and psychological well-being, there's no research on the relations between job competence and job well-being of marketing personnel from service industry in China. Thus this research is going to take marketing personnel from service industry in China as object, and explore the following problems:

Does the competence of marketing personnel from service industry affect their job well-being?

Do the related variables on organizational level and employee's psychological level produce clear moderating effects or mediating effects between job competence and job well-being?

2. Comprehensive Literature Review

As a specific aspect of competence research, the research on marketing personnel's competence has several research models, and the most representative one is the generic marketing personnel's competence model built by Spencer (1993), which includes interpersonal insight, influence, achievement orientation, customer service awareness, initiative, analytical thinking, information search, self-confidence, permission awareness, building interpersonal resources and conceptual thinking. In addition, many scholars have carried out research on the characteristics of marketing personnel's competence. For example, Crosby et al. (1990) have conducted research on the characteristics of service industry marketing personnel's competence, and found that empathy, interpersonal relationship; sales skills and professional level have significant impacts on their job performance. Also these scholars have

established a competence model. Sandberg (2000) constructed a competence model on marketing managers from calculator sales. The model covers five dimensions: interpersonal perception, expertise, relationship building and maintenance, information gathering and communication.

Since this research focuses on marketing personnel from service industry, it has to investigate both individual characteristics and employees' 'conceptual skills when designing indicators. Therefore, the research improves its design and establishes a service industry marketing personnel's competence model, which includes customer insight, customer communication and customer service.

Job well-being refers to happiness in the workplace. It is employees' positive or negative emotions caused by their judgment on the level of realization and contentment of self-development, self-growth and interpersonal relations affected by all aspects in the organization. Warr (1990) thinks that job well-being should include negative aspects, passion, anxiety, and comfort and so on, and he has designed a subjective well-being scale under work context. Based on the research of Warr (1990), Horn (2004) has completed a Germany teachers' job well-being scale, which is made up by five facets: motivation, emotion, behavior, cognition and spirit. This research plans to adopt the job well-being model built by Wen Feng (2006), which draws on the work of Rffy (1995). It consists of seven dimensions: job value, benefits and income, development prospect, environment control, self-acceptance, interpersonal relations, and initiative.

Job well-being is employees' specific feelings and evaluation on their work or working environment. In terms of the relation between job competence and job well-being, Waterman (1993) thinks that the improvement of working skills can raise employees' self-realization, and then makes them feel happy at work. Abraido Lanza (1997) infers that individual capacity plays an important role in job well-being. Ryan (2000) and other scholars believe the satisfaction of individual's needs for autonomy, skills and relation are the key factors for job well-being. Thus competence helps to promote job well-being.

3. Methodology

Based on the former literature review, this research deduces that marketing personnel's competence to some extent affects job well-being.

Therefore, the research frame shows as the followed Figure1

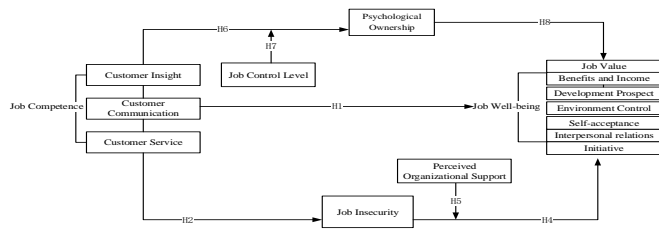


Figure1 Conceptual Framework

In the research framework, job competence of marketing personnel in the service industry is the independent variable. Job well-being is the dependent variable. Job insecurity and psychological ownership are mediators. Moderators such as organizational support and job control level are also added in this research in order to discuss their effects on job competence and job well-being.

Based on the above literature, hypothesis can be inferred in this research:

- H1:** Job competence has a significant positive effect on job well-being.
- H2:** Job competence has a significant negative effect on job insecurity.
- H3:** Job competence has an effect on job well-being through job insecurity. Job competency is stronger, less job insecurity, and higher job well-being.
- H4:** Job insecurity has a significant negative effect on job well-being.
- H5 :** With the increase of perceived organizational support, job insecurity on job happiness negatively influences is smaller.
- H6:** Job competence has a significant positive effect on the psychological ownership.
- H7 :** With the increase of job control level, the positive effect of job competence on psychological ownership is greater.
- H8:** The psychological ownership has a significant positive effect on job well-being.
- H9:** The relationship between job competence and job Well-Being is mediated by psychological ownership. The stronger one's job competency, the higher his psychological ownership and his job well-being is stronger.

3.1 Research Object

This research's object is marketing personnel from six kinds of service industries in Beijing and Shanghai, including transportation industry, insurance industry, tourism industry and media industry. Beijing and Shanghai are the best city on service industry in China. Transportation industry, real estate, financial industry, insurance industry, tourism and catering industry are the most rapid development industries. The group of marketing personnel has the largest size and they can represent China's service industry well.

3.2 Research Method

This research will adopt questionnaire to collect data, targeting on marketing personnel from four kinds of service industries in Beijing Shanghai and Guangzhou, including transportation industry, insurance industry, tourism industry and media industry. The method of stratified random sampling will be used, and 500 individuals drawn from the survey will be the samples.

As for the research tools, this research will refer to the literature and scales, while combining with the actual situation of China's marketing personnel. Some experts and scholars in this field will be invited to revise

the questionnaire draft. After completing content validity, a pre-survey will issue 50 questionnaires first and based on the test result, project analysis, reliability and validity analysis, a formal questionnaire is going to be used in the formal investigation. The research plans to give out 500 to 600 questionnaires.

This research will use the way of Personal Administered Questionnaires to collect data and issue questionnaires, because when there's people instructing respondents in how to do the questionnaires, the questionnaires can be retrieved in a comparatively short time and the respondents' doubts can be clarified immediately face to face. This will surely raise the recovery rate and accuracy. After collecting the questionnaires, the information will be selected first and invalid questionnaires will be eliminated. The research will use SPSS, AMOS and other statistical analysis tools to do descriptive statistics, correlation analysis, factor analysis, and reliability and validity tests of the scale as well as hypothesis verification.

At last, the research will organize results and bring forward conclusion and suggestions for relevant department or institution to considered.

4. Conclusions

This research tries to explore the impact of marketing personnel's job competence from service industry on their job well-being. Based on the literature review and data from hypothesis verification, the research expects to have the following results: Job competence has a significant positive effect on job well-being. Job competence has a significant negative effect on job insecurity. Through job insecurity, job competence can produce impact on job well-being. Job control level has a moderating effect on the relation between job competence and psychological ownership. Psychological ownership has a significant positive effect on job well-being. Psychological ownership has a mediating effect on the relation between job competence and job well-being.

The expected contribution of this research includes: Enrich and supplement research results about job well-being, and offer theoretical basis and practical suggestions for service industry's strategies such as investing psychological capital, improving management methods, raising sales performance and so on. Provide useful advice for companies to find suitable sales personnel, boost job performance and improve employee relationship. Give suggestions for the service industry on how to select, use, cultivate and keep talented sales staff and how to promote sales staff's work enthusiasm so as to enhance job performance.

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