Influence of Demographic Constructs on Motivation and Job Satisfaction among Mystery Shoppers

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ABSTRACT

Decades together various researches have been done on the influence of demographic constructs on various Human Resource Management oriented factors. The purpose of this study is to determine the influence of Demographic constructs on motivation and Job Satisfaction among Mystery shoppers. To be quite honest, this research paper would be one among the very fewun explored area, which aims in determining the influence of demographic constructs on motivation and job satisfaction among mystery shoppers. To distinguish from other researchers and to stand different, the researchers have taken the sister concept of marketing research "Mystery Shopping". Thus mystery shoppers are the target respondents of this research study, though previous studies have taken into consideration only the motivational aspect, this research has extended beyond that considering Job satisfaction as an extended study variable. With regard to future research, there are wide spread opportunities to be explored by using various other variables. As we now know the unexplored factors such as Cognitive intelligence, Spiritual Intelligence, Training and Development etc., it can be made used by upcoming and futureresearchers. The research design is clear and simple. To begin up, the Sample Size used for the study is 80 and the Sample method employed for this study is Simple random sampling. The Types of data collected are Primary & Secondary data and the source of data collection is from Lead cap Ventures. The data were collected using Questionnaire method and the target respondents for this research study are Mystery shopper's .The Reliability value for the questionnaire derived using Cronbach Alpha with a value of .811, which is a positive sign. Findings drawn from analysis show that there is considerable. As a concluding remark, we researchers have jotted out ten important key factors which could be considered by the mystery shoppers, to be self-motivated and to attain a higher Job Satisfaction in their mystery shopping career.

Keywords: Mystery shoppers, Job satisfaction, Motivation, Demographic influence.

INTRODUCTION:

(AMARAVATHI & M, 2015)In their research, work say that each individual is an island in him subject to particular motives, aspirations, perception and abilities. The behaviour of each individual is influenced by several factors, such as personality, social, cultural and environmental factors.(M, 2016) in his research paper with regard to mystery shoppers says that in today's business world has become more competitive as they try to attract more customers but fail to keep them satisfied and in return the customers tend to choose the promising marketer .Thus the firms have to first explore the various problems faced by them and must take corrective action to remain successful in the core competing business world". Thus, mystery shoppers are needed. (M D. R., 2016), conducted a research with regard to mystery shoppers emotions a research was conducted "mystery shoppers" being the target respondents are being exposed to the Shuttle's EI scale which consists 33 item scale

constructs representing various factors such as appraisal of own emotions , appraisal of others' emotions , regulation of own emotions , regulation of others' emotions, utilization of emotions. (M D. R., 2015), says that Mystery shopping being an effective marketing research tool can be made the best use of by the office managers to scale the pinnacle of success. (M A. S., A CASE STUDY ANALYSIS USING MYSTERY SHOPPING IN THE RETAIL SECTOR, 2017), Studied on mystery shoppers role in the retail and have concluded that many old measuring metrics have been practiced till date but the most promising metric is "Mystery shopping" which is done using mystery shoppers, who are also known as ghost shoppers.Several studies have shed light on possible determinants of Motivation, Job satisfaction among various other respondents. This research concentrates on "mystery shoppers" who are market researchers, who deal with just silent observation. But the stress and pain which mystery shopper's face during each assignment is enormous and more over they are influenced by the demographic factors which are a part of their life.

AIM AND SCOPE OF THE STUDY:

Purpose of this study was to determine the influence of demographic constructs on motivation and job satisfaction of mystery shoppers. The results clearly state that certain factors such as gender, Occupation, Size of family is associated with motivation. Thus the mystery shoppers must pre analyze the most influencing construct and must try to improve their level of motivation, because perfect self-motivated mystery shopper will well perform all the assignments and submit clear reports which may earn him more and render more job satisfaction

RESEARCH DESIGN:

The sample size for this study is 80. The primary data were collected from 80 mystery shoppers who work for Lead Cap ventures which has its head quarters in Banglore.The data was collected using simple random sampling method using a questionnaire method. This data is a part of Ph.D Doctoral thesis work. The researcher has used the pilot study data for this research study. The collected data were analysed using SPSS software.

LIMITATIONS OF THE STUDY:

This study represents mystery shopper's demographic constructs and its influence on motivation and Job Satisfaction. Though there are other variables such as EI, Cognitive Intelligence, Training and Development etc, Can be used the researchers have taken into consideration only these two variables which are the main limitation of this study. This study was not intended to apply to mystery shoppers covering an array of geographical coverage. Thus limitation falls in place of the research being confined to one particular location.
. From the research it is also to be understood that not only for mystery shopper self motivation is an important component but it's needed by each and every individual citizens too to lead a smooth life. All the negative belief about motivation and job satisfaction being considered as common study variable it has been used for this study. Apart from all these limitations, the respondent bias is a major limiting factor.

REVIEW OF LITERATURE:

P. D. Shyji, G. Santhiyavalli (2014), assessed the job satisfaction levels of academic staff in higher education institutions with specific reference to UG and PG colleges in Visakhapatnam, Andhra Pradesh. The participants of the study were 534 and The Minnesota Job Satisfaction Questionnaire was administered to draw data. In this analytical study, significant associations were found between personal variables of academic staff and their levels of job satisfaction. Research shows socioeconomic variables of the respondents did have an impact on their job satisfaction levels.K. R. Sowmya (2013), considered a sample of 598 employees across various sectors to find out the varied opinions about the levels of satisfaction experienced by them. The researcher adopted non probability convenience sampling for choosing the respondents from Chennai city in South India. Exploratory factor analysis, K-Means cluster analysis, and t-test were adopted for analysis of the collected data. As a result, three clusters of people influenced by five major factors of job satisfaction were identified. A negative relationship between turnover and job satisfaction was found, which is consistent with many of the previous studies conducted in this area.Amardeep Kaur Ahluwalia, Kamal (2014),explored the factors that are responsible for satisfaction among workers working in the manufacturing industry in the state of Punjab. The study was conducted in Amritsar and Ludhiana districts in Punjab. Various determinants of satisfaction with regard to competitive salary, possibility of growth, administrative regulations, and so forth were discussed in the

study. Theories of motivation were also discussed, which were linked to various factors of job satisfaction among workers. A sample of 170 workers (80 men workers and 90 women workers) participated in the study. By using the t -test, significant differences were found among the men and women workers with respect to various items that affected their job satisfaction levels. They concluded saying that; job satisfaction refers to a positive attitude of people towards their job or work.Lisa J Morrison; Andrew; Carolyn (1997)[1]focussed on the memory of mystery shoppers and stated that mystery shopping procedure make considerable demands on the assessors memories, and there are problems that might arise from the memory failures.Kallol Saha (2009)[2]examined mystery shopping as a market research tool to measure customer satisfaction, and concluded that mystery shopping is the most effective tool and unbiased tool to ensure the level of customer .Tamer Mohamed Atef (2012)[3] concentrated on hospitality operations and aimed in measuring the quality of services and products delivered to their customers which intends to give importance to service quality. Claudia Tarantola; Paolavicard; Ioannis Ntzoufras(2012)[4] stated that mystery shopping is the best method for service evaluation, and has increased in popularity in recent.Alan M. Wilson (1997)[5]made an attempt to study the measurement of service delivery in service industries .Priyanka Singh, Gaurav Verma (2014)[6]through an attempt studied about the mystery shopping instrument and mystery shopping audit and stated that Key principles of shop auditor to work for mystery shopper must be relevant, credible, practical, and safe steps. Dr.N.Shibu, J.Martin (2014)[7]strongly concluded that mystery shopping is the best tool for analysing the idea of the customers view at every stage from crafting a product and the sales and after sales service. Beck and Miao (2003)[8]investigated how mystery shopper programmes are conducted in the USA and hotel senior management perceptions of the effectiveness of the scheme in assessing service quality. Harvey (1998)[9]reported on a variant of the mystery shopping program, where actual customers are trained to make detailed notes of their shopping Wilson (2001)[10]describes the use of mystery shopper as "using descriptions". Shing and Spence (2002)[11]they have given a strong statement that mystery shopping is a means of competitor intelligence gathering. Dawson; Hiller (1995)[12]have stated that mystery shopping is a research technique which is gaining popularity and it is a widely accepted concept for measuring the quality of interactions.Morrison et al (1997)[13],According to the researcher mystery shopping surveys utilise only small samples, up to a few visits to any particular outlet or only a single visit.Pamela B. Allisona* & Denver E. (2011)[14] clearly throws light and states that "Mystery shopping" has become an accepted method of performance measurement in many industries. Scott Rooda* & Joanna Dziadkowiecb (2013)[15]this study employs SERVQUAL and mystery shopping using importance performance analysis side-by-side in restaurants in two different countries. W.Benjamin Myers (2011)[16]The researcher has worked as a mystery shopper from the year 2004 and has quoted his own experience as an example for this study and has drawn observations on various aspects'. W. Kelley, O. C. Ferrell, S. J. Skinner[17]the researchers in their study considered the relationship between perceptions of ethical behaviour and the demographic characteristics of sex, age, education level, job title, and job tenure among a sample of marketing researchers. (Spector, 2003)[18]. Research suggests that satisfied employees are time-effective at work, likely to minimize their sick leave and have lower turnover intentions (Spector, 1997)[19]. Additionally, Meyer et al., (2002)[20] identified a significant relationship between job satisfaction and affective commitment. Other researchers have found an inverse relationship between work stress and other job-related outcomes, such as job satisfaction,Syet al. (2006)[22] found a positive relationship between EI and job satisfaction as employees who have high EI are more likely to have higher level of job satisfaction because these employees are better at appraising and regulating their feelings .T. A. Judge and R. Ilies (2004)[23] on Job Satisfaction, People who tend to be positive and cheerful most of the time do indeed tend to express higher job Satisfaction than ones who tend to be Down and Gloomy. They also added that Job Satisfaction depends primarily on the match between the outcomes individual value in their jobs and their perceptions about the availability of such outcomes-especially for those facets of the job that are highly valued. According to Keith Davis and John W. Newstrom (2002)[24], Job Satisfaction is a set of favourable or unfavourable feelings and emotions with which employees view their work. It is an affective attitude a feeling of relative like or dislike towards something. Job satisfaction is important to an organization's success. Much research has been conducted into ways of improving job satisfaction of workers in various sectors of the Malaysian economy, including the academic sector (Wong &Teoh, 2009; Noordin&Jusoff, 2009)[25],the hotel sector(Abd.Patah, Radzi, Abdullah, Adzmy, AdliZain, &Derani, 2009)[26], the government sector (Yahaya, A., Yahaya, N., Arshad, & Ismail, 2009) [27], the non-profit sector (Ismail &Zakaria, 2009)[28], the naval sector (Mohd. Bokti& Abu Talib, 2009)[29], and the automobile manufacturing sector (Santhapparaj, Srinivasan, &Koh, 2005)[30]there has been relatively little research into the determinants of job satisfaction in the retail sector using Herzberg's two-factor theory. The outcome of job satisfaction is based on various other factors Spector (1997)[31]identified nine (9) dimensions of job satisfactions

as follows: pay, promotion, supervision, fringe benefits, contingent rewards operating procedures (required rules and procedures), co-workers, nature of work, and communication. Okpara (2004)[32]suggested five (5) dimensions of job satisfaction: pay, promotion, supervision, work itself and co-workers. Hence, his study adopted Spector"s (1997) typology of job satisfaction because is broader and the most widely used by researchers. Job satisfaction has been found to be related with various work-related outcomes and behaviours such as counterproductive work behaviour. Acuna et al., (2009)[33]after relating employee satisfaction and personal characteristics. Personal characteristics of the employees, or the term demographic data, as often used in the literature, combined with the key aspects of the employee satisfaction and motivation enable the formation of valid and reliable instrument for measuring motivation and satisfaction. In such a way, very important data for finding new solutions and improvements are becoming accessible (Weiss et al., 1967; Smith et al. 1969; Cammann et al., 1983; Bowling and Hammond, 2008).[34][35][36][37][38]

Demographic description of the respondents:

Being a major objective of the study, demographic factors were analysed, out of curiosity, to check if there were any significant relationship with independent variables and dependent variable. This section briefly describes the demographic profile of the respondents. The descriptive statistics of the respondents' demographic characteristics is presented below.

Demographic profile of mystery shoppers:

The researchers found that (75%) of the respondents are male genders and remaining (25%) of the respondents are female gender. From the analysed results it is clear that majority of the respondents (81.3%)of the respondents fall in between the age group of 31-46 years. It is observed that about (57.5%) of the mystery shoppers are doing business, (31.3%) of the mystery shoppers are professionals and remaining (1.3%) of the mystery shoppers are home makers. The marital status wise distribution brings it clear from the analysis that (95%) of the mystery shoppers are married whereas only (5%) of the mystery shoppers are unmarried. The results pertaining to the size of the family shows clearly that (58.8%) of the mystery shoppers belong to a family filled with four members. The analysis pertaining to type of family indicates that (96.3%)of the mystery shoppers belong to nuclear family and remaining (3.2%) belong to joint family. The results with regard to locality of residence, clearly reveals that (80%) of the mystery shoppers belong to urban area

Table No 1.2: Showing Reliability Analysis for Scale Items

Scale	Cronbach's Alpha	Number of Items
Motivation–WEIMS	.782	18
Job Satisfaction–GJSS	.787	10
Entire Questionnaire	.874	28

Note: WEIMS (.782>.70) * Reliability is highGJSS (.787 > .70) *** Reliability is high**
Total Data set (.874 > .70) * highly reliable**

Cronbach's alpha for the entire set of scale items is (.874) which is above 0.70 is usually acceptable (NUNNALLY 1978). The Cronbach's alpha for the four major parts of the questionnaire as well as for the entire questionnaire falls in the accepted region, indicating the questionnaire's reliability as a research too

Table No 2.0: Showing Model Summary for Multiple Linear Regression Model 1

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.672[a]	.452	.390	6.163

a. Predictors: (Constant), Size of the family, Gender, Locality residence, Income level, Age, Type of family, Marital status, Occupation

The above table 2.0 shows the multiple linear regression model summary and overall fit statistics. From the above table it is clear that the adjusted R^2 of our model is 0.390 with the R^2 = .452 that means that the linear regression explains 45.2% of the variance in the data.

Table No 2.1: Showing ANOVA table for Multiple linear Regression Model 1

Model		Sum of Squares	df	Mean Square	F	Sig.
		ANOVAª				
1	Regression	2222.197	8	277.775	7.313	.000ᵇ
	Residual	2696.691	71	37.982		
	Total	**4918.888**	**79**			

a. Dependent Variable: Total JS
b. Predictors: (Constant), Size of the family, Gender, Locality residence, Income level, Age, Type of family, Marital status, Occupation
This table 2.1 indicates that the regression model predicts the dependent variable significantly well. This indicates the statistical significance of the regression model that was run. Here, $p < 0.0005$, which is less than 0.05, and indicates that, overall, the regression model statistically significantly predicts the outcome variable (i.e., it is a good fit for the data).

Table No 2.2: Showing Coefficient table for Multiple linear Regression Model 1

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		Coefficientsª				
		B	Std. Error	Beta		
1	(Constant)	65.231	9.227		7.070	.000
	Age	-3.275	1.653	-.188	-1.981	.051
	Income level	-4.778	1.512	-.306	-3.160	.002
	Type of family	7.075	1.529	.451	4.626	.000
	Locality residence	.287	1.005	.026	.286	.776
	Gender	-.807	1.686	-.045	-.479	.634
	Occupation	.352	.549	.067	.641	.524
	Marital status	-11.781	3.051	-.396	-3.861	.000
	Size of the family	-1.694	.844	-.199	-2.006	.049

a. Dependent Variable: Total JS
With regard to the above table 2.2 the coefficient table, type of family (t=4.626) and (p< 0.05) which means the predictor is making a significant contribution to the model and concluded that it is a significant predictor for the outcome of Job Satisfaction. The standardized beta value for locality of the residence and occupation are closer to the model contribution and may have a slight impact on the dependent variable Job Satisfaction.

Table No 3.0: Showing Model Summary For Multiple Linear Regression Model 2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
		Model Summary		
1	.640ª	.409	.343	10.639

a. Predictors: (Constant), Size of the family, Gender, Locality residence, Income level, Age, Type of family, Marital status, Occupation
The above table 3.0 shows the multiple linear regression model summary and overall fit statistics. From the above table it is clear that the adjusted R² of our model is 0.390 with the R² = .409 that means that the linear regression explains 40.9% of the variance in the data.

Table No 3.1: Showing ANOVA Table for Multiple Linear Regression Model 2

Model		Sum of Squares	df	Mean Square	F	Sig.
		ANOVAª				
1	Regression	5571.276	8	696.410	6.153	.000ᵇ
	Residual	8036.274	71	113.187		
	Total	**13607.550**	**79**			

a. Dependent Variable: Total M
b. Predictors: (Constant), Size of the family, Gender, Locality residence, Income level, Age, Type of family, Marital status, Occupation

This table 3.1 indicates that the regression model predicts the dependent variable significantly well. This indicates the statistical significance of the regression model that was run. Here, $p < 0.0005$, which is less than 0.05, and indicates that, overall, the regression model statistically significantly predicts the outcome variable (i.e., it is a good fit for the data).

Table No 3.2: Showing Model Summary for Multiple Linear Regression Model 2

Coefficients[a]					
Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**T**	**Sig.**
	B	**Std. Error**	**Beta**		
(Constant)	137.457	15.928		8.630	.000
Age	-4.735	2.854	-.163	-1.659	.101
Income level	-6.307	2.610	-.243	-2.416	.018
Type of family	8.898	2.640	.341	3.371	.001
1 Locality residence	2.240	1.734	.121	1.291	.201
Gender	.688	2.911	.023	.236	.814
Occupation	1.412	.948	.162	1.490	.141
Marital status	-23.824	5.267	-.481	-4.523	.000
Size of the family	-2.334	1.458	-.165	-1.601	.114
a. Dependent Variable: TotalM					

With regard to the above table 3.2 the coefficient table, type of family, Locality of the residence, Gender and occupation have positive t values and the p values are all closely associated and hence they have a strong impact on the outcome of Motivation.

SUMMARY:

This study is focused on examining the impact of demographic constructs on motivation and job satisfaction among mystery shoppers. The results of the study reveal that thedemographic constructs have a strong impact on job satisfaction and motivation among mystery shoppers. The motivation a mystery shopper carries in his job has a huge impact on the quality of work. The employers are concerned more about this fact in these days. Making them more committed to their work is not an easy task. There are many factors such as Poor pay, less recognition and poor supervision etc which affects the job motivation negatively. A motivated and committed employee works more effectively for the wellbeing.On the other sidejob satisfaction is the key factor which influence the performance of a mystery shopper. An employee who has high job satisfaction will have more commitment to the organisation they work for this leads to makes them more productive in their work (Nifadkar & Dongre, 2014). There is no single definition for job satisfaction it differs from each and every individual based on employee expectation, organisation culture, employee attitude, ethics and values (Urosevic & Milijic, 2012). The job of a mystery shopper is unique and they are affected mainly by internal and external environmental factors. This can be an important factor to influence on the motivation of mystery shoppers. Therefore, balancing the emotions in various situations is a must for mystery shoppers failing which it can affect the job satisfaction and motivation. So, mystery shoppers must give high importance to this aspect of their job to become more productive (Angayarkanni & Raja, 2016). In order to increase job satisfaction a person should be happy with what they are doing. If the mystery shoppers can understand the various job arrangements it will help them to work more effectively and also it can increase the productivity. The happier they are in their job the more job satisfaction they'll have (Raja M, 2017).

SUGGESTIONS AND RECOMMENDATIONS:

There are few suggestions we have listed below which can be useful for mystery shoppers in attaining job satisfaction and motivation

1. It is good for a mystery shopper if he starts his career in a reputed organisation. This enables them to meet certain expectations and also it can add more to their job satisfaction.
2. A mystery shopper must have reasonable expectations in their job.
3. Before promising any task,a mystery shopper must decide on the time needed to accomplish each task.
4. Take certain tasks which are worth in investing your time.
5. Continuously check for various new tasks.
6. Plan the various tasks to be done in next few days this can help in prioritizing various things.
7. A mystery shopper must be more detailed oriented. This enhances the quality of report that is prepared by them.
8. Improving communication skills is a very important aspect, which helps a mystery shopper to communicate effectively with the employer on various things thereby it brings satisfaction in the task which they perform.
9. Mystery shopper must have integrity and strong work ethics in their work to become more effective.
10. Work more on the skills that are required to become a successful mystery shopper.

CONCLUSION :

The job of a mystery shopper is unique. They face different challenges in their day to day work and it is important for a mystery shopper to carry out his tasks in an effective manner. To achieve more productivity the mystery shoppers, have to have high motivation and job satisfaction. The happier they are more motivated they'll be in their job. The various demographic constructs that are studied in this research shows that they do impact on the performance of mystery shoppers. Therefore, overcoming such challenges and achieving certain important things like job satisfaction, productivity etc requires certain additional things that must be followed by them. We researchers have discussed few factors above which can help mystery shoppers to perform well in their job.

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