Effects of Policy Strength and Social Sharing of Emotions on Emotional Labor and Customer-directed Sabotage Behavior in Chinese Service Industry

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ABSTRACT The purpose of this paper was to inquire how policy-strength and social sharing of emotion moderate the relationship between emotional labor strategies and customer-directed sabotage behaviors. Survey was administered twice. Data was collected from 788 employees who work in service industry. Hierarchical regression analyses showed that surface acting is a more significant predictor of customer-directed sabotage behaviors than deep acting. Moreover, policy strength has a significant moderating effect between surface acting and customer-directed sabotage, and social sharing of emotion has an important mediated effect between deep acting and customer-directed sabotage. Results suggested that surface acting and deep acting strategy take effects in different ways, and each effect varies depending on emotion-based moderator and resource-based moderator respectively.