

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

Lijuan Bu, Aiqin Lv and Xiaoyang Chen*

Qilu Hospital of Shandong University, Humanistic Medicine Research Center of Shandong University, Jinan, Shandong, 250012, China

KEYWORDS Deep Acting. Deviant behavior. Emotional Labor. Surface Acting

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.