

University of Business and Technology in Kosovo

## UBT Knowledge Center

---

UBT International Conference

2019 UBT International Conference

---

Oct 26th, 11:00 AM - 12:30 PM

### The Effect of Accepting External Influence on Emotional Labor: A Study on White-Collar Workers in Turkey

Buket Akdol

*Istanbul University*, bakdol@istanbul.edu.tr

Gamze Guzin Kazakoglu

*Robert College of Istanbul*, kazgam.20@robcol.k12.tr

Follow this and additional works at: <https://knowledgecenter.ubt-uni.net/conference>



Part of the [Business Commons](#)

---

#### Recommended Citation

Akdol, Buket and Kazakoglu, Gamze Guzin, "The Effect of Accepting External Influence on Emotional Labor: A Study on White-Collar Workers in Turkey" (2019). *UBT International Conference*. 335.

<https://knowledgecenter.ubt-uni.net/conference/2019/events/335>

This Event is brought to you for free and open access by the Publication and Journals at UBT Knowledge Center. It has been accepted for inclusion in UBT International Conference by an authorized administrator of UBT Knowledge Center. For more information, please contact [knowledge.center@ubt-uni.net](mailto:knowledge.center@ubt-uni.net).



# The Effect of Accepting External Influence on Emotional Labor: A Study on White-Collar Workers in Turkey

Buket Akdol<sup>1</sup>, Gamze Güzin Kazakoğlu<sup>2</sup>

<sup>1</sup> Istanbul University, Beyazit 34452, Fatih/Istanbul, Turkey

<sup>2</sup> Robert College, Arnavutkoy 34345 Besiktas/ Istanbul, Turkey

**Abstract.** Many years after Industrial Revolution, the threat working under arduous conditions poses as physical burden to laborers was realized. As industry developed, the concept of being a laborer evolved into a task that requires emotional assets of laborers in addition to physical burden. By American sociologist Arlie Hochschild, the term “emotional labor” was coined and investigated with many factors and concepts since then. This study empirically investigated the role of accepting external influence, a factor of authenticity, on emotional labor among the white-collar workers in Turkey. As service-oriented total quality management applications requires constant communication with colleagues, customers, suppliers, competitors, stakeholders, white-collar workers are the ones that are being required to perform emotional labor and being exposed to face their authentic selves via accepting external influence or not. The purpose of this study is to determine the effect of accepting external influence on emotional labor. Data was collected via Hospitality Emotional Labor Scale (HELs) developed by Chu and Murmann (2006), and The Authenticity Scale developed by Wood et. al. (2008). There are 201 participants, 126 were female and 75 were male who work in a variety of industries in Turkey. Analysis was conducted by the SPSS program. According to the results, there is a positive and significant relationship between the effect of accepting external influence on emotive dissonance and emotive effort. Also, a positive and significant relationship between the effect of accepting external influence on emotional labor was concluded.

**Keywords:** Emotional labor, the role of accepting external influence, authenticity, white collar workers, Turkey.

## Introduction

First coined by Arlie Hochschild in her book “The Managed Heart: the Commercialization of Human Feeling” in 1983 under the definition of “labor which requires one to induce or suppress feeling in order to sustain the outward countenance that produces the proper state of mind in others” (Hochschild, 1983), emotional labor has been gaining recognition since then as a research topic for many areas like alienation, job satisfaction, emotional exhaustion. On the other hand, as St. Augustine regarded authenticity as essential on the way to “Good and god” (Taylor 1991), it had been evolving for centuries. Accepting external influence was identified as a dimension of authenticity by Wood et. al. (2008). In this study, a theoretical framework of emotional labor, authenticity, and accepting external influence was formed based on the information gathered via the online questionnaire that was filled by 201 white-collar workers in Turkey.

## Literature Review

Emotional labor was defined as white-collar workers' control of their emotions and them exhibiting the emotions their business owners demand for consumer satisfaction and positive relationships between white collar workers and shareholders in this study. Emotive dissonance and emotive effort are recognized as its dimensions. Emotive dissonance was defined as “ the difference between felt and feigned emotions” (Kruml and Geddes, 2000; Hochschild, 1983) in this study. Emotive effort was defined as changing actual feelings to match those one must express to shareholders (Kruml and Geddes, 2000) was acknowledged in this study. The tripartite-authentic living, self-alienation, accepting external influence- person centered view definition of authenticity developed by Wood et. al. (2008) was acknowledged. One of its factors, accepting external influence, was investigated specifically. Accepting external influence was defined as constant feeling of needing to do what others are expecting one to do was acknowledged (Lenton et. al., 2016). The authors investigated all the research conducted between the years 2016-2019 in Turkey on emotional labor. It was observed that mostly emotional labor's relationships between job satisfaction, emotional exhaustion and burnout variables were investigated. Research was generally conducted on health, tourism, sports, education and service industry areas and among nurses, tourist guides, hotel employees, call center operators and coaches. Though emotional labor was investigated with a variety of terms such as work alienation and job satisfaction, a study that empirically investigates the effect of accepting external influence of emotional labor wasn't prevailed on. Thus, it can be concluded that this study is significant for both the notion of “emotional labor” and the future studies regarding it.

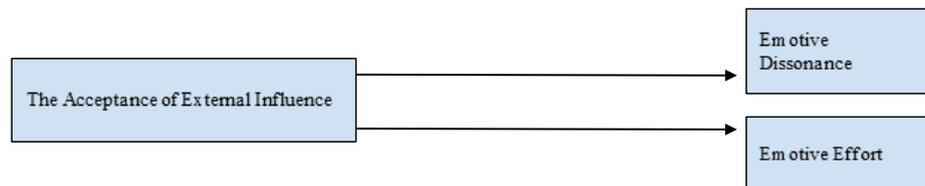
## Methods

This study aims to investigate the effect of accepting external influence on emotional labor. Emotional labor has 2 dimensions: emotive dissonance and emotive effort. This 2-factored structure was developed by Kruml and Geddes in 2000. As a factor of authenticity, accepting external influence was defined as constant feeling of needing to do what others are expecting one to do (Lenton et. al., 2016). Two hypotheses were developed in this study:

H1: There is a significant and positive effect of acceptance of external influence on emotive dissonance.

H2: There is a significant and positive effect of acceptance of external influence on emotive effort.

H3: There is a significant and positive effect of acceptance of external influence on emotional labor.



The data was obtained by a questionnaire that included a hybrid of 2 scales. The scales were Turkish adaptation of “Hospitality Emotional Labor Scale (HELs)” developed by Chu and Murmann (2006), which was “Emotional Labor Scale Validation on Turkish Tourism Workers”

developed by Avcı and Boylu (2010) and the Turkish adaptation of “The Authenticity Scale” developed by Wood et. al. (2008), which is “Adaptation of Authenticity Scale to Turkish: A Validity and Reliability Study” developed by İlhan and Özdemir (2013) as assessment tools at the questionnaire. The scale for accepting the role of external influence that was obtained from “The Authenticity Scale” developed by Wood et. al. (2008) is 1-factored and has 4 items. The original version of “Hospitality Emotional Labor Scale” developed by Chu and Murrmann (2006) has 2 factors (emotive dissonance and emotive effort) and 19 items (11 on emotive dissonance and 8 on emotive effort). Though the authors removed some items and lowered the scale to 15 items, they recommended the original version with 19 items to be used in future studies. After factor analysis, 11 items were removed and a scale of 2 factors and 8 items (5 on emotive dissonance and 3 on emotive effort) was obtained in this study. When the other studies who used the same scale in Turkey were investigated, it was observed that its version of a scale with 10 items and 2 factors were used by the study conducted by Avcı and Boylu (2010) on tourism workers and a scale with 8 items and 2 factors were used by the study conducted by Kaya and Serçeoğlu (2013) on service industry constituted by hotel, call center, and shop sales clerk workers. 7 items are common in total for these 3 studies. Therefore, it can be regarded that utilizing the emotional labor scale different among workers in Turkey is acceptable. By using SPSS (Statistical Package for Social Sciences) program, the results were statistically analyzed.

## Analyses and Results

The sample of this study has 201 participants, 126 female and 75 male.

The demographics of the participant set shows that;

- Gender: 62.7% female, 37.3% male.
- Age: 32.3% for aged 34 or less, 43.8% for 35 to 44 years old, 18.9% for 45 to 54, and 5% for aged 55 and more, concentrating 76% of participants in the younger than 44 year old limit.
- Academic degree: %14.2 for undergraduate, %55.2 for graduate, %29.9 for post graduate degree.
- Marital Status: 67.2% married, 32.8% single.

In terms of employees’ background:

- Sector: 3% textile ; 15.9% finance; 4% automotive; 15.4% service; 5.5% health; 2.5% trade; 3.5% informatics; 6.5% construction; 24.4% education; 19.4% other not specified in the questionnaire.

Sample of the study is mostly female, younger than 44 years old and married. The sectors are distributed to a variety of industries, though fairly more concentrated in education (24.4%) and sectors that weren’t specified in the questionnaire, mentioned as “other” (19.4%).

The Cronbach’s alpha was calculated for every scale in the reliability analyses that were conducted. As demonstrated by Table 1, the value of Cronbach’s alpha is greater than 0.7 for every variable, and acceptable according to Hair et al. (2006).

Table 2. Reliabilities of Scales

Scale	N	N of Items	Cronbach’s Alpha
Acceptance of External Influence	201	4	0.798
Emotional Labor	201	8	0.866

As a glance on the KMO table shows, the data set is appropriate for factor analysis since significance value is 0.00. The explained variance of the 2-factored construct is 64.7% in cumulative. Factor loads are demonstrated below:

Table 2. Rotated Component Matrix

	Component 1	Component 2
Dissonance 1	0.852	
Dissonance 2	0.862	
Dissonance 3	0.820	
Dissonance 4	0.619	
Dissonance 5	0.658	
Effort 1		0.796
Effort 2		0.788
Effort 3		0.627

Tables 3 and 4 below demonstrate the descriptive statistics and normality analyses.

Table 3.

	Mean
Acceptance of External Influence	3.256
Emotional Labor	2.368
Emotive Dissonance	2.046
Emotive Effort	2.905

As the 7 point likert scale demonstrates the means of accepting external influence (3.256) and emotional labor (2.368) of white-collar workers in Turkey, the tendencies for them to both accept external influence and perform emotional labor are low.

Table 4.

Descriptive Statistics	Skewness
External Influence 1	0.251
External Influence 2	0.678
External Influence 3	0.010
External Influence 4	0.498
Dissonance 1	1.561
Dissonance 2	1.858
Dissonance 3	1.503
Dissonance 4	1.899
Dissonance 5	1.353
Effort 1	0.176
Effort 2	0.623
Effort 3	1.229

Because skewness values are distributed between -2 and +2, normal distribution hypothesis were made according to Hair et al. (2006). The analysis will continue with parametric tests.

Table 5 shows the regression results for the effect of accepting external influence on emotive dissonance, emotive effort and emotional labor.

Dependent Variable	Independent Variable	Standardized Coefficients (Beta)	R Square	Sig.
Emotive Dissonance	Acceptance of External Influence	0.266	0.071	.000b
Emotive Effort	Acceptance of External Influence	0.356	0.127	.000b
Emotional Labor	Acceptance of External Influence	0.339	0.115	.000b

Table 5

Regression analyses suggest that;

- There is a significant and positive effect of accepting external influence on emotive dissonance. ( $p < 0,05$ ). Accepting external influence can only explain 7% of the emotive dissonance. Yet, as significance level is 0.00, the hypothesis is acceptable.
- There is a significant and positive effect of accepting external influence on emotive effort. ( $p < 0,05$ ). Accepting external influence can only explain 12.7% of the emotive effort. Yet, as significance level is 0.00, the hypothesis is acceptable.
- Therefore, it is possible to conclude that there is a significant and positive effect of accepting external influence on emotional labor ( $p < 0,05$ ). Though accepting external influence can only explain 11.5% of the emotional labor, the fact that significance level is 0.00 makes the concluded hypothesis acceptable.

## Conclusion and Discussions

Regression analyses suggest there is significant and positive effect of accepting external influence on emotive dissonance and emotive effort, which constitutes its overall significant and positive effect on emotional labor. Accepting external influence has a significant yet low effect on emotive dissonance, emotive effort and emotional labor. This study contributes to the academic discussions via initiating to explore the external part that makes up the emotional labor. Though attention has been given to emotional labor in a more inner way in the previous studies like job burnout, satisfaction, and alienation, the effect of an external factor on emotional labor is a new area of study. As Industry 4.0 evolves more from relationship between human-machine to human-human everyday, the emotional labor has been becoming an integral part in work and daily routine. The findings of the study are significant for and could be used by a variety of industries both in Turkey (as nearly all were represented) and the world. Yet, it is important to emphasize that results can not be generalized neither to a specific sector or a service industry nor to other countries. In the future studies, it is possible for this study to be supported by the studies conducted in different specific work fields and countries.

## References

1. Avci, U. and Boylu, Y.: "Türk Turizm Çalışanları için Duygusal Emek Geçerlemesi" ["Validation of Emotional Labor Scale for Turkish Tourism Workers"] *Journal of Travel and Hospitality Management*, 7(2). (2010).
2. Braithwaite, V., Ahmed, E., Braithwaite, J.: "Workplace Bullying and Victimization: The Influence of Organizational Context, Shame and Pride". *International Journal of Organizational Behavior*. 13. 71-94. Springer, Heidelberg (2008).
3. Braverman, Harry. "Labor and Monopoly Capital: The Degradation of Work in the Twentieth Century." *Monthly Review Press* (1998).
4. Bishop, William H.: "Defining the Authenticity in Authentic Leadership" *The Journal of Values-Based Leadership*. Vol. 6: Iss. 1, Article 7. (2013).
5. Chu, K. H. and Murrmann, S. K. "Development and Validation of the Hospitality Emotional Labor Scale." *Tourism Management*. 27: 1181-1191. (2006).
6. Dunmore, E., Clark, D. M., Ehlers, A. "A prospective investigation of the role of cognitive factors in persistent posttraumatic stress disorder (PTSD) after physical or sexual assault". *Behaviour Research and Therapy*, 39, 1063–1084. (2001).
7. Erickson, R., Ritter, C. "Emotional Labor, Burnout, and Inauthenticity: Does Gender Matter?" *Social Psychology Quarterly*, vol. 64, no. 2, pp. 146–163. JSTOR. (2001).
8. Forseth, U. "Boundless Work- Emotional Labour and Emotional Exhaustion in Interactive Service Work." NTNU. (2001).
9. Grimsmo, Sorensen, Lokke.: Det moderne tjener- skap: Varm pÅ beina, kald i hjertet? (Contemporary Servanthood: Warm Feet, Cold Hearts?) (12).Oslo:Arbeidsforskningsinstituttet. (1992).
10. Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., Tatham, R. L.: *Multivariate data analysis* (5<sup>th</sup> Ed.). New Jersey: Prentice Hall. (2006).
11. Hochschild, A. "The Managed Heart: Commercialization of Human Feeling." U of Southern California P. (1983).
12. Hodson, R.: "Dignity in the Workplace Under Participative Management: Alienation and Freedom Revisited." *American Sociological Review*, vol. 61, no. 5, pp. 719–738. JSTOR. (1996).
13. İlhan, T and Özdemir, Y.: "Otantiklik Ölçeğinin Türkçe'ye Uyarlanması: Geçerlik ve Güvenirlik Çalışması" ["Adaptation of Authenticity Scale to Turkish: A Validity and Reliability Study"]. *Turkish Psychological Counseling and Guidance Journal*. 4: 142-153. (2013).
14. Kruml, S., Geddes, D.: "Exploring the Dimensions of Emotional Labor: The Heart of Hochschild's Work." *Management Communication Quarterly*, vol. 14, no. 1, pp. 8-49. (2000).
15. Lenton, A., Slabu, L., Sedikides, C.: State Authenticity in Everyday Life. *European Journal of Personality*, Eur. J. Pers. 30: 64–82. (2016).
16. Lier, L. "Interaction in the Language Curriculum: Awareness, Autonomy and Authenticity." (1996).

20. Macdonald, C., Sirianni, C.: "Working in the Service Society." Temple UP. (1996).
21. Marx, K. "The economic and philosophic manuscripts of 1844, The proposed divorce law." Hackett Publishing Company. (1967).
22. Schaubroeck, J., Jones, J. "Antecedents of workplace emotional labor dimensions and
23. moderators of their effects on physical symptoms. *Journal of Organizational Behavior*.
24. 21:163-183. (2000).
25. Taylor, C. "The Ethics of Authenticity." Harvard UP. (1991).
26. Taylor, F. "The Principles of Scientific Management." The Norton Library, New York. (1911).
27. Wood, A., Linley, P., Maltby, J., Baliouisis, M., Joseph, S.: "The Authentic Personality: A Theoretical and Empirical Conceptualization and the Development of the Authenticity Scale." *Journal of Counseling Psychology*, Vol. 55, No. 3, (385-399). (2008).