



HYPOTHESIS SHOWING THE RELATIONSHIP BETWEEN DEMOGRAPHIC VARIABLES AND IT'S IMPACT ON EMOTIONAL LABOUR.

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Abstract

This study has been conducted to find out different levels of emotional labor which is based on respondent's (both male/ female) demographic and occupational information.

To collect the data a survey has been conducted in both online and offline mode. The means of survey was a questionnaire. From the workers of two different cities, several questions were asked about their job experience and work atmosphere.

Introduction

Emotional labor is associated with the job that requires to understand the emotional need of customers or others. It is the forced emotion management within workplace. Emotional labor often takes the form of displaying fake or genuine feelings toward customers, showing interest in customer needs, and engaging in employee-customer emotional interactions. The purpose of this research was to investigate the emotional labor states adopted and practiced by frontline employees in the hospitality industry.

Hypothesis

There is no significant impact of demographic variable on the outcomes of emotional labor.

The results of Chi-Square Test between Respondent required to maintain emotional state as essential of the work and Gender of Respondent. $\chi^2(4, N = 394) = 15.685, p < 0.05$ ($p = 0.003$). There is an association exists in between Respondent required to maintain emotional state as essential of the work and Gender of Respondent.

The table following shows result of Chi-Square Test between Respondent need to support and give comfort to customers in any situation and Monthly Income of Respondent. $\chi^2(12, N = 394) = 29.648, p < 0.05$ ($p = 0.003$).

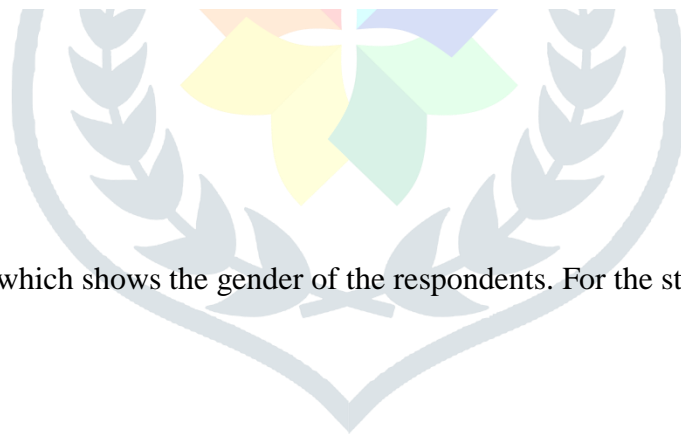
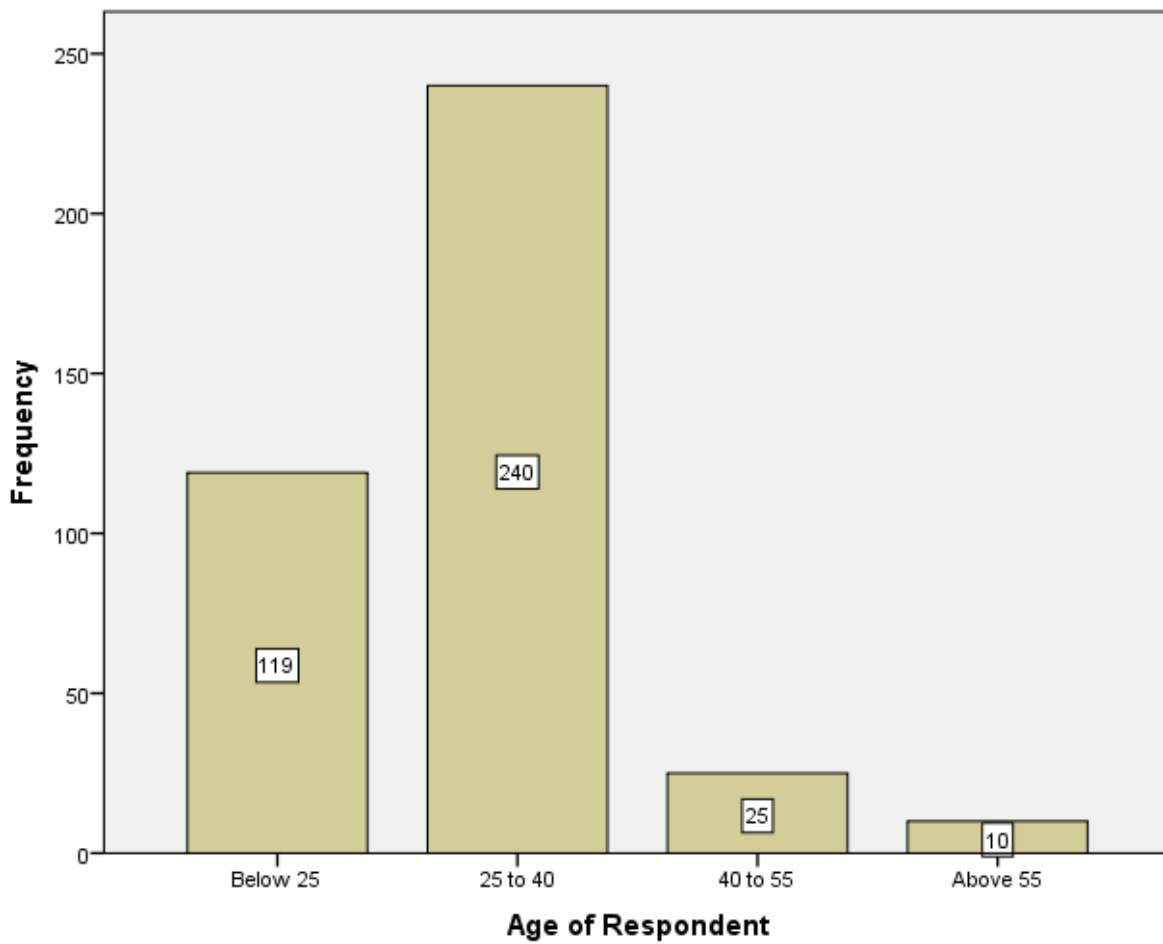
There is an association exists in between Respondent required to maintain emotional state as essential of the work and Gender of Respondent. Hence, there is a significant impact of demographic variable on the outcomes of emotional labor.

Graphical representation of demographic and other essential variables.

Following is the table which shows the age of the respondents whom were included under the study. It shows that 60.9% respondents were of the age group of 25 to 40 years. 30.2% respondents were of the age below 25 years. Remaining 6.3% respondents were of the age of 40 to 55 years.

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------|-----------|---------|---------------|--------------------|
| Valid | Below 25 | 119 | 30.2 | 30.2 | 30.2 |
| | 25 to 40 | 240 | 60.9 | 60.9 | 91.1 |
| | 40 to 55 | 25 | 6.3 | 6.3 | 97.5 |
| | Above 55 | 10 | 2.5 | 2.5 | 100.0 |
| | Total | 394 | 100.0 | 100.0 | |

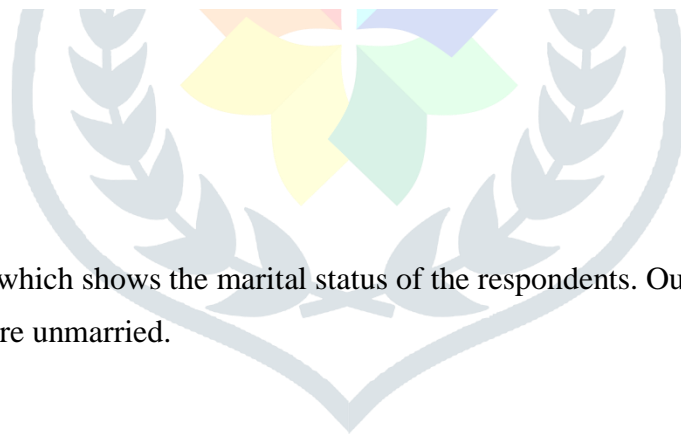
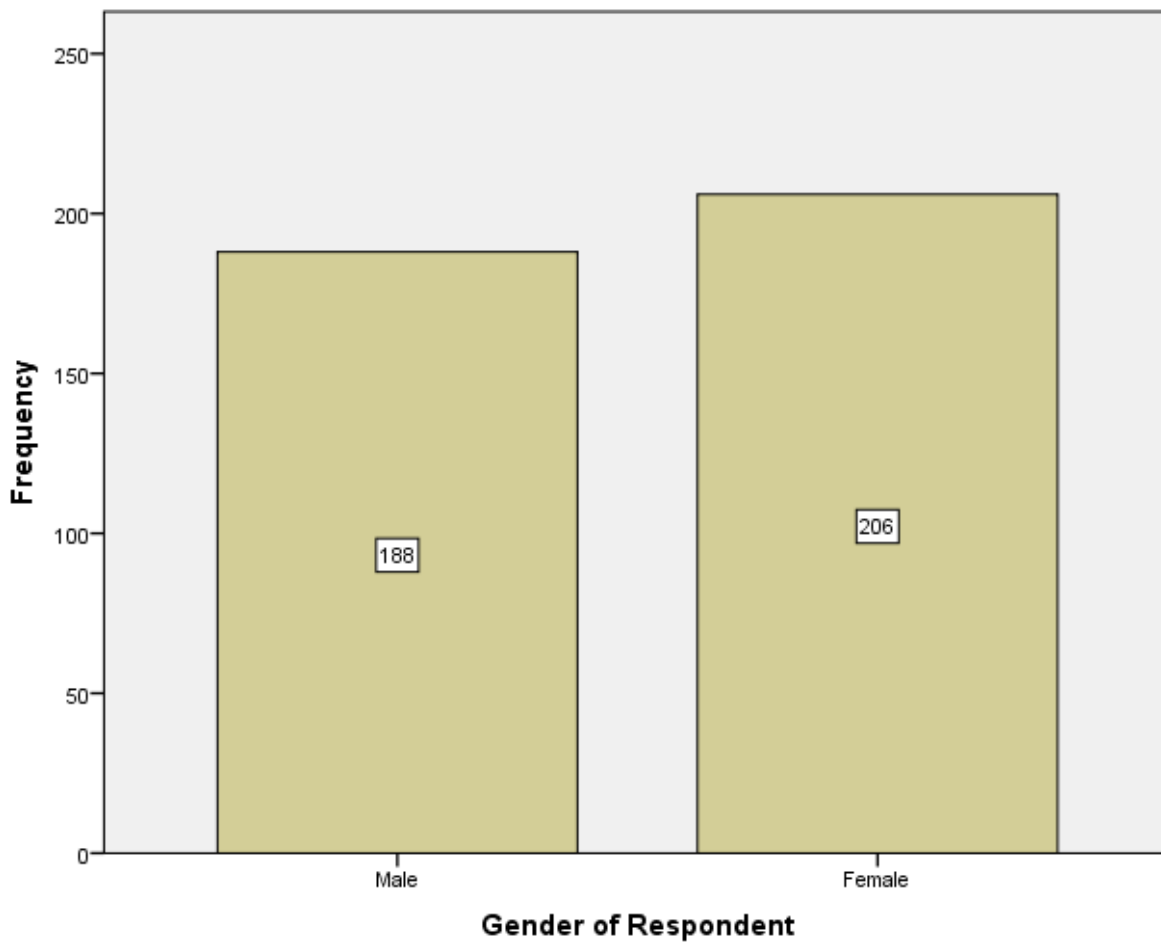
Following is the graph which depicts the above table.



Following is the table which shows the gender of the respondents. For the study 47.7 were the male and 52.3% were female.

| Gender of Respondent | | | | | |
|----------------------|--------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Male | 188 | 47.7 | 47.7 | 47.7 |
| | Female | 206 | 52.3 | 52.3 | 100.0 |
| | Total | 394 | 100.0 | 100.0 | |

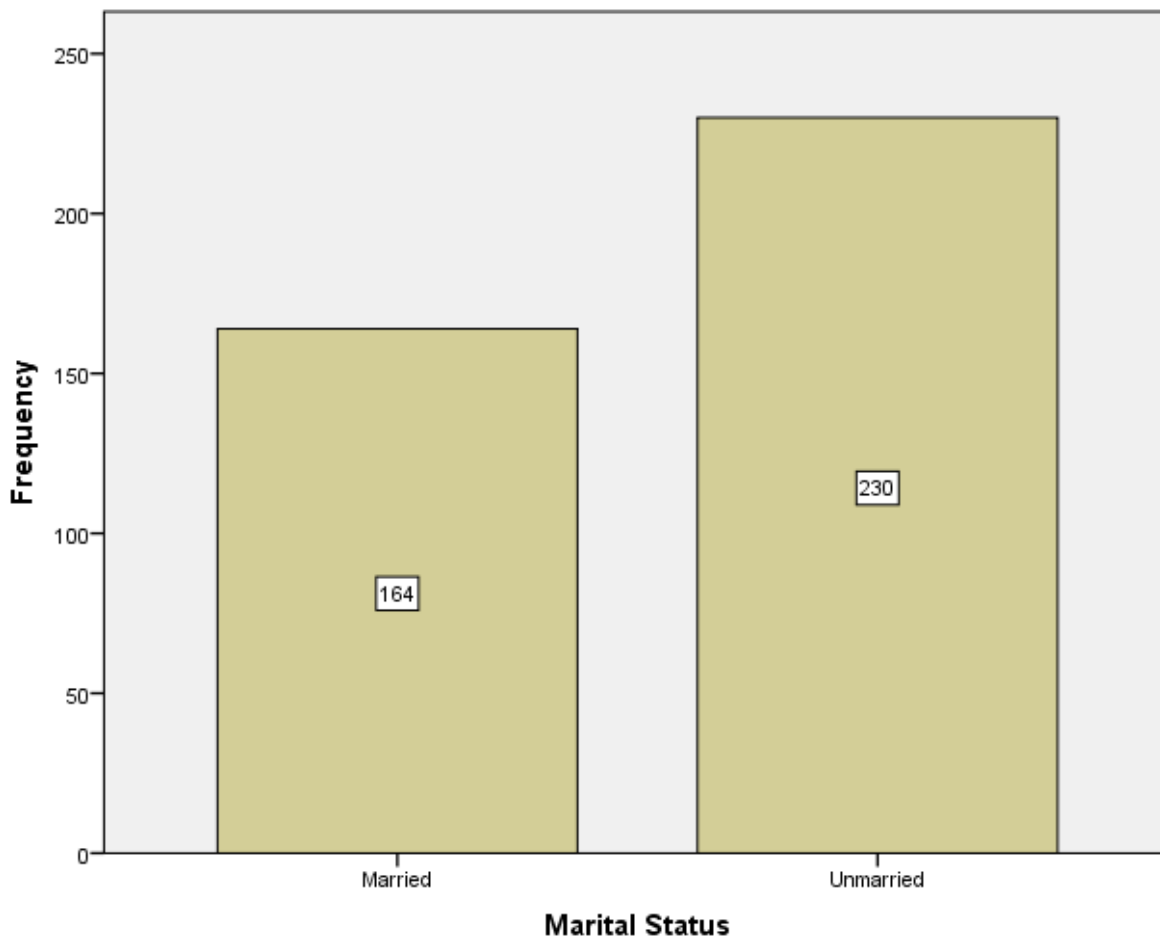
Following is the graph which shows the display of above table.



Following is the table which shows the marital status of the respondents. Out of 394 respondents, 41.6% were married and 58.4% were unmarried.

| Marital Status | | | | | |
|----------------|-----------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Married | 164 | 41.6 | 41.6 | 41.6 |
| | Unmarried | 230 | 58.4 | 58.4 | 100.0 |
| | Total | 394 | 100.0 | 100.0 | |

Following is the graph which displays the details of above table.



Conclusion

After scrutinizing different outputs it has been discovered that-

- There are no significant positive or negative outcomes of the emotional labor.
- There is no significant impact of demographic and mediating variable on the outcomes of emotional labor.
- There is no significant impact of outcomes of emotional labor on job performance and satisfaction.