



EFFECT OF EMOTIONAL LABOUR STRATEGIES ON CONSUMER PATRONAGE OF FOOD VENDORS WITHIN ABUJA METROPOLIS

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Abstract

The study investigates the effect of emotional labour on consumer patronage of food vendors within Abuja Metropolis. It specifically sought to find out how the components of emotional labour such as surface acting, deep acting, emotional dissonance as well as self-efficacy effect on consumer patronage of food vendors within Abuja metropolis. Primary data was collected using five point Likert scaling questionnaire and analysed by using regression. Data obtained for this study was from primary source and analyzed with the aid of statistical softwares, SPSS V25 and SME-PLS, employing structural equation modeling techniques in order to achieve all set objectives. Also, data obtained for the purpose of this study was prior to the analysis, undergo different validity and reliability scrutiny so as to eliminate all forms of errors arising from analysis. The findings of the study reveal that components of emotional labour (such as surface acting, deep acting, emotional dissonance as well as self-efficacy effect) have positive and significant effect on consumer patronage of food vendors within Abuja metropolis. Based on the findings, the study therefore recommends that, the four elements of emotional labour (i.e. surface acting, deep acting, emotional dissonance and self-efficacy) have to be fully utilised by the entrepreneurs and managers who owned the food businesses, employed and managed the food vendors properly in order to enhance the consumer patronage of their product so as to improve the overall performance of their business.

Key words: Emotional labour, surface acting, deep acting, emotional dissonance, self-efficacy and consumer patronage.

1. Introduction

In the competitive global economic environment, organizations in their quest to survive, employ the services of managers endowed with a collection of superior technical skills as well as wide and extensive educational qualification so as to effectively and efficiently utilize both the human and non-human resources to achieve competitiveness (Njoroge & Yazdanifard, 2014). Similarly, with the rapid growth of globalization in the world of business, organizations must adopt variety of strategies and fresh regulations in all-inclusive and innovative way in order to accomplish efficient and effective work (George & Ealias, 2012). Overcoming predicaments and obstacles could only be achieved through a combination of both emotions and one's intelligence. Furthermore, one's

intelligence can be of no use when emotions hold sway which implies that employees' emotional states of anger, anxiety, and excitement and so on, control or rather affects their performance. The employees' emotional states can easily be identified and explained better through the concept of emotional labour. According to Njoroge and Yazdanifard (2014), emotional labour is the process of managing feelings and expressions to fulfill the emotional requirements of a job. More specifically, workers are expected to regulate their emotions during interactions with customers, co-workers and superiors.

When asked to perform emotional labor, frontline employee can choose different emotional labour strategies (deep acting, surface acting, self-efficacy and emotional dissonance). With deep acting strategy, for example,

employee consciously shapes his or her inner feelings to experience the desired emotions, while with surface acting strategy, employee only pretends outward displays (Grandey 2003).

Food vendors within Abuja metropolis have over time evolved, creating jobs, enhancing self-sufficiency and of course, quenching the hunger for food of consumers who cannot make for themselves food at when needed, as a result of time constraints, work load or those on transit. Little is done to ascertain the acting of these prospective employees emotionally, and so, the organization is made up of employees with excellent track records rationally but may score very short in emotional labour.

Before the advent of the mainstream polished restaurants like Mr. Bigs, Mama Cast, Tantalizers and franchise like Kentucky Fried Chicken (KFC), Macdonald, Southern fries etc, within the city central, were road side food vendors and restaurants scattered across the metropolis. To cope with competition and aligning to international standards, these polished restaurants at the apex level of food vending like Mr. Bigs, KFC etc, incorporate into their operation, among other strategies, emotional labour. Emotional labour by this study means a process where employees of an organization put up an appealing look by gesture or verbal interaction with customers in order to gain their loyalty or patronage.

A review of the literature shows that there are studies of the relationships between emotional labor and customer patronage (Erickson & Ritter, 2001; Hochschild, 1983; Morris & Feldman, 1996). There are also, although limited, a number of studies conducted on emotional labor and level of burnout, which is the purpose of this study (Chang, 2009; Hargreaves, 2000; Isenbarger & Zembylas, 2006; Lois, 2006; Naring, Briet, & Brouwers, 2007; Noor & Zainuddin, 2011; Sutton & Wheatley, 2003; Zhang & Zhu, 2008). Nonetheless, it has been possible to uncover only one research in Turkey on this subject matter (Basim, Begenirbas, & Yalcin, 2013), therefore informs the researcher's decision to investigate the effect of emotional labour strategies on customer patronage of food vendors within Abuja metropolis.

2. Literature Review

The definition of emotional labour was created by Hochschild (1979). The Emotional Labor deals with emotions which employees feel or pretend to feel in order to meet their job requirements, irrespective of whether or not they are different from their true emotions. Chu and Murrmann (2006) define emotional labour as the management of feelings that creates nice and friendly attitude towards the guests which is strongly related to guests' satisfaction, simultaneously increasing their commitment and loyalty. As Lu Y, Wu W, Mei G, Zhao S, Zhou H, Li D and Pan D (2019) sees emotional labour as the act of regulating one's emotion to conform to organizational standards. Austin, Dore, and O'Donovan (2008) define emotional labour as the process where employee displays appropriate emotional behaviour that might or might not correspond to the employee true emotions. They further argued that there are different types of emotional labour strategies such as deep acting, surface acting, self-efficacy and emotional dissonance.

Deep acting is an individual's efforts to try to really feel those emotions that he is required to feel because of the rules of behavior. In deep acting, emotions are actively encouraged, suppressed or shaped (Basim & Begenirbas, 2012). Surface acting is the act of employees hiding their real feelings, yet having different emotional exhibitions towards others in organizations. This means that employees pretend to feel with their words and body language although they do not, in reality, feel these emotions (Ashforth & Humphrey, 1993; Basim & Begenirbas, 2012).

Surface acting is the act of employees hiding their real feelings, yet having different emotional exhibitions towards others in organizations. This means that employees pretend to feel with their words and body language although they do not, in reality, feel these emotions (Ashforth & Humphrey, 1993; Basim & Begenirbas, 2012).

According to Lazányi (2015), Surface acting displays emotions which are not identical with those he truly feels. The surface actor suppresses or conceals his sincere emotions and acts in a way in compliance with the norms

the organization has prescribed with respect to its employees' emotional displays.

Emotional dissonance is a feeling of unease that occurs when someone evaluates an emotional experience as a threat to his or her identity thus whenever individual feel their identity is jeopardized there is unease resulting in emotional dissonance (Jeroen Jansz & Timmers, 2002). Therefore, today emotional dissonance has become a part and parcel of everyone's life as every job require some amount of emotional labor to be exhibited or in other words everyone is forced to abide by some organization desired display rule but it's not just the display rule that is the real cause of emotional dissonance but instead it's the range of different types of display rules that employees are to follow as the display rule vary not just across customer, peer, supervisor etc, but also across individual difference in social culture, varied work status and industry (Joanna, 2013).

Efficacy is belief Self- that one can perform adequately in a situation. People's sense of capability influences their perception, motivation and performance (Gibson et al, 1994). When individuals acquire an internal control orientation that leads them to set goals and develop action plans to generally accomplish them, they develop a sense of self-efficacy. Such individuals believe they are masters of their own destiny, and they make things happen rather than react to events. They exercise influence over events that affect their lives. A strong self-efficacy enhances human performance and personal well-being (Bandura, 2000). For instance, people with high assurance in their capabilities approach difficult tasks as challenges to be mastered rather than as threats to be avoided. They face threatening situations with assurance that they can exercise control over them. Such an efficacious outlook produces personal accomplishment, reduces stress and lowers vulnerability to depression (Bandura, 2000).

Consumer Patronage is the willingness of a consumer to pay or part with money at different levels. Patronage concentration is a term used in marketing and retailing. It is the share of an individual consumer's expenditures in an industry or retail sector that is spent at one company. It is the amount that a person spends at one company divided by the amount that person spends at all companies in the industry.

Yang, Chen and Zhao (2019) examined the emotional labour; scale development and validation in the Chinese Context. They carried out five studies. Multi-wave data with 403 Chinese samples (Study 5) were collected for validating the formal scale. Future researchers can employ this validated scale to investigate emotional labor in Chinese service settings. The finding stated that emotional labor can add valuable and novel insight into the stock of emotional labour knowledge in numerous geographical and cultural contexts. However, the research scope of study was conducted in China, likewise this study will look at food vendor in Abuja which findings might be different.

Zizhen, Caifeng, Kejia, Haiping, & Xia (2018) examined the effects that service employees' motivational orientation in self-regulation (regulatory focus) and their emotional labour creativity. The research hypotheses were tested using hierarchical linear model based on data collected from 304 frontline employees and 72 supervisors in 51 restaurants. The results showed that promotion focus was positively related to frontline employee creativity while prevention focus was negatively related to it. In addition, both emotional labour strategies (deep acting and surface acting) mediated the effect of promotion focus on frontline employee creativity. Surface acting mediated the effect of prevention focus on frontline employee creativity. The findings identify the effects that service employees' promotion focus or prevention focus in self-regulation have on their creativity, and the data unravel the role of emotional labour strategy as the mediating mechanism that explains the influence of regulatory focus on service employee creativity.

On the basis of the findings, managerial directions are offered with regard to managing service employees' regulatory focus and emotional labour, with a view to enhancing the creativity and innovation within a service organization. However, the research conducted did not look at the variables that will be used in this study.

Yilmaz, Altinkurt, Guner, and Sen. (2015) determined the relationship between teachers' emotional labor and burnout level. The sample for this survey study consists of 410 teachers working in the schools located in the city center of Kütahya. The data was collected using the Emotional Labor Scale and the Burnout Scale. Descriptive statistics, t-tests, ANOVA and regression analysis were used for

analyzing the data. Results indicate that the teachers exhibit surface acting the least in terms of emotional labor. This is followed by deep acting and naturally- felt emotions. In terms of burnout, teachers have the highest burnout level when they experience emotional exhaustion, which is followed by a lack of personal accomplishment and depersonalization, respectively. Results of the regression analysis show that surface acting and naturally-felt emotions are the important predictors for both emotional exhaustion and the depersonalization of teachers. However, deep acting does not have a significant impact on emotional exhaustion and depersonalization. Teachers' lack of personal accomplishment is predicted by all aspects of emotional labor. Aspects of emotional labor, as a whole, explain 7% of the emotional exhaustion level of teachers, 16% of depersonalization, and 15% of the lack of personal accomplishment. This study considers emotional labor as a role that should be taken by teachers as a part of their occupational professionalism.

However, it is possible that the roles expected from teachers may be based on dominance, non-professional or unethical behaviors. Thus, it is important to reveal the reasons behind teachers' surface acting behaviors. Therefore, designing such studies on the basis of a qualitative approach will contribute to a deeper understanding of these behaviors. However, the research scope of study was conducted in the educational sector, likewise this study will look at food vendor in Abuja which findings might be different.

The theory of Emotional Labour used to underpin this study is the Affective Events Theory (AET) of Weiss and Cropanzano (1996) that strongly emphasizes the importance of emotion shows how important the emotion of the members is in organizational management. The theory suggests that the working conditions in an organization not only directly affect job attitude and behavior of the members, but affects their emotions, such as psychological frustration, as well. It also states that the positive or negative effects are moderated by individual characteristics of the members. Eventually, the AET model was the starting point for the studies on the effect of

emotional factors of the members of an organization on the entire performance of the organization. The model suggested that the performance of an organization, which is organizational effectiveness, needs to also include the emotional response of the members, in addition to the official profits.

3. Methodology

This research basically covered the effect of emotional labour strategies on consumer patronage of food vendors within Abuja metropolis. The specific variables of emotional labour that this work focused on are deep acting, surface acting, self-efficacy and emotional dissonance. The study used survey research design. The population of the study covered the entire employees of all selected vendors in Abuja metropolis. The population of one hundred employees was considered for the study. The sample drawn to represent the total population as shown. In determining the sample size, census random sampling technique was used to select sample. The sample size attained the same population of the study. The data was collected using a structured questionnaire.

Data obtained for this study was from primary source and analyzed with the aid of statistical software SPSS v25 and SME-PLS employing structural equation modeling techniques in order to achieve all set objectives. The SPSS v25 was used for data screening where missing values and outliers were checked and the data was coded properly. No missing values or outliers cases that were discovered. The SME-PLS was for structural equation modeling techniques. It was used to check the factor loading of the variables, reliability and validity of the instrument used as well as analyzing the relationship between independent and the dependent variables via bootstrapping techniques. The regression model is follows:

$$CP = \beta O + \beta_1 SA + \beta_2 DA + \beta_3 ED + \beta_4 SE + \varepsilon \dots\dots 1$$

Where: CP = Consumer Patronage, βO = intercept, $\beta_1 SA$ = Surface Acting, $\beta_2 DA$ = Deep Acting, $\beta_3 ED$ = Emotional Dissonance, $\beta_4 SE$ = Self Efficacy, ε = error term

Table 1: Multicollinearity Test Based on Variance Inflation Factors

Exogenous Variables	VIF
Deep Acting	1.510
Emotional Dissonance	1.413
Surface Acting	1.312
Self Efficacy	1.102

Source: (Output from Smart-PLS, 2022)

PLS software is adopted to test discriminant validity and overall collinearity. Therefore, depending on a full collinearity test, which has a considerable function in the recognition of vertical and lateral collinearity, VIFs can be evaluated. Kock (2015) revealed that it allows the testing of collinearity encompassing all latent variables in a model. According to Kock (2015), classic collinearity is predictor-standard instrument collinearity in single latent factor blocks. Lateral collinearity is a new term that denotes the standard of hidden and predicted variable

linear prediction; a type of collinearity that can lead to particularly deceptive results. Kock (2015) stated that full collinearity VIFs equal to 3.3 or under can lead to the fact that there is no Multicollinearity in the model of the study. To confirm this point, Table above gives information about all the variables used in this research. It demonstrates that the full collinearity VIFs accounted for less than 3.3. Consequently, these variables did not have the problem of Multicollinearity. In addition, it can be said that there was discriminant validity for all latent variables.

Table 2: Discriminant Validity

Constructs	DA	ED	SA	SE
Deep Acting	0.802			
Emotional Dissonance	0.917	0.825		
Surface Acting	0.843	0.829	0.753	
Self Efficacy	0.928	0.978	0.828	0.847

Source: (SEM-PLS Output, 2022)

Note. Diagonals that appear in bold signify the average variance extracted while the other entries represent the squared correlations.

In general, the results represented in Tables 2 display that measure for all the five variables: Deep Acting, Emotional Dissonance, Surface Acting, Self-Efficacy and Consumer

Patronage found to be suitable measures of their individual variables, and are in line with their parameter estimates and numerical significance (Chow & Chan, 2008).

4. Results and Discussion

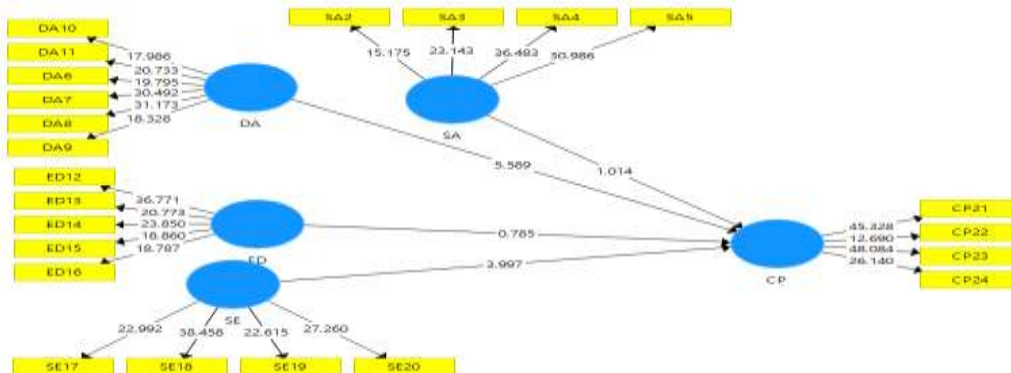
**Figure 1: Bootstrapping Model**

Table 3: Exogenous Variable and Consumer Patronage

Path Coefficient	Beta β	Standard Error	T Statistics	P Values	Decision
DA -> CP	0.573	0.105	5.480	0.000	Supported
ED -> CP	-0.118	0.153	0.771	0.441	Not Supported
SA -> CP	0.056	0.055	1.008	0.314	Not Supported
SE -> CP	0.464	0.119	3.901	0.000	Supported

Source: (SEM-PLS Output, 2022)

The result indicates that path coefficient from surface acting and consumer patronage (Surface Acting->Consumer Patronage) is statistically insignificant with a beta (β) value and strong t-value of more than 1.96 ($\beta = 0.056$, $t = 1.008$, $p = 0.314$). It is in line with the works of Lages and Piercy, (2012), Rodrigues, Coelho and Sousa, (2015), but contradict the works of Winter, Morrison, Cree, Ruch, Hadfield, and Allett, (2019). Meanwhile, the result reveals that path coefficient from deep acting and consumer patronage (Deep Acting->Consumer Patronage) is statistically significant with a beta (β) value and strong t-value of more than 1.96 ($\beta = 0.573$, $t = 5.480$, $p = 0.000$). This agrees with the work of Hur, Moon, & Jun, (2016), Jeoushyan, Changyen, Yang, Liu and Hu., (2016), but contradicts the work of Kraak, Holmqvist, and Woodside, (2017), Kubicek, and Korunka, (2015), who found negative and significant effect of Deep Acting on Consumer Patronage.

However, another result reveals that path coefficient from emotional dissonance to consumer patronage (Emotional dissonance->Consumer Patronage) is negative and statistically insignificant with a weak beta (β) value and low t-value of less than 1.96 ($\beta = -0.118$, $t = 0.771$, $p = 0.441$) which is in line with the work of Coelho, Lages, and Sousa, (2016), Engen, and Magnusson, (2015), but disagrees with the work of Halinen, Jaakkola, and Rusanen, (2014), szkiewicz, and Barlatier, (2014) that found positive and significant effect on the effect of Emotional dissonance on consumer patronage.

With regards to the effect of self-Efficacy on consumer patronage (Self Efficacy->Consumer Patronage) the finding reveals that self-efficacy has no significant effect on consumer patronage of food vendors within Abuja metropolis because the results showed that there is positive but insignificant effect of self-efficacy on consumer

patronage ($\beta = 0.464$, $t = 3.901$, $p = 0.032$). The beta value and the t-value are reasonably high. This aligns with the findings of Baas, De Dreu, and Nijstad, (2011) but contradicts Chi, and randey, (2016) and Byron, Khazanchi, and azarian, (2010), that found negative and significant effect on the effect of self-efficacy on consumer patronage.

5. Conclusion and Recommendations

This study examined the effect of emotional labour (i.e. surface acting, deep acting, emotional dissonance and self-efficacy) on consumer patronage of food vendors in Abuja metropolis. The major conclusion of this study is that emotional labour, generally, have significant effect on the consumer patronage of food vendors in Abuja metropolis.

Specifically, and based on the findings of the emotional labour, this study concluded that, surface acting had insignificant positive effect on the consumer patronage of food vendors in Abuja metropolis, deep acting had significant positive effect on the consumer patronage in FCT-Abuja; also, emotional dissonance had negative but insignificant effect on the consumer patronage of food vendors in Abuja metropolis. However, self-efficacy had positive and significant effect on the consumer patronage of food vendors in Abuja metropolis.

Based on the findings of this study, which revealed both significant and insignificant effect of the emotional labour (i.e. surface acting, deep acting, emotional dissonance and self-efficacy) on consumer patronage of food vendors within Abuja metropolis, the study therefore recommends that, the four elements of emotional labour (i.e. surface acting, deep acting, emotional dissonance and self-efficacy) should be fully utilised by the entrepreneurs and managers who owned the food business, employed and managed the food vendors properly in order to enhance the

consumer patronage of food vendors in Abuja metropolis

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