

Emotional Dissonance and Job Satisfaction - A Review of Empirical studies

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Abstract: Emotional dissonance is the tension that occurs between an individual's expressed and observed emotions. This emotional tension occurs when an employee displays emotions that are compliant with corporate rules but do not correspond to his true feelings. It is the conflict between the emotions that an individual experiences and the emotions that are expected to be expressed in accordance with organisational norms. Tension emerges from the contrast between perceived and expressed emotions. Employee burnout and fatigue are also consequences. Workplace results include a number of variables such as work satisfaction and so on. Productivity, efficiency, effectiveness, and creativity are all factors that influence work. The aim of this paper is to summarise the results of numerous research on the relationship between emotional dissonance and work outcomes such as job satisfaction. Various scientific articles were reviewed and chosen based on the researcher's various criteria. For the period 2006-2017, the research used review methods to conduct a literature search on the relationship between workforce diversity and organizational/ employee efficiency. The findings in this paper indicate that there is evidence of an empirical association between emotional dissonance and job outcomes, but the evidence is inconsistent, producing mixed results.

Keywords: Emotional dissonance, emotional labour, work satisfaction, and burnout are some of the concepts used in this analysis.

Introduction

In recent years, the position of emotions has gotten a lot of attention (Briner, 1999). One of the most prominent research subjects has been the effect of emotional dissonance on psychological well-being. Emotional dissonance occurs when there is a disparity between the emotions that are currently felt and the emotions that are supposed to be expressed according to the organization's laws, according to Rafaeli and Sutton (1987). Emotional dissonance has been linked to a variety of negative health and work effects, including burnout, psychological distress, and job dissatisfaction, according to previous research. Emotional dissonance is the disparity between real and necessary emotions, and it is believed to be the primary cause of emotional labour (Zapf, Seifert, Schmutte, Mertini, & Holz, 2001). There is a connection between emotional dissonance and work dissatisfaction, as well as the likelihood of turnover (Brotheridge & Grandey, 2002). Even though the positive correlation between emotional dissonance and job pressure has widespread support and acceptance, there are still contradictions in the literature (Pugh, Groth, & Hennig-Thurau, 2011). Job satisfaction is the most studied outcome in the emotional labour literature, and it has been related to emotional dissonance in a direct way (Abraham, 1998, Grandey, 2003, Bono & Vey, 2005). Traditionally, job satisfaction has been described as an evaluative judgement that focuses on all feelings that a person has about his or her work (Lu, While, & Barriball, 2005). (Weiss, 2002). Despite this, the connection between work satisfaction and emotional dissonance remains a mystery. Previous theoretical studies on emotional dissonance indicated a negative relationship between emotional dissonance and job satisfaction, according to a recent study (Hochschild, 1983; Yang & Chang, 2008; Talebpour, Mikaeli & MousaKhedmatgozar, 2013). Emotional dissonance may result in feigned emotional reactions, internal tension, and work dissatisfaction (Brotheridge & Grandey, 2002). Emotional dissonance, according to Ashforth and Humphrey (1993), can help staff avoid embarrassing interpersonal problems by making interactions more predictable. As a consequence, tension should be reduced and happiness should increase.

The current research aims to explore the different aspects of emotional dissonance and work satisfaction, as well as the associations between the variables discussed in the literature.

In conclusion, the aim of this study is to

(a) provide an overview of emotional dissonance, (b) provide an overview of important facts about job satisfaction, (b) study empirical research on the relationship between emotional dissonance and job satisfaction, and (c) provide an overview of the relationship between emotional dissonance and job satisfaction.

(c) Make recommendations for clinicians.

OBJECTIVES OF THE STUDY

- To analyse the factor causes for emotional dissonance and emotional exhaustion in the company
- To study the impact of emotional dissonance and emotional exhaustion in the company
- To understand the job satisfaction level among the employees in the company
- To know the strategies to reduce emotional dissonance and emotional exhaustion in the company
- To suggest suitable remedial measures to improve the job satisfaction in the company

Literature Review

Vennila and Vivekananda investigated the effect of emotional dissonance on work fatigue, job satisfaction, and turnover intentions among IT employees in a study published in 2017. Emotional dissonance contributes to lower work satisfaction, according to an observational analysis of 246 workers from different IT industries in Coimbatore. Similarly, Cote and Morgan (2002) looked into the influence of emotional dissonance on work satisfaction and plans to quit. The study included 111 working college students, including 78 females and 33 males. Data was collected at two points in time, separated by four weeks, to allow for improvements in emotional control, job satisfaction, and intentions to leave. The results showed that suppressing negative emotions lowers job satisfaction, which increases the likelihood of quitting, while amplifying positive emotions raises worker job satisfaction.

Yozgat, Caliskan, and Uru conducted a report in Turkey's largest retail store chains in 2012. The aim of the study was to see if there was a correlation between emotional dissonance and employee well-being. The findings of this study revealed that emotional dissonance has a substantial negative effect on employee well-being, causing employee fatigue and work dissatisfaction, as well as the value of self-concept, i.e. surface acting self efficacy

K. A. Lewig and M. F. Dollard studied emotional demands in the call centre industry, as well as the relationship between emotional dissonance, work satisfaction, and emotional fatigue. The research was carried out on a group of 98 workers from nine call centres in South Australia. The FEWS subscales were used to conduct quantitative research (Frankfurt Emotion Work Scale). The findings show a connection between emotional dissonance, emotional exhaustion, and job satisfaction, as well as the fact that emotional dissonance mediates the link between emotional exhaustion and job satisfaction. As a result, it's possible that emotional dissonance causes or contributes to work dissatisfaction.

Tewksbury and Higgins (2006) investigated the impact of mental dissonance on correctional personnel in two jails in the United States. It aims to investigate the role of emotional dissonance and perceived job stress among the 228 prison staff members who took part in the research. A 68-item questionnaire was used in the study, which included questions about emotional dissonance, job satisfaction, and work stress. According to the findings, emotional dissonance induces work stress, which in turn affects employee satisfaction with their employment. Julian (2008) tried to figure out how customer service, emotional dissonance, work success, and job satisfaction are related. This exploratory research was conducted using three case studies involving a department store, a courier service, and an airline. From January to March 2005, top management and service personnel from these three companies were interviewed face to face. For the report, a total of 20 interviews were conducted. According to the findings of this qualitative analysis, when an employee's true feelings and the emotions conveyed are in conflict, it has a detrimental impact on work performance and customer orientation.

Cheung and Tang (2010) used a stress pressure outcome model to investigate the impact of emotional dissonance on subjective health and work satisfaction among Chinese service employees. The researchers conducted two studies, one cross-sectional and the other longitudinal. For the first sample, data was collected from 271 workers, the majority of whom were women, using standardised questionnaires. Emotional dissonance predicted work pressure and job satisfaction at various points in time, according to the findings. Yoh (2012) investigated emotional labour using both a job-focused and an employee-focused approach. Each measure of emotional labour was evaluated for its effect on job stress, customer orientation, and job satisfaction. The participants for this study were 193 saleswomen from apparel department stores, with an average age of 33 and a range of 19 to 51 years old. They were chosen using the snow sampling process. Emotional dissonance was found to be a predictor of work satisfaction.

Wegge, Van Dick, and Von Bernstorff (2010) studied 161 call centre workers. Positive and negative affectivity were used to analyse emotional dissonance, with the goal of deciding if negative affectivity has a positive effect on emotional dissonance and positive affectivity has a negative impact. This research used data from eight call centres in Germany that were chosen using an incentive sampling strategy. A total of 161 of the 300 questionnaires distributed were available and statistically evaluated. Emotional dissonance is linked to lower motivation and well-being, according to the findings of this research. It also demonstrates that negative affectivity has a positive impact on emotional dissonance whereas positive affectivity has a negative impact. This research also attempted to determine which emotions are fabricated or concealed, revealing that emotions such as love, boredom, and indignation are often faked or hidden. Anafarta (2015) investigated the connection between emotional labour, quitting intentions, and job satisfaction in another study. The study included 348 health workers from five separate hospitals in southern Turkey. The relationship was tested using structural equation modelling. The study's findings show that job satisfaction and surface acting have a negative relationship, while job satisfaction and deep acting have a positive relationship, suggesting that deep acting has positive outcomes for workers while emotional tension contributes to job dissatisfaction. Job satisfaction also tends to mediate the relationship between emotional labour and intention to quit.

Method

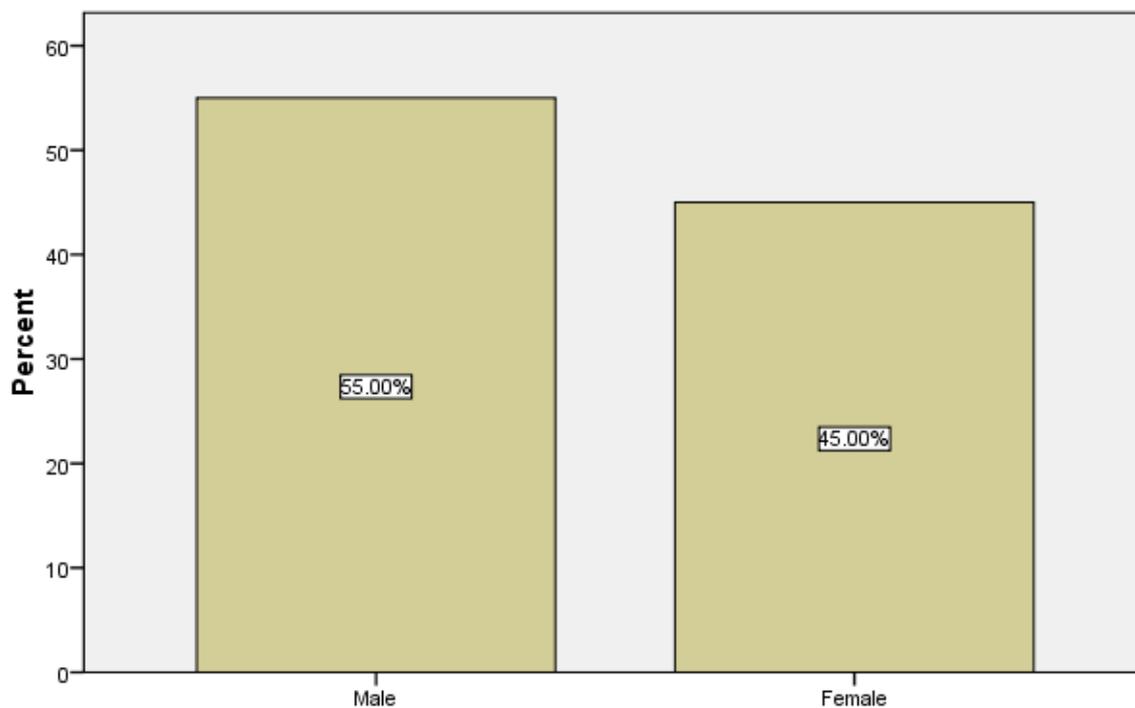
The term "research" refers to a quest for information. It is the systematic and empirical search for relevant knowledge on a given mission. Analysis is, in reality, a type of scientific inquiry. The advanced learner is a current English dictionary that defines research as a thorough investigation or inquiry, especially through the discovery of new facts in one's chosen field of study.

A research technique is a tool for solving a research problem in a systematic manner. It can be thought of as a science that studies how scientific research is carried out. It is the researchers' duty in science to reveal and analyse research decisions before they are enforced. So that others may analyse it, the researcher has stated very specifically and precisely what decisions are taken and why they are made.

TOOLS USED

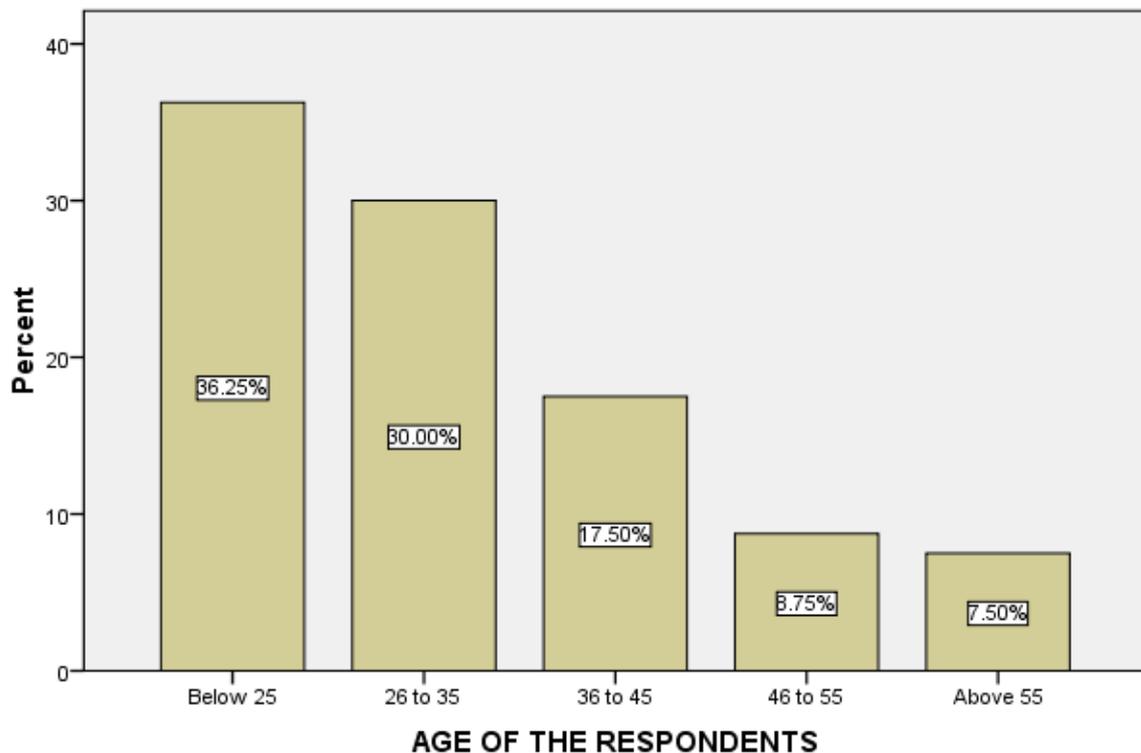
The data collected was analysed through percentage analysis and chi-square tests and correlation tests are applied for the analysis of data. Chat are also prepared

Gender	NO. of the respondents	Percentage (%)
Male	44	55.0
Female	36	45.0
Total	80	100.0



GENDER OF THE RESPONDENTS

Age	NO. of the Respondents	Percentage (%)
Below 25	29	36.2
26 to 35	24	30.0
36 to 45	14	17.5
46 to 55	7	8.8
Above 55	6	7.5
Total	80	100.0



Conclusion

The aim of this research was to explore the various aspects of emotional dissonance and job satisfaction, as well as the relationships between the variables examined in the current literature. The keyword combination "emotional dissonance" and "work satisfaction" was used to find 48 articles with a focus on the connection between emotional dissonance and job satisfaction. Aside from these keywords, key terms like "emotional labour," "emotional intelligence," and "emotions" were used to scan databases. This study looked at a total of ten studies that looked at the connection between emotional dissonance and job satisfaction. These studies took place in the United States, Turkey, India, Australia, China, and Germany. The information was collected from a variety of sources, including public-service providers, college students, retail workers, medical employees, IT employees, call centre employees, airline employees, delivery company employees, and department store employees. This diverse range of research settings may provide a firm foundation for the research findings' reliability and generalizability. Work results in any company involve a variety of factors such as job satisfaction and others that have an impact on work such as efficiency, success, effectiveness, and creativity. The aim of this paper was to review the numerous research on the relationship between emotional dissonance and work outcomes such as job satisfaction in this regard. With all of the above observations and explanations, the current study provides clinicians with a thorough understanding of the relationship between emotional dissonance and work satisfaction, as well as implications for practise and science.

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