

Impact of Love of Money on Emotional Labour and Hedonic Behaviour among Online Live Video Call Streamers

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Abstract: The present study was designed to investigate the impact of love of money on emotional labour and hedonic behaviour among live video call streamers. Data was online collected from (N=100) Pakistani Muslim live video call streamers. The sample was consisted of adolescence, early adults and middle adults. All streamers participated in study were at least 3 month experienced in live video streaming. Love of Money Urdu Scale (Tang & Chiu, 2003), Emotional Labour Urdu Scale (Yang et al., 2019), and Hedonic Behaviour Urdu Scale (Babin et al., 1994), were administered to measure constructs of the study. Correlational survey research method was used in the present investigation. Results showed significant negative correlation of love of money with emotional labour and hedonic behaviour among live video streamers. t-test revealed that male streamers scored high on love of money, while female streamers scored high on emotional labour and hedonic behaviour. ANOVA revealed that adolescents do more emotional labour and hedonic behaviour than early adults and middle adults. Limitations, suggestions and practical implications are also added in the study to pave road for future research.

Keywords: Love of Money, Emotional Labour, Hedonic Behavior, Live Video Call Streamers

Introduction

The intention to conduct present study was to explore the effect of love of money on emotional labour and hedonic behaviour among live video call streamers on certain demographics: age, gender, education, residence, country/city, religion, family system, marital status, monthly salary, streaming app, and streaming duration. Ipso facto, this study aims to lighten up the motivation to use live streaming apps among masses. Live video streaming apps intend to provide online platform to showcase one's talent and provide salary to streamers with higher followers (Wikipedia, 2022). The present study aims to study relationship of love of money, with emotional labour and hedonic behaviour. In last two decade, many studies have been conducted on these variables but none of them studied relationship of these variables on a diverse population like streamers. Love of money is a multidimensional variable with affective, cognitive and behavioral components with profound individual differences (Tang & Chiu, 2003).

In the present investigation, two factors of love of money (LOM) were used, factor rich and factor motivation. It aims how love of money influences needs to be rich and how love of money is a motivator for streaming. Emotional labour is an emotional act which involves management of feelings and emotions at workplace to create a desirable display of emotions publically (Hochschild, 1983). In present study, four dimensions of emotional labour were used as indicators: surface acting, deep acting, expression of naturally felt emotions, and emotional termination. Hedonic behaviour is one's tendency to seek pleasure, fun, and enjoyment from task; shopping, dining, exercising, and streaming (Babin et al., 2005). In the present study, hedonic shopping tendency of live video call streamers is interrogated.

Live video call streaming apps are free platforms that allow their users to broadcast their daily life or showcase their talents to exchange it with handsome salary. Amount of salary is determined by gifting that streamers got from their viewers during their broadcast. On the other hand, users can be just viewers and play gambling games, named with various labels, to win coins that they can exchange with gifts, Gifts

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that users can send to their favorite streamers or users can top up or recharge their Id to purchase coins to exchange with gifts and send to their favorite talents. During broadcast, users can complement streamers, while streamers can respond to comments of viewers to engage them. Streamers can broadcast their talents like singing, music, or poetry; they can also stream while playing video games or host their own show. Different famous streaming apps, used in Pakistan are StreamKar, BigoLive, Nojoto, Starmaker, Tango, Younow, Superlive, Uplive, and Snackvideo. StreamKar is a Pakistan standup app; it wants to bring ultimate destination for local talent. Due to widespread and huge usage of these apps, future of streaming looks bright irrespective of its drawbacks to society and youth.

Love of money tends to be motivator and source of motivation in performing EL in return of financial rewards. Controlling and valuing are two perspectives of reward that describe and justify emotional labour. According to controlling perspective of reward, financial incentives undermine satisfaction from emotional labour. While according to valuing perspective of reward, the relationship between satisfaction and emotional labour is enhanced by financial incentives (Grandey et al., 2013). Monetary rewards for emotional performance enhance the satisfaction from EL requirements and efforts with customers. In today's workforce setting, positive interaction with customers is requirement of job (Diefendorff et al., 2005; Humphrey et al., 2015). Emotional expressions are managed in both social and work settings. But in social setting it is for personal and relational gains (Gross, 1998). If it is part of someone's job, then it is EL. Earlier, Adelman (1995) found out that workers feel satisfied with their EL demanding job, if they are getting paid for faking their emotions. Repeated evidence from literature proved that monetary rewards affect motivation for faking emotions. Money motivates for doing emotional labour and give satisfaction from EL, as money is basic need of time.

People love money because they seek happiness out of money. Money has a strong correlation with socio economic status and anticipated happiness (Chitchai et al., 2018). People always feel motivated to store money and get rich in the society because they presume money as an important part of life (Tang et al., 2012). When a person is motivated to risk big for the sake of money then it makes a person an egoistic person and behaviour is called an egoistic behaviour (Gasiorowska & Helka, 2012). In some way LOM may direct to hedonic behaviour. Hedonic behaviour mostly assumes valuation more important than consumption and it ultimately led to pleasure (Yilmaz & Kocoglu, 2018). According to Firat (2013), this behaviour led to acceleration of modernization and hedonic lifestyles, it led to a society that is consumerist and consume more than needed or required (Yener et al., 2014), and sometimes refers to greed for money (Hoetoro, 2020). For example, people in departmental stores are there consuming their money to fulfill their desires and spend their money without giving a second thought (Gultekin & Ozer, 2012). Young people are more prone to attain satisfaction from shopping behaviour, and indeed satisfaction comes from hedonic means, not utilitarian (Basaran & Buyukyilmaz, 2015). LOM indeed affects consumers to hedonic behavior. When hedonic people go for shopping, they enjoy each and every spent penny (Hoetoro, 2020). People shop due to two reasons or motives; one is hedonic that is based on pleasure principle and other one is utilitarian. Hedonic shopping has total 6 motivations for consumers, motivations related to shopping enjoyment, gratification shopping, idea shopping, shopping for aesthetic ambience, roll shopping, and social shopping (Patel & Sharma, 2009).

Objective to conduct present research is to find relationship among love of money, emotional labour and hedonic behaviour among a rare population of streamers. It poses importance as streamers are growing population in the country. Their mental health and behaviour are in need of research. Most importantly, this study wants to explore factors which are antecedents and consequences of their streaming behaviour. The present study aims to see through lifestyle (hedonic behaviour) of streamers and to divert attention of researcher towards growing population of streamers at a bacterial pace.

Method

The current study was conducted by using co-relational research design and the present study was based on survey research method. The purpose of study was to see the effect of love of money on emotional labour and hedonic behaviour among live video call streamers.

Sample and Instruments

Purposive sampling technique was used to collect data from participants (N =100) on 6-item Love of Money Scale (Tang & Chiu, 2003), 12-item Emotional Labour Scale (Yang et al., 2019), and 6-item Hedonic Behaviour Scale (Babin, 1994), to measure hedonic behaviour.

The respondents were men (n=50), and women (n=50); having at least 3-month experience of streaming. All streamers were Muslim Pakistani residents. With respect to education, more graduation participants (n = 38, 38%) were part of study as compared to intermediate participants (n = 34, 34%), matriculation participants (n = 18, 18%), and fewer masters participants (n = 10, 10%) were part of study. More urban streamers (n = 78, 78%), and fewer rural streamers (n = 22, 22%) participated in the study. More middle adults (n = 34, 34%) and adolescents (n = 34, 34%), while less early adult streamers (n = 32, 32%) participated in the study. In the study, more single streamers (n = 82, 82%), less married streamers (n = 16, 16%), and few divorced streamers (n = 2, 2%) participated. Most streamers were from extended family (n = 56, 56%), and less from nuclear family (n = 44, 44%) in the study. With respect to salary, more streamers lie in 10-20 thousand (n = 48, 48%), less lied in 21- 35 range (n = 32, 32%), lesser in 36-50 range (n = 12, 12%), few were from 51-80 range (n = 4, 4%), and above 80 range (n = 4, 4%) were added in study. More 22 streamers were from StreamKar app (n = 68, 68%), less were from other apps (n = 20, 20%), BigoLive streamers were fewer (n = 12, 12%) in the study. Streaming hours category tells us that more streamers of 1-4 hours range (n = 90, 90%) and less from 5-8 hours range (n = 10, 10%) were added in the study.

Results

For the purpose of data analysis, SPSS-26 was used. Categorization of demographic information was recognized on the basis of frequency and percentages. Scales reliability was calculated. Moreover, mean and alpha reliability was also processed. To know the relationship between variables Pearson correlation was calculated on SPSS. As there was one IV and two DVs, simple linear regression analysis was calculated to know the effect of predictor on the outcome variables of study. Calculation of mean differences across demographic factors was got through one-way ANOVA, and independent-sample t-test.

Psychometric Properties of the Instrument

The Cronbach's α for the love of money instrument was .92 (>.70) which specified satisfactory internal consistency. The Cronbach's α for emotional labour is .97 (>.70) that indicates satisfactory internal consistency. The Cronbach's α for hedonic behaviour is .89 (> .70) that shows satisfactory internal consistency.

Relationship between Study Variables

Love of money had significant and important negative correlation with emotional labour ($r = -.34, p < .01$). Emotional labour had significant important positive correlation with hedonic behaviour ($r = .80 p < .01$).

Table 1

Psychometric Properties and Pearson Correlations

Scales	M	SD	Range	α	Emotional Labour	Hedonic Behaviour
Love of Money	22.36	5.60	10-28	.92	-.37**	.80**
Emotional Labour	54.14	6.00	21-69	.97	-	-.34*
Hedonic Behaviour	21.70	18.42	11-27	.89		-

**p< .01, *p< .05

Regression Analysis across Study Variables

Table 2

Simple Linear Regression Coefficients of Love of Money on Emotional Labour

Variables	B	β	SE
Constant	77.67***		9.64
Love of Money	-1.05**	-.34	.41
R ²	.11		

***p< .001, **p< .01

Results indicated the effect of love of money on emotional labour in video streamers. The R^2 of .11 revealed the 11% explained variance in the consequence variable with $F(1, 98) = 6.37, p > .01$. The finding discovered love of money negatively forecast emotional labour ($\beta = -.342, p > .01$).

Table 3
Simple Linear Regression Coefficients of Love of Money on Hedonic Behaviour

Variables	B	β	SE
Constant	29.42***		9.63
Love of Money	-.34***	-.37	.40
R^2	.13		

*** $p < .001$, ** $p < .01$

The effect of love of money on hedonic behaviour in video streamers was revealed by R^2 value of .13 irradiates that the interpreter variable explains 13% variance in the consequence variable with $F(1, 98) = 7.58, p < .001$. The finding irradiated that love of money negatively predicted hedonic behaviour ($\beta = -.370, p < .001$).

Mean Differences between Study Variables

Results indicated significant mean differences in love of money with $t(98) = -2.54, p < .01$. Outcomes showed men participants exhibit higher scores on love of money ($M = 24.40, SD = 4.21$) compared to women participants ($M = 20.32, SD = 6.84$). Cohen's d was .71 (> 0.50) that indicate medium effect size. Outcomes irradiate significant mean differences on emotional labour with $t(98) = 6.00, p < .001$. Findings irradiate women participants display high scores in emotional labour ($M = 66.08, SD = 2.14$) compared to men participants ($M = 42.20, SD = 19.77$). Cohen's d was 1.70 (> 0.80) that indicate large effect size. Finding revealed significant mean differences on hedonic behaviour with $t(98) = 5.32, p < .001$. Findings irradiate that women participant exhibits higher scores in hedonic behaviour ($M = 25.08, SD = .90$) compared to men participants ($M = 18.32, SD = 6.28$). Cohen's d was 1.50 (> 0.80) that shows large effect size.

Outcomes specified significant and important mean differences across three age groups (adolescents, early and middle adults) on emotional labour with $F(3, 96) = 14.91, p < .001$. Findings revealed that adolescents exhibit an increased emotional labour as compared to early adults and middle adults, whereas middle adults showed the lowest score on emotional labour. Outcomes specified significant and important mean differences across age groups on hedonic behaviour with $F(3, 96) = 24.60, p > .001$, as well. Findings exposed that adolescent participants exhibit increased hedonic behaviour in comparison to early and middle adults. The middle adults showed the lowest score on hedonic behaviour. The η^2 was .51 ($> .50$) that indicates medium effect size.

Discussion

The main hypothesis of the present research was love of money positively predicts emotional labour. It was refuted as results indicated love of money had a significant negative relation with emotional labour. The previous research supported similar outcomes. Hsieh (2018) reported more the love of money; a person exhibits the less of emotional labour or public service person will do. As per to observational study on streamers, it is evident that high rank streamers do not bother to do emotional labour as they have a wide range loyal viewers who are fond of their talent. Love of money somehow make a person self-indulgent. Moreover, sample of the present study was from a young population, which doesn't sell their emotions but services only. Streamers are self-employed population, and self-employed usually never bow before anyone, as they have no one to report to about their performance. They only sell their services and get paid for only their services at streaming platforms.

Another hypothesis of the study was positive prediction love of money on hedonic behaviour. It was also refuted in the research that is love of money has a significant negative relation with hedonic behavior. As Shashikant (2017) advocated that love of money leads a person towards two types of behaviours. One is stinginess and other is frugality. Stingy are unwilling to spend, they are money hoarders. Frugal are

unwilling to waste, they trade their pleasure of today with tomorrow's comfort. They spend money wisely. This approach supports that love of money lead streamers to hoard money and refute pleasure in life. So, they don't indulge in hedonic behaviour. Moreover, sample of the study was a population that spends a major proportion of their time online and instrument used in present study was based on conventional shopping trends. Streamers mostly prefer online shopping and avoid instore shopping.

Results showed that men possess more love of money than women streamers. Tang et al. (2000) found that men possess more love of money than women. Men are specifically more smitten by money they possess and more hunt for money to satisfy their need for money. As in our culture men are entitled to be breadwinner from their birth, this pose a schema in men mind that money is important. Men believe that money is important as it make men rich and make eligible for desirable women. As the time pass, money become a top motivator for men to work hard. Our cultural norms and money perspective lead to love of money in men. Further results showed that women indulge in more emotional labour and hedonic behaviour. Women are more emotional, they show their emotions more than men (Panjwani et al., 2016). Women also show more intense emotions, both positive and negative. In addition, women frequently experience intense and instable emotions. So, the discovered differences in emotional, intensity, frequency and instability among women could be better explained by the gender socialization. Women are taught to be expressive from very young age, while men are taught to be suppressive.

Results showed that adolescents are more prone to emotional labour and hedonic behaviour than adults. Adolescents have more high intensity emotions than adults; they are more expressive and show more instable and frequent emotions (Verma & Larson, 1999). Adolescents show more positive and negative emotions as compared to adult did (Diener et al., 1985). This notion support that adolescent streamers do more emotional labour than adult streamers. Later, studies also prove that adolescents are first ones to purchase new product in the market (Lent, 2015). Adolescents are more hedonic purchasers than adults. Adults prefer more utilitarian consumption, while adolescents opt for hedonic consumption. It can be also said that adults shop for the sake of need fulfillment from products, while adolescents mostly shop for the sake of pleasure from shopping process. Basaran and Buyukyilaz (2015) also supported that young people are more prone to get satisfaction from shopping behaviour, satisfaction here implies to hedonic means of satisfaction.

Limitations and Future Directions

Present study was based on self-reported measures, which pose a problem of social desirability, and this can be a serious threat to internal validity of the variables of study. Qualitative research design should be used to get more in depth insight. The study does not intend to clarify nor does clarify the cause-and-effect relationship. It only focused on relationship of one variable to other. Future research should focus on moderating and mediating variable too. Content analysis for future research is also recommended. In the present research influence of love of money on emotional labour and hedonic behaviour was investigated. A video streamer's life is influenced by many other variables such exhibitionism, which may act as a confounding variable and cannot be controlled. And it used conventional form of perceived shopping value. Future research should use online perceived shopping value too. Future research should also study the impact of streaming on mental health of streamers.

Practical Implications

The present study has enormous practical, empirical, and policy implications. The present study flashed light on the suburb population of the virtual community. It first study conducted on population of live video call streamers and found a huge amount of adolescent (under 18) streamers on streaming platforms, however these apps are not allowed for adolescent. As per policy enhancement the study reveals that Pakistan Telecommunication Authority (PTA) should take action to protect adolescents from these sites as these sites pose threat to moral development of developing minds. These sites have no content accountability, which leads to vulgar, immoral, porn and abusive content on the sites. Streamers were reluctant to provide their data or information for the study; they were afraid of leaking of their information. Reported reason was online harassment. PTA should take action and protect such a massive population of streamers. Streamers were doing a lot of emotional labour on these sites, which is not just emotional labour

but form of emotional exploitation. Streamers are facing a lot of mental health issues due to this emotional job. An online community of listeners should be developed by Pakistan Health Ministry to support the wellbeing of streamers. Streamers are trapped on this site due to unemployment. Majority of streamers participated in the study are graduated. Government should provide jobs to youth.

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