UNIVERSITY OF MACAU

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"The relationship of perceived work dirtiness and occupational disidentification: The moderating role of competitiveness & demographic variable"

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ABSTRACT

People seek positive affirmation from others and occupation is often seen as a badge to one's identity. Unfavorable occupational status or image has substantial influence on employees' attitudes and behaviors. This thesis studies the relationship between perceived work dirtiness and employees' occupational disidentification in Macau's gaming industry. First, it reveals how perceived work dirtiness from the general public influences one's self perception of work dirtiness in physical, moral and social extent. Second, it examines how perceived work dirtiness associates with employees' occupational disidentification. Third, it investigates the role of employees' competitiveness and their demographic variable (i.e. age) in moderating the above relationship.

This descriptive study employs quantitative methods with data derived from questionnaires distributed to around 150 respondents working in the gaming industry. Multiple regression analyses were conducted to test the hypotheses. The results supported the hypothesis that general public's perceived dirtiness had a direct relationship on employees' occupational disidentification. Moreover, general public's perceived dirtiness was also positively related to employees' self perceived physical and moral dirtiness which in turn led to their occupational disidentification. Furthermore, testing on the moderators revealed that employees' competitiveness would weaken the impact of general public's perceived dirtiness on employees' self perceived physical dirtiness while employees' age would enhance employees' perceived moral dirtiness under the impact of general public's perceived dirtiness.

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