An Exploratory Study of the Role of Employee Skin Tone on Customer Evaluations

Carolyn Massiah, University of Central Florida, USA
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This study explores the impact of service provider skin tone and gender on consumer perceptions. Empirical findings suggest that both factors significantly influence consumer perceptions. The perceived ethnicity of the service provider plays a key role in consumer responses as well. Hispanics are evaluated less positively than other ethnic groups.

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03-A: Goal-Orientation Theory and Elderly Consumers’ Intentions to Use Mobile Applications for Entertainment Purposes

Annie Chen, University of Westminster, UK
Norman Peng, University of Westminster, UK

To examine Chinese elderly consumers’ intention to use mobile applications to play online games, this research adopts the goal-orientation theory and incorporates hedonic value as a moderate. The results show performance-prove goal orientation and performance-avoid goal orientation will affect consumers’ intention. Moreover, hedonic value will moderate these relationships.

03-B: What Prevents Older Adult from Travelling as Much as They Wish They Would and Thus Reap the Benefits of Travelling at Old Age?

Gaelle Moal-Ulvoas, France Business School, France

This research investigates the obstacles which prevent older adults from travelling as much as they wish they would. Four categories of travel barriers are identified: the lack of physical and social resources, the lack of availability, personal and physical risks and the lack of other resources.

03-C: How to Make Your Grandma Exercise: The Activation of Goals and the Availability of Plans

Jaeyeon Chung, Columbia University, USA
Donald R. Lehmann, Columbia University, USA

We show that framing the plans (vs. goals) of exercising is persuasive only for the old but not for the young due to differing cognitive availability in generating alternative exercise plans. When reaching out to both populations, advertisers should address both the explicit goals and the plans within an advertisement.

03-D: Valuing Your Group Leads to Relative Derogation of Group Offenders

Yunhui Huang, Nanjing University, China

Chinese consumers were less willing to buy a domestic brand which had (vs. not had) been merged by a foreign prestigious brand. But this tendency only existed among people highly identified with the nationality (Study 1) or people provided the opportunities to affirm the nationality (Study 2 and 3).

03-E: Relative National Identification, Oneness and Product Evaluations: A Conceptual Framework

Aditi Grover, Plymouth State University, USA
Phil Ramsey, University of New Hampshire, USA
Jeff Foreman, Penn State Harrisburg University, USA

Drawing on self-identity theory and Oneness, we propose a conceptual framework that highlights the role of national identification in product evaluation. Relative National Identification (RNI) – residual identification with one’s country-of-birth adjusted for newly acquired identification with country-of-residence- is examined to study differences in consumer product evaluations.

03-F: An Exploratory Study of the Role of Employee Skin Tone on Customer Evaluations

Kelly Cowart, Grand Valley State University, USA
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This study explores the impact of service provider skin tone and gender on consumer perceptions. Empirical findings suggest that both factors significantly influence consumer perceptions. The perceived ethnicity of the service provider plays a key role in consumer responses as well. Hispanics are evaluated less positively than other ethnic groups.