

Business Distinguished Scholar Seminar Series

How Consumers Manage Embarrassing Service Encounters: A Dehumanization Perspective

The current research provides a systematic framework of the strategies consumers apply to manage feelings of embarrassment in service contexts. Importantly, we also examine the effectiveness of these various strategies in improving evaluations of the service. Across a combination of field and online studies we provide evidence that a) when consumers purchase embarrassing products or services, they prefer self-services to human-services; b) when self-service is not available, consumers respond more positively to a mechanistic service provider than a personable service provider; and c) if consumers have to engage in embarrassing social interactions, they dehumanize service providers, perceiving them as more mechanistic and less capable of emotional reactions than when engaging in non-embarrassing service interactions. We also examine consumers' familiarity with the service provider as a boundary condition for our effect. Collectively, the results provide converging evidence for the proposed framework and define substantive implications for service management.



Prof. Darren Dahl

Senior Associate Dean – Special Projects (Covid Response)
Sauder School of Business
University of British Columbia

Darren Dahl is the Senior Associate Dean – Special Projects (Covid Response) and the Innovate BC Professor at the University of British Columbia. His current research interests are in the areas of new product design and development, creativity, consumer product adoption, the role of social influence in consumer behavior, and understanding the role of self-conscious emotions in consumption. His research has been presented at numerous national and international conferences, and published in various texts and such journals as the *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Consumer Research*, *Management Science*, and *Journal of Consumer Psychology*. He currently is an associate editor at the *Journal of Marketing Research* and is the past editor-in-chief of the *Journal of Consumer Research*. He serves on the editorial board of the *Journal of Consumer Research*, *Journal of Marketing*, and *Journal of Consumer Psychology*. Professor Dahl teaches courses in Creativity and Strategic Analysis at the undergraduate, MBA, and executive education levels. He has won awards for both his research (e.g., Killam Research Prize) and his teaching (e.g., 3M Teaching Fellow) efforts.



Date: 25 May 2022 (Wednesday)

Time: 10:00 am – 11:30 am (HK time)

Venue: Zoom meeting  Meeting ID: 996 1121 8039

Language: English



*** All are Welcome ***