

The Research Centre of the School of Economics and Business
cordially invites you to a research seminar
on **Wednesday, 9 November 2022 at 13:00 CET** in room **P-119**
at the **School of Economics and Business, University of Ljubljana**
and via **Zoom** platform

Authors:

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will present the article:

**The role of Industry and Occupational Stereotypes for Consumers'
Trust, Value, and Loyalty Judgments of Service Brands**

Longitudinal studies have shown that consumer satisfaction has increased over the last 15 years, whereas trust and loyalty have decreased during the same period. This finding contradicts the trust–value–loyalty model (TVLM), which posits that higher satisfaction increases consumers' trust, value, and loyalty levels. To explain this counterintuitive trend, this study draws on models of trust formation to integrate the stereotype content model and the TVLM. It argues that consumers' occupational and industry stereotypes influence their trust, value, and loyalty judgments through their trusting beliefs regarding frontline employees and management practices/policies.

The study was conducted among 476 consumers who were randomly assigned to one of five service industries (apparel retail, airlines, hotels, health insurance, or telecommunications services) and asked to rate their current service provider from that industry.

The results suggest that both occupational and industry stereotypes influence consumers' trusting beliefs and trust judgments, although only the effects of industry stereotypes are transferred to consumers' loyalty judgments.

Please register for the free seminar at <http://raziskave.ef.uni-lj.si/a/1457>
by Tuesday, 8 November 2022.

Access details will be sent prior to the event to signed up users.

We look forward to seeing you!

