August 5, 2021
Virtual Event with Zoom Meeting Rooms
Time: 10 am to 2:30 pm

Author(s): Hallie Huang, Emily Harrison, Jeffrey Hsu

Faculty Mentor(s): Jae Min Jung

Session Name: Session 1: Oral, Behavioral & Social Sciences, Business, Humanities & Letters

Presentation Time: 10:30 am

Presentation Type: 10-min oral presentation w/ a 4-min Q&A

Project Title: Impact of Cultural Values on the Customers' Attitudes towards Hygiene Protocols and Intention to Patronize Hospitality Retail Establishments

Abstract: As the hospitality industry has adjusted to the country's reopening during the COVID-19 pandemic, many new hygiene protocols (hand washing, mask wearing, social distancing, etc.) that were implemented may cause consumers to have mixed opinions on the new regulations. This research intends to shed light on the important role that cultural values play in shaping consumers' responses to hygiene protocols established by the businesses. Drawing on cross-cultural psychology literature, we use Hofstede's six cultural dimensions (i.e., individualism, power distance, uncertainty avoidance, long-term orientation, indulgence) to represent cultural values of individuals who live in the same country, and investigate impact of each of the cultural dimensions on consumers' attitudes and intentions (i.e., attitudes towards hygiene protocol, attitudes towards businesses requiring hygiene protocol, intentions to comply with hygiene protocol, and intentions to patronize the retail store). Our findings will fill the gap in the research on business's coping strategy with respect to Covid-19 and provide recommendations for the hospitality industry and managers working with frontline employees.