



JUNIOR RESEARCHER MENTORING PROGRAMME 2022

Code:	JRMP2022_39
School / Department:	School of Hotel and Tourism Management
Name of Research Leader:	Dr YooHee Hwang, Assistant Professor
Research Topic:	Consumer Reactions to Service Failure during (vs. before) the Pandemic
Short Description of the Research Project:	<p>This study aims to compare consumer responses to service failure that happened during the COVID-19 pandemic vs. before the pandemic. Evidence of consumer responses will be gathered from recall-based surveys and social media data. Supervised and unsupervised machine learning techniques will be applied to analyze social media data that contain texts and pictures. Firsthand recall-based survey data will be analyzed using regression. Surveys will be collected from consumers in Hong Kong, mainland China and the United States.</p> <p>Participating students will be involved in collecting and analyzing survey and social media data. Before doing so, the project leader will hold several workshops that students are required to attend. They will also present study findings at a conference.</p> <p>This study will examine different types of service failure (process vs. outcome) and the controllability of service</p>

	<p>failure. Process failure pertains to the manner by which employees deliver service. It is operationalized with inattentive and unfriendly employees. By contrast, outcome failure pertains to the quality of delivered service and it is operationalized with the unavailability of the menu item or room type. This study posits that, during (vs. before) the pandemic, consumers have low levels of sense of control and high levels of social belongingness. Thus, they are more likely to be sensitive to process (vs. outcome) failure and uncontrollable failure.</p> <p>Based on study findings, employee training should be revised to reflect consumer sensitivity to different types of service failure during and before the pandemic.</p>
No. of Places Offered:	2
Frequency of Meetings:	Bi-weekly
Special Requirement(s):	Excellent communication skills and proficient in Cantonese, Mandarin and English

** The information presented above is subject to change.*