

## Hotel Guests' Service Fulfillment: Bangkok, Thailand

**Authors :** Numtana Ladplee, Cherif Haberih

**Abstract :** The value of service evaluation depends critically on guests' understanding of the evaluation objectives and their roles. The present research presents a three-phase investigation of the impact of evaluating participants' theories about their roles: (a) identifying the theories, (b) testing the process consequences of participants' role theories, and (c) gaining insights into the impact of participants' role theories by testing key moderator/s. The findings of this study will hopefully indicate that (a) when forewarned of an upcoming evaluation task, consumers tend to believe that the evaluation objective is to identify aspects that need improvement, (b) this expectation produces a conscious attempt to identify negative aspects, although the encoding of attribute information is not affected, and (c) cognitive load during the evaluation experience greatly decreases the negativity of expected evaluations. The present study can be applied to other market research techniques and thereby improve our understanding of consumer inputs derived from market research. Such insights can help diminish biases produced by participants' correct or incorrect theories regarding their roles.

**Keywords :** fulfillment, hotel guests, service, Thailand

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