



Article Title

Proxemics and Its Effect on Travelers During the Sales Contact in Hotels

Citation

Hashimoto, K., & Borders, A. L. (2005). Proxemics and its effect on travelers during the sales contact in hotels. *Journal of Travel & Tourism Marketing*, 18(3), 49-61. DOI: 10.1300/J073v18n03_05

Abstract

This study examines the impact of conversational distances and the image of the salesperson on expected satisfaction levels for a new service. The current study does lend support to the theory that social distances are important in developing relationships with the buyer and the personality of the seller has the most impact at intimate distance levels. When gender is added to the conversational distances, there is an added emphasis on the image of the salesperson with social distances reflecting a more positive image for same sex dyads. However, the results remain inconclusive on whether distance impacts the expected product satisfaction levels for a new service.

Methods

The semantic differential questionnaire was based on a 7-point scale. "I find the salesperson to be. . . ." The questions asked the subjects to project themselves into the situation and evaluate the seller in terms of each of the characteristics.

Results

In sum, the findings suggest that of the three factors, personality has the strongest effect on expected satisfaction of a new service. A salesperson who is enthusiastic, honest, friendly, and likeable would appear to create a positive image. The strength of this effect appears to heighten or diminish as varying levels of distance are exhibited.

Conclusion

Overall, there is empirical support that the customer-seller gender pairing of male-male, or female-female, respectively, does offer some degree of expectations in the way society handles culturally acceptable violations. This study does lend some support to the theory that social distances are important in developing relationships with the buyer, but intimate distances will enhance whatever personality traits the buyer already portrays.