

HOW DOES ETHNIC SELF-AWARENESS MODERATE TARGET MARKET'S RESPONSES TO COMMUNICATION?

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ABSTRACT

The study falls in the genre of research on priming and its impact on consumer response. Human responses are argued to be influenced by the situational contexts in which we make our decisions. Ethnic self-awareness that encourages a person to be sensitive to her own ethnicity influences response to targeted communication. During times of uncertainties numerous public service announcements (PSAs) are targeted to mass population to prioritize health and well-being. We draw heavily on anthropological tradition of emic measurement and understand how priming affects individuals' *self-designated ethnicity* and *felt ethnicity* and investigate how PSAs influence people's responses during COVID-19 pandemic.