

MKT14

Is Status in the Eye of the Beholder or the Luxury Signaler? The Role of Race in Differential Status Judgements

Jared Wong¹, Glen Brodowsky², Foo Nin Ho³

¹Yale University, New Haven, CT, USA. ²Roosevelt University, Chicago, IL, USA. ³San Francisco State University, San Francisco, CA, USA

Abstract

The conferral of differential status judgements in interpersonal interactions has the potential to reveal ways in which race impacts peer evaluations. Grounding our research in the perspectives of Asian American, Latino American, Black American, and White American consumers, a series of 16 main studies and four post-tests explores the presence of differential status judgements based on the race of the identifier and signaler by testing both expected and actual deviations in peer social judgements. Our results indicate Latino Americans expect themselves and other Latinos to deviate in social judgements based on race, suggesting results consistent with expectations of an anti-in-group bias. When making social status judgements, the results indicate that only White Americans make differential status judgements when presented with Black (vs. White) social others. A post-test finds overall differential status judgements made in favor of Asian (vs. Black) social others.

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