

Abstract

A study of disgust emotion in service marketing was exploratory in nature. Based on 160 disgusting service encounters, the study looked at dimensions of service providers' performance and moderating factors that influenced consumers' disgust emotion to dimensions of service provider's performance. Non-hygiene and interpersonal unfairness behavior of service providers were significant predictors of disgust emotional response to food and clothing retail service, but synthetic authenticity was not. The predictive power of these two service-provider dimensions were moderated by types of service and presence of companion. The price of the service and past experience with the shop had no effect on the relationship between service provider performance and consumers' disgust emotional response.