

**SALESPERSON'S RESPONSE TO STATUS AND PHYSICAL
ATTRACTIVENESS SIGNALS OF LUXURY SHOPPERS IN
FASHION RETAILING PAKISTAN**



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I dedicate this study to my beloved parents Anwar Zia Mushtaq and Asma Anwar.

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ABSTRACT

This study examines the impact of activation of socioeconomic status and physical attractiveness stereotypes on the interpersonal orientation, service quality and preferential treatment of a salesperson in the context of luxury fashion retailing stores of Pakistan. This research also investigates the moderation effect of age on these relationships. The data was collected from three major cities Karachi, Lahore and Islamabad of Pakistan with sample size of 370. The results indicate that regardless of age difference, customers think that they are being judged by salesperson based on their status and physical attractiveness. This research also highlights the service quality provide by salesperson that changes on their perceived image of customers. This research adds in the previous literature and provides managerial implications.

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