STIGMA CONSCIOUSNESS: ITS DIMENSIONALITY AND RELEVANCE IN MARKETING CONTEXTS

Abstract

In this paper, we examine the concept of stigma consciousness (the extent to which one is conscious of being stereotyped) and discuss its relevance in consumer contexts. Specifically, we discuss the relevance of this construct in situations where the consumer could be stereotyped, e.g., by a salesperson, and contrast it with other related constructs that have appeared in marketing and psychology. We also analyze its dimensionality and present a richer structure for the construct than what has originally appeared in the social psychology literature. The implications and relevance of the three-dimensional construct are discussed in marketing contexts.