Customer-to-Customer Interaction (CCI) in Tourism: a customer diversity perspective

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Selected themes in CCI research

- Evidence of CCI
- Types of CCI
- Customer satisfaction implications of CCI
- Blame attribution
- Management of CCI
- Similarity and dissimilarity of customers
CCI and similarity

• An established theme in CCI research:
• Compatibility management roots:
  – “instances of incompatibility can usually be traced to some form of customer heterogeneity” (Martin and Pranter, 1989)
• Many authors see **limiting customer diversity** as key to managing CCI
  – How realistic is this?
  – Is customer similarity important?
Themes

1. A range of *types of tourist diversity* influence CCI (negatively?)
2. Some *tourism contexts* lessen the impact of social diversity
3. *Tourist dissimilarity* is portrayed as a source of *value added* in some contexts
# Customer dissimilarity dimensions

<table>
<thead>
<tr>
<th>Theme</th>
<th>Study</th>
<th>Findings</th>
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</thead>
<tbody>
<tr>
<td>Age</td>
<td>Grove &amp; Fisk (1997)</td>
<td>Noted age-difference related CCI incidents (NCCI &amp; PCCI)</td>
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<td></td>
<td>Thakor et al. (2008)</td>
<td>Younger consumers preferred similar age fellow customers</td>
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<td>National culture</td>
<td>Nicholls (2011)</td>
<td>Introduces concept of cross-cultural CCI (CC-CCI) and discusses relevant studies. Illustrates NCCI &amp; PCCI</td>
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<td></td>
<td>Small &amp; Harris (2012)</td>
<td>Identifies obesity-related tensions between air passengers</td>
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<td>Purpose of consumption</td>
<td>Ekpo et al. (2015)</td>
<td>Case study of conferences</td>
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<td>Vaske et al. (2000)</td>
<td>Identifies leisure conflicts</td>
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Customer dissimilarity: a source of value added

• Help-seeking customer:
  – Seeking help from other who resemble the end-user (e.g. present buying) (McGrath & Otnes 1995)

• Mutual help:
  – Learning from others with different experiences e.g. MBA (Nicholls 2011)

• Age & authenticity:
  – Older participants may receive some pioneer kudos
Customer social diversity impact dampened

• Some tourism contexts lessen the ‘everyday’ social order:
  – adventure activity, pilgrimages, festivals
• Communitas (‘togetherness’) develops as diverse individuals share a common bond of experience
• Studies include:
  – Foster & McCabe, 2015 (adventure camps)
  – Yarnal & Kerstetter, 2005 (cruise vacations)
Contribution of study

1. Discussion of similarity and dissimilarity in tourism CCI research context
2. Identifies CCI-relevant differences between tourists
3. Explores non-traditional CCI literature
References


References (continued)