

Migrant Customers' Acculturation and Participation in Host Country Services

Christina Sichtmann
University of Vienna
Vasileios Davvetas
University of Leeds
Andriana Romanyuk
University of Vienna
Johanna Bleich
FH Burgenland/AMS Austria

Cite as:

Sichtmann Christina, Davvetas Vasileios, Romanyuk Andriana, Bleich Johanna (2019), Migrant Customers' Acculturation and Participation in Host Country Services. *Proceedings of the European Marketing Academy*, 48th, (8405)

Paper presented at the 48th Annual EMAC Conference, Hamburg, May 24-27, 2019.



Migrant Customers' Acculturation and Participation in Host Country Services

Abstract

The rise in global migration has led to soaring numbers of migrants claiming the role of customers in their host country markets. In parallel, service providers increasingly introduce participatory service delivery systems, expecting that customer participation will drive superior service quality. Taping into the intersection of these trends, we investigate how migrants' acculturation with the host country affects their service participation behaviors. We find that (1) migrants' cultural identification with the host country increases their service participation expertise, (2) knowledge of host country language and social networks with host country nationals increase participation willingness and remove participation barriers, and (3) migrants' ability (but not willingness) to participate eventuate in stronger participation behavior when the service employee is also perceived as actively participating. The findings enrich acculturation and service participation literature and have implications for service brands, public service providers and policy makers.

Keywords: *Immigration; Acculturation; Customer participation*

Track: International Marketing & Marketing in Emerging Countries