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“A nation’s culture resides in the hearts and in the soul of its people.”

Mahatma Ghandi

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ABSTRACT

Due to increased immigration and the involved cultural differences, natives as well as the new members of a society experience intercultural encounters. In the service sector, issues appear when employees and customers belong to different cultures. According to recent theories of service marketing, customers are considered as active co-producer of the service, who can bring skills and values to the service. Due to their cultural background, immigrants often lack the necessary knowledge to be able to actively participate in a service. The aim of this work is to investigate these cultural differences that influence the customer's participation. In a first step, the extent to which generalized trust and the integration into social relationships and cultural events of the host country affect the immigrant's ethnic orientation and therefore the acculturation process. Furthermore, the influence of this ethnic orientation on the motivation and expertise of the participation in the service process was analysed, as well as the influence on the general behaviour during this process. In the course of a study at the Austrian Employment Service (AMS), it was found that generalized trust has a positive influence on the social and cultural integration which leads to a higher identification with the culture of the host country. Furthermore, the identification with the host country leads to increased motivation as well as expertise to participate in the service. The results therefore reveal that ethnic orientation is an important factor with regard to the role of the customer as co-producer. The findings of this thesis expand the research area of acculturation and service marketing and offer service brands, public institutions and acculturating individuals theoretical contributions and implications.

ZUSAMMENFASSUNG

Aufgrund der steigenden Immigration und den dadurch entstehenden kulturellen Unterschieden erfahren Einheimische sowie die neuen Mitglieder einer Gesellschaft interkulturelle Begegnungen. Besonders im Dienstleistungsbereich wenn Mitarbeiter und Kunden verschiedenen Kulturen angehören, können sich Schwierigkeiten bei der Dienstleistungserbringung ergeben. Kunden werden nach aktuellen Theorien des Service Marketings als aktive Co-Produzenten der Leistungserbringung angesehen, die wertvolle Kenntnisse und Nutzen einbringen können. Durch ihren kulturellen Hintergrund mangelt es Immigranten oftmals an dem nötigen Wissen, um am Leistungserbringungsprozess teilnehmen zu können. Mithilfe dieser Studie soll genau dieser kulturelle Unterschied im Hinblick auf das Mitwirken im Dienstleistungsprozess untersucht werden. Im ersten Schritt wird untersucht inwiefern sich das generalisierte Vertrauen und die Integration in soziale Beziehungen und Kultur des Gastlandes auf die ethnische Orientierung des Immigranten und daher seine Akkulturation auswirkt. Im zweiten Schritt wird analysiert wie sich diese ethnische Orientierung auf die Motivation und Expertise des Mitwirkens im Dienstleistungsprozess und folglich auf das allgemeine Verhalten währenddessen auswirkt. Im Zuge einer Studie am Arbeitsmarktservice Österreich konnten interessante Ergebnisse untersucht werden. Zum einen hat ein höheres generalisiertes Verhalten einen positiven Einfluss auf die soziale und kulturelle Integration was des Weiteren zu einer höheren Identifikation mit der Kultur des Gastlands führt. Zudem führt die Identifizierung mit dem Gastland zu einer erhöhten Motivation sowie Expertise um in der Leistungserbringung mitzuwirken. Die Ergebnisse zeigen daher, dass die ethnische Orientierung ein wichtiger Faktor im Hinblick auf die Rolle des Kunden als Co-Produzent einnimmt. Die Erkenntnisse dieser wissenschaftlichen Arbeit erweitern das Forschungsgebiet der Akkulturation und des Service Marketings und bieten Dienstleistermarken, öffentlichen Institutionen und Personen im Akkulturationsprozess einen theoretischen Beitrag und Implikationen.

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ABBREVIATIONS

AMS	Arbeitsmarktservice Österreich (Public Employment Center of Austria)
ANOVA	Analysis of Variance
CSINT	Cultural & Social Integration
EFTA	European Free Trade Association
EU	European Union
EXPERT	Expertise in Participating
GTRUST	Generalized Trust
ICOB	Customer's Participation Behaviour
IDHOST	Identification with Host Country
IDHOME	Identification with Home Country
IOM	International Organization of Migration
WTC	Willingness to cooperate
UN	United Nations

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1 INTRODUCTION

In recent years, the number of people leaving their home country increased immensely (UN, 2019). Apart from the search for new job opportunities and better living conditions, escaping war and political instability are amongst the reasons for migrating. Coming to a new country, its people and culture hold challenges not only for the new members of the society but also for the native population. In the new environment, immigrants are surrounded by other people who share other values, behave and think differently than themselves.

Since 2001, around 10.000 immigrants per year are coming to Austria. Currently, immigrants make up more than 20% of the Austrian population. As for the future, analyses show that immigration will be the dominating role in the development of the Austrian population (Statistik Austria, 2019).

As the number of immigrant inhabitants is increasing, also the number of intercultural services is. Intercultural services are service encounters where *"the service provider and the customer involved belong to different cultures (Stauss & Mang, 1999, p. 331)"*. The term culture describes behavioural norms and patterns that are shared by a specific group (Usunier, 1993), which implies that people from different cultures behave differently in services encounters. Furthermore, culture is seen as a diverse concept and is mostly described as shared common traits by which a society is recognized as belonging together (Hofstede, 1980). Migrants bring the culture and values from their country of origin, but also adapt to the culture of the new host country.

According to modern service marketing theories, customers are seen as coproducer during the service encounter, bringing skills and knowledge to the service process (Gallan, Jarvis, Brown, & Bitner, 2013). Customers' participation is *"the extent to which customers share information, provide suggestions, and engage in shared decision making (Chan, Yim, & Lam, 2010, p. 49)"*. The perception of services has also been found to be culturally bound, moreover culture influences how people experience, evaluate and react on services (Zhang, Beatty, & Walsh, 2008). Furthermore, this cultural influence affects migrant customers' awareness on what is expected of them during the service process (Sichtmann, Davvetas, Romanyuk, & Bleich, 2019) and their motivation to participate (Schumann, Wunderlich, & Zimmer, 2012), which leads to a low customer participation quality and dissatisfaction on the customers' part (Chan et al., 2010).

As little research is done on the customer participation of migrant customers (Sichtmann et al., 2019), the aim of this thesis is to identify how the customer's cultural orientation influences the participation in services. Thereby it analyses the acculturation of immigrants, which is defined as the *“the dual process of cultural and psychological change that takes place as a result of contact between two or more cultural groups and their individual members (Berry, 2005, p. 698)”*.

First, a precise analysis of the existent literature is conducted. The literature review forms the basis for the development of the theoretical model, which will be used to test the proposed hypotheses. The corresponding study will be conducted in two parts. The first one is analysing factors influencing ethnic identification, including the immigrant's generalized trust and further the integration in social life and cultural events. The second part is analysing how this cultural identification affects the customer's willingness and ability to participate and consequently the overall participation behaviour.

Service providers can use the findings of this analysis to adopt their service delivery according to the immigrant customer's needs, to prepare and train their staff and subsequently to be able to assure a sufficient service satisfaction and quality for the immigrant customer.

2 THEORETICAL BACKGROUND

2.1 DATA & FACTS ON IMMIGRATION

2.1.1 DEFINITION

The UN Migration Agency (IOM) defines the term “migrant” as *“an umbrella term, not defined under international law, reflecting the common lay understanding of a person who moves away from his or her place of usual residence, whether within a country or across an international border, temporarily or permanently, and for a variety of reasons. The term includes a number of well-defined legal categories of people, such as migrant workers; persons whose particular types of movements are legally defined, such as smuggled migrants; as well as those whose status or means of movement are not specifically defined under international law, such as international students (IOM, 2019, p. 130)”*. Despite the definition of the International

Organization of Migration, there is no accepted universal definition for “migrant” on an international level (IOM, 2019).

Furthermore the international organization for migration (IOM) defines the term “immigrant” as *“from the perspective of the country of arrival, a person who moves into a country other than that of his or her nationality or usual residence, so that the country of destination effectively becomes his or her new country of usual residence (IOM, 2019, p. 101)”*.

2.1.2 IMMIGRATION WORLDWIDE

The number of people leaving or having to leave their home country is increasing every year. The reasons why people choose to leave their native country are therefore diverse. Some migrate because of better economic possibilities, in search for labour, to join their family or to study. Others move away as to escape persecution, war, terrorism or as of violation against their human rights. Moreover, reasons for having to leave the country of origin are as well natural disasters and other environmental factors (UN, 2019).

In 2017, the number of immigrants worldwide reached about 258 million, whereas in comparison to 2000 it was around 173 million. Of these 258 million migrants around 60% are migrant workers, 48% women, 14% children, 10% registered refugees and 2% are international students. About 30% reside in Asia, 30% as well in Europe, 26% in America and 10% in Africa (UN DESA, 2017). In recent years, around 2.1 to 2.6 million people immigrated into the European Union (Eurostat, 2019).

As mentioned before, the reasons for migration differ. Some people migrate out of choice, others out of need. Approximately 68 million people were forcibly displaced, counting over 25 million refugees, 3 million asylum seekers and over 40 million internally displaced persons (UN, 2019).

2.1.3 IMMIGRATION IN AUSTRIA

Austria has a total population of over 8.7 million inhabitants. Thereof, around 2 million people have a migration background, which marks around 23% of the total population. This number

as well includes the second immigration immigrants who were born in Austria but have at least on parent born in a foreign country (Statistik Austria, 2019).

In general, there are different possibilities of defining the groups of migrants in Austria. All persons with no Austrian citizenship are categorized as “foreigner”. Furthermore the definition “population with migration background” is used. Immigrants can be differentiated based on whether they belong to the first or the second generation of people with migration background. First generation immigrants are born in a foreign country, whereas the second generation immigrants are born in the host country and are therefore descendants of people who were born in a foreign country. Nevertheless and according to statistics, second generation immigrants as well belong to the group of people with migration background (Statistik Austria, 2019).

Figure 1 shows the development of population with migration background from 2008 to 2018 in Austria. It can be seen that the number of inhabitants with migration background increased from 17% to 23% since 2008 and is expected to grow in the following years. Migration is considered as the dominant component of the population development in Austria. The proportion of persons with foreign nationality in Austria increased about tenfold since 1961. About 63% of people with migration background have a foreign nationality. Only one quarter of the first generation whereas two thirds of second generation have the Austrian citizenship (Statistik Austria, 2019).

Figure 1: Development of population with migration background in Austria
Source: Statistik Austria, 2019

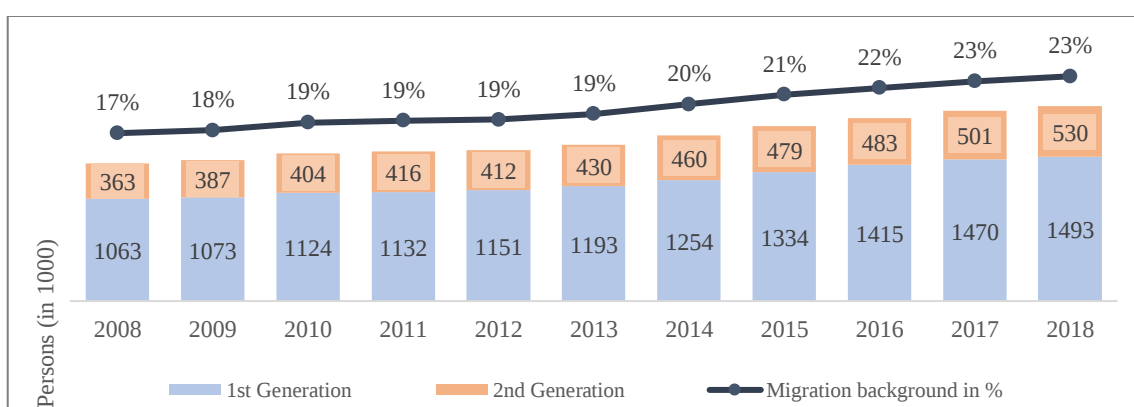
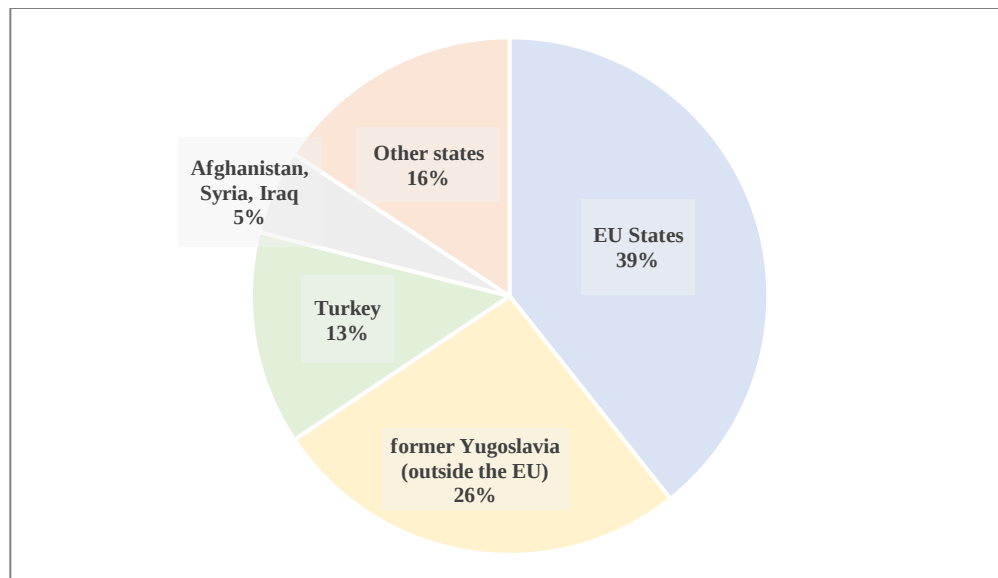


Figure 2 shows the distribution of immigration groups according to their nationality. The biggest proportion of immigrants form people from states of the European Union as Germany, Croatia, Romania or Hungary. In 2018, 39% of the people with migration background had their

roots in another EU or EFTA. Country. Immigrants from former Yugoslavia, and therefore from countries like Serbia and Bosnia, form the second biggest group with 26%, followed by Turkish immigrants (13%) and immigrants from states, like Afghanistan, Syria or Iraq (Statistik Austria, 2019).

Figure 2: Immigration groups in Austria according to nationality
Source: Statistik Austria, 2019



Research findings from 2014 revealed that Austrian people became less supportive towards immigration compared to 2002 and in comparison with the support attitude of other countries in the European Union (European Social Survey, 2016). When discussing the sense of belonging, one third of migrants in Austria state that they feel belonging to their home country (or the home country of their parents). In particular Turks with migration background show a greater tendency of feeling the belonging to their country of origin or parent's country of origin (BMeiA, 2018).

2.2 CULTURE

2.2.1 DEFINITION

As this thesis talks about immigrants and therefore different cultural backgrounds that come together in everyday life, some insights on culture, its definition and dimensions should be

given. One of the best known definitions provides Hofstede (1980) as he defines culture as *“the collective programming of the human mind that distinguishes the members of one human group from those of another (p. 24)”*.

The identity of a human group is determined through culture in the same way as the personality determines the identity of an individual. The word culture is mostly used to describe societies, ethnic or regional groups. For every society the degree of integration varies and happens to be low for some newer nations. Cultures within a nation share common traits so the members are recognized as belonging to these (Hofstede, 1980).

In present times the word “culture” is associated with “patterns of thinking, feeling and acting” which people learn over the course of their life. An individual’s cultural orientation is not solely related in terms of their nationality but also in terms of ethnicity, gender, religion and social aspects (Hofstede, Hofstede, & Minkov, 2005).

2.2.2 ACCULTURATION

The consequences migration involves for a society depends upon how immigrants embrace relations to their host society. In most countries, immigrants become part of the society rather than being perceived solely as labour force. “Migrants increase the diversity of a society (Collier, 2013, p. 61)” and bring moral codes of their country of origin to the host country.

Immigrants undergo different changes when arriving and living in their new country of residence. In literature and society a lot of terms and concepts emerged on the topic of immigration. Some thereof consider the process of successful coexistence of people with and without migration background, others the process of adjustment of migrants, as for example accommodation, assimilation, integration, inclusion, and acculturation. Terms describing the opposite indicate inequalities and separation, such as disintegration, dissimilation, exclusion, segregation and marginalisation (Hans, 2016).

Chun et al. (2003) argue that “acculturation is arguably the most important moderating variable or construct considered when conducting research or assessing the impact of interventions that involve ethnic minority individuals (p. 208)”.

Redfield, Linton, and Herskovits (1936) were the first to define the term, namely: “*acculturation comprehends those phenomena which result when groups of individuals having different cultures come into continuous first-hand contact with subsequent changes in the original culture patterns of either or both groups (Redfield, Linton, & Herskovits, 1936, p. 149)*”.

Mendoza (1989) differentiated acculturation based on four patterns, inventing a Cultural Lifestyle Inventory measure. Among them included are the

- *cultural resistance*: resistance of acquiring cultural traits or norms of the alternative culture, but maintaining the culture of origin
- *cultural shift*: migrants shift from native culture to culture of residence
- *cultural incorporation*: migrants engage with culture of residence, but also maintain culture of origin
- *cultural transmutation*: creation of a unique subcultural entity and alternate traits from their home country culture and the culture of the residence country

One of the best known theories of acculturation was provided by John W. Berry. Berry (2005) defines acculturation through different dimensions and as “*the dual process of cultural and psychological change that takes place as a result of contact between two or more cultural groups and their individual members (p. 698)*”.

Berry (1997) defines a bi-dimensional framework considering different dimensions and strategies of acculturation. He argues that cultural groups and their individual members have to deal with the question on how to acculturate. This question is worked out based on two issues in the daily encounter of the groups and individuals, which are defined by the **culture maintenance** (to what extent is it important to maintain the cultural identity and characteristics) and the **contact and participation** (to what extent to get involved in other cultural groups or stay involved within the own groups) (see Table 1). Therefore, he considers the people’s extent of acquisition of the host culture on the one dimension and on the other the maintenance of their home culture. In the past, it was argued that individuals acquiring the culture of another group, lose part or even the whole heritage of their culture of origin, called assimilation. In other words, the strengthening of one implies weakening of another (Berry, 1997).

Table 1: Acculturation strategies, Berry (1997)

Is it considered to be of value to maintain relationships with larger society?		Is it considered to be of value to maintain one's identity and characteristics?	
		Yes	No
Yes		Integration	Assimilation
No		Separation	Marginalization

Today the construct of acculturation is perceived more complex than assimilation suggests. Berry considers the traditional view on migrant assimilation, but also names three other outcomes.

Four strategies of acculturation can be named according to Berry, namely integration, assimilation, separation and marginalization (Berry, 1997). **Separation** states that individuals seek to avoid the contact with the culture of the host country and rather want to keep the value on holding to the country of origin. Interaction with other cultures, but also maintaining the origin, is defined as **Integration**. Individuals, who neither identify with their heritage culture nor with the new culture are pursuing a **Marginalization** acculturation strategy.

Cultural changes include change in customs, economic and political life, whereas psychological change includes, amongst others, the attitude towards the process of acculturation and social behaviour (Berry, Phinney, Sam, & Vedder, 2006). It is therefore a process in which immigrants learn and adopt to new norms and values of a culture that is different to the one they grew up in (Cleveland & Laroche, 2007). This implies changes of the behavioural repertoire of an individual person. From Berry's point of view, acculturation is a cultural and psychological long-term process, taking years, generations, up to centuries.

Despite the background of migration, contact between different groups as well occurs through colonization, military invasion, tourism or studying abroad. Acculturation takes place as long as different cultural groups are in contact. Through time, groups adapt to the cultural environment as to create better living conditions for themselves. This involves for example the learning of language, adapting to forms of dressing and social interactions of the mutual culture (Berry, 2005).

Literature reveals a gap between the different expectations of majority and minority groups towards the acculturation attitude of immigrants. Majority groups prefer immigrants to assimilate themselves, whereas minority groups prefer immigrants to integrate (Sabatier, Phalet, & Titzmann, 2016).

The success of countries varies regarding how they enable immigrants and their children in taking on the norms of the host society (Collier, 2013). Attention should also be directed to immigrant children, as according to research these undergo an acculturation process as well (Sabatier & Berry, 2008; Verkuyten & Thijs, 2002).

ACCULTURATION OF IMMIGRANT YOUTH

According to Collier (2013), children growing up in America “unavoidably assimilate American values (p. 69)”. Other than in America, immigrant children in Europe are more resistant on adopting to the host culture than their parents (Collier, 2013).

Previous research showed that discrepancies between parents and children of immigrant families do not differ significantly from national families. It showed an effective transmission of values and cultural behaviour from immigrant parents to their children (Sabatier et al., 2016).

Second generation immigrants overall face additional challenges, as they grow up with norms and values of their heritage culture which can differ from the ones native youth grows up with. Therefore, it happens that friendships with native children holds conflict due to different cultural values and norms. This could be considered a reason why research often shows that immigrant friendships are especially formed within the ethnic groups (Titzmann & Sonnenberg, 2014). Second generation immigrants therefore come into conflict as they get attached to the culture and values of their parents, while also trying to adapt to the host country and follow their own path (Sabatier & Berry, 2008).

Berry tested the acculturation of youth immigrants using the bi-dimensional model. Findings classified 36.4% of youth participants in the integrated profile meaning they are involved in both cultures, the host and heritage culture. Second largest group with 22.5% was found to be in the ethnic dimension, therefore they acculturate through orientation only towards their heritage culture. These results were surprising, as young immigrants are expected to be involved

in the culture of the native population. Therefore it can be assumed that young immigrants still attach importance on maintaining the heritage culture (Berry, 2005).

Berry (2005) further examined youths' psychological and sociocultural adaption. Sociocultural adaption refers to how well the person can manage the daily life in the intercultural setting. Immigrant youth often, despite living in poorer conditions, adapts as well or even better than their national peers. This phenomena is called immigration paradox. Furthermore it was found that ethnic orientation has a beneficial effect on the sociocultural adaption (Berry, 2005).

A study by Koczan (2016) analysed whether the choice of culture of two second generation groups, namely Turks and Ex-Yugoslavs in Austria and Germany, affects their performance in education and employment. First, findings revealed that the language they grew up with influenced the cultural identification of the children. So children that learned for example the Turkish language first, identified themselves more as Turks and less as Germans/ Austrians. Nevertheless, through becoming fluent in German language, the identification overall had no effects on the performance in school or in regards to the employment (Koczan, 2016).

Verkuyten & Thijs (2002) further examined the attitude of Turkish and Dutch youth towards cultural maintenance and cultural adaption. It was found that Turkish youth emphasize the maintenance of home culture in comparison to Dutch youth, who prefer that immigrant groups adapt to the host culture. In a study, Vedder et al. (2007) observed that Turkish adolescents from several countries in north western Europe rather maintain ethnic behaviours and a strong ethnic orientation towards their home country. They further found that higher experience of discrimination has a negative impact on the acculturation and adaptation of the young Turkish immigrants. Overall, they found that a combined orientation towards the home culture as well as the host culture contributes to a positive adaptation.

According to Collier (2013) the process of second generation immigrants' identification is not well understood. How young people behave is strongly influenced by what happens around them. Some will grow up with their own identity, whereas some will be "downloading stereotypical behaviour (p.73)" from their culture of origin.

SOCIAL INTEGRATION

Overall, the immigrants' social integration plays an important role for the acculturation process. According to Kim & Abreau, dimensions of behaviour, values, knowledge and identity form instruments to measure acculturation (B. S. K. Kim & Abreu, 2001; B. S. K. Kim, Ahn, & Lam, 2009).

The **value** dimension refers to the belief regarding cultural traits and traditions, gender roles and attitudes. **Knowledge** is based on information regarding cultural and historical events from the host as well of the home country, but as well knowledge regarding specific cultural traits. The dimension of **cultural identity** defines "attitudes toward one's cultural identification" and "attitudes towards the native and the immigrant groups". Finally, the dimension of **behaviour** includes the participation in cultural activities, the choice of friends, the preferences regarding TV shows, food and music, and overall the contact to people from the host country (B. S. K. Kim & Abreu, 2001; B. S. K. Kim et al., 2009). These findings imply that the social interaction and integration with people and cultural traits from the native population of the host country is a valuable measurement tool for acculturation.

Peñaloza (1994) defines so called "acculturation agents" that have an influence on immigrants in their new cultural environment. Such agents are family, friends, media, schools and overall social and religious institutions. Furthermore, social ties with people from the host country were found to be positively correlated with the identification that an immigrant has with the host culture (Sichtmann et al., 2019).

Furthermore, the length of stay in the host country on average increases the social integration of immigrants according to Martinovic et al. (2009). Social integration is beneficial as it improves the intergroup relations (Allport, Clark, & Pettigrew, 1954) and further the cultural integration (Vollebergh, Veenman, & Hagendoorn, 2017).

Panicacci (2019) furthermore highlighted the importance of language use in shaping one's cultural identity. The sense of belonging to a culture is contributed by embracement of language (Panicacci, 2019). It has been shown that language has a good validity as a behavioural measure (Laroche et al., 1991), but language measures alone may not be suitable for all acculturating groups and for measurement reasons should be used in combination with other behaviours (Lerman, Maldonado, & Luna, 2009). Language is one dimension described to be an important

indicator of acculturation, but social affiliation, cultural traditions and values can't be dismissed and are important for the acculturation process as well (Zane & Mak, 2003).

2.3 TRUST

2.3.1 DEFINITION

Since Robert Putnam published a study on the regional government in Italy in 2003, the concept of social capital became a common word in economics. He defined social capital as “*features of social organization, such as trust, norms, and networks that can improve the efficiency of society by facilitating coordinated actions (Putnam, Leonardi, & Nanetti, 1993, p. 167)*”. He argues that a group whose members believe in trustworthiness and place trust in each other will be much more successful compared to a group that lacks these traits (Putnam et al., 1993).

Literature reveals several definitions for trust. Based on Swartz & Iacobucci, trust “*involves one person's expectations that another will behave in a certain way (Swartz & Iacobucci, 2000)*”. Mayer, Davis & Schoorman (1995) define trust “*as the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other party will perform a particular action important to the trustor, irrespective of the ability to monitor or control that other party (p. 712)*”.

Trust makes people “healthier, happier, and more hospitable (p.462)” and supports meaningful relationships with other people which helps them in several aspects as access to jobs, friendship or social and mental health (Welch et al., 2005).

In literature, the concept of trust was analysed by many scholars and practitioners indicating different types of trust. Johnson (2000) argues that trust can be traced back to four sources: generalized, system, process-based and personality-based. Others differentiated trust between particularized and generalized trust (Bjørnskov, 2007; H.-S. Kim, 2018).

For the aim of this study, the concept of generalized trust will be looked into in detail.

2.3.2 GENERALIZED TRUST

Generalized trust is the trust towards strangers arising when “*a community shares a set of moral values in such a way as to create regular expectations of regular and honest behaviour (Fukuyama, 1995, p. 153)*”.

Research showed that generalized trust has to be separated from particularized trust, as this type of trust is described as the “in-group” trust arising from face-to-face interactions and can be conceived as trust in familiar others (“people like us”). Generalized trust on the other hand is extended to people on who the trusting part lacks on direct information and therefore differentiates fundamentally from particularized trust, as it can be described as the trust in unfamiliar others (“people unlike us”) (Bjørnskov, 2007; H.-S. Kim, 2018).

Generalized trust plays an important role in our everyday social lives. For individuals, generalized trust is important as it fosters cooperation and the engagement in social activities (Stolle, 2002). According to Paul Collier (2013), the well-being of a community is enhanced by what he calls the “mutual regard” which can be explained by sympathy or “benign fellow-feeling”. Migrants bring culture and moral codes of their home country to the new society and thereby their level of trust (Collier, 2013).

Van Lange (2015) defines four lessons on generalized trust: (1) generalized trust evolves rather from culture than from genetics, (2) trust roots deeply in social interactions experience, network and media, (3) in general people show too little trust in others and (4) a healthy dose of generalized trust should be determined (Van Lange, 2015).

It further seems appropriate to consider that trust in other people has a positive effect for social integration in the new society, as trusting individuals will more likely socialize with natives than distrusting them (Bjørnskov, 2007).

In a study, Robert Putnam (2007) investigated the effects of immigration on trust. His research confirmed existing findings about the trust level of major immigrant groups: the bigger the proportion of an immigrant group in a society is, the lower the trust level between immigrant groups and the local population. Despite these findings, his research not only showed a lower trust between groups but as well within them. Higher immigration was associated with lower levels of trust among the natives. People living in environments with a high immigrant

community tend to withdraw themselves, trust less and do not take part in social activities anymore (Collier, 2013; Putnam & Unum, 2007).

The question appears if and how the trust level of migrants changes when coming to their new country of residence. Uslaner (2008) argues that “when immigrants from a trusting country come to their new homes, they carry on their cultural traditions of trust rather than simply adapting to the new realities of their adopted environment (p. 726)”. Accordingly, this would mean that immigrants do not immediately adapt to the level of trust of their new country of residence. Uslaner (2008) argues that trust is stable over time and over generations. Generalized trust is the belief that “most people can be trusted” and is taught by parents, grandparents and school in early life. Especially non-western immigrants, coming from low trust countries, have difficulties with the level of high-trust in their host countries and therefore struggle in catching up with natives (Dinesen & Hooghe, 2010). Therefore, Uslaner (2008) argues that a cultural inheritance regarding people’s trust levels, which is transmitted over a long period of generations, exists. Overall, research findings reveal that culture (where the individual’s ancestors came from) as well as experience (where the individual lives now) has effects on the trust level, but still the impact of the cultural background appears stronger (Uslaner, 2008).

Dinesen & Hooghe (2010) on the other hand claim that there is a tendency of adaption to the trust level of the host countries and therefore an acculturation of trust. The results further imply that second generation immigrants adapt more to the trust level of the new country in comparison to the first generation.

Generalized trust is used in a lot of cross-country literature and is measured by the question “In general, do you think that most people can be trusted, or can’t you be too careful in dealing with people?”, which is answered by a share of population. This national scores measure whether and in which extent the citizens of a country can be expected to do the right thing (Bjørnskov, 2007). It was further found that these national scores can be a good measure of the own trustworthiness of the respondents.

Bjørnskov (2007) explored generalized trust based on different previously suggested determinants. His findings confirm that income inequality is the strongest determinant for generalized trust. Less inequality leads to less social distance between the citizens and therefore concludes in higher trust (Bjørnskov, 2007). This supports the results from World Value Survey (2014) as economic inequality was found to be negatively related to trust. People with low

income are more willing to trust those who are similar to them (Ortiz-Ospina, 2016). Furthermore, it was found that religious differences between groups reduce generalized trust if a population has large Catholic or Muslim shares (Bjørnskov, 2007), whereas being raised religiously and attending religious services was found to have a positive effect as it raises one's trust level (Guiso, Sapienza, & Zingales, 2006).

Evidence was found for a link between the generalized trust level of natives and their perception of immigrants. Two cross-country studies conducted in 16 and 21 European countries found that people with higher generalized trust have a more positive attitude towards immigrants and that through a higher trust immigrants are included to the radius of trusted others. Generalized trust therefore plays an important role in the relationship between natives and immigrants (van der Linden, Hooghe, de Vroome, & Van Laar, 2017).

The trust attitude on global level was analysed to have a very large time-persistent heterogeneity across countries. In the World Values Survey (2014), respondents were asked if in general most people can be trusted. In countries like Sweden, Norway or the Netherlands more than 60% think that people can be trusted, whereas in countries as the Philippines, Colombia or Romania less than 10% do. All country scores can be found in Appendix 1.

Figure 3: Generalized trust by country, 2002–2012

Source: Olivera (2015), p 25

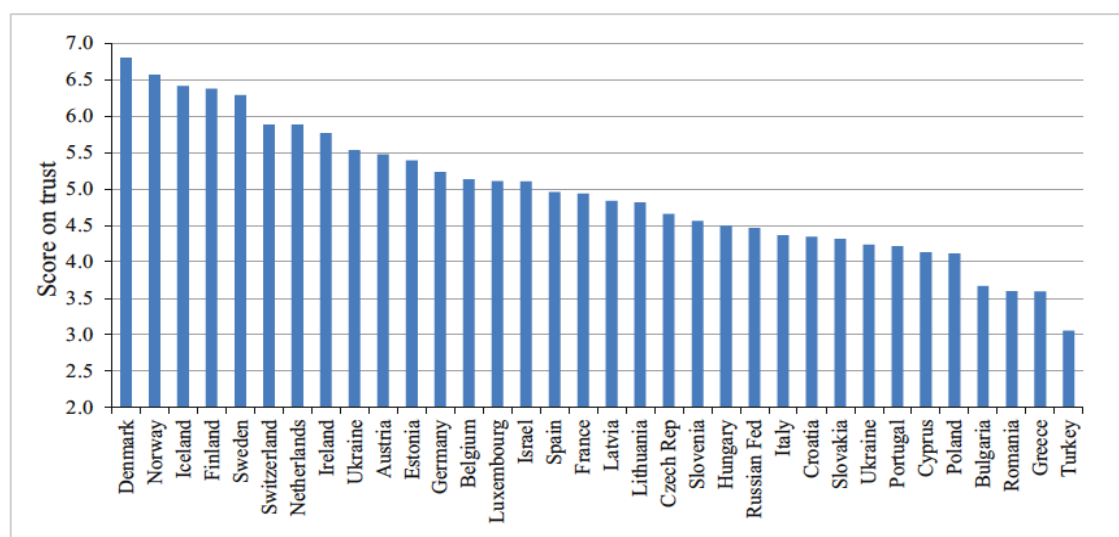


Figure 3 shows the generalized trust on European country level. Data across European countries shows a great variability and also changes over time. Between 2002 and 2012 the average score in a scale of zero to ten was 5.1. In particular, the highest trusting country is Denmark (6.8)

whereas Turkey is the lowest trusting country with 3.05. Overall, the Nordic countries display the highest scores, Austria scores an average value of around 5.5 (Olivera, 2015).

2.4 SERVICE ENCOUNTERS

2.4.1 DEFINITION

Vargo & Lush (2004) identified a shift from a good-dominant to a service-dominant marketing, where processes are performed, skills and knowledge exchanged, that involve the co-creation of value and focus on relationships. The service-dominant logic is consumer-oriented, where collaborating and learning from customers and adapting to their needs is a main aspect. A service can therefore be defined as the “*process of doing things in interaction with the customer (Vargo & Lusch, 2004, p. 7)*”. Through increasing the involvement of the customer, offerings should be customized and customer needs better fit, acknowledging that the customer is always a coproducer (Vargo & Lusch, 2004).

The term service encounter is widely known in service management literature and “*indicates the contact situation between service customer and service provider (Stauss & Mang, 1999, p. 330)*”. Suprenant & Solomon (1987) define a service encounter as “*dyadic interaction between a customer and a service provider*” where “*in person-to-person delivery situations the service provider often is the service to the customer (p. 87)*”.

Shostack (1985) furthermore defines service encounter as “*a period of time during which a consumer directly interacts with a service (p. 243)*”. With this definition he not only emphasizes the interaction with the service employees but also every other contact is part of the service encounter, as contact with the facilities, other customers and the overall service systems (Stauss & Mang, 1999).

2.4.2 INTERCULTURAL SERVICE ENCOUNTERS

The share of the immigrant population is increasing with every year and thus a potential group of customers. People are witnessing daily intercultural encounter, but also service providers are confronted with increasing intercultural service encounters. In this case, “the service provider

and the customer involved belong to different cultures (Stauss & Mang, 1999, p. 331)”. In a typical intercultural encounter the service employee has a domestic, whereas the customer has a foreign culture, e.g. a Spanish tourist stays in an Austrian hotel in Austria.

Culture can be described as the prime parameter of consumers' attitudes, behaviors and way of life, and therefore important when satisfying their needs through purchasing goods and use of services (Cleveland & Laroche, 2007).

Culture is the sum of the behavioural norms and patterns collectively shared by a group (Usunier, 1993), assuming that people from different cultures behave differently during service encounters. The expectations of customer and service provider with different cultures have less in common when the cultural distance is greater (Stauss & Mang, 1999). The construct of “cultural distance” is mainly discussed based on the theories of Hofstede (1980,1995), (Hall, 1976) and Riddle (1986) with specific attention to services. These theories can be used to describe the roles of customer and employee in a service encounter based on his or her cultural orientation.

Hofstede (1980) distinguishes culture of countries into the dimensions of “power distance”, “individualism/collectivism”, “masculinity” and “uncertainty avoidance”. Customers, who are used to a greater power distance and see themselves in a superior position, will consider a service employee’s behaviour as offensive if an attitude of superiority from his or her side is perceived. The more individualistic the customer is, the more he or she prefers services to be adapted to his or her needs. In aspect of masculinity, customers for example prefer gender roles to be clearly defined and may be bothered if this appears differently. Furthermore, customers with high uncertainty avoidance and a preference of avoiding risks sense a deep burden when the orientation patterns they are used to lack (Hofstede, 1980).

Different to Hofstede (1980), Hall (1976) differentiates culture into “low context” and “high context” cultures. Cultures of low context are defined by explicit and specified messages, whereas implicit messages define high context cultures. For high context orientation the role of the physical environment and the nonverbal communication becomes important. Personnel with a low context culture might have difficulties in the communication with customers of high context cultures if habits of nonverbal communication are unknown and not understood.

Riddle (1986) describes cultures according to the orientation towards achievement, time, activities and relationships. The achievement orientation describes for example the extent on

how much the customer holds the employee responsible for service quality. In aspect of time orientation the speed of the service or the waiting time for instance are considered. The more foreign customers place importance on the social relationship and less on the activity the more difficult it can be for cultures that are oriented to a more strict activity orientation to satisfy them.

These conceptual models demonstrate that there is a high possibility for quality gaps in intercultural service encounters. Such service encounters are becoming more and more important for service providers dealing with customers and employees with different cultural background. Research from Sharma et al. (2009) shows that the perceived cultural distance and intercultural competence affect the interaction comfort of employees as well as of customers. Having different cultural backgrounds and thus not sharing common values, language and norms may have negative effects on the communication and the interaction comfort of customers and employees. Customers and employees having greater ability of understanding and acting in appropriate ways with people from other cultures, experience more comfortable service encounters on the other hand (Sharma, Tam, & Kim, 2009).

2.4.3 TRUST AS DRIVER IN THE SERVICE PROCESS

When talking about services, trust was analysed by different scholars finding its important role in service processes (Chang, Chen, & Lan, 2013; Johnson & Grayson, 2005; Kantsperger & Kunz, 2010). Not only the effect of trust on the service delivery, but also the antecedent for trust building were analysed and discussed. Based on the research of Kantsperger & Kunz (2010) the aspects of credibility and benevolence are crucial for building trust. Credibility requires the service provider's expertise to perform the tasks effective and reliable, indicating that service providers should invest in efficient and effective service delivery. To be able to provide such services the education of employees plays an important role among others (Kantsperger & Kunz, 2010). Benevolence on the other hand relies on the customer's belief that the service provider has good intentions and acts beneficially for the customer. This aspect is crucial for the trust building. A service provider fostering credibility without benevolence can cause pitfalls to the service, as customers seek to be treated valued and fair while receiving a qualitative service (Kantsperger & Kunz, 2010).

It was found that through trust, customers behaviour can be better predicted, customer churn decreased and higher value for the customers created. Building a trusting relationship between service employees and customers enhances a long-term relationship and positively effects the customers satisfaction (Chang et al., 2013). Trust in the service provider's competence is positively related to the effectiveness of the service outcome (Johnson & Grayson, 2005).

Findings of Schumann et al. (2010) reveal differences in the trust building with service providers across cultures. These differences can be explained through different cultural values. In the aspect of immigrant customers it was found that using the native language during the service delivery enhances the trust and openness of the customer (Sichtmann & Patak, 2016). Furthermore, immigrant customers were found to have high levels of trust towards the service employees, which helps the employees build stronger relationships with immigrant customers (Sichtmann & Patak, 2016).

2.4.4 CUSTOMER PARTICIPATION

The customer participation in the delivery of a service is fundamental in the view of researchers (Chan et al., 2010; Grönroos, 2006). Customer participation (or Co-Production) is defined as *“the extent to which customers share information, provide suggestions, and engage in shared decision making (Chan et al., 2010, p. 49)”*.

Other than producing goods, services are processes where service provider interact with the customers to create a value (Grönroos, 2006). Hence, both the customer and the service provider bring resources, such as knowledge and skills, that benefit the service interaction and outcome (Gallan et al., 2013).

Customer participation has an significant impact on how organizations are designed and which roles employees and customers are addressed to (Mills & Morris, 1986). Different research on customer participation defines customers as partial employees who actively participate in the organisation work (Lengnick-Hall, 1996; Lengnick-Hall, Claycomb, & Inks, 2000; Mills & Morris, 1986). Customer participation can therefore derive actively (preparing necessary documents) or passively (just being present for the service).

Dong & Sivakumar (2015) define three possibilities of participation that are based on the nature of the task that has to be carried out by both the customer and the service provider. They classify participation into mandatory, replaceable and voluntary participation:

- *Mandatory participation* is crucial for the service process as it includes the tasks that can only be undertaken by the customer.
- *Replaceable participation* refers to tasks that can be done by customers but as well by the service provider.
- *Voluntary participation*, on the contrary, does not need to be performed by neither the customer nor the service provider. These tasks are not essential for the service delivery, but potentially contribute to the enhancement of the service experience (Dong & Sivakumar, 2015).

For customer participation to be effective, in the process three main factors have to be met according to Lengnick-Hall (1996): Task clarity, customer ability and customer motivation.

The perceived “**task clarity**” refers to the scope of customer’s understanding of what is required and expected of them in the service process (Auh, Bell, McLeod, & Shih, 2007). Auh et al. (2007) define communication “*as the formal and informal sharing of meaningful and timely information between a client and advisor in an empathetic manner (pp. 361, 362)*” and consider it as a central factor for improving the task clarity. Communication describes the roles that customer and employee have in the service delivery process and avoids the missing of task clarity by the customers (Auh et al., 2007). Customers who are aware of what is expected from them and how they need to perform are more likely to do what is expected (David E. Bowen, 1986; Mills, Chase, & Margulies, 1983). An increased customer’s task clarity was found to have a meaningful impact on the service outcome (Mills et al., 1983) and leads to a more effective customer participation (Auh et al., 2007).

The “**customer ability**” refers to the input quality that the customer provides to the service process. This aspect is important as it is positively related to co-participation. Customers with a greater expertise are able to make a better contribution to the service outcome which further leads to greater loyalty towards the service provider (Auh et al., 2007). Furthermore, it was found that customers who have a high self-appraisal of capabilities not only benefit throughout the customer participation, but also in regards to the participation enjoyment. This participation

enjoyment is further supported by high levels of efficacy on the employees' side (Yim, Chan, & Lam, 2012).

“Customer motivation” is the third crucial factor for effective customer participation (Auh et al., 2007). This is critical as it implies the willingness of the customer to participate in the service process (Lengnick-Hall, 1996). Motivated customers support the service provider by sharing information timely and read material that was provided by the service provider prior to the consultation meeting. Employees therefore can be more efficient during the consultations as customers can ask more useful and direct questions (Auh et al., 2007).

Schneider & Bowen (1995) defined different incentives for customer participation such as increased self-esteem due to increased control, increased productivity due to lower prices, the increased opportunity to make choices, decreased waiting times and the possibility of customization. With the knowledge of the advantages that customer participation involves, customer's satisfaction from participating actively (Amorim, Moscoso, & Lago, 2015) and furthermore the motivation to do so can be enhanced.

Customer participation is a benefit for the service delivery that contributes to the service provider but as well for the customer himself. It was found that customer positivity is associated with higher levels of customer participation and further leads to customer satisfaction (Gallan et al., 2013). Moreover coproduction is positively related to customer loyalty and the relationship between the customer and the company (Auh et al., 2007). Customer participation should not be an enforced but a voluntary choice so the participation is more likely to have a positive effect (Ajitha, Sharma, Kingshott, Maurya, & Kaur, 2019; Merlo, Eisingerich, & Auh, 2014). Moreover, higher customer participation is associated with higher customer spending, higher loyalty and attachment towards the brand (Merlo et al., 2014).

2.4.5 CULTURAL ASPECTS OF CUSTOMER PARTICIPATION

The perception of services has also been found to be culturally bound and the reasons why customers develop relationships with the service providers may be different across cultures (Liu, Furrer, & Sudharshan, 2001; Zhang et al., 2008). The research of Zhang et al. (2008) on cross-cultural consumer services indicates that culture is an influential factor in the service expectations, evaluations and reactions to the service experience.

Customers' motivation to participate in the service was identified as one of the drivers for positive customer participation (Lengnick-Hall, 1996). Findings of Schumann et al. (2012) reveal significant country differences in regards to customers' motivation to participate (e.g. customers in the Netherlands are much more willing to provide information than customers in Russia). Furthermore, they provide evidence that cultural values have an impact on the provision of personal information. Motivation is higher in low uncertainty avoidance cultures, in collectivist and more feminine cultures. The strongest effect on the motivation to provide personal information is uncertainty avoidance. Customers may fear the data security and be uncertain regarding their provision of personal information. Furthermore the cultural value of femininity reflects the role expectation of customers. Customers are more motivated to cooperate in the service process, whereas customers from masculine cultures participate passively and leave the active role to the service employee (Schumann et al., 2012).

Immigrant customers' co-production differs to those of domestic customers for several reasons. Immigrants' evaluation and reaction on services may be different, as they might not meet their expectations (Sichtmann & Patak, 2016). Research of Barker & Härtel (2004) reveals that the service provider's behaviour (verbal as well as non-verbal) has an effect on the customer's perception of the service and thus on the satisfaction with the service. They identify characteristics as "voice" (e.g. unfriendly and loud tone), "lack of trust" (e.g. following the customer through the shop), "avoidance" (e.g. lack of eye contact; body language; pretending to be busy) and "employee effort" (e.g. no engagement in small talk; not willing to go the "extra mile") through which customers perceive the service delivery as inequitable and therefore experience low satisfaction (Barker & Härtel, 2004).

Some studies furthermore reveal positive effects of cultural similarity between service provider and customer (Sharma et al., 2009), whereas according to the research of Sichtmann et al. (2018) the cultural (mis)match does not have an influence on the customer's satisfaction.

Research indicates that immigrant customer are often not aware of what is expected of them during a service encounter. Thus, these customers are uncertain in regards to their role assignment or are lacking when it comes to the task clarity. Immigrant customers indeed show motivation to participate in the service but due to lack of role and task clarity they do not fully know what is expected of them or how to behave appropriate. This in fact has influence on the quality of the co-production (Sichtmann & Patak, 2016).

Due to these findings, it can be concluded that as customer participation is crucial for effective service delivery and is furthermore dependent on customer's task clarity and ability as well as the motivation to participate (Lengnick-Hall, 1996), it should be important to take a closer look in regards to intercultural service encounters. Customers from different cultural backgrounds were found to participate differently, due to the lack of task clarity (Sichtmann & Patak, 2016), having different role expectations and regarding the motivation to participate (Schumann et al., 2012) .

2.5 RESEARCH

2.5.1 RESEARCH OBJECTIVE

The main objective of this research study is to gain insights into the topic of intercultural encounters in the service context. It combines two streams of research, namely the customer participation and acculturation by investigating their relation. The study investigates whether and through which factors the customer participation in a service encounter is influenced.

It further analyses how the acculturation, specifically the identification with one's home or host culture, effects the participation in the service process. Results from previous studies also suggest an impact of culture on the factors and outcome of customer participation (Chan et al., 2010; Gallan et al., 2013; Schumann et al., 2012; Sichtmann et al., 2019).

Therefore this study is focusing on the gap between two areas of research that have already been dealt with, leading to the following research question:

How does the acculturation of immigrants influence their customer participation in services?

In this study, acculturation is measured based on one's ethnic identification. Identification with a specific culture is derived *"from a sense of peoplehood within a group, a culture, and a particular setting (Phinney & Ong, 2007, p. 271)"*.

Further research questions are dealing with the question by which factors the acculturation is influenced. Thereby two specific factors are taken into account. The first one is called the "generalized trust", which is the level of trust in unfamiliar others. It is mostly shaped by

cultural values, but also developed through experience (Uslaner, 2008). The second factor is the level of integration in the unfamiliar culture and the establishment of social relations with the natives, called “social and cultural integration”.

In a first step, an analysis is conducted as to determine whether there can be found differences among the gender, generation or country of origin of immigrants with regard to their generalized trust, identification with home and host culture and their service participation behaviour.

In the main analysis, the influence on the immigrants’ acculturation is evaluated by assuming that it is affected by generalized trust and cultural and social integration. Secondly, the analysis of the influence of the ethnic identification on the customer participation is done by evaluating the results of a consultation meeting between customer and employee.

Therefore, following additional research questions can be formulated:

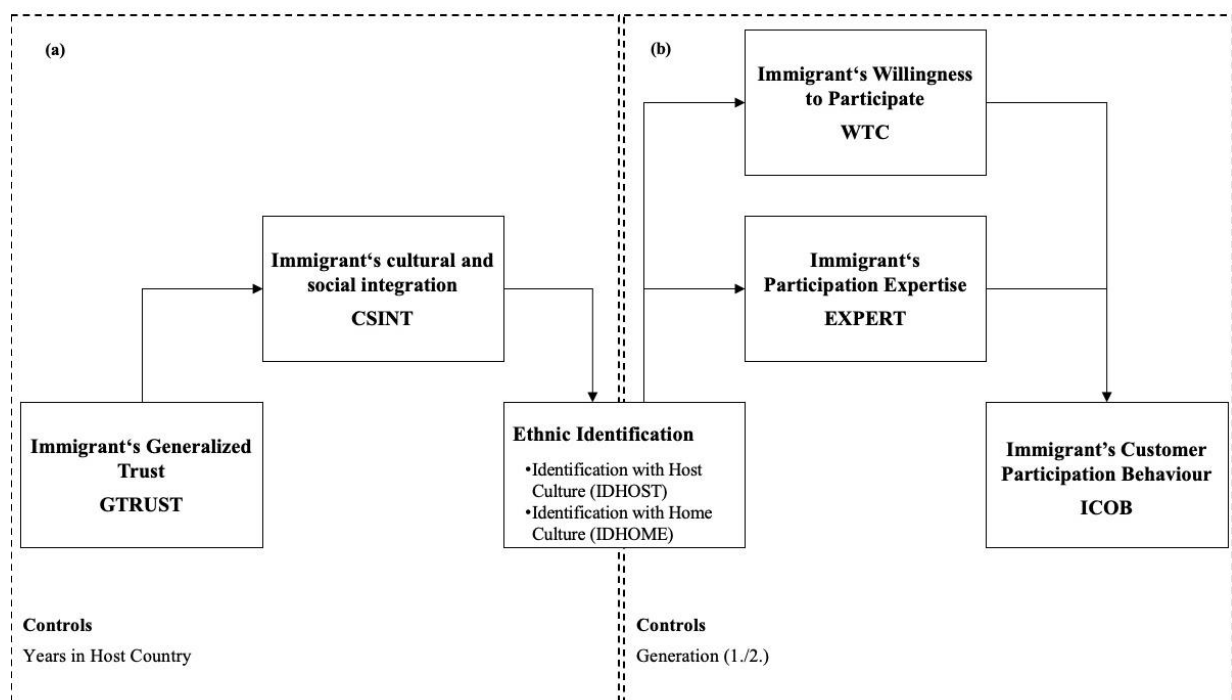
- Can differences in acculturation, generalized trust and customer participation behaviour be observed among gender, generation and country of origin?
- How does the generalized trust influence the immigrant’s acculturation process?
- How does social interaction and cultural integration influence the immigrant’s acculturation process?

This study can help to understand the different customers with regard to their ethnic identification and can determine if and how strong their identification influences the participation in the service delivery. Moreover, it can help to understand if other factors influence the acculturation level and further the participation behaviour of the customer. Being able to increase the customer participation influences the service outcome positively, therefore service providers understand the importance of a successful customer participation (Auh et al., 2007). Especially for customers with different cultural backgrounds, an appropriate service may overcome the potential issues. Service providers can use these findings to conclude what to expect from a customer with migration background, train their employees and create the service delivery process accordingly.

2.5.2 HYPOTHESES DEVELOPMENT

Based on the research objectives, the theoretical assumptions and derived hypotheses are outlined in the following section. Figure 4 shows the theoretical model established for this analysis. The model research is conducted in two steps. In the first step, the impact on the ethnic identification of immigrants regarding their generalized trust and their involvement in Austrian culture and social life is examined (a). An ethnic group is defined by the cultural heritage which involves tradition, values and mostly language (Phinney & Ong, 2007). Ethnic identification with the home culture is defined as the extent to which the customers maintain the cultural traits of their home culture. Ethnic identification with the host culture implies the extent to which the customers adopts to cultural characteristics of their host culture (Laroche, Yang, Kim, & Richard, 2007; Sichtmann & Micevski, 2018).

Figure 4: Theoretical model



Migrants are considered to have a certain generalized trust, which most of the time is consistent and therefore remains, even after migrating to a new country. Like with ethnic identification, the generalized trust level of migrants can undergo an acculturating process. Some migrants, especially from low trust countries, tend to adopt to the trust level of their host country. In general it can be assumed that this generalized trust is anchored and shaped by their cultural traditions (Uslaner, 2008) which are carried with them to their new home countries. Having

higher trust in others encourages immigrants to socialize more with the native population (Bjørnskov, 2007), which further benefits the integration and ethnic identification with the new culture.

Immigrants' involvement in the cultural traits of the host country and development of social contact with natives were found to benefit the acculturation process (B. S. K. Kim & Abreu, 2001; Peñaloza, 1994). Interacting with people from the host culture implies a greater openness towards the culture and the will to integrate, in contrary to those who do not seek for interaction with natives (Kizgin, Jamal, & Richard, 2018). Therefore a new dimension is added to the analysis which is labelled "cultural and social integration".

This leads to the assumption that immigrants expressing a higher integration with the native culture will thus identify themselves more with the respective culture. This is presumed for people with a higher generalized trust (or the trust in unfamiliar others), as this implies more openness towards strangers and therefore people with a different cultural background.

Based on these findings and arguments following hypothesis is proposed:

H1a: Higher generalized trust positively influences the ethnic identification with the host country through migrant's higher cultural and social integration.

People with a lower trust in unfamiliar others are therefore considered not to seek for integration into the cultural and social environment of the residence country and therefore won't make efforts to integrate but rather maintain the cultural traits of the home country. This leads us to the second hypothesis, stating:

H1b: Lower generalized trust positively influences the ethnic identification with the home country through migrant's low cultural and social integration.

Latest research highlighted the importance of a good service delivery. For this purpose, customers are seen as a major contribution and are asked to actively participate in the service delivery process. In their everyday business, service employees are confronted with intercultural encounters. Difficult situations occur if customers and employees do not share common values, language and norms which has a negative effect on the communication. Customers with different cultural background lack in participating in the service as they are not

aware of their part or their tasks. Culture influences the roles and expectations of both customers and employees and therefore the extent of customer participation (Chan et al., 2010; Sharma et al., 2009; Sichtmann & Patak, 2016).

In a study of Fassart et al. (2009) the adaptation to the host country culture was found to be increasing the utilisation of health care services. Moreover, migrants' identification with the host country was found to be an important predictor for the service quality and satisfaction and further has a positive effect on the migrants' expertise in the service participation (Sichtmann et al., 2019). Effective customer participation is driven by two main constructs, namely the willingness and the ability to participate in the service delivery (Auh et al., 2007; Lengnick-Hall, 1996), which will be included into the model.

Based on cross-cultural research it can be said that cultural values that are shared lead to shared patterns of behaviour (Schumann et al., 2010). Migrants having a higher identification with the host culture can therefore be identified to sharing the same values as locals and are therefore considered to behave and act like native citizens, understanding the roles and tasks in services. This leads to a mediated model where ethnic identification influences the customer participation through willingness and ability to participate. Following hypothesis is created based on the theoretical findings of previous research:

H2a: Ethnic identification with the host country positively influences customer participation through higher willingness and higher ability to participate in the service process.

Immigrants who rather maintain the home country culture and do not identify themselves with the host culture are expected to lack in the willingness and ability to cooperate which leads to a more negative participation behaviour. Based on this assumption following hypothesis is proposed:

H2b: Ethnic identification with the home country negatively influences customer participation through lower willingness and lower ability to participate in the service process.

3 STUDY: PUBLIC EMPLOYMENT SERVICE

3.1 STUDY DESIGN

For the purpose of answering the research questions, a quantitative study approach was used. The study was conducted at the national Public Employment Service of Austria (AMS) in 12 different districts of Vienna, where the proportion of people with migration background living in each district is up to 53%. Overall, Vienna has about 45% of inhabitants with migration background (Statistik Austria, 2019).

The AMS service offer includes different services for customers, as the support during unemployment by paying allowances, providing job trainings and language courses, conveying job interviews, but also offers housing and childcare assistance (AMS Österreich, 2020). The AMS was chosen for the study as it represents the services where the success of the service provided is dependent on the customer's participation, as for example the sharing of information regarding professional qualifications (Sichtmann et al., 2019) and therefore is considered as the appropriate place for conducting the study.

In 2018 the total unemployment rate in Austria according to national definition was around 7.7%. The unemployment among people with migration background is significantly higher (11.3%) compared to the ones of natives (6,7%). Immigrants from Afghanistan, Syria and Iraq contribute the highest part of the unemployment rate, with around 41%. Turkish people for example were unemployed twice as often as Austrians (Statistik Austria, 2019).

For this study customers as well as the employees of the AMS were considered as participants. Employees were asked to participate in the study as well by evaluating the participation behaviour of the customer after each corresponding service encounter as to ensure a professional evaluation.

Customers were approached while waiting for the appointment with their advisor and invited to participate in the study. In a first step they were handed out a questionnaire determining different aspects on:

- their **identification with host and home culture**
 - identifying their attachment to the host country (Austria) and home country, its cultures, people and ethnic values

e.g. *“I see myself as a part of my country of origin/ Austria”, “I feel a strong connection to my country of origin/Austria / etc.*

- their **integration into Austrian culture and social environment**
 - identifying the preferences in music, TV shows, cultural and social events and relationship to Austrians

e.g. *“I am deeply involved in Austrian cultural and community events.” / “I have Austrian people that I would consider family.” / etc.*
- their **generalized trust level**, which was measured by three questions:
 - Generally speaking would you say that most people can be trusted, or that you can't be too careful in dealing with people?
 - Do you think that most people would try to take advantage of you if they got the chance, or would they try to be fair?
 - Would you say that most of the time people try to be helpful or that they are mostly looking out for themselves?

After the encounter with the AMS employee, the customers were asked to fill out a second questionnaire to enquire their view regarding their participation behaviour in the service process. As employees were considered to be more capable and honest in regards to the evaluation of the customer's participation behaviour, they were asked to answer the questionnaire as well, evaluating the participation performance of the customer.

The second questionnaire covers questions in order to identify:

- The overall **customers participation behaviour** during the consultation with the service employee
 - Identifying their degree of sharing information, being prepared for the consultation and efforts during the consultation

e.g. *“The customer tried to make my work easier”/ “The customer was prepared before coming to me.” / “The customer shared a lot of information regarding his/her unemployment status” / etc.*

As mentioned beforehand, customers' ability and motivation to participate are crucial factors for beneficial co-production of the service. Therefore customers were evaluated based on:

- Their **willingness to participate** in the service delivery

- identifying their will to share information, to provide necessary answers, support the employee
e.g. “The customer was willing to co-participate”, “The customer was willing to answer all my questions”, etc.
- Their **expertise** regarding the offer of the AMS:
 - identifying their knowledge regarding consultations, the service overall, the expectations, rules and principles of the AMS
e.g. “In general the customer understands the services of the AMS.”, “I think the customer has good knowledge in terms of unemployment benefits”, “The customer is aware of what is expected from him/her when going to AMS in Austria.”, etc.

A detailed overview of all questions and items can be found in the appendix in Table 24 and Table 25. In the course of the study more items (demographic data, etc.) were measured and only the relevant data that was needed for this particular investigation was used.

Furthermore, the questionnaire was translated in multiple languages (English, Turkish and Serbo-Croatian) to give the respondents the opportunity to choose their preferable language and to ensure the understanding of those. Nevertheless the majority of the questionnaires that were filled out were in German language, whereas only 8% in Turkish and 5% in Serbo-Croatian and English each.

3.2 SAMPLE

In this section some information on the total sample is shared as to give better insights on the details and diversity of it. The analysis of the sample is split based on employee and customer descriptive data.

3.2.1 EMPLOYEES SAMPLE

In total, 45 employees, 70% female and 30% male, from branches in 12 districts of Vienna participated in the study. The participants were employed between 2 to 28 years within the AMS with an average of 7 years. The age of the participants ranged between 21 to 66 years and was on average 40 years. Out of the 45 employees, 10 stated they have a migration background themselves.

Figure 5 shows the distribution of employees and customers per district. The most employees (20%) participated from the branch in the 11th district in Vienna, where also the most customers were acquired for the study. This district is also known for its high amount of residents with migration background (Stadt Wien, 2019). A great number of employees participated as well from the branches in the 6th, 13th, 19th and 20th district, where also a higher number of customer per employee could be acquired. The branch located in the 6th district is specialised in youth consultation, thus for customers to the age of 21.

Figure 5: Employees and customers per district

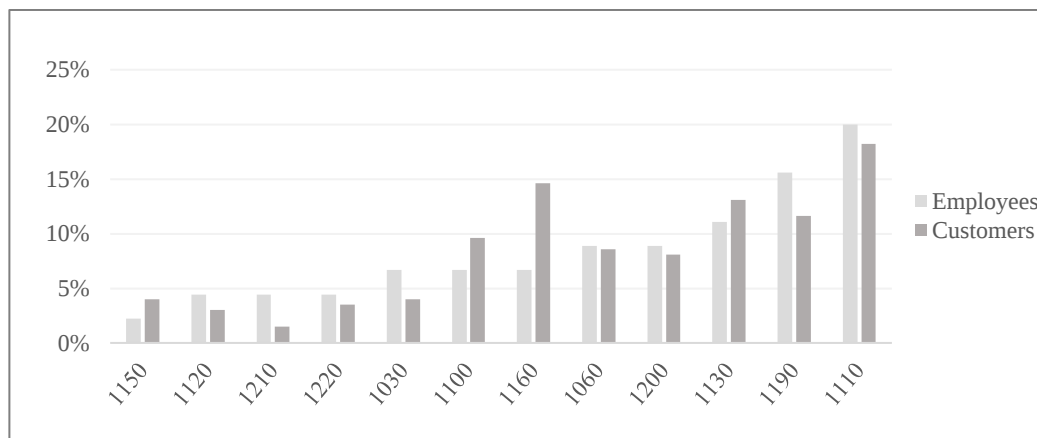
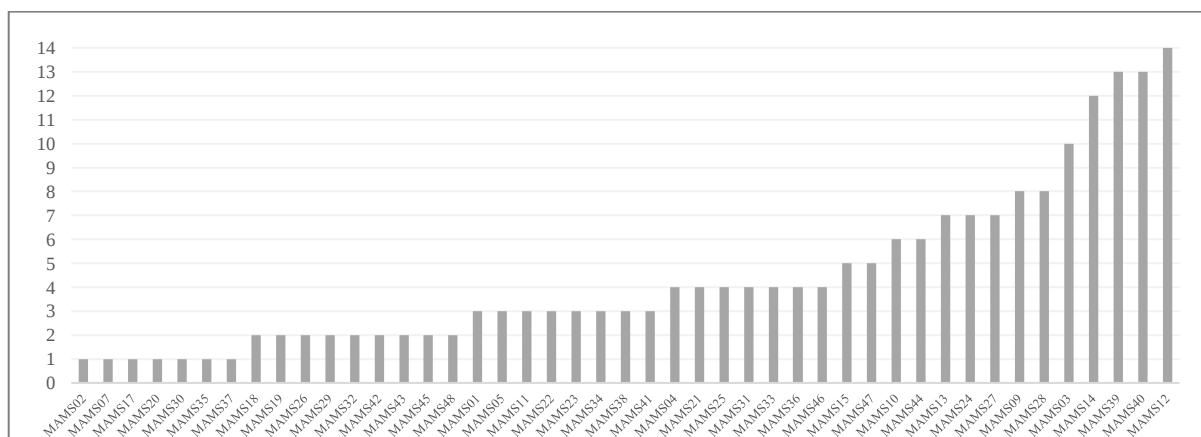


Figure 6 shows the distribution of the amount of customers per employee. In general the majority of the employees (around 70%) had consultations with around one to four customers that were willing to participate in the study. In big branches, as for example in the 11th district, employees had even more with eight to fourteen customers in total. As to gain enough customers per employee, the study had to be conducted up to four times within one branch.

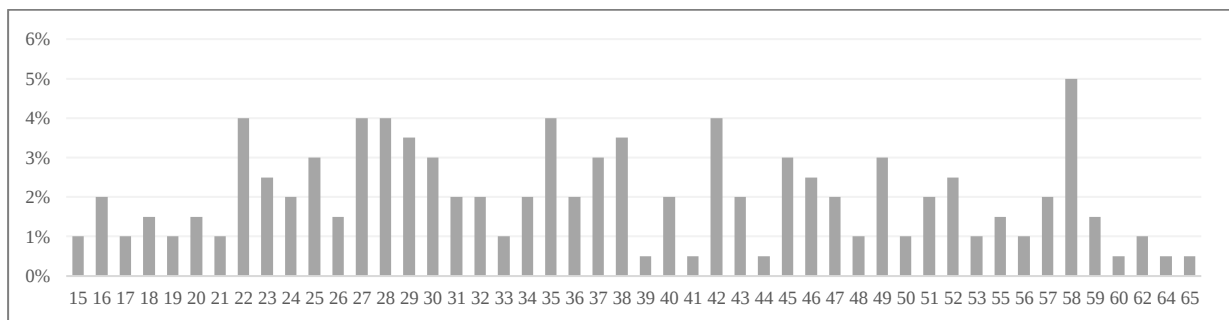
Figure 6: Number of customers per employee



3.2.2 CUSTOMERS SAMPLE

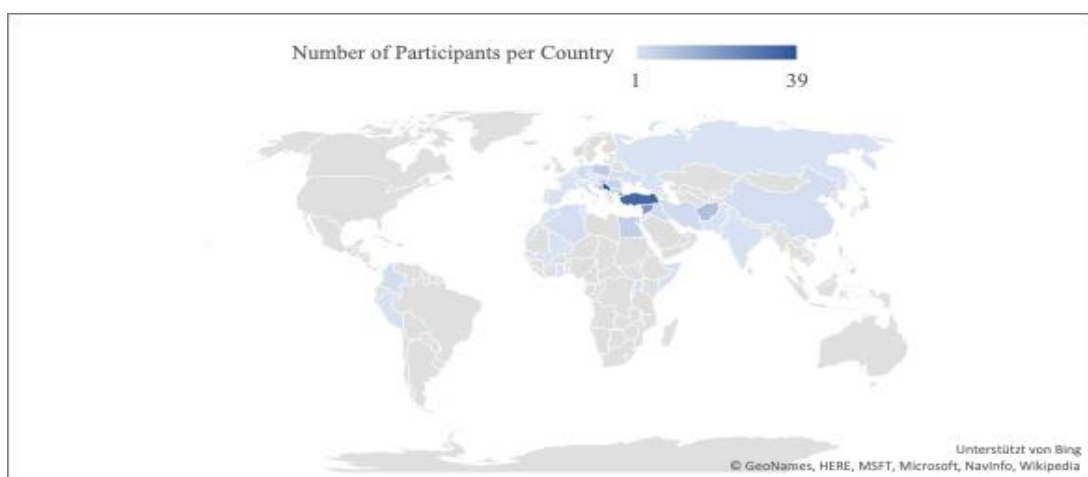
Data was collected from 196 respondents with an almost equal distribution of female (47.2%) and male (52.8%) participants. The age distribution shown in Figure 7 ranged between 15 to 65 years with a mean age of 37 years. This represents the average age of 35 years of foreign citizens in Austria. In general, statistics show that foreign citizens in Austria are significantly younger than domestic ones which have an average age of 43 years (Statistik Austria, 2019).

Figure 7: Age distribution of customer sample



In total, people from 36 different countries of origin participated in the study. Figure 8 shows the distribution of participants per country. Countries with darker shading mark a greater amount of participants. Participants from Turkey (17%) and Serbia (20%) formed the largest proportion followed by participants from Syria (11%), Bosnia & Herzegovina (6%) and Afghanistan (5%).

Figure 8: Distribution per country of origin

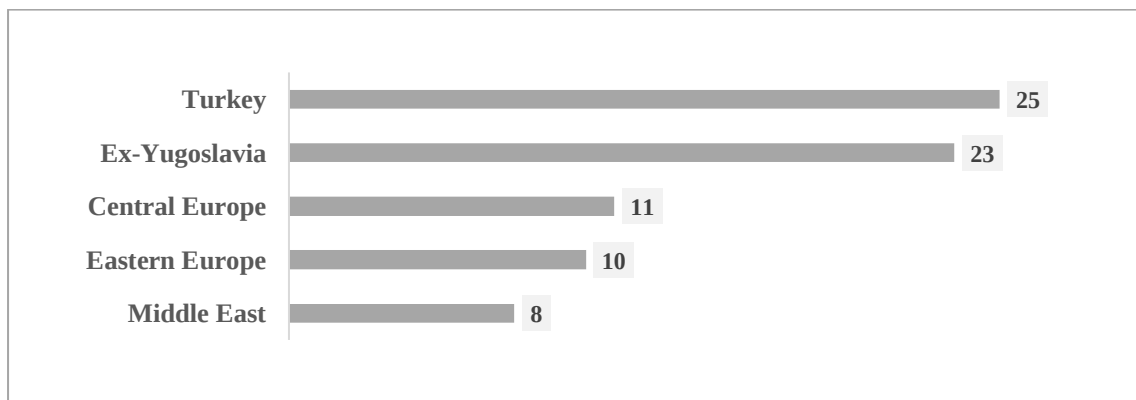


This was already expected, as these migrant groups also form the biggest groups in Austria in total. The total list of countries of origin can be found in the Appendix (Appendix 5). Only 22%

of the sample indicated to have an Austrian nationality. This proportion is less compared to the 37% of the total citizens with migration background that own the Austrian citizenship (Statistik Austria, 2019).

82% of the participants were not born in Austria, but have spent on average 17 years in the country. The remaining participants, who were born in Austria, are therefore considered as second generation immigrants since they have at least one parent who was born in a foreign country. The length of stay in Austria differs among the participants. People who migrated from Turkey have the longest average stay of 25 years, followed by Ex-Yugoslavians with 23 years. The shortest stay have immigrants from Middle East countries with an average of 8 years. The distribution can be found in Figure 9.

Figure 9: Average years of stay in Austria per country of origin



Regarding the financial situation, 84% of the participants have a monthly income lower than 1500€ (see Figure 10). This income applies to approximately 20% of Austrian overall households (Statistik Austria, 2019). Only 16% stated to have a higher income over 1500€.

Figure 10: Distribution of household income

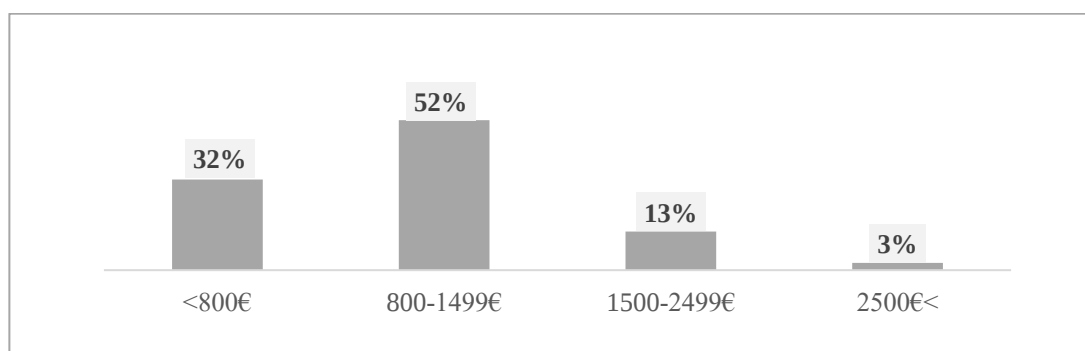
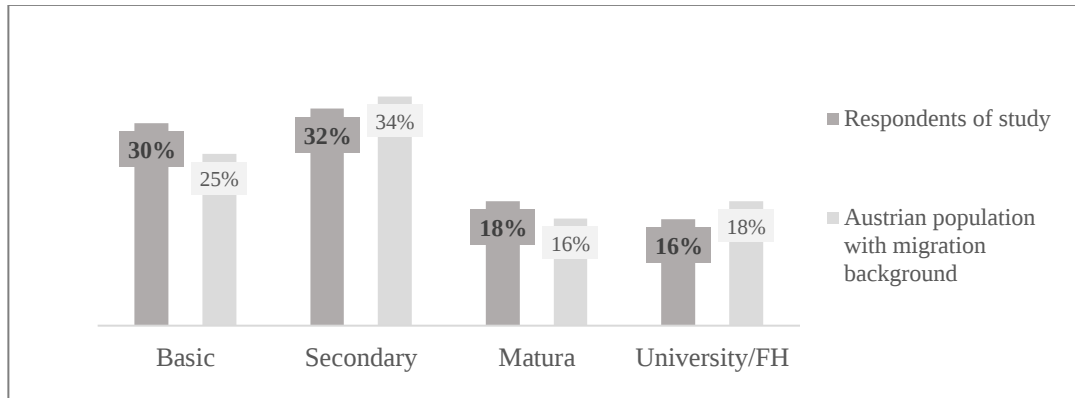


Figure 11 presents the distribution of educational background of the sample compared to the overall Austrian population with migration background. About 60% of the participants are lower educated with a basic or secondary education, exceedingly few participants have an university degree or similar. The results as well correspond to the numbers of the total Austrian population with migration background (Statistik Austria, 2019).

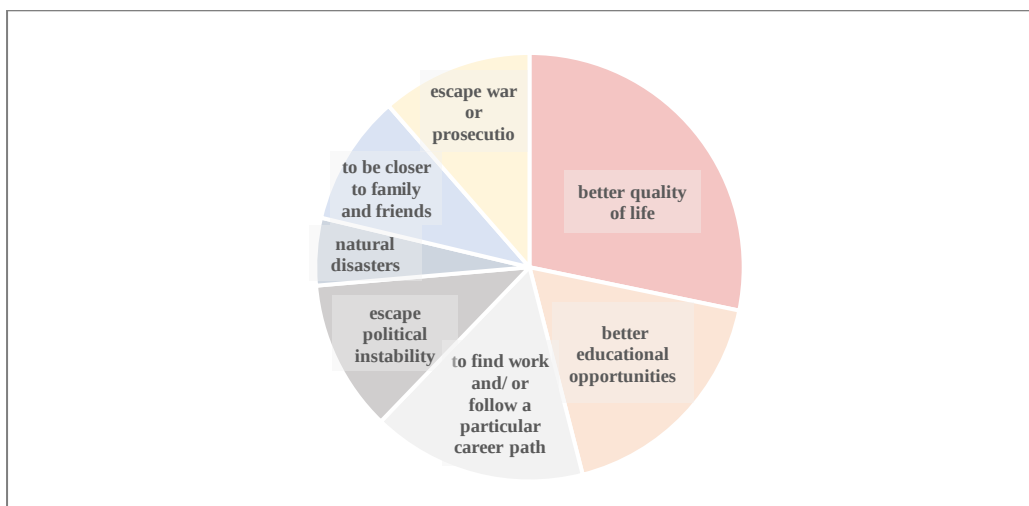
Figure 11: Customers' educational background

in comparison to total Austrian population with migration background



Customers were furthermore asked regarding their reason for immigrating to Austria. The distribution of reasons for migrating is presented in Figure 12. The customers' reasons for migrating to Austria were among others the "better quality of life", "better opportunities of education", "to be closer to friends and family" and the "search for work or a particular career path". Only few of the participants were moving because of natural disasters in their country of origin.

Figure 12: Reasons for migration to Austria



To sum up, the sample shows a great diversity especially in aspects of culture, country of origin and age. The majority of the respondents immigrated to Austria as for a better quality of life, is lower educated and has a lower household income. Overall, the sample represents the Austrian immigrant population very well.

3.3 EXPERIENCE AND LEARNINGS

While conducting the study at the different locations of the unemployment service, several issues appeared, through which additional learnings were identified. These primarily involve subjective perception, experience and evaluation.

In general the AMS was the perfect place to conduct the study with the resources given. As described in Chapter 3.2.2, the proportion of customers with migration background at the AMS is very high. Overall, people from 36 countries of origin participated, which implies a high diversity in regards to the cultural backgrounds of the sample.

3.3.1 CUSTOMERS' PARTICIPATION IN THE STUDY

The customers' participation in the study can be analyzed based on the theoretical prerequisites of positive participation: motivation and ability to participate (Lengnick-Hall, 1996). The customers that participated were divided into two groups. The first group consisted of the customers that were easy to approach. These customers were immediately showing interest in the study and its purpose. While quickly agreeing to participate, it was clear that also the understanding of what is expected from them was given (e.g. how to fill out a questionnaire, what is the study about, etc.). These customers didn't need support or had any further questions, so the participation was quite unproblematic.

Other than the people who were having doubts to participate, the people who agreed to do so were overall motivated, open to it and happy to help. Some even proposed to write some more information than needed. The motivation was still given, despite not speaking the language perfectly. The other group of customers was more difficult to approach. First of all, the motivation to participate was not given (amongst others, language difficulties and no time were mentioned as reasons). Even after agreeing to participate, the answering of the questionnaires

went rather slowly. In regards to clarity, one got the impression that the understanding was missing and the customers needed a lot of support. In the following, the issues that appeared will be discussed more detailed.

In general, it was difficult to gain respondents to participate in the study in the beginning of the conduction. The first approach that was used was as follows: Customers were approached in the waiting room and asked if they were willing to participate in a study conducted by the University of Vienna. The reason why most of the respondents were not willing to take part, was the missing trust. On the one hand, customers were suspicious whether the study is officially done in cooperation with the AMS and on the other hand they feared their participation could negatively influence their status at AMS. Some customers were further uncertain about the anonymity of the study and therefore resisted to participate, even after detailed explanation. Obviously, the customers are dependent on the support and service of the AMS and therefore may potentially fear some negative impacts on their financial and social assistance. Research already highlighted the importance on trust in research with humans. Building trust between the participant and investigator is crucial for people to take part in a study. With missing trust, participants might refuse to even take part in the first place (Mastroianni, 2008).

A greater tendency to participate was expected by offering a 5€ purchase voucher. Unfortunately, the outcome was different, as a lot of the customers didn't see the voucher as a motivation to participate. Supposedly, the value of the voucher was too low so customers were not motivated to stay after their appointments and to participate in the study. The most common reason for not participating was a lack of time on the customer's side. Added to this, the length of the questionnaire supported the demotivation to participate, as it was perceived to have too many questions.

As to increase the participation of customers, the strategy of approaching was changed. Employees were asked to actively help in approaching the customers. This method showed good results, as customers were more willing to participate and showed more trust in the study by knowing that it is "approved" by their supervisors and seen as a good will.

Another issue on the customers' side was the missing language knowledge. The questionnaires were translated into several languages (English, Serbo-Croatian, Turkish), but despite this offer about 80% were filled out in German language. Serbo-Croatian or Turkish translations were

not used as often, as most of the customers are already living in Austria for a long time and therefore speak German well enough. It would have been of great advantage to also have the questionnaires translated into more languages as for example translations to Arabic or Kurdi were requested by a lot of customers. Overall results for these migrant groups, for example customers coming from Iraq, Syria or Afghanistan, showed the shortest stay in Austria and therefore it can be assumed that the knowledge of German language is not good enough. Despite that fact, these participants still preferred to answer the German questionnaire rather than the English one. Even though 70% of the participants stated in the questionnaire that they understand, speak, read and write German very good, 62% have a certificated language level of maximum B1. To support the customers during the answering of the questionnaires, tools like google translate, which for example offered a live translation to every language by taking a photo, were used. Thanks to this method, a lot more customers were able to participate. Of course, mistakes made in the online translation process cannot totally be excluded.

Furthermore, some customers needed support during the filling out of the questionnaires. Some participants found it difficult to differentiate between questions, as for example “I see myself as a part of my country of origin/Austria” and “I feel a strong attachment towards my country of origin/Austria”. On the other hand, some questions appeared to be phrased too difficult, so customers with basic German understanding were not able to understand the true meaning and to answer the questions properly. One example to mention was the question “I define myself based on my country of origin/Austria”.

Some of these issues were confirmed by other people with migration background that were not participants of the study but additionally questioned on their opinion regarding the questionnaire. The feedback included a too complicated wording and a too long questionnaire in general. Even in the native language some questions couldn't be answered completely as the meaning still was unclear (e.g. “I define myself based on my country of origin/Austria”).

3.3.2 EMPLOYEES' PARTICIPATION IN THE STUDY

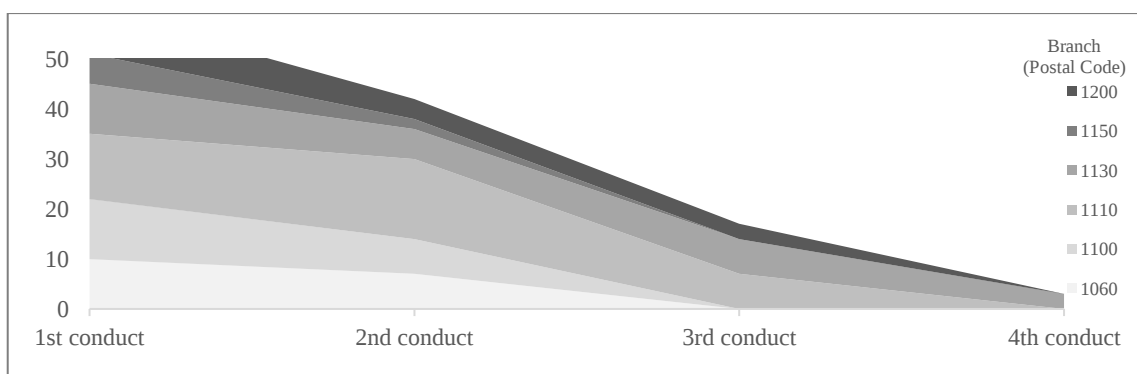
On the employees side, several learnings could be identified as well. First to mention is the motivation for participating. Overall, the employees showed a very high motivation during the first conduct of the study. Some of the employees actively supported the study process, asked colleagues to participate as well, offered to help in any way they could and motivated the

customers to participate. Others refused to involve themselves actively and just helped by doing what was at least necessary.

The number of customers per round of conduct is visualised in Figure 13. For this visualisation, only six branches were chosen as these were the branches with more than three rounds of conduct. The graph clearly shows, that with each round, the amount of customers decreased. During the first conduct, more than 50 customers in total participated in the six branches, whereas in the last conduct, employees from these six branches in total had only consultations with about 10 customers. This results can more or less be transferred to the motivation of the employees, as these were highly motivated in the first conduct whereas in the last round, the motivation to help approach customers was not given anymore.

There are several reasons for the decrease in number of participants. After conducting the study the first and second time, some employees received negative feedback by their customers, while others were given instructions by their superiors to rather not participate a further time. Despite having a general authorization to conduct the study and being able to ensure data security and anonymity, some customers raised concerns regarding the data privacy. This diminished the motivation of the employees to freely participate a further time. Some branches even refused to participate a second time at all.

Figure 13: Number of customers per branch & round of study conduct



Another learning regarding the employees was their time management and work loads. The AMS opening hours are mostly very short (08.00 am – 12.00 am) and employees have around 10 to 14 customer appointments per shift. The employees work task includes the need to write a report on the consultation process which takes about 5 to 15 minutes. Additionally, they had to fill out the study questionnaire before the next customer appointment. This lead to some time management issues, as some employees complained to not be able to manage both in the short

time between consultations. In general it has to be noted that employees have been approached in advance and asked by their managers if they want to participate in the study. The participation was then handled differently in every branch. In some branches the superiors cleared the employees appointments, so they had enough time to participate and simultaneously fulfil their tasks, whereas in other branches the number of customers that were willing to participate was too high, so the employees were overstrained.

3.3.3 OVERALL LEARNINGS

In total, it can be concluded that in regards to the formalities some improvements can be done, so that for every department and entity the knowledge of the study and its process is clear. In regards to the customer participants, it may be helpful to have the questionnaires translated in even more languages, especially those spoken by people whose stay has been short and therefore also the knowledge of German language is limited. Additionally, the phrasing of the questions and the length of the questionnaire overall could be reviewed. On the other hand, it would be helpful to have translators present so to assure total understanding of the purpose of study and the questions.

Furthermore, it can be considered to let the study be completely conducted by employees of the AMS, as the customers may have more trust towards them and those who have concerns may be more willing to participate in the study. Another option may be to have an additional AMS employee present during the consultation, provided that the resources allowed it. The task would include the observation and evaluation of the customer's participation behaviour. As an AMS employee, he or she knows the process of service delivery and therefore can evaluate the participation behaviour as well. Consequently, the actual supervisor could totally focus on the consultation with his/ her customer without having to worry about other things (e.g. time management, etc).

3.4 DATA ANALYSIS

3.4.1 MEASURE

The data is evaluated based on a pre-analysis of the central variables and furthermore on the theoretical model. The pre-analysis conducted in chapter 3.4.2 investigates descriptive information on the central variables that are also included in the main analysis and theoretical model and further analyses whether participants differ in regards to gender, generation and country of origin.

Overall, 196 participants from 36 countries of origin took part in the study. For the majority of countries there were only a few participants (Appendix 5 provides more detailed information), so the corresponding countries are clustered based on statistic proposals (Statistik Austria, 2019), their cultural similarity and geographic location (Table 2). This clustering is done in order to simplify the inclusion of the variable “country of origin” in the pre-analysis. The dummy coding of these variables can be found in the Appendix 2.

Table 2: Country groups classification

<i>Country Group</i>	<i>Country of Origin</i>
WESTERN/ CENTRAL EUROPE	France, Germany, Italy, Spain
EASTERN EUROPE	Bulgaria, Hungary, Poland, Romania, Russia, Slovakia
EX-YUGOSLAVIA	Bosnia & Herzegovina, Croatia, Macedonia, Serbia
MIDDLE EAST	Afghanistan, Syria, Iran, Iraq, Jordan, Pakistan
TURKEY	Turkey
OTHER	Colombia, Chechnya, China, Peru, Philippines, South Korea, Vietnam, Egypt, Tunisia, Morocco, Mali, Somalia, Uganda, Eritrea

The main analysis is then split into two steps based on the theoretical model presented in Figure 4. The first analysis considers “generalized trust” as independent variable, “cultural and social integration” as mediator and “ethnic identification” as the dependent variable. As people who spend more time in the host country are expected to have embraced a greater relationship to the people and culture, time spent in the host country is included as a control variable. The second analysis is based on “cultural identification” as the independent variable, “immigrant’s willingness” and “expertise to cooperate” as mediators and the immigrant’s “customer

participation behavior” in the service as dependent variable. Migrants should further not be perceived as a homogenous group, as acculturation was found to be more important for first generation migrants, meaning those who are born in a different country (Sichtmann et al., 2019). The generation of immigrants is therefore tested as a control variable in the analysis (a). The dummy coding for the variable “generation of immigrants” can be found in Appendix 2.

For the measure of the model verifiable scales from literature were used. Complete wording of the scales is provided in Appendix 3 and Appendix 4.

The variable “**generalized trust (GTRUST)**” was measured with three items on a 7-point scale, ranging from 1 (least trustful) to 7 (most trustful) shown in Appendix 3. Despite being used in the Europe Social Survey (ESS), the scale has been applied in several studies before and offers a valid assessment (Bjørnskov, 2007; Dinesen & Hooghe, 2010; Reeskens & Hooghe, 2008). The three items offer a reliable scale showing a good consistency with Cronbach’s Alpha with a score of 0.74.

The mediating variable “**cultural and social integration (CSINT)**” was measured based on seven items on a 7-point scale (Mendoza, 1989) with a reliability score of Cronbach’s Alpha of 0.60.

Acculturation was measured based on the variables “**identification with the host culture (IDHOST)**” and “**identification with the culture of origin (IDHOME)**” with eight items on a 7- point scale (Appendix 3) (Mezzich, Ruiperez, Yoon, Liu, & Zapata-Vega, 2009). The items show a very strong internal consistency with Cronbach’s Alpha scores ranging from 0.86 to 0.92.

The variable “**immigrant customer participation behaviour (ICOB)**” was measured through seven items, whereas two items had to be excluded due to low reliability. First of all, these two items had to be transformed as they differ from the other statements by indicating a negative customer participation behaviour e.g. (1) “*I had to ask everything myself (the customer did not explain everything himself)*” and (2) “*The customer talked about his/her personal problems, which are not related to his/her unemployment status*”. By first testing the reliability with all seven items, the Cronbach’s Alpha Value was 0.44, indicating a low reliability. By excluding the first statement (1) the score increased to 0.52 which still was very low. Through exclusion of both statements, the reliability score was increased to 0.88, which indicates a very high

reliability and internal consistency. In general, research proposes a alpha value to range between 0.70 and 0.95 (Tavakol & Dennick, 2011).

Finally, the variables **“willingness to cooperate (WTC)”** and **“expertise in participation (EXPERT)”** were measured with four and nine items on a 7 -point scale (Auh et al., 2007) with a reliability score of Cronbach’s Alpha of 0.95 and 0.91.

It should be noted, that the variables GTRUST, CSINT and IDHOME, IDHOST were measured based on the customer view, whereas WTC, EXPERT and ICOB were measured based on the employees view.

3.4.2 PRE-ANALYSIS OF CENTRAL VARIABLES

This chapter provides more detailed information on all variables regarding their descriptive data and analyses in a next step whether differences among groups can be identified. Table 3 shares the bivariate correlation of the independent and dependent variables and the descriptive information on means and standard deviations for the total sample (n=195).

The results indicate moderate relations between various variables. The generalized trust of migrants was found to be positively correlated to migrant’s involvement in culture and social life (CINV) ($r=.18$, $p < .01$) which further shows a positive correlation with the identification with host culture (IDHOST) ($r=.331$, $p < .001$) and a negative correlation with the home culture (IDHOME) ($r=-.136$, $p < .05$). The identification with the host culture further indicates a positive connection to the willingness to cooperate (WTC) ($r=.251$, $p < .001$), as well as to the expertise in participating (EXPERT) ($r=.233$, $p < .001$). WTC and EXPERT were found to be positively related as well ($r=.333$, $p < .001$). Identification with the home culture does not have any correlation with the variables WTC and EXPERT. Immigrant’s participation in the service (ICOB) has a strong positive relation with the willingness to cooperate (WTC) ($r=.723$, $p < .001$) and the immigrant’s expertise (EXPERT) ($r=.439$, $p < .001$), but no relation with generalized trust or the cultural identification could be observed.

The bivariate analysis shows some connection between the variables, indicating a relation between the generalized trust and immigrant’s cultural and social involvement and cultural identification, which correlates with willingness and expertise to participate and further with the participation behaviour in total.

In the following, all variables will be presented in detail on their descriptive information as well as correlations, in order to gain specific insights on these variables. The variables are analysed based on their correlation with gender, generation of the immigrant, years spent in the host country and the immigrant's country of origin. Additionally to the hypothesis that were created in course of this thesis, one-way analysis of variance (ANOVA) tests were run, as to find possible differences regarding the participants' countries of origin. As the immigrant participants come from different countries and therefore have different cultural backgrounds, these results may help to understand whether immigrants' cultural background should be taken into consideration when analysing the ethnic identification as well as the customer participation. Speaking of the generalized trust level, which in research is mostly analysed based on country level, the analysis of home country differences can thus help to gain a better understanding of the sample.

Table 3: Means, Standard Deviations, Correlations

<i>Variable</i>	VIF	Mean	SD	1	2	3	4	5	6	7
1 IDHOST	1.09	5.55	1.13	1						
2 IDHOME	1.01	4.67	1.61	-.003	1					
3 CSINT		4.49	1.06	.331***	-.136*	1				
4 GTRUST		4.03	1.39	.062	-.078	.180**	1			
5 WTC	1.16	6.61	.88	.251***	-.022	.168**	-.001	1		
6 EXPERT		5.59	1.19	.233***	-.072	.155*	-.097	.333***	1	
7 ICOB		5.87	1.22	.117	-.010	.092	-.061	.723***	.439***	1

Notes: Column entries represent Pearson Correlation.

**** $p < .001$. ** $p < .01$. * $p < .05$. (One-tailed)*

GTRUST - Generalized Trust

CSINT - Cultural & Social Integration

IDHOST - Identification with Host country

IDHOME - Identification with Home country

WTC – Willingness to cooperate

EXPERT – Expertise in participating

ICOB – Immigrant customer participation behaviour

GENERALIZED TRUST (GTRUST)

All descriptive information regarding the variable GTRUST is presented in Table 4. In total, the sample with an average score of 4.0 (SD: 1.4) shows neither a very high nor a very low score of generalized trust. Further data for GTRUST was analysed to find correlations with other demographic variables.

Starting with gender, no correlation with GTRUST could be observed. A correlation and significant difference for generalized trust between first and second generation was found. Interestingly, the second generation with a mean score of 3.6 (SD: 1.5) shows a significantly lower GTRUST ($r = -.15$; $p < 0.05$) than the first (Mean: 4.1; SD: 1.4). The independent t-Test confirms this result with a significant difference between the generation groups, $t(191) = 2.06$, $p = .04$. Second generation immigrants were born in Austria and are therefore expected to be more acculturated in regards to the trust level, this result therefore is surprising. As presented in chapter 2.3.2, Austrian citizens in general show a higher generalized trust on country level comparison (Olivera, 2015).

Table 4: Generalized Trust: Correlations and descriptive statistics

	n	GTRUST		
		Mean	SD	r
Total	195	4.03	1.39	
Gender				.00
Female	92	4.05	1.63	
Male	102	3.99	1.13	
Generation				-.15**
First	159	4.14	1.35	
Second	34	3.59	1.51	
Country of Origin^a				.23*
Central Europe	6	4.61	1.16	-.07
Eastern Europe	27	4.14	1.31	-.03
Ex-Yugoslavia	58	3.64	1.58	-.18***
Middle East	39	4.46	1.07	-.16
Turkey	33	3.85	1.54	.06

Note: Column entries represent Pearson Correlation.

^a Correlation value represented by η^2

**** p < .001. *** p < .01. ** p < .05. *p < .10 (One-tailed)

GTRUST - Generalized Trust

Table 5: t-Test results comparing GTRUST with immigrant's generation

	T	df	sig.
Generation	2.06	191	.04

In a next step, the one-way ANOVA was used to test differences between the country groups. Other than expected, no significant difference on the 5% significance level could be analysed. Nevertheless, a medium correlation effect ($r=.23$; $p < .1$) between GTRUST and the country of origin was found. Respondents from Ex-Yugoslavia show a very low score in comparison to the other groups, while respondents from Central Europe show the highest generalized trust. This was already expected, as these results represent the overall results from other studies (European Social Survey, ..) indicating a high trust level in western and lower level in Balkan countries. A higher score of generalized trust was found for Middle East countries (Mean: 4.5; 1.1). The World Values Survey from 2014 analysed the share of people agreeing to the statement “most people can be trusted”, where 30% of the Iraqi population think that most people can be trusted. This share is comparable with results of respondents from UK (28%) or Italy (28%), but much higher than for example from respondents of Turkey (12%) or Serbia (14%). Therefore it is not surprising that the trusting level of the respondents from Middle East countries is higher than from those coming from Turkey or Ex-Yugoslavian countries.

Table 6: ANOVA results comparing GTRUST among country groups

	Sum of Squares	Mean Square	df	F	sig.
Country of Origin	20.27	4.05	5	2.16	.06

CULTURAL AND SOCIAL INTEGRATION (CSINT)

The sample in total has a higher involvement to Austrian culture and social life than with the home country culture (Mean: 4.5; SD: 1.1). A difference or correlation based on gender and the generation of the immigrant was not observed. The variable years spent in Austria shows a positive correlation with CSINT ($r = .16$; $p < .05$). A strong but not significant relation between the country of origin and CSINT ($\eta^2=.20$; not sig.) was found, indicating that the country of origin may play a role in how the respondents integrate themselves in the cultural and social

events with Austrians. Nevertheless, a one-way ANOVA test that was carried out additionally, which confirms no significant differences between the country groups (Table 8).

Table 7: Cultural and Social Integration: Correlations and descriptive statistics

	n	CSINT		
		Mean	SD	r
Total	195	4.49	1.06	
Gender				-.06
Female	92	4.56	1.09	
Male	102	4.42	1.03	
Generation				-.09
First	159	4.56	1.04	
Second	34	4.29	1.09	
Years in Host Country				.16**
Country of Origin^a				.20
Central Europe	6	4.81	1.67	-.05
Eastern Europe	27	4.55	1.02	-.02
Ex-Yugoslavia	58	4.63	.97	-.08
Middle East	39	4.55	.92	-.03
Turkey	33	4.03	1.19	.19***

Note: Column entries represent Pearson Correlation.

^a Correlation value represented by η^2

**** p < .001. *** p < .01. ** p < .05. *p < .10 (One-tailed)

CSINT - Cultural & Social Integration

Table 8: ANOVA results comparing CSINT among country groups

	Sum of Squares	Mean Square	df	F	sig.
Country of Origin	9.01	1.80	5	1.63	.154

Note: **** p < .001. *** p < .01. ** p < .05. *p < .10

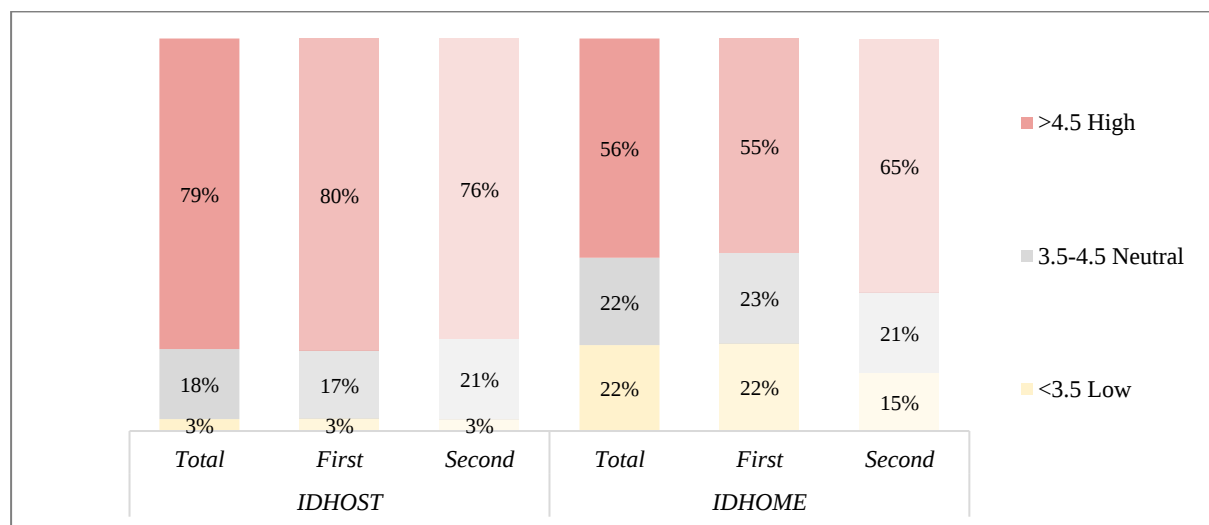
IDENTIFICATION WITH CULTURE (IDHOST/ IDHOME)

As previously mentioned, customers were asked to answer questions as to determine their level of identification with host (IDHOST) as well as home culture (IDHOME). Table 9 shares

descriptive information and correlation on variables based on their identification score. In total, the customers show a high identification with both cultures. Other than expected, a higher average level of identification with Austrian culture (and therefore the host culture) (Mean: 5.6; SD: 1.1) than with the respective culture of origin (Mean: 4.7; SD: 1.6) was found.

To better illustrate the extent of identification with host and home culture, Figure 14 shows the distribution of low, neutral and high identification. Identification was measured on a scale of 1 to 7. Low identification is based on an average score lower than 3.5. Immigrants who do not show any explicit identification with one of the cultures (mean between 3.5 and 4.5) are considered as having a neutral or not preferred identification. With a mean above 4.5, immigrants are classified as highly identified. In general it can be said that the majority of immigrant participants shows a high cultural identification. Around 80% of the customers have a high identification² with the host culture, around 56% with home culture. This high identification for the host culture applies to the respondents of first (IDHOST: 80%; IDHOME: 55%) as well as of second generation (IDHOST: 76%; IDHOME: 65%).

Figure 14: Acculturation level of total sample, first and second generation



Therefore, it can be concluded, that the sample in total shows a high importance in maintaining their culture of origin while adapting to the culture of their host culture. Based on literature and different acculturation strategies, the sample can be defined as integrated (Berry, 2005).

² High identification: Mean > 4.5

Table 9: Cultural Identification: Correlations and descriptive statistics

	n	IDHOST			IDHOME		
		Mean	SD	r	Mean	SD	r
Total	196	5.55	1.13		4.67	1.61	
Gender				.02			.13
Female	92	5.51	1.24		4.87	1.51	
Male	103	5.56	1.03		4.47	1.68	
Generation				.004			.08
First	159	5.53	1.11		4.64	1.60	
Second	32	5.54	1.24		4.95	1.54	
Years in Host Country				.26***			-.09
Country of Origin^a				.16**			.17
Central Europe	6	4.44	1.59	.17**	5.25	1.28	.06
Eastern Europe	27	5.27	1.03	.10	4.57	1.71	.03
Ex-Yugoslavia	58	5.94	.88	.22***	4.52	1.81	.06
Middle East	37	5.44	1.17	.05	4.39	1.53	.08
Turkey	32	5.49	1.30	.02	5.13	1.18	.13

Note: Column entries represent Pearson Correlation.

^a Correlation value represented by η^2

**** p < .001. *** p < .01. ** p < .05. *p < .10 (One-tailed)

IDHOST - Identification with Host Culture

IDHOME - Identification with Home Culture

Analysing gender and cultural identification, no correlation was observed. Apart from that, no significant connection between the identification and the generation of the migrants was found. Nevertheless, the second generation interestingly shows a slightly higher mean of identification with home culture and lower identification with the host culture compared to the results of first generation migrants. This result can also be observed in Figure 14 with more second generation migrants (65%) having a higher home culture identification than first generation (55%).

The analysis of data based on the country of origin shows some interesting findings. A correlation between the country of origin and the identification with the host culture ($r = .16$; $p < .05$) was found, meaning that the culture of origin plays a role in the identification with the new country. In average, the identification with the host country is higher than with home culture for the majority of countries. The results reveal a significant correlation of the cultural

identification based on whether the respondent is coming from countries of Central Europe or Ex-Yugoslavia (see Table 9). Respondents from countries of Central Europe show an opposite result with a higher identification for home culture. This could be explained due to shorter average stay of 11 years, whereas, for instance, people from Turkey and Ex-Yugoslavia have spent around 25 years in Austria and therefore had more time to adapt to the new country culture. The years spent in Austria were further found to be strongly correlated with the ethnic identification to the host country ($r = .26$; $p < .01$).

Table 10: ANOVA results comparing IDHOST/IDHOME among country groups

	Sum of Squares	Mean Square	df	F	sig.
IDHOST					
Country of Origin	18.9	3.79	5	3.10	.01
IDHOME					
Country of Origin	14.2	2.83	5	1.09	.37

Results of post-hoc test and mean difference of groups

Tukey Post Test			Mean Difference	sig.
<i>IDHOST</i>	Central Europe	Eastern Europe	-.83	.56
		Ex-Yugoslavia	-1.49**	.02
		Middle East	-.99	.32
		Turkey	-1.05	.26
		Others	-1.01	.31

Note: **** $p < .001$. *** $p < .01$. ** $p < .05$. * $p < .10$

In an additional step, an ANOVA was carried out as to analyse the difference between the identification on country group level. Findings of Table 10 show the results for host and home culture identification. The results indicate a significant difference between the groups of countries or origin ($p < .01$). The Tukey post-hoc test was carried out as to identify the effects between the groups separately. It reveals the biggest mean difference for the country groups of Central Europe and Ex-Yugoslavia ($p < .05$). People from countries of central Europe identify themselves the least with Austrian culture, whereas citizens with roots in Ex-Yugoslavia have the highest identification. Respondents with other countries of origin identify themselves similarly with home and host culture.

Analysing the data based on the country itself, for participants from the biggest groups with origin in Serbia, Turkey, Bosnia, Syria or Afghanistan the identification with the host country is higher than with the respective home culture (see Appendix 5).

WILLINGNESS TO COOPERATE (WTC)

As already presented in the theoretical part of the thesis, effective co-production requires a high motivation and therefore willingness to participate in the service delivery process. Table 11 shows the descriptive data and correlations of WTC and other variables.

Table 11: Willingness to Cooperate: Correlations and descriptive statistics

	n	WTC		
		Mean	SD	r
Total	196	6.61	.88	
Gender				-.05
Female	90	6.66	.86	
Male	103	6.57	.91	
Generation				-.09
First	160	6.65	.81	
Second	34	6.42	1.16	
Length of Stay				.06
Country of Origin^a				.26**
Central Europe	6	6.79	.40	.03
Eastern Europe	27	6.90	.28	-.13*
Ex-Yugoslavia	58	6.71	.54	-.07
Middle East	37	6.23	1.30	.22***
Turkey	34	6.46	1.16	.08

Note: Column entries represent Pearson Correlation.

^a Correlation value represented by η^2

**** p < .001. *** p < .01. ** p < .05. *p < .10 (One-tailed)

WTC – Willingness to cooperate

The analysis reveals that the willingness of respondents to cooperate with the service employee is very high, with a mean of 6.6 (SD: .9) in total. There were not found any relations with other variables as gender or generation of immigrants with the WTC.

There was found a significant relation of the immigrant's willingness to cooperate and the country of origin ($\eta^2 = .26$; $p < .05$). Table 12 shows the results for tested one-way ANOVA which confirms a significant difference. Post-hoc test analysis reveals the biggest mean difference of Middle East countries with Eastern Europe and Ex-Yugoslavian countries. Respondents coming from one of the Middle East countries show the lowest score in participation willingness, whereas respondents from Eastern Europe countries show the highest.

Table 12: ANOVA results comparing WTC among country groups

	Sum of Squares	Mean Square	df	F	sig.
Country of Origin	10.3	2.06	5	2.75	.02

Results of post-hoc test and mean difference of groups

Tukey Post Test	Mean Difference	sig.
WTC Middle East Central Europe	-.56	.68
Eastern Europe	-.67	.03**
Ex-Yugoslavia	-.48	.08*
Turkey	-.23	.86

Note: **** $p < .001$. *** $p < .01$. ** $p < .05$. * $p < .10$

EXPERTISE IN PARTICIPATION (EXPERT)

Despite willingness to cooperate, immigrant's expertise of the AMS service has an important contribution to the participation behaviour as well. In total, respondents show a high average score of 5.6 (SD: 1.2) for expertise. In Table 13, descriptive data and correlations are presented.

In general, there was found a significant correlation of generation and expertise ($r=0.17$; $p < .05$). Independent T-Test (Table 14) was used to test whether there is a significant difference between the generations. Results confirm the significant difference, $t(192) = -2.4$, $p = .02$), as second generation immigrants show a significantly higher score in expertise than first generation immigrants. This result was expected, as second generation migrants were born and raised in Austria and therefore should be aware of the services and requirements for consultations at public institutions as the AMS.

Table 13: Expertise in participation: Correlations and descriptive statistics

	n	EXPERT		
		Mean	SD	r
Total	196	5.59	1.19	
Gender				.03
Female	92	5.58	1.12	
Male	103	5.63	1.22	
Generation				.17**
First	160	5.52	1.22	
Second	34	6.04	.93	
Length of Stay				.45***
Country of Origin^a				.44****
Central Europe	6	5.63	.69	-.01
Eastern Europe	27	5.74	1.27	-.05
Ex-Yugoslavia	58	6.00	.78	-.22***
Middle East	37	4.61	1.28	-.41****
Turkey	34	6.00	0.92	-.16**
Africa	12	5.70	1.17	.02
Other	16	5.24	1.42	-.10

Note: Column entries represent Pearson Correlation.

^a Correlation value represented by η^2

**** p < .001. *** p < .01. ** p < .05. *p < .10

EXPERT – Expertise in participating

Table 14: t-Test results comparing EXPERT and immigrant's generation

	T	df	sig.
Immigrant's Generation	-2.38	192	.018**

Note: **** p < .001. *** p < .01. ** p < .05. *p < .10

Further correlated are the country of origin and the expertise, as people from different cultural backgrounds countries were analysed to have different scores. Additional analysis with ANOVA test reveals a significant difference ($p < .001$) between the country groups, presented in Table 15.

Tukey post-hoc test indicates a significant difference between Middle East Countries and countries from Eastern Europe, Ex-Yugoslavia and Turkey with regards to the expertise in participation. Participants with origin in Middle East countries evince the lowest average score (Mean: 4.6; SD: 1.3), whereas ones from Ex-Yugoslavia (Mean: 6.0; SD: .8) and Turkey (Mean: 6.0; SD: .9) show the highest. These results again might be explained with the length of stay in Austria. Respondents from Ex-Yugoslavia countries and Turkey have an average stay of 23 to 25 years, whereas respondents from the Middle East countries have an average stay of 9 years. Furthermore, it can be noted that the length of stay has a strong correlation with the expertise ($r=0.45$; $p<.01$). This may draw conclusions that the longer a person stays in Austria the better the expertise and knowledge of the structure and services of the AMS becomes.

CUSTOMER PARTICIPATION BEHAVIOUR (ICOB)

The dependent variable is the immigrant's participation behaviour, with a score ranging from 1 to 7, with 1 being a very low and 7 a very high participation. The average score is 5.9 (SD: 1.2) which implies a high participation overall with no significant differences regarding gender. Furthermore there was not found a significant difference in behaviour between first and second generation, as for both the participation was similarly high. The correlation analysis moreover does not reveal any connection between the length of stay and the participation behaviour.

Table 15: ANOVA results comparing EXPERT among country groups

	Sum of Squares	Mean Square	df	F	sig.
Country of Origin	54.14	10.82	5	9.28	.000

Results of post-hoc test and mean difference of groups

Tukey Post Test			Mean Difference	sig.
Expert	Middle East	Central Europe	-1.02	.26
		Eastern Europe	-1.13	.00***
		Ex-Yugoslavia	-1.39	.00***
		Africa	-1.02	.03*

Note: *** $p < .001$. ** $p < .01$. * $p < .05$.

Table 16: Customer Participation Behavior: Correlations and descriptive statistics

		ICOB		
	n	Mean	SD	r
Total	196	5.87	1.23	
Gender				.03
Female	92	5.84	1.15	
Male	103	5.92	1.28	
Generation				-.02
First	160	5.89	1.17	
Second	34	5.87	1.44	
Length of Stay				.03
Country of Origin^a				.22*
Central Europe	6	6.37	1.18	-.07
Eastern Europe	27	6.32	.83	-.14**
Ex-Yugoslavia	58	5.77	1.16	.05
Middle East	37	5.46	1.37	.17***
Turkey	34	6.05	1.32	-.06

Note: Column entries represent Pearson Correlation.

^a Correlation value represented by η^2

**** p < .001. *** p < .01. ** p < .05. *p < .10 (One-tailed)

ICOB – Customer's participation behaviour

Table 17: ANOVA results comparing ICOB among country groups

	Sum of Squares	Mean Square	df	F	sig.
Country of Origin	14.9	2.98	5	2.98	.075*

Note: **** p < .001. *** p < .01. ** p < .05. *p < .10

The participation score was identified to have a high but not significant correlation ($\eta^2=.22$; $p < 0.1$) with the country of origin. ANOVA results confirm that no difference between the country groups was identified, with $t(5) = 2.98$, $p = .08$. Overall, respondents from Central Europe show the highest participation (Mean: 6.4; SD: 1.2) whereas respondents from Ex-Yugoslavia (Mean: 5.7; SD: 1.2) and Middle East (Mean: 5.5; SD: 1.4) countries show the lowest participation scores.

3.4.3 ANALYSIS & RESULTS

In this section, the hypotheses that were presented in chapter 2.5.2 are analysed based on mediation models. The objective of this analysis is to identify the relationship of the independent variable on the dependent variable, that is mediated through a third variable.

The analysis was conducted using SPSS Statistics program and PROCESS version 3.4. The mediation model under test corresponds to model number 4 in PROCESS (Hayes, 2017). It consists of an independent variable (X) that is influencing a dependent variable (Y), called direct effect. This relationship is further mediated through an additional variable (M), which describes an indirect effect of X on Y through M (Hayes, 2017). According to Baron & Kenny (1986), the significance of the total effect, namely the effect of X on Y without consideration of M, is considered as a prerequisite for the mediation. According to more recent studies, this condition is not necessarily needed, as the simple indirect effect of the independent variable (X) through the mediator (M) on the dependent variable (Y) is sufficient for having a mediation effect (Rucker et al., 2011; Zhao, Lynch Jr, & Chen, 2010).

Furthermore, the analysis includes bootstrapping with 5000 samples together with heteroscedasticity consistent standard errors (Davidson & MacKinnon, 1993) to calculate the confidence intervals and inferential statistics. The effects were considered significant, if the confidence intervals did not include zero.

Additional prerequisites for calculating the mediation were observed. The linear relation of the variables was examined by a visual inspection of scatterplots through LOESS smoothing. Moreover, multicollinearity was rejected due to lower variance inflation factors (VIF) than 2 (see Table 3).

Table 18 presents standardized coefficients and significance values of the mediation analysis for all variables.

Table 18: Mediation Analysis Results

		CSINT	IDHOST	IDHOME
(a)	Predictor			
	GTRUST	.229***	.047	-.067
	Mediator			
	CSINT		.269***	-.125
	Controls			
	Years in Host Country	.181**	.230*****	-.080
		WTC	EXPERT	ICOB
(b)	Predictor			
	IDHOST	.257***	.253*****	-.107**
	IDHOME	-.025	-.107	.011
	Mediator			
	WTC			.668*****
	EXPERT			.247*****
	Control			
	Generation (1./2.)	-.100	.168***	.005

Notes: Column entries represent standardized coefficients

***** p < .001, *** p < .01, ** p < .05, * p < .10

GTRUST - Generalized Trust

CSINT - Cultural & Social Integration

IDHOST - Identification with host country

IDHOME - Identification with home Country

WTC – Willingness to cooperate

EXPERT – Expertise in participating

(a) RELATIONSHIP OF GTRUST, CSINT, IDHOST/IDOME

In a first step, the results of the mediation analysis for hypotheses H1a and H1b, which analyse the effects on ethnic identification, are presented. The hypotheses can be found in Table 19.

Table 19: Hypotheses 1

<i>H1a: Higher generalized trust positively influences the ethnic identification with the host country through migrants' higher cultural and social integration.</i>	<i>Confirmed</i>
<i>H1b: Lower generalized trust positively influences the ethnic identification with the home country through migrants' lower cultural and social integration.</i>	<i>Rejected</i>

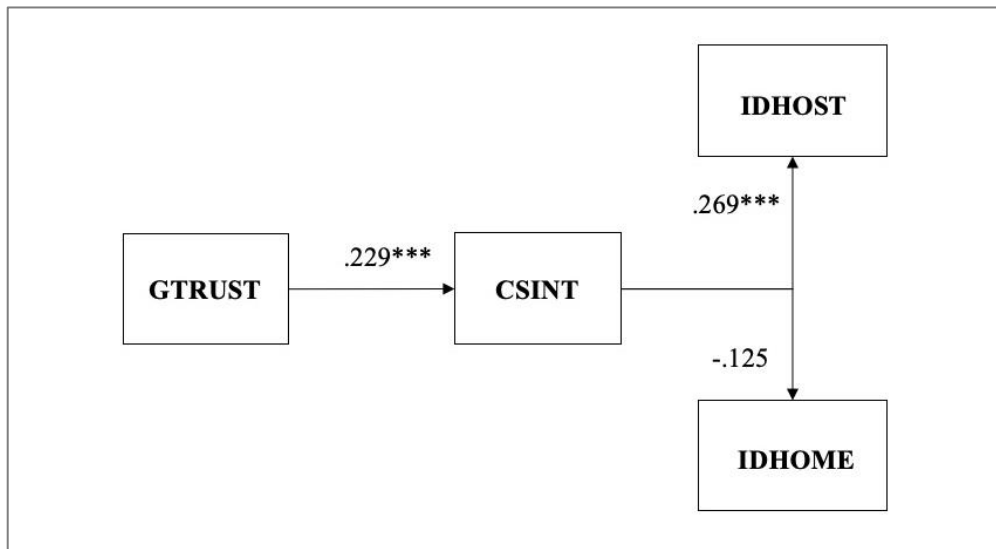
In a first step, the effect of GTRUST on CSINT was tested. It was found to be a significant predictor for CSINT ($\beta = .229$; $p < .01$; $CI[.047, .297]$), which indicates that participants with higher levels of generalized trust involve themselves in Austrian culture and social life.

In the next step, the effect of CSINT on IDHOST was tested, which shows a positive effect on IDHOST ($\beta = .269$; $p < .01$; $CI[.086, .489]$). The results indicate a significant indirect effect of generalized trust on ethnic identification with the host country through higher cultural and social involvement, whereby hypothesis H1a can be confirmed.

Controlling for other predictors, years spent in the host country was found to have a positive effect on CSINT ($\beta = .181$; $p < .05$; $CI[.002, .031]$) as well as on IDHOST ($\beta = .230$; $p < .001$; $CI[.010, .035]$). This suggests that the integration with Austrian people and culture and furthermore the identification process towards the host culture is positively influenced by the time spent in the host country.

The model was further tested on effects of CSINT on IDHOME. The results indicate a negative but not significant effect ($\beta = -.125$; not sig., $CI[-.440, .064]$). Thus, the identification with home culture is neither affected by participants' low generalized trust ($\beta = -.067$; not sig., $CI[-.264, .114]$) nor by cultural involvement, which leads to a rejection of H1b.

Figure 15: Hypothesis 1a & 1b



Note: Values represent standardized coefficients.
 *** $p < .001$, ** $p < .01$, * $p < .05$, $p < .10$
 GTRUST - Generalized Trust
 CSINT - Cultural & Social Integration
 IDHOST - Identification with Host country
 IDHOME - Identification with Home country

To sum up, the identification with the host culture (IDHOST) is positively influenced by higher generalized trust (GTRUST) through higher social and cultural integration (CSINT), whereas no effect on identification with home culture (IDHOME) could be identified.

(b) RELATIONSHIP OF IDHOST/IDHOME, WTC, EXPERT, ICOB

For hypotheses H2a and H2b (Table 20) a mediation analysis with two mediators was conducted, as to test whether the identification with one culture has an effect on the immigrants' participation in the service process and whether this effect is mediated through the immigrants' willingness and expertise to cooperate with the service employee.

The results show a positive influence of IDHOST ($\beta = .257$; $p < .01$; CI[.074, .329]) on WTC. Migrants who identify themselves with the host culture tend to have a higher willingness to participate in the service, whereas the identification with the respective home culture (IDHOME) does not have a significant effect on WTC ($\beta = -.025$; not sig. ; CI[-.067, .039]). The analysis further confirms a positive influence of IDHOST on EXPERT ($\beta = .253$; $p < .001$; CI[.116, .414]) whereas on the contrary, IDHOME indicates a negative but not significant

influence ($\beta = -.107$; not sig., CI[-.181, .022]). Migrants' degree of cultural identification hence plays an important role regarding the level of motivation and expertise. Having a higher motivation to participate and better knowledge of the AMS and its services is therefore positively influenced by the identification of migrants with the Austrian culture.

Table 20: Hypotheses 2

<i>H2a: Ethnic identification with the host country positively influences customer participation through higher willingness and ability to participate in the service process.</i>	<i>Confirmed</i>
<i>H2b: Ethnic identification with the home country negatively influences customer participation through lower willingness and ability to participate in the service process.</i>	<i>Rejected</i>

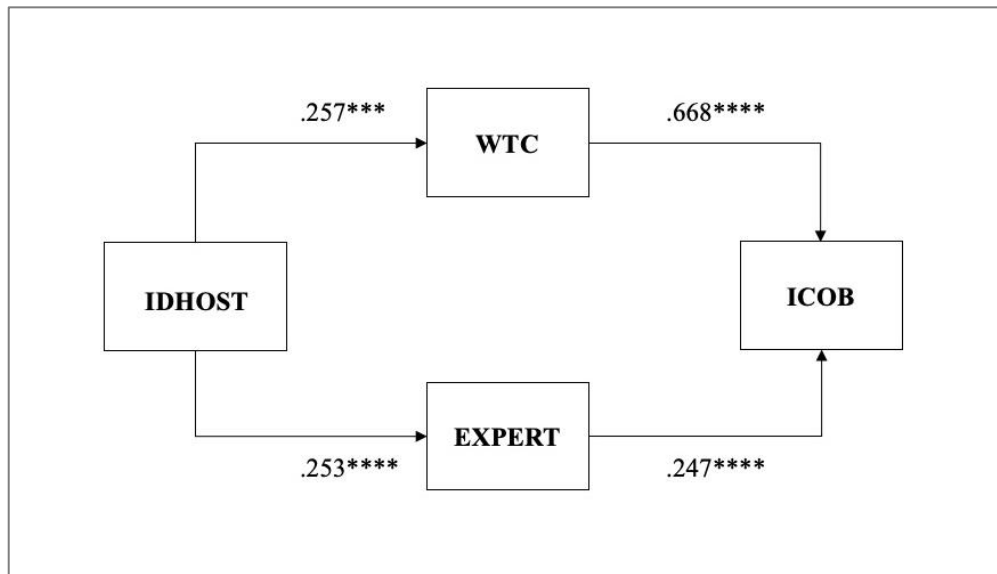
Furthermore, a highly positive influence of WTC ($\beta = .668$; $p < .001$; CI[.736, 1.098]), as well as of EXPERT ($\beta = .247$; $p < .001$; CI[.133, .373]) on the customer participation behaviour was found.

The results of the mediation analysis confirm H2a, by indicating a positive effect on the participation behaviour through ethnic identification with the country of residence via a higher willingness to cooperate. It is further confirmed that expertise in the service as well is a predictor for positive participation. As no significant effects of IDHOME on WTC, EXPERT and therefore on ICOB could be observed, H2b is rejected.

Furthermore, the generation of the immigrant was tested as a control variable. With regards to WTC, a negative but not significant effect was found ($\beta = -.100$; not sig.; CI[-.627, .163]), indicating that second generation immigrants may have a lower motivation to participate. Other than that, the generation was found to affect EXPERT. Results show that second generation immigrants have a significantly higher expertise in participation ($\beta = .168$; $p = .01$, CI[.187,

.862)) than immigrants of first generation. Therefore, it can be concluded that the generation of the immigrant and therefore the surroundings where he or she grows up matters with regard to the participation expertise.

Figure 16: Hypothesis 2a



Note: Values represent standardized coefficients.
 *** $p < .001$, ** $p < .01$, * $p < .05$, * $p < .10$
IDHOST - Identification with Host country
IDHOME - Identification with Home country
WTC – Willingness to cooperate
EXPERT – Expertise in participating

The findings prove that the host culture identification (IDHOST) has a positive effect on the participation behaviour (ICOB) which is mediated through the willingness (WTC) and ability to participate (EXPERT), whereas no effect of ethnic identification with the home country was identified.

4 DISCUSSION

The present study's objective was to identify the impacts on the customer participation of migrant customers in services by considering effects on and of ethnic identification. It offers insights on factors influencing ethnic identification and the role this identification further has during a service consultation.

Using a quantitative research approach, 196 customers with different migration backgrounds were asked to participate in a study conducted by the University of Vienna in cooperation with the Austrian Public Employment Service (AMS). The participants, which were approached for the study, were customers with migration background. In addition, their AMS supervisors took part in the study as well. Both groups participated by filling out two different questionnaires after the respective consultation appointments at the AMS.

On the one hand, the aim of the study was to analyze the level of ethnic identification with both home country as well as host country and on the other hand to gather insights on the co-production behavior during the service encounter. For this purpose, 31 employees were asked to evaluate the participation performance of their customers during the consultation in order to avoid an inaccurate assessment by the customers themselves.

Overall, the results support the assumption that ethnic identification affects the customer participation through higher willingness and expertise to participate. This identification was further found to be positively affected by a higher generalized trust of a person through his or her cultural and social integration. The findings of the analysis are discussed in the following.

First, an analysis regarding factors influencing the ethnic identification was performed. Findings reveal that the generalized trust and therefore the trust in unfamiliar others affects the level of involvement of immigrants in Austrian culture and social life. This implies that immigrants with a higher trust can be considered more open to new things and therefore involve themselves more in the Austrian culture, which includes for example taking part in cultural or community events (e.g. Christmas, Easter, national holidays, etc.) or on the other hand having Austrians belong to their social environment. These results support the findings of the beneficial effect that generalized trust has on the social integration (Bjørnskov, 2007; Uslaner, 2008). It should be noted that no assumptions can be made whether the level of the generalized trust that

was measured during the study was adopted due to the stay in the host country or is solely based on the level a participant already had before. Moreover, the results reveal that people with a longer stay in Austria integrate themselves more in cultural events and social relationships, indicating that the years spent in a country indeed plays an important role in the acculturation process. Furthermore, the cultural and social involvement was found to positively affect the ethnic identification, leading to a higher identification with the Austrian culture. This effect seems coherent as integrating and taking part in Austrian cultural events and social relationships benefits identifying oneself with the respective culture. Social relationships, among others, are therefore an important source for the acculturation process, supporting and facilitating the inclusion of immigrants into the society. Through that, immigrants can gain knowledge on values and behaviors of the new culture which helps in the ethnic identification process.

Additionally to the established hypotheses, a pre-analysis was performed as to identify differences between groups of different gender, generation and country of origin. The findings reveal that second generation immigrants differ in regards to their generalized trust by having lower levels of trust than first generation immigrants. Moreover, some differences regarding the immigrant's country of origin were identified. The results indicate that individuals from countries of Ex-Yugoslavia have the highest identification with the host country, whereas people from countries of Western/ Central Europe have the least. This may be due to the length of stay as the former have higher average years of residence than the latter. The years spent in the host country were found to be correlated with the host country identification and positively influence it. Overall, the participants that took part in the study have a very high identification with both the home and host culture and can therefore be considered well integrated.

Secondly, the effects of the ethnic identification on customers' participation were observed. Research indicates that the customers' participation is affected by their cultural values (Chan et al., 2010) and further implies that indeed this values influence components of a successful participation (Sichtmann et al., 2019; Sichtmann & Patak, 2016) . The findings of this study support this assumption, as the identification with the culture of the host country plays an important role in the participation process.

Acculturation plays an important role in how immigrants engage during service encounters. Due to a higher identification with the new culture, immigrants are more aware of cultural

values, habits and behaviours, and therefore are more open to involve themselves. The migrants' motivation and thus the willingness to cooperate and likewise the expertise to do so are influenced by higher identification with the host culture. By being motivated, immigrant customers bring more value to the service, provide necessary information and answers that are required, which subsequently supports and facilitates the employee's job. Like with the motivation to participate, the expertise or ability to do so was as well found to be positively influenced with a higher host country identification. Indeed, the expertise level is significantly higher for second generation immigrants. This possibly results from the fact that these immigrants or immigrant children are born in Austria, grow up in Austrian surroundings and therefore are more experienced in how to act and behave in certain situations and therefore have better knowledge on how to participate in Austrian services. Overall, higher expertise was found to be a strong predictor for co-participation. With the adoption of the cultural values, immigrants are able to extend their level of knowledge and gain information on essential topics regarding the service. Acquiring the necessary knowledge on the tasks and processes of the AMS benefits the immigrant customer as well as the employee. The customer is aware of what is expected of her/him, understands the services provided and knows the rules and principles of the AMS. With such background knowledge, employees can be more efficient during the consultation by focusing on the present topics without worrying that the customer might not be clear about it. The pre-analysis furthermore indicates that people from Middle East countries significantly differ regarding their willingness to cooperate, as their willingness to do so is less than for people from Ex-Yugoslavia or Eastern Europe. This as well applies for their expertise in participation. Furthermore, the analysis reveals that the participation behaviour is positively affected by the customer's higher motivation and expertise to engage in the process.

To conclude, the present study shows the positive role of the individual's trust level on the acculturation process and furthermore represents the effects of one's identification with the host culture on the prerequisites of effective customer participation. Migrants who develop social contacts and take in part in Austrian cultural events at some point identify themselves with the Austrian culture. Through this ethnic identification, they therefore also develop a high willingness and expertise to take part in the service delivery process. This positively contributes to a successful participation of the immigrant customer. The findings of this thesis confirm prior research indicating the importance of willingness to cooperate and expertise for successful participation behaviour (Auh et al., 2007; Lengnick-Hall, 1996) and further indicate that these

factors are influenced by ethnic identification in regards to immigrant customers. While the identification with the host culture can be seen as an important predictor, the results indicate that migrants who identify themselves highly with their home culture do not lack in willingness to participate, nor have a lower expertise on the AMS services. Although it seems that the identification with home culture has no impact on the participation behaviour, it cannot totally be debarred that some effect is given. The results imply that one can be highly identified with his or her culture of origin which won't have any impacts in regards to their participation in a service. Nevertheless, integrating oneself, obtaining values and building relationships with people of the new country of residence will on the other hand have a beneficial impact.

This findings help to understand how generalized trust influences the acculturation process overall and furthermore how this acculturation plays a role in a service encounter with immigrant customers. It can help to understand how immigrant customers differ in regards to their acculturation level, their generation and their country of origin. Finally, the experiences that were gained during the conduct of the study and that were presented in the scope of this thesis can help further research of immigrant customers in public services.

MANAGERIAL IMPLICATIONS

The findings of this thesis can be helpful not only for service providers in countries with a high proportion of immigrant customers but everywhere where intercultural service encounters take place. This implies also in the case of the Public Employment Center Austria, where the study was conducted and where the employees deal with a great amount of customers having different cultural backgrounds. Especially in this service area, that offers support in different fields and that is dependent on the customer's participation, it is important to understand what factors can work beneficially for a successful service outcome. To have customers engage actively in the consultation meetings, it is important that they build social relationships with natives and involve themselves in cultural events of the new country. This helps in regards to the identification with the culture of residence and further with its values, norms and ways of interacting. It should be considered that time plays an important role as well. As the result indicates, individuals that have already been in Austria for some time are more integrated in terms of cultural events and social relationships and further show a higher identification to the Austrian culture overall. Therefore newer citizens should be treated with caution, as cultural

adoption and integration into the society may take time. Service providers who understand their customers in regards to their identification, can provide services that are adapted to the customer's needs. Having immigrant customers lack in motivation and clarity to take part in the interaction with the employee, can be an indication that this customer has a lower identification with the host country and therefore is not able to perform tasks properly so that a successful customer participation can occur. In this case, service providers and especially the employees need to learn how to provide the service for customers with different cultural backgrounds.

Overall, it is important to integrate immigrants into society by giving them opportunities and access to cultural and social events. Service providers can benefit through introducing their immigrant customers to different national tradition or helping them get involved with natives. As the results indicate, the maintenance of home culture values is not considered as unfavourable in aspects of the acculturation, thus service providers should not see a threat in that. Having customer and employee with the same cultural background can in some cases benefit the service delivery. Nevertheless it is recommended that service providers train all their staff in regards to customers with cultural backgrounds. It will help employees to acquire knowledge on how to deal with migrant customers and be prepared for issues that can occur during the service encounter with such.

In the case of the AMS, some implications can be set. It could be helpful to make sure immigrant customers become a part of the community. The services can be improved by supporting the integration through sending customers to more professional job trainings and language courses, starting with understanding and supporting the needs of such customer. Every contact to natives and the natives' culture enhances the acculturation process. Of course the AMS is also dependent on other public institutions und departments, such as schools or educational institutions which can support the integration of immigrants and immigrant children. In this context, the service delivery can be improved and benefits that occur through a positive customer participation can be achieved. Not only the customer positivity can be increased (Gallan et al., 2013) but also a relationship with the immigrant customer built and worked on (Auh et al., 2007).

The study was conducted at the public unemployment service and therefore should be used with caution when transferring it to other service areas. As the learnings in chapter 3.3 showed, there are several aspects to consider and improve. Further studies conducted at public services should

consider the participant's dependence on the service and the sensitivity that comes with it. Therefore an understanding of the safety and credibility of the study should be ensured. Future research could analyse the model including not only immigrant customers, but as well natives, so a better understanding on the differences that occur among this groups can be outlined. Moreover it could investigate additional influential factors as the well-being, social standing and growth in the host country.

This thesis can help service providers, immigrant customers going through the acculturating process, as well as public institutions and policy makers to gain a more specific understanding on the topics and results presented. Immigration overall is a present topic that will evolve and surely be strongly present in the future. The area of research is complex and therefore much more understanding and learning in this field can still be developed.

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5 APPENDIX

Appendix 1: Trust in others (World Values Survey (2014))

Country	Year	% trust in others*
Albania	2004	23%
Algeria	2014	18%
Andorra	2009	21%
Australia	2014	54%
Azerbaijan	2014	16%
Bahrain	2014	34%
Bangladesh	2004	23%
Belarus	2014	33%
Bosnia and Herzegovina	2004	16%
Brazil	2014	7%
Bulgaria	2009	19%
Burkina Faso	2009	14%
Canada	2009	41%
Chile	2014	13%
China	2014	63%
Colombia	2014	4%
Croatia	1998	23%
Cyprus	2014	9%
Czechia	1998	29%
Dominican Republic	1998	25%
Ecuador	2014	7%
Egypt	2014	21%
El Salvador	1998	14%
Estonia	2014	39%
Ethiopia	2009	23%
Finland	2009	58%
France	2009	19%
Georgia	2014	9%
Germany	2014	42%
Ghana	2014	5%
Guatemala	2009	16%
Hong Kong	2014	48%
Hungary	2009	28%
India	2014	33%
Indonesia	2009	41%
Iran	2009	11%
Iraq	2014	30%
Israel	2004	23%
Italy	2009	28%
Japan	2014	36%
Jordan	2014	13%
Kazakhstan	2014	39%
Kuwait	2014	29%
Kyrgyzstan	2014	38%
Latvia	1998	24%
Lebanon	2014	10%
Libya	2014	11%

Lithuania	1998	21%
Malaysia	2014	9%
Mali	2009	17%
Mexico	2014	12%
Moldova	2009	18%
Montenegro	2004	33%
Morocco	2014	12%
Netherlands	2014	66%
New Zealand	2014	56%
Nigeria	2014	15%
North Macedonia	2004	13%
Norway	2009	74%
Pakistan	2014	24%
Palestine	2014	16%
Peru	2014	8%
Philippines	2014	3%
Poland	2014	22%
Puerto Rico	2004	22%
Qatar	2014	21%
Romania	2014	7%
Russia	2014	28%
Rwanda	2014	17%
Saudi Arabia	2004	51%
Serbia	2009	14%
Singapore	2014	39%
Slovenia	2014	20%
South Africa	2014	24%
South Korea	2014	30%
Spain	2014	19%
Sweden	2014	64%
Switzerland	2009	49%
Taiwan	2014	30%
Tanzania	2004	8%
Thailand	2014	33%
Trinidad and Tobago	2014	3%
Tunisia	2014	16%
Turkey	2014	12%
Uganda	2004	8%
Ukraine	2014	24%
United Kingdom	2009	30%
United States	2014	38%
Uruguay	2014	14%
Uzbekistan	2014	14%
Venezuela	2004	16%
Vietnam	2009	51%
Yemen	2014	39%
Zambia	2009	11%
Zimbabwe	2014	7%

*Table represent percentage of people agreeing to the statement “most people can be trusted”.

Appendix 2: Coding of Dummy Variables

<i>Dummy Variable</i>	<i>Coding</i>
Gender	0 = Female 1 = Male
Generation	0 = First 1 = Second
Country of Origin in Western/ Central Europe	0 = No 1 = Yes
Country of Origin in Eastern Europe	0 = No 1 = Yes
Country of Origin in Ex-Yugoslavia	0 = No 1 = Yes
Country of Origin in Middle East	0 = No 1 = Yes
Country of Origin in Turkey	0 = No 1 = Yes

Appendix 3: Overview: Scales, Reliability Scores (1)

Identification with Home Culture (IDHOME) $\alpha=.92$	Identification with Host Culture (IDHOST) $\alpha=.86$
I see myself as a part of my country of origin. I feel a strong attachment towards my country of origin. I define myself based on country of origin. I relate to people from my country of origin with great ease. I feel a strong attachment towards people from my country of origin. Ethnic values of my country of origin play an important role in my life. I identify with my home culture. I believe that I fit well into my home culture society.	I see myself as a part of Austria. I feel a strong attachment towards Austria. I define myself based on Austria. I relate to people from Austria with great ease. I feel a strong attachment towards people from Austria. Ethnic values of Austria play an important role in my life. I identify with Austrian culture. I believe I fit I fit well into Austrian society.
Generalized Trust (GTRUST) $\alpha=.74$	Cultural & Social Integration (CSINT) $\alpha=.60$
Generally speaking, would you say that most people can be trusted, or that you can't be too careful in dealing with people? Do you think that most people would try to take advantage of you if they got the chance, or would they try to be fair? Would you say that most of the time people try to be helpful or that they are mostly looking out for themselves?	I often watch Austrian movies or TV shows. I prefer music from my country of origin. I am deeply involved in Austrian cultural and community events (For example Christmas, Easter, Elections, etc.) I regularly socialize with ethnic Austrians. My social circle consists mostly of Austrians. Most of my friends have Austrian roots. I have Austrian people that I would consider family.

Appendix 4: Overview: Scales, Reliability Scores (2)

Willingness to Cooperate (WTC) $\alpha=.95$	Expertise in participation (EXPERT) $\alpha=.91$	Immigrant's Customer Participation Behaviour (ICOB) $\alpha=.88$
The customer was willing to cooperate. The customer was willing to share all the necessary information (e.g. qualifications, prior work experience, etc.) with me. The customer was willing to provide me answers to all my questions. The customer was willing to help me in whatever I needed from his/her side.	I think the customer possesses good knowledge of issues related to unemployment support. I think the customer is quite experienced in consultation with employees from the AMS. In general, the customer understands the service provided by the AMS. In general, the customer understands almost all aspects of the service provided by the AMS and its employees. The customer is well informed about how unemployment support services in Austria work. The customer knows what is expected of him/her if he/she goes to AMS in Austria. The customer knows all the rules and principles that have to be considered at the AMS in Austria. During the conversation with me the customer faced language barriers. Language barriers had a negative effect on my communication with the customer.	The customer tried to make my job easier. The customer tried to help me serve him/ her better. The customer prepared before coming to meet me. The customer openly discussed his/her needs with me to help me deliver the best possible advice. The customer shared a lot of information about his/her unemployment status.

Appendix 5: Overview mean scores per country of origin

	n%	IDHOST	IDHOME	GTRUST	CSINT	WTC	EXPERT	ICOB	IDHOST Level*	IDHOME Level*
Afghanistan	5%	5.3	4.7	4.7	4.2	6.6	4.5	5.4	High	High
Algeria	1%	5.6	3.6	4.3	3.9	7.0	6.4	6.9	High	Neutral
Austria	1%	7.0	6.9	3.3	6.6	7.0	7.0	7.0	High	High
Bosnia	6%	6.3	4.2	4.1	5.0	6.8	6.3	6.4	High	Neutral
Bulgaria	2%	4.7	5.4	4.2	4.1	6.7	4.4	6.0	High	High
Chechnya	1%	6.2	6.3	5.3	4.8	7.0	5.1	6.1	High	High
China	1%	6.3	5.3	5.5	4.4	7.0	4.6	5.8	High	High
Colombia	1%	4.3	5.7	2.3	5.1	6.8	4.8	5.9	Neutral	High
Croatia	2%	5.3	4.2	3.1	4.7	6.9	6.1	6.2	High	Neutral
Egypt	3%	4.6	4.0	3.9	4.2	6.9	5.2	6.0	High	Neutral
Eritrea	1%	6.8	4.1	3.7	4.0	7.0	5.6	6.8	High	Neutral
France	1%	2.4	4.9	5.7	3.6	6.0	5.0	4.0	Low	High
Germany	1%	3.8	4.0	4.3	6.0	6.9	5.4	6.7	Neutral	Neutral
Ghana	1%	5.6	6.0	4.7	4.3	7.0	4.3	3.4	High	High
Hungary	3%	5.7	3.9	4.5	5.0	7.0	6.2	6.4	High	Neutral
India	1%	5.5	3.4	3.7	5.0	7.0	6.4	6.8	High	Low
Iran	2%	6.5	5.7	3.6	4.2	6.7	5.4	6.1	High	High
Iraq	2%	5.4	3.4	4.3	5.1	7.0	5.4	6.9	High	Low
Italy	1%	5.0	5.0	5.0	4.4	7.0	5.4	7.0	High	High
Jordan	1%	5.4	4.4	5.0	5.6	7.0	5.1	6.0	High	Neutral
Yugoslavia	1%	4.0	3.6	4.0	5.1	7.0	6.0	6.6	Neutral	Neutral
Mali	1%	6.1	6.8	5.0	4.6	7.0	5.8	6.4	High	High
Macedonia	2%	5.3	5.4	3.1	3.9	6.9	6.2	6.5	High	High
Morocco	1%	7.0	6.4	6.7	5.9	7.0	6.2	6.6	High	High
Nord Iraq	1%	4.6	6.0	4.7	4.7	5.0	6.9	3.4	High	High
Pakistan	1%	6.8	2.4	4.0	3.6	4.8	6.7	3.2	High	Low
Peru	1%	6.1	5.8	5.0	4.9	7.0	6.3	7.0	High	High
Philippines	1%	6.1	5.6	3.7	5.4	7.0	4.8	6.1	High	High
Poland	4%	5.5	5.7	3.5	4.4	7.0	5.6	6.5	High	High
Romania	3%	5.4	3.4	4.8	4.8	6.7	5.6	6.0	High	Low
Russia	1%	5.1	5.6	4.7	5.4	7.0	6.9	5.8	High	High
Serbia	20%	6.0	4.6	3.6	4.6	6.6	5.9	5.5	High	High
Slovakia	2%	4.6	2.9	3.6	3.5	7.0	6.1	6.6	High	Low
Somalia	1%	6.8	4.2	4.0	5.1	6.5	4.4	4.9	High	Neutral
South Korea	1%	5.8	6.4	4.0	5.6	7.0	6.7	5.0	High	High
Spain	1%	4.8	6.8	5.0	2.3	7.0	5.4	6.8	High	High
Syria	11%	5.3	4.3	4.5	4.7	5.9	4.3	5.3	High	Neutral
Tunisia	1%	4.6	5.0	3.3	3.7	7.0	6.9	7.0	High	High
Turkey	17%	5.5	5.1	3.9	4.0	6.5	6.0	6.1	High	High
Uganda	1%	4.9	2.4	4.3	5.6	7.0	7.0	6.4	High	Low
Ukraine	1%	5.7	5.6	4.2	5.4	7.0	7.0	7.0	High	High
Vietnam	1%	4.1	4.0	5.3	6.5	6.1	6.0	6.0	Neutral	Neutral

*Level according to Mean of IDHOST and IDHOME
 <3.5 = Low, 3.5 – 4.5 = Neutral, 4.5< = High