A SOCIO-COGNITIVE APPROACH TO CUSTOMER ADHERENCE IN HEALTH CARE (NEW)

Lan Snell, Charles Sturt University
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Purpose: Adherence is a critical factor for success for both the health of the customer and the financial outcomes of the firm. Central to the success of adherence behavior is the co-productive role of the customer which is determined by service perceptions as well as individual attributes. Based on social cognition theory, this paper examines the factors that influence past adherence behavior and whether past adherence behavior predicts future intentions.

Design/methodology/approach: We tested our model using structured equation modeling on a sample of 771 weight loss customers.

Findings: The authors show how service quality influences role clarity which leads to increases in self-efficacy. The study also demonstrates the role of emotional intelligence (EI) in increasing efficacious beliefs. Past adherence behavior was found to predict future intentions.

Research limitations/implications: This study was undertaken with a single service industry and based on data which was collected at a single point in time.

Practical Implications: Our findings suggest that interventions to promote health outcomes should target customer skills in service consumption. By providing quality interactions, providers can increase customer role clarity which produces efficacious beliefs. Interventions should also address EI training in customers given its role in influencing self-efficacy.

Originality/value: The simultaneous examination of traditional service factors and socio-cognitive factors contributes to theory by considering the individual health and organizational outcomes of these factors. The finding of a direct path between past adherence behavior and future intentions provides a unique insight into the prediction and control of behavior in a number of domains.
This article investigates the experience of systemic restricted choice and its impact on self-construction among racial and ethnic minority consumers seeking loans. Encountering restricted choice at a subordinate level of the goal/choice hierarchy limits minorities’ ability to make desired choices, requiring a reworking of the supporting choice hierarchy. Across three studies, we demonstrate that minority consumers face barriers beyond their control that circumscribe their ability to make marketplace choices and thus lead to debilitating outcomes to the self. While both white and minority respondents describe their goal of obtaining access to capital as a journey, minority respondents describe it as an uphill battle with systemic restrictions, in which they frame the self as fettered, imprisoned, and slavelike. Conversely, white respondents describe a difficult journey, but with likely success and without systemic impediments, and frame the self with feelings of enhanced autonomy and self-esteem. Minorities also describe the experience of felt discrimination, with perceptions of systemic restrictions attributed to race.

Relevant Category: Transformative Service and Quality of Life

This paper has been conditionally accepted at the Journal of Consumer Research (STERLING BONE, GLENN CHRISTENSEN, JEROME WILLIAMS)
The physical facilities in which healthcare services are performed play an important role in the healing process. Evidence-based design in healthcare is a developing field of study and holds great promise for benefiting key stakeholders: patients, families, physicians, nurses, other staff, and healthcare organizations. In this paper, we present and discuss a conceptual framework intended to capture the current domain of evidence-based design in healthcare. In our framework, the built environment is represented by nine design variable categories: audio environment, visual environment, safety enhancement, wayfinding system, sustainability, patient room, family support spaces, staff support spaces, and physician support spaces. Further, we present a series of matrices that indicate knowledge gaps concerning the relationship between specific healthcare facility design variable categories and participant and organizational outcomes. From this analysis, we identify fertile research opportunities from the perspectives of key stakeholders.

Research Category: Transformative Service and Quality of Life

*This paper appeared in Health Environments Research & Design Journal, Fall 2010, pp. 95-114.

(Roger S. Ulrich, Leonard L. Berry, Xiaobo Quan, Janet Turner Parish)
This research develops and tests a multidimensional hierarchical scale for measuring health service quality; further, the ability of the scale to predict satisfaction and intentions was examined. Data were collected from three field studies in two different health care contexts, oncology clinics (n=1118) and a general medical practice (n=215). Service quality was found to comprise four primary dimensions and multiple sub-dimensions:

Interpersonal quality comprised interaction and relationship Technical quality comprised outcome and expertise, Environment quality comprised atmosphere and tangibles; and Administrative quality comprised timeliness, operation and support.

The research provides managers with an understanding of the dimensions on which quality is assessed. Managers can use this knowledge to monitor, improve and benchmark service quality perceptions. As service quality has an impact on satisfaction and behavioral intentions this is critical to all service providers.

Research Category: Transformative Service and Quality of Life


(Tracey Dagger, Jill C. Sweeney, Lester Johnson)
COMMUNITY ACTION RESEARCH*

Julie Ozanne, Virginia Tech
Laurel Anderson, Arizona State University

This article describes a research and action method that has proven useful for both service innovation and design and for transformative services impact. Community action research is an alternative research method that uses the community as the unit of analysis. This approach seeks to forge alliances with relevant stakeholders in the community to explore and develop solutions to local problems. Co-creation occurs at all points in the process. The broad research approach is explained and the principles that guide this methodology are explored. In particular, the focus of this paper is on the complexities and dilemmas of doing community action research and findings from a field study focused on health and health services that are used to illustrate these issues. The field research occurred in a community with a high rate of diabetes. The ultimate goal of this research method is to develop sustainable community-based solutions and services to pressing consumer health and social problems.

Research Category: Transformative Service and Quality of Life

This article is forthcoming in the Journal of Public Policy and Marketing

(JULIE OZANNE, LAUREL ANDERSON)
Despite deep and vocal disagreements over health care reform, virtually everyone believes that the current system is not economically sustainable. We are spending too much and getting too little in return. This recognition has spurred health care leaders to examine every aspect of hospital operations. But what about the health care building itself, the physical environment within which patient care occurs? Too often, cost-cutting discussions have overlooked the hospital structure. Changes in the physical facility provide real opportunities for improving patient and worker safety and quality while reducing operating costs.

Research Category: Transformative Service and Quality of Life

*This paper appeared in The Hastings Center Report, January/February 2011, pp. 13-23.

(Blair L. Sadler, Leonard L. Berry, Robin Guenther, D. Kirk Hamilton, Frederick A. Hessler, Clayton Merritt, Derek Parker)
Critics of the American healthcare system recite a long list of problems: rising out-of-pocket costs, inconvenient access, overuse of emergency departments, uncoordinated medical records, and declining numbers of primary care doctors. To address these issues, some new venues have evolved, such as retail and urgent care clinics, but the emergency department has become the only service provider available to all patients on a 24/7 basis. It is time to reinvent the system. The concept of patient-centered medical homes offers a structure for integrating innovations that can transform the delivery of healthcare. In this model, each patient develops an ongoing relationship with a primary care physician supported by a team of caregivers. An integral feature is the electronic medical record, which facilitates coordinated communication and decisions. Access expands beyond the traditional physician office visit to satellite services tailored to individual needs. Services center on whole-person care, including wellness and preventive counseling as well as acute and chronic care. Adoption of the patient-centered medical home transforms healthcare delivery into a system that benefits everyone.
Patient-centered medical homes (PCMHs) have been endorsed by primary and specialty care medical associations, payers and patient groups as an innovative structure for transforming healthcare delivery. The cornerstone principle of the PCMH is the primary care physician’s coordination of a patient’s use of healthcare services, including visits to specialists, to improve effectiveness and efficiency. This principle aligns with the vision behind the creation of health maintenance organizations (HMOs), managed care organizations that were once embraced by physicians, patients and policy analysts but have since lost much of their luster. Many patients and physicians rejected HMOs as too restrictive, objecting particularly to the concept of gatekeeping. This paper reviews the HMO experience and identifies lessons applicable to PCMHs that build on HMO strengths and avoid HMO mistakes.

Research Category: **Transformative Service and Quality of Life**

* This paper is published in Annals of Internal Medicine, February 2, 2010, pp. 182-185.

*Leonard L. Berry, Ann M. Mirabito*
PEOPLE AS VIRTUAL PRODUCTS: ANALYZING HUMAN EXCHANGES ON CRAIGSLIST AND GUMTREE.COM

Mark S. Rosenbaum, Northern Illinois University*
Kate L. Daunt (Reynolds), Cardiff Business School

This article examines marketing as exchange in the context of online personal advertisements that appear on U.S.-based Craigslist and U.K.-based Gumtree.com. Building on the person-as-product paradigm, we put forth a resource exchange framework that details 13 product, or human, characteristics that people offer and seek in free, online personal advertisements. In addition, we reveal differences between heterosexual and homosexual Internet users in their use of photographs and personal descriptions in their advertisements. The results reveal the extent to which online classified sites are changing American society, as people are engaging in physical, service, and informational exchanges in ways that are not available in print advertisements. We discuss health implications regarding the use of personal advertisements on Craigslist, as the site is being used by groups of consumers who seek and provide sexual activities and those who desire discrete relationships with others.

Research Category: Transformative Service and Quality of Life

* Corresponding Author

(MARK S. ROSENBAUM, KATE L. DAUNT)
Consumers are repaying debt more slowly than ever before. Experts argue that disclosing more information to credit consumers will enable them to reduce debt more effectively. We examine this within the context of credit card debt repayment, seeking to understand how information disclosure influences consumer repayment behavior. We examine effects of minimum required payment (MRP) and supplemental interest cost information on debt repayment decisions. We examine differential effects of “time” versus “money” information and temporal framing of cost information. Results reveal a strong negative effect of MRP information on repayment amount. This effect is attenuated by disclosing interest cost and time-to-payoff information. Temporal framing of information, consumer temporal orientation and financial knowledge moderate these effects. We provide insights into types of information (“time” versus “money”) that should be provided to consumers to improve debt repayment and specific marketing approaches that might reduce the firm’s credit risk by reducing default rates.

Research Category: **Transformative Service and Quality of Life**


(LINDA C. SALISBURY, KATHERINE N. LEMON)
SURROUNDED BY SERVICES: A NEW LENS FOR EXAMINING THE INFLUENCE OF SERVICES ON CONSUMER WELLBEING

Laurie Anderson, Arizona State University
Amy Ostrom, Arizona State University
Daniele Mathras, Arizona State University
Mary Jo Bitner, Arizona State University

We advance a new research lens for examining the well-being of consumers by recognizing that services are so pervasive that to a large extent they structure the world within which consumers live. We call this new lens Transformative Service Research and define it as “Service research that centers on creating uplifting changes and improvements in the well-being of both individuals (consumers and employees) and communities.” In our efforts to develop theory regarding consumer well-being, we create a novel conceptual framework of consumers embedded in a system of services systems, influenced by services as structures and going between their own cultural world and the cultural worlds of services. An impetus for this framework was a four-year ethnographic study in a subsistence community. Findings from this study are used to illustrate the conceptualization.

Research Category: Transformative Service and Quality of Life

(Laurie Anderson, Amy Ostrom, Daniele Mathras, Mary Jo Bitner)
THE EFFECT OF INSTANT MESSAGING SERVICES ON SOCIETY’S MENTAL HEALTH

Mark S. Rosenbaum, Northern Illinois University*
Ipkin Anthony Wong, Institute for Tourism Studies, Macau

This article shows how instant-messaging (IM) service providers are helping and hindering societal mental health among young adults. IM services provide users with an ability to obtain instantaneous and inexpensive support in their time of need. However, excessive Internet usage may place IM users at risk for experiencing symptoms associated with Internet addiction and Adult Attention Deficit Hyperactivity Disorder (ADHD).

A framework obtained from coding qualitative data is proposed. The framework is tested with structural equation methodology and latent mean analysis from data collected from younger-aged Chinese and American IM users.

The findings show that IM users in both China and America are obtaining social support from their virtual networks. However, both groups of IM users are showing signs of elevated levels of Internet addiction and of being at-risk for ADHD. This research highlights that excessive IM/Internet usage may be hindering mental health among young adults and the problem is likely to grow in the future.

Research Category: Transformative Service and Quality of Life

* Corresponding Author

(MARK S. ROSENBAUM, IPKIN ANTHONY WONG)
THE EFFECT OF SERVICE EVALUATIONS ON BEHAVIORAL INTENTIONS AND QUALITY-OF-LIFE

Tracey Dagger, University of Queensland
Jill C. Sweeney, University of Western Australia

Understanding the contribution of marketing to economic and social outcomes is fundamental to broadening the focus of marketing. The authors develop a model that integrates the impact of service quality and satisfaction on both economic and societal outcomes. The model is validated using two random samples (n=778, n=340) involving intensive health services. The results indicate that technical and functional service quality influence service satisfaction, and that these constructs, in turn, have a significant impact on behavioral intentions. Importantly, technical and functional service quality, and service satisfaction have a significant influence on the quality-of-life perceptions of customers. These are important findings given the movement towards recognising social and environmental outcomes, such as emphasised through triple bottom line reporting. The findings have important implications for improving the quality-of-life of customers and for enhancing customers’ behavioral intentions towards the organization.

Research Category: Transformative Service and Quality of Life


(TRACEY DAGGER, JILL C. SWEENEY)
THE RESTORATIVE QUALITIES OF AN ACTIVITY-BASED, THIRD PLACE CAFÉ
FOR SENIORS: RESTORATION, SOCIAL SUPPORT, AND PLACE ATTACHMENT
AT MATHER’S—MORE THAN A CAFÉ*

Mark S. Rosenbaum, Northern Illinois University
Jill C. Sweeney, University of Western Australia
Carla Windhorst, Mather’s Foundation

This article highlights the restorative qualities of an actual café that represents a “hybrid third
place.” Similar to third places, the café studied in this work offers its customers food, beverages,
and opportunities to participate in social activities. By drawing upon attention restoration theory
(ART), the authors show that the café’s built environment, or servicescape, features the three
stimuli that are required to facilitate personal restoration and promote relief from symptoms
associated with mental fatigue. The authors also explore how social activities and social
integration promote customer restoration and investigate how perceived restorativeness is
related to commercial social support, place attachment, and customer health.

Research Category: **Transformative Service and Quality of Life**

* Corresponding Author

(MARK S. ROSENBAUM, JILL C. SWEENEY, CARLA WINDHORST)
THE ROLE OF ‘THIRD PLACE’ SOCIAL SUPPORT IN CANCER PATIENTS’ QUALITY OF LIFE*

Mark S. Rosenbaum, Northern Illinois University
Jill Smallwood, Living Well Cancer Resource Center

To date, cancer centers have operated under the premise that they were offering cancer patients and survivors healthful benefits by offering them an array of courses and activities. This work reveals that a cancer center’s courses and activities per se do not influence a patron’s quality of life. Indeed, a center’s courses and activities serve as a natural forum for nurturing employee-patron social support, which significantly improves a cancer patient’s perceived emotional, social, and cognitive well-being. Rather than permit employee-patron social support to emerge perchance and inconsistently among its patrons, Living Well Cancer Resource Center has altered its practices. Living Well is now strategically managing in-house social support by sending its employees to oncology practices to meet with cancer patients at the point of their initial cancer diagnosis. Hence, newly diagnosed cancer patients may receive immediate dosages of therapeutic medical procedures (i.e., surgery, chemotherapy, and radiation) and social support, which together represents a “complete” solution to cancer health care and to a cancer patient’s health and well-being.

Research Category: Transformative Service and Quality of Life

* This paper is published in Annals of Internal Medicine, February 2, 2010, pp. 182-185.

(MARK S. ROSENBAUM, JILL SMALLWOOD)
This study examines whether customer service training of frontline staff not only improves interpersonal quality perceptions but also improves evaluations of other more difficult-to-evaluate attributes. We term this a “selective halo” effect. A field experiment (n=772) is used to examine this effect in a health care environment. Findings indicate that customer ratings of interpersonal quality are significantly higher for frontline staff receiving customer service training than for the control group. Moreover, the ratings of some attributes not manipulated in the experiment were also significantly higher than for the control group, namely, atmosphere, operational processes, technical expertise, and outcome perceptions. This supports our selective halo effect and indicates that there are unexpected benefits resulting from improving the interpersonal quality of frontline staff. Namely, that perceptions of difficult-to-evaluate attributes also increase, thereby enhancing the overall service experience. Perceptions of easy-to-evaluate attributes did not improve as a result of customer service training.
VALUES-BASED SERVICE FOR SUSTAINABLE BUSINESS: LESSONS FROM IKEA

Bo Edvardsson, Karlstad University
Bo Enquist, Karlstad University

This book is the first to examine the role of values in developing and managing sustainable service organisations. The focus is on the role of values in creating customer and shareholder value. The first chapter describes and defines values-based service and sustainable business. The chapter also introduces IKEA and the company’s business model. Chapter 2 provides an overview of the history of IKEA and the social and environmental perspectives. In Chapter 3, the concept of customer value is discussed. In Chapters 4–6, values-based service thinking is developed within the areas of service experience, service brand, and service leadership. Finally in Chapter 7, IKEA is compared with Starbucks, H&M, and Body Shop and we present five principles for a sustainable, values-based service business.

Research Category: Transformative Service and Quality of Life


(BO EDVARDSSON, BO ENQUIST)
WHAT’S THE HARD RETURN ON EMPLOYEE WELNESS PROGRAMS?*

Leonard L. Berry, Texas A&M University
Ann M. Mirabito, Baylor University
William B. Baun, MD Anderson Cancer Center, Houston

Employee wellness programs have often been viewed as a nice extra, not a strategic imperative. But the data demonstrate otherwise, according to Berry, of Texas A&M University; Mirabito, of Baylor University; and Baun, of the University of Texas MD Anderson Cancer Center. Their research shows that the ROI on comprehensive, well-run employee wellness programs is impressive, sometimes as high as six to one. To achieve those kinds of results, employers cannot merely offer workers a few passes to a fitness center and nutrition information in the cafeteria. The most successful wellness programs are supported by six essential pillars: engaged leadership at multiple levels; strategic alignment with the company’s identity and aspirations; a design that is broad in scope and high in relevance and quality; broad accessibility; internal and external partnerships; and effective communications. Companies in a variety of industries—including Johnson & Johnson, Lowe’s, H-E-B, and Healthwise—have built their employee wellness programs on all six pillars and have reaped big rewards in the form of lower costs, greater productivity, and higher morale. Those benefits are not easy to achieve, and verifiable paybacks are never a certainty. But the track record inspires emulation, especially when you see the numbers.”

Research Category: Transformative Service and Quality of Life

(Leonard L. Berry, Ann M. Mirabito, William B. Baun)
This paper examines the ubiquitous internet as a service that is a context for socialization for both younger and older adolescents. Our research finds that the internet adds dimensions to and takes away elements in the socialization process that have not been manifest in the same way in the past. The lack of the usual adult socialization agents in this service context challenges the more traditional view of adolescent socialization. Instead, our research finds a transcendent theme of self-socialization. Without the more traditional structured socialization contexts that include parents and other adult socialization agents, “self-socialization” occurs as adolescent gain even more independence and agency than has traditionally been the case and with peers are co-constructing their own environment and socialization on the internet. In particular, we see an impact on such norms as deception, privacy and “realness.” We also examine the carryover of this socialization to the offline world.

Research Category: Transformative Service and Quality of Life

This paper is under review at the Journal of Public Policy and Marketing.

(LAUREL ANDERSON, DEBORAH MCCABE)