



THE UNIVERSITY
of ADELAIDE

**DECONSTRUCTING COUNTRY OF ORIGIN FOR SERVICES AND
EXAMINING THEIR EFFECTS ON EXPECTATIONS OF SERVICE
QUALITY: A CONJOINT ANALYSIS APPROACH**

By

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ABSTRACT

Research in the area of international marketing has shown that consumers' assessments of product quality may change (positively/negatively) according to country of manufacture, country of design and /or country of parts of the products. While this notion has been established in the product context, no research has attempted to isolate similar effects of the country of origin construct in relation to service offerings. This research deconstructs the country of origin construct for international services along country of origin of the brand (COB), country of origin of where the service is delivered (COSD), and country of origin of the person providing the service (CPI). This research also examines the extent to which these COO dimensions interact with specific consumers characteristics in determining consumers' expectations of service quality for selected service categories.

A total of 1071 respondents participated in the online survey undertaken in three countries (Australia, Indonesia and Singapore). Conjoint analysis was used to measure the relative importance and the utilities of the proposed dimensions. Using fractional factorial design, nine profiles (plus two hold-outs), were included in the experiment for each service. The services chosen in the experiment were opening a bank account (search service), flying with an airline (experience), and doing a thesis in a university (credence). Results of conjoint analysis confirmed the effects and the importance of the proposed COO dimensions on consumers' expectations of service quality. However, the importance of each dimension varied according to service categories. For search services, all of COO dimensions shared equal importance, while for experience services, COB dimension was found to be the most important dimension. For credence services, CPI dimension had the greatest effect. The analysis also revealed that level of

economic development influenced consumers' assessments on service quality.

Furthermore, the moderating impact of consumer characteristics seemed to be more salient in developed countries, as compared to less developed ones.

DECLARATION

I certify that this work contains no material which has been accepted for the award of any other degree or diploma in my name, in any university or other tertiary institution and, to the best of my knowledge and belief, contains no material previously published or written by another person, except where due reference has been made in the text. In addition, I certify that no part of this work will, in the future, be used in a submission in my name, for any other degree or diploma in any university or other tertiary institution without the prior approval of the University of Adelaide and where applicable, any partner institution responsible for the joint-award of this degree.

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