



Intermediation of foreign domestic workers from the employers' perspective Pre-hiring and in-service experiences

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Abstract

Objectives: This study investigated employers' perceived quality of experiences from recent interactions with formal and informal agents as two major marketing activities of labor intermediaries used by Kuwaiti household in hiring foreign domestic workers. We analyze perceived agent-related differences in pre-hiring information exchanges and their effects on the level of in-service satisfaction, problems, and on future choice of agents. **Method:** A survey method was used to examine the perceptions of random sample of 402 Kuwaiti households regarding their experiences with placement agents in the pre-hiring and post hiring stages. **Results:** Findings revealed marked differences between formal and informal agents as information gateway. Informal agents were better information source that led to a marked increase of in-service satisfaction and lower incidence of in-service problems. More households are switching formal agents to informal agents despite the risk of using their services. **Conclusions:** Findings of this study is imperative to improve the marketing performance of formal agents in facing their informal unlicensed competitors. Moreover, labor market policy makers must realize the strong market inclination to use informal agents and put measures to improve the competitive structure while preserving the welfare of workers and their employers.

Keywords: Marketing Intermediaries, domestic workers, satisfaction, information adequacy, repurchase intentions

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Introduction

Attaining domestic care in Kuwait is becoming an increasingly challenging process for domestic workers and employers (“Limited new visas...”, 2021; “85% of domestic Labour...”, 2020). Middle-class families with increased disposable income are becoming more dependent on hired domestic workers to compensate for the long working hours of husbands and wives, growing family size, and the increased need for in-home care for the very young or ageing dependents. This is evident in the rising household demand for Foreign Domestic Workers [FDWs] in Kuwait, who accounted for almost one-third of all migrant workers in 2019 (Al-Shal Report, 2019). Domestic work often includes house-keeping services, nannies, cooks, butlers, drivers, gardeners, nursing, and other related in-home services. Distant and spatially separated supply and demand of domestic workers require cross-border labour market intermediations to overcome language barriers, information gaps, different socio-cultural expectations, and unfamiliar legal requirements and processes. Government interventions, notably law 68/2015, to formalise the process of placement and hiring have led to substantial changes in intermediation in the form of establishing Licensed Employment Agents [LEAs] and fighting other forms of informal market intermediation practices by Informal Employment Brokers [IEBs]. However, current LEAs practices of allocating domestic workers to households have stirred up substantial controversies (e.g., Olez, 2011). These claims range from the predatory pricing targeting potential employers, the unfair recruitment practices of FDWs in destination countries, and disruptive in-work interventions for early contract termination in pursuit of new hire-up charges. At the same time, the market witnessed alternative informal intermediation channels led by IEBs to compete for the significant profit margins benefiting from the inelastic nature of the demand curve where both FDWs

and households are almost choiceless. Given that LEA intermediation between FDWs and household employers is governed by new domestic worker law where IEBs are not recognised, it is unclear whether the welfare of FDWs and their employers is improving or deteriorating, and whether the LEAs' forms of intermediation are more preferred over those of the IEBs.

This segment of the paid "home services" labour market sector in Kuwait and globally is relatively large. The global supply of immigration has long been expected to grow as a result of a long period of local and global economic downturns in sending countries (Abella & Ducanes, 2009), while remittances play an important economic role (Stahl & Arnold, 1986). In Kuwait, one-third of all work immigration visas are granted for FDW purposes, and recent official statistics indicate that Kuwait hosted 719,988 FDWs, evenly balanced between males and females (Public Authority of Manpower, 2021). This is partially consistent global figures that show an estimated 53 million FDWs, accounting for 26.3% of the 215 million immigrant workers worldwide (UN Woman, 2013), of whom 83% are females (Oelz, 2014). Viewed from the demand side, societies with high disposable income are more reliant on FDWs. An increased level of female education and employment has not only provided financial independence but has also led to women devoting long hours to work while having young or ageing dependents in need of outsourced home care. When viewed from the supply side, the combined effects of poverty, illiteracy, and declining employment opportunities in local markets have forced migrant workers to seek better pay abroad to support their livelihood at home. As the growth of FDWs continues in countries with a high level of national income (e.g., Arabian Gulf countries, Singapore and Hong Kong), a clear and progressive national policy using rigorous marketing research is needed to improve the welfare of FDWs and their employers. Moreover, a grounded

understanding of current FDW intermediation practices is necessary to curb the many forms of abuse and in-service conflicts. At present, negative media coverage of the graphic nature of the abuse of FDWs has shifted research to focus on the plight of domestic workers to fight exploitation, provide social protection, prevent forced labour, abolish maid trafficking (the international anti-slavery campaign), and end physical and financial abuse of workers (e.g., Tokman, 2010). However, marketing research focusing on pre-placement practices is severely limited (e.g., Bakan & Stasiulis, 1995; Tsikata, 2011). Within these studies, there is a consensus that FDWs are the weaker party vis-à-vis the employing household. Therefore, because FDWs' work and social status are stigmatised and more susceptible to abuse (e.g., Heyzer & Wee, 1994), more research attention has been paid to the weaker party (FDW) but not to the employer to whom services are provided, even though they can play a significant role in improving the welfare of employed FDW. This research focus on FDWs is strongly motivated by anti-slavery sentiments from the point of view that the relationship tying domestic workers to their employers is just a modern form of "master-servant" relationship (International Labour Organization [ILO], 2010). While advances in social and economic research have contributed to improved working rights and safety nets to protect workers, more attention is needed to address this issue from a marketing standpoint. This topic is of interest to marketers since intermediation is an integral marketing activity, and service quality research in personalised services offers significant strides in satisfaction, loyalty, and bonding between service providers and users (Brown & Swartz, 1989).

In this research, it is argued that the incongruence between the perceptions and expectations of family employers and FDWs about worker's duties, responsibilities and benefits can be a major contributing factor to increased in-work conflict. The LEAs' and IEBS'

forms of intermediation are considered as the primary information gateways that should reduce such disparities in expectations. Olez (2011) acknowledges that intermediaries' abusive practices, among other factors, contribute to the suffering of many FDWs. Improvement in the performance of such intermediaries can contribute to an improved relationship between FDWs and employers. It can be argued that better matching between families and domestic workers, with a clear understanding of what a contract of home services entails, should reduce disagreements and potential abuse during service as power is leveraged toward employers. This research focuses on exploring the role of LEAs and IEBs in matching the demand and supply of personal home services in Kuwait. This topic is of prime importance for the marketing literature for national public policy setting purposes as empirical research should provide practical answers to help remedy imbalances between the supply and demand of FDW services and should minimise conflict by reducing uncertainties for all parties. This research also investigates the performance of LEAs and IEBs in FDW intermediation to improve national public policy on the placement of FDWs. More specifically, the objectives of this research are to:

- Explore the prevalence of utilising LEAs or IEBs as intermediaries in placing FDWs among Kuwaiti families in past and future re-utilisation preferences.
- Assess the extent to which families in the pre-placement stage are receiving adequate information about pay, work conditions and other work-related specifics of potential FDWs.
- Examine the impact of pre-placement information exchange between employers and FDWs on their in-service satisfaction.
- Ascertain whether past experiences with LEAs and IEBs influence an employer's future intentions of choosing formal or informal FDW placement agents.

Literature Review

Paid, live-in, domestic work is often viewed as a “low-skill” job category suitable for workers of limited education with little economic opportunities in their home country. Domestic work is a unique type of service with special characteristics seldom studied in service marketing literature. Unlike standardised services sold by a single service provider to a mass market (banking, internet, and retail), domestic work is a highly customised service that is provided to a specific household over extended periods. The confined servicescape fosters immense and frequent dyadic interaction between FDWs and service recipients during service production, and contrary to typical service encounters where service recipients are unrelated to the service provider, delivering in-home domestic work requires household heads to act simultaneously as service consumers and managers.

FDW Employment and Perceived Risk

While all service purchase decisions involve different levels of risk perception that can negatively affect service selection (Li et al., 2020), procuring domestic work is a highly involved placement process that causes a high level of anxiety for workers and employers. In domestic work services, the needs, preferences and expectations of workers and employers are different and incompatible. For workers, pre-placement choice criteria often include fundamental elements related to the quality of their life and their dependents during service employment. These elements include a reasonable and pre-defined workload, ample and timely financial compensation, a safe workplace, good quality private space, including living quarters, pre-set hours of operation, control over the pace of work, and sufficient personal freedom, among other things. On the other side, household employers often seek the expected level of service quality in completing household chores in a timely fashion, proper care

of the very young or the elderly, and the provision of consistent service quality in other tasks. Uncertainty about these conditions causes significant pre-placement anxiety that negatively affects the buying decision mainly in service contexts, where the perceived risk is particularly high (Elliott et al., 2012).

Dyadic perceived risk between both parties of domestic work is often mitigated by information acquisition. Because of the geographical and language separations between FDWs' demand and supply, prospective employers and FDWs seek to obtain relevant and valid pre-hiring information from employment intermediaries who act as information gateways. Therefore, effective intermediation allows for bi-directional flows of accurate and relevant information for realistic pre-service expectations to be formed and negotiated. In this regard, both economists and consumer behaviourists refer to the economics of information (Darby & Karni, 1973) where potential customers will stop their information search, intended to reduce perceived risks, when the costs of attaining additional relevant information outweigh its benefits (Mortimer & Pressey, 2013). Consumer behaviour research has revealed that personalised services arouse a heightened level of perceived risks (Utkarsh et al., 2019); thus, customers often have greater trust in personal sources of information.

FDW Intermediation in Kuwait

Labour intermediation has been a topic of high importance to business management, economists, and policymakers due to its consequential effects on the economic progress and social welfare of sending and receiving countries. It should be noted that FDW intermediation is composed of three stages: recruitment, placement, and employment (ILO, 2015), where agents play different roles based on their location and the residents served. Agents in sending countries are more involved in FDWs' engagement and recruitment using their networks, while agents in receiving countries are focused on

placement and employment, which is the primary focus of this study. Practices adopted by FDW intermediaries in source and destination countries can vary significantly. These practices can range from the extremely negative forms of modern slavery and human trafficking as a blatant violation of international law to positive practices in the form of legitimate job placements and legal recruitment practices in sending and receiving countries (Agunias, 2010; Bosma et al., 2012). In Kuwait, a bipartite system of intermediation has dominated the FDW placement, with at least one active labour agent in supply and demand countries. In receiving countries, as noted before, these intermediaries can be categorised into two distinct classes according to formality: Licensed Employment Agents (LEAs) and Informal Employment Brokers (IEBs). Under this system, LEAs in Kuwait, as the receiving country, collaborate with agents in sending countries to match demand with supply under the purview of local authorities. According to the latest official statistics, there are 464 offices registered as LEAs in 2021 in Kuwait (Public Authority of Manpower, 2021); however, the market seems to be concentrated, with few LEAs holding prominent market shares and strong representations in the industry union.

LEAs are often considered as being well-structured; they enjoy a stronger image, and they attract relatively higher demand. However, public health policies in response to the COVID-19 crisis disrupted migration operations, leading LEAs to introduce a substantial increase in FDW placement and transportation fees to cover the cost of medical quarantine and safety measures. Although LEAs provide steady FDW placement as state-registered entities with physical location and legal documentations, another competing form of intermediation has been practised through IEBs acting as freelance unlicensed individuals or groups acting as employment agents who aggressively pursue families to provide domestic workers mainly from their localities in their home countries. The direct placement process

used by IEBs allows for aggressive cost-cutting gained by bypassing supply-country intermediaries, dodging the provision of bank guarantees and the payment of fees or taxes to regulating agencies, and working on a cash basis. The placement fees of this “grey-marketing” practice are at least 20%-35% less than those of LEAs, and the practice captures more profits while staying outside the purview of law enforcement agencies without written or enforceable contracts that can be legally binding. As IEBs have gained more experience and prominence, they have benefited from the public outcry against claims of dubious LEAs practices. The LEAs have been alleged to increase revenues by not placing FDWs directly from sending countries, but instead encouraging the disreputable practice of “profitable churning”, a process by which existing FDWs are encouraged to demand an early termination and switch contracts from one employer to another, allowing LEAs to capture new hire-up fees from new employers and, in some instances, the workers.

Despite the duality of FDWs’ intermediation system in facing the mounting demand, empirical research investigating the prevalence of both systems among Kuwaiti families is still lacking. Both employers and FDWs engage in active information seeking to reduce uncertainty and perceived risks in making their choices. Intermediaries act as primary information gateways where the adequacy of exchanged information plays a critical role in reducing uncertainty. However, it is still unknown whether employers are receiving enough relevant information from their agents (IEBs or LEAs) that effectively reduces perceived employment risks. Evidence from the scant research on FDWs’ recruitment practices and intermediation shows that the use of formal agents is substantially less common than informal agents. According to Rustagi (2016), most Indian FDW employers in Delhi rely on personal sources with more credible information. Unlike Kuwait, this research was conducted in India as a country that is both a sender and receiver of FDWs;

therefore, it is still unknown whether similar agent preferences are also prevalent in Kuwait. In light of the above findings, and taking into consideration the lack of legal protection in using informal IEBs over formal LEAs to gain better pricing, it is expected that utilising IEBs is associated with more perceived risks in recruiting FDWs than LEAs, hence:

- H1: More employers selected formal LEAs as their FDW placement agents in their most recent FDW recruitment compared to informal IEBs in Kuwait.
- H2: Employers' evaluations of pre-placement information adequacy before selecting potential FDWs is expected to be higher for LEAs when compared to IEBs.

In-Service Satisfaction

Service marketing literature posits that satisfaction with services varies across different service categories (Jaakkola et al., 2017; Pollack, 2015). Domestic work is characterised as labour-intensive and continuous private work with a high level of personal contact during service delivery, in which functional benefits rather than experiential benefits are often sought and evaluated. Successful co-creation of value in domestic work is contingent upon the positivity of employer-worker interactions that affect service delivery quality and, ultimately, determines in-service satisfaction.

Service satisfaction is viewed as a function of the differences between pre-service expectations and actual performance evaluations (Zhu et al., 2018). In domestic work and home care contexts, employers base their satisfaction on the assessment of perceived gaps between key elements of pre-service expectations and actual service performances, where positive gaps (performance > expectations) are expected to lead to satisfaction while negative gaps lead to dissatisfaction (Meirovich et al., 2020; Devlin et al., 2002). The

formation of pre-service expectations can be classified as predictive or normative (Meirovich et al., 2020). Predictive expectations are concerned with how the service *will be* based on information exchange between employers and prospective FDWs, mainly through placement agents, about the expected nature of work, duties, and behaviours (Agunias, 2013). Normative expectations are considered to be more generic forms of expectations that are based on how the performance *should be* according to an intrinsic perception of what is generally considered to be an acceptable level of performance. When information about a potential FDW is limited or doubtful, employers tend to rely on normative expectations as standards of comparison to evaluate in-service performance.

Normative expectations are based on norms and values of national culture that prescribe what a behaviour “should” be in specific contexts (House et al., 2004) and were found to be relevant to service quality and satisfaction (Karami et al., 2016). In the context of domestic work, the levels of normative expectations are often higher than predictive expectations (i.e., agent provided), which can negatively affect in-service satisfaction. Hence, we expect that:

H3a: Employers who obtained robust information about their future FDW are more likely to form predictive expectations and show higher in-service satisfaction than those who rely on normative expectations.

H3b: Employers with robust pre-hiring information are more likely to face a lower level of in-service problems than those with inadequate information.

Future Intentions

Expiring contracts, in-service conflict, or other causes of early termination of domestic worker contracts precipitate a new search for FDWs. For employers, selecting the proper placement agent depends on the quality of past experiences with these agents, the avail-

ability of alternative agents or new forms of intermediations, and on agents' marketing activities to gain market share. Among these factors, the quality of past experiences is considered to be the most influential in determining future intention to remain or switch (Fatma, 2014). From the perspectives of employers, the quality of past experiences with placement agents is evaluated along with several criteria that include the quality of information and assistance during the intermediation process, perceived satisfaction of the service quality, and post-employment support to overcome in-service problems.

For intermediaries, customer churning is one of the most critical factors contributing to marketing failure (Farah, 2017). Marketers consider the formation of positive repurchase intentions as a major sign of market success that reflects significant trust, loyalty, and increasing lifetime customer value. In contrast, considerable switching intentions among FDW employers not only promote negative hearsay but also pose a major threat to the existing customer base as negative word-of-mouth leads to declining future revenues. Positive past experiences are major contributors to FDW goodwill and future re-use intentions. Therefore, it is expected that:

H4: Employers with adequate information, high satisfaction, and fewer problems with placement agents are more likely to choose the same agent in the future than those with inadequate information, lower satisfaction, and more problems encountered with the agent.

Methodology

Data

For this study, a structured survey was utilised for data collection both in online and paper formats to elicit responses from the broadest range of targeted samples for better representation. The survey was constructed based on scales from earlier literature and from output obtained from running two separate focus groups that

consisted of Kuwaiti family household heads (males, N=5 and females, N=7) to identify what is meant by formal LEAs and informal IEBs from their perspective as employers. Focus groups provided valuable insights into the main elements of information often sought in the FDW pre-hiring stage, the relevant performance attributes that form the basis of their satisfaction with FDWs, and the identification of the most frequently encountered in-service problems.

After completing the piloting procedures, the final survey (in Arabic) was distributed to a random sample of Kuwaiti households that had recently hired an FDW in the past 60 days. Participants were intercepted at immigration centres and were asked to participate voluntarily in the survey. In line with the hypotheses of this study, survey questions covered FDW placement through LEAs or IEBs, perceptions of information adequacy regarding FDWs' scope of work, rights and duties, an assessment of FDWs' in-service satisfaction and complaints, an evaluation of agents' level of intervention to solve unresolved FDW issues, and general demographic questions.

Participants used a five-point Likert-type scale to evaluate their agreement with questionnaire items, with scores ranging from 1 (strongly disagree) to 5 (strongly agree). Participants were also asked about the importance of scale's item using an importance scale that ranged from 1 (not important) to 5 (highly important) to improve item measurement as ratings are weighted by their importance (Matzler et al., 2003). According Table 1, the final sample consisted of 402 respondents and sample demographic data showed that 61.2% of families live in independent housing units and 36.6% currently hires only one FDW. Moreover, results show that 74.6% of the sample earns an income between 1,200 and 4,000 KD per month, while 55.7% had earned a four-year college degree. The geographical distribution of sampled families is consistent with the population distribution of families over the six Kuwaiti governorates based

on statistical data published by the Public Authority for Civil Information [PACI], which supports a better representation of the study population.

Table 1

Sample Demographic Profile

Trait	Level	Count	Proportion
Housing Type*	Small Flat	36	9.0%
	Medium Flat	50	12.4%
	Large Flat	70	17.4%
	Villa/House	246	61.2%
Number of FDW	One	146	36.3%
	Two	107	26.6%
	Three	83	20.6%
	Four and More	66	16.5%
Income	1,200 KD/month or less	58	14.4%
	> 1,200 and < 2,400 KD/month	172	42.8%
	> 2,400 and < 4,000 KD/month	128	31.8%
	> 4,000 KD/month	44	11.0%
Education	Less than High school	22	5.5%
	2 years diploma	126	31.3%
	4 years Diploma	224	55.7%
	Post Graduate	30	7.5%
Governorate**	Capital	81	20.1%
	Hawalli	76	18.9%
	Al-Ahmadi	79	19.7%
	Al-Jahra	53	13.2%
	Al-Farwaniya	63	15.7%
	Mubarak Al-Kabeer	50	12.4%
Gender	Male	188	46.8%
	Female	214	53.2%

*Note.** Small flat = subunit of 3 bedrooms or less, medium flat = subunit of 4-5 bedrooms, large flat = subunit of greater than 5 bedrooms, Villa/House = independent contiguous housing unit;** based on PACI, distribution of Kuwaiti families is: Capital = 19.6%, Hawalli = 18.7%, Al-Ahmadi = 20.4%, Al-Jahra = 12.7%, Farwaniya = 17.0%, Mubarak Al-Kabeer = 11.6%. *Source.* <https://www.paci.gov.kw/stat/Default.aspx>. Retrieved on December 24, 2019.

Results

This study included three scales, as shown in Table 2. First, the adequacy of pre-placement information was operationalised by using seven items obtained from focus groups and earlier literature (Daniels & Spiker, 1983). Scale internal reliabilities were determined by calculating the Cronbach Alpha and were found to be strong, with an α level of 0.92. Second, the in-service satisfaction scale included 12 items drawn from earlier marketing literature (e.g., Beatson, 2010) using twelve service dimensions drawn from focus groups with good internal consistency, with an α level of 0.85. Finally, a total of ten items drawn from focus groups and from earlier literature (Baldassare, 1984) were used to measure the most common perceived in-service problems facing employers after contracting their live-in FDWs. Internal consistency was good, with an α level of 0.82. The dimensionality of each of the three scales was assessed using factor analysis procedures, and results showed that, for each scale, a single factor emerged with an eigen value greater than 1.0 as Kaiser rule mandates, hence all three study scales were considered to be unidimensional.

Table 2

Measures of Items and Scales' Reliabilities

Scales	Cronbach (α)	M	SD
Sufficient exchange of pre-placement information	.92	3.12	1.19
1. Scope of FDW work.		3.47	1.26
2. Salary, compensations, procedural fees, and agent fees.		3.50	1.33
3. Provision of mobile and access for communication.		3.31	1.34

Cont. Table 2
Measures of Items and Scales' Reliabilities

Scales	Cronbach (α)	M	SD
4. Daily wok hours.		2.87	1.58
5. Date and duration of annual or biannual leave.		2.74	1.72
6. Weekly out-of-home rest day.		2.75	1.71
7. FDW rights and restricted behaviors according to law 68/2015.		3.17	1.38
In-service satisfaction	0.85	4.11	0.80
1. Quality of performed Work.		3.64	0.77
2. Teamworking.		3.99	0.85
3. Honesty and Integrity.		4.48	0.78
4. Trust with children/elderly care.		4.29	0.82
5. Minimal work errors.		3.48	0.77
6. Attention to tasks performed.		4.23	0.81
7. Professionalism and good hygiene practices.		4.43	0.76
8. Ease of communication.		3.88	1.03
9. Maintain home privacy.		4.28	0.78
10. Ability to performing unsupervised tasks.		3.69	0.87
11. Mutual respect, friendliness, and good manners.		4.60	0.66
12. Overall satisfaction with FDW.		4.08	0.93
In-service problems	0.82	2.46	0.73
1. Wasting time.		2.07	0.79
2. Ignoring tasks.		2.47	0.73
3. Continuous complaining.		2.58	0.71
4. Theft.		2.69	0.68
5. Negligence, damage, or injury to others.		2.31	0.75
6. Faking Sickness.		2.28	0.76
7. Procrastination.		2.49	0.64
8. Invading household privacy/Gossiping.		2.57	0.73
9. Prolonged fighting and arguing.		2.54	0.71
10. Planned churning		2.58	0.79

Results in Table 2 show that information adequacy was evaluated as being modest, with a mean value of 3.12. Results also show that most FDW employers selected financial matters as the most adequately exchanged information with their agents during the pre-placement stage, with a mean value of 3.5, which illustrates that identifying FDW salary, procedural fees, cost of travel, and agent fees is relatively more important than other information concerning work and off-duty issues. Additionally, positive evaluation of information exchanged about expected work activities, conditions, and providing access to communication appeared to be relatively higher, with mean values falling between 3.31 and 3.47 when compared to information about work hours, rest days, and overseas leave, which had a mean value range between 2.74 and 2.87. This lack of information about the specifics of these important service elements not only prompts employers to rely on normative expectations but can also become a potential area of disagreement during employment.

Table 2 also shows that respondents exhibited a high level of perceived in-service satisfaction, with an overall mean of 4.11 for all items included in the satisfaction scale. Surprisingly, the item-level analysis revealed that mutual respect, friendliness, and good manners that represented an attitudinal element of service generated the highest satisfaction ratings, with a mean of 4.60. This finding is consistent with the literature about power-distance tendencies often observed in Eastern cultures in general, and Arab culture in particular (Hofstede, 2011). Honesty and integrity during work, often considered as a major moral service element, were rated as the second most satisfying attribute, with a mean of 4.48. Functional elements of services including professionalism and attention to tasks performed were rated highly, with means of 4.43 and 4.23 respectively. In contrast, unsupervised work, minimal work errors and overall quality of work were rated the lowest, with means of 3.69, 3.48, and 3.64 respectively. Taken together, these findings underscore the impor-

tance of measuring the multi-level work dimensions when assessing FDW performance while taking into consideration the timing of the evaluation as the least satisfying elements were related to the “adjustment” period FDWs were going through during the first 60 days of their new employment.

Results in Table 2 indicated a low occurrence of in-service problems, evident in the low overall mean of 2.46. More specifically, the highest reported problem was theft, with a mean of 2.69, continuous complaining, with a mean of 2.58, and invading home privacy, with a mean of 2.57. In contrast, work behaviour issues were the least problematic as wasting time and faking sickness resulted in the least complaints, with means of 2.07 and 2.28 respectively. These results indicate that trust in newly hired FDWs is a more concerning issue than the quality of work delivered.

Analysis and Discussion of Results

1. Type of Intermediary

The first hypothesis in this study predicted that more employers will choose formal LEAs than informal IEBs. To examine this hypothesis, frequency analysis showed that, out of 402 employers, a total of 236 chose formal LEAs in their last hiring while 166 used informal IEBs. To confirm these results, the Chi-square test of independence procedures was administered to test whether the difference between the two proportions of employers choosing formal LEAs and informal IEBs is equal to zero. The calculated χ^2 value was 12.19 and this value was statistically significant at the 0.001 level. These results supported H1 prediction. However, it should be noted that, while formal LEAs reached 58% compared to IEBs, the magnitude of observed difference is not relatively high 16%, which may suggest strong competition from IEBs.

The second hypothesis predicted that formal LEAs should provide a higher level of information adequacy and relevance about potential FDWs than informal IEBs. Respondents were asked to evaluate their satisfaction with seven items that reflected expected work performance, which included the scope of work and daily working hours, financial commitments related to salary, compensations, and fees, rest and days off for weekly and annual/bi-annual leave, provision of communication in the form of free mobile and unrestricted access to public places, and knowledge about legal rights and responsibilities based on law 68/2015. A one-way between-subjects ANOVA was used to compare the differences in employers' assessment of the level of information obtained from LEAs and IEBs along the seven dimensions of FDWs. Contrary to the H2 prediction, results shown in Table 3 indicated that employers were more satisfied with informal IEBs than with formal LEAs on three of the seven pre-hiring information dimensions sought, namely: scope of work ($M_{LEAs}=3.35$ and $M_{IEBs}=3.64$, $F=5.07$, $p<.025$), weekly rest day ($M_{LEAs}=2.55$ and $M_{IEBs}=3.04$, $F=8.2$, $p<.005$), and annual/bi-annual leave ($M_{LEAs}=2.56$ and $M_{IEBs}=3.01$, $F=6.99$, $p<.009$). In contrast, LEAs provided relatively better information about daily working hours ($M_{LEAs}=3.13$ and $M_{IEBs}=2.51$, $F=15.7$, $p<.001$). No differences were observed in information adequacy regarding financial issues ($p<.06$) and free mobile and access to communication ($p<.741$). Taken together, these results did not support the prediction made in hypothesis 2 about the superiority of information provided by LEAs when compared to IEBs. This finding is inconsistent with the general expectation that LEAs are more robust information gateways than IEBs, given their prolific image, stronger visibility, and strong internal managerial structure that allows for the provision of better relevant information about their FDW clients than IEBs, and as such, should be more favourably judged by potential employers. This study finding is consistent with the results obtained by Jayaram et al. (2010) who found cus-

tomers evaluations of smaller firms to be more favourable than those of larger firms because smaller firms are more likely to be dependent on customer revenues and more efficient in communication and in applying customer orientation than larger firms.

Table 3

Information Adequacy and Satisfaction with Formal and Informal Agents

Hypothesis/ Variable	Levels	Freq	M	SS Between SS Within	MS Between MS Within	Statistical Parameter	P-value
H1							
Agent Choice.	LEA	236	-	-	-	$\chi^2=12.19$	0.001
	IEB	166	-	-	-		
H2							
Scope of work.	LEA	236	3.35	8.02	8.019	F=5.07	0.025
	IEB	166	3.64	632.1	1.580		
Salary, compensations and fees.	LEA	236	3.39	6.203	6.203	F=3.55	0.060
	IEB	166	3.65	698.3	1.746		
Mobile and communication.	LEA	236	3.29	0.197	0.197	F=0.11	0.741
	IEB	166	3.34	717.94	1.759		
Daily working hours.	LEA	236	3.13	37.59	37.59	F=15.7	0.001
	IEB	166	2.51	959.7	2.399		
Weekly rest day.	LEA	236	2.55	23.35	23.35	F=8.15	0.005
	IEB	166	3.04	1146.3	2.866		
Annual/biannual leave.	LEA	236	2.56	20.35	20.35	F=6.99	0.009
	IEB	166	3.01	1164.3	2.911		
Law 68/2015.	LEA	236	3.11	2.338	2.338	F=1.23	0.269
	IEB	166	3.24	763.5	1.909		

2. Information Adequacy, Expectations, Satisfaction and Problems

A key research question of this study (i.e., Hypotheses H3a and H3b) is to explore the impact of employers' information adequacy on their assessment of in-service satisfaction and problems. As shown in Table 4, almost one-fourth (24.9%) of the sample expressed a general lack of pertinent information needed to formulate meaningful expectations about FDW work, while 75.1% of participants believe that they have received sufficient information.

Table 4

In-service Satisfaction Differences Between Predictive and Normative Expectations

Satisfaction	Pre-hiring Information	Freq	M	SSB SSW	MSB MSW	F	P
1. Quality of performed work.	Lacking	100	3.39	8.440	8.440	14.81	0.001*
	Sufficient	302	3.73	227.9	0.570		
2. Teamworking.	Lacking	100	4.02	0.162	0.162	0.227	0.634
	Sufficient	302	3.97	0.286	0.714		
3. Honesty and integrity.	Lacking	100	4.34	2.520	2.520	4.170	0.042*
	Sufficient	302	4.52	0.242	0.604		
4. Trust with children/elderly care.	Lacking	100	3.95	15.26	15.26	23.91	0.001*
	Sufficient	302	4.40	255.8	0.638		
5. Minimal work errors.	Lacking	100	3.29	4.438	4.438	7.523	0.006*
	Sufficient	302	3.54	235.9	0.590		
6. Attention to tasks performed.	Lacking	100	4.08	2.950	2.950	4.609	0.032*
	Sufficient	302	4.28	256.0	0.640		
7. Professionalism and good hygiene practices.	Lacking	100	4.17	9.196	9.196	16.607	0.001*
	Sufficient	302	4.52	221.5	0.554		

Cont. Table 4

In-service Satisfaction Differences Between Predictive and Normative Expectations

Satisfaction	Pre-hiring Information	Freq	M	SSB SSW	MSB MSW	F	P
8. Ease of communication	Lacking	100	3.91	0.261	0.261	0.248	0.619
	Sufficient	302	3.84	421.4	1.053		
9. Maintain home privacy	Lacking	100	4.24	0.198	0.198	0.324	0.569
	Sufficient	302	4.29	244.6	0.611		
10. Ability to performing unsupervised tasks	Lacking	100	3.42	9.459	9.459	12.911	0.001*
	Sufficient	302	3.77	293.1	0.733		
11. Mutual respect, friendliness, and good manners	Lacking	100	4.43	3.713	3.713	8.788	0.003*
	Sufficient	302	4.65	169.0	0.423		
12. Overall satisfaction with FDW	Lacking	100	3.68	27.79	27.79	27.122	0.001*
	Sufficient	302	4.22	321.4	0.803		

According to H3a, when pre-hiring information is inadequate, employers cannot form realistic (predictive) expectations and inevitably resort to normative expectations as broad standards of comparisons, because these normative expectations are often higher than predictive expectations, in-service satisfaction tends to be lower. Results obtained from a one-way ANOVA indicated that, out of twelve attributes, the adequate information group showed significantly higher satisfaction ratings related to nine in-service quality measures compared to the inadequate information group at the 0.05 level. These results largely support H3a predictions and reflect the importance of pre-hiring information adequacy on the formation of in-service satisfaction with FDWs.

Hypothesis 3b predicted that employers with adequate information are expected to face fewer problems with FDWs than those with insufficient information. Results shown in Table 5 indicated that out

of the ten problems surveyed, six problems were similar between the two groups of employers, with p-values exceeding the minimum 0.05 level. The mean scores of the remaining four problem areas were found to be significantly lower for employers with adequate information, including time-wasting, negligence, damage/injury to others, and procrastination. Taken together, these results provide partial support of the predictions of H3b.

Table 5

Differences in Reported Problems Between Predictive and Normative Expectations

Problems	Pre-hiring Information	Freq	M	SSB SSW	MSB MSW	F	P
Wasting time.	Lacking	100	2.46	20.025	20.025	12.306	.001*
	Sufficient	302	1.94	650.883	1.627		
Ignoring tasks.	Lacking	100	2.50	.139	.139	.263	.609
	Sufficient	302	2.46	211.940	.530		
Continuous complaining.	Lacking	100	2.49	1.010	1.010	2.009	.157
	Sufficient	302	2.61	201.099	.503		
Theft.	Lacking	100	2.68	.006	.006	.012	.912
	Sufficient	302	2.69	186.502	.466		
Negligence, damage or injury to others.	Lacking	100	2.38	4.981	4.981	9.159	.003*
	Sufficient	302	2.12	217.527	.544		
Faking Sickness.	Lacking	100	2.19	1.166	1.166	2.041	.154
	Sufficient	302	2.31	228.506	.571		
Procrastination.	Lacking	100	2.61	1.837	1.837	4.517	.034*
	Sufficient	302	2.45	162.641	.407		
Invading household privacy/Gossiping.	Lacking	100	2.50	.600	.600	1.122	.290
	Sufficient	302	2.59	214.086	.535		
Prolonged fighting and arguing.	Lacking	100	2.53	.007	.007	.014	.905
	Sufficient	302	2.54	199.933	.500		
Planned churning.	Lacking	100	2.75	3.753	3.753	6.101	.014*
	Sufficient	302	2.53	246.038	.615		

Future Intentions

The last hypothesis of this study predicted that employers are more likely to re-select their previous FDW agents who provided adequate pre-employment information, high-level in-service satisfaction, and few in-service problems. Previous marketing literature differentiated between “stayers”, who intend to remain loyal to the same service provider and “switchers”, who intend to change their service provider (e.g., Stein & Ramaseshan, 2015; Yaqub & Halim, 2018). This categorisation is valuable in the international marketing literature, with calls to differentiate between the two groups for service providers to remain profitable and competitive (Krautz & Hoffmann, 2017).

Several analytical procedures were used to test this hypothesis. First, cross-tabulation analysis with nonparametric testing procedures was performed to uncover any meaningful differences between past and intended selections of formal and informal FDW agents. Second, one-way ANOVA procedures were performed to identify statistically significant differences between “stayers” and “switchers” as two distinct types of FDW employers in light of their assessment of pre-placement information adequacy, perceived level of in-service satisfaction, and the level of in-service problems. Finally, ANOVA procedures were applied to a 2 x 2 table representing the four group types of employers (switchers/stayers vs. formal/informal) to assess their mean differences regarding pre-placement information adequacy, perceived level of in-service satisfaction, and the level of in-service problems.

Cross-tabulation results in Table 6 revealed significant differences between past agent and (intended) future agent selection, as indicated by the significant value of the Chi-square statistic (Pearson $\chi^2 = 25.124$, $df = 3$, $p < 0.01$). More specifically, out of 402 employers, a total of 213 (53%) FDW employers were stayers and 189 (47%) were switchers. Results also show that the directionality of switching between past and future agents is more pronounced in favour of

informal agents as 129 employers (69.4% of total switchers) plan to convert from formal LEAs to informal IEBs, while 60 employers (30.6%) plan to change from IEBs to LEAs. These findings of stronger tendencies towards replacing formal agents with informal agents are in line with results reported earlier, which showed a stronger preference among employers for informal IEBs over formal LEAs.

Table 6

Formal and Informal Agent selected for Past and Future FDW Placement

Selected Past Agents	Intended Future Agents		
	Formal (LEAs)	Informal (IEBs)	Total
Group 1: Formal LEAs	107 ^(a)	129 ^(b)	236
percent	26.6%	32.1%	58.7%
Group 2: Informal IEBs	60 ^(b)	106 ^(a)	166
percent	14.9%	26.4%	41.3%
Total Sample	167	235	402
percent	41.5%	58.5%	100%

Note. This table represents the frequency analysis of employer choice of agents. ^(a) refers to these cells that represent “Stayers” which can be either Formal-Formal (FF) or Informal-Informal (II). ^(b) indicates “Switchers” which can either be Formal-Informal (FI) or Informal- Formal (IF). Finally, the table reports a significant Chi-Square statistic (Pearson’s $\chi^2 = 25.124$, $df= 3$, $p<0.001$).

The next step for testing hypothesis H4 is to examine the differences between stayers and switchers in terms of their overall experiences of information adequacy with agents in the pre-hiring stage, their in-service experiences satisfaction, and their level of encountered problems. The average score for each of the three scales was used in this analysis. Results in Table 7 indicate that stayers and switchers showed significant mean differences along the three dimensions examined in the expected directions. More specifically,

switchers were less pleased with information adequacy, scored lower satisfaction ratings, and expressed more problems than stayers. These findings are consistent with earlier service marketing literature on information adequacy (Ju, 2015), customer satisfaction (Athanasopoulos, 2000; Mosavi et al., 2018), and service problems (Li et al., 2020; Keaveney, 1995). These study findings clearly show that positive emotions created by favourable experiences are associated with a higher inclination to remain with existing FDW agents while negative emotions tend to dampen loyalty and encourage agent switching.

Table 7

Stayers and Switchers: ANOVA Results of Information Adequacy, Satisfaction and Problems

Independent Variables	Employer Group Means			ANOVA Results						Test of Homogeneity of Variances	
	Switchers (N=189)	Stayers (N=213)	Total Mean	SSB	SSW	MSB	MSW	F	P	Levene Statistic	Sign.
Information Adequacy.	2.97	3.24	3.12	7.5	560.2	7.5	1.4	5.34	0.021	0.733	0.392
Satisfaction.	3.87	4.32	4.11	19.7	845.3	19.7	2.1	9.32	0.002	1.253	0.264
Problems.	2.65	2.30	2.42	12.6	706.0	12.6	1.8	7.16	0.008	2.067	0.151

Note. This table exhibits the means and ANOVA results of total scale scores for information adequacy, in-service satisfaction and in-service problems for *switchers* (N=189, 47%) and *stayers* (N=213, 53%). ANOVA assumption of normality, linearity and homogeneity of variance (homoscedasticity) for unequal groups were confirmed. All scale scores passed the normality with skewness range of (0.031 to -0.154) and kurtosis range of (-0.866 to -1.430). The 3 bi-variate linearity tests produced insignificant p-values (range 0.07 to 0.521). Finally, homoscedasticity was evident by insignificant Lvene's statistics for each factor (p-value range 0.151 to 0.392).

Finally, ANOVA procedures with Scheffe post-hoc multiple comparisons were applied to examine the mean differences of information adequacy, in-service satisfaction and in-service problems across the four groups identified as switchers, including (1) Formal→Informal (FI) or (2) Informal→Informal (II); and stayers, including (3) Formal→Formal (FF) or (4) Informal→Informal (II). Results in Table 8 show that group means across the four groups for all three factors were significantly different ($p < 0.05$). Between-group means analysis showed that switchers were generally less satisfied with information adequacy and in-service satisfaction, and experienced more problems when compared to stayers. When explored further, the FI group not only generated the least level of information adequacy and satisfaction, with means of 2.85 and 3.7 respectively, but also generated the highest level of in-service problems, with a mean of 2.87, leading the FI group to be the highest group of switchers (129 out of 236), representing 56% of total switchers, as shown previously in Table 6. In contrast, employers in group II generated the highest level of information adequacy and satisfaction, with means of 3.32 and 4.35 respectively. In sum, these results conjointly lend strong support to hypothesis 4.

Table 8

Stayers and Switchers for Formal and Informal Agents

Factor	Group Means				ANOVA Total sample			Post-hoc Multiple Comparisons Scheffe Mean Difference					
	FI (1)	IF (2)	FF (3)	II (4)	M	F	Sig.	1-2	1-3	1-4	2-3	2-4	3-4
Information.	2.85	3.23	3.16	3.32	3.12	3.53	0.015*	-0.38	-0.31	-0.47*	0.07	-0.10	-0.16
Satisfaction.	3.70	4.24	4.28	4.35	4.11	5.08	0.002*	-0.54	-0.58*	-0.65	-0.04	-0.11	-0.07
Problems.	2.87	2.17	2.13	2.46	2.46	7.56	0.001*	0.70*	0.75*	0.41	0.05	-0.29	-0.34

Note. This table exhibits the mean (M) and standard deviations (SD) for total scale scores for information adequacy, in-service satisfaction and in-ser-

vice problems for all participants (N=402) and for subgroups classified as *switchers* (N=189, 47%) who either plan to change from using formal agent to intended use of informal agent (FI, N=129, 32.1%) or vice versa (IF, =60, 14.9%); or *stayers* (N=213, 53%) who either plan to remain with their formal agent (FF, N=107, 26.6%) or to remain with their informal agent (II, N=106, 26.4%). Finally, the table reports the f-value and p-value for ANOVA as well as the post-hoc tests for multiple comparisons mean differences of employers' past and planned use of formal and informal agents using Scheffe procedures to control for inflated pairwise error. * Indicates significance at 0.05 level.

Conclusions

Studying the intermediation process between employers and FDWs provides valuable input for managers and policymakers to improve private employment governance and market performance in the household labour market in Kuwait. Proper placement of FDWs is vital to satisfy the local demand for FDW services while curbing in-service conflicts. Therefore, this study has focused on the initial stage in the FDW placement process in private houses by investigating how employers evaluate the effectiveness of formal and informal agents. It reported the empirical findings of how employers use, evaluate and intend to use FDW placement agents based on information acquired in the pre-hiring stage, in-service satisfaction with FDW, and reported problems encountered. The conclusions of this study have theoretical, managerial, and public policy implications that can be summarised below.

An important theoretical implication of this study is the confirmation of the importance of the pre-hiring information search and perceived adequacy on the formation of expectations, satisfaction judgements, and future intentions in domestic work service contexts. This is consistent with recent research showing that the availability of relevant information plays an important role in creating realistic expectation about work performance, which in turn leads to improved satisfaction, fewer problems, and greater inclination to re-

select the labour agent (Meirovich et al., 2020; Licata et al., 2008). Another theoretical implication of this study is the critical role of “intermediation value” (Ayadi, 2019). Although customers recognise the impact of agent fees on their satisfaction, intermediation value is a more appropriate construct that is based on a cognitive assessment of benefits received compared to the price paid. From a marketing competition perspective, informal IEBs enjoy better attractiveness for the better value provided. Informal IEBs’ low overhead costs allow for significant discounts, and the IEBs also strive to meet employers’ demands to establish strong, positive word-of-mouth referrals to secure more business as they cannot advertise without being prosecuted by local authorities due to the lack of formal registration.

One of the important managerial implications of this study relates to the observed change in employers’ choice between current and future FDW agents. Even though several employers selected LEAs in their last transaction, more employers showed stronger preferences to switch to IEBs, a trend that reflected significant erosion in LEAs’ expected sales and client trust. This suggests that IEBs are more responsive to the needs of their clients due to their smaller, leaner, and more customer-focused characteristics when compared to LEAs. Furthermore, because the current state of the FDW market is heavily dominated by excessive demand, this “seller” market has not only led to complacency on the part of formal agents when dealing with household employers, but it has also allowed independent unregistered agents to fill the demand-supply gap as many of them were either previous employers in these formal agents or were linked to recruitment agents in the sending country. Therefore, to re-establish trust in formal agents, LEAs’ management must devote more attention to the information needs of potential employers and allow a free exchange of information between potential FDWs and potential employers to minimise in-service disagreements. As such, FDW preferences and employer preferences can be better satisfied by ex-

panding bi-directional communication to reduce possible mismatching between workers and employers. Furthermore, formal IEAs need to be vigilant in justifying their higher pricing using positive and memorable experiences with their clients to compete effectively.

From a public policy standpoint, special attention should be devoted to the intermediation process to improve worker-employer relationships in the domestic work sector. It can be concluded from study results that employers' who hired their FDWs using formal agents are, in general, not sufficiently satisfied with their intermediation experiences and are willing to change their agents to informal IEBs next time. Although dealing with informal agents carries the risk of the inability to complain to regulating and law enforcement agencies to recover from bad employment experiences, employers seem to be willing to take such a risk. This attitude can be justified by the marked differences favouring informal IEBs over formal LEAs, along with pre-hiring and in-services experiences. This runs counter to the declarations of governments and international labour experts on the need to foster agent registration and the need to limit informal agents due to general perceptions of a lack of integrity, given their illegal status as intermediaries.

Another social policy implication resulting from this study is the need for more open and transparent information flow between potential employers and FDWs to support LEAs in the local market. This study found employers with inadequate information to be more prone to dissatisfaction and more likely to encounter problems with their FDWs. A lack of transparent flow of information is destined to impede healthy work relationships and make in-service adjustments less effective in continuing work relationships in a mutually satisfying form. Therefore, proper exchange of pre-hiring information was found to play a critical role not only in defining what employers expect from their FDWs, but also in what FDWs expect to receive

as rights, privileges and quality of work performance. By doing so, both parties can base their expectations on realistic predictive work relationships rather than resorting to ambiguous and broadly defined normative expectations that may not be suitable or agreeable. Accordingly, a domestic labour public policy that disregards the importance of direct pre-hiring information exchange is more likely to cause confusion over what both sides can realistically expect after hiring. Such free exchange of information is possible, given the cheap and accessible digital telecommunication technology available to both sides.

Limitations and Future Research

As the topic studied is both important and challenging, this study should not be the first study to tackle the marketing issues related to the intermediation of outsourced domestic work in Kuwait. Three areas of future investigations are worth pursuing. First, it may be imperative to survey FDWs to explore their evaluation of recruitment agents in their home countries and receiving countries by identifying forms of unjust recruitment practices of low-skilled workers, including false information about potential work and charging excessive recruitment fees to create a debt-migration industry. In receiving countries, it would be beneficial to survey FDWs' impressions about proper in-service treatment, access to legal channels to complain, and how pervasive agent engagement is in inducing early contract termination in pursuit of new fees without considering the welfare of the FDWs. Because academic research can help in improving public policies, government agencies overseeing domestic service workers' affairs need to explore the prevalence of malpractice in FDW placements using merit-based system for evaluating formal agents in order to encourage more transparency and better worker-employer relationships.

Second, this study was mainly concerned with Kuwaiti household employers with recent hiring experiences dealing with either formal or informal agents in their last experience. Thus, expanding the scope of study to include non-Kuwaiti families should provide a better understanding of agent preferences, intermediation effectiveness, and quality assessment of in-service experiences. Study of migrant families' experiences with FDW agents can uncover potential differences in what determine the quality of their experiences with agents and the newly-hired FDW mainly in situations where both employer and FDW originate from the same country of origin.

A third plausible area of research is to conduct a longitudinal study with both employers and FDWs in survey panels to provide better understanding of the in-service dynamics of employer-FDW relationship over an extended period. This can allow researchers to identify critical changes in relationships over time and provide better labor intervention to preserves the rights of both parties.

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وساطة العمالة المنزلية الأجنبية من وجهة نظر المشغلين: خبرة مرحلة ما قبل التوظيف وفي أثناء العمل

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ملخص

الأهداف: بحثت هذه الدراسة تقييم الأسر الكويتية لجودة خدمات الوسطاء المرخصين وغير المرخصين كنوعين من أبرز الأنشطة التسويقية المرتبطة بوساطة العمالة عند تشغيلها للعمالة المنزلية الأجنبية. قامت الدراسة بتحليل الاختلافات بين كفاءة كلا النوعين من الوسطاء في توفير المعلومات وتبادلها في مرحلة ما قبل التشغيل وتحديد أثر توافر المعلومات المتبادلة على تقييم الرضا عن أداء العمالة المنزلية وحجم المشكلات التي واجهتها الأسر المشغلة للعمالة في أثناء الخدمة، وتحديد أثرها على نية اختيار الوسطاء في المستقبل. **المنهج:** استخدمت الدراسة الاستقصاءات الميدانية المجمعة من 402 مشاركين من أرباب الأسر المشغلة للعمالة المنزلية للحصول على تقييمهم وانطباعاتهم عن مرحلتي ما قبل التشغيل وبعده. **النتائج:** أفصحت نتائج الدراسة عن وجود اختلافات معنوية بين الوسطاء المرخصين وغير المرخصين في دورهم كإجابة أساسية لتبادل المعلومات بين المشغل والعمالة المنزلية المرشحة للعمل. تبين النتائج تفوق الوسطاء غير المرخصين كمصدر مفضل للمعلومات مقارنة بالوسطاء المرخصين، مما أدى بدوره إلى ارتفاع درجة الرضا وانخفاض حدة ظهور المشكلات في أثناء التشغيل لدى الأسر. وكشفت الدراسة عن تحول ملحوظ بين أرباب العمل إلى تفضيل التعامل المستقبلي مع الوسطاء غير المرخصين على الرغم من ارتفاع درجة المخاطرة لمثل هذا التعامل مع وسطاء غير نظاميين. **الخاتمة:** تعتبر نتائج الدراسة مهمة لتحسين أداء الوسطاء المرخصين في مواجهة تفوق الوسطاء غير النظاميين في مجال توفير العمالة المنزلية لأرباب الأسر الكويتية. وتكتسب النتائج أهمية بالغة للقائمين على وضع السياسات الحكومية المنظمة لتوفير تلك الخدمات في الدولة خاصة في التحول المرتقب للمشغلين لاستخدام الوسطاء غير المرخصين، مع المحافظة على مصالح العمالة المنزلية ومشغليهم في آن واحد.

الكلمات المفتاحية: وسطاء التسويق، العمالة المنزلية، الرضا، كفاءة المعلومات، نية إعادة الشراء

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