

A quasi experimental research with Non Equivalent Control Group Design (intact matched groups) in non contrived condition (in an organizational context) was conducted to study the relationship between customer participation in decision making about the contents of service, the mode of service delivery and the increased effort in co-production. Customer satisfaction was measured using SERVQUAL developed by Parasuraman, Zeithaml and Berry (1985). Three field experiments were conducted to study the relationship of three independent variables separately on one dependant variable each. It was noted that consumer satisfaction increased significantly in all experiments, showing a direct and proportionate relationship between various forms of participations and customer satisfaction. It was noted that the consumers expectations were effected only by participation in core decision making, however performance evaluation and consequent customer satisfaction increased significantly.

The research provides a maiden empirical work providing the first ever-primary data on participation of intact groups, thus enhancing the scope of research on customer participation already going on in the field of medical care and providing avenues for exploration of the same in public service as well as commercial services involving grouped customers.