

Abstract

This research studies the dynamics of the relative importance of justice dimensions in achieving customer satisfaction with the recovery effort in case of successive service failure scenarios. A longitudinal study of the successive satisfaction levels of the customers' who have faced repeated service failure scenarios was done. Structural equation modeling technique was used for the purpose. The impact of customers' satisfaction with service recovery effort on exit behavior of the customers was also studied. Instead of relying on proxies like "intention of repurchase", "intention of spreading positive word of mouth" etc. the actual exit behavior of the customers has been studied.