

SERVICE FAILURE: CAUSAL ATTRIBUTION, EMOTIONAL RESPONSES AND BEHAVIORAL OUTCOMES

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ABSTRACT

When a service failure occurs, customers experience any of a variety of negative emotions. The particular emotional reaction depends on the customer's perception of why the service failure occurred in the first place. Behavioral outcomes associated with service recovery therefore depend directly on the negative emotion and indirectly on the customer's perception of the cause. To the extent that marketing managers can frame the cause of the service failure in their post-failure communications, recovery satisfaction may be increased leading, in turn, to more positive customer response outcomes. Managerial implications are identified.

References Available on Request.