

# A Study on Service Justice Effectiveness on Customer Satisfaction and Repurchase Intention in Social Media Environment on Major Online Shopping Malls

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## Abstract

The emergence of social media as an effective and feasible alternative to the traditional methods of service recovery lays the foundation of this study. The drive of the research is to examine the effectiveness of service recovery efforts in the setting of justice dimensions on satisfaction and repurchase intention of online shoppers in social media environment. The data was collected using survey technique and questionnaires from 497 participants. The results from the structural equation modeling show that service justice dimensions and satisfaction positively influence repurchase intention of online shoppers in the social media setting. The study reveals that procedural justice, distributive justice and interactional justice significantly influence service recovery satisfaction. The study provides novel insight to understand the determining factors of customer satisfaction and repurchase intention from the justice theory perspectives in social media environment.

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## I. Introduction

IT IS ESSENTIAL for the firms to maintain healthy and profitable relationship with customers due to rise of service orientation and customer awareness (Lin, Wang and Chang, 2011). According to Ramaseshan, Wirtz and Georgi (2017) acquisition of new customer is multiple times expensive than retaining the existing customer. Service failure is a predominant cause of losing the customers for most of the companies as customers lean towards engaging in causal attributions after service failure (Nikbin, Marimuthu, Hyun and Ismail, 2014). The result of these causal attribution progressions influences the customers' behavioral response towards service failure (Byun and Jang, 2018). Many service firms have comprehended the negative impact of service failure on customer satisfaction and started taking steps to control

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