IMPACT OF PERCEIVED JUSTICE ON CUSTOMER SATISFACTION WITH COMPLAINT HANDLING IN CONTEXT OF ELECTRONIC GOODS AND SERVICES

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ABSTRACT
The purpose of study is to find out the relationship between perceived justice and customer satisfaction. Data were gathered on perceived justice with service recovery, customer satisfaction with complaint handling by means of survey from Gwalior customers who experienced a service failure within last year. The results show that distributive and interactional justices have significant effects on recovery satisfaction. The effect of distributive justice on customer satisfaction was stronger than interactional justice. Additionally, hierarchical regression analyses suggested that complaint behavior plays a moderating role between perceived justice and customer satisfaction in the distributive and interactional justice dimensions. Managerial implications of these findings are briefly discussed. Also the results of the research provide empirical support for the proposed conceptual framework suggesting that perceived justice evaluations play an important role when evaluating service failures and recovery encounters from the customer's point of view.

KEY WORDS: Perceived Justice, Complaint Satisfaction, Complaint Handling, Service Recovery and Recovery Encounters.