

Effect of Organisational Responses on Customer's Perceived Justice: Moderating Role of Causal Attributions

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The moderating role of attribution dimensions of stability, responsibility, and controllability on perceived distributive, procedural and interactional justice has been investigated in this study. Based on their importance in the extant literature, redress and apology as organizational responses for distributive justice; facilitation, promptness, and voice for procedural justice; and explanation, attentiveness, and effort for interactional justice have been considered in the study. The study demonstrates that service organisations and employees should base their recovery efforts on the causal attributions discussed. If the failure is controllable, then apology becomes more important. For companies that consistently fail, more efforts should go into improving the service encounters than trying to improve service recovery encounters. When the firm could have controlled the situation, but did not or could not do so, then explanation and attentiveness make a difference.