

**ROLE OF PERCEIVED CONTROL IN DETERMINING
CUSTOMER INTENTION TO PARTICIPATE IN
SERVICE RECOVERY**



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ABSTRACT

From the perspective of service-dominant logic, the customers are seen as co-creators of value in their relationship with the firm. Customer participation in service recovery is one of the ways to co-create value along with the service provider. Recent literature has started talking about the importance and benefits of customer participation in service recovery. Most of the existing studies on customer participation implicitly assume that the customers are always willing to participate in service recovery provided the firm offers them the opportunity. In our study, we challenge this assumption and propose that the customer intention to participate is not always present.

In line with our claim, we attempt to address the following three research questions: 1) We will look for antecedents of customer intention to participate in service recovery process 2) We attempt to understand the mechanism or process which drives a customer to participate/not to participate in service recovery 3) We look for a better measure to assess customer intention to participate in a service recovery context. To answer these research questions, we propose that the customer's willingness to participate in service recovery depends upon their perceived control in a post-failure pre-recovery context. We explore the mechanism explaining the relationship between perceived control and intention to participate in service recovery with the help of mediators, namely failure attribution and negative emotions, and moderators, namely desire for control, regulatory focus, familiarity, perceived support for customer and switching cost. We also develop a scale to measure customer intention to participate in service recovery.

The research design of this study uses both qualitative and quantitative methodologies to develop a scale for customer intention to participate in service recovery, propose a conceptual framework and test that conceptual framework. We did an exhaustive literature review to identify the antecedents and dimensions of customer intention to participate in service

recovery. In the next step, a qualitative study was conducted to identify new and reconfirm the existing dimensions of customer intention dimensions in literature. Based on the literature review and qualitative study a scale to measure customer intention to participate in service recovery and a conceptual framework explaining the role played by customer perceived control in determining the customer intention to participate in service recovery is identified. Customer intention to participate in service recovery scale was developed using correspondence analysis, exploratory factor analysis and confirmatory factor analysis. The influence of customer perceived control on customer intention to participate in service recovery was established empirically by analysing data using structural equation modelling.

This study contributes to the literature by finding that customer intention to participate is dependent upon customer perceived control and coming up with a more relevant scale to measure customer intention to participate in service recovery.

Keywords: Customer Intention to Participate in Service Recovery, Perceived Control, Anxiety, Attribution, Desire for Control, Switching Cost, Perceived Benefit, Perceived Support

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