

AN ABSTRACT OF THE THESIS OF

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Title: Consumer Responses after an Unsatisfactory Online Apparel Shopping and Return
Experience: Shopping Orientation and Perceived Justice Approaches

Abstract approved:

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Although there has been a rapid growth in online apparel sales and online apparel shopping during the last several years, consumers still have concerns when they purchase apparel products online (ComScore, 2007; Dunne & Lusch, 2005; ITFacts E-commerce, 2007). From the online apparel shoppers' perspective, online apparel shopping involves a considerable level of risk because they cannot inspect and try on apparel products before the purchase. If consumers are not satisfied with the fit, color, or quality of the product after it is delivered, they will most likely want to return the product (Taylor & Cosenza, 2000). The research question of the present study is why some dissatisfied consumers decide to continue online shopping and why others decide to discontinue online shopping when presented with an unsatisfactory online shopping and return experience. Based on

the concepts of distributive, procedural, and informational justice, this study examined the direct effect of compensation on distributive justice, the direct effect of efficient return procedures on procedural justice, and the direct effect of information availability of return on informational justice, and the direct effects of perceived distributive, procedural, and informational justice on post-recovery satisfaction. Indirect effects on post-purchase intentions after an unsatisfactory online apparel shopping and return experience were also examined. Furthermore, the present study examined the moderating effect of perceived seriousness of product failure on the relationship between compensation and distributive justice, the relationship between efficient return procedure and procedural justice, and the relationship between information availability for return and informational justice. The moderating effects of shopping orientations, perceived performance risk, and previous experience with online apparel shopping on the relationships between three types of perceived justice and post-recovery satisfaction, and on the relationship between post-recovery satisfaction and post-purchase intentions were also examined.

The present study employed a combined experimental and a survey-based method. For the experiments, five scenarios were developed using projective technique. The convenience sampling was conducted. 148 students at Oregon State University participated.

Subjects read a scenario in the third person perspective about a consumer returning a product. They were then asked to assess evaluative criteria including distributive justice, procedural justice, informational justice, post-recovery satisfaction,

post-purchase intentions, perceived seriousness of product failure, convenience shopping orientation, economic shopping orientation, recreational shopping orientation, perceived performance risk, and previous experience with online apparel shopping.

The findings indicated that participants who read a scenario in which a consumer received higher levels of distributive, procedural, and informational justices indicated the consumer would be more satisfied with the service recovery and would develop positive post-purchase intentions. In other words, consumers who had an unsatisfactory online apparel shopping and return experience were perceived as being willing to develop positive post-purchase intentions from the same online store if the e-retailer provided high levels of post-recoveries such as free return shipping fee, both store return option and mail return option, and information availability about return shipping fee. The results supported that the concepts of distributive, procedural, and informational justice may be applicable for understanding consumers who had an unsatisfactory online apparel shopping and return experience. The findings have managerial implications for e-retailers' return policies and return procedures. If e-retailers provide high levels of service recoveries with return policies and return procedures in which consumers perceive to be fair, those consumers may be satisfied with those return policies and return procedures, and then are likely to repurchase apparel products from the same online apparel store. Future research needs to examine the impacts of other factors such merchandise credit, cash refunds, and online help options on perceived justice.

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Consumer Responses after an Unsatisfactory Online Apparel Shopping and Return
Experience: Shopping Orientation and Perceived Justice Approaches

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I understand that my thesis will become part of the permanent collection of Oregon State University libraries. My signature below authorizes release of my thesis to any reader upon request.

Seunghee Cha, Author

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Consumer Responses after an Unsatisfactory Online Apparel Shopping and Return Experience: Shopping Orientation and Perceived Justice Approaches

Chapter 1. Introduction

1.1. Overview

The Internet has become a dominant means for consumers in the United States to buy apparel products. Through the last decade, Internet retailing has grown rapidly, and apparel is one of the most popular categories of online sales along with books, computers, CDs, and tickets (Dunne & Lusch, 2005). According to Jupiter Research, online apparel sales, excluding shoes and jewelry, were \$7.5 billion dollars in the year 2004 (ITFacts E-commerce, 2007). During the third quarter of 2006, total online apparel sales registered a 32 percent increase, and the number of online apparel buyers registered a 35 percent increase compared to the same quarter in 2005 (ComScore, 2007). By 2008, it is estimated to increase by \$12 billion dollars, accounting for 4.9% of all apparel sales (ITFacts E-commerce, 2007).

The rapid growth of online apparel sales reflects the numerous advantages that websites provide over traditional bricks-and-mortar stores. Online, apparel retailers can provide customers with greater convenience (Bhatnagar, Misra, & Rao, 2000; Shim & Drake, 1990), access to products unavailable to them in their local retail stores, opportunities to gain and compare product information at a low cost, and capabilities to compare prices for a specific item from various websites (Alba, Linch, Weitz, Janiszewski, Lutz, Sawyer, & Wood, 1997).

Despite the benefits of online apparel shopping, there are concerns preventing consumers from completing their apparel purchases entirely online. The two greatest consumer concerns are the inability to see and touch apparel products before purchase and product returns after purchase (Citrin, Stern, Spangenberg, & Clark, 2003; Dunne & Lusch, 2005). Returning products is considered one of the most serious operational challenges in online retailing because of the large amount of volume and cost of handling returns to e-retailers (Mollenkopf, Rabinovich, Laseter, & Boyer, 2007). In addition, convenient return policies and procedures are important criteria used by consumers in evaluating and perceiving service quality of e-retailers (Long & McMellon, 2004; Wolfenbarger & Gilly, 2003). According to the Harris Interactive poll, of the almost 79% of American consumers who purchase products online or by catalog, 90% of these consumers considered a convenient return policy to be essential in their decision to purchase products from new or unknown online retailers, and 69% of them said they would not purchase products again from an online retailer if the handling of product returns was unmanageable (Hoffman, 2008). Among the five most popular categories of online sales including apparel, books, computers, CDs, and tickets, apparel has the most serious problem in the handling of product returns. According to statistics from the National Retailing Federation (NRF), 5% of Internet sales are returned (Dunne & Lusch, 2005). Nevertheless, this information is misleading because CDs, books, computers, and tickets having a large percentage of internet sales have relatively lower return rates than apparel. Instead, return rates for apparel are much higher than the other categories. A return rate from United Parcel Service in 2000 was almost 35% of online clothing sales (Dunne & Lusch, 2005; Wall Street Journal, 2000). Bluefly.com in 2000, which directly

controls its returns, had an average of 20% returns (Dunne & Lusch, 2005; Wall Street Journal, 2000).

From the online apparel shoppers' perspective, an apparel product purchase involves a considerable level of risk because online apparel shopping format precludes prepurchase physical inspection of the product or the ability for consumers to try on the apparel. Therefore, most online apparel shoppers remain uncertain about the quality, color, and fit of the products until the products are delivered. If the online apparel shoppers are not satisfied with the quality, color, or fit of the product after purchase and delivery, they will most likely want to return the product. Therefore, the ease of return and shipping and handling fees for product returns are important attributes in the online apparel purchase context (Taylor & Cosenza, 2000). Online apparel shoppers may expect liberal return policies and service recoveries to decrease the perceived risks and surpass the negative return experience because of quality, color, and fit (Citrin et al., 2003). Nevertheless, there are still high-hassle return policies in the online apparel retailing format such as restricting time limits for returns, requiring return of the original packaging boxes, requiring the use of specific return shipping labels and return tags, and only returning the products that do not show any visible signs of use. Furthermore, some retailers offer merchandise credit for returns, instead of cash-back returns (Davis, Hagerty, & Gerstner, 1998; Hoffman, 2008).

The high return rate and return hassle indicate that many online apparel shoppers may have encountered a high level of dissatisfaction related to the further purchase of apparel products from the Internet. This dissatisfaction may discourage consumers to purchase apparel products from the Internet. It is interesting to note that when presented

with an unsatisfactory online shopping and product return experience, some consumers will decide to discontinue online shopping, whereas others will decide to continue to utilize the Internet for future apparel shopping. Previous studies found that some online shoppers who had negative product return experiences still decided to continue online shopping, while others decided to discontinue (Mollenkopf et al., 2007). Therefore, questions remain as to why some dissatisfied consumers will decide to discontinue online shopping and why others will decide to continue to shop on the Internet despite their negative experiences?

According to previous studies investigating consumer reactions to product or service failure, the concept of justice (or fairness) including distributive, procedural, and informational justice (Blodgett, Hill, & Tax, 1997) may explain why some dissatisfied consumers with product or service failure are satisfied with service recovery and then give the retailer an opportunity to recover the problem, while others are dissatisfied with the same service recovery and then develop negative post-purchase intentions. Although these studies have been focused on product or service failure that occurs in bricks-and-mortar stores, the concept of justice (or fairness) including distributive, procedural, and informational justice (Blodgett et al., 1997) may also be applicable for explaining different online shopper reactions after an unsatisfactory online apparel shopping and return experience. Blodgett et al. (1997) suggested that consumer perceptions of distributive, procedural, and informational justice mitigate their complaints after being dissatisfied. According to Blodgett et al. (1997), distributive justice is defined as the perceived fairness of the remedy provided by retailers. The types of redress for distributive justice include refunds, exchanges, and store credits. Procedural

justice refers to the perceived fairness of the policies and procedures offered by retailers in processing a complaint. The types of redress for procedural justice include flexibility, responsiveness/waiting time, and efficiency. People perceive informational justice when information that they want and need to know and concern is transparently and reasonably offered (Greenberg, 1994; Greenberg, 1993; Munchinsky, 2006). In the context of unsatisfactory online shopping and return experience, compensation such as free return shipping fee (service recovery) may positively affect distributive justice, efficient return procedure (service recovery) may positively affect procedural justice, and information availability for return (service recovery) may positively affect informational justice.

When applied to online shopping, perceptions of distributive, procedural, and informational justice may directly affect post-recovery satisfaction/dissatisfaction and indirectly affect post-purchase intentions. Furthermore, in the service recovery literature, Palmer, Beggs, and Keown-McMullan (2000) insisted that perceived seriousness negatively affect on the relationship between post-recovery service and perceived justice. Therefore, there will be the moderating effect of perceived seriousness of product failure on the relationship between compensation and distributive justice, on the relationship between efficient return procedure and procedural justice, and on the relationship between information availability and informational justice.

In addition, personal factors such as shopping orientation may moderate the relationships between three types of perceived justice and satisfaction, and the relationship between post-recovery satisfaction and post-purchase intention. Previous studies investigating the differences in shopping motivations between in-home shoppers and non in-home shoppers indicate that compared to non in-home shoppers, in-home

shoppers are more likely to be convenience, economic, and recreational in terms of shopping orientations (Berkowitz et al., 1979; Childers, Carr, Peck, & Carson, 2001; Darian, 1987; Donthu & Garcia, 1999; Eastlick & Lotz, 1999; Klassen & Glynn, 1992; Korgaonkar, 1984; Koraonkar, 1981; Korgaonkar & Moschis, 1987; McDonald, 1993; Shim & Drake, 1990; Shim & Mahoney, 1991). I take the approach that convenience, economic, and recreational shopping orientations will moderate the relationships between three types of perceived justice and post-recovery satisfaction, and the relationship between post-recovery satisfaction and post-purchase intention. For shoppers with these shopping orientations, the convenience, economic, and recreational benefits of online shopping would outweigh the inconvenience, cost, and tediousness of returning faulty merchandise purchased online. Online shoppers with more convenience, economic, and recreational shopping orientations will more likely justify their satisfaction through perceiving the service recoveries to be fair in the aspects of distributive, procedural, and informational justice because of those benefits than online shoppers with less convenience, economic, and recreational shopping orientations, particularly if the e-retailer provides them with fair and responsive post-recovery services, and will more likely be satisfied with service recovery the e-retailer provides.

Next, another person factor such as perceived performance risk may moderate the relationships between three types of perceived justice and satisfaction, and the relationship between post-recovery satisfaction and post-purchase intention. Because online shoppers cannot inspect and evaluate the fit, quality, and color of the apparel products, how the product performs is uncertain until the product is delivered. Therefore, perceived performance risk will be an important issue in the situation of apparel product

purchase through online (Citrin, et al., 2003; Lal & Sarvary, 1999; Taylor & Cosenza, 2000). The research shows that perceived performance risk negatively influences willingness to purchase from online (Thompson & Yu, 2005) and the adoption of the innovative shopping format such as catalog shopping (Jasper & Quellette, 1994; Schiffman, Schus, and Winer, 1976). I take the approach that perceived performance risk will moderate the relationships between three types of perceived justice and post-recovery satisfaction, and the relationship between post-recovery satisfaction and post-purchase intentions. Compared to online shoppers with more perceived performance risk, online shoppers with less perceived performance risk will more likely justify their satisfaction through perceiving the service recoveries to be fair in the aspects of distributional, procedural, and informational justice even if the same service recovery is provided, and then the satisfaction with the service recovery will develop positive post-purchase intention.

Finally, the person factor such as previous experience with online apparel shopping may moderate the relationships between three types of perceived justice and satisfaction, and the relationship between post-recovery satisfaction and post-purchase intentions. Holloway, Wang, and Parish (2005) found that previous experience with online shopping such as frequency of online purchases, total number of items purchased online, average dollar amount per trip, and total dollar amount in the past six months affect post-recovery satisfaction and post-purchase intentions in the context of service failure and service recovery. In the context of an unsatisfactory online apparel shopping and return experience, online shoppers with more previous online apparel shopping experience will be more satisfied with the service recovery offered by the e-retailer. Post-

recovery satisfaction will be more predictive of post-purchase intentions in the online shoppers with more previous online apparel shopping experience than those with less previous online apparel shopping experience.

1.2. Research Question

After an unsatisfactory online apparel shopping and return experience, why do some dissatisfied consumers decide to continue online apparel shopping and why do others decide to discontinue online apparel shopping after their negative experiences?

1.3. Objectives of the Study

1. To examine the direct effect of compensation on distributive justice, the direct effect of efficient return procedure on procedural justice, and the direct effect of information availability of return on informational justice.
2. To examine the moderating effect of perceived seriousness of product failure on the relationship between compensation and distributive justice, the relationship between efficient return procedure and procedural justice, and on the relationship between information availability for return and informational justice.
3. To examine the direct effects of three types of perceived justice with service recovery (distributive, procedural, and informational justice) on post-recovery satisfaction, and those indirect effects on post-purchase intentions after an unsatisfactory online apparel shopping and return experience.
4. To examine the moderating effects of shopping orientations on the relationships between three types of perceived justice and post-recovery satisfaction, and on the relationship between post-recovery satisfaction and post-purchase intentions.
5. To examine the moderating effects of perceived performance risk on the relationships between three types of perceived justice and post-recovery satisfaction, and on the relationship between post-recovery satisfaction and post-purchase intentions.
6. To examine the moderating effects of previous experience with online apparel shopping on the relationships between three types of perceived justice and post-recovery satisfaction, and on the relationship between post-recovery satisfaction and post-purchase intentions.

1.4. Overview of Proposed Models

First, this study will test the three models in which three types of post-service recovery (compensation, efficient return procedure, and information availability for return) affect four types of each justice (distributive, procedural, and informational justice). Second, this study will examine the moderating effect of perceived seriousness of product failure on the relationship between compensation and distributive justice, on the relationship between efficient return procedure and procedural justice, and on the relationship between information availability for return and informational justice. Third, this study will investigate the direct effects of three types of perceived justice with service recovery (distributive, procedural, and informational justice) on post-recovery satisfaction, and the indirect effect on post-purchase intentions. Fourth, this study will investigate the moderating effects of shopping orientations on the relationships between three types of perceived justice and post-recovery satisfaction, and the relationship between post-recovery satisfaction and post-purchase intentions. Fifth, this study will investigate the moderating effects of perceived performance risk on the relationships between three types of perceived justice and post-recovery satisfaction, and the relationship between post-recovery satisfaction and post-purchase intentions. Sixth, this study will investigate the moderating effects of previous experience with online apparel shopping on the relationships between three types of perceived justice and post-recovery satisfaction, and the relationship between post-recovery satisfaction and post-purchase intentions.

Chapter 2. Literature Review

2.1. Backgrounds of Justice and Distributive Justice

Justice is the fair treatment of people (Munchinsky, 2006), or the quality of getting what people deserve in a fair way (Isbister, 2001). But, how do we know what is the right way to treat people in a fair way, and how do we know what people deserve? According to the long history of discussion on the fair treatment of people, philosophers, political economists, and sociologists have suggested different standards by which evaluations of fairness are rendered. These are based on different approaches such as utilitarianism, egalitarianism, natural rights, the social contracts, liberalism, feminism, ecology, communitarianism, libertarianism, Marxism, and capitalism (Bojer, 2003; Bowie, 1971; Fleischacker, 2004; Isbister, 2001). The concept of justice has become a broad idea used for evaluating the extent of fairness in treatment of people in different situations. In any society, nations, and cultures, people are associated with each other in complex ways through markets, through businesses, through work places, in governments, and through many other organizations and institutions (Isbister, 2001; Munchinsky, 2006). Various types of justice are considered as distributive justice, regarding who gets honors and money in society (Isbister, 2001); corrective justice (commutative justice), relating to punishment for criminal acts and injuries (Fleischacker, 2004; Isbister, 2001); justice in exchange, relating to the contracts that rule trade in the marketplace; and political justice, regarding the laws by which people rule others (Isbister, 2001). A great deal of research on justice focuses on organizational justice (Nowakowski & Conlon, 2005) and the role of perceived justice on consumer reactions or satisfaction to product or service failure and post-service recovery efforts from retailers (Blodgett & Tax, 1993; Blodgett et al.,

1997; Clemmer, 1993; Oliver, & Swan, 1989; Palmer et al., 2000). The concept of corrective justice and the concept of political justice may be useful for the research of legal justice. For the subject matter of organizational justice or the subject matter of the role of perceived justice on consumer reactions or satisfaction to product or service failure and post-service recovery efforts from retailers, the concept of distributive justice has been used for a great deal of research. This study will focus on distributive justice rather than other types of justice because the concept of distributive justice may be more useful for a retailer to determine the best way to treat consumers fairly when consumers are confronted with an unsatisfactory online shopping and return experience.

According to service recovery research in the marketing literature, the concept of distributive justice mostly focuses on the value of “equity” based on social exchange theory (Blodgett et al., 1997) by which decisions of fairness are rendered (Blodgett et al., 1997; Muchinsky, 2006), instead of equality or need distributional rules. Adams (1965) first defined the concept of distributive justice in terms of equity (Muchinsky, 2006). According to the equity theory of Adams (1965), distributive justice is the perceived fairness of the outcomes an individual receives from a social exchange or interaction. An individual decides fairness by evaluating his/her perceived inputs relative to the outcomes he/she received. Then, he/she compares the ratio of his/her input to outcome with perception of a ratio of the other’s input to outcome. And he/she determines whether the outcome he/she has received for his/her input is fair (Adams, 1965; Muchinsky, 2006). Adam’s equity theory is based on the principal of social comparison. For example, in the organizational context, equity is a worker’s perceived fairness by examining the ratio of his/her inputs and outcomes between himself/herself and the other comparison worker.

The inputs will be worker's skill, experience, education, intelligence, seniority, effort level, etc., while outcomes will be pay, benefits, working conditions, status symbols, seniority benefits, and so on. The equality of the perceived ratios between himself/herself and the other worker represents equity perceived as fair. But, when a worker and the other worker are perceived as contributing the same magnitude of inputs, but it is perceived the other worker receives more outcomes, this context represents inequity that the worker perceives unfair (Muchinsky, 2006). Nevertheless, researchers in marketing literature insist that comparison of ratios scaled similar inputs such as efforts and similar outcomes such as incomes between coworkers in organizational psychology is not appropriate for commercial exchange between retailer and customer because inputs are different between retailer and customer and outcomes are also different between retailer and customer (Oliver & Swan, 1989)

In the marketing literature, Oliver (1996) suggested person (a customer) to merchant comparison. The comparison will be based on the idea of a trade-off between perceived costs from consumers' effort, or price paid for purchase and acquisition and the benefits from level of service from retailer, or product selection (Oliver, 1996). In the marketing literature about the context of service recovery in response to a product or service failure, Palmer et al. (2000) conceptualized equity as difference between the extent of consumer's perceived seriousness of service failure and the extent of effort provided by the retailer in response to the product or service failure. Therefore, the inputs will be perceived costs (perceived seriousness of failure) when a customer experiences a product or service failure, whereas the outcomes will be perceived benefits from the service-recovery effort the retailer provides. Contrary to the original equity

theory based on the ratios comparison between similar people such as coworkers that Adams (1965) proposed, Palmer et al. (2000) suggested a new formula of equity by subtracting the measure of the seriousness of the product or service failure from the effort provided by the retailer.

$$\begin{aligned} \text{Equity} &= \text{retailer effort put into recovery (outcomes)} \\ &- \text{consumer perception of seriousness of failure (inputs)} \end{aligned}$$

The researchers in marketing literature (Oliver, 1996; Palmer et al., 2000) suggested that equity in marketing relationship will be measured aligned with a continuum ranging from positive equity (where a consumer perceives outcomes (benefits) are greater than inputs (costs)), to equity (where a consumer perceives outcomes are the same as inputs), and to negative equity (where a consumer perceives outcomes (benefits) are less than inputs (costs)). In the context of an unsatisfactory online shopping and return experience, inputs (costs) will be the seriousness of the product failure related to the quality, color, or fit of the products or the service failure related to return hassles. In the context of service recovery, because the roles are different, the concept of distributive justice will be useful because distributive justice considers the different roles of each part like the fair treatment of workers by capitalists, the fair distribution of economic commodities from government to citizens, and then the fair treatment from retailer to consumer.

Based on the history of justice and distributive justice, the conceptualization of justice and distributive justice that is appropriate for the context of an unsatisfactory online shopping and return experience will be required.

2.2. Perceived Justice

In the context of an unsatisfactory online shopping and return experience, perceived justice toward service recovery will be important. The perceived justice is a theoretical concept pertaining to the extent of the consumer perception of the fairness toward service recovery in response to a product or service failure (Blodgett et al., 1997). Although there are various service recovery strategies (Kelley, Hoffman, & Davis, 1993), one effective service recovery strategy is to create a situation whereby customers perceive that the retailer's service recovery in response to a product or service failure is fair (just) (Blodgett et al., 1997).

The high product return rate implies that many online shoppers of apparel have encountered a product or service failure during the course of their online apparel shopping and return experience. Because most online apparel shoppers cannot physically inspect the quality, color, and fit of the product and are unable to try on it until the product is delivered to their places, they could experience a product failure with a low quality, wrong color, or unfit size apparel product after purchase and delivery. Online shoppers who experienced the product failure will most likely want to return the apparel product. Furthermore, the types of service failure are various across the dimensions of timing, severity, and frequency, and a service failure can occur anytime during the relationships between customers and retailers (Kelley & Davis, 1994). During and after

the product return, online shoppers could experience a service failure because of high-hassle return policies in the online apparel retailing format such as providing difficult return procedures, charging high shipping and handling fees for product returns (Taylor & Cosenza, 2000), restricting time limits for product returns, requiring return of the original packaging boxes, requiring the use of particular return shipping labels and return tags, only returning the products that do not show any noticeable signs of use, and only providing merchandise credit for returns rather than cash-back returns (Davis et al., 1998; Hoffman, 2008). When a product or service failure occurred before, during, and after product returns, e-retailers need to effectively respond to the product or service failure (Mollenkopt et al., 2007). The retailer response, termed service recovery, is defined as actions and attempts that retailers take in response to the product or service failure to remedy the problem (Gronroos, 1988; Kelley & Davis, 1994). If the problem is corrected properly, a service recovery in response to the product or service failure tends to provide positive opportunities for the customer to develop positive attitude toward the retailer (Kelley et al., 1993; Richins, 1983), to be satisfied with the service recovery, and then to develop positive post-purchase intention (Holloway, Wang, & Parish, 2005; Maxham & Netemeyer, 2002; Mollenkopt et al., 2007). If a customer perceives a poor recovery effort, previous studies indicate that the perception of the poor service recovery in response the product or service failure affects dissatisfaction and exacerbates the relationship between the customer and the retailer (Hoffman et al., 1993; Kelley et al., 1993). Many previous studies suggest that proper service recovery plays an important role on customer perception of justice, satisfaction, and positive post-purchase intention (Blodgett et al., 1997; Holloway et al., 2005; Maxham & Netemeyer, 2002). When a customer perceives

that a retailer response toward a product or service failure is unfair, he/she is unlikely to forget or forgive the unfair response, is dissatisfied with the service recovery, and develops a negative post-purchase intention (Maxham & Netemeyer, 2002; Seiders & Berry, 1999). Especially, customer reactions to an unfair service recovery experience are usually stronger than those to a fair service recovery experience (Maxham & Netemeyer, 2002; Schneider & Brown, 1999). Blodgett et al. (1997) found that perceived justice positively affects complaints' repatronage and negative word-of-mouth intention in the context of returning a product to a brick and mortar retail store. Furthermore, Maxham and Netemeyer (2002) discovered that perceived justice positively affect satisfaction with service recovery, overall satisfaction, repurchase intent, and likelihood of spreading positive word-of-mouth, following a product or service failure and a recovery attempt. These research results imply that perceived distributive, procedural, and interactional justice with service recovery may positively affect online apparel shoppers' satisfaction, repurchase intention, and word-of-mouth, following a product or service failure and recovery attempt in the context of an unsatisfactory online shopping and return experience.

According to these previous studies, the concept of perceived justice may explain why some dissatisfied consumers after an unsatisfactory online apparel shopping and return experience give the e-retailer an opportunity to recover the problem, are satisfied with the service recovery, and develop positive post-purchase intention, while others are dissatisfied with the service recovery, and develop negative post-purchase intention. Although some online shoppers were dissatisfied with an unsatisfactory online apparel shopping and product return experience, if they perceive that the service recovery

provided by the e-retailer during and after the product return is fair, their perception of justice will directly influence satisfaction with the service recovery, and the satisfaction with the service recovery will mediate the relationship between the perception of justice and the positive post-purchase intention. If others perceive the service recovery offered by the e-retailer is unfair, their perception of unfairness will directly affect dissatisfaction with the service recovery, the dissatisfaction with the service recovery will affect the negative post-purchase intention.

According to previous studies investigating consumer reactions to service recovery in response to a product or service failure, the concept of justice is divided to three types of justice including distributive, procedural, and interactional justice (Blodgett et al., 1997). Blodgett et al. (1997) suggest that consumers' perceptions of distributive justice, procedural justice, and interactional justice mitigate their complaints in the situation of a product return.

Among three types of justice, service recovery literature identifies two types of justice on which equity is based: distributive justice and procedural justice (Palmer et al., 2000). The major difference between distributive and procedural justice depends on the distinction between content and process offered by retailers during service recovery in response to a product or service failure (Muchinsky, 2006; Palmer et al., 2000). Interactional justice is the extent to which customers feel the service representatives have treated them fairly throughout the service recovery process (Maxham & Netemeyer, 2002).

2.2.1. Distributive Justice

In the service recovery research, the concept of distributive justice based on the equity principle is defined as a consumer's perceived fairness of an exchange by examining the difference between outcomes (benefits) from service-recovery a retailer provided and inputs (costs) from perceived seriousness of a product or service failure (Palmer et al., 2000). Therefore, perceived distributive justice is defined as the extent to which a consumer perceives that the actual service recovery outcomes offered by the retailer during the service recovery in response to a product or service failure is fair. The service recovery outcomes used to perceive distributive justice include various types of redress such as refunds, discounts on future purchases, repairs, exchanges, and store credits (Blodgett et al., 1997; Maxham & Netemeyer, 2002). Although most of the previous studies that have investigated the effects of perceived distributive justice on satisfaction and post-purchase intention have focused on the service recovery that happens in brick-and-mortar stores, results indicate that perceived distributive justice directly affects satisfaction, and indirectly affects post-purchase intention (Maxham & Netemeyer, 2002; Oliver & DeSarbo, 1988; Oliver & Swan, 1989). In the context of service recovery in response to a service failure in the online shopping environment, Holloway et al. (2005) found that perceived distributive justice directly affects post-recovery satisfaction, and post-recovery satisfaction mediates the relationship between perceived distributive justice and post-purchase intention.

According to these findings, although an online apparel shopper was dissatisfied with an unsatisfactory online apparel shopping and return experience, if an apparel e-retailer provides a proper service recovery strategy with an actual service recovery

outcome, the dissatisfied online apparel shopper may perceive distributive justice. Furthermore, his/her perception of the distributive justice will directly affect satisfaction with the service recovery, and satisfaction with the service recovery will play an important role on post-purchase intention. For example, in the case of an apparel product return because of a wrong size, if the e-retailer provides a free shipping and exchange fee option for exchanging with another right size product, this service recovery strategy will make the dissatisfied online apparel shopper because of the wrong size product perceive the distributive justice of the outcome. As a result, the perceived distributive justice created by the free shipping and exchange fee option will affect satisfaction with the service recovery strategy (the free shipping and exchange fee option), and the satisfaction with the service recovery strategy will play a crucial role to develop positive post-purchase intention.

2.2.2. Procedural Justice

The second dimension of justice based on equity principle is procedural justice (Palmer et al., 2000). A philosopher, John Rawls originally introduced procedural justice as a complement to distributive justice. John Rawls advocated the importance of fair procedure and fair process for just treatment of people rather than for just distribution of economic goods (Bowie, 1971; Rawls, 1967). In the legal justice literature, procedural justice is for fair administration of justice by means of social contracts like rules or laws (Bojer, 2003). In the organizational justice literature, the procedural justice is to solve the problem of conflict and divide incomes and burdens of work (Munchinsky, 2006; Rahim, Magner, & Shapiro, 2000). Therefore, the perceived procedural justice is the perceived

fairness of the social contracts such as policies and procedures used to arrive at a decision. The difference between distributive and procedural justice is the distinction between content and process. In the service recovery context, whereas distributive justice is the perceived fairness toward actual contents of service recovery offered by retailers, procedural justice is the extent to which a customer perceives that the policies and procedures provided by retailers during service recovery in response to a product or service failure are fair (Blodgett et al., 1997; Muchinsky, 2006; Palmer et al., 2000). In the service recovery research, the dimensions of procedural justice include flexibility, responsiveness/waiting time, and efficiency (Blodgett et al., 1997; Clemmer, 1993).

Previous studies suggest that the dimension of procedural justice affect customer satisfaction with service recovery (Bitner, Booms, & Tetreault, 1990; Hui & Bateson, 1991; Parasuraman, Zeithaml, & Berry, 1985), and post-purchase intention (Labarbera & Mazursky, 1983; Maxham & Netemeyer, 2002). Although these studies have focused on the brick-and-mortar store retailers' service recovery situations, these study results imply that this concept of perceived procedural justice may explain why some dissatisfied consumers after an unsatisfactory online apparel shopping and return experience are satisfied with the service recovery, and develop positive post-purchase intention, while others are dissatisfied with the service recovery, and develop negative post-purchase intention. For example, regarding the dimension of responsiveness/waiting time among various dimensions of procedural justice, when an online apparel shopper return a product, the speed or timeliness of the e-retailer's return handling process will be important. If we suppose that an e-retailer had a policy to provide a customer with a full refund in one month after he/she returned a product, but if the customer had to wait

longer than one month to receive the refund, this long waiting time may make the customer angry (Maister, 1985), and then he/she will perceive the unfairness of the return handling process because the refund was delayed. In the context of the brick-and-mortar store service recovery, previous studies indicate that the perceived procedural unfairness through long waiting time affects customer dissatisfaction with the service recovery process (Katz, Larson, Larson, 1991; Venkatesan and Anderson, 1985). According to the results of these studies, if some customers, who have had an unsatisfactory online shopping and return experience, perceive procedural justice (the procedures or policies of the service recovery are fair), they are more likely to be satisfied with the service recovery, and the satisfied customers with the service recovery are more likely to develop positive post-purchase intention. But, for others who have had an unsatisfactory online shopping and return experience, if they perceive that the procedures or policies in the process of the service recovery offered by the e-retailer were unfair, the negative perception of procedural justice will create dissatisfaction with the service recovery, and the dissatisfied customers with the service recovery are more likely to develop negative post-purchase intention.

2.2.3. Informational Justice

In service recovery literature, interactional justice is considering the symbolic exchange associated with psychological or social resources to respect consumer's status or esteem, while distributive and procedural justice are based on utilitarian exchange related to money, goods, services, and time (Smith et al., 1999). In organizational literature, researchers divided interactional justice into two forms: (1)

interpersonal justice and (2) informational justice (Greenberg, 1994; Greenberg, 1993; Munchinsky, 2006). Interpersonal justice is achieved by showing concern for people and respects them as if they have dignity (Greenberg, 1994; Greenberg, 1993; Munchinsky, 2006). In a company, showing the politeness and respect for workers will increase their perception of fair treatment by the owner or supervisors. Informational justice is achieved by providing knowledge or information transparently and reasonably about procedure that people want and need to know. The provided information should make people perceive fairness based on sound reasoning (Greenberg, 1994; Greenberg, 1993; Munchinsky, 2006).

In service recovery literature, researchers mostly use only one type of them which interpersonal justice as the name of interactional justice. In service recovery literature, interactional justice (interpersonal justice) is defined as the extent to which a customer perceives that he/she has been treated fairly in the process of his/her personal interaction with service providers (Blodgett et al., 1997; Maxham & Netemeyer, 2002). The dimensions of interpersonal justice include courtesy, honesty, interest in fairness, effort (Maxham & Netemeyer, 2002; Smith et al., 1999; Tax et al., 1998), empathy, assurance, politeness, friendliness, interest, etc. (Blodgett et al., 1997). Although previous studies found that perceived interactive justice positively affects satisfaction with service recovery (Bitner et al., 1990; Maxham & Netemeyer, 2002), and post-purchase intention (Blodgett & Tax, 1993; Maxham & Netemeyer, 2002), these studies have focused on understanding the resolution of complaints about a service or product failure that happens in the brick-and-mortar retail stores. Why has only the interpersonal justice been used in marketing literature, instead of informational justice? In my opinion, because most of the

previous studies have focused on the situation of service recovery in brick-and-mortar store, salespeople or representative of the retail store could directly provide the information when customers ask about product or service failure. Therefore, informational justice may be less important than interpersonal justice in the service recovery situation in the brick-and-mortar store. But, compared to the brick-and-mortar retail store environments, the inherent characteristic of the online shopping environment such as the lack of direct interaction between the service provider from the online store and the online shopper implies the challenge for the e-retailer to provide the service recovery that may make it possible for the online shopper to perceive both interpersonal and informational justice.

To overcome this challenge, many e-retailers offer technologies that can provide interactive and personalized communications (Meuter et al., 2000; Parasuraman & Grewal, 2000; Shanker et al., 2003), such as live help, live chat between the service provider from the online store and the online shopper (Dolen et al., 2007), and other direct company contact options with e-mail, telephone, fax, and mail. And, previous studies suggest that various types of technology-based service encounters offered by the e-retailers positively affect satisfaction and post-purchase intention (Dolen et al., 2007; Meuter et al., 2000; Parasuraman & Grewal, 2000; Shanker et al., 2003).

There is limited research investigating the effects of perceived interpersonal and informational justice on satisfaction with service recovery and post-purchase intention in the context of online shopping. If the technology-based service encounters provide a fair and responsive service recovery, they may make it possible for the e-retailers to provide the service recovery showing courtesy, honesty, interest in fairness, effort (Maxham &

Netemeyer, 2002; Smith et al., 1999; Tax et al., 1998), empathy, assurance, politeness, friendliness, interest, etc. (Blodgett et al., 1997) as the brick-and-mortar store retailers provide. In the context of unsatisfactory online shopping and return experience, if the return procedure, return policies, and return shipping fee are not available on the websites, customers will be frustrated. Therefore, providing appropriate information in the context of unsatisfactory online shopping and return experience will be critical. When applied to online apparel shopping, a responsive and fair service recovery with the technology-based service encounters, showing the various dimensions of not only interpersonal but also informational justice is offered by the apparel e-retailer, is likely to play an important role to develop satisfaction with service recovery and post-purchase intention. Yoon (2002) examined the impact of the clarity of return policy on website trust or website satisfaction in the context of online purchase decision making process. Yoon (2002) discovered that the clarity of return policy is a strong predictor of website trust or website satisfaction, and the website trust and the website satisfaction are the mediators of the relationship between the clarity of return policy and purchase intention from the website.

2.3. Post-Service Recoveries and Perceived Seriousness of Product Failure

In the context of the unsatisfactory online shopping and return experience, the extent of equity will be based on exchange in which the consumer experiences a cost by product failure with unsatisfactory fit, quality, or size or the service failure with return hassles and e-retailer's attempt to provide benefit by means of post-recovery effort to make up for the consumer's cost. Perceived justice will be different according to the

extent of perceived seriousness of a product or service failure. Therefore, even if an e-retailer provides the same post-recovery service, if a customer perceives that cost from seriousness of product or service failure is larger than benefit from post-recovery service, the customer will perceive that post-recovery service is unjust. (Oliver, 1996; Palmer et al., 2000; Smith et al., 1999). In unsatisfactory online shopping and return experience, what kinds of post-service recovery should the retailer provide to the customer to perceive distributive, procedural, interpersonal, and informational justice? In the service recovery literature, the service recovery outcomes used to perceive distributive justice include the redresses such as refunds, discounts on future purchases, repairs, exchanges, and store credits (Blodgett et al., 1997; Maxham & Netemeyer, 2002). By means of these types of redress, retailers attempt to recover a product or service failure by providing consumers economic outcomes in the name of compensation. According to the study by Smith et al. (1999), compensation has a positive effect on consumer perception of distributive justice. Furthermore, this study result found that compensation positively affects consumer perception of distributive justice when perceived seriousness of failure is low than when perceived seriousness of failure is high (Smith et al., 1999). In the context of unsatisfactory online shopping and return experience, if an e-retailer provides compensation such as free shipping fee for return, consumers will be more likely to perceive distributive justice. Moreover, there will be the moderating effect of perceived seriousness of failure on the relationship between compensation and distributive justice. So, post-service recovery with compensation will positively affect consumer perception of distributive justice when perceived seriousness of failure is low than when perceived seriousness of failure is high. The types of redresses appropriate for consumers to

perceive procedural justice include flexibility, responsiveness/waiting time, and efficiency (Blodgett et al., 1997; Clemmer, 1993). By means of these types of redress, retailers attempt to recover a product or service failure. According to the study by Smith et al. (1999), post-recovery service with response speed has a positive effect on consumer perception of procedural justice. Furthermore, this study result found that response speed positively affects consumer perception of procedural justice when perceived seriousness of failure is low than when perceived seriousness of failure is high (Smith et al., 1999). In the context of unsatisfactory online shopping and return experience, if an e-retailer provides more efficient return procedure, consumers will be more likely to perceive procedural justice. Moreover, there will be a moderating effect of perceived seriousness of failure on the relationship between efficient return procedure and procedural justice. Therefore, post-service recovery with efficient return procedure will affect consumer perception of procedural justice when perceived seriousness of failure is low than when perceived seriousness of failure is high. Even if there is very limited study with the concept of informational justice in service recovery literature, I assume that information availability for return such as return procedure, return policy, and return shipping fee will be important for consumer perception of informational justice in the context of unsatisfactory online shopping and return experience. Therefore, in the context of unsatisfactory online shopping and return experience, if information about return procedure, return policy, and return fee is available, consumers will be more likely to perceive informational justice. Moreover, there will be a moderating effect of perceived seriousness of failure on the relationship between information availability for return and perceived informational justice. Therefore, post-service recovery with information

availability for return will positively affect consumer perception of informational justice when perceived seriousness of failure is low than when perceived seriousness of failure is high.

Consequently, based on the service recovery literature and assumptions, service recovery with compensation will directly affect distributive justice, service recovery with efficient return procedure will directly affect procedural justice, and service recovery with information availability for return affect informational justice. And, perceived seriousness of product failure will moderate the relationship between compensation and distributive justice, the relationship between efficient return policy and procedural justice, and the relationship between information availability for return and informational justice. Moreover, perceptions of distributive, procedural, and informational justice will directly affect consumer satisfaction with post-recovery service, and indirectly affect post-purchase intention encountered by online apparel shoppers.

Based on the literature, the following directional hypotheses were developed.

- H1 Compensation will positively affect consumer perception of distributive justice.
- H2 Efficient return procedure will positively affect consumer perception of procedural justice.
- H3 Information availability for return will affect consumer perception of Informational justice.
- H4 Consumer perception of distributive justice will positively affect post-recovery satisfaction.

- H5 Consumer perception of procedural justice will positively affect post-recovery satisfaction.
- H6 Consumer perception of informational justice will positively affect post-recovery satisfaction.
- H7 Post-recovery consumer satisfaction will positively affect post-purchase intention.
- H8a Consumer perception of seriousness of product failure will moderate the relationship between compensation and consumer perception of distributive justice; the more consumers perceive failure is serious, the less they will perceive distributive justice in response to post-recovery service with compensation.
- H8b Consumer perception of seriousness of product failure will moderate the relationship between efficient return procedure and consumer perception of procedural justice; the more consumers perceive failure is serious, the less they will perceive procedural justice in response to post-recovery service with efficient return procedure.
- H8c Consumer perception of seriousness of product failure will moderate the relationship between information availability for return and consumer perception of informational justice; as consumer perception of seriousness of product increases, the more consumers perceive failure is serious, the less they will perceive informational justice in response to post-recovery service with information availability for return.

2.4. Shopping Orientation

Shopping orientations are defined as categories of shopper styles that reflect needs for products and services (McKinney, 2004) and general motivations or attitudes about shopping (Solomon, 2004). I take the approach that different shopping orientations will help us understand why some consumers will decide to continue online apparel shopping after an unsatisfactory online shopping and return experience, and why other consumers will decide to discontinue online apparel shopping after an unsatisfactory online shopping and return experience. Previous studies found that consumers who are convenience, economic, and recreational shopping oriented tend to adopt in-home shopping mediums such as catalogs, TV, or the Internet (Berkowitz et al., 1979; Childers et al., 2002); Darian, 1987; Donthu & Garcia, 1999; Gehrt & Carter, 1992; Gillet, 1976; Klassen & Glynn, 1992; Korgaonkar, 1984; Korgaonkar, 1981; Korgaonkar & Moschis, 1987; McDonald, 1993; Rohm & Swaminathan, 2004; Shim & Drake, 1990; Shim & Mahoney, 1991; Yoon, 2002). According to previous studies, in-home shoppers tend to have goal oriented dimensions such as convenience and economic shopping orientations (Berkowitz et al., 1979; Childers et al., 2001; Donthu & Garcia, 1999; Drian, 1987; Gehrt & Carter, 1992; Gillet, 1976; Korgaonkar, 1984; Koraonkar, 1981; Korgaonkar & Moschis, 1987; McDonald, 1993; Rohm & Swaminathan, 2004; Shim & Drake, 1990) as well as experiential dimensions such as recreational shopping orientations (Gehrt & Carter, 1992; Gillett, 1976; Korgaonkar, 1984; Koraonkar, 1981; McDonald, 1993; Shim & Drake, 1990; Shim & Mahoney, 1991). Results also indicated that certain shopping orientations are related to positive attitudes and satisfaction with service experience and positive post-purchase intentions (Donthu & Garcia, 1999; Klassen & Glynn, 1992; Korgaonkar, 1984;

Korgaonkar & Moschis, 1987; Shim & Drake, 1990; Shim & Mahoney, 1991; Yoon, 2002).

Previous studies explain the moderating effects of personal characteristics on the relationships between three types of perceived justice and satisfaction, and on the relationship between satisfaction and post-purchase intention. Mittal and Kamkura (2001) found that demographic characteristics moderated the relationship between satisfaction and repurchase intention. Although the personal characteristics that were used in this research were demographic characteristics (Mittal & Kamkura, 2001), the research results indicate that consumers with different personal characteristics had different levels of threshold to develop satisfaction and post-purchase intentions. Holloway et al. (2005) investigated that the moderating effects of cumulative online purchasing experiences on the relationship between distributive justice and satisfaction, and on the relationship between satisfaction and post-purchase intention. They found that a group of highly experienced online shoppers tended to be more satisfied with post-recovery attempts and developed positive post-purchase intention, compared to a group of less experienced group online shoppers. Thus, individuals with different levels of shopping orientations may also have different thresholds to develop satisfaction and positive post-purchase intentions.

In the context of an unsatisfactory online shopping and return experience, I take the approach that shopping orientation (convenience, economic, and recreational-oriented shoppers) will moderate the relationships between three types of justice (distributive, procedural, and informational justice) and satisfaction with service recovery, and the relationship between satisfaction with service recovery and post-purchase

purchase intention. Therefore, I will investigate the moderating effects of each shopping orientation on the relationships between three types of perceived justice (distributive, procedural, and informational justice) and satisfaction with service recovery, and on the relationship between satisfaction with service recovery and post-purchase intentions.

2.4.1. Convenience Shopping Orientation

While purchasing apparel products from online apparel retail stores, online shoppers have to spend limited budget of time, effort, and money (Bhatnagar et al., 2000; Devaraj, Fan, & Kohli, 2002). Nevertheless, convenience-oriented online shoppers are more likely to concern about the amount of time and effort spent on shopping, whereas economic-oriented online shoppers are more likely to be concerned about the amount of money spent on shopping. Therefore, goal-oriented shoppers are divided to two groups: (1) convenience oriented shoppers who are more likely to try to take full advantage of their utility subject to time and effort constraints and (2) economic oriented shoppers who are likely to try to take full advantage of their utility subject to money constraints (Becker, 1965; Childers et al., 2001; Teo & Yu, 2005).

For convenience oriented online shoppers, saving time and effort for shopping is the most important issue. Perception of convenience is manifested by the benefit to purchase products at home 24 hours for 7 days a week (Childers et al., 2001). In this way, online shoppers can lower the cost of gaining product information before purchase. The concept of search cost is defined as the amount of time and effort of acquiring product information before purchase (Teo & Yu, 2005). The convenience oriented online shoppers are conscious about lowering search cost by saving time and effort for shopping.

Instead of having to shop at multiple bricks-and-mortar stores to search for product information before purchase, online shoppers can visit various online stores at home at any time efficiently with less time and effort (Childers et al., 2001). In this way, convenience oriented online shoppers perceive that they can save time and effort by online shopping. Therefore, for the convenience oriented online apparel shoppers, the benefits of saving time and effort by online apparel shopping will surpass the cost of effort to prepare products for return and send them back to the online retailers and return hassles.

For that reason, in the context of service recovery after an unsatisfactory online shopping and return experience, different online shopper groups with different levels of convenience shopping orientation may have different thresholds so that they are satisfied with service recovery and develop positive post-purchase intentions. That is, because of the benefits of saving time and effort by online apparel shopping, the convenience oriented online shoppers will be more motivated to buffer the dissatisfaction perceived from an unsatisfactory online shopping and return experience. Therefore, even if the same service recovery is provided, the more convenience oriented online shopper group will be more likely to be motivated to perceive that the service recovery outcomes such as refunds, discounts on future purchases, repairs, exchanges, and refund credits are fair (distributive justice), the service recovery policies and procedures such as responsiveness/waiting time, flexibility, or efficiency are fair (procedural justice), and the service recovery with the availability of information that consumers want to know are fair. Thus, the positive perception of three types of justice will affect satisfaction with service recovery, and subsequent positive post-purchase intention.

But, for the less convenience oriented online shoppers, the cost of effort to prepare products for return and send them back to the online retailers and return hassles may surpass the benefits of saving time and effort by online apparel shopping. Therefore, the less convenience oriented online shopper group will be more likely to be dissatisfied with any single unsatisfactory online shopping and return experience, and will be less likely to be motivated to perceive distributive, procedural, and informational justice from the same recovery. So, the negative perception of justice will affect dissatisfaction with service recovery, and subsequent negative post-purchase intention.

According to this discussion, the following directional hypotheses were developed.

- H9a** Convenience shopping orientation will moderate the relationship between *(a) consumer perception of distributive justice* and post-recovery satisfaction; as convenience shopping orientation increases, the strength of the relationship between *(a) consumer perception of distributive justice* and post-recovery satisfaction will increase.
- H9b** Convenience shopping orientation will moderate the relationship between *(b) consumer perception of procedural justice* and perception of post-recovery satisfaction; as convenience shopping orientation increases, the strength of the relationship between *(b) consumer perception of procedural justice* and perception of post-recovery satisfaction will increase.

H9c Convenience shopping orientation will moderate the relationship between *(c) consumer perception of informational justice* and perception of post-recovery satisfaction; as convenience shopping orientation increases, the strength of the relationship between *(c) consumer perception of informational justice* and perception of post-recovery satisfaction will increase.

H9d Convenience shopping orientation will moderate the relationship between perception of post-recovery satisfaction and post-purchase intention; as convenience shopping orientation increases, the strength of the relationship between perception of post-recovery satisfaction and post-purchase intention will increase.

2.4.2. Economic Shopping Orientation

For economic oriented online shoppers, saving money for shopping is the most important issue. There are broadly two ways that economic oriented online shoppers can save money. The first one is related to the amount of money that consumers have to spend for acquiring product information before purchase. Online shoppers can spend less money on search cost because they do not need to spend money on transportation costs among various bricks-and-mortar stores (Bhatnagar et al., 2000; Devaraj et al., 2002; Lal & Sarvary, 1999). Economic oriented online shoppers are likely to be conscious about the benefit of online shopping by lowering the search cost (the amount of money) because they can spend much less money for searching product information while visiting multiple online stores than visiting multiple bricks-and-mortar stores.

The next issue for the economic oriented online shoppers is the capability of online shopping to efficiently locate cheaper price products (Lal & Sarvary, 1999). The price of the product seems to be the most important issue for economic oriented online shoppers. Therefore, the capacities of online shopping for efficiently comparing prices of products and locating cheaper price products with promotions, coupons, and on sales are likely to be very important for economic oriented online shoppers. Brown, Pope, & Voges (2003) noted that offering up-to-date price comparison with both other online and offline retailers, e-mail notice and display of present offers, specials, or sales, and providing discounts to repeat purchasers were appropriate marketing strategies to attract economic oriented online shoppers. By achieving the goal of purchasing cheaper price products, economic oriented online shoppers are likely to perceive the benefit of online shopping.

Therefore, in the situation of service recovery after an unsatisfactory online shopping and return experience, because of the benefits of low search cost and locating cheaper products, the economic oriented shoppers will be more motivated to buffer the dissatisfaction perceived from an unsatisfactory online shopping and return experience. So, even if the same service recovery is provided, compared to the less economic oriented online shopper group, the more economic oriented online shopper group will be more likely to be motivated to perceive distributive, procedural, and informational justice from the service recovery, their positive perception of justice will affect satisfaction with service recovery, and following positive post-purchase intention.

Based on this discussion, the following directional hypotheses were developed.

- H10a** Economic shopping orientation will moderate the relationship between *(a) consumer perception of distributive justice* and perception of post-recovery satisfaction; as economic shopping orientation increases, the strength of the relationship between *(a) consumer perception of distributive justice* and perception of post-recovery satisfaction will increase.
- H10b** Economic shopping orientation will moderate the relationship between *(b) consumer perception of procedural justice* and perception of post-recovery satisfaction; as economic shopping orientation increases, the strength of the relationship between *(b) consumer perception of procedural justice* and perception of post-recovery satisfaction will increase.
- H10c** Economic shopping orientation will moderate the relationship between *(c) consumer perception of informational justice* and perception of post-recovery satisfaction; as economic shopping orientation increases, the strength of the relationship between *(c) consumer perception of informational justice* and perception of post-recovery satisfaction will increase.
- H10d** Economic shopping orientation will moderate the relationship between perception of post-recovery satisfaction and post-purchase intention; as economic shopping orientation increases, the strength of the relationship between perception of post-recovery satisfaction and post-purchase intention will increase.

2.4.3. Recreational Shopping Orientation

In comparing the search behaviors of goal-directed shoppers such as convenience and economic oriented shoppers with experiential shoppers such as recreational oriented shoppers, goal-directed online shoppers tend to focus on prepurchase search and task completion (purchase), while experiential oriented online shoppers tend to build an information bank about products, and opinion leadership activities and recreation (Hoffman & Novak, 1996; Sweeny & Lapp, 2004). Goal-directed shoppers tend to search websites when they have a specific purchase plan in their minds. In this case, goal-directed online shoppers search websites to find appropriate information to purchase a product and make purchase itself in mind (Sweeny & Lapp, 2004). While convenience oriented and economic oriented online shoppers are characterized as “problem solvers” to achieve the goal to purchase products from online shopping, recreational oriented online shoppers are considered as those who seeking fun, fantasy, arousal, sensory stimulation, and enjoyment from shopping (Childers et al., 2001; Wolfinbargar & Gilly, 2001).

Whereas goal-directed online shoppers are more likely to focus on immediate purchase of a certain products, both goal-directed and experiential oriented online shoppers search websites to eventually purchase products (Sweeny & Lapp, 2004). Wolfinbargar and Gilly (2001) found that 29% of online shoppers are experiential oriented, while 71% of online shoppers are goal-oriented when they purchase products online. In addition, goal-directed online shoppers spend relatively shorter time searching for product information than experiential oriented shoppers (Hoffman & Novak, 1996; Sweeny & Lapp, 2004; Wolfinbargar & Gilly, 2001). Therefore, while goal-directed

online shoppers usually search websites to compare online retail stores and product prices, experiential online shoppers tend to search websites to gain latest information about products and to browse various products to have experiences for fun and pleasure (Sweeny & Lapp, 2004; Wolfinbargar & Gilly, 2001). Brown et al. (2003) insist that providing visually attractive web designs, offering entertainment such as competitions, sweepstakes, chat rooms and notice boards, providing full virtual version of catalogues or product range, and offering product samples are practical marketing strategies to attract recreational oriented online shoppers. Therefore, for the recreational oriented online apparel shoppers, the benefits of having fun and enjoyment not only by online apparel shopping but also by browsing new product information and trend will surpass the cost of effort to prepare products for return and send them back to the online retailers and return hassles. For this reason, the more recreational oriented online apparel shoppers are more likely to continue online apparel shopping after an unsatisfactory online shopping and return experience, compared to the less recreational oriented online apparel shoppers.

In the context of service recovery after an unsatisfactory online shopping and return experience, different online shopper groups with different levels of recreational shopping orientation may have different thresholds so that they are satisfied with service recovery and develop positive post-purchase intention. Therefore, because of the benefits of having fun and enjoyment by online apparel shopping and by browsing new product information and trend, the recreational oriented online shoppers will be more motivated to defend the dissatisfaction from an unsatisfactory online shopping and return experience. Therefore, even if the e-retailer provides the same service recovery, the more recreational oriented online shopper group will be more likely to be motivated to perceive

distributive, procedural, and informational justice from the service recovery, the positive perception of justice will affect satisfaction with service recovery, and the more recreational oriented online shopper group who will be satisfied with service recovery will develop positive post-purchase intention.

Nevertheless, for the less recreational oriented online shoppers, the cost of effort to prepare products for return and send them back to the online retailers and return hassles may surpass the benefits of having fun and enjoyment by online apparel shopping and by browsing new product information and trend. For that reason, the less recreational oriented online shopper group may be more dissatisfied with an unsatisfactory online shopping and return experience. Therefore, the less recreational oriented online shopper group will be more likely to be motivated to perceive injustices from the same service recovery. So, the negative perceptions of three types of justice will influence dissatisfaction with service recovery, and the less recreational oriented online shoppers who will be dissatisfied with service recovery will develop negative post-purchase intention.

According to this discussion, the following directional hypotheses were developed.

H11a Recreational shopping orientation will moderate the relationship between *(a) consumer perception of distributive justice* and perception of post-recovery satisfaction; as recreational shopping orientation increases, the strength of the relationship between *(a) consumer perception of distributive justice* and perception of post-recovery satisfaction will increase.

H11b Recreational shopping orientation will moderate the relationship between *(b) consumer perception of procedural justice* and perception of post-recovery satisfaction; as recreational shopping orientation increases, the strength of the relationship between *(b) consumer perception of procedural justice* and perception of post-recovery satisfaction will increase.

H11c Recreational shopping orientation will moderate the relationship between *(c) consumer perception of informational justice* and perception of post-recovery satisfaction; as recreational shopping orientation increases, the strength of the relationship between *(c) consumer perception of informational justice* and perception of post-recovery satisfaction will increase.

H11d Recreational shopping orientation will moderate the relationship between post-Recovery satisfaction and post-purchase intention; as recreational shopping orientation increases, the strength of the relationship between post-recovery satisfaction and post-purchase intention will increase.

2.5. Perceived Performance Risk

According to the definition proposed by Cox and Rich (1964) in a marketing literature, perceived risk is defined as the extent of uncertainty perceived by a consumer in reflecting a particular purchase decision. It should be noted that perceived risk is consumer's subjective belief that a product or a service has potentially negative outcomes, rather than real or true risk (Biswas & Biswas, 2004; Solomon, 2004). Previous studies

indicate a negative relationship between the adoption of innovations and perceived risks (Johnson, Lennon, Jasper, Darmhorst, & Lakner, 2003; Shim & Mahoney, 1991). Donthu and Garcia (1999) investigated the differences between online shoppers and non-shoppers in terms of risk aversion. Donthu and Garcia (1999) discovered that online shoppers tend to have less perceived risk before they purchase products than non-shoppers. Based on Rogers' diffusion of innovation theory, Johnson et al. (2003) examined the differences between food, apparel, and home furnishing online shopping adopters and non-adopters in the area of perceived risk. Johnson et al. (2003) discovered that online shopping adopters tend to have less perceived risk than online shopping non-adopters in the product categories of food, apparel, and home furnishing.

McCorkle (1990) divided the perceived risk to five parts including perceived financial, social, time-loss, source, and performance risks via catalog shopping. Consistent with the definition proposed by McCorkle (1990), perceived financial risk is defined as the extent of consumer's concern over any financial loss that might be incurred because of the product purchase. The potential financial loss includes the initial cost of the product and the potential expense of repair, maintenance, or return. Perceived social risk (McCorkle, 1990) is defined as consumer's concern about what others such as friends or coworkers might think about a particular product purchase. Consumers concern affiliation and social status when they purchase certain products. When consumers purchase socially visible products such as apparel products or house furnishings, they are more likely to perceive social risk. Perceived time-loss risk (McCorkle, 1990) is defined as concern over time-loss when a consumer purchases a product. Perceived time-loss risk is divided to two types: (1) front-end perceived time-loss risk and (2) back-end perceived

time-loss risk. Front-end perceived time-loss risk is related to concern for time-loss between the order of product and the receipt of product. Back-end perceived time-loss risk is related to concern for time-loss when a consumer intends to return an unsatisfactory product. According the definition of perceived source risk proposed by McCorkle (1990) in the context of catalog shopping, it is defined as concern over whether or not a prospective consumer can trust the retailer and feels comfortable in making purchase a product from a retailer. The source credibility is related to the believability, trustworthiness, and expertise of the source that a retailer provides. Perceived performance risk (McCorkle, 1990) is defined as concern over whether or not the product will perform as expected. McCorkle's definitions of perceived financial, social, time-loss, source, and performance risks is based on the situation a consumer purchases a product through the catalog shopping format. Nevertheless, it will be applicable in the context a consumer purchases a product through the online shopping format because both shopping formats are home-shopping formats that a consumer cannot directly inspect products before purchase. Although there are various types of perceived risks, in online shopping, the perceived performance risk is likely to be high with apparel products because of uncertainty about fit, quality, and color (Citrin et al., 2003; Taylor & Cosenza, 2000). In the case of apparel product purchase through online, the uncertainty of how the apparel product perform is in question until the product is delivered to the consumer, because he/she has no chance to try on, inspect, and evaluate product characteristics such as fit, quality, and color (Citrin et al., 2003; Lal & Sarvary, 1999; Taylor & Cosenza, 2000). Based on the transaction cost economics model, Thompson and Yu (2002) investigated the impacts of perceived performance risk on

transaction cost, and, in turn, willingness to purchase online. The finding indicates that consumers who perceive more performance risk seems to perceive more transaction cost, and in turn, to develop less willingness to purchase online. Jasper & Quellette (1994) found that perceived performance risk negatively influences the amount of dollars that consumers spend and the frequency of apparel catalog shopping. Therefore, in the context of service recovery after an unsatisfactory online shopping and return experience, different online shopper groups with different levels of perceived performance risk may have different thresholds so that they are satisfied with service recovery and develop positive post-purchase intentions. Therefore, even if the same service recovery is provided, consumers with less perceived performance risk will be more likely to perceive that the service recovery outcomes with compensation (distributive justice), the service recovery policies and procedures with efficient return procedure are fair (procedural justice), and the service recovery with the availability of information that consumers want to know are fair. Thus, the positive perception of three types of justice will affect satisfaction with service recovery, and subsequent positive post-purchase intention.

But, for consumers with more perceived performance risks, even if the same service recovery is offered, they are less likely to perceive distributive, procedural, and informational justice. So, the negative perception of justice will affect dissatisfaction with service recovery, and subsequent negative post-purchase intention.

According to this discussion, the following hypotheses were developed.

- H12a** Perceived performance risk will moderate the relationship between *(a) consumer perception of distributive justice* and perception of post-recovery satisfaction; as perceived performance risk decreases, the strength of the relationship between *(a) consumer perception of distributive justice* and perception of post-recovery satisfaction will increase.
- H12b** Perceived performance risk will moderate the relationship between *(b) consumer perception of procedural justice* and perception of post-recovery satisfaction; as perceived performance risk decreases the strength of the relationship between *(b) consumer perception of procedural justice* and perception of post-recovery satisfaction will increase.
- H12c** Perceived performance risk will moderate the relationship between *(c) consumer perception of informational justice* and perception of post-recovery satisfaction; as perceived performance risk decreases, the strength of the relationship between *(c) consumer perception of informational justice* and perception of post- recovery satisfaction will increase.
- H12d** Perceived performance risk will moderate the relationship between post-recovery satisfaction and post-purchase intention; as perceived performance risk decreases, the strength of the relationship between post-recovery satisfaction and post-purchase intention will increase.

2.6. Previous Experience with Online Apparel Shopping

Previous experience with online shopping is defined as the total purchase frequency and amount for a consumer across all previous online purchase (Holloway et al., 2005). According to marketing literature, as previous experience increase, perceived risk decreases (Michell & Prince, 1993) and technology adoption increases (Szymanski & Henard, 2001). Especially, in the context of online shopping, Miyazaki and Fernandez (2001) found that previous experience with online shopping influences perceived security risk and perceived privacy risk. Furthermore, based on the transaction cost economics model, Thompson and Yu (2002) investigated the effects of buying frequency on transaction cost and willingness to purchase online. This study found that consumers who purchase products more frequently perceive more transaction cost, and in turn, to develop less willingness to purchase, compared to those who purchase products less frequently. Shim and Drake found (1990) that previous in-home shopping experience influences online apparel shopping intentions.

In the context of service recovery after service or product failure, Holloway et al. (2003) examined that the moderating effects of the cumulative online purchase experience on the relationship between perceived distributive justice and post-recovery satisfaction, the relationship between post-recovery satisfaction and negative word-of-mouth, and the relationship between post-recovery satisfaction and repurchase intentions. In this study, the cumulative online purchase experience was investigated with the measures of (1) frequency of online purchases and (2) total number of items purchased online, (3) average dollar amount per trip, and (4) total dollar amount in the past six months. The findings indicate that consumers with different cumulative online purchase

experience have different thresholds to develop post-recovery satisfaction and repurchase intentions. According to the findings, compared to consumers who have less cumulative online purchase experience, those who have more cumulative online purchase experience are more satisfied with post-recovery, develop more repurchase intentions and less negative word-of-mouth (Holloway et al., 2003).

According to literature review, in the situation of service recovery after an unsatisfactory online shopping and return experience, So, even if the same service recovery is provided, compared to consumers who have less previous experience with online apparel shopping, those who have more previous experience with online apparel shopping will be more likely to perceive distributive, procedural, and informational justice from the service recovery, their positive perception of justice will affect satisfaction with service recovery, and following positive post-purchase intention.

Based on this discussion, the following hypotheses were developed.

H13a Online apparel shopping experience will moderate the relationship between (a) *consumer perception of distributive justice* and perception of post-recovery satisfaction; as online apparel shopping experience increases, the strength of the relationship between (a) *consumer perception of distributive justice* and perception of post-recovery satisfaction will increase.

H13b Online apparel shopping experience will moderate the relationship between (b) *consumer perception of procedural justice* and perception of post-recovery satisfaction; as online apparel shopping experience increases, the strength of the

relationship between *(a) consumer perception of procedural justice* and perception of post-recovery satisfaction will increase.

H13c Online apparel shopping experience will moderate the relationship between *(c) consumer perception of informational justice* and perception of post-recovery satisfaction; as online apparel shopping experience increases, the strength of the relationship between *(c) consumer perception of informational justice* and perception of post-recovery satisfaction will increase.

H13d Online apparel shopping experience will moderate the relationship between post-recovery satisfaction and post-purchase intention; as online apparel shopping experience increases, the strength of the relationship between post-recovery satisfaction and post-purchase intention will increase.

Figure 1. Model 1: Distributive Justice

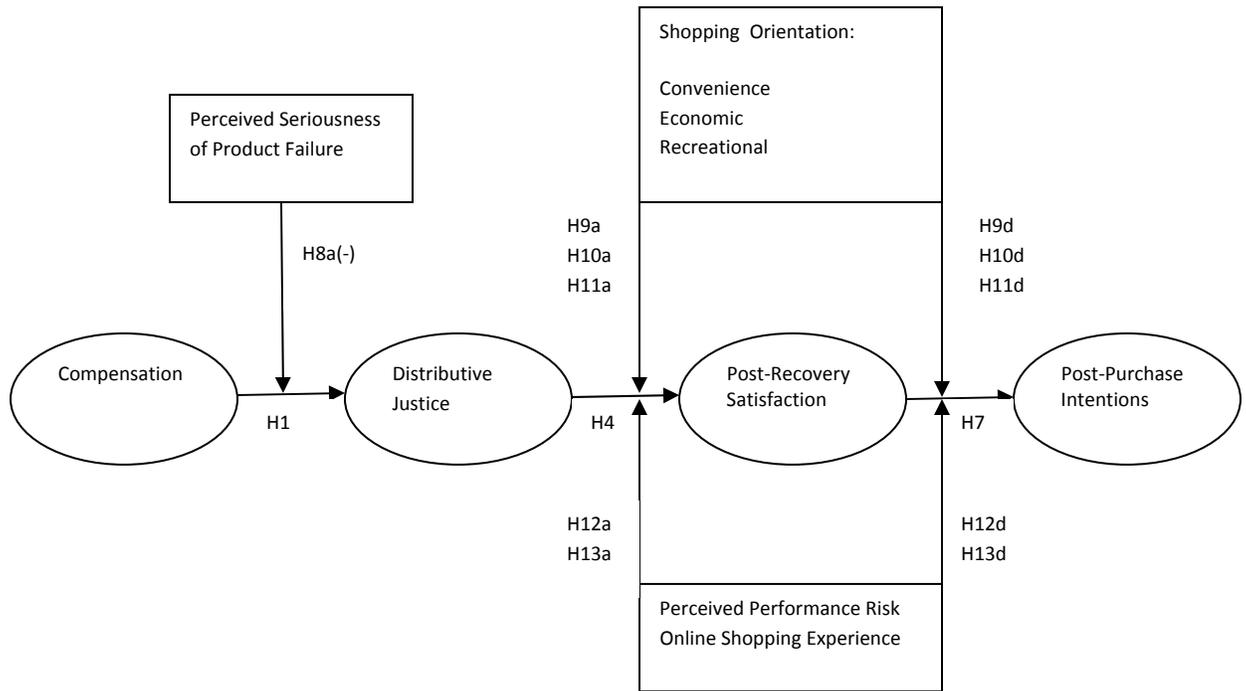


Figure 2. Model 2: Procedural Justice

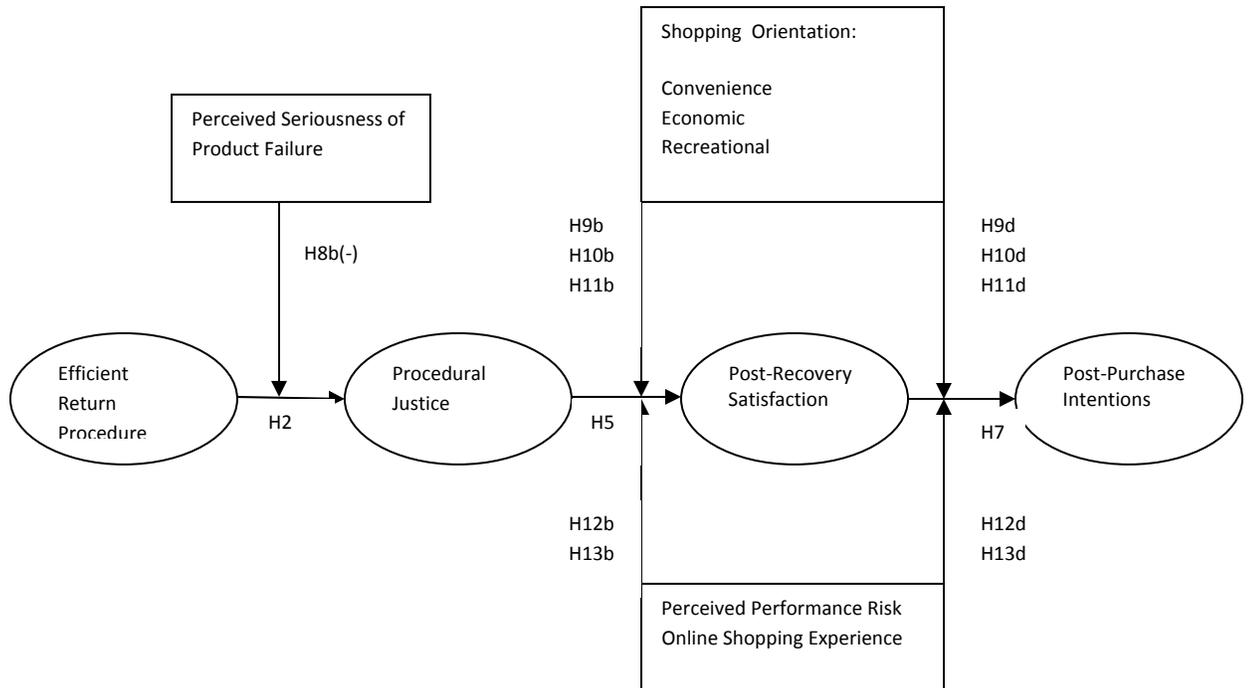
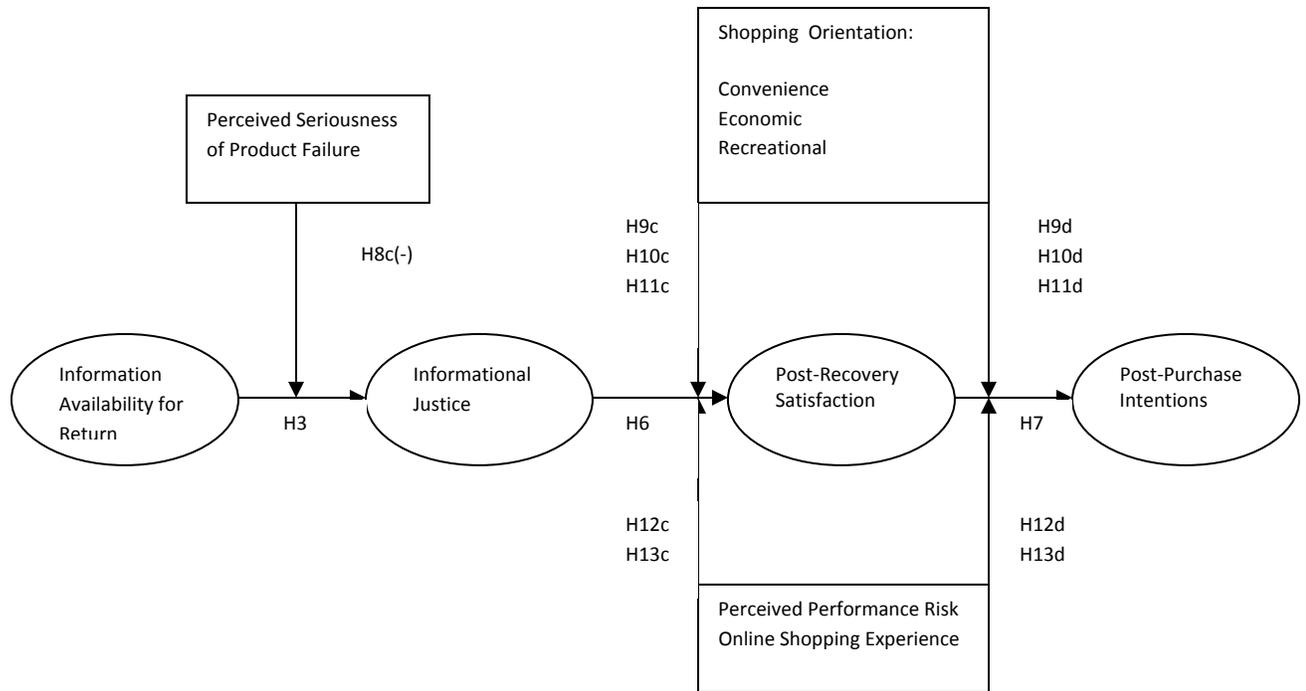


Figure 3. Model 3: Informational Justice



Chapter 3. Method

3.1. Design and Procedure

This study combined an experimental and a survey-based method in which the subjects were asked to imagine themselves, in the role of the customer, experiencing the experimental online shopping scenarios that were distributed. After the participants read the scenarios, they completed the survey questionnaires. In order to test the hypotheses in model 1 and model 2, a 2 x 2 between-subjects factorial design was used with two levels of distributive justice (high and low) and two levels of procedural justice (high and low). Next, in order to test the hypotheses in model 3, one factor between-subjects factorial design was used with two levels of informational justice (high and low). Subjects for each experiment were first asked to read a scenario in which an online shopper was dissatisfied with a product (a pair of jeans) because the pair of jeans was unfit of his/her body and subsequently decided to return it (See Appendix B).

For the 2 x 2 between-subjects factorial design experiment, four scenarios were developed. In the first scenario, the online store offered free return (high distributive justice) and both store return option and mail return option (high procedural justice) to the online shopper who wanted to return the product. In the second scenario, the online store offered free return (high distributive justice) and only mail return option (low procedural justice). In the third scenario, the online store charged \$7 shipping fee for the return (low distributive justice) and offered both store return option and mail return option (high procedural justice) to the online shopper who wanted to return the product. In the fourth scenario, the online store charged \$7 shipping fee for the return (low

distributive justice) and only mail return option (low procedural justice). After reading each scenario, all the subjects were given a questionnaire asking about perceived distributive justice, post-recovery satisfaction, post-purchase intention, shopping orientations, perceived performance risk, and previous experience with online apparel shopping.

Next, for one factor between-subjects factorial design experiment, in the four scenarios used for the 2 x 2 between-subjects factorial design experiment, the online store offered the information of return shipping fee (high informational justice) to the online shopper who wanted to return the product. But, in the other scenario, the online store did not provide the information of return shipping fee (low informational justice). After reading each scenario, all the subjects in the experiment were given a questionnaire asking about perceived informational justice, post-recovery satisfaction, post-purchase intention, shopping orientations, perceived performance risk, and previous experience with online apparel shopping.

3.2. Participants

Convenience sampling was conducted for the experiments. Students enrolled in the department of Design and Human Environment at Oregon State University were recruited. The participant population was not restricted to any race or ethnicity. Students in the in the DHE students who were 18 years or older were eligible to participate in this study. This study combined an experimental and a survey-based method. The surveys were handed out in classes. The participants were asked to read a scenario and completed the paper-and-pencil survey in the classes. The surveys, including one of five different

scenarios, were randomly distributed. Each participant read one of the scenarios and completed a survey. The survey consisted of questions that include the variables of each perceived justice, post-recovery satisfaction, post-purchase intentions, shopping orientations, perceived performance risk, and previous experience with online apparel shopping. 148 Oregon State University students participated in the survey. 120 respondents were female, and 10 respondents were male, and the gender of 18 students was not identified.

3.3. Measurement of Variables

This study combined an experiment and a survey-based method. The independent variables included compensation, efficient return procedure, and information availability of return. Each independent variable was measured with two levels. For the scenarios describing the high level of compensation, an online store offered free return to an online shopper who wants to return the product. But, for the scenarios describing the low level of compensation, the online store charged \$7 shipping fee for return. For the scenarios describing the high level of efficient return procedure, an online store offered both store return option and mail return option. But, for the scenarios describing the low level of efficient return procedure, the online store offered online mail return option. For the scenarios describing the high level of information availability of return, an online store offered the information of return shipping fee. But, for the scenario describing the low level of information availability of return, the online store did not offer the information of return shipping fee.

To measure the rest of the variables, the survey questionnaires included multi item scales of the variables. The mediating variables were three dimensions of perceived justices and post-recovery satisfaction. To measure the distributive justice with service recovery, the study developed the scale with 8 multi-items that were adopted from Holloway et al.'s study (2005), Maxham and Netemeyer's study (2002), and Smith et al.'s study (1999). To measure the procedural justice with service recovery, this study developed the scale with 6 multi-items that were used from Maxham and Netemeyer's study (2002), and Smith et al.'s study (1999). And, to improve the content validity of procedural justice variable, I created one item because I could not find appropriate items from previous studies that can conceptually specify the perceived efficiency toward the return policies and procedure. To measure the interpersonal justice with service recovery, this study developed the scale with eight multi-items that were adopted from Maxham and Netemeyer's study (2002), and Smith et al.'s study (1999). To measure the informational justice with service recovery, this study developed the scale with four multi-items that were adopted from Colquitt's study (2001). To measure the post-recovery satisfaction, this study developed the scale with six multi-items that were adopted from Holloway et al.'s study (2005), Maxham and Netemeyer's study (2002), and Smith et al.'s study (1999).

The dependent variable will be post-purchase intention. To measure the post-purchase intention, this study developed the scale with seven multi-items that were adopted from Holloway et al.'s study (2005), and Maxham and Netemeyer's study (2002). The measures for distributive justice, procedural justice, interpersonal, and informational justice, post-recovery satisfaction, and post-purchase intention will seven-point Likert-

type scales, which ranged from very strongly disagree (+1) to very strongly agree (+7). In order to support the reliability of the measures used for each construct, Cronbach's alpha that exceeds Nunnally and Bernstein's (1994) standard of 0.70 will be chosen.

The moderating variables are the perceived seriousness of product failure, three dimensions of shopping orientation, perceived performance risk, and previous experience with online apparel shopping. To measure the perceived seriousness of product failure, this study developed the scale with one item that was adopted from Palmer et al. (2000). It was a seven-point semantic scale from minor (+1) to major (+7). The shopping orientation variable was measured with the dimensions of convenience shopping orientation, economic shopping orientation, and recreational shopping orientation. To measure the convenience shopping orientation, this study developed the scale with seven multi-items which were adopted from Donthu & Garcia's study (1999), Gehrt & Carter's study (1992), McKinney's study (2004), and Rohm and Swaminathan's study (2004). To measure the economic shopping orientation, this study developed the scale with nine multi-items. Four out of nine items were adopted from Gehrt & Carter's study (1992), and McKinney's study (2004). And, to improve the content validity of economic shopping orientation variable, I created five items because I could not find appropriate items from previous studies that can conceptually specify the capacity of online shopping for locating cheaper price products. To measure the recreational shopping orientation, this study developed the scale with eight multi-items that were adopted from Gehrt & Carter's study (1992), McDonald's study (1993), and Mckinney's study (2004). To measure the perceived performance risk, this study developed the scale with four multi-items. Three out of four items were adopted from Thompson and Yu (2002). And, to

improve the content validity of perceived performance risk variable, I created one item. To measure the previous experience with online apparel shopping, this study developed the scale with two items. One out of two items was adopted from Holloway et al. (2005), and the other item was adopted from Thompson and Yu (2002). The measures for convenience shopping orientation, economic shopping orientation, recreational shopping orientation, perceive performance risk, and previous experience with online apparel shopping consisted of seven-point Likert-type scales with endpoints from very strongly disagree (+1) to very strongly agree (+7). A confirmatory factor analyses were carried out on nine convenience shopping orientation, eleven economic shopping orientation, eight recreational shopping orientation, four perceived performance risk, and two previous experience with online apparel shopping measures.

3.4. Data Analysis

To measure the reliability of the multi-item variables such as perceived distributive justice, perceived procedural justice, perceived informational justice, perceived seriousness of product failure, convenience shopping orientation, economic shopping orientation, recreational shopping orientation, perceived performance risk, previous experience with online apparel shopping, post-recovery satisfaction, and post-purchase intentions, Cronbach's alpha analyses were conducted. The measures which Cronbach's alpha values were above .70 making them reliable were chosen.

Multivariate analysis of variance was conducted to test the hypotheses 1 and 2. Moreover, univariate analysis of variance was conducted to test the hypotheses 3. To test hypothesis 4, 5, 6, 7, simple regression analyses were conducted. After that, for the rest

of the hypothesis examining the moderating effects of perceived seriousness of product failure, three dimensions of shopping orientations, perceive performance risk, and previous experience with online apparel shopping, hierarchical regression analyses suggested by Cohen, Cohen, West, and Aiken (2003) were conducted. Moreover, to examine the direction of the interaction, the simple slope analysis suggested by Cohen et al. (2003) were conducted for each hypothesis test.

Chapter 4. Results

4.1. Reliabilities

To measure the reliability of the multi-item variables, Cronbach's alpha analyses were used. Cronbach's alpha for the eight items assessing perceived distributed justice was .93, the seven items assessing perceived procedural justice was .93, the four items assessing the interpersonal justice was .92, the six items assessing the post-recovery satisfaction was .95, the seven items assessing the post-purchase intentions was .89, and the four items assessing the perceived performance risks was .88. These multi-item variables had Cronbach's alpha values above .70 making them reliable. Therefore, these variables are appropriate variables for use in statistical analyses. Cronbach's alpha for the two items assessing the previous online purchasing experience was only .30. Because this is too low to retain these items as one variable, the researcher decided to measure these two items separately as two variables: (1) online apparel shopping frequency, and (2) the number of online apparel shopping in the past six months.

Table 1. Reliabilities and Factor Loadings of Multi-Item Variables

| Scale Items | Factor loadings | Cronbach's Alpha |
|---|-----------------|------------------|
| <i>Distributive Justice</i> | | .93 |
| 1. The outcome received was fair. | .80 | |
| 2. The consumer did not get what she deserved (R). | .64 | |
| 3. In resolving the return problem, the online store offered what was needed. | .79 | |
| 4. Although this event caused consumer's return problem, the online store's effort to fix it resulted in a very positive outcome for her. | .83 | |
| 5. The final outcome the consumer received from the online store was fair, given the time and hassle. | .91 | |
| 6. Given the inconvenience caused by the return problem, the outcome the consumer received from the online store was fair. | .89 | |
| 7. The service recovery outcome that the consumer received in response to the return problem was more than fair. | .77 | |
| 8. The outcome the consumer received was not right (R). | .85 | |
| <i>Procedural Justice</i> | | .93 |
| 9. Despite the hassle caused by the return problem, the | .91 | |

| | | |
|--|-----|-----|
| return policies and return procedure of the online store is appropriate to respond fairly and quickly. | | |
| 10. The consumer would feel that the return policies and return procedure of the online store is appropriate to respond in timely fashion to the return problem. | .90 | |
| 11. The consumer would believe the online store has fair policies and practices to handle the return problem. | .87 | |
| 12. With respect to its policies and procedure, the online store handled the return problem in a fair manner. | .88 | |
| 13. The length of time taken to resolve consumer's return problem was longer than necessary (R). | .67 | |
| 14. The online store showed adequate flexibility in dealing with consumer's return problem. | .79 | |
| 15. The online store showed adequate efficiency in dealing with consumer's return problem. | .90 | |
| <i>Informational Justice</i> | | .92 |
| 16. The online store explained the return procedures thoroughly. | .94 | |
| 17. The explanations of the online store regarding the return procedures were reasonable. | .93 | |
| 18. The online store was candid in providing the information of the return procedure to the consumer. | .83 | |

| | | |
|---|-----|-----|
| 19. The online store seemed to provide the information of the return procedure as the customer needed. | .89 | |
| <i>Post-Recovery Satisfaction</i> | | .95 |
| 20. Overall, the consumer would have felt that this service response would have been good. | .89 | |
| 21. Overall, the consumer would have been satisfied with the way the product return problem was resolved. | .88 | |
| 22. Overall, the consumer would have been pleased with the service she experienced. | .92 | |
| 23. The consumer would have had her opinion that the online store provided satisfactory resolution to the return problem on this particular occasion. | .91 | |
| 24. The consumer would have been <i>not</i> satisfied with the online store's handling of this return problem. | .89 | |
| 25. Regarding this return problem, the consumer would have been satisfied with the online store's service recovery. | .90 | |
| <i>Post-Purchase Intention</i> | | .89 |
| 26. The next time the consumer would purchase this product online, she will buy from the same online store. | .91 | |
| 27. The consumer would be willing to purchase from this online | .93 | |

| | | |
|---|-----|-----|
| store again. | | |
| 28. The consumer would purchase from this online store again in the future. | .52 | |
| 29. In the future, the consumer would intend to purchase apparel products from the same online store. | .93 | |
| 30. In the near future, the consumer will <i>not</i> use the same online store to purchase apparel products (R). | .90 | |
| 31. If the consumer needed a new apparel product in the future, she would purchase that the new apparel product from the same online store. | .89 | |
| 32. If the consumer was to purchase a new apparel product in the near future, she would not purchase it from the same online store (R). | .90 | |
| <i>Convenience Shopping Orientation</i> | | .91 |
| 33. It is convenient to shop apparels from home. | .68 | |
| 34. I learn about apparel products through the Internet to save time. | .72 | |
| 35. I usually buy apparel products from the Internet because it is convenient. | .84 | |
| 36. I usually buy apparel products from the Internet because it saves me time. | .87 | |
| 37. I think shopping on the Internet for apparel products is more | .83 | |

| | | |
|---|-----|------------|
| convenient than going to retail stores. | | |
| 38. The Internet is a convenient way of apparel shopping. | .86 | |
| 39. I save a lot of time by apparel shopping on the Internet. | .83 | |
| <i>Economic Shopping Orientation</i> | | .95 |
| 40. I learn about apparel products through the Internet to save money (transportation costs). | .77 | |
| 41. I make purchases apparel products through the Internet to save money (transportation costs). | .75 | |
| 42. I look for specials/sales of apparel products on the Internet. | .76 | |
| 43. I can save a lot of money by comparison shopping of apparel products on the Internet. | .83 | |
| 44. The capability of online shopping for locating cheaper price apparel products is very important to me. | .90 | |
| 45. The capacity of online shopping for efficiently comparing prices of apparel products is very important to me. | .91 | |
| 46. The capacity of online shopping for locating cheaper price apparel products with promotions is very important. | .93 | |
| 47. The capacity of online shopping for locating cheaper price apparel products with coupons is very important to me. | .86 | |
| 48. The capacity of online shopping for locating cheaper price apparel products with sales is very important to me. | .88 | |

| | | |
|--|-----|-----|
| <i>Recreational Shopping Orientation</i> | | .92 |
| 49. I enjoy making apparel product purchases through the Internet. | .72 | . |
| 50. I enjoy learning about apparel products by searching through the Internet. | .69 | |
| 51. I spend a lot of time browsing for apparel product information through the Internet. | .86 | |
| 52. Shopping for apparel on the Internet is one of the enjoyable activities of my life. | .86 | |
| 53. Shopping for apparel on the Internet isn't a pleasant activity for me (R). | .83 | |
| 54. I enjoy online apparel shopping just for the fun of it. | .85 | |
| 55. I enjoy browsing online apparel stores for fun even though I may not make purchases. | .75 | |
| 56. I spend a lot of time browsing online apparel stores. | .88 | |
| <i>Perceived Performance Risks</i> | | .88 |
| 57. When shopping online, it is difficult to be assured that the fit of the apparel product will perform as well as supposed to. | .77 | |
| 58. When shopping online, it is difficult to be assured that the color of the apparel product will perform as well as supposed to. | .88 | |

| | | |
|--|-----|-----|
| 59. When shopping online, it is difficult to be assured that the quality of the apparel product will perform as well as supposed to. | .93 | |
| 60. When shopping online, it is difficult to be assured that the apparel product purchased from online will perform as well as others purchased from bricks-and-mortar stores. | .83 | |
| <i>Online Purchase Experience</i> | | |
| 61. On average, how often do you purchase apparel products online? | .84 | |
| 62. How many apparel items have you purchased online in the past six months? | .84 | .30 |

(R) items are reverse coded.

4.2. MANOVA, ANOVA, and Simple Regression Analyses

To test H1 and H2, Multivariate analysis of variance was performed. As shown on Table 2, Multivariate analysis of variance revealed significant main effects for the independent variables of compensation and efficient return procedure on both perceived dependent variables of distributive justice and perceived procedural justice. Nevertheless, there was no interaction between compensation and efficient return procedure as a determinant of perceived distributive justice or perceived procedural justice [Wilks's $\lambda = 0.49$, $F(2,113) = 23.89$, $p < 0.01$].

Univariate analyses of variance were used to decide which predictors were responsible for the significant multivariate effects. As shown in Table 3, there was a significant main effect for compensation on perceived distributive justice [$F(1, 116) = 28.34$, $p < 0.01$], supporting H1. Therefore, participants exposed to the high level of compensation perceived more distributive justice ($M = 5.22$, $SD = 1.12$) than those exposed to the low level of compensation ($M = 4.06$, $SD = 1.24$). As shown in Table 6, there was a significant main effect for efficient return procedure on perceived procedural justice [$F(1, 114) = 22.84$, $p < 0.01$], supporting H2. Therefore, participants exposed to the high level of efficient return procedure perceived more procedural justice ($M = 5.18$, $SD = 1.28$) than those exposed to the low level of efficient return procedure ($M = 4.13$, $SD = 1.08$).

To test H4, H5, and H7, simple regression analyses were used. Table 4 shows that perceived distributive justice is positively related to on post-recovery satisfaction [$F(1, 113) = 304.88$, $b = .85$, $p < 0.01$], supporting H4. Table 7 shows that perceived procedural justice is positively related to post-recovery satisfaction [$F(1, 111) = 285.12$, b

= .85, $p < 0.01$], supporting H5. Table 5 shows that post-recovery satisfaction is positively related to post-purchase intention [$F(1, 111) = 285.12$, $b = .85$, $p < 0.01$], supporting H5. Table 5 shows that post recovery satisfaction is positively related to post-purchase intentions [$F(1, 112) = 142.02$, $b = .85$, $p < 0.01$], supporting H7.

To test H3, univariate analysis of variance was performed. As shown in Table 8, there was a significant main effect for information availability for return on perceived informational justice [$F(1, 56) = 183.26$, $p < 0.01$], supporting H3. Therefore, participants exposed to the high level of information availability for return perceived more informational justice ($M = 5.41$, $SD = 0.88$) than those exposed to the low level of informational justice ($M = 1.79$, $SD = 1.14$).

To test H6 and H7, simple regression analyses were used. Table 9 shows that perceived informational justice is positively related to post-recovery satisfaction [$F(1, 54) = 183.63$, $b = .88$, $p < 0.01$], supporting H6. Table 10 shows that post recovery satisfaction is positively related to post-purchase intentions [$F(1, 54) = 160.20$, $b = .87$, $p < 0.01$], supporting H7.

Table 2. Multivariate Analysis of Variance

| Sources | <i>df</i> | <i>F</i> | <i>p</i> |
|-----------|-----------|----------|----------|
| C and ERP | 2 | 23.89 | .00 |

Note: C = Compensation, ERP = Efficient Return Procedure; * $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$

Table 3. Univariate Analysis of Variance for the Effect of Compensation on Perceived Distributive Justice

| Source | <i>df</i> | <i>F</i> | <i>p</i> |
|--------|-----------|----------|----------|
| C | 1 | 28.34 | .00 |

Note: C = Compensation; * $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$

Table 4. Simple Regression for the Effect of Perceived Distributive Justice on Post-Recovery Satisfaction

| Source | <i>B</i> | <i>SE B</i> | β |
|----------|----------|------------------|---------------|
| PDJ | .88 | .05 | .85*** |
| R^2 | | .73 | |
| <i>F</i> | | 304.88*** | |

Note: PDJ = Perceived Distributive Justice; * $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$

Table 5. Simple Regression for the Effect of Post-Recovery Satisfaction on Post-Purchase Intentions

| Source | <i>B</i> | <i>SE B</i> | β |
|----------|----------|------------------|---------------|
| PRS | .88 | .07 | .75*** |
| R^2 | | .60 | |
| <i>F</i> | | 142.02*** | |

Note: PRS = Perceived Recovery Satisfaction; * $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$

Table 6. Univariate Analysis of Variance for the Effect of Efficient Return Procedure on Perceived Procedural Justice

| Source | <i>df</i> | <i>F</i> | <i>p</i> |
|--------|-----------|----------|----------|
| ERP | 1 | 22.84 | .00 |

Note: ERP = Efficient Return Procedure; * $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$

Table 7. Simple Regression for the Effect of Perceived Procedural Justice on Post-Recovery Satisfaction

| Source | <i>B</i> | <i>SE B</i> | β |
|----------|----------|------------------|---------------|
| PDJ | .87 | .05 | .85*** |
| R^2 | | .72 | |
| <i>F</i> | | 285.12*** | |

Note: PPJ = Perceived Procedural Justice; * $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$

Table 8. Univariate Analysis of Variance for the Effect of Information Availability about Return Shipping Fee on Perceived Informational Justice

| Source | <i>df</i> | <i>F</i> | <i>p</i> |
|--------|-----------|----------|----------|
| IARS | 1 | 183.26 | .00 |

Note: IARS = Information Availability about Return Shipping Fee; * $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$

Table 9. Simple Regression for the Effect of Perceived Informational Justice on Post-Recovery Satisfaction

| Source | <i>B</i> | <i>SE B</i> | <i>β</i> |
|-----------------------|----------|------------------|---------------|
| PDJ | .88 | .07 | .88*** |
| <i>R</i> ² | | .77 | |
| <i>F</i> | | 184.38*** | |

Note: PDJ = Perceived Distributive Justice; **p* < 0.1; ***p* < 0.05; ****p* < 0.01

Table 10. Simple Regression for the Effect of Post-Recovery Satisfaction on Post-Purchase Intentions

| Source | <i>B</i> | <i>SE B</i> | <i>β</i> |
|-----------------------|----------|------------------|---------------|
| PRS | .77 | .06 | .87*** |
| <i>R</i> ² | | .75 | |
| <i>F</i> | | 160.20*** | |

Note: PRS = Perceived Recovery Satisfaction; **p* < 0.1; ***p* < 0.05; ****p* < 0.01

4.3. Hierarchical Regression Analyses for Model 1

4.3.1. The Moderating Effect of Perceived Seriousness of Product Failure for Model 1

By means of the hierarchical regression analysis, this study examined the moderating effect of perceived seriousness of product failure on the relationship between compensation and perceived distributive justice. Table 11 shows that compensation has a significant effect on perceived distributive justice [$F(1, 116) = 28.34, b = .44, p < 0.01$], and perceived seriousness has a significantly negative effect on perceived distributive justice [$F(1, 115) = 18.75, b = -.35, p < 0.01$]. Nevertheless, there is no significant interaction between perceived seriousness of product failure and compensation as a determinant of perceived distributive justice, rejecting $H8a$.

Table 11. Hierarchical Regression Analysis for Moderating Effect of Perceived Seriousness of Product Failure on the Relationship between Compensation and Perceived Distributive Justice

| Variable | Model 1 | | | Model 2 | | | Model 3 | | |
|------------------------------|----------|-----------------|---------------|----------|-----------------|----------------|----------|-------------|--------------|
| | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β |
| C | 1.16 | 0.22 | .44*** | 0.95 | 0.21 | .36*** | 0.49 | 0.65 | .19 |
| PSPF | | | | - 0.30 | 0.07 | -.35*** | - 0.48 | 0.25 | -.55* |
| C × PSPF | | | | | | | 0.11 | 0.15 | -.24 |
| R^2 | | .20 | | | .31 | | | .31 | |
| <i>F</i> for change in R^2 | | 28.34*** | | | 18.75*** | | | 0.54 | |

Note: C = Compensation, PSPF = Perceived Seriousness of Product Failure; * $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$

4.3.2. The Moderating Effects of Convenience, Economic, and Recreational Shopping Orientation for Model 1

Using the hierarchical regression analysis, this study examined the moderating effects of convenience, economic, and recreational shopping orientation on the relationship between perceived distributive justice and post-recovery satisfaction. Table 12 shows that perceived distributive justice has a significant effect on post-recovery satisfaction [$F(1, 113) = 304.88, b = .85, p < 0.01$]. Nevertheless, convenience shopping orientation has no effect on post-recovery satisfaction, and there is no interaction between convenience shopping orientation and perceived distributive justice as a determinant of perceived recovery satisfaction, rejecting $H9a$.

Table 12. Hierarchical Regression Analysis for Moderating Effect of Convenience Shopping Orientation on the Relationship between Perceived Distributive Justice and Post-Recovery Satisfaction

| Variable | Model 1 | | | Model 2 | | | Model 3 | | |
|------------------------------|----------|-------------|------------------|----------|-------------|---------------|----------|-------------|---------------|
| | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β |
| PDJ | 0.88 | 0.05 | .85*** | 0.87 | 0.05 | .85*** | 0.96 | 0.13 | .93*** |
| CSO | | | | 0.04 | 0.05 | .04 | 0.15 | 0.15 | .15 |
| PDJ × CSO | | | | | | | -0.02 | 0.03 | -.15 |
| R^2 | | | .73 | | | .73 | | | .73 |
| <i>F</i> for change in R^2 | | | 304.88*** | | | 0.66 | | | 0.55 |

Note: PDJ = Perceived Distributive Justice, CSO = Convenience Shopping Orientation; * $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$

Table 13 shows that perceived distributive justice has a significant effect on post-recovery satisfaction [$F(1, 112) = 304.88$ $b = .85$, $p < 0.01$], supporting $H4$. Nevertheless, economic shopping orientation has no effect on post-recovery satisfaction, and there is no interaction between economic shopping orientation and perceived distributive justice as a determinant of perceived recovery satisfaction, rejecting $H10a$.

Table 13. Hierarchical Regression Analysis for Moderating Effect of Economic Shopping Orientation on the Relationship between Perceived Distributive Justice and Post-Recovery Satisfaction

| Variable | Model 1 | | | Model 2 | | | Model 3 | | |
|------------------------------------|----------|-------------|------------------|----------|-------------|---------------|----------|-------------|---------------|
| | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β |
| PDJ | 0.88 | 0.05 | .85*** | 0.87 | 0.05 | .85*** | 1.00 | 0.12 | .98*** |
| ESO | | | | 0.05 | 0.05 | .06 | 0.23 | 0.16 | .24 |
| PDJ \times ESO | | | | | | | -0.03 | 0.03 | -.24 |
| R^2 | | | .73 | | | .73 | | | .74 |
| <i>F</i> for change in R^2 | | | 302.31*** | | | 1.35 | | | 1.33 |

Note: PDJ = Perceived Distributive Justice, ESO = Economic Shopping Orientation; * $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$

Table 14 shows that perceived distributive justice has a significant effect on post-recovery satisfaction [$F(1, 113) = 304.88$ $b = .85$, $p < 0.01$], supporting $H4$. Nevertheless, recreational shopping orientation has no effect on post-recovery satisfaction, and there is no interaction between recreational shopping orientation and perceived distributive justice as a determinant of perceived recovery satisfaction, rejecting $H11a$.

Table 14. Hierarchical Regression Analysis for Moderating Effect of Recreational Shopping Orientation on the Relationship between Perceived Distributive Justice and Post-Recovery Satisfaction

| Variable | Model 1 | | | Model 2 | | | Model 3 | | |
|------------------------------------|----------|-------------|------------------|----------|-------------|---------------|----------|-------------|---------------|
| | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β |
| PDJ | 0.88 | 0.05 | .85*** | 0.88 | 0.05 | .86*** | 0.89 | 0.13 | .87*** |
| RSO | | | | 0.04 | 0.05 | .04 | 0.06 | 0.15 | .06 |
| PDJ \times RSO | | | | | | | -0.00 | 0.03 | -.03 |
| R^2 | | | .73 | | | .73 | | | .73 |
| <i>F</i> for change in R^2 | | | 304.88*** | | | 0.67 | | | 0.02 |

Note: PDJ = Perceived Distributive Justice, RSO = Recreational Shopping Orientation;
* $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$

Using the hierarchical regression analysis, this study examined the moderating effects of convenience, economic, and recreational shopping orientation on the relationship between post-recovery satisfaction and post-purchase intentions. Table 15 shows that post recovery satisfaction has a significant effect on post-purchase intentions [$F(1, 112) = 142.02, b = .75, p < 0.01$]. Nevertheless, convenience shopping orientation has no effect on post-purchase intention, and there is no interaction between convenience shopping orientation and post-recovery satisfaction as a determinant of post-purchase intentions, rejecting *H9d*.

Table 15. Hierarchical Regression Analysis for Moderating Effect of Convenience Shopping Orientation on the Relationship between Post-Recovery Satisfaction and Post-Purchase Intentions

| Variable | Model 1 | | | Model 2 | | | Model 3 | | |
|------------------------------------|----------|-------------|------------------|----------|-------------|---------------|----------|-------------|---------------|
| | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β |
| PRS | 0.88 | 0.07 | .75*** | 0.88 | 0.08 | .74*** | 0.86 | 0.19 | .73*** |
| CSO | | | | 0.04 | 0.07 | .03 | 0.02 | 0.22 | .02 |
| PRS \times CSO | | | | | | | 0.00 | 0.05 | .02 |
| R^2 | | | .60 | | | .56 | | | .56 |
| <i>F</i> for change in R^2 | | | 142.02*** | | | 0.26 | | | 0.01 |

Note: PRS = Post-Recovery Satisfaction, CSO = Convenience Shopping Orientation; * $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$

Table 16 shows that post recovery satisfaction has a significant effect on post-purchase intentions [$F(1, 111) = 141.48, b = .75, p < 0.01$]. Nevertheless, economic shopping orientation has no effect on post-purchase intention, and there is no interaction between economic shopping orientation and post-recovery satisfaction as a determinant of post-purchase intentions, rejecting $H10d$.

Table 16. Hierarchical Regression Analysis for Moderating Effect of Economic Shopping Orientation on the Relationship between Post-Recovery Satisfaction and Post-Purchase Intentions

| Variable | Model 1 | | | Model 2 | | | Model 3 | | |
|------------------------------|----------|-------------|------------------|----------|-------------|---------------|----------|-------------|---------------|
| | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β |
| PRS | 0.88 | 0.07 | .75*** | 0.88 | 0.08 | .75*** | 0.94 | 0.18 | .79*** |
| ESO | | | | 0.02 | 0.07 | .02 | 0.09 | 0.22 | .09 |
| PRS × ESO | | | | | | | - 0.02 | 0.04 | -.09 |
| R^2 | | | .60 | | | .56 | | | .56 |
| <i>F</i> for change in R^2 | | | 141.48*** | | | 0.11 | | | 0.13 |

Note: PRS = Post-Recovery Satisfaction, ESO = Economic Shopping Orientation; * $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$

Table 17 shows that post recovery satisfaction has a significant effect on post-purchase intentions [$F(1, 112) = 141.48, b = .75, p < 0.01$]. Nevertheless, recreational shopping orientation has no effect on post-purchase intentions, and there is no interaction between recreational shopping orientation and post-recovery satisfaction as a determinant of post-purchase intentions, rejecting *H11d*.

Table 17. Hierarchical Regression Analysis for Moderating Effect of Recreational Shopping Orientation on the Relationship between Post-Recovery Satisfaction and Post-Purchase Intentions

| Variable | Model 1 | | | Model 2 | | | Model 3 | | |
|------------------------------------|----------|-------------|------------------|----------|-------------|---------------|----------|-------------|---------------|
| | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β |
| PRS | 0.88 | 0.07 | .75*** | 0.88 | 0.07 | .75*** | 0.80 | 0.19 | .79*** |
| RSO | | | | 0.03 | 0.07 | .03 | -0.05 | 0.21 | -.05 |
| PRS × RSO | | | | | | | -0.02 | 0.04 | .10 |
| R^2 | | | .56 | | | .56 | | | .56 |
| <i>F</i> for change in R^2 | | | 142.02*** | | | 0.20 | | | 0.18 |

Note: PRS = Post-Recovery Satisfaction, RSO = Recreational Shopping Orientation; * $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$

4.3.3. The Moderating Effects of Perceived Performance Risk for Model 1

By means of the hierarchical regression analysis, this study examined the moderating effect of perceived performance risk on the relationship between compensation and perceived distributive justice. Table 18 shows that perceived distributive justice has a significant effect on post-recovery satisfaction [$F(1, 113) = 304.88, b = .85, p < 0.01$]. Nevertheless, perceived performance risk has no effect on post-recovery satisfaction, and there is no interaction between perceived performance risk and perceived distributive justice as a determinant of perceived recovery satisfaction, rejecting *H12a*.

Table 18. Hierarchical Regression Analysis for Moderating Effect of Perceived Performance Risk on the Relationship between Perceived Distributive Justice and Post-Recovery Satisfaction

| Variable | Model 1 | | | Model 2 | | | Model 3 | | |
|------------------------------------|----------|-------------|------------------|----------|-------------|---------------|----------|-------------|---------------|
| | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β |
| PDJ | 0.88 | 0.05 | .85*** | 0.87 | 0.05 | .85*** | 0.85 | 0.24 | .83*** |
| PPR | | | | -0.04 | 0.06 | -.04 | -0.06 | 0.21 | -.05 |
| PDJ \times PPR | | | | | | | 0.00 | 0.04 | .02 |
| R^2 | | | .73 | | | .73 | | | .73 |
| <i>F</i> for change in R^2 | | | 304.88*** | | | 0.61 | | | .01 |

Note: PDJ = Perceived Distributive Justice, PPR = Perceived Performance Risk; * $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$

Table 19 shows that post recovery satisfaction has a significant effect on post-purchase intentions [$F(1, 112) = 142.02, b = .75, p < 0.01$], and perceived product performance risk has a negatively significant effect on post-purchase intentions [$F(1, 111) = 4.04, b = -.13, p < 0.05$]. Nevertheless, there is no interaction between perceived product performance risk and post-recovery satisfaction as a determinant of post-purchase intentions, rejecting *H12d*.

Table 19. Hierarchical Regression Analysis for Moderating Effect of Perceived Product Performance Risk on the Relationship between Post-Recovery Satisfaction and Post-Purchase Intentions

| Variable | Model 1 | | | Model 2 | | | Model 3 | | |
|------------------------------------|----------|-------------|------------------|----------|-------------|----------------|----------|-------------|--------------|
| | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β |
| PRS | 0.88 | 0.07 | .75*** | 0.86 | 0.07 | .73*** | 0.77 | 0.37 | .66** |
| PPPR | | | | - 0.17 | 0.08 | - .13** | - 0.24 | 0.32 | -.18 |
| PRS × PPPR | | | | | | | 0.02 | 0.07 | .09 |
| R^2 | | | .56 | | | .57 | | | .57 |
| <i>F</i> for change in R^2 | | | 142.02*** | | | 4.04** | | | 0.06 |

Note: PRS = Post-Recovery Satisfaction, PR = Perceived Product Performance Risk; * $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$

4.3.4. The Moderating Effects of Online Apparel Shopping Experience for Model 1

To analyze the effects of online apparel shopping experience, it was examined with two items separately as two variables: (1) online apparel shopping frequency (EXP1), and (2) the number of online apparel shopping in the past six months (EXP2). By means of the hierarchical regression analysis, this study examined (1) the moderating effect of online apparel shopping frequency (EXP1) on the relationship between compensation and perceived distributive justice, and (2) the moderating effect of the number of online apparel shopping in the past six months (EXP2) on the relationship between compensation and perceived distributive justice.

Table 20 shows that perceived distributive justice has a significant effect on post-recovery satisfaction [$F(1, 96) = 237.40, b = .84, p < 0.01$]. Nevertheless, online apparel shopping frequency (EXP1) has no effect on post-recovery satisfaction, and there is no interaction between online apparel shopping frequency (EXP1) and perceived distributive justice as a determinant of perceived recovery satisfaction, rejecting *H13a*.

Table 20. Hierarchical Regression Analysis for Moderating Effect of Online Apparel Shopping Frequency on the Relationship between Perceived Distributive Justice and Post-Recovery Satisfaction

| Variable | Model 1 | | | Model 2 | | | Model 3 | | |
|------------------------------------|----------|-------------|------------------|----------|-------------|---------------|----------|-------------|---------------|
| | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β |
| PDJ | 0.88 | 0.06 | .84*** | 0.88 | 0.06 | .84*** | 0.92 | 0.14 | .88*** |
| EXP1 | | | | 0.06 | 0.07 | .05 | 0.16 | 0.28 | .11 |
| PDJ \times EXP1 | | | | | | | - 0.02 | 0.06 | -.09 |
| R^2 | | | .71 | | | .71 | | | .71 |
| <i>F</i> for change in R^2 | | | 237.40*** | | | 0.67 | | | .13 |

Note: PDJ = Perceived Distributive Justice, EXP1 = Online Apparel Shopping Frequency;
* $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$

Table 21 shows that post recovery satisfaction has a significant effect on post-purchase intentions [$F(1, 122) = 189.01, b = .78, p < 0.01$], supporting *H9*. Nevertheless, online apparel shopping frequency (EXP1) has no significant effect on post purchasing intentions, and, there is no interaction between online apparel shopping frequency (EXP1) and post-recovery satisfaction as a determinant of post-purchase intentions, rejecting *H13d*.

Table 21. Hierarchical Regression Analysis for Moderating Effect of Online Apparel Shopping Frequency (EXP1) on the Relationship between Post-Recovery Satisfaction and Post-Purchase Intentions

| Variable | Model 1 | | | Model 2 | | | Model 3 | | |
|------------------------------------|----------|------------------|---------------|----------|-------------|---------------|----------|-------------|--------------|
| | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β |
| PRS | 0.82 | 0.06 | .78*** | 0.82 | 0.06 | .78*** | 0.83 | 0.15 | .78** |
| EXP1 | | | | 0.09 | 0.10 | .06 | 0.10 | 0.25 | .06 |
| PRS \times EXP1 | | | | | | | - 0.00 | 0.06 | - .01 |
| R^2 | | .61 | | | .61 | | | .61 | |
| <i>F</i> for change in R^2 | | 189.01*** | | | 1.00 | | | 0.00 | |

Note: PRS = Post-Recovery Satisfaction, EXP1 = Online Apparel Shopping Frequency;
* $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$

Table 22 shows that perceived distributive justice has a significant effect on post-recovery satisfaction [$F(1, 92) = 200.41, b = .83, p < 0.01$]. Nevertheless, the number of online apparel shopping in the past six months (EXP2) has no effect on post-recovery satisfaction, and there is no interaction between the number of online apparel shopping in the past six months (EXP2) and perceived distributive justice as a determinant of perceived recovery satisfaction, rejecting *H13a*.

Table 22. Hierarchical Regression Analysis for Moderating Effect of the Number of Online Apparel Shopping in the Past Six Months (EXP2) on the Relationship between Perceived Distributive Justice and Post-Recovery Satisfaction

| Variable | Model 1 | | | Model 2 | | | Model 3 | | |
|------------------------------------|----------|-------------|------------------|----------|-------------|---------------|----------|-------------|---------------|
| | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β |
| PDJ | 0.86 | 0.06 | .83*** | 0.86 | 0.06 | .83*** | 0.85 | 0.08 | .81*** |
| EXP2 | | | | 0.00 | 0.02 | .01 | - 0.02 | 0.28 | - .07 |
| PDJ \times EXP2 | | | | | | | 0.00 | 0.06 | .09 |
| R^2 | | | .69 | | | .69 | | | .69 |
| <i>F</i> for change in R^2 | | | 200.41*** | | | 0.03 | | | .07 |

Note: PDJ = Perceived Distributive Justice, EXP2 = of the Number of Online Apparel Shopping in the Past Six Months; * $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$

Table 23 shows that post recovery satisfaction has a significant effect on post-purchase intentions [$F(1, 91) = 108.70, b = .74, p < 0.01$]. Nevertheless, the number of online apparel shopping in the past six months (EXP2) has no significant effect on post purchasing intentions, and, there is no interaction between the number of online apparel shopping in the past six months (EXP2) and post-recovery satisfaction as a determinant of post-purchase intentions, rejecting *H13d*.

Table 23. Hierarchical Regression Analysis for Moderating Effect of the Number of Online Apparel Shopping in the Past Six Months on the Relationship between Post-Recovery Satisfaction and Post-Purchase Intentions

| Variable | Model 1 | | | Model 2 | | | Model 3 | | |
|------------------------------------|----------|-------------|------------------|----------|-------------|---------------|----------|-------------|--------------|
| | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β |
| PRS | 0.91 | 0.09 | .74*** | 0.91 | 0.09 | .74*** | 0.89 | 0.12 | .71** |
| EXP2 | | | | 0.01 | 0.02 | .04 | - 0.02 | 0.12 | - .07 |
| PRS × EXP2 | | | | | | | 0.01 | 0.03 | .11 |
| R^2 | | | .54 | | | .55 | | | .55 |
| <i>F</i> for change in R^2 | | | 108.70*** | | | 0.33 | | | 0.12 |

Note: PRS = Post-Recovery Satisfaction, EXP2 = the Number of Online Apparel Shopping in the Past Six Months; * $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$

4.4. Hierarchical Regression Analysis for Model 2

4.4.1. The Moderating Effects of Perceived Seriousness of Product Failure for Model 2

By means of the hierarchical regression analysis, this study examined the moderating effect of perceived seriousness of product failure on the relationship between efficient return procedure and perceived procedural justice. Table 24 shows that efficient return procedure has a significant effect on perceived procedural justice [$F(1, 114) = 22.84, b = .41, p < 0.01$], and perceived seriousness has a significantly negative effect on perceived procedural justice [$F(1, 113) = 3.44, b = -.16, p < 0.1$], and there is a significant interaction between perceived seriousness of product failure and efficient return procedure as a determinant of perceived procedural justice, supporting $H8b$ [$F(1, 112) = 3.04, b = -.57, p < 0.1$].

Table 24. Hierarchical Regression Analysis for Moderating Effect of Perceived Seriousness of Product Failure on the Relationship between Efficient Return Procedure and Perceived Procedural Justice

| Variable | Model 1 | | | Model 2 | | | Model 3 | | |
|------------------------------------|----------|-------------|-----------------|----------|-------------|---------------|----------|-------------|---------------|
| | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β |
| ERP | 1.05 | 0.22 | .41*** | 0.93 | 0.23 | .36*** | 2.03 | 0.67 | .79*** |
| PSPF | | | | - 0.14 | 0.08 | -.16* | 0.28 | 0.25 | .33 |
| ERP \times PSPF | | | | | | | - 0.27 | 0.15 | -.57* |
| R^2 | | | .17 | | | .19 | | | .21 |
| <i>F</i> for change in R^2 | | | 22.84*** | | | 3.44* | | | 3.04* |

Note: ERP = Efficient Return Procedure, PSPF = Perceived Seriousness of Product Failure; * $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$

4.4.2. The Moderating Effects of Convenience, Economic, and Recreational Shopping Orientation for Model 2

Using the hierarchical regression analysis, this study examined the moderating effects of convenience, economic, and recreational shopping orientation on the relationship between perceived procedural justice and post-recovery satisfaction. Table 25 shows that perceived procedural justice has a significant effect on post-recovery satisfaction [$F(1, 111) = 285.12, b = .85, p < 0.01$]. Convenience shopping orientation has no significant effect on post-recovery satisfaction. There is a significant interaction between convenience shopping orientation and perceived procedural justice as a determinant of perceived recovery satisfaction [$F(1, 109) = 5.89, b = -.58, p < 0.05$]. Nevertheless, the result does not support $H9b$ because the direction of the interaction is reverse, contrary to $H9b$.

Table 25. Hierarchical Regression Analysis for Moderating Effect of Convenience Shopping Orientation on the Relationship between Perceived Procedural Justice and Post-Recovery Satisfaction

| Variable | Model 1 | | | Model 2 | | | Model 3 | | |
|---------------------|----------|-------------|---------|----------|-------------|---------|----------|-------------|---------|
| | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β |
| PDJ | 0.87 | 0.05 | .85*** | 0.87 | 0.05 | .85*** | 1.20 | 0.15 | 1.17*** |
| CSO | | | | 0.01 | 0.05 | .01 | 0.41 | 0.17 | .42** |
| PDJ \times CSO | | | | | | | -0.08 | 0.03 | -.58** |
| R^2 | | | .73 | | | .73 | | | .73 |

| | | | |
|------------------------------------|------------------|------|---------------|
| <i>F</i> for change in R^2 | 285.12*** | 0.04 | 5.89** |
|------------------------------------|------------------|------|---------------|

Note: PPJ = Perceived Procedural Justice, CSO = Convenience Shopping Orientation; * $p < 0.1$; ** $p < 0.05$; *** $p < 0.0$

Table 26 shows that perceived procedural justice has a significant effect on post-recovery satisfaction [$F(1, 110) = 286.00, b = .85, p < 0.01$]. Nevertheless, economic shopping orientation has no effect on post-recovery satisfaction, and there is no interaction between economic shopping orientation and perceived procedural justice as a determinant of perceived recovery satisfaction, rejecting *H10b*.

Table 26. Hierarchical Regression Analysis for Moderating Effect of Economic Shopping Orientation on the Relationship between Perceived Procedural Justice and Post-Recovery Satisfaction

| Variable | Model 1 | | | Model 2 | | | Model 3 | | |
|------------------------------------|----------|------------------|---------------|----------|-------------|---------------|----------|-------------|---------------|
| | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β |
| PPJ | 0.88 | 0.05 | .85*** | 0.88 | 0.05 | .86*** | 1.01 | 0.13 | .98*** |
| ESO | | | | -0.05 | 0.05 | -.05 | 0.12 | 0.16 | .13 |
| PPJ \times ESO | | | | | | | -0.03 | 0.03 | -.25 |
| R^2 | | .72 | | | .72 | | | .73 | |
| <i>F</i> for change in R^2 | | 286.00*** | | | 0.98 | | | 1.20 | |

Note: PPJ = Perceived Procedural Justice, ESO = Economic Shopping Orientation; * $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$

Table 27 shows that perceived procedural justice has a significant effect on post-recovery satisfaction [$F(1, 111) = 285.12, b = .85, p < 0.01$]. Nevertheless, recreational shopping orientation has no effect on post-recovery satisfaction, and there is no interaction between recreational shopping orientation and perceived procedural justice as a determinant of perceived recovery satisfaction, rejecting *H11b*.

Table 27. Hierarchical Regression Analysis for Moderating Effect of Recreational Shopping Orientation on the Relationship between Perceived Procedural Justice and Post-Recovery Satisfaction

| Variable | Model 1 | | | Model 2 | | | Model 3 | | |
|------------------------------------|----------|-------------|------------------|----------|-------------|---------------|----------|-------------|---------------|
| | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β |
| PPJ | 0.87 | 0.05 | .85*** | 0.87 | 0.05 | .85*** | 0.99 | 0.14 | .96*** |
| RSO | | | | 0.01 | 0.05 | .01 | 0.15 | 0.16 | .16 |
| PPJ \times RSO | | | | | | | -0.03 | 0.03 | -.19 |
| R^2 | | | .72 | | | .72 | | | .72 |
| <i>F</i> for change in R^2 | | | 285.12*** | | | 0.08 | | | 0.72 |

Note: PPJ = Perceived Procedural Justice, RSO = Recreational Shopping Orientation; * $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$

4.4.3. The Moderating Effect of Perceived Performance Risk for Model 2

Using the hierarchical regression analysis, this study examined the moderating effects of perceived performance risk on the relationship between perceived procedural justice and post-recovery satisfaction. Table 28 shows that perceived procedural justice has a significant effect on post-recovery satisfaction [$F(1, 111) = 285.12, b = .84, p < 0.01$]. Nevertheless, perceived performance risk has no effect on post-recovery satisfaction, and there is no interaction between perceived performance risk and perceived procedural justice as a determinant of perceived recovery satisfaction, rejecting *H12b*.

Table 28. Hierarchical Regression Analysis for Moderating Effect of Perceived Performance Risk on the Relationship between Perceived Procedural Justice and Post-Recovery Satisfaction

| Variable | Model 1 | | | Model 2 | | | Model 3 | | |
|------------------------------------|----------|-------------|------------------|----------|-------------|---------------|----------|-------------|---------------|
| | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β |
| PPJ | 0.87 | 0.05 | .85*** | 0.87 | 0.05 | .84*** | 0.81 | 0.23 | .78*** |
| PPR | | | | - 0.05 | 0.06 | - .04 | -0.10 | 0.20 | -.09 |
| PPJ \times PPR | | | | | | | 0.01 | 0.04 | .07 |
| R^2 | | | .72 | | | .72 | | | .72 |
| <i>F</i> for change in R^2 | | | 285.12*** | | | 0.78 | | | 0.08 |

Note: PPJ = Perceived Procedural Justice, PPR = Perceived Performance Risk; * $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$

4.4.4. The Moderating Effects of Online Apparel Shopping Experience for Model 2

Using the hierarchical regression analysis, this study examined (1) the moderating effect of online apparel shopping frequency (EXP1) on the relationship between perceived procedural justice and post-recovery satisfaction, and (2) the moderating effect of the number of online apparel shopping in the past six months (EXP2) on the relationship between perceived procedural justice and post-recovery satisfaction. Table 29 shows that perceived procedural justice has a significant effect on post-recovery satisfaction [$F(1, 94) = 232.81, b = .84, p < 0.01$], and online apparel shopping frequency (EXP1) has no effect on post-recovery satisfaction. Although there is an interaction between online apparel shopping frequency (EXP1) and perceived procedural justice as a determinant of perceived recovery satisfaction [$F(1, 92) = 3.72, b = -.49, p < 0.1$], the direction of the interaction is reversed from *H13b*. Therefore, the result does not support *H13b*.

Table 29. Hierarchical Regression Analysis for Moderating Effect of Online Apparel Shopping Frequency (EXP1) on the Relationship between Perceived Procedural Justice and Post-Recovery Satisfaction

| Variable | Model 1 | | | Model 2 | | | Model 3 | | |
|----------------------|----------|-------------|---------------|----------|-------------|---------------|----------|-------------|----------------|
| | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β |
| PPJ | 0.88 | 0.06 | .84*** | 0.88 | 0.06 | .84*** | 1.12 | 0.14 | 1.07*** |
| EXP1 | | | | 0.05 | 0.07 | .04 | 0.54 | 0.26 | .42 |
| PPJ \times EXP1 | | | | | | | - 0.11 | 0.06 | -.49* |

| | | | |
|-------------------------|------------------|------|--------------|
| R^2 | .71 | .71 | .72 |
| F for change in R^2 | 232.81*** | 0.43 | 3.71* |

Note: PPJ = Perceived Procedural Justice, EXP1 = Online Apparel Shopping Frequency; * $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$

Table 30 shows that perceived procedural justice has a significant effect on post-recovery satisfaction [$F(1, 91) = 200.57, b = .83, p < 0.01$]. Nevertheless, the number of online apparel shopping in the past six months (EXP2) has no effect on post-recovery satisfaction, and there is no interaction between the number of online apparel shopping in the past six months (EXP2) and perceived procedural justice as a determinant of perceived recovery satisfaction, rejecting $H13b$.

Table 30. Hierarchical Regression Analysis for Moderating Effect of the Number of Online Apparel Shopping in the Past Six Months (EXP2) on the Relationship between Perceived Procedural Justice and Post-Recovery Satisfaction

| Variable | Model 1 | | | Model 2 | | | Model 3 | | |
|-------------------------|------------------|--------|---------------|---------|--------|---------------|---------|--------|---------------|
| | B | $SE B$ | β | B | $SE B$ | β | B | $SE B$ | β |
| PPJ | 0.86 | 0.06 | .83*** | 0.86 | 0.06 | .83*** | 0.89 | 0.09 | .85*** |
| EXP2 | | | | 0.00 | 0.02 | .01 | 0.04 | 0.08 | .15 |
| PPJ \times EXP2 | | | | | | | - 0.01 | 0.02 | - .14 |
| R^2 | .69 | | | .69 | | | .69 | | |
| F for change in R^2 | 200.57*** | | | 0.03 | | | .24 | | |

Note: PPJ = Perceived Procedural Justice, EXP2 = the Number of Online Apparel Shopping in the Past Six Months; * $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$

4.5. Hierarchical Regression Analyses for Model 3

4.5.1. The Moderating Effect of Perceived Seriousness of Product Failure for Model 3

Using the hierarchical regression analysis, this study examined the moderating effect of perceived seriousness of product failure on the relationship between information availability about return shipping fee and perceived informational justice. Table 31 shows that information availability about return shipping fee significantly affects perceived informational justice [$b = .731, p < 0.01$]. Nevertheless, perceived seriousness of product failure has no effect on perceived informational justice, and there is no interaction between perceived seriousness of product failure and information availability about return shipping fee as a determinant of perceived informational justice, rejecting $H8c$.

Table 31. Hierarchical Regression Analysis for Moderating Effect of Perceived Seriousness of Product Failure on the Relationship between Information Availability about Return Shipping Fee and Perceived Informational Justice

| Variable | Model 1 | | | Model 2 | | | Model 3 | | |
|------------------------------------|----------|------------------|---------------|----------|-------------|---------------|----------|-------------|---------------|
| | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β |
| ERP | 3.04 | 0.24 | .73*** | 3.05 | 0.23 | .73*** | 3.40 | 0.63 | .82*** |
| PSPF | | | | - 0.09 | 0.06 | - .08 | 0.06 | 0.26 | .06 |
| ERP \times PSPF | | | | | | | - 0.09 | 0.14 | -.17 |
| R^2 | | .53 | | | .54 | | | .54 | |
| <i>F</i> for change in R^2 | | 166.74*** | | | 2.11 | | | 0.36 | |

Note: IARS = Information Availability about Return Shipping Fee, PSPF = Perceived Seriousness of Product Failure; * $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$

4.5.2. The Moderating Effects of Convenience, Economic, and Recreational Shopping Orientation for Model 3

Using the hierarchical regression analysis, this study examined the moderating effects of convenience, economic, and recreational shopping orientation on the relationship between perceived informational justice and post-recovery satisfaction. Table 32 shows that perceived informational justice has a significant effect on post-recovery satisfaction [$F(1, 140) = 162.11, b = .73, p < 0.01$]. Nevertheless, convenience shopping orientation has no effect on post-recovery satisfaction, and there is no interaction between convenience shopping orientation and perceived informational justice as a determinant of perceived recovery satisfaction, rejecting $H9c$.

Table 32. Hierarchical Regression Analysis for Moderating Effect of Convenience Shopping Orientation on the Relationship between Perceived Informational Justice and Post-Recovery Satisfaction

| Variable | Model 1 | | | Model 2 | | | Model 3 | | |
|------------------------------------|----------|------------------|---------------|----------|-------------|---------------|----------|-------------|---------------|
| | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β |
| PIJ | 0.71 | 0.06 | .73*** | 0.71 | 0.06 | .73*** | 0.75 | 0.15 | .77*** |
| CSO | | | | 0.04 | 0.07 | .03 | 0.07 | 0.15 | .07 |
| PIJ \times CSO | | | | | | | -0.01 | 0.03 | -.06 |
| R^2 | | .54 | | | .54 | | | .54 | |
| <i>F</i> for change in R^2 | | 162.11*** | | | 0.36 | | | 0.08 | |

Note: PIJ = Perceived Informational Justice, CSO = Convenience Shopping Orientation;
 $*p < 0.1$; $**p < 0.05$; $***p < 0.01$

Table 33 shows that perceived informational justice has a significant effect on post-recovery satisfaction [$F(1, 138) = 168.32, b = .74, p < 0.01$]. Nevertheless, economic shopping orientation has no effect on post-recovery satisfaction, and there is no interaction between economic shopping orientation and perceived informational justice as a determinant of perceived recovery satisfaction, rejecting $H10c$.

Table 33. Hierarchical Regression Analysis for Moderating Effect of Economic Shopping Orientation on the Relationship between Perceived Informational Justice and Post-Recovery Satisfaction

| Variable | Model 1 | | | Model 2 | | | Model 3 | | |
|------------------------------------|----------|-------------|------------------|----------|-------------|---------------|----------|-------------|---------------|
| | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β |
| PIJ | 0.73 | 0.06 | .74*** | 0.73 | 0.06 | .74*** | 0.77 | 0.14 | .78*** |
| ESO | | | | 0.06 | 0.06 | .05 | 0.11 | 0.16 | .10 |
| PIJ \times ESO | | | | | | | -0.01 | 0.03 | -.06 |
| R^2 | | | .55 | | | .55 | | | .55 |
| <i>F</i> for change in R^2 | | | 168.32*** | | | 0.96 | | | 0.10 |

Note: PIJ = Perceived Informational Justice, ESO = Economic Shopping Orientation; $*p < 0.1$; $**p < 0.05$; $***p < 0.01$

Table 34 shows that perceived informational justice has a significant effect on post-recovery satisfaction [$F(1, 141) = 170.32, b = .74, p < 0.01$]. Nevertheless, recreational shopping orientation has no effect on post-recovery satisfaction, and there is no interaction between recreational shopping orientation and perceived informational justice as a determinant of perceived recovery satisfaction, rejecting *H11c*.

Table 34. Hierarchical Regression Analysis for Moderating Effect of Recreational Shopping Orientation on the Relationship between Perceived Informational Justice and Post-Recovery Satisfaction

| Variable | Model 1 | | | Model 2 | | | Model 3 | | |
|------------------------------------|----------|-------------|------------------|----------|-------------|---------------|----------|-------------|---------------|
| | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β |
| PIJ | 0.72 | 0.06 | .74*** | 0.72 | 0.06 | .74*** | 0.59 | 0.14 | .60*** |
| RSO | | | | - 0.03 | 0.06 | - .02 | -0.17 | 0.16 | -.15 |
| PIJ \times RSO | | | | | | | 0.03 | 0.03 | .19 |
| R^2 | | | .55 | | | .55 | | | .55 |
| <i>F</i> for change in R^2 | | | 170.32*** | | | 0.16 | | | 1.03 |

Note: PIJ = Perceived Informational Justice, RSO = Recreational Shopping Orientation;
* $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$

Using the hierarchical regression analysis, this study examined the moderating effects of convenience, economic, and recreational shopping orientation on the relationship between post-recovery satisfaction and post-purchase intentions. Table 35 shows that post recovery satisfaction has a significant effect on post-purchase intentions [$F(1, 138) = 207.85, b = .78, p < 0.01$]. Nevertheless, convenience shopping orientation has no effect on post-purchase intention, and there is no interaction between convenience shopping orientation and post-recovery satisfaction as a determinant of post-purchase intentions, rejecting *H9d*.

Table 35. Hierarchical Regression Analysis for Moderating Effect of Convenience Shopping Orientation on the Relationship between Post-Recovery Satisfaction and Post-Purchase Intentions

| Variable | Model 1 | | | Model 2 | | | Model 3 | | |
|------------------------------------|----------|-------------|------------------|----------|-------------|---------------|----------|-------------|---------------|
| | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β |
| PRS | 0.81 | 0.06 | .78*** | 0.80 | 0.06 | .77*** | 0.81 | 0.14 | .78*** |
| CSO | | | | 0.07 | 0.06 | .06 | 0.08 | 0.14 | .07 |
| PRS \times CSO | | | | | | | - 0.00 | 0.03 | -.01 |
| R^2 | | | .60 | | | .56 | | | .56 |
| <i>F</i> for change in R^2 | | | 207.85*** | | | 1.29 | | | 0.00 |

Note: PRS = Post-Recovery Satisfaction, CSO = Convenience Shopping Orientation; * $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$

Table 36 shows that post recovery satisfaction has a significant effect on post-purchase intentions [$F(1, 136) = 214.07, b = .78, p < 0.01$]. Nevertheless, economic shopping orientation has no effect on post-purchase intention, and there is no interaction between economic shopping orientation and post-recovery satisfaction as a determinant of post-purchase intentions, rejecting $H10d$.

Table 36. Hierarchical Regression Analysis for Moderating Effect of Economic Shopping Orientation on the Relationship between Post-Recovery Satisfaction and Post-Purchase Intentions

| Variable | Model 1 | | | Model 2 | | | Model 3 | | |
|------------------------------------|----------|-------------|------------------|----------|-------------|---------------|----------|-------------|---------------|
| | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β |
| PRS | 0.82 | 0.05 | .78*** | 0.81 | 0.06 | .78*** | 0.84 | 0.13 | .80*** |
| ESO | | | | 0.04 | 0.06 | .03 | 0.06 | 0.14 | .05 |
| PRS × ESO | | | | | | | - 0.01 | 0.03 | -.03 |
| R^2 | | | .61 | | | .61 | | | .61 |
| <i>F</i> for change in R^2 | | | 214.07*** | | | 0.34 | | | 0.03 |

Note: PRS = Post-Recovery Satisfaction, ESO = Economic Shopping Orientation; * $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$

Table 37 shows that post recovery satisfaction has a significant effect on post-purchase intentions [$F(1, 139) = 216.92, b = .78, p < 0.01$]. Nevertheless, recreational shopping orientation has no effect on post-purchase intention, and there is no interaction between recreational shopping orientation and post-recovery satisfaction as a determinant of post-purchase intentions, rejecting *H11d*.

Table 37. Hierarchical Regression Analysis for Moderating Effect of Recreational Shopping Orientation on the Relationship between Post-Recovery Satisfaction and Post-Purchase Intentions

| Variable | Model 1 | | | Model 2 | | | Model 3 | | |
|------------------------------------|----------|-------------|------------------|----------|-------------|---------------|----------|-------------|---------------|
| | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β |
| PRS | 0.81 | 0.06 | .78*** | 0.82 | 0.06 | .78*** | 0.71 | 0.14 | .68*** |
| RSO | | | | 0.05 | 0.06 | .04 | -0.05 | 0.14 | -.04 |
| PRS × RSO | | | | | | | 0.03 | 0.03 | .13 |
| R^2 | | | .61 | | | .61 | | | .61 |
| <i>F</i> for change in R^2 | | | 216.92*** | | | 0.69 | | | 0.63 |

Note: PRS = Post-Recovery Satisfaction, RSO = Recreational Shopping Orientation; * $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$

4.5.3. The Moderating Effects of Perceived Performance Risk for Model 3

Using the hierarchical regression analysis, this study examined the moderating effects of perceived performance risk on the relationship between perceived informational justice and post-recovery satisfaction. Table 38 shows that perceived informational justice has a significant effect on post-recovery satisfaction [$F(1, 141) = 170.32, b = .74, p < 0.01$]. Nevertheless, perceived product performance risk has no effect on post-recovery satisfaction, and there is no interaction between perceived performance risk and perceived informational justice as a determinant of perceived recovery satisfaction, rejecting *H12c*.

Table 38. Hierarchical Regression Analysis for Moderating Effect of Perceived Performance Risk on the Relationship between Perceived Informational Justice and Post-Recovery Satisfaction

| Variable | Model 1 | | | Model 2 | | | Model 3 | | |
|------------------------------------|----------|-------------|------------------|----------|-------------|---------------|----------|-------------|---------------|
| | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β |
| PIJ | 0.72 | 0.06 | .74*** | 0.72 | 0.06 | .74*** | 0.80 | 0.21 | .82*** |
| PPR | | | | - 0.06 | 0.07 | - .05 | - 0.01 | 0.17 | - .01 |
| PIJ \times PPR | | | | | | | - 0.01 | 0.04 | - .09 |
| R^2 | | | .55 | | | .55 | | | .55 |
| <i>F</i> for change in R^2 | | | 170.32*** | | | 0.79 | | | 0.13 |

Note: PIJ = Perceived Informational Justice, PPR = Perceived Performance Risk; * $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$

Table 39 shows that post recovery satisfaction has a significant effect on post-purchase intentions [$F(1, 139) = 142.02, b = .78, p < 0.01$], and perceived performance risk has a negatively significant effect on post-purchase intentions [$F(1, 138) = 3.55, b = -.10, p < 0.1$]. Nevertheless, there is no interaction between perceived performance risk and post-recovery satisfaction as a determinant of post-purchase intentions, rejecting *H12d*.

Table 39. Hierarchical Regression Analysis for Moderating Effect of Perceived Performance Risk on the Relationship between Post-Recovery Satisfaction and Post-Purchase Intentions

| Variable | Model 1 | | | Model 2 | | | Model 3 | | |
|------------------------------------|----------|-------------|------------------|----------|-------------|---------------|----------|-------------|---------------|
| | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β |
| PRS | 0.81 | 0.06 | .78*** | 0.81 | 0.05 | .78*** | 1.00 | 0.21 | .96*** |
| PPR | | | | - 0.13 | 0.07 | -.10* | 0.00 | 0.17 | .00 |
| PRS × PPR | | | | | | | - 0.04 | 0.04 | -.21 |
| R^2 | | | .61 | | | .62 | | | .62 |
| <i>F</i> for change in R^2 | | | 216.92*** | | | 3.55* | | | 0.82 |

Note: PRS = Post-Recovery Satisfaction, PPR = Perceived Performance Risk; * $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$

4.5.4. The Moderating Effects of Online Apparel Shopping Experience for Model 3

Using the hierarchical regression analysis, this study examined (1) the moderating effect of online apparel shopping frequency (EXP1) on the relationship between perceived informational justice and post-recovery satisfaction, and (2) the moderating effect of the number of online apparel shopping in the past six months (EXP2) on the relationship between perceived informational justice and post-recovery satisfaction. Table 40 shows that perceived informational justice has a significant effect on post-recovery satisfaction [$F(1, 124) = 156.57, b = .75, p < 0.01$]. Nevertheless, online apparel shopping frequency (EXP1) has no effect on post-recovery satisfaction, and there is no interaction between online apparel shopping frequency (EXP1) and perceived informational justice as a determinant of perceived recovery satisfaction, rejecting *H13c*.

Table 40. Hierarchical Regression Analysis for Moderating Effect of Online Apparel Shopping Frequency (EXP1) on the Relationship between Perceived Informational Justice and Post-Recovery Satisfaction

| Variable | Model 1 | | | Model 2 | | | Model 3 | | |
|------------------------------|----------|-------------|------------------|----------|-------------|---------------|----------|-------------|---------------|
| | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β |
| PIJ | 0.72 | 0.06 | .75*** | 0.72 | 0.06 | .75*** | 0.50 | 0.14 | .52*** |
| EXP1 | | | | 0.03 | 0.09 | .02 | -0.35 | 0.25 | -.22 |
| PIJ × EXP1 | | | | | | | -0.00 | 0.06 | .34 |
| R^2 | | | .56 | | | .56 | | | .57 |
| <i>F</i> for change in R^2 | | | 156.57*** | | | 0.12 | | | 2.75 |

Note: PDJ = Perceived Informational Justice, EXP1 = Online Apparel Shopping Frequency; * $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$

Table 41 shows that perceived informational justice has a significant effect on post-recovery satisfaction [$F(1, 120) = 145.08, b = .74, p < 0.01$]. Nevertheless, the number of online apparel shopping in the past six months (EXP2) has no effect on post-recovery satisfaction, and there is no interaction between the number of online apparel shopping in the past six months (EXP2) and perceived procedural justice as a determinant of perceived recovery satisfaction, rejecting $H13c$.

Table 41. Hierarchical Regression Analysis for Moderating Effect of the Number of Online Apparel Shopping in the Past Six Months (EXP2) on the Relationship between Perceived Informational Justice and Post-Recovery Satisfaction

| Variable | Model 1 | | | Model 2 | | | Model 3 | | |
|------------------------------------|----------|-------------|------------------|----------|-------------|---------------|----------|-------------|---------------|
| | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β |
| PIJ | 0.71 | 0.06 | .74*** | 0.71 | 0.06 | .73*** | 0.62 | 0.08 | .65*** |
| EXP2 | | | | - 0.00 | 0.02 | - .01 | - 0.11 | 0.08 | - .30 |
| PIJ \times EXP2 | | | | | | | 0.03 | 0.02 | .32 |
| R^2 | | | .55 | | | .55 | | | .56 |
| <i>F</i> for change in R^2 | | | 145.08*** | | | 0.02 | | | 2.09 |

Note: PIJ = Perceived Informational Justice, EXP2 = the Number of Online Apparel Shopping in the Past Six Months; * $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$

Using the hierarchical regression analysis, this study examined (1) the moderating effect of online apparel shopping frequency (EXP1) on the relationship between post-recovery satisfaction and post-purchase intentions, and (2) the moderating effect of the number of online apparel shopping in the past six months (EXP2) on the relationship between post-recovery satisfaction and post-purchase intentions. Table 42 shows that post recovery satisfaction has a significant effect on post-purchase intentions [$F(1, 122) = 189.01, b = .78, p < 0.01$]. Nevertheless, online apparel shopping frequency (EXP1) has no significant effect on post purchasing intentions, and there is no interaction between online apparel shopping frequency (EXP1) and post-recovery satisfaction as a determinant of post-purchase intentions, rejecting *H13d*.

Table 42. Hierarchical Regression Analysis for Moderating Effect of Online Apparel Shopping Frequency (EXP1) on the Relationship between Post-Recovery Satisfaction and Post-Purchase Intentions

| Variable | Model 1 | | | Model 2 | | | Model 3 | | |
|------------------------------------|----------|-------------|------------------|----------|-------------|---------------|----------|-------------|--------------|
| | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β |
| PRS | 0.82 | 0.06 | .78*** | 0.82 | 0.06 | .78*** | 0.83 | 0.15 | .78** |
| EXP1 | | | | 0.09 | 0.10 | .06 | 0.10 | 0.25 | .06 |
| PRS \times EXP1 | | | | | | | - 0.00 | 0.06 | - .01 |
| R^2 | | | .61 | | | .61 | | | .61 |
| <i>F</i> for change in R^2 | | | 189.01*** | | | 1.00 | | | 0.00 |

Note: PRS = Post-Recovery Satisfaction, EXP1 = Online Apparel Shopping Frequency;
* $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$

Table 43 shows that post recovery satisfaction has a significant effect on post-purchase intentions [$F(1, 118) = 179.22, b = .78, p < 0.01$]. Nevertheless, the number of online apparel shopping in the past six months (EXP2) has no significant effect on post purchasing intentions, and there is no interaction between the number of online apparel shopping in the past six months (EXP2) and post-recovery satisfaction as a determinant of post-purchase intentions, rejecting *H13d*.

Table 43. Hierarchical Regression Analysis for Moderating Effect of the Number of Online Apparel Shopping in the Past Six Months on the Relationship between Post-Recovery Satisfaction and Post-Purchase Intentions

| Variable | Model 1 | | | Model 2 | | | Model 3 | | |
|------------------------------------|----------|------------------|---------------|----------|-------------|---------------|----------|-------------|--------------|
| | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β | <i>B</i> | <i>SE B</i> | β |
| PRS | 0.82 | 0.06 | .78*** | 0.82 | 0.06 | .78*** | 0.77 | 0.09 | .72** |
| EXP2 | | | | 0.01 | 0.02 | .02 | - 0.06 | 0.08 | - .16 |
| PRS × EXP2 | | | | | | | 0.02 | 0.02 | .20 |
| R^2 | | .60 | | | .60 | | | .61 | |
| <i>F</i> for change in R^2 | | 179.22*** | | | 0.15 | | | 0.87 | |

Note: PRS = Post-Recovery Satisfaction, EXP2 = the Number of Online Apparel Shopping in the Past Six Months; * $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$

Chapter 5. Discussion and Conclusions

The first objective of this study was to improve understanding of recovery strategies after consumers encounter dissatisfaction in an in an online retail environment. Specifically, the direct effect of compensation on perceived distributive justice, the direct effect of efficient return procedure on perceived procedural justice, and the direct effect of information availability for return on perceived informational justice consumers received were examined. The findings indicated that participants who read a scenario in which consumers received higher level of compensation with free return shipping fee were more likely to perceive distributive justice, compared to participants who read a scenario in which a consumer received lower level of compensation with \$ 7 shipping return shipping fee. Next, this study found that participants who read a scenario in which a consumer received higher level of efficient return procedure with both store return option and mail return option are more likely to perceive procedural justice, compared to participants who read a scenario in which a consumer received lower level of efficient return procedure only with mail return option. Furthermore, the findings indicate that participants who read a scenario in which a consumer received higher level of information availability for return with information availability about return shipping fee are more likely to perceived informational justice, compared to participants who read a scenario in which a consumer received lower level of information availability for return with information unavailability about return shipping fee.

The second objective of this study is based on equity theory to understand the effects of e-retailers' services to recover from product failure. Equity was conceptualized as the difference between the extent of consumer's perceived benefits from retailer effort

put into recovery and the extent of consumer's perceived costs from consumer perception of seriousness of product failure, and was operationalized by examining the moderating effect of perceived seriousness of product failure on the relationship between compensation and perceived distributive justice, on the relationship between efficient return procedure and perceived procedural justice, and on the relationship between information availability for return and perceived informational justice in order to examine whether or not consumer's perceived seriousness of product failure impact as a barrier to service recoveries. Contrary to expectation, the findings indicate there is no moderating effect of perceived seriousness of product failure on the relationship between compensation and distributive justice, and on the relationship between information availability for return and perceived informational justice. Nevertheless, this study found that there is a moderating effect of perceived seriousness of product failure on the relationship between efficient return procedure and perceived procedural justice. In other words, a service recovery of efficient return procedure with both store return option and mail return option has a more significant effect for the consumers who have a lower-level of perceived seriousness of product failure, compared to consumers who have a higher-level of perceived seriousness of product failure. In this way, consumer's perceived seriousness of product failure affect as a barrier to the perceived service recovery of efficient return procedure related to procedural justice, and this finding support the hypothesis drawn from the equity theory.

The third objective of this study was to examine the direct effect of three types of perceived justice including distributive, procedural, and informational justice on post-recovery satisfaction, and the indirect effects on post-purchase intention. The findings

indicate that participants who read a scenario in which a consumer received higher levels of distributive, procedural, and informational justices are more likely to be satisfied with the service recovery and develop positive post-purchase intentions. In other words, consumers who had an unsatisfactory online apparel shopping and return experience may be willing to develop positive post-purchase intentions from the same online store if the e-retailer provides high levels of post-recoveries such as free return shipping fee, both store return option and mail return option, and information availability about return shipping fee, instead of low levels of post-recoveries such as \$ 7 return shipping fee, and information unavailability about return shipping fee.

The fourth objective of this study was to examine whether or not consumers' satisfaction and post-purchase intentions following perceived distributive, procedural, or informational justice are affected by consumers' convenience, economic, and recreational online shopping orientations. Contrary to expectation, the results indicate that there was no moderating effect of three types of shopping orientations on the relationships between three types of perceived justice and post-recovery satisfaction, and on the relationship between post-recovery satisfaction and post-recovery intentions. The findings indicate that consumers' online shopping orientations do not interact with perceived justices and are not significant determinants of the levels of perceived satisfaction with service recoveries and the levels of post- purchase intentions.

The fifth objective of this study was to examine whether or not perceptions of consumers' satisfaction and post-purchase intentions following perceived distributive, procedural, or informational justice are affected by consumers' perceived product performance risk. Contrary to expectation, the results indicate that there was no

moderating effect of perceived product performance risk on the relationships between three types of perceived justice and post-recovery satisfaction, and on the relationship between post-recovery satisfaction and post-recovery intentions. The findings indicated that consumers' perceived product performance risk do not interact with perceived justices and are not significant determinant of the levels of satisfaction with service recoveries and the levels of post- purchase intentions.

The sixth objective of this study was to examine whether or not consumers' satisfaction and post-purchase intentions following perceived distributive, procedural, or informational justice are affected by consumers' previous online apparel shopping experience. Contrary to expectation, the results indicate that there was no moderating effect of previous online apparel shopping experience on the relationships between three types of perceived justice and post-recovery satisfaction, and on the relationship between post-recovery satisfaction and post-recovery intentions. The findings indicated that consumers' previous online apparel shopping experience do not interact with perceived justices and are not significant determinant of the levels of satisfaction with service recoveries and the levels of post- purchase intentions.

Chapter 6. Implications

6.1. Theoretical Implications

The results indicated that the concepts of distributive, procedural, and informational justice may be applicable for understanding consumers who had an unsatisfactory online apparel shopping and return experience. When participants read about consumers who encountered an unsatisfactory online apparel shopping and return experience, the findings of this study imply that those participants who read a scenario in which a consumer received high levels of service recoveries with compensation, efficient return procedure, and information availability for return are more likely to perceive distributive, procedural, and informational justice, are more likely to be satisfied with the service recoveries, and develop positive post-purchase intentions. Nevertheless, contrary to expectation, person factors such as three types of online shopping orientations including convenience, economic, and recreational shopping orientation, perceived product performance risk, and previous online apparel shopping experience did not interact with three types of perceived justices to be determinants of the levels of satisfaction with service recoveries and the levels of post-purchase intentions.

In this study, the hypotheses examining the moderating effects of perceived seriousness of product failure on the relationship between compensation and distributive justice and on the relationship between information availability for return and perceived informational justice were not supported. Nevertheless, the hypothesis examining the moderating effects of perceived seriousness of product failure on the relationships

between efficient return procedure and procedural justice was supported. This result partly supports equity theory that was used to develop these hypotheses.

6.2. Applied Implications

The findings have managerial implications for e-retailers' return policies and return procedures. The findings point to e-retailers what kinds of return policies and return procedure are needed to offer to consumers who encounter an unsatisfactory online apparel shopping and return experience. These findings imply for e-retailers to develop post-recovery strategies which are process-focused rather than consumers' person factors-focused. Regardless of the different levels of consumers' online apparel shopping orientations, perceived performance risk, and previous online apparel shopping experiences, if e-retailers provide high levels of service recoveries with return policies and return procedures in which consumers perceive to be fair, those consumers may be satisfied with those return policies and return procedures, and then are likely to repurchase apparel products from the same online apparel store. Some retailers provide very high levels of return policies and return procedures, guaranteeing satisfaction with post-recoveries. The findings suggest that e-retailers need to offer free return shipping fee option to consumers who encounter unsatisfactory online apparel shopping and return experience in order to guarantee that the consumers perceive that the return policy is fair. Indeed, the findings show that if e-retailers provide not only mail return option but also store return option, consumers are more likely to perceive that the return procedure of the online apparel stores are fair and efficient. The return procedure with the store return option will also guarantee consumer's satisfaction and positive post-purchase intentions. For pure e-retailers who do not have bricks-and-mortar stores, it will be impossible to

provide the store return option. But, for multi-channel retailers who have both bricks-and-mortar stores and online store(s), if those e-retailers do not offer the store return option, they may need to rethink the return procedure. Findings suggest that when consumers encounter an unsatisfactory online apparel shopping and return experience, if online stores do not provide information about return shipping fee, consumers who want to return the product are likely to perceive that the online stores provide poor service recovery, are likely to be dissatisfied with the low level of the service recovery, and would not want to repurchase products from the same store. As such, e-retailers need to offer more flexible return policies and more efficient return procedures in which consumers perceive to be fair. E-retailers who give attention to these types of return policies and return procedures may keep the customers who encountered an unsatisfactory online apparel shopping and return procedure, and gain sales and profits.

Chapter 7. Limitations of the Study and Recommendations for Future Study

Although useful findings have been obtained in this study, there are several limitations that could be addressed with future research. Although there were benefits using a projective technique for data collection, this study did not examine the student participants who had actually had an unsatisfactory online apparel shopping and return experience. Instead, in the third person perspective, the student participants read a scenario about a consumer who returns a product. But, to identify participants' shopping orientations, perceived product performance risk, and previous experience with online apparel shopping, participants were asked to answer the questions in the first person perspective. In this way, the student participants may have perceived the situation of a consumer who returns a product in the scenarios not to be related to their own unsatisfactory online apparel shopping and return experience as if they had experienced it personally. Therefore, future research is needed to examine individuals who have actually had their own unsatisfactory online apparel shopping and return experiences. Then, it will be more appropriate to examine the moderating effects of those online shoppers' online apparel shopping orientations, perceived product performance risk, and previous online apparel shopping experience on the relationships between their own perceived justices and their own post-recovery satisfaction, and their own post-recovery satisfaction and their own post-purchase intentions. Furthermore, a design that participants read a scenario describing a situation a consumer returns a product and receives a specific service recovery from the online store is advantageous for improving internal validity because one can control for factors surrounding the negative online shopping experience.

Nevertheless, it has a limitation of external validity. One cannot generalize the findings of this study to actual situations that online shoppers experience with actual online apparel stores. To improve the external validity of the experiment, if the field research is conducted in actual service encounters with online shoppers and online apparel stores, it will be more appropriate to generalize findings to actual online shopping situations.

Next, this study examined a situation of product failure whereby a consumer returns a pair of jeans because the jeans do not fit correctly. Nonetheless, there will be more various situations why consumers have an unsatisfactory online apparel shopping and return experience. Consumers could be dissatisfied with delivered products because of the problems of quality or color. Therefore, future research needs to examine consumer responses to an unsatisfactory online apparel shopping and return experience because of the problems of quality or color when the products are delivered. Moreover, even if consumers return the same types of products because of the same reason, according to different prices of products, consumers may have different perceptions about the product failures and the same service-recovery. For example, if a consumer wants to return an expensive product, return shipping fee may be less important, compared to a situation returning a cheaper product. Future study needs to examine the effects of product price on perceived justices, post-recovery satisfaction, and post-purchase intentions. Consumers may also be involved in not only product failure but also service failure resulting in an unsatisfactory online apparel shopping and return experience. For example, unavailability to track order until delivered, difficulty of contacting with online company, no on-time delivery, insufficient knowledge of service representatives, and unsatisfactory resolution of issue will be related to service failures.

To examine the effect of compensation service recovery on perceived distributive justice, the effect of efficient return procedure on perceived procedural justice, and the effect of information availability about return on perceived informational justice, this study used the factors of service recoveries such as free return shipping fee versus \$ 7 shipping fee, both store return option and mail return option versus only mail return option, and information availability about return shipping fee versus information unavailability about return shipping fee. Nevertheless, there may be other factors that could impact on perceived justice. For example, some e-retailers provide only merchandise credit instead of cash refunds after a certain amount of times has passed. For some consumers, this factor will be an important issue related to perceived distributive justice. An “online help” feature may affect consumers’ perceived procedural and informational justice because the service recovery with “online help” could respond immediately when consumers have problems with product failures or returns. Although this study did not examined the effect of the service recovery related to interpersonal justice, the service recovery with “online help” would be an effective factor in perceptions of interpersonal justice because the “online help” could give information interpersonally and interactively to consumers in polite and courteous ways.

In addition, all of the factors used in this study were operationalized by this researcher based on the content analysis of return policies from top 100 online apparel stores and the conceptual definition of each concept. For future research, before a researcher chooses service recovery factors that would impact perceived justice, the choices of the factors may need to be based on real consumers’ experiences with return. The future researcher may want to conduct exploratory research to determine what kinds

of service recoveries lead to consumers' perceptions of each type of justice, and to be satisfied with them. Furthermore, it may be useful if future research includes some experience survey with open-ended questions with the people in the online store to determine what kinds of issues and service failures are related to unsatisfactory online shopping and return experience. For example, the service representatives of online help may be appropriate population for experience surveys because they consistently communicate with complaining consumers. They could provide information as to why consumers experience an unsatisfactory online apparel shopping and return experience and have some strategies to handle dissatisfied consumers.

Finally, this study has a limitation to generalize findings to more varied populations of online apparel shoppers. The participants of this study consisted of undergraduate students in the department of Design and Human Environment at Oregon State University. Therefore, there was a limitation for findings to represent other types of populations of online apparel shoppers.

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Appendices

Appendix A: A History of Distributive Justice

The concept of distributive justice has been defined differently across different fields. Philosophers, economists, sociologists, social psychologists, and marketing researchers have all defined the concept of distributive justice. According to the broad distributive justice literature, distributive justice relates to the treatment of people and the fair distribution of things (such as goods or services) to them as equals as suggested by egalitarians (Bowie, 1971); according to their merit or personal virtue as suggested by a philosopher, Aristotle (Fleischacker, 2004); according to their needs and ability as suggested by socialists such as Marx and Engels (Bojer, 2003; Bowie, 1971; Isbister, 2001); according to the greatest happiness for the greatest number as suggested by Bentham of philosophical utilitarianism; according to the greatest amount of economic welfare for the greatest number based on economic utilitarianism (Bowie, 1971); according to efforts and sacrifices; according to individuals' actual productive contribution; or according to the necessities of the common good, the public interest, or the welfare of mankind (Rescher, 1966).

Then, what is the best component of distributive justice for fair distribution of things in a fair way? Is the equality the most central and important component of distributive justice? An economic philosopher, John E. Roemer, proposed (1996) that every modern theory of justice starts from the premise that citizens must be treated as equals in some aspect. Then, in what aspects should people be treated as equal? According to egalitarian thoughts of distributive justice is that people should get commodities or income equally (Bowie, 1971). The answers were further developed by many other philosophers and economists. They proposed that people should get equal

wealth, equal welfare, equal happiness, equal resources, equal freedom, equal standing before the law, and equal opportunity (Isbister, 2001). Nevertheless, the thought of egalitarianism is criticized for the ambiguity of the concept (Bowie, 1971). Sen (1992) claimed that people vary on the concept, if a person insists on equality in a certain dimension, he/she necessarily gets inequality in other dimensions. For example, there is a situation that some of employees get more happiness from equal income than others do in a company. Let's suppose that an owner of the company decided to distribute \$5000 of the income equally to the all workers regardless of other dimensions such as different abilities, needs, efforts, or work hours. Because the abilities, needs, efforts, and work hours of each worker are different, some of workers will be happy with the same amount of income, while the other will be unhappy with it. Then, this situation will cause unequal happiness among employees. In this situation, the equal distribution of one dimension of income resulted in the unequal distribution of another dimension of happiness. At the same time, the owner of the company ignored the different characteristics of the workers such as abilities, needs, and efforts, etc. Because egalitarianism ignores the different characteristics of people (Bowie, 1971; Isbister, 2001), if it may be inappropriate to suggest the right way to achieve the just distribution of things in a fair way, what is another important component we need to consider to achieve the distributive justice?

Libertarianism proposed that freedom is another central and important component that we have to consider to achieve distributive justice. For libertarians, freedom is the most important social virtue to achieve the fair distribution (Isbister, 2001). Libertarianism supports the minimal power of the state, limited to the narrow functions of protecting citizens, and maximum freedom of the citizens, especially advocating the

right to own private property, low or no taxation, and right to enforce private contracts. Libertarianism opposes government intervention in the distribution of income and wealth (Bojer, 2003). Libertarians such as Friedman (1962) and Hayek (1976) insisted that the thoughts of libertarianism should be accompanied by the economic efficiency of capitalism in free markets with free competition among producers of goods and services. Libertarians insist that government intervention prevent efficiency of free capitalism and prohibit the creation of wealth (Bojer, 2003). Whether or not freedom is the best component for the fair distribution, I think we must focus on the thought of libertarianism supporting the pure form of capitalism because we live in a capitalist world even if there are still some countries like Cuba, North Korea, China, and Vietnam called communist (Isbister, 2001). Capitalism arose in European countries in the 16th century, expanded to the rest of the world, and has taken over almost the entire world. Capitalism is an economic system in which most property such as the means of production, the land, the labor, and the capital is owned, operated, and traded privately. And, goods and services are distributed by being purchased and sold in free markets, distribution of goods and services are decided by private decision through a free market economy, the distribution of income and wealth are unequal with a gap between rich and poor. Especially, most people work for wages and salaries to earn their living. That is, each person owns his/her own labor, and he/she can sell the use of it to an employer (Isbister, 2001).

In the economic system of the capitalism, to work for freedom implies to give up equality (Bojers, 2003; Isbister, 2001). The equality of rights associated with individual freedom could be achieved under a limited government on the basis of capitalism. Instead, in the capitalist world under limited government, the equal distribution of goods and

services will be impossible (Bojer, 2003; Hayek, 1976; Isbister, 2001). The libertarian, Hayek, insisted (1976) that the equality of the material means, goods and services could be achieved only under the government with a totalitarian. Furthermore, another libertarian, Friedman (1962), considered equality as the enemy of freedom. The capitalist society where we live in is characterized as the inequality of private property, the inequality of wage labor, and the inequality of income distribution, etc. Even if we should give up the component of equality in our economic system, because of the worth of the component of freedom, should we consider capitalism appropriate for achieving the distributive justice?

According to the interpretation of Karl Marx in the political economy literature, Karl Marx insisted that distributive justice is impossible in a capitalist society because the full value of labor from the working class is exploited by the capitalist. The concept of exploitation of the workers is a cornerstone in Marx's attack on capitalism (Bojer, 2003; Bowie, 1971; Buchanan, 1982; Cohen, Nagel, & Scanlon, 1980; Fleischacker, 2004). According to the political economy literature (Bojer, 2003; Bowie, 1971; Buchanan, 1982; Cohen, et al., 1980; Fleischacker, 2004), Karl Marx insisted that the capitalism is a system that makes men (workers) are dominated by other men (capitalists) and by impersonal forces (means of production). The exploitation related to private property in the means of production such as lands, power plants, and tools results in the situation a class such as working class is against the other class such as capitalist. Furthermore, the competition in the free market causes capitalist against capitalist and worker against worker. In the capitalist society, labor and the means of labor are divided. The labor

devolves for working class, and the means of labor devolves for capitalist (Cohen et al., 1980).

Before we discuss the concept of the exploitation of the workers developed by Karl Marx, we may need to understand the labor theory of value, established by economists such as Adam Smith and Ricardo (Bojer, 2003). According to Milios, Dimoulis, & Economakis et al. (2002)'s summary of the labor theory of value established by Adam Smith and Ricardo, the labor theory of value is an economic theory of value that the value of commodity is determined by the labor required to produce them. In the labor theory of value, the concept of value is defined as the amount of labor embodied in a commodity. According to the labor theory of value developed by classical 18th century economists such as Adam Smith and Ricardo, the value of commodity is proportional or equal to the amount of labor (quantitatively) needed to produce it (Milios et al., 2002). But, according to the interpretation of Samuel Baily (Milios et al., 2002), value cannot be determined by a property of the commodity. Instead, it can be understood by a relation between commodities. In accordance with the labor theory of value, a commodity value consists of use value and exchange value (Milios et al., 2002). The use value called utility is the usefulness of a commodity, and the exchange value called price is the relative proportion with which a commodity can be exchanged with another commodity (Milios et al., 2002). For example, a 20 million dollar priced Jackson Pollock's painting has much more exchange value, compared to water. But, water will have more use value than a Jackson Pollock's painting. According to the interpretation of Karl Marx (Bojer, 2003; Bowie, 1971; Buchanan, 1982; Cohen, et al., 1980; Fleischacker, 2004), Karl Marx insisted there is a problem of the capitalist market regarding the value of labor, in the

capitalist market, the market price of a commodity is no longer proportional or equal to the labor cost because the value of the commodity include the compensation for the owner of the means of production. According to Milios et al.' interpretation of Karl Marx (2002), Karl Marx started the criticism of the capitalist mode of production from the scheme of simple barter relations, which are facilitated by money. The simple barter relations are not equal in amount. Instead, it is just relative value form from exchange value in the exchange relations between commodities. In simple barter relations, an amount of a commodity is exchanged for a different amount of another commodity (Milios et al., 2002). For example, in the consideration of the amount of labor and the exchange value, for a farmer to produce a pound of grain and for a diamond craftsman to produce a pound of diamond, the same amount of labor was required. But, in a capitalist market, the exchange value of a pound of diamond is much higher than the exchange value of a pound of grain. Therefore, even if the same amount of labor was required to produce the same amount of product, the value of labor for a diamond craftsman will be much higher than the value of the labor for a farmer because of different exchange values between diamond commodity and grain commodity. In that case, is this situation fair? Bojer (2003) suggested that a philosopher who formed the idea about the idea of labor, John Locke, insisted that labor as a source of right. Louis Blanc as a socialist suggested that people deserve rewards according to effort and ability (Bojer, 2003). The different exchange values between the labor of a diamond craftsman and the labor of a farmer may not follow the thought of Louis Blanc who insisted the distribution according to effort and ability. Furthermore, how are we going to measure the amount of effort or the amount of ability among different types of labor?

According to the interpretation of Karl Marx, Karl Marx insisted another problem of capitalist market regarding the value of labor, the market price of commodity is no longer proportional or equal to the labor cost because the value of the commodity include the compensation for the owner of the means of production (Bojer, 2003; Bowie, 1971; Buchanan, 1982; Cohen et al., 1980; Fleischacker, 2004; Milios et al., 2002). For example, if the exchange value (price) of one pound of diamond was 10 million dollars, the full value of the labor for the diamond production would be equal to the 10 million dollars. But, the owner of the diamond manufacturing company will take the certain part of the 10 million dollars because the owner has possessed and provided the means of production such as tools, power plants, and lands to produce the diamonds. Therefore, the diamond craftsman will receive wages much less wages than 10 million dollars. For the explanation of this situation, Karl Marx developed the concept of surplus value. The surplus value is created by the surplus labor of a worker served for the capital accumulation of the owner. Wage is only paid value, but, in a capitalist society, there is unpaid value that is unjustly taken by the owner. The unpaid value is called the surplus value called surplus labor (Bojer, 2003; Bowie, 1971; Buchanan, 1982; Cohen et al., 1980; Fleischacker, 2004; Milios et al., 2002). According to the example of the wage of the diamond craftsman,

10 million dollars (the full value of labor for diamond production) – wage of the diamond craftsman for diamond production (paid labor) = unpaid labor taken by the owner of the diamond factory (surplus value)

According to the interpretation of Karl Marx in the political economy literature (Bojer, 2003; Bowie, 1971; Buchanan, 1982; Cohen et al., 1980; Fleischacker, 2004), because of this surplus labor, Karl Marx believed that each worker would not receive a wage equal to the full value of his/her labor. His/her wage represents only the part of his/her labor he/she produces, instead of the full value of labor. Because the workers receive less than the wage representing the full value of labor, the difference is exploited by capitalist who own the means of production such as lands and capital, then the difference become the profit of the owners of the means of production. Karl Marx insisted that the right of the capitalist to appropriate surplus labor is theft and embezzlement. Taking out surplus labor from the worker is exploitation. Therefore, because capitalism is against the principle of compensation according to labor contribution, it is unjust. Karl Marx believed that the capitalist's monopoly of the means of production make it possible the exploitation from the worker. The goal of the socialist revolution is to take over the means of production from capitalists and provide the worker the full value of his/her labor (Bojer, 2003; Bowie, 1971; Buchanan, 1982; Cohen et al., 1980; Fleischacker, 2004). Then, a question is remains because Karl Marx did not suggest any ways how we should distribute the means of production in a fair way (Bojer, 2003). Furthermore, in the consideration of distributive justice, Karl Marx insisted that the just distribution has to be based on the different needs of the workers and the different abilities of the workers (Cohen et al., 1980). Nevertheless, Bowie (1971) proposed that considering Karl Marx comment "to each according to his work" as a principle of distributive justice is inadequate and doubtful. Tucker (1970) persuasively discussed Karl Marx's lack of concern with distributive justice in his book, *The Marxian Revolutionary*

Theory. Tucker (1970) insisted that the common image of Marx as a prophet of distributive justice is false and that considering distributive justice as the main moral issue of Marxism is incorrect.

Whether or not Karl Marx was concerned with the distributive justice, socialism and communism almost have almost been collapsed. And, except for several communist countries, every other country in the world has chosen capitalism. Then, if the principle of equality is inappropriate to be applied in the capitalist world, and the merit of freedom serves only for the capitalist who owns the means of production, instead of the worker, what will be the better principles for achieving the distributive justice in this capitalist world?

In accordance with the interpretation of a socialist, Louis Blanc, he insisted that people deserve rewards according to effort and according to ability (Bojer, 2003). Then, as Karl Marx or Louis Blanc insisted, even if we suppose we distribute wages or commodities according the different needs of the workers, according the different abilities of the workers, according to different efforts, or according to work, how should we treat people like children and people who cannot work? Moreover, although Karl Marx concerned the unfair treatment of poor people like workers (Bojer, 2003; Bowie, 1971; Buchanan, 1982; Cohen et al., 1980; Fleischacker, 2004), Marxism is a collectivist ideology rather than individualistic consideration in distribution (Bojer, 2003). After Marxism, many economists developed many economic theories to suggest the right principles with the consideration of individual differences for the fair treatment of people and the fair distribution of economic commodities. Economic utilitarianism emphasized the value of the needs of each individual called preference (Bojer, 2003; Bowie, 1971;

Isbister, 2001), John Stacey Adams advocated the value of the equity based on exchange and comparison theory for fair distribution (Adams, 1965; Muchinsky, 2006), and John Rawls suggested procedural justice to complement distributive justice emphasizing the importance of fair procedure and fair process (Bowie, 1971; Muchinsky, 2006; Rawls, 1967). Although distributive and procedural justice are based on utilitarian exchange related to money, commodities, and time, other researchers also considered the symbolic exchange related to psychological or social resources for the respect of status or esteem (Smith et al., 1999). Therefore, scholars suggested interactional justice divided two: (1) interpersonal justice and (2) informational justice (Greenberg, 1994; Greenberg, 1993; Muchinsky).

For the fair treatment of workers in work places, a great deal of research on justice has focused on organizational justice (Nowakowski & Conlon, 2005).

Organizational justice is defined as the fair treatment of individuals in organizations. In the organizational contexts, distributive justice is defined as the fairness of the results, ends, and outcomes that individuals achieved. Distributive justice, like other forms of justice such as procedural justice and interactional justice, is profoundly predicted upon standards by which evaluation of fairness are considered. Those standards include equality, need, and equity (Muchinsky, 2006). The equality distribution rule proposes that all individuals should have an equal opportunity of receiving the reward or outcome, despite different personal characteristic such as ability (Muchinsky, 2006). The need distribution rule proposes that rewards should be distributed according to the level of personal need (Muchinsky, 2006). Equity distribution rule suggests that individuals should receive rewards or outcomes that are consistent with the contributions they bring

to the situation. Equality, need, and equity will be applied in different contexts in organizations. For example, vacation bonus budgets may be allocated identically for employees in the same position (equality), training budget will be spent for developing a professional skill for a certain manager (need), and wage adjustments will be based on past performances of employees (equity).

Appendix B: Scenarios and Measurement Scales

Scenario of High Distributive Justice, High Procedural Justice, and High Informational Justice

Imagine a week ago that a consumer purchased for herself a pair of moderately priced jeans from a national brand online apparel store. The jeans were delivered to her home today. After she had tried the jeans, she realized that the jeans did not fit correctly. Although she had previously purchased jeans products from this online store, it was the first time the jeans did not fit. Because the size of the jeans she purchased from the online store was unsatisfactory, she decided to return them to the online store. So, she wondered if she had to pay for shipping fees for return postage. To know the return policy about the shipping fee for return postage, she decided to search the website of the online store and found the web page describing return policies of the online store. According to the return policies, the online store provides a free shipping option for product return.

Although the traditional bricks-and-mortar apparel store of the same national brand is in the down town where he/she lives, the online apparel store provides a greater variety of styles. She wondered if she could return the jeans to the bricks-and-mortar store, instead of returning it to the online store. Therefore, she needed to know the return policy as to whether or not she could return the jeans to the bricks-and-mortar store. She decided to search the website of the online store and found the web page describing return policies of the online store. According to the return policies, the online store provides both a store return option and a mail return option.

Scenario of High Distributive Justice, Low Procedural Justice, and High Informational Justice

Imagine a week ago that a consumer purchased for herself a pair of moderately priced jeans from a national brand online apparel store. The jeans were delivered to her home today. After she had tried the jeans, she realized that the jeans did not fit correctly. Although she had previously purchased jeans products from this online store, it was the first time the jeans did not fit. Because the size of the jeans she purchased from the online store was unsatisfactory, she decided to return them to the online store. So, she wondered if she had to pay for shipping fees for return postage. To know the return policy about the shipping fee for return postage, she decided to search the website of the online store and found the web page describing return policies of the online store. According to the return policies, the online store provides a free shipping option for product return.

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Scenario of Low Distributive Justice, High Procedural Justice, and High Informational Justice

Imagine a week ago that a consumer purchased for herself a pair of moderately priced jeans from a national brand online apparel store. The jeans were delivered to her home today. After she had tried the jeans, she realized that the jeans did not fit correctly. Although she had previously purchased jeans products from this online store, it was the first time the jeans did not fit. Because the size of the jeans she purchased from the online store was unsatisfactory, she decided to return them to the online store. So, she wondered if she had to pay for shipping fees for return postage. To know the return policy about the shipping fee for return postage, she decided to search the website of the online store and found the web page describing return policies of the online store. According to the return policies, the online store charges \$ 7.00 shipping fee for product return.

Although the traditional bricks-and-mortar apparel store of the same national brand is in the down town where he/she lives, the online apparel store provides a greater variety of styles. She wondered if she could return the jeans to the bricks-and-mortar store, instead of returning it to the online store. Therefore, she needed to know the return policy as to whether or not she could return the jeans to the bricks-and-mortar store. She decided to search the website of the online store and found the web page describing return policies of the online store. According to the return policies, the online store provides both a store return option and a mail return option.

Scenario of Low Distributive Justice, Low Procedural Justice, and High Informational Justice

Imagine a week ago that a consumer purchased for herself a pair of moderately priced jeans from a national brand online apparel store. The jeans were delivered to her home today. After she had tried the jeans, she realized that the jeans did not fit correctly. Although she had previously purchased jeans products from this online store, it was the first time the jeans did not fit. Because the size of the jeans she purchased from the online store was unsatisfactory, she decided to return them to the online store. So, she wondered if she had to pay for shipping fees for return postage. To know the return policy about the shipping fee for return postage, she decided to search the website of the online store and found the web page describing return policies of the online store. According to the return policies, the online store charges \$ 7.00 shipping fee for product return.

Although the traditional bricks-and-mortar apparel store of the same national brand is in the down town where he/she lives, the online apparel store provides a greater variety of styles. She wondered if she could return the jeans to the bricks-and-mortar store, instead of returning it to the online store. Therefore, she needed to know the return policy as to whether or not she could return the jeans to the bricks-and-mortar store. She decided to search the website of the online store and found the web page describing return policies of the online store. According to the return policies, the online store provides only mail return option.

Scenario of Low Informational Justice

Imagine a week ago that a consumer purchased for herself a pair of moderately priced jeans from a national brand online apparel store. The jeans were delivered to her home today. After she had tried the jeans, she realized that the jeans did not fit correctly. Although she had previously purchased jeans products from this online store, it was the first time the jeans did not fit. Because the size of the jeans she purchased from the online store was unsatisfactory, she decided to return them to the online store. So, she wondered if she had to pay for shipping fees for return postage. To know the return policy about the shipping fee for return postage, she decided to search the website of the online store. But, the website did not provide any information how much amount of return shipping fee she has to pay.

Table 44. Measurement Scale

Instructions and Items

Instruction: Think about the scenario that you read and imagine how the consumer perceives and responds to the online store's service recovery in resolving the return problem. The following items below concern how you suppose consumer's impressions or opinions about the condition in the scenario. Circle one number for each of the following scales.

Distributive Justice

1. The outcome received was fair.
2. The consumer did not get what she deserved (R).
3. In resolving the return problem, the online store offered what was needed.
4. Although this event caused consumer's return problem, the online store's effort to fix it resulted in a very positive outcome for her.
5. The final outcome the consumer received from the online store was fair, given the time and hassle.
6. Given the inconvenience caused by the return problem, the outcome the consumer received from the online store was fair.
7. The service recovery outcome that the consumer received in response to the return problem was more than fair.
8. The outcome the consumer received was not right (R).

Procedural Justice

9. Despite the hassle caused by the return problem, the return policies and return procedure of the online store is appropriate to respond fairly and quickly.
10. The consumer would feel that the return policies and return procedure of the online store is appropriate to respond in timely fashion to the return problem.
11. The consumer would believe the online store has fair policies and practices to handle the return problem.
12. With respect to its policies and procedure, the online store handled the return problem in a fair manner.
13. The length of time taken to resolve consumer's return problem was longer than necessary (R).
14. The online store showed adequate flexibility in dealing with consumer's return problem.
15. The online store showed adequate efficiency in dealing with consumer's return problem.

Informational Justice

16. The online store explained the return procedures thoroughly.
17. The explanations of the online store regarding the return procedures were reasonable.

18. The online store was candid in providing the information of the return procedure to the consumer.
19. The online store seemed to provide the information of the return procedure as the customer needed.

Post-Recovery Satisfaction

20. Overall, the consumer would have felt that this service response would have been good.
21. Overall, the consumer would have been satisfied with the way the product return problem was resolved.
22. Overall, the consumer would have been pleased with the service she experienced.
23. The consumer would have had her opinion that the online store provided satisfactory resolution to the return problem on this particular occasion.
24. The consumer would have been *not* satisfied with the online store's handling of this return problem.
25. Regarding this return problem, the consumer would have been satisfied with the online store's service recovery.

Post-Purchase Intention

26. The next time the consumer would purchase this product online, she will buy from the same online store.
27. The consumer would be willing to purchase from this online store again.
28. The consumer would purchase from this online store again in the future.

29. In the future, the consumer would intend to purchase apparel products from the same online store.
30. In the near future, the consumer will *not* use the same online store to purchase apparel products (R).
31. If the consumer needed a new apparel product in the future, she would purchase that the new apparel product from the same online store.
32. If the consumer was to purchase a new apparel product in the near future, she would not purchase it from the same online store (R).

Instruction: Think about the scenario that you read and imagine how the consumer perceives the product failure of the incorrect size jeans. The following item below concern how you suppose consumer's impressions or opinions about the condition in the scenario.

Perceived Seriousness of Product Failure

33. The product failure seemed to be
 Minor-----Major

Instruction: The following items below concern your attitudes about online apparel shopping. Think about your opinions and impressions toward online apparel shopping. Circle one number for each of the following scales.

Convenience Shopping Orientation

34. It is convenient to shop apparels from home.
35. I learn about apparel products through the Internet to save time.
36. I usually buy apparel products from the Internet because it is convenient.
37. I usually buy apparel products from the Internet because it saves me time.
38. I think shopping on the Internet for apparel products is more convenient than going to retail stores.
39. The Internet is a convenient way of apparel shopping.
40. I save a lot of time by apparel shopping on the Internet.

Economic Shopping Orientation

41. I learn about apparel products through the Internet to save money (transportation costs).
42. I make purchases apparel products through the Internet to save money (transportation costs).
43. I look for specials/sales of apparel products on the Internet.
44. I can save a lot of money by comparison shopping of apparel products on the Internet.
45. The capability of online shopping for locating cheaper price apparel products is very important to me.
46. The capacity of online shopping for efficiently comparing prices of apparel products is very important to me.

47. The capacity of online shopping for locating cheaper price apparel products with promotions is very important.
48. The capacity of online shopping for locating cheaper price apparel products with coupons is very important to me.
49. The capacity of online shopping for locating cheaper price apparel products with sales is very important to me.

Recreational Shopping Orientation

50. I enjoy making apparel product purchases through the Internet.
51. I enjoy learning about apparel products by searching through the Internet.
52. I spend a lot of time browsing for apparel product information through the Internet.
53. Shopping for apparel on the Internet is one of the enjoyable activities of my life.
54. Shopping for apparel on the Internet isn't a pleasant activity for me (R).
55. I enjoy online apparel shopping just for the fun of it.
56. I enjoy browsing online apparel stores for fun even though I may not make purchases.
57. I spend a lot of time browsing online apparel stores.

Perceived Performance Risk

58. When shopping online, it is difficult to be assured that the fit of the apparel product will perform as well as supposed to.

59. When shopping online, it is difficult to be assured that the color of the apparel product will perform as well as supposed to.
60. When shopping online, it is difficult to be assured that the quality of the apparel product will perform as well as supposed to.
61. When shopping online, it is difficult to be assured that the apparel product purchased from online will perform as well as others purchased from bricks-and-mortar stores.

Previous Experience with Online Apparel Shopping

62. On average, how often do you purchase apparel products online?
- I never purchase apparel products online.
 - Less than once every two months
 - About once every two months
 - About once a month
 - A few times a month
 - A few times a week
 - About once a day
63. How many apparel items have you purchased online in the past six months?
(items)

Note. (R) indentifies that the item will be reverse coded.