

# A study of the relationship among perceived justice, emotions, satisfaction and behavioral intention / 張曉芬 撰 .- 彰化

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## ABSTRACT

Given that both the turnover and annual rate of domestic wholesalers have been climbing steadily in recent years, attention should be drawn to three aspects necessary for an enterprise to live up to its reputation and make long-term profits: quality services, close business relationships with customers, and compensatory service to unhappy consumers.

This research targets domestic wholesalers and explores how these consumers affect perceived justice, emotions, satisfaction, and behavioral intention.

This research, based on related references, subjects 356 consumers from Carrefour Taichung for cause-effect research, carries out field investigation with designed questionnaires, and testifies the proposed hypotheses with structural formula.

This research has come to the conclusion as follows: (1) Perceived justice has significantly positive effect on positive emotions; (2) Perceived justice has significantly negative effect on negative emotions; (3) Perceived justice has significantly positive effect on satisfaction; (4) Positive emotions has significantly positive effect on satisfaction; (5) Positive emotions has significantly positive effect on behavioral intention; (6) Negative emotions has significantly negative effect on behavioral intention; (7) Satisfaction has significantly positive effect on behavioral intention.

Keywords : perceived justice、emotions、satisfaction、behavioral intention

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