Service failure and service recovery in On-Line retailing:A study of the perceive control approach

E-mail: 9607572@ mail.dyu.edu.tw

ABSTRACT

The research data of this study is based on the angery story of customer in On-line retailing. From the On-line shopping cognitive experience of customers themselves, to explore the service failure and the failure sorting pattern, and the relative service recovery. Moreover, to understand the relationship between the customer's xperience and the perceive control in On-line shopping. This research depends on the Subjective Sequential Incidents technique(SSIT) analysis method to explore the service failure. Those who have the On-line shopping experience are the main rsearch object. The interviewers are the junior college students and the professional college students (concluded graduate school students) in Chang-Hua, abstracted the customer's shopping process experience. The On-line retailing subjective service delivery blue-print is onstructed with the Subjective Sequential Incidents Technique, SSIT. The service failure by SSIT compares wih the service failure by the traditional CIT research.The SSIT method obviously presents the service failure cogition based on customer subjective experience, and concretely shows the effect of service process recovery. By the On-line retailing subjective service delivery blue-print contrasted with the dimenion of perceived control theory, it can to provide the management suggestion for the On-line retailer.

Keywords : subjective sequential incidents technique ; subjective service delivery blue-print ; on-line shopping ; service failure ; perceived control theory ; service recovery

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