LIST OF FIGURES

Figure Number	Caption	Page Number
4.1	Conceptual Framework	67
6.1	Profile Gender	105
6.2	Profile: Age	106
6.3	Mean and Standard Deviation of Group1 (Presence of Compensation)	108
6.4	Determinants of overall satisfaction	114
6.5	Mean and Standard Deviation of Dimensions of Culture (Group 1)	116
6.6	Profile-Gender	125
6.7	Profile- Age	126
6.8	Mean and Standard Deviation of Dimensions of Service recovery (Group2: Absence of Compensation)	127
6.9	Determinants of overall satisfaction	131
6.10	Mean and Standard Deviation of The Dimensions of Culture (Group2-No compensation)	132
6.11	Profile-Genders Group 3 (Absence of Feedback)	142
6.12	Profile- Age Group 3 (Absence of Feedback)	143
6.13	Means and Standard Deviation of Dimensions of Service Recovery Group 3 (Absence of Feedback)	145
6.14	Determinants of overall satisfaction	150
6.15	Mean and Standard Deviation Group 3 (Absence of Feedback)	152
6.16	Profile – Gender Group 4(Presence of Feedback)	160
6.17	Profile-Age Group 4(Presence of Feedback)	161
6.18	Mean and Standard Deviation Group 4(Presence of Feedback)	162
6.19	Determinants of overall satisfaction	166

6.20	Mean and standard Deviation Group5 (Presence of Feedback)	168
6.21	Profile-Gender Group 5 (Reactive service Recovery)	178
6.22	Profile: Age Group 5 (Reactive service Recovery)	178
6.23	Mean and Standard Deviation Group 5 (Reactive service Recovery)	180
6.24	Determinants of Overall satisfaction Group 5 (Reactive service Recovery)	184
6.25	Mean and standard Deviation Group 5 (Reactive service Recovery)	186
6.26	Profile Gender Group 6 (Pro-active service Recovery)	191
6.27	Profile-Age Group 6 (Pro-active service Recovery)	191
6.28	Mean and Standard Deviation Group 6 (Pro-active service Recovery)	193
6.29	Determinants of overall satisfaction Group 6 (Pro-active service Recovery)	196
6.30	Mean and Standard Deviation Group 6 (Pro-active service Recovery)	198

LIST OF TABLES

Table Number	Caption	Page Number
2.1	Past work related to service failure and Recovery	26
2.2	Definition of justice elements and associated principles	33
2.3	Empirical Studies Testing the Service Recovery Paradox	34
3.1	Kluckhohn and Strodtbeck's cultural dimensions	45
3.2	Hofstede's cultural dimensions	47
3.3	Schwartz's cultural dimensions	49
3.4	Hall's cultural dimensions	50
3.5	Trompenaars' cultural dimensions	51
3.6	Globe's cultural dimensions	52
5.1	Realism of Scenario :Mean and Standard Deviation	73
5.2	A summary of empirical findings concerning service recovery	78
5.3	Dominant service recovery attributes in recovery literature	85
5.4	Important Attributes of service recovery: Literature Review vs. Focus Group	87
5.5	Attributes Selected for Study	90
5.6	Cronbach Alpha and KMO Test Value	91
5.7	Dimensions of Satisfaction from Service Recovery	92
5.8	Factor Analysis	92
5.9	Cronbach Alpha and KMO Test Value	97
5.10	Factor Analysis	97
6.1	Profile: Gender	105
6.2	Profile : Age	106

6.3	Means and Standard deviation of Dimensions of Service Recovery Group 1(Presence of Compensation)	107
6.4	Comparison of dimensions of service recovery between group 1 and 2	109
6.5	Relationship (Correlation Coefficient) of Dimensions of service recovery with Overall satisfaction. Group1 (Compensation)	110
6.6	Determinants of overall satisfaction Group 1: Compensation Present	112
6.7	Means and Standard deviation of Dimension of Culture Group 1	115
6.8	Comparison of dimensions of culture between group 1 and 2	116
6.9	Relationship (Correlation Coefficient) of Dimensions of cultural orientation with Dimensions of service recovery satisfactionGroup1 (Compensation)	118
6.10	Determinants of Empowerment Group1 (Compensation)	121
6.11	Determinants of Communication Group1 (Compensation)	122
6.12	Determinants of Standardized Policies Group1 (Compensation)	123
6.13	Determinants of Compensation Group1 (Compensation)	123
6.14	Profile: Gender	125
6.15	Profile: Age	125
6.16	Means and Standard deviation of factors service recovery Group 2(Absence of Compensation)	126
6.17	Relationship (Correlation Coefficient) of Dimensions of service recovery with Overall satisfaction. Group2 (No Compensation	128
6.18	Determinants of satisfaction from service recovery Group 2 (No Compensation)	130
6.19	Means and Standard deviation of Dimension of Culture Group 2(No Compensation)	132
6.20	Relationship (Correlation Coefficient) of Dimensions of culture with Dimensions of service recovery. Group2 (No Compensation)	133
6.21	Determinants of Reliability Group 2(No Compensation)	136
6.22	Determinants of Communication Group 2(No Compensation)	137

6.23	Determinants of Compensation Group 2 (No Compensation)	138
6.24	Determinants of Response time Group 2(No Compensation)	138
6.25	Profile: Gender Group 3	142
6.26	Profile : Age Group 3 (Absence of Feedback)	143
6.27	Means and Standard deviation of dimensions of Service Recovery Group 3 (Absence of Feedback)	144
6.28	Comparison of dimensions of Service Recovery between group 3and 4	146
6.29	Relationship (Correlation Coefficient) of Dimensions of service recovery with overall satisfaction Group3 (Absence of Feedback)	147
6.30	Determinants of overall satisfaction Group 3 (Absence of Feedback)	149
6.31	Means and Standard deviation of Dimension of Culture Group 3 (Absence of Feedback)	151
6.32	Comparison of dimensions of culture between group 3 and 5	152
6.33	Relationship (Correlation Coefficient) of Dimensions of cultural orientation with Dimensions of service recovery satisfaction (N=99) Group 3 (Absence of Feedback)	154
6.34	Determinants of Reliability Group 3 (Absence of Feedback)	157
6.35	Determinants of Communication Group 3 (Absence of Feedback)	157
6.36	Determinants of Compensation Group 3 (Absence of Feedback)	158
6.37	Determinants of Response Time Group 3 (Absence of Feedback)	158
6.38	Profile: Gender Group 4(Presence of Feedback)	160
6.39	Profile: Age Group 4(Presence of Feedback)	160
6.40	Means and Standard deviation of dimensions of service recovery Group 4 Presence of feedback	161
6.41	Relationship (Correlation Coefficient) of Dimensions of service recovery with overall satisfaction. Group4 (Presence of Feedback)	163
6.42	Determinants of overall satisfaction Group 4(Presence of Feedback)	165

6.43	Means and Standard deviation of Dimension of Culture Group5 (Presence of Feedback)	167
6.44	Relationship (Correlation Coefficient) of Dimensions of cultural orientation with Dimensions of service recovery Group 5 (Presence of Feedback)	169
6.45	Determinants of Empowerment Group5 (Presence of Feedback)	172
6.46	Determinants of Communication Group5 (Presence of Feedback)	173
6.47	Determinants of Compensation Group5 (Presence of Feedback)	174
6.48	Profile-Gender Group 5 (Reactive service Recovery	177
6.49	Profile –Age Group 5 (Reactive service Recovery)	179
6.50	Means and Standard deviation of dimensions of service recovery Group 5 (Reactive service Recovery	179
6.51	Comparison of dimensions of Service Recovery between group 5 and 6	180
6.52	Relationship (Correlation Coefficient) of Dimensions of service recovery with overall satisfaction Group 5 (Re-active service Recovery)	181
6.53	Determinants of overall satisfaction Group 5 (Re- active service Recovery)	183
6.54	Means and Standard deviation of Dimension of Culture Group 5 (Reactive service Recovery)	185
6.55	Comparison of Dimensions of Culture between Group 5 and Group 6	186
6.56	Relationship (Correlation Coefficient) of Dimensions of culture with Dimensions of service recovery Group 5 (Reactive service Recovery	187
6.57	Determinants of Communication Group 5 (Reactive service Recovery)	189
6.58	Determinants of Compensation Group 5 (Reactive service Recovery)	189
6.59	Profile: Gender Group 6 (Pro-active service Recovery)	190
6.60	Profile: Age Group 6 (Pro-active service Recovery)	191

Means and Standard deviation of Dimensions of service recovery Group 6 (Pro active Service Recovery)	192
Relationship (Correlation Coefficient) of Dimensions of service recovery with overall satisfaction Group 6 (Pro-active service Recovery)	194
Determinants of overall satisfaction Group 6 (Pro-active service Recovery)	195
Means and Standard deviation of Dimension of Culture Group 6 (Pro-active service Recovery)	197
Relationship (Correlation Coefficient) of Dimensions of culture with Dimensions of service recovery Group 6 (Pro-active service Recovery)	199
Determinants of Communication Group 6 (Pro-active service Recovery)	202
Determinants of Standardized Policies Group 6 (Pro-active service Recovery)	203
Determinants of Compensation Group 6 (Pro-active service Recovery)	203
Determinants of Response Time Group 6 (Pro-active service Recovery)	204
Summary of Managerial Implications	216
	Relationship (Correlation Coefficient) of Dimensions of service recovery with overall satisfaction Group 6 (Pro-active service Recovery) Determinants of overall satisfaction Group 6 (Pro-active service Recovery) Means and Standard deviation of Dimension of Culture Group 6 (Pro-active service Recovery) Relationship (Correlation Coefficient) of Dimensions of culture with Dimensions of service recovery Group 6 (Pro-active service Recovery) Determinants of Communication Group 6 (Pro-active service Recovery) Determinants of Standardized Policies Group 6 (Pro-active service Recovery) Determinants of Compensation Group 6 (Pro-active service Recovery) Determinants of Response Time Group 6 (Pro-active service Recovery)