

SERVICE RECOVERY STRATEGIES AND POST PURCHASE BEHAVIOUR OF FAST-FOOD INDUSTRY

MERCY BUSAYO BELLO (Ph.D)

Department of Hospitality / Tourism Management Technology
School of Science and Technology
Federal Polytechnic Auchi

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Abstract

This study studied the relationship between service recovery strategies and post purchase behaviour among fast food industry in Obio/Akpor Local Government Area of Rivers State. The study adopted survey research method using constructional questionnaire. The sample size of study was 323 for the collection of data. The study adopted multiple regression analyze. The finding indicated that there is positive and significant relationship between all four dimensions of service recovery strategies and post purchase behaviour in fast food firms in Obio/Akpor Local Government Area of River States. Based on this finding, the study suggested that to reduce the level of service failure, management of fast-food firms should improve on their customers service recovery system and also adopt these study's dimensions of service recovery strategies whenever customers feel a level of dissatisfaction about the service offering or product. Also, management should ensure that they recruit professionals in the field of hospitality who are capable of placing value on customers that patronize the firms to enable customers have positive post purchase behaviour with the outcome of revisit intention and positive word of mouth publicity.

Keywords: Fast Food Industry, Service Recovery, Post Purchase Behaviour, Credibility.

Introduction

Business environment is growing increasingly challenging which has made many fast-food operations to understand how consumers evaluate their service offerings. In the same conduct, determining ways to satisfy customers has been a primary focus of fast-food firms (Dunning et al., 2004). Therefore, customers are the most important stakeholders in the fast-food firm (Adna et al., 2014). The survival and prosperity of any fast-food firm depends on the share of their customers mind and wallet it to the business (Ateke & Ishmael, 2013). Giving that customer perceptions are vital construct in evaluating fast food firm performance, leveraging on post-purchase behavior has been adjudged as a viable way to stay competitive in the fast-food firm. Post-purchase behaviour is a stage in the customer's decision process that explains post consumption action based on their experiences of the product or services. The consumer's level of satisfaction or dissatisfaction is directly related to the varying relationship between their initial expectations of the product; pre-purchase, and their perception of the actual performance of the product; post-purchase) in their hands.

For a firm to effectively develop a sound service recovery strategy, the management should be able to understand customer's post-purchase behavior through adequate monitoring of post purchase satisfaction, post purchase actions, and post purchase product uses. Post purchase satisfaction put together the relationship between customer's expectations and the product's perceived performance. These variables are what evaluate the customer's post-purchase

behavior. If performance falls short of expectations, the consumer is disappointed; if it meets expectations, the consumer is satisfied; if it exceeds expectations, the consumer is delighted. These feelings make a difference in whether the customer buys the product again and talks favorably or unfavorably about it to others.

Customers' post purchase actions are always influenced by their level of satisfaction or dissatisfaction. Maxham and Netemeyer (2002) posit that product or service failure can be defined as variety of problems encountered by the customers during their dealings with the product or service provider. Susskind (2002) posits that consumers who are dissatisfied with a product or service experience may take a variety of different actions. They can say their opinion to fast food employees, they can say nothing and just not return to the firm, or they can continue patronizing the firm and not say anything. In the context of this study, service failure is described as the problem faced by the customers when they engaged at the fast-food firms. Latest trend reveals that customers are actively involved in fast food firms that provide good quality services, but even the best fast-food firms occasionally suffer from some form of service failure, such as inefficient services, incorrect food served to the customer, unfavourable manner of the fast-food employees, long waiting time, bank statements errors, and poor hygiene environment and so on. Fast food consumers experiencing a service failure may convey their complaint and dissatisfaction. According to Johnston and Michal (2008) the importance of service recovery research can easily be observed in last twenty years, that has resulted from rapidly increase in adaptation of the customer focused strategies. Tax & Brown (2000) have argued that service recovery influences the financial position of a company, because financial position is affected by customer loyalty that is generated by the customer satisfaction, resulted from effective service recovery strategies. Ineffective handling of customer complaints after the failed service increases negative word-of-mouth and a negative sentiment towards the offending service provider (Bitner et al., 2000). Thus, appropriate service recovery strategies are required to retain and bring a smile back to the frustrated customers. Kauand& Elizabeth (2006) mentioned in their study that service recovery strategies not only increase the customer satisfaction but it also increases customer trust, word of mouth and customer loyalty.

Moreover, Nekkamal et al. (2012) conducted a study on hotel, restaurant and transportations. Examination from previous research shows that little or no studies have been conducted on literature concerning service recovery strategies and post-purchase behaviour among fast food customers. Kauand Loh (2006) conducted a study on mobile phone buyers, undergraduate students, hotel customers by (Smith, Bolton & Wagner, 1999) and also McCollough, (2000) on airline passengers, retail banking was also done by (Spyrakopoulos & Lewis, 2001), banking firm (Matos & Henrique 2013). Hence, it's on this ground that the researcher tends to research on the relationship between service recovery strategies and post-purchase behaviour among fast food customers. Nikbin et al. (2010) identified that a number of service recovery studies have been carried out on hotel customers (Karatepe 2006). The study adopted service recovery dimensions of attentiveness, apology, consumer citizenship behaviour, and credibility to ascertain their impact on revisit intention and word of mouth publicity measures of post-purchase behaviour among fast food customers in Obio/Akpor Local Government Area of River State.

Statement of the Problem

The uniqueness of service industry, especially in the fast-food sector, (Mack, Mueller, Crotts & Broderick, 2000) identified a majority of service failure relates to customer complaints of slow service, long waiting time, food quality, and bill, poor hygiene, negative employer's attitude or poor service delivery are problems encountered by customers which tends to influence their post-purchase behaviour. Mattila and Carnage, (2005) explained that, if a business fails to deliver the desired customer satisfaction or meet their perceived expectations, it is the case of service failure or more specifically value failure. The fast-food firm is highly competitive and also a high growth firm that is mainly a service and people-oriented business (Lam & Zhang, 2003). The firm involves high degree of interaction between employees and consumers, making it a firm that is likely to experience service failure. According to Boshoff (1997) mistakes are unavoidable features of all human endeavors. There are various consequences of service failures, namely: customers dissatisfaction, a decline in customer confidence, negative word of mouth behaviour, customer defection (Miller, Craighead & Karwan, 2000; Tronvoll, 2010), loss of revenue and increased costs, or a decrease in employee morale and performance. This can lead to unfavourable post-purchase behavior. Customer oriented fast-food services strive to deliver the desired value to their customers. However, service failures cannot be completely avoided, which in turn reduces the customer base of the firm so, the event of service failure results in customer dissatisfaction. Dissatisfied customers devalue the fast-food firm's reputation and show switching intentions of customers. This study is being conducted to fill in the gap by finding out how effective service recovery strategies can help in handling post purchase behaviour among fast food customers in Obio/akpor Local Government Area of River State.

Aim and Objectives of the Study

The aim of this study was to determine the relationship between service recovery strategies and post-purchase behavior among fast food customers in Obio/Akpor Local Government Area Rivers State.

Specific objectives include to:

- i. investigate the significant relationship between attentiveness and post purchase behavior among fast food customers in Obio/Akpor Local Government Area Rivers State.
- ii. ascertain the significant relationship between apology and post purchase behavior among fast food customers in Obio-Akpo Local Government Area Rivers State.
- iii. determine the significant relationship between consumer citizenship behaviour and post purchase behavior among fast food customers in Obio-Akpo Local Government Area Rivers State.
- iv. examine the significant relationship between credibility and post purchase behavior among fast food customers in Obio-Akpo Local Government Area Rivers State.

Literature Review

Theoretical Framework:

Social Exchange Theory and Equity Theory

The social exchange theory and the equity theory was prounded by Blodgett et al (1993), Goodwin and Ross (1992) and Kelley and Davis (1994). These two theories assert that the exchange relationship should be balanced. The social exchange perspective is based on the view of equal partners in an exchange (Oliver, 1997). In purchasing and consumption situations, a consumer's sense of injustice generally results from perceived unfairness

compared with either one's expectations or other comparison standards (Oliver, 1997). Service failures can be viewed as customers' economic loss; money, time and/or social loss; status, esteem in an exchange (Smith et al., 1999). Consequently, customers consider the failure situation as a negative inequity and will attempt to balance equity with post-purchase behavior (Lapidus & Pinkerton, 1995). Service providers attempt to recover the balance by offering customers economic value in the form of compensation; a discount or social resources; an apology (Smith et al., 1999).

Conceptual Review

Service Recovery Strategies

The concept of service recovery is defined as the critical step for transforming dissatisfied customers into satisfied ones (Ha & Jang, 2008). According to Zemk and Bell (2000) describe service recovery strategies as a procedure for returning distressed customers to a state of satisfaction with the fast-food firm after a service or product has failed to live up to expectations. It is the procedure by which steps are taken as a result of unhelpful customer perception of initial service delivery. Grootenboer (2007) said that service recovery refers to the action taken by a fast-food firm in response to receiving a customer complaint because of service failure. Service recovery is characterized as "the action of a fast-food firm to mitigate and repair the damage to customer that results from the providers' failure to deliver service as designed" (Hoffman & Kelly, 2000). Sheth et al. (2000) view Service recovery as actions initiated by a fast-food firm in rectifying the problem that leads to a service failure. So, it can be said that recovery strategies are both method and mechanism by which fast food business attempt to retain their customers (Smith et al., 2012). Consequently, in order to provide appropriate response to unhappy customer, service recovery requires high level of interaction between the fast-food firm and its customer (Casado-Díaz & Nicolau-Gonzálbeza, 2009; Kau & Loh, 2006). Lovelock et al. (2002) claimed that service recovery plays a crucial role in achieving and prevent dissatisfaction. Michel, (2001) stated that successful service recovery has significant benefits. It can: enhance customers' perceptions of the quality of the service and the fast-food firm; lead to positive word-of-mouth communication; enhance customers' satisfaction; and build customer relationships, loyalty and impact on profits. According to Kau and Loh (2006), service recovery involves interaction between a fast-food firm and a customer, a shortfall in the provision of the original service, a response on the part of the provider to the service shortfall, and a desired result, to turn dissatisfied customer into a satisfied one.

Concept of Post-Purchase Behaviour

According to Strydom et al. (2000) after purchasing from the firm, the customer will experience some level of satisfaction or dissatisfaction. Post-purchase behavior is the reaction of the consumer; it gives an idea of the consumer likes and dislikes, preferences and attitudes and satisfaction towards the product. It indicates whether or not the purchase motives have been achieved. Purchase is the means, and post purchase is the end. Post purchase behavior indicates whether or not repeat purchases will be made. Fast food firm must monitor post-purchase satisfaction, post-purchase actions and cognitive dissonance. The customer's satisfaction or dissatisfaction will influence future behaviour. A satisfied customer will purchase from the fast-food firm again and recommend it to others. Dissatisfied customer will respond differently. They may complaint about the product purchased from the fast-food firm, or take some form of public action like negative word of mouth to others. In support, Lamb et al. (2004) stated that when customers purchase products or services, consumers expect certain

outcomes or benefits to accrue from the purchase. How well these expectations are met determines whether the consumer is satisfied or dissatisfied with the purchase.

Empirical Review

Attentiveness and Post Purchase Behaviour

Several literatures have dealt extensively on the issue of service recovery strategies and post-purchase behavior. Using attentiveness and revisit intention as determinants, Davidow (2000) affirmed by Estelami (2000) identified courtesy, empathy, and respect from service representatives as variables of attentiveness if properly harness will lead to positive post-purchase behavior resulting to likelihood of revisit intentions. Zemke and Bell (1990) in their research suggested that when dissatisfied due to a service failure, for a positive post-purchase behavior, customers expect individualized attention encompassing empathic and courteous behaviour from service personnel. Sparks, McColl and Kennedy (2001) in their research identified effort, courtesy, concern, extra efforts by representatives, procedural issues, and employee neutrality as acts that significantly affect customer post purchase behavior with outcomes of revisit intention. Davidow (2000) in his research surmised that even when service rendered is deemed unsatisfactory by a customer, attentive service in response to a failure may make them become satisfied thereby giving them a cause to talk about the firm positively. Furthermore, attentive service leads to genuine customer relationships, positive word-of-mouth communication, and revisit intentions (Bowen & Lawler, 1992). Also, according to a report done by Blodgett, Hill, and Tax, (1997) discovered that attention significantly impact on post purchase behaviour with the outcome of revisit intentions. This was also affirmed by Martin and Smart (1994) in their study on revealing that there is a strong and positive relationship between attentiveness and post purchase behaviour.

Apology and Post Purchase Behaviour

Limited literature was found in the area of using apology and revisit intention as variable in analyzing post-purchase behaviour; Boshoff, (1999) revealed in his study that customers always feel appreciated when apologized to personally. This buttressed the findings of Sarel and Marmorstein, (1998); Boshoff and Leong, (1998), who in their different works revealed that apologies can reduce customer anxiety and anger. De Ruyter and Wetzels, (2000); Goodwin and Ross, (1992); Similarly, Johnston and Fern (1999) found that complainants required the fast-food firm to offer an apology and emphasized that an apology plays an important role in complainants' satisfaction with a fast-food service recovery effort. However, Davidow (2000) also reported that an apology, in particular, is important because it costs nothing yet significantly increases positive word-of-mouth activity. It implies that providing an apology to complainants should be given a high priority and be accompanied by other responses. Andreassen, (2000), in their researches discovered weighty evidences that suggests that a sincere apology makes customers less angry about a service failure and can lead to post purchase behaviour with the outcome of revisit intention. In the study conducted by Boshoff and Leong (1998); results show that an apology has a strong effect on positive word of mouth. Furthermore, Vo ThiQuy (2014) determined the impacts of organizational responses to customer complaints in the context of the Saigon Commercial Bank; particularly, the study investigates the impact of apologies, and others on satisfaction with service recovery. Additionally, the effect of recovery satisfaction on post purchase behavioral intentions (positive word of mouth intentions) is also examined. Structural equation model analysis was used and the results reveal that organizational responses including apologies have a

significantly positive relationship with complainant satisfaction (positive word of mouth intentions).

Consumer Citizenship Behaviour and Post Purchase Behaviour

Sukalakamala and Boyce, (2007) revealed that customers are more likely to revisit again if the fast-food firm give them a positive impression. Han and Ryu, (2006); Nam and Lee, (2011) in their separate studies discovered that improving customer satisfaction level is essential to increase revisit and recommendation intentions besides being a predictor of customer loyalty. Past studies have widely ascertained that customer satisfaction is positively related to revisit intentions (Liu & Jang, 2009; Ryu & Han, 2010; Canny, 2014). Prior literature indicates word of mouth publicity as an indicator of consumer citizenship behavior; Groth (2005) in his studies centered around loyalty to the fast-food firm said a notable positive attribute of word-of-mouth publicity among customers is their ability to share their belief in a brand which indicates consumer attraction and equally enhance business image and elevate customers' service quality expectations and evaluations. This was confirmed the findings of (Bailey et al., 2001; and Keh& Teo, 2001). Bowen, (1986) quoted by Bettencourt, (1997) and Rosenbaum and Massiah, (2007) revealed that a strong relationship between a customer and a firm most times results to the customer acting as partial employees thereby help in promoting the firm's interests, cooperating with employees, helping other customers, give a firm suggestion, willingly spread positive word-of-mouth about it, and also act in other ways that enhance a firm's services, offerings, and performance. In another report by Rosenbaum and Massiah, (2007); findings showed a satisfied customer will use word of mouth publicity to act as partial employees of a firm using that to promote the firm's interests.

Credibility and Post purchase behaviour

Netemeyer, (2002) suggest that credibility impacts significantly on word-of-mouth valence. Specifically, of the six dimensions of service recovery surveyed by Davidow (2000), credibility had the second strongest impacts on repurchase intentions. Martin and Smart (1994) on the other hand opine that experience and knowledge of service representatives affect explanation, and ultimately post-purchase satisfaction and repurchase intentions. Several Scholars like Bitner et al. (1990); Conlon and Murray, (1996) suggested that acknowledging and accepting responsibility for the problems and giving simple, timely, and unambiguous explanation to consumers as well as being fair in investigating and analyzing complaints have positive impact on post purchase behaviour with outcome of repurchase intentions, even if the desired service is unavailable. The same relationship also exists when handling customer inquiries and not complaints. In their study, Davidow, (2000); Maxhamand Lewis, (1996) while studying repurchase intention observed that clarity of explanation impacts directly on complainant's satisfaction and also revealed that the manner a complaint was handled is a key determinant of repurchase intention. Lim and Chung, (2014) in their research affirmed that reputation of word-of-mouth publicity can influence the impact of the service of the firm. Furthermore, Sweeney et al. (2008) carried out a study on the factors of word-of-mouth effectiveness from a customer perspective; they discovered that customers are likely to be influenced by the word-of-mouth publicity depending on the nature of the credibility of the firm.

Conceptual Framework for the Study

The conceptual framework of this study is based on the dimensions of the independent (service recovery strategies) variables; attentiveness, apology, consumer citizenship behaviour and credibility and the outcome measures of the dependent (post complaint behaviour) variables; revisit intention and word of mouth publicity as shown in Figure 1.

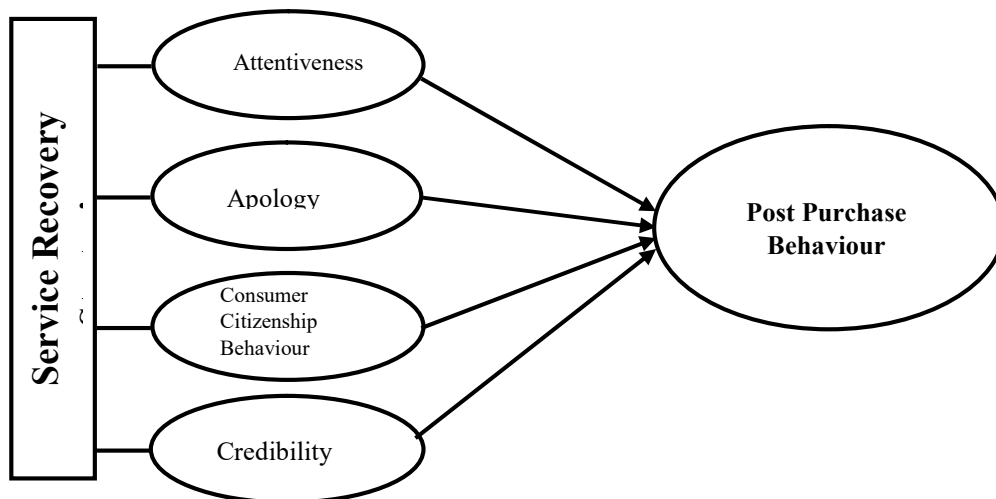


Figure 1: The proposed service recovery strategies and post-purchase behaviour (SRSPPBH) model of fast-food industry in Obio/Akpor Local Government Area of Rivers State.

Research Methodology

Research Design

The research design adopted for this research is quantitative method. Quantitative research design is survey technique used to measure exact characteristic through constructional questionnaire for a representative sample. The quantitative approach was used to investigate the relationship between Service Recovery Strategies and Post-Purchase Behaviour among Fast Food Customers in Obio/Akpor Local Government Area of Rivers State with the information gained from the questionnaire.

Population of the Study

As it relates to the present study, the research population comprised of customers that actual patronizes the fast-food firms at that particular point in time. Because of the numerous fast-food firms in Obio/Akpor Local Government Area, the researcher selected 8 registered fast-food firms. Therefore, the customers shall be drawn from the selected registered fast-food firms in Obio/Akpor Local Government Area of Rivers State.

Table 1: List of the selected registered fast-food firms in Obio/Akpor Local Government Area of Rivers State.

| S/N | Fast food Outlets | Location |
|-----|----------------------|---|
| 1. | Kilimanjaro | 1 Agip Rd, Rumueme, Port Harcourt |
| 2. | Deli Spices | No. 27 Ikwerre Road, Mile 1 Diobu, Woji, Port Harcourt, Rivers |
| 3. | Best Bite | 51 Old Aba Rd, Rumuomasi, Port Harcourt |
| 4. | Country Style | 12 Sani Abacha Road, Rumueme, Port Harcourt |
| 5. | Skippers Fast Food | Plot 35 Elelenwo Street, GRA Phase 1 500272, Port Harcourt |
| 6. | Sundry Foods Limited | 1 Agip Rd, Rumueme, Port Harcourt |
| 7. | Genesis Fast Food | 152 Mgbouba/Nta Road, Mgbuoba 500272, Port Harcourt |
| 8. | Chicken Republic | 19a Trans-Amadi Industrial Layout Rd, Rumuobiakani, Port Harcourt |

Source: Researchers Computation (2024).

Sampling / Sampling Technique

To precisely determine the sample size for the present study, the suggestion in Freund and William (2009) for determining infinite population is upheld. The authors proposed the formula to determining the sample size (*n*) as follows:

$$n = \frac{(Z_{\alpha/2})^2 PQ}{e^2}$$

Where:

P = Probability for positive response.

Q = Probability for negative response.

e = Tolerable error (0.05).

*Z*_{α/2} = 1.96 from the critical table Z of 0.05 under infinity ∞.

a = 0.05, the significant level

n = Sample size

Applying this formula to the present study, the sample size *n* is put at 323 which is obtained as follows.

$$n = \frac{(Z_{\alpha/2})^2 PQ}{e^2}$$

$$n = \frac{(1.96)^2(0.7)(0.3)}{(0.05)^2}$$

$$n = \frac{(3.8416)(0.7)(0.3)}{(0.0025)}$$

$$n = \frac{0.806746}{0.0025}$$

$$n = 322.69 \approx 323.$$

As it applies to the present study, it is practically impossible to access the nominal register of all the customers that patronized the 8 fast food firms in Obio/Akpor Local Government Area of River State. Non-probability sampling with convenience sampling technique was used by the researcher because the customers are too large it is impossible to include every customer that patronizes the fast-food firms in Obio/Akpor Local Government Area of Rivers State. In view of this, the researcher personally visited the 8 fast food firms in Obio/Akpor Local Government

Area of Rivers State and distributed the questionnaire to the customer thus, administered the structured questionnaires until the sample size of 323 were met.

Instrument for Data Collection

The instrument used in this research survey is a set of questionnaires. According to Hair et al. (2006), survey research used instruments such as questionnaire to collect data and information from the subjects. The questionnaire used for this study is divided into 3 main parts (Part 1, 2 and 3). The part 1 of the questionnaire shows the personal information of the respondents. The items used to characterize the respondents are gender, marital status, education qualification, occupation, age group and religion. Part 2 of the questionnaire is the measurement of service recovery strategies which contained four dimensional service recovery strategies scale developed by (Bettencourt, 1997; Groth, 2005; Kotze & Plessis, 2003; Ghosh et al., 2016; Seppanen & Blomqvist, 2007; Maxham & Netemeyer, 2002a; Blodgett et al. 1997, and Davidow, (2000) was adopted and modified and thus, used to examine the influence of service recovery strategies and post-purchase behaviour among fast food customers in Obio/Akpor Local Government Area in River State. The modified instrument consists of 21 items which were measured on a 5-point Likert scale. Each item was rated by the respondents from 1 (Strongly Disagreed) to 5 (Strongly Agreed). The part 3 of the questionnaire measured post-purchase behaviour. A ten items instrument developed by Maxham and Netemeyer (2002) was adopted and modified based on post-purchase behaviour in Homburg and Fürst, (2005). The modified instrument consists of 10 items which were measured on a 5-point Likert scale. Each item was rated by the respondents from 1 (Strongly Disagreed) to 5 (Strongly Agreed). The instrument was used to measure post-purchase behaviour in terms of revisit intention and word of mouth publicity offast-food firms in Obio/Akpor Local Government Area in River State.

Validity of the Instrument

According to Sekaran, (2003), the validity of an instrument means how accurate the instrument measures the phenomenon which is being researched. Two popular methods to evaluate the content validity of scale suggested in Hair et al. (2006) include: 1. Expert judgment and 2. Pilot test. Expert judgments involve the use of experts to validate the content of the scale; hence, copies of the scale were made available to experts for validation. Also, the pilot test was conducted with standard value of acceptance of 0.05 under infinity ∞ .

Reliability of the Instrument

A pilot test was conducted to determine the extent at which the items in the instrument measure each of the constructs. The first-round measurement instrument was pre-tested on about (40) customers from the target population. The variables in the questionnaires were tested for its reliability using SPSS version 23. Cronbach Alpha was used to test each of the four constructs in the instrument. Cronbach's Alpha is an appropriate index to indicate the inter-item consistency reliability (Hair et al., 2006).

Method of Data Analysis

Descriptive statistics was used to analyze questionnaire distribution and respondents' demographics characteristics. Pearson's correlation was used to decide the degree of linear relationship between any two of the image variables. It can be used to calculate between all summation scores to explore the simple bivariate relationships between variables. According to Pallant (2010) if the Correlation Coefficient value is (+1), it shows that the relationship is

positive and strong, and if it is (-1) the relationship is strong but inverse, therefore the Correlation Coefficient should not be more than (+1) and should not be less than (-1), while (0), indicates a weak relationship, and is either positive or negative.

RESULTS

Demographic Profile of respondents

Table 2: Demographic Characteristics of Respondents

| Variables | Category | Frequency | Percent (%) |
|-------------------|---------------|-----------|-------------|
| Gender | Male | 204 | 63.2 |
| | Female | 119 | 36.8 |
| Age group | 17 – 25 | 170 | 52.6 |
| | 26 – 35 | 107 | 33.1 |
| | 36 – 44 | 44 | 13.6 |
| | 45 and above | 2 | 0.6 |
| | B.Sc/HND | 116 | 35.9 |
| Educational Level | PGD/M.Sc | 108 | 33.4 |
| | Ph.D | 99 | 30.7 |
| Marital status | Single | 216 | 66.9 |
| | Married | 104 | 32.2 |
| | Divorce | 1 | 0.3 |
| | Others | 2 | 0.6 |
| Occupation | Banker | 26 | 8.0 |
| | Teacher | 37 | 11.5 |
| | Civil servant | 52 | 16.1 |
| | Business | 89 | 27.6 |
| | Student | 113 | 35.0 |
| | Others | 6 | 1.9 |
| Religion | Christianity | 232 | 71.8 |
| | Islam | 44 | 13.6 |
| | Others | 47 | 14.6 |

Source: Author Computation (2024).

From Table 2, the result of the analysis shows that 63.2% of the respondents are male and 36.8% are female. This implies that the male is the majority of respondents. The age group of the respondents ranging from 17- 25 have 52.6%, 26-35 have 33.1%, 36 - 44 have 13.6%, also 45 and above have 0.6%. In terms of qualification, B.Sc/HND has 35.9%, PGD/Msc 33.4%, and also Ph.D 30.7%. For marital status respondents, single have 66.9%, married 32.2%, divorce 0.6% and other 0.6%. Furthermore, occupation have banker has 8.0%, teacher 11.5%, civil servant 16.1%, business 27.6%, student 35.0% and others have 1.9%. This shows that majority of the respondents are student. In terms of religion, Christianity has 71.8%, Islam 13.6% and others 14.5%. This indicates that Christianity is the highest respondent in terms of religion.

Research Questions/ Hypothesis Testing

Table 3 shows the results of the hypothesis that was tested to answer the research questions of the study.

Table 3: Correlations of Service Recovery Strategies and Post Purchase Behaviour

| Variables | R | P | Level | Hypothesis |
|---------------------------------------|-------|-------|--------|---------------------------|
| Post Purchase Behaviour (PPBH) | - | - | - | - |
| Attentiveness (ATTEN) | 0.868 | 0.000 | High | H _A = Accepted |
| Apology (APOLO) | 0.376 | 0.000 | Medium | H _A = Accepted |
| Consumer Citizenship Behaviour (COCB) | 0.375 | 0.000 | Medium | H _A = Accepted |
| Credibility (CRED) | 0.262 | 0.000 | Low | H _A = Accepted |

**Correlation is significant at the 0.05 level (2-tailed).

Source: Field Survey (2024)

The data collected was analyzed using Pearson correlation to determine the relationship between predictors of service recovery strategies and post purchase behaviour among fast food customers in Obio/Akpor Local Government Area of River State. The results as shown in Table 3 depicted those four measures of service recovery strategies have a positive and significant relationship with post purchase behaviour in respect to fast food firms in Obio/Akpor Local Government Area of Rivers State. Thus, Attentiveness (ATTEN) ($r = 0.868$; $p = 0.000$); Apology (APOLO) ($r = 0.376$; $p = 0.000$); Consumer Citizenship Behaviour (COCB) ($r = 0.375$; $p = 0.000$); Credibility (CRED) ($r = 0.262$; $p = 0.000$). In terms of the strength of the relationship, the results show that attentiveness (ATTEN), has a high correlation with post purchase behaviour, Apology (APPO) and Consumer Citizenship Behaviour (COCB) have a medium correlation with post purchase behaviour in respect of fast-food firms in Obio/Akpor Local Government Area of Rivers State. In addition, credibility (CRED) has low correlation with Post Purchase Behaviour.

Table 4: Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | |
|-------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | .885 ^a | .784 | .781 | 3.26451 | .784 | 287.503 | 4 | 317 | .000 |

Source: SPSS Statistic Version 20.0 Output, (2024).

From Table 4, it was described that the R-square for the model is .784 which implies that the four dimensions of service recover strategies explained 78.4% of the variance in post purchase behaviour in respect to fast food firms in Obio/Akpor Local Government Area of Rivers State. Therefore, the remaining 21.6% is due to other factors and residuals. Also, the multiple R (R= .885) revealed a significant high relationship between independent variables (i.e., dimensions of service recovery strategies) and the dependent variable (post purchase behaviour).

Table 5:ANOVA^a

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|--------------|----------------|-----|-------------|---------|-------------------|
| 1 Regression | 12255.734 | 4 | 3063.933 | 287.503 | .000 ^b |
| Residual | 3378.282 | 317 | 10.657 | | |
| Total | 15634.016 | 321 | | | |

a. Dependent Variable: PPBH

b. Predictors: (Constant), CRED, ATTEN, APOLO, COCB

Source: SPSS Statistic Version 20.0 Output, (2024).

Table 5 indicates that the result of the analysis shows that F value was significant (F= 287.503, p=.000). This shows that the model was valid. Thus, based on the findings it can be concluded that there was a linear relationship between the predators of service recovery strategies and post purchase behaviour among fast food customers in Obio/Akpor Local Government Area of Rivers State.

Table 6: Beta Coefficients^a

| | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|--------------|-----------------------------|------------|---------------------------|--------|------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | 4.124 | 1.391 | | 2.964 | .003 |
| ATTEN | 1.306 | .045 | .825 | 29.337 | .000 |
| APOLO | .138 | .066 | .064 | 2.104 | .036 |
| COCB | .067 | .066 | .038 | 1.001 | .318 |
| CRED | .258 | .084 | .113 | 3.088 | .002 |

a. Dependent Variable: PPBH

Source: SPSS Statistic Version 20.0 Output, (2024).

In differentiating the contribution of each independent variable, Beta values are used. As illustrated in the standardized coefficient column in Table 6, attentiveness (ATTEN) has the highest contributions to post purchase behaviour, followed by credibility (CRED), apology (APOLO) and consumer citizenship behaviour (COCB).

Discussion of Findings

Objective 1: Relationship between attentiveness and post purchase behaviour

The findings of this study revealed that there is a positive and significant relationship between attentiveness and post purchase behaviour in respect to fast food firms in Obio/Akpor Local Government Area of Rivers State. In terms of the strength of the relationship, the result shown that attentiveness has a positive and high relationship with post purchase behaviour. This result is in consistency with the previous literature in the area of service recovery strategies and post purchase behaviour. Martin & smart (1997) opined that there is a strong and positive relationship between attentiveness and post purchase behaviour. Sparks, McColl & Kennedy (2001) have similar result with these findings that the relationship is significant. Davidow (2000) affirmed by Estelmi (2000) suggested courtesy, empathy, and respect from fast food firms as variables of attentiveness that if properly append will lead to positive post purchase behaviour resulting to revisit intention and positive word of mouth publicity.

Objective 2: Relationship between apology and post purchase behaviour

Furthermore, the current study found that a positive and significant correlation exists between apology and post purchase behaviour in fast food firms in Obio/Akpor Local Government Area of Rivers State. In terms of the strength of relationship, the results shown that apology have a medium and positive relationship with post purchase behaviour. This result is in line with the previous literature of Vo thiQuy (2014) in the area of service recovery in commercial bank in Saigon, the study investigated that there is an impact of apology on satisfaction with service recovery which led to post purchase behaviour of positive word of mouth intentions. This implies that the fast-food management in Obio/akpor local government should make an apology to customers whenever they complaint of dissatisfaction with the firm.

Objective 3: Relationship between consumer citizenship behaviour and post purchase behaviour

The findings of this study found that there is a positive and insignificant correlation between consumer citizenship behaviour and post purchase behaviour in fast food firms in Obio/Akpor Local government Area of Rivers State. In terms of strength of relationship between consumer citizenship behaviour and post purchase behaviour, the result shown that there is positive and medium relationship. This result has a similarity with Groth (2005) in his study. Based on these results fast food firms in Obio/Akpor should have strong relationship with their customers to enable them act as a partial employee thereby help in promoting the firms interests, cooperate with employees, helping other customers, giving suggestions, and willingly spread positive word-of mouth about the firm.

Objective 4: Relationship between credibility and post purchase behaviour

Finally, the current study found a positive and significant correlation between credibility and post purchase behaviour in fast food firms in Obio/Akpor Local Government Area of Rivers State. In terms of strength of the relationship, the results showed that credibility has a low and positive relationship with post purchase behaviour. This result is in consistency with the previous literature in the area of service recovery strategies and post purchase behaviour. Davidow, 2000; Maxham & Netemeyer, (2002) opined that credibility impacts significantly on post purchase behaviour with the outcome of revisit intention and positive word of mouth. Sweeney, Soutar, & Mazzarol, (2008) in their study opined that the nature of the credibility of the firm influenced customers post purchase behaviour. The management of fast food in Obio/Akpor Local Government of Rivers State should be credible in their service offerings.

Summary of Findings

The purpose of this study was to examine the relationship of service recovery strategies on post purchase behaviour among fast food customers in Obio/Akpor Local government area of rivers state. This study is all about whether service recovery strategies such as attentiveness, apology, consumer citizenship behaviour, and credibility influences post purchase behaviour with the outcome of revisit intention and word of mouth publicity. The finding indicated that attentiveness has the value ($r = 0.868$; $p = 0.000$); Apology (APOLO) ($r = 0.376$; $p = 0.000$); Consumer Citizenship Behaviour (COCB) ($r = 0.375$; $p = 0.000$); Credibility (CRED) ($r = 0.262$; $p = 0.000$). the strength of the relationship was also conducted, the results show that attentiveness (ATTEN), has a high correlation with post purchase behaviour, Apology (APPO) and Consumer Citizenship Behaviour (COCB) have a medium correlation with post purchase behaviour, credibility (CRED) has low correlation in respect of fast-food firms in Obio/Akpor Local Government Area of Rivers State. The result of this findings show that the four dimensions of service recovery strategies have a positive and significant relationship with post purchase behaviour. In contribution of each independent variable, in the standardized coefficient, the Beta values of the dimensions (attentiveness (ATTEN) has 0.825), (apology (APOLO) 0.064), (consumer citizenship behaviour (COCB) 0.038), (credibility (CRED) 0.084). As illustrated attentiveness (ATTEN) has the highest contributions to post purchase behaviour, followed by credibility (CRED), apology (APOLO) and consumer citizenship behaviour (COCB).

Conclusion

Service failures happen, based on our findings the fast-food firms in Obio/Akpor Local Government Area of Rivers State should give, sense of caring, pay more attention to customers' complaint, ensures that they listen to customers and also improve more on their

interaction and interpersonal contact with their unsatisfied customers. In addition, management of the fast-food firms in Obio/Akpor Local Government should ensure that they train their staffs to have a sense of quick apology to their customers whenever they feel dissatisfied and complaint about the product and service rendered. The findings suggest that management of fast-food firms should have a good relationship with their customers, giving them the sense of belongingness that will enable them to provide helpful feedback to the fast-food industry to improve the service quality. Customers develop an attitude of citizenship behaviour towards the firm possibly, lead to a more friendly service environment and better service quality. Furthermore, management of fast-food firms in Obio/Akpor Local Government should have a sense of credibility, transparency in their information to customers. This study contributes to the body of knowledge as it proposed and validates service recovery strategies and post purchase behaviour in respect to fast food firms in Obio/Akpor local Government Area of Rivers State.

Recommendations

Base on the findings of this study, the researcher made the following recommendations:

- The management of fast-food firms should recruit professionals in the field of hospitality who are capable of placing value on customers that patronize the firms to enable customers have positive post purchase behaviour.
- More attention should be centered on the fast-food recovery strategies whenever they encountered service failure. As this study indicated some of this service recovery strategies that have a positive impact on post purchase behaviour.

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