Antecedents and effects of perceived justice and negative emotions in the Telecommunications industry in Puerto Rico

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Abstract

The objective of this project is to map the constructs of justice and emotions in Puerto Rico. Based on papers published in a tourism context (Svari, Svensson, Slatten, & Edvardsson, 2010), and as a part of an international team of researchers, data from the telecommunications industry may provide data across industries enabling articles of cross industry and cross –cultural comparison. Additionally, this project aims to map the effects of perceived justice and negative emotions on customer behavior.

The project will use Data was collected through a quantitative survey on users of telecommunication services in Puerto Rico, specifically the mobile phone services, since it provides access to a variety of negative service encounters due to the high level of mobile service customers. Consequently, using the telecommunication industry as a setting is both relevant to the service industry, and at the same time allows the study to be narrowed down to one setting. A quantitative sample would, therefore, be a contribution to both the field of telecommunications and service research. The sample was collected around different settings in Puerto Rico, including but not limited to, industrial companies, universities, pharmaceuticals, among others. The negative incidents included a wide range of services, from bad reception to phantom billing. This enabled the identification of critical service encounters in the telecommunications industry. Measures from previous studies were used to construct the survey.

The findings aim to map the relationship between justice, negative emotions and behavior. The research data is limited to the telecommunications industry, specifically mobile phone providers. Also, the findings may help mobile phone providers and other parts of the telecommunications industry to deliver more just service, and discover gaps in their current service. Additionally, the findings can be used to develop strategies to manage negative emotions, and to predict customer behavior after a negative incident.