Interactional Justice and Post-Complaint Behaviour in the Fast-food Industry

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Abstract
The study examined the effect of interactional justice on customer post-complaint behaviour. This paper is essential as any customer displeased and lost becomes a convert to the competitors, thereby reducing the company's proceeds. The study reviewed relevant literature. Descriptive and inferential statistics were utilized in analyzing the data to achieve the paper's objective. The findings of this study revealed that there is a strong nexus between interactional justice and repeat purchase, word- of-mouth and commitment. The paper thus conclude that consumers who experience dissatisfaction will be willing to enact positive post-complaint behaviours if the firm addresses their issues satisfactorily; and recommend amongst others that management of fast food firms should key in to effective complaint handling practices that engender interactional justice in order to drive customers towards positive post –complaint behaviours like repeat purchase, word of mouth and commitment.

Introduction

Complaints are natural consequence of any service activity because "Mistakes are an unavoidable feature of all human endeavor and thus also of service delivery" (Johnston, 2001, p.60). Recently, the importance of consumer complaint handling has been recognized. Ineffective handling of buyers' complaints increases their dissatisfaction and harms a marketer's reputation (R. Liu & et al, 2001, p58). In a service recovery perspective, complaints expressed to the firm can be also seen as an opportunity to strengthen the bond between the customer and the firm (Ballantyne & Varey, 2006). Although a service failure has the potential to destroy customers' loyalty, the successful implementation of service recovery strategies may prevent the defection of customers who experience a service failure (Osarenkhoe & Komunda 2013). Everybody that complains is more likely to buy again. Because of these reasons, recognition of complaint behaviour for each company will be needed and that is a crucial factor. In this study, appraisal shall be done to determine the effect of international justice on customer post-complaint behaviour. Service recovery can be handled through distributive justice, procedural justice and interactional justice. This study

therefore, investigates the relationship between interactional justice and customer post-complaint behaviour in fast food firms in River State.

2.   Literature Review
2.1   Theoretical Foundation (Equity Theory)

Equity theory proposes that customer's attitudes and behaviours are influenced by the appraisal of their contribution and the recompense they take (Adams, 1965; Andreassen, 2000). Equity theory stresses that individuals are interested in the ultimate levels of outcomes and fairness of outcomes for both parties participating in a business deal (Adams 1965). Equity theory also implies that the existence of inequality creates pressures, which will commensurate weightiness of inequality. Adam (1965) stated that, "the presence of inequality will motivate the perceivers to achieve equity or to reduce inequality; and the strength of motivation to do so will vary directly with the magnitude of inequality experienced. Bitner (1990) contends that equity stands as the foremost distribution code for estimating exchange fairness. When inequality within a transaction is acknowledged, the parties involved in activities that minimize pressure, or parties involved in activities that minimize pressure, the party of a relatively deprived position may elect to quit the relationship.

According Tronvoll (2012) customers' estimation of recovery can be clarified through equity theory. Equity theory becomes useful in a situation where an exchange occurs and is therefore compatible in endeavors to expound how recovery is arrived at (Blodgett & Anderson, (2000). The perceived justice component of equity theory will direct customers to estimate if they have received a fair recovery strategy or not. Justice theory has been made manifest in many conflict resolution settings that has to do with buyer-seller, employee - management, marriage and legal disputes, and it has indicated vigorousness in construing responses to conflicts which involves complaint (Oh, 2006; Osarenkhoe & Komunda, 2013; Gruberfirst, 2014). This paper applies the equity theory as the main theoretical foundation guiding it. This is so because it is used to resolve conflicts amicably more so with consumers

2.2 The Concept of   Interactional Justice

According to Ellyawati, Purwanto and Dharmmesta (2012), interactional justice relates to the quality of relationships between individuals within organizations. With reference to interactional fairness, it is important to consider the way people who make decisions treat those their decisions affect. This is because people see attitude and behavior as pointers to fairness in the organization. Kau & Loh (2006) see interactional justice as what subordinate perceive and how those subordinates respond to their perceptions; relating to how their supervisors treat them. Aside to the justice of outcomes and procedures, researchers have also found that the quality of interpersonal treatment that an individual receives has a tremendous effect on his/her perception of justice. This subject matter was termed by Bies and Moag (1986) in Tsai (2012) as "interactional justice". Bies and Moag explained that the assessment of interactional justice focused on the interaction, which was not covered by formal procedures. Hence, it should be conceptually different from procedural justice and separated as a unique dimension of the organizational justice construct. According to Bies and Moag (1986) in Tsai (2012), there are four fundamental elements of interactional justice:

- **Respect:** individuals should be treated with respect;
- **Truthfulness:** the treatment should be free of deception;
- **Propriety:** supervisor's comments and questions should be appropriate;
- **Justification:** the treatment should be justifiable.

The researchers opined that interactional justice is concerned with the nature of treatments received by employees when supervisors/managers make decisions. To enhance these treatments, managers are expected to provide sufficient explanations regarding decisions made and communicate relevant information respectfully and sensitively. Nwibere & Olu-Daniels (2014) probed the validity of interactional justice construct and offered that interactional justice ought to be subdivided to include: interpersonal and informational justice. The former deals with treatments perceived as respectful and appropriate, while the latter was seen as the fairness and adequacy of the explanations given by supervisors, which must be timely, specific and truthful. Supervisors and organizational authorities interact with employees when they implement procedures or communicate decisions or outcomes to employees. Interpersonal justice "reflects the degree to which people are treated with politeness, dignity, and respect by authorities who determine employees' outcomes or implement organizational procedures" (Tsai, 2012). The other justice type – informational justice "focuses on explanations provided to people that convey information about why given procedures were used in a certain way or why given outcomes were distributed in a certain fashion."

Tsai (2012, p. 35) suggested that the relative prominence of interactional justice, as it concerns the manner people are treated and the adequate provision of information; makes the employee-supervisor relationship appraisable. This is because; the two components of interactional justice often dominate daily transactions between employees and supervisors and directly influence employees' perceptions and response attitudes. Nwibere & Olu-Daniels (2014) stated that a good portion of unjust organizational practices was unrelated to distributive and procedural issues. Instead, the study suggested that certain types of perceived workplace injustice bordered on the manner of interpersonal treatments people receive during workplace interactions and encounters.

2.3   Customer Post-Complaint Behaviour

Customers' complaint behaviour refers to the responses triggered by perceived dissatisfaction that is neither psychologically accepted nor quickly forgotten in the consumption of a product or service (Homburg and Fürst, 2005). Research by Duffy, Miller, and Bexley (2006) suggest that customers' complaint behaviour is a complex phenomenon which is reflected in the number of alternative definitions proposed to explain this kind of behaviour. Traditionally, the common determinant of complaining behaviour was described as dissatisfaction due to inadequacies of integrity, reliability, responsiveness, availability and functionality (Tronvoll, 2012). Hence, consumer dissatisfaction is a result of the discrepancy between expected and realized performance (Gruber, 2011). Post-purchase satisfaction has been considered a central mediator that links prior beliefs to post purchase cognitive structures, communication and repurchase behavior (Orisingher, Valentini & Angelis 2010). Similarly, satisfaction with the handling of a complaint can be considered a central element mediating the relationship between assessments made regarding these management and post-complaint attitudes and behavior. According to the literature on social justice, satisfaction is linked to assessments of fairness in various conflict situations (Tronvoll, 2012). Extending this logic to complaint handling, it is widely recognized that consumer satisfaction with the complaint episode results from the assessment of aspects regarding the final outcome (distributive justice), the process that led to the outcome (procedural justice) and the manner in which the consumer was treated and informed during the episode (interactional justice), that is, how fair these aspects were (Gruber, 2011).

Marketing literature has focused on identifying various determinants of customer post complaint behaviour; including perceived costs; attitude towards complaining; environmental and demographic variables and the likelihood of a successful complaint (Dean, 2004). Further, the existing models of customers' complaint behaviour focused on the separation of private action from public action (Gruber, 2011). This categorization has become increasingly irrelevant (and maybe even misleading) because of recent advances in Information Communication and Technological (ICT) systems. In the past, when a customer experienced an unfavourable service experience, he or she talked to relatively few people; in contrast, the advent of the internet has dramatically increased the number of people available for negative communication (Tax & Brown, 1998). In these circumstances, it becomes difficult to maintain a separation of the concepts of private action and public action. In response to these developments, the proposed model suggests new categories of complaining behaviour in terms of communication complaint responses and action complaint responses. This schema facilitates a categorization of a wide range of complaint responses over time.

Complaint handling has been recognized as a critical task for service managers in mobile telephone services. There is a need to enhance the trustworthiness of mobile phone operators by keeping customers' best interest at heart, providing customized services and exemplary behaviour of contact personnel to make the interaction a memorable experience. Based on post complaint behaviour, customers who are satisfied with complaint handling engage in positive word-of-mouth and are more loyal than customers who are dissatisfied with complaint handling of service quality of mobile telephone service providers.

2.3.1   Concept of Repeat Purchase

Repeat purchase borders on customers' decisions to patronize the same service sometime in the future (Blodgett & Anderson, 2000). Repeat purchase can be defined as the propensity of customers to consistently buy and utilize products/services from a particular service provider at some future time (Kou & Loh, 2006). It represents a signal of customer loyalty which a business treasures highly (Stephens, 2000). Repeat purchase intention is a decisive factor in business success, since the cost involved in searching for a new customer is higher than those involved in retaining current customers (Orisingher, Valentini & Angelis 2010).

Several researches have emphasized on classifying those characteristics influencing customer certification in terms of RPI. Stephens (2000) identified nine attributes influencing consumer RPI and the service provider apprehension of the consumer in the Hotel industry through vigorous interview and focus group studies. The factors identified were security and access, location and image, price/value, competence, access, security, additional services, tangibles, and leisure facilities. Kou & Loh, 2006) investigated 17 variables influencing consumer RPI in the Hotel Industry, but added only a single service quality variable and revealed a significant effect on RPI in line with other factors as security and image.

2.3.2   Word-of-mouth

Word of the mouth (WOM) communication is informal advice and information about products, services and social issue that exchanges between individuals and among them (Blodgett & Anderson, 2000). As an information source, positive WOM is a powerful input into decision making (Kou & Loh, 2006).Very satisfied customers always act by publishing favorable word of the mouth and it actually convert to advertise or in the contrary (Johnston & Michel, 2008). WOM is one of the strategies used by customers to reduce their post-decision dissonance (Kou & Loh, 2006). Based on the company research in US, each unsatisfied customer overtures its problem at least to 9 persons, then 13 percent of this

people, overture this situation for more than 20 others (Gruber, 2011). Also, in average one satisfied customer tells his/her good experience to product/service to 3 persons (Johnston & Michel, 2008). With negative word-of-mouth and exit responses, the organization often loses the opportunity to remedy and learn from the situation, suffers from reputation problems, and forfeits its investment and any potential future gains from that customer's patronage (Oh, 2006).

Word-of-mouth is one of the powerful methods in marketing from aspect of customers. The idea of word-of-mouth marketing brings value to marketing world of business. It helps to acquire, maintain customer loyalty and enlarge customer base (Oh, 2006). Customers who have been successfully recovered not only remain loyal but can become advocates for the organization. Such advocates may then be a source of referral business because word of mouth can be very persuasive in terms of influencing customers to use an organization and its services. Furthermore, negative word of mouth is likely to result from unsatisfied customers not satisfied complaining customers (Homburg & Furst, 2005).

2.3.3   Customer Commitment

A general interpretation of the commitment is the tendency to endure a desirable relationship in long-term (Ellyawati Purwanto & Dharmmesta, 2012). In Contrast, McCardle (2007) describes organizational commitment as the force to engage in transactions because of the perceived costs of doing otherwise. Commitment is an essential part of repeated usage and as in a relationship performance, rework intensions are crucial and commitment plays an important role in generating patronage (Morgan and Hunt, 1994), and in long-term commitment is an essential component in developing customer loyalty (Liao, 2007). Tan, (2014) found that committed customers will engage in repeated rework from an organization and additionally may recommend the business to others. Customer Commitment in relationship marketing literature, commitment has widely been acknowledged to be an integral part of any long-term business relationship (Stephens, 2000).

In most cases, it is described as a kind of lasting intention to build and maintain a long-term relationship (Orisingher, Valentini & Angelis, 2010), Along with Tronvoll (2012), it is believed that commitment to entails three different dimensions: Affective commitment describes a positive attitude towards the future existence of the relationship. Instrumental commitment is shown whenever some form of investment (time, other resources) in the relationship is made. Finally, the temporal dimension of commitment indicates that the relationship exists over time (Stephens, 2000).

Commitment Studies of exchange relationships among companies have concluded that commitment is an important concept, referring to the degree to which close and persistent relationships with other parties are established and maintained (Morrisson & Huppertz, 2010). Tax, Brown & Chandrashekaran (1998) described commitment as a guarantee to maintain a relationship and the intent to sacrifice short-term benefits for long-term interests. Commitment is a persistent attitude that reflects the positive values of a relationship. Thus, commitment does not change frequently, as people would not make commitments to valueless relationships. As defined by Orisingher, Valentini and Angelis (2010) commitment is the persistent desire to maintain a valuable relationship. Commitment, which can be viewed as the highest level of relational bonding, constitutes an indispensable part of a successful relationship. Therefore, the retailer's commitment to its supplier can adequately reflect relationship quality of the two parties.

Tronvoll (2012) clearly noted that commitment to some channel relationships might be driven by economic or extrinsic concerns, such as the desire for economic rewards or the avoidance of economic harm, a type of commitment that is shallow and short-lived. By contrast, if commitment is based on non-economic or intrinsic concerns, such as identification with partners or internalization of similar values, commitment is comparatively long-lived.

2.4 Interactional Justice and Customer post-Complaint Behaviour
2.4.1 Interactional Justice and Repeat Purchase
The interactional justice strategy emanates from the recognition of propensity of customers to complain when they experience service failure. This stems from a perception of unfairness associated with inequity in the relationship between the customer and service provider. As such the customer expects the company to provide a solution to recover the situation or to compensate for the imbalance. However, to obtain this recompense the customer must invest in time and effort (Chebat & Slusarczyk, 2005). Gelbrich & Roschk, (2010) opine that Heider's balance theory it is well known that human beings are driven to seek and maintain psychological balance in their relationships,

Correcting an imbalance creates a feeling of consistency with customer beliefs and expectations leading to satisfaction. In the context of service failure and recovery, justice perception signifies the manifestation of fairness during the recovery process subsequent to a disappointing initial service (Tan, 2014). It is based on the individual customer's consideration of the repeat purchase experience. For instance, a customer who experiences a service failure such as a delay in receiving validation for a money transfer for electricity bill payment will feel distressed and may call the service provider to pursue correction of the problem.

Service failure is viewed as an injustice based on the disparity in the relationship between the customer and the service provider (Chebat & Slusarczyk, 2005). The perceived imbalance in the exchange is based on customer's investment in time, money and effort when compared to the service provider's failure to deliver what was expected or promised. Additionally, the evaluation of fairness may also be prejudiced by the knowledge of how other customers were treated in similar situations. Interactional justice strategy is significant in the execution of repeat purchase since a perceived lack of fairness may impact on customer satisfaction as well as loyalty and intention to recommend (Ellyawati, Purwanto & Dharmmesta, 2012).

Interactional justice incorporates both interpersonal treatment and the suitability of the information provided during the recovery encounter. The aspect of interpersonal treatment comprises the behavior of frontline employees as they interact with customers in a repeat purchase situation. Respect and courtesy are key aspects of interactional fairness. An apology for the failure is also considered particularly important when executing a repeat purchase strategy. Informational justice centers on the perceived appropriateness and adequacy of the information used to explain the cause of the problem during repeat purchase (Gruberfirst, 2014).

Interactional justice highlights the importance of courtesy, honesty and empathy (Dean, 2004). Interactional justice is a proactive strategy whose aim is to anticipate and address the interaction aspects of repeat purchase without waiting for customers to complain. This strategy requires that as service problems occur, the interactional aspect of the recovery is well understood and appropriately addressed to ensure consistent application and prevent a recurrence of negative interactions.

2.4.2   Interactional Justice and Word-of-Mouth

Consumers who are dissatisfied with the retailer's response engage in twice as much word-of-mouth behavior than do consumers who are satisfied with the retailer's response (Tronvoll, 2012). A number of studies have shown that compared to positive word-of-mouth, negative word-of-mouth is more influential in determining the word-of-mouth receiver's attitudes and purchase intention (Kotler & Keller, 2012). How to minimize negative word-of-mouth from customers is highly important for service business since information on internet is easily accessible to people around the world. In a service context, word-of-mouth spreads much faster than in traditional retailing for instance, via customer feedback systems and internet complaint forums, (Nibkin, Ishmail, Mairimuthu & Jalakamali, 2010). The damage of dissatisfaction and negative word-of-mouth is particularly evident for service business (Tan, 2014). Previous researches have established the role of complaint handling satisfaction as the antecedent of word-of-mouth and repurchase intentions. Namkung & Jang (2009) suggest that consumers who believe that their complaints are handled poorly have higher negative word-of-mouth intention and lower repurchase intention. Rashid& Ahmad (2014) reported that complaints who were satisfied with the complaint handling would be willing to re-patronize the service provider. Nwibere & Olu-Daniels (2014) indicate that overall firm satisfaction has a strong influence on purchase intent in banking, home construction and service organizations.

Similarly, negative word-of-mouth and repurchase intents of service purchasers are found to be determined by post-recovery satisfaction. Ineffective recovery efforts lead to lower re-patronage intention and more negative word-of-mouth (Tan, 2014). Namkung & Jang, (2009) support this argument and go further verifying that the relationship between post-recovery satisfaction and loyalty, attitude and behaviors is moderated by cumulative service purchase experience.

WOM can be defined as the message about an organization credibility, trustworthiness, how the company operating its business, communication between one person to another (Duffy, Miller & Bexley, 2006)). In comparison to Andreassen (2000), word of mouth is informal communication between private parties concerning evaluations of goods and services rather than formal complaints to firms. Word-of-mouth behaviour has been recognized as an important post purchase behaviour which according to Morrisson & Huppertz (2010), customers frequently talks about products which are new, enjoyable, noticeable, personally experienced, complicated, and expensive products and services. Stauss & Schoeler (2004) confirmed that satisfaction with service recovery would encourage positive word of mouth communication between the customer and the organizations. Thwaites & Williams (2006) in service recovery a naturalistic decision-making approach, said word of mouth (WOM) can be referred to as informal communication between consumers about the characteristics of a business or a product. From customer complaint perspective, if a customer finds it difficult to engage in a process, prolonged time involvement or cost, a complaint can be classified as falling into procedural justice dimension.

2.4.3   International Justice and Commitment

The way service providers are dealing with customers whenever a failure occurs in terms of communication is defined as interactional justice (Liao, 2007; McCardle, 2007). It may contain preparing a proper explanation for the failure and the fairness of personal treatment providing from company employees including respect and honesty (Chebat & Slusarczyk, 2005; Ebener & O'Connell, 2010). The lack of adequate interactional justice will lead to more negative emotions. The literature review shows that the fair interpersonal treatment

positively changes complaint to the complaint satisfaction (Broekhuizen, 2006; Namkung & Jang, 2009).

Interactional justice has direct impact on customer's commitment. Commitment diminishes the perceived risk and vulnerability in a relationship and thus leads to a higher commitment to the relationship (Orisingher, Valentini, & Angelis, 2010). Moreover, commitment reduces transaction costs, as there is less necessity to establish expensive control mechanisms. Lower costs in turn increase the probability to continue the relationship in future and therefore increase the commitment to the relationship. Trust can even be called an essential antecedent of commitment: If a supplier is not perceived to be benevolent, honest or competent enough to show useful behavior regarding the relationship in question, the customer cannot rely on this supplier and thus will show no commitment towards the relationship (Thwaites & Williams, 2006).

3.0   Methodology

Design: Survey design was used because of its descriptive nature, causal relations, and power to draw inferences from particular to general through the use of appropriate test statistic. It is thus, a causal research since it determines the extent to which complaints handling practices can be used to explain or predict the variations in customers post complaint behaviour. The population of the study consists of sixty-six (66) registered fast food firms in Rivers State, whose authentic list was obtained from the business unit of the Rivers State Ministry of Commerce and Industry as at September, 2017 when the survey commenced. Considering the nature of the current study, the researcher opts to study the entire population. However, the number of participants in the study was three hundred and thirty (330), on a sample frame of five (5) respondents per firm. Thus, the sample respondents for the study were 330. The major sources of data for this study were both primary and secondary. The primary source was used to obtain firsthand information from respondents through the use of questionnaire administration, while the secondary data includes information from textbooks, journals, magazines, newspapers, internet, etc.

The researcher collected data for the study through the use of structured questionnaire. The questions in the questionnaire were intended to collect data on the study variables for the purpose of testing facts on complaints handling practices and post complaint behaviour. Each part consisted of questions with different options and calibrations as follows: strongly Disagree = 1, Disagree 2, undecided = 3, Agreed = 4 and Strongly Agreed = 5. The analysis was made up of descriptive and inferential statistics with SPSS version 22.0 providing aid. The inferential statistics involved two parametric inferential tests-Pearson Product Moment Correlation and Multiple Regression Analysis. Pearson product moment correlation adds test of strength of the associations between variables at 0.05 two tailed.

4.0 Results

Ho$_1$: Interactional justice is not positively related to repeat   purchase

Table 1.**Relationship between Interactional Justice and Repeat Purchase**
Correlation

Variables	Statistics	Interactional Justice	Repeat Purchase
Repeat purchase	Pearson's correlation sig. (2-tailed) N	1.000 . 200	.560** .000 200
Interactional Justice	Pearson's Sig(2-tailed) N	.560** .000 200	1.000 .000 200

** Correlation is significant at the 0.01 level (2.tailed).

The information in table 1 reveals that a moderate relationship exist between interactional justice and repeat purchase (r= 0.560**). This is in agreement with the earlier decision rule that if the correlation value is within 0.40-059. The relationship is moderate. The correlation value is also positively signed indicating that a positive relation exist between interactional justice and repeat purchase. This is not in line with the stated hypothesis 1 (Interactional justice is not positively related to repeat purchase) therefore, the alternative hypothesis that interactional justice is positively related to repeat purchase is accepted.

The relationship is also significant (significant/probability value (pv) = 0.000 <0.05) hence, the researcher concludes that significant and positive relationship exist between interactional justice and repeat purchase, implying that a decent and good approach in interacting with customers during complaint handling will attract customers to make repeat purchase. It also shows that interactional justice is a major contributor to customer's decision on repeat purchase.

4.12.8: Relationship between interactional Justice and Word-of- Mouth.
Ho$_2$: Interactional justice is not positively related to word of mouth.

Table 2: **Relationship between Interactional Justice and Word-of –Mouth**
Correlations

Variables	Statistics	Interactional Justice	Word-of-Mouth
Word-of-mouth	Pearson's correlation sig. (2-tailed) N	1.000 . 200	.511** .000 200
Interactional Justice	Pearson's Sig(2-tailed) N	.511** .000 200	1.000 .000 200

** Correlation is significant at the 0.01 level (2-5tailed)

Table 2 shows that the relationship between interactional justice and word-of-mouth indicate that the Pearson Correlation r = 0.511**. The magnitude of the correlation is moderate indicating that a moderate relationship exists between interactional justice and word-of-mouth. The positive sign of the value implies that a positive relation exist between them. That is increase in interactional justice is accompanied with increase in commitment. This does not agree with the stated hypothesis 2 (interactional justice is not positively related with word-of-mouth) Therefore, the researcher rejects the null hypothesis and accepts the alternative

hypothesis that interactional justice is positively with word-of-mouth. The relationship is significant (significant positive relationship exist between interactional justice and word-of-mouth.

Ho3: Interactional justice is not positively related to commitment

Table 3: **Relationship between Interactional Justice and Commitment**
Correlations

Variables	Statistics	Interactional Justice	Word-of-mouth
Word-of-mouth	Pearson's correlation sig. (2-tailed) N	1.000 . 200	.544** .000 200
Interactional Justice	Pearson's Sig(2-tailed) N	.544** .000 200	1.000 .000 200

** Correlation is significant at the 0.01 level (2-5tailed)

Table 3 shows that the relationship between interactional justice and commitment indicate that the Pearson Correlation r = 0.544**. The magnitude of the correlation is moderate indicating that a moderate relationship exists between interactional justice and commitment. The positive sign of the value implies that a positive relation exist between them. That is increase in interactional justice is accompanied with increase in commitment. This does not agree with the stated hypothesis 3 (interactional justice is not positively related with commitment) Therefore, the researcher rejects the null hypothesis and accepts the alternative hypothesis that interactional justice is positively related with commitment. The relationship is significant (significant positive relationship exist between interactional justice and commitment

4.0 Discussion of Findings
The first hypothesis sought to determine the association between interactional justice and repeat purchase using the Pearson's product moment correlation analysis. Statistical evidence provide that the relationship between the variables are moderate significant and positive thus, leading to the rejection of the null hypothesis and the acceptance of the alternative hypothesis. Therefore, it is possible to argue that, interactional justice emanating from the recognition of propensy of customers to complain when they experience service failure, positively relate with repeat purchase. This evidence is consistent with Ellyawati, (2012) findings that interactional justice strategy is significant in the execution of repeat purchase.
This is clearly seen in the fact that interactional justice is proactive and is focused toward the anticipation and addressing interactions that relate to repeat purchase without waiting for customers to complain.

The relationship between interactional justice and word-of- mouth was found to be moderate, positive and significant in the eight hypothesis customers who have been successfully recovered after service failure, not only remain loyal but also acts as advocates for the companies, but on the other hand, negative word-of-mouth may be visible in the case of a customer who is not satisfied with the complaint handling mechanism administered. The focal company should understand that word-of-mouth plays a heightening significant role in conditioning a consumer's altitude and buying behaviour, and avoid situations that may lead to negative word of mouth, by attending adequately to customer complaints. This support

Namking and Jang (2009) who opine that consumers who perceived that their complaints are handled poorly have higher negative word-of-mouth and lower purchase intention.

In the third hypothesis, there was a moderate, significant and positive relationship between interactional justice and commitment.. Commitment aims at enduring a desirable relationship in the long run and plays on important role in generating patronage. Companies that handles customer complaints excellently and ensuring that customers are satisfied during service recovery will find committed customers that are loyal to such companies. Our finding is line with Orisingner et al (2010) finding that interactional justice has direct impact on customers' commitment. This implies that if interactional justice is well handled during complaint handling it will certainly influence customer commitment.

3. Conclusion and Recommendation

This work focused on investigating the relationship between interactional justice and customer post complaint behaviour of fast food firms in Rivers State. The following conclusions can be drawn from the discussion of our findings and from the hypotheses. The paper concludes that interactional justice affects post-complaint behaviour; since literature suggests a positive and significant association between interactional justice and repeat purchase positive word-of-mouth. As customers who are satisfied with the interactions leading to the resolution of complaints tend to be more loyal to the organization, they display positive like repeat purchase and WOM. The results of the quantitative analysis demonstrates that these is sufficient evidence to show that customer complaint practices packages adopted by fast food firms affects customer post complaint behaviour through interactional justice. The Ho_1, Ho_2, Ho_3, were all statistically measured and rejected, indicating that complaint handling practices significantly and positively affects repeat purchase, word-of-mouth and commitment.

It is useful to contend that interactional justice have the potential to positively affect the measurement metrics of customer post complaint behavior (repeat purchase, word of mouth and commitment). Although, all the attributes of complaint handling practices which in turn positively affect the measurement metrics of customer post complaint behaviour.

Hence, interactional justice for the customers would increase repeat purchase and positive word-of-mouth which would definitely enhance the growth of the organization. Therefore, they are unlikely to change in their purchasing decisions. Consequently, the paper recommends that managers should ensure that customers are treated equitably with the intention of achieving corrective measures in post-purchase complaint handling practices and that will lead to a high level of repeat purchase activity, and that customers should be briefed regularly regarding the existing procedures and their implementation techniques, this would engender commitment on the part of the customer.

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