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Perceived Justice and the Sharing of Brand Experience in Virtual Travel Communities: A Study of Airline Passengers

Abstract

This study examines the causal relationship between perceived justice, emotions, and the sharing of brand experiences by airline passengers on virtual travel communities. Additionally, it investigates how passengers' meta-perception and social media usage characteristics moderate the association between perceived justice and the sharing of brand experiences. The study utilizes a mixed methods approach, employing both a critical incident approach and a factorial design experiment to explore the proposed relationships. The critical incident approach involves conducting interviews with a convenient sample of 16 travelers, comprising both genders. These interviews aim to identify issues that arise from the travelers' perspective when receiving services, as well as to understand the dimensions of perceived justice and the associated emotions during service recovery. By analyzing the anecdotes gathered through the critical incident approach and synthesizing the existing literature, hypotheses are formulated and subsequently tested using a factorial design experiment. Data for the experiment are collected through a convenient sample using the mall intercept technique, resulting in a total of 171 randomly assigned scenarios. The findings reveal that perceived justice and emotions play a crucial role in explaining the sharing of brand experiences within social media-based travel communities. These findings offer valuable insights for the airline industry and online travel communities, particularly in managing service recovery and enhancing brand experiences.

Key Words: Sharing brand experience, Airline industry, Online travel communities, Emotions, Meta-perceptions

I. INTRODUCTION

Social media has altered the dynamics between travelers' experiences, feedback, and recommendations in travel/destinations. Social media's "in-person" experience feature is handy for travelers and tourists. When customers are searching for travel-related information or making travel decisions, the chances are high that they will come

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across online travel communities. These travel communities are extremely helpful in providing tips and reviews about destinations and airlines. Studies show that online travel reviews affect decision-making, choosing a destination or an airline carrier. Specifically, over 38% of vacation travelers browse online communities and travel blogs/forums to obtain information about airlines, deals, and ticket prices (Adams, 2016). TripAdvisor is the most frequently visited travel information site among online travel communities, forums, and blogs, followed by Facebook, YouTube, and Twitter, respectively (Kazakov and Predvoditeleva, 2015). Furthermore, Mahrous (2016) indicated that online information is usually the primary source of travelers and tourists nowadays.

But then again, the information and tips on travel communities are a double-edged sword. Customer service and customer complaints on social media have revolutionized the travel and hospitality industry. Customers shared experiences on these sites can hinder people from visiting specific destinations or dealing with specific travel agencies or carriers. In addition, some customers' negative opinions and experiences affect travelers' attitudes and decisions. For example, the case of the #UnitedBreaksGuitars video went viral and was watched by more than 3.5 million people (about twice the population of Nebraska) around the world. This incident created lots of negative buzz about airline companies, initiated a trend on social media to boycott Delta Airlines, and led to serious actions by airline companies, such as allowing musical instruments to qualify as carry-ons (Hewitt, 2017). Another recent example is the "Passenger Removal" incident involving American Airlines in 2021. The incident gained attention when a video was shared on social media showing a passenger being forcefully removed from a plane by airline staff. The incident occurred when a passenger, who was wearing a face shield instead of a mask, was asked multiple times by flight attendants to comply with the airline's mask policy. When the passenger refused to wear a mask, despite repeated warnings, airline staff decided to remove them from the plane. A fellow passenger captured the incident on their smartphone and posted the video on social media platforms. The video quickly went viral, and users expressed their outrage over the forceful removal and the passenger's treatment. The hashtag #AmericanAirlines and related hashtags started trending as users shared their opinions and criticized the airline's handling of the situation. The incident sparked a heated debate on social media, with some users supporting the airline's decision to enforce mask policies for the safety of all passengers, while others condemned the use of force and questioned the airline's handling of the situation. American Airlines responded to the incident by releasing a statement explaining their mask policy and emphasizing their commitment to passenger safety. However, some social media users felt that the response lacked empathy and did not adequately address the concerns raised by the incident (BBC, 2020).

These incidents captured on video and shared on social media demonstrates the power of social media in amplifying public opinion and holding companies accountable for their actions.

Yet, the substantial body of literature on consumer behavior in online travel communities tends to pay little attention to the magnitude of the impact of travelers' unpleasant or negative experiences on sharing their brand experiences in online travel communities. Instead, most studies thus far focus on customers' motives (e.g., social, hedonic, or utilitarian benefits) for participation/or sharing of brand experience in social media-based travel communities and the role of personality traits (e.g., extroversion) in explaining creating content in online travel blogs and forums (Bronner and de Hoog, 2011; Yoo and Gretzel, 2011; and Munar and Jacobsen, 2013). Still, little is known (or understood) about how the perceived justice of service recovery activities and their associated emotions explain sharing brand experiences in online travel communities. Therefore, this research will address these gaps by investigating the role of perceived justice and emotions in sharing brand experiences in online travel communities. Furthermore, the research will examine the moderating effect of social media usage and meta-perceptions on the link between travelers' perceived justice, emotions, and sharing of brand experience.

The paper is organized as follows. Section 1 is the introduction. Section 2 presents the literature review hypotheses development. Then, Section 3 discusses the methodology. Finally, Sections 4 and 5 present the results, discussion, implications, and future research.

2. LITERATURE REVIEW

2.1. IMPACT OF PERCEIVED (IN) JUSTICE ON EMOTIONS

Justice theory explains the principle of fairness in dealing with service failure through three main dimensions: distributive, procedural, and interactive justice. The first dimension indicates the degree to which individuals perceive the result of the service recovery as fair. Distributive justice may include, among other things, compensation, coupons, free samples, product replacement, refunds, and discounts on purchases (Giovanola, 2023). Second, the procedural aspect of justice refers to the extent to which customers perceive policies, decisions, and processes used by the service provider during the service recovery to compensate customers as reasonable. It includes a detailed reflection process on the decisions taken until the problem is resolved. It is necessary because the customers might be pleased with the outcome they received as compensation for the service failure but remain unsatisfactory due to the slow process until they reach this result (i.e., timeliness). Finally, interactional justice refers to how clients were treated during service recovery about communication between the service provider and the customer (i.e., courtesy) (Akarsu, Marvi and Foroudi, 2023).

Travel research focused on examining perceived justice in the airline industry has mixed results, (Ruiz-Mafe *et. al.*, 2016, Yuan *et. al.*, 2016). Some studies indicated that consumer behavior, such as satisfaction and purchase intentions, varies among the diverse perceived justice types. For example, compared to the other types of perceived

justice, distributive justice has the greatest effect on consumer behavior, such as WoM and purchase intentions (Ding, Ho and Lii, 2015; Nikbin, Marimuthu, Hyun and Ismail, 2015). However, Park and Park (2016) indicated that procedural justice is the only perceived justice that affects satisfaction.

We extend this line of research by arguing that emotions have a role in explaining the effect of perceived justice on customers' willingness to share their brand experience in online travel communities. This argument is built on the Affect Control Theory (ACT), which that people's behaviors conform to the emotions/sentiments generated by a specific event or situation (Chebat and Slusarczyk, 2005). Considering the ACT, consumers treated fairly (e.g., compensated promptly and courteously) will have positive feelings, and vice versa (IP and Chark, 2023). On the one hand, customers treated unfairly in the service recovery process will have negative feelings such as frustration and rage. On the other hand, customers' actions (such as switching and online complaints) will comply with the emotions felt in and after the service recovery. Therefore, consumers will choose the course of action with their perceived justice and emotions. Previous studies indicated that these actions include switching to another service provider (Akarsu, Marvi and Foroudi, 2023). But little consideration has been given to the effect of travelers' perceived justice and emotions on consumer complaints on social media. For example, customers can easily tweet their feelings about their pleasant or unpleasant post-complaint experiences with airline companies right from the terminal or on the airplane. Therefore, it can be argued that customers' emotions about their post-complaint experience will lead to sharing this experience on online travel communities. Accordingly, we hypothesize that:

H_{1a}: For airline travelers', distributive injustice will have the greatest positive effect on negative emotions, then procedural injustice and interactional injustice.

H_{1b}: For airline travelers', distributive injustice will have the greatest negative effect on positive emotions, then procedural injustice and interactional injustice.

H_{1c}: For airline travelers', distributive injustice will have the highest positive effect on sharing brand experience on online travel communities, followed by procedural injustice and interactional injustice.

H_2: Airline travelers' emotions mediate the relationship between perceived justice and sharing of brand experience on online travel communities.

2.2. THE MODERATING ROLE OF META-PERCEPTIONS

Meta-perceptions refer to individuals/or customers' perceptions about what others would think of them if they made a specific behavior, e.g., complaints or post on social media (Albright, Forest and Reiseter, 2001; Tojib and Khajehzadeh, 2014; Ho, Tojib and Khajehzadeh, 2017). Little research on the customer complaining paradigm addressed the role of social and personal factors such as meta-perceptions in voicing complaints

(Wirtz, Orsingher, Chew and Tambyah, 2013; Tojib and Khajehzadeh, 2014). These studies indicated that customers' responses to a service failure, such as complaining, depend on their meta-perceptions. Customers may opt not to complain because of specific negative meta-perceptions developed during the service failure.

Similarly, previous research in the social media marketing literature suggests an association between social media behavior, such as sharing and posting on Facebook, and individuals' perceived personality impressions (Gosling *et al.*, 2007). Individuals might be discouraged from sharing specific incidents on social networks if they feel they will have negative meta-perceptions (Gupta *et al.*, 2018). Therefore, this study argues that meta-perceptions impact the relationship between emotions and brand experience sharing. Meta-perceptions can be a moderator variable; the relationship between emotions and brand experience sharing can be stronger for positive meta-perceptions and non-existent or less strong for negative meta-perceptions. Thus, it is hypothesized that:

H_3:   *The relationship between emotions and sharing of brand experience on online travel communities will be moderated by meta-perceptions.*

THE MODERATING ROLE OF SOCIAL MEDIA USAGE

The social media usage factors describe the frequency of social media and the attitude toward sharing opinions or creating content on social media (Mahrous, 2013). The social media marketing literature suggests frequent social media users are more inclined to create content, especially status updates and posting personal photos and videos (Mahrous, 2013). Additionally, Casaló, Flavián and Guinalíu (2010) found that social media users who like to share their opinions on social networks to foster their self-identity will be more willing to share their brand experience in online brand communities. Furthermore, Ben-Shaul and Reichel (2017) indicated that social media users seeking emotional support would be active participants on Facebook's tourism brand pages. Therefore, this research argues that the association between emotions and sharing of brand experience will be stronger for frequent social media users and less strong or non-existent for less frequent users. Accordingly, this research argues that:

H_4:   *Social media usage will moderate the relationship between emotions and sharing of brand experience on online travel communities.*

Figure 1 depicts the hypothesized relationships.

3. METHODOLOGY

The study adopted a mixed methods approach, a qualitative and a quantitative study. The first qualitative study adopted a critical incident technique, while the second study is a quantitative study that used a scientific experiment. The critical incidents approach (Byrne, 2001) has been used to identify the problems that occur while

Figure 1: Theoretical Framework
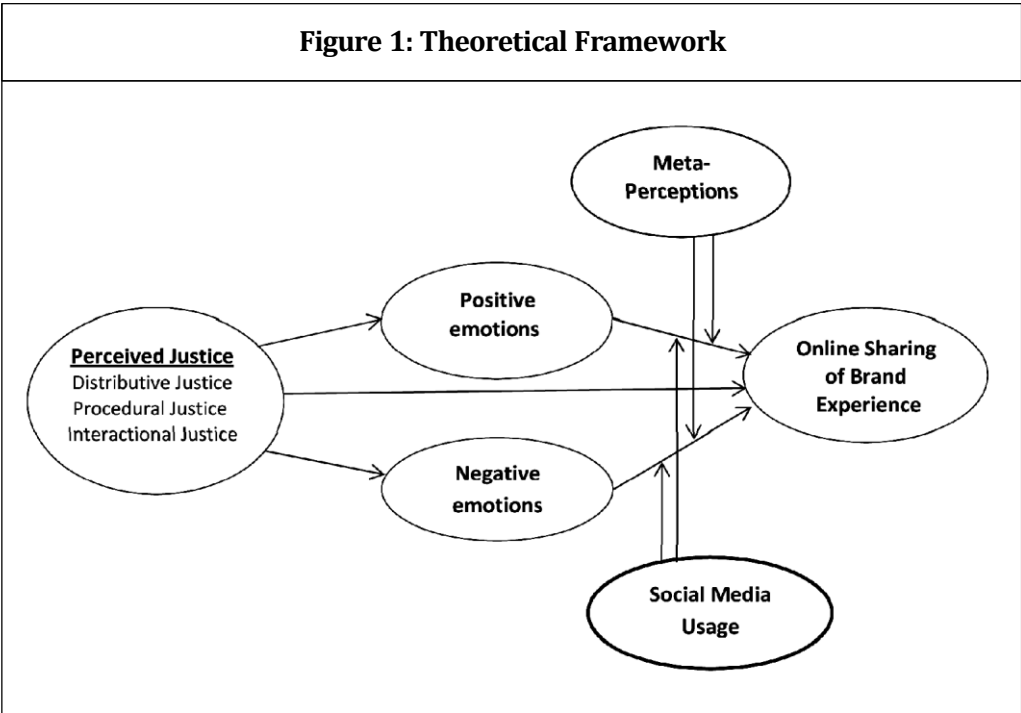
receiving the service from the travelers' perspective and understand the dimensions of perceived justice and their related emotions during the service recovery. Additionally, the anecdotes deducted from the critical incidents approach helped in gaining a deeper understanding of the phenomenon under investigation and the factors other than perceived justice that affect the travellers decision to share their brand experience on virtual travel communities.

Using a convenient sample of 16 travelers from both genders, respondents were asked via personal interviews to describe a situation where they had a flight cancelation/ or major delay during a recent trip. Specifically, they were asked to elaborate on how the airline company dealt with the situation, how long it took to solve the problem, and how the communications with the company were until the problem was solved. In addition, respondents were asked to describe their feelings about the result of the service recovery and whether they will be willing to share this experience on social media. Finally, from the analysis of the data transcripts, some service failure situation and their corresponding service recovery aspects were identified. In specific, the answers of the respondents were classified into two main themes: (43% of respondents) and perceived Injustice (57% of respondents). Then, each theme was classified into three sub-themes. For example, for perceived justice, respondents were classified into interactional justice (44%), distributive justice (28%), and procedural justice (28%). Also, among the perceived injustice group, 54% of respondents talked about perceived Injustice, while 22% mentioned procedural Injustice and 23% of interactional injustice.

3.1. EXPERIMENT DESIGN

3.1.1. Method

This research used an experimental design to develop four scenarios for service recovery in airline service failure situations (Field and Hole, 2013). The four scenarios are no service failure; procedural justice as a means for service recovery; interactional justice as a means for service recovery, and distributive justice as a means for service recovery) and indicated their consequent positive and negative emotions and intentions to share their brand experience. After developing the scenarios, they were evaluated by marketing academics and a few individuals to check the clarity of writing and understandability of the scenarios. According to their comments, a few words have been changed. Then, the questionnaires were printed and randomly mixed. They were randomly distributed to respondents. Specifically, they were randomly divided into three folders, and each respondent was asked to withdraw a questionnaire from a different folder than the previous respondent (Bazaraa, Mahrous and Elsharnouby, 2022; Abdelhamid and Mahrous, 2023). A convenient sample was used via the mall intercept technique. Respondents were approached in the food corner and restaurants of two major shopping malls in Cairo and Giza over two weeks. The total number of randomly assigned scenarios is 171. Table 1 shows the sample distribution.

The survey started with a specific scenario and asked respondents to answer some questions. The first three questions were for manipulation checks, some about respondents' emotions, sharing of brand experience, and demographic questions. Positive and negative emotions measure was adapted from Watson, Clark and Tellegen (1988), and meta-perceptions were measured using a semi-differential scale adapted from Tojib and Khajehzadeh (2014), when respondents scored high on the meta-perception measure, it was considered a positive meta-perception, and when they score low on the meta-perception measure, it was interpreted as a negative meta-perception. Finally, sharing of brand experience measure was adapted from Barhorst and Wilson (2017). The description of the research variables' measurements can be found in the appendix.

4. RESULTS

First, the scenario manipulations were checked. Generally, the results show that the manipulations were satisfactory because respondents' answers show that the scenario is understandable and realistic (M = 5.45, SD = 0.71; M = 4.41, SD = 0.66, respectively). Then, three Analysis of Variance (one-way ANOVA) tests were performed to examine the differences in positive and negative emotions and sharing of brand experience among the four perceived justice scenarios. The ANOVA test results are presented in the following sub-sections.

Table 1: Sample Distribution		
Variable		**Percentage**
Age	18 – Less than 25	24.0
	25 – Less than 35	29.9
	35 – Less than 50	30.6
	50 +	15.5
Gender	Female	50.8
	Male	49.2
Education	High School	24.0
	University Degree	57.8
	Graduate Degree	19.2%
Household income/month	Less than L.E. 15.000	22.2
	15.000 – Less than 50.000	43.8
	50.000+	34.0

4.1. POSITIVE EMOTIONS

ANOVA test results ($F = 7.450$, $p < 0.05$) reveal a main effect of perceived justice on positive emotions. Pairwise comparisons using Tukey's HSD tests indicate significant differences in negative emotions among the four perceived justice scenarios. They show distributive justice has the highest negative effect on positive emotions, then procedural and interactional justice (Table 2). Accordingly, H_{1a} is supported.

Table 2: The Effects of Perceived Justice Dimensions on Positive Emotions, Negative Emotions, and Sharing of Brand Experience on Social Media					
	No Effect	**Distributive Injustice**	**Procedural Injustice**	**Interactional Injustice**	***F***
	Mean (SD) Sig.	**Mean (SD) Sig.**	**Mean (SD) Sig.**	**Mean (SD) Sig.**	
Positive Emotions	4.12 (0.09)	2.43 (0.93)	3.23 (0.95)	3.13 (0.99)	7.450*
Negative Emotions	2.50 (1.02)	4.26 (1.11)	3.20 (1.14)	2.95 (1.16)	12.221**
Sharing of Brand Experience on social media	2.10 (0.92)	4.16 (1.12)	3.22 (0.99)	2.12 (1.11)	26.611**
Note: *Significant at the 0.05 level, and ** significant at the 0.01 level.					

4.2. NEGATIVE EMOTIONS

ANOVA test results ($F = 12.221$, $p < 0.01$) reveal a main effect of perceived justice on negative emotions. Pairwise comparisons using Tukey's HSD tests indicate significant differences in negative emotions among the four perceived justice scenarios.

Furthermore, they show that distributive justice has the strongest positive effect on negative emotions, then procedural justice and interactional justice (Table 3). Thus, H_{1b} is supported.

4.3. SHARING BRAND EXPERIENCE ON SOCIAL MEDIA

The findings of the ANOVA test indicate significant differences in sharing of brand experience among the four perceived justice scenarios ($F = 26.611$, $p < 0.01$). In addition, post hoc Tukey's HSD results revealed that distributive Injustice has a higher effect on sharing brand experience than in the other scenarios. Furthermore, the findings indicate that interactional justice has more impact on sharing brand experience than procedural justice at $p < 0.05$, as shown in Table 3. Accordingly, H_{1c} is accepted.

Considering the thus far mentioned results, it can be concluded that there are significant differences in the negative and positive emotions and sharing of brand experience among the four scenarios.
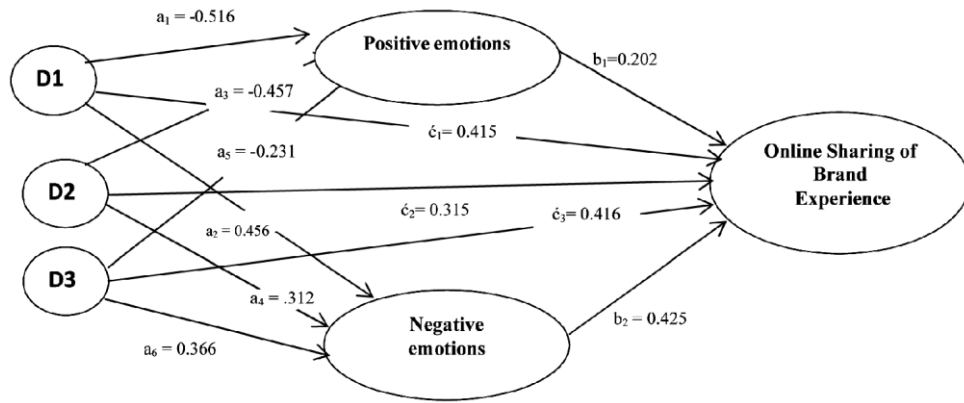
4.4. THE MEDIATION ROLE OF EMOTIONS IN THE LINK BETWEEN TRAVELERS' PERCEIVED JUSTICE AND SHARING OF BRAND EXPERIENCE

To examine H_2, a parallel multiple mediator model analysis using the Hayes regression analysis-based approach (PROCESS v3.0-model 4) was used to examine both negative and positive emotional effects on the link between perceived justice and sharing of brand experience (Hayes, 2013; Hayes and Preacher, 2014). As depicted in Figure 2, three regression equations were estimated, two regression equations to estimate the effect of the two mediators (negative and positive emotions) and one regression equation to test the effect of perceived justice dimensions and positive/negative emotions on sharing of brand experience on social media. As shown from R^2 values in Table 3, the manipulation of perceived justice explains about 30% of the variance in negative and positive emotions. In addition, the variance in sharing brand experience on online travel communities is explained by about 55% when perceived justice dimensions and positive and negative emotions are accounted for in the regression model. Furthermore, the impact of perceived justice dimensions on emotions and sharing of brand experience is significant at the 0.05 level, as indicated in Table 3. Also, the indirect effect of perceived justice on sharing brand experience on online travel communities (positive emotions= 0.3642, CI = 0.004 to 0.123, negative emotions= 0.3921, CI = 0.001 to 0.210). These results indicate that positive and negative emotions mediate/explain how airline travelers react to perceived injustice experiences. Accordingly, H_2 is supported.

4.5. THE MODERATION-MEDIATED EFFECT OF META-PERCEPTIONS AND SOCIAL MEDIA USE

In H_3, we posit that positive meta-perceptions will moderate the relationship between negative/positive emotions and sharing of brand experience. This hypothesized

Table 3: The Results of the Multiple Mediators' Regression Models

	Consequent					
	Positive Emotions		**Negative Emotions**		**Sharing of Brand Experience**	
	B	**Sig.**	**B**	**Sig.**	**B**	**Sig.**
D1	a_1 −0.516	0.012	a_2 0.456	0.031	c_1 0.415	0.041
D2	a_3 −0.457	0.021	a_4 0.312	0.020	c_2 0.315	0.051
D3	a_5 −0.231	0.041	a_6 0.366	0.012	c_3 0.416	0.023
Positive					b_1 0.202	0.032
emotions						
Negative					b_2 0.425	0.021
emotions						
Constant	i_{m1} 2.127	0.042	i_{m2} 2.266	0.043	i_y 0.283	0.050
	$R^2 = 0.321$ $F = 4.507$ ($p < 0.05$)		$R^2 = 0.321$ $F = 6.260$ ($p < 0.05$)		$R^2 = 0.557$ $F = 11.266$ ($p < 0.05$)	

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Note: D1 to D3 are dummy variable categories to represent the perceived justice (independent categorical variable); Statistically significant at the 0.05 level.

moderation mediation effect was tested using a moderation mediation model (Model 7) of Hayes' PROCESS (Hayes, 2013; Hayes, Montoya and Rockwood, 2017). The results indicate that there are significant main effects; the link between positive emotions and sharing of brand experience in travel communities is significant

(β = 0.76, t = 4.12, p < 0.01), and there is also the main effect of negative emotions on sharing of brand experience (β = 0.57, t = 6.41, p < 0.01). More importantly, the interaction terms between meta-perceptions and both positive and negative emotions were significant as follows: the effect of the interaction of meta-perceptions × positive emotions (Int_1) is significant (β = 0.56, t = 5.23, p < 0.01). Also, the impact of the interaction of meta-perceptions × negative emotions (Int_2) is statistically significant (β = 0.87, t = 5.78, p < 0.01). The moderation-mediated effect of meta-perceptions explains (R^2) about 39.12 variances in sharing brand experiences on online travel communities. Moreover, the R^2 change is 0.1612, F = 12.76, p < 0.01 due to interactions (i.e., meta-perception × positive emotions, and meta-perception × negative emotions). Accordingly, H_3 is accepted.

To examine the moderated mediation of social media use on the relationship between perceived justice dimensions, negative/positive emotions, and sharing of brand experience in online travel communities hypothesized in H_4, a moderated mediation model (Model 7) in PROCESS v3.0 on SPSS v25 was applied (Hayes, 2013; Hayes, Montoya and Rockwood, 2017). The findings show that the impact of negative emotions on sharing experience (β = 0.50, t = 5.47, p < 0.01) is significant. Furthermore, the interaction of social media use × negative emotions is significant (β = 0.52, t = 4.44, p < 0.01). Furthermore, the results show that the impact of positive emotions on sharing experience (β = 0.61, t = 4.47, p < 0.01) is significant. Also, the interaction of social media use × positive emotions is significant (β = 0.62, t = 5.44, p < 0.01). Finally, the R^2 change is 0.1457, F = 26.11, p < 0.01 due to interactions (i.e., social media use × positive emotions, and social media use × negative emotions). Therefore, we can conclude that H_4 is accepted.

5. CONCLUSION

The study of perceived justice received substantial consideration in the airline and travel industry research. But, despite the effect of emotions on future customer behavior, the effect of perceived justice on emotions and the impact of perceived justice and emotions on future consumer behavior received little or no consideration in the extant travel research. Accordingly, the primary objective of this study was to investigate the impact of perceived (in)justice and positive/negative emotion on sharing brand experiences in online travel communities. This paper integrated the theory of justice with the theory of ACT to study the link between travelers' perceived justice, emotions, and sharing of brand experience in online travel communities.

The results support the proposed conceptual framework. The findings indicate that perceived justice and emotions are key in sharing brand experiences in online travel communities. Specifically, the findings show that for airline travelers, distributive Injustice has the strongest positive effect on negative emotions, then procedural Injustice and interactional Injustice. Also, distributive Injustice has the strongest negative effect

on positive emotions, then procedural Injustice and interactional Injustice. These results are consistent with the results of Migacz, Zou and Petrick (2017), Ding, Ho and Lii (2015), and Nikbin, Marimuthu, Hyun and Ismail (2015), who found that distributive Injustice has the strongest effect on satisfaction, WoM, and purchase intentions compared to procedural and interactional justice.

Moreover, the findings conform with the results of Park and Park (2016), who indicated that procedural Injustice is the only dimension of perceived justice that impacts satisfaction. Also, the findings support the mediation role of positive/negative emotions in the relationship between perceived justice and sharing of brand experience in online travel communities. These findings extend the previous literature on the impact of perceived justice in the travel industry (e.g., Migacz *et al.*, 2018) by examining the impact of perceived justice on emotions and sharing of brand experience. In addition, it adds to the travel research focusing on sharing brand experience on social media (e.g., Kim and Fesenmaier, 2017; Bahrost and Wilson, 2017, Serour *et al.*, 2022; Khattab and Mahrous, 2016) by identifying some of the antecedents of sharing brand experience on social media.

Finally, the results indicate moderated mediation effects of meta-perceptions and social media use on the relationship between positive/negative emotions and sharing of brand experience. Specifically, the relationship between positive/negative emotions and sharing of brand experience in online travel communities will be strong when meta-perceptions are positive (i.e., social media friends and users have positive perceptions about one's sharing of their experience in an online travel community) and will be weak or non-existent when meta-perceptions are negative. In addition, social media use moderates the relationship between positive/negative emotions and sharing of brand experiences. Such that the relationship between positive/negative emotions and sharing of brand experience on travel communities will be stronger if the traveler is a frequent user of social media or tend to post frequently on social media, and the relationship will be weaker or non-existent if the traveler is not a frequent user of social media.

5.1. THEORETICAL IMPLICATIONS

The paper has two contributions. First, investigating the role of travelers' emotions in the effect of perceived justice on sharing online brand experiences is novel in the airline services industry. Second, the results contribute to the extant literature on motives/antecedents of engagement in online travel communities by developing a parsimonious framework of the integrated relationship between perceived justice, emotions, the moderating roles of meta-perceptions, and frequency of social media use. Additionally, the results contribute to the paradigm on the consequences of perceived justice and emotions by investigating the indirect impact of perceived justice on sharing brand experiences.

Although the proposed relationships are novel in the airline industry, the results support other service recovery research findings in the travel industry. For example, the indirect effect of perceived justice on sharing of brand experience supports the findings of recent studies on the effect of perceived justice on satisfaction and repurchase intention (Ding, Ho, and Lii, 2015; Park and Park, 2016). Moreover, the effect of meta-perception on sharing brand experience in service failure situations supports the studies on the impact of meta-perceptions on voicing customer complaints (e.g., Ho, Tojib and Khajehzadeh, 2017).

5.2. MANAGERIAL IMPLICATIONS

The findings have many managerial implications for airline service industries and marketers responsible for online travel communities. The findings show that all types of perceived justice have a direct impact on emotions and an indirect impact on sharing brand experience. However, firms/marketers are advised to focus more on distributive justice in addressing service failure in the airline industry. Distributive justice in this context is expected to induce customers to share positive experiences in online travel communities. This is important because positive travelers' experiences shared on online travel communities will induce other travelers to prefer the airline company, which responded effectively to service failure by providing distributive justice to complaining travelers.

Airline companies are advised to develop a social media crisis management strategy to deal with customers' negative brand experiences shared on social media. This strategy should anticipate crises or problems before they unfold (Liu, Shankar and Yun, 2017). Airline companies should learn from other companies' problems and mistakes. More importantly, airline companies should have a 'social media command center' that monitors important social media platforms to track everything shared/or said about the brand. When customers share a service failure, the company should respond promptly, accept responsibility, and apologize to customers. Then, they should amend the mistake and properly advertise this service recovery to avoid negative publicity and maintain their customer base.

Furthermore, considering the effect of meta-perceptions on sharing of brand experience and that customer participation and complaints create opportunities for firms to enhance their services and increase customer retention, marketing managers are advised to develop strategies that eliminate negative meta-perceptions associated with sharing the brand experience online travel comminutes. Finally, airline companies are advised to adopt a reward/compensation strategy to encourage frequent social media users to share their positive experiences with the airline company on online travel communities.

5.3. LIMITATIONS AND FUTURE RESEARCH

Further research is recommended to focus on comparing different cultures about the impact of service recovery evaluation on travelers' emotions and consequent consumer

behavior. Also, the role of personality traits in the relationship between emotions and consequent consumer behavior should be examined. Furthermore, this study used an experimental design; future research can track customers who post their post-recovery experience on travel websites such as TripAdvisor or Booking.com and study the link between service recovery evaluations, travelers' emotions, and their consequent participation in online travel communities.

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Appendix

Measures

Positive Emotions (adopted from PANAS by Watson, Clark and Tellegen, 1988)

Negative Emotions (adopted from PANAS by Watson, Clark and Tellegen, 1988)

Meta-Perceptions (a semantic differential 5-point scale adapted from Tojib and Khajehzadeh, 2014)

When my friends and other members read my post on the online travel community, they will see me as:

– Right/Wrong

– Reasonable/Unreasonable

– Fair/Unfair- Helpful/Unhelpful

– Opportunist/Altruist

– Agree/Disagree

Sharing of Brand Experience

– I will share my problem and experience with the airline company on online travel communities (e.g., The airline company's Facebook page, Trip Advisor)

Social Media Usage

– Frequency of using social media

– The tendency to share opinions on social media

    Responses range from rarely (1) to always (5)