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Would you try it again? Dual effects of customer mindfulness on service recovery

Abstract

Service failures have a negative impact on customer experience. Research in the field has looked for ways to reduce this negative impact, but little is known about the role of customer mindfulness in this context. Two quantitative scenario-based studies ($n_{total} = 613$) were conducted. Study 1 (experimental, between-subject design) showed that mindfulness moderates the relationship between attributions of benevolence and post-purchase intention (i.e., stronger effects for low mindful customers). Study 2 (follow-up, within-subject design) showed that the level of customer mindfulness is positively associated with a preference for explanation as a service recovery tactic. This research highlights the dual effects (positive vs. negative) of customer mindfulness in the context of service failure.

Keywords: double deviation; benevolence; service failure; post-purchase intention.

1. Introduction

Imagine yourself staying at a hotel and realizing it is of lower quality than promised on the website, or booking a table at a restaurant for a special occasion only to find yourself waiting for a long time because there is a problem with your reservation. These are examples of service failures that may result in frustration, regret, anger, brooding, desire for revenge and reduced wellbeing, among other negative reactions (Khamitov et al., 2020; Pacheco et al., 2017; Valentini et al., 2020). Service failures are a prevalent issue. For instance, in the USA, 66% of households experienced a product or service problem in a single year (Customer Care

Measurement & Consulting, 2022) and the customer satisfaction index reached its lowest level in 17 years in 2022 (The American Customer Satisfaction Index, 2023).

The negative impact of service failures on customer behavior may be affected by environmental or individual characteristics (Bambauer-Sachse & Rabeson, 2015; Obeidat et al., 2017; Ozuem et al., 2021). On the environmental side, the pandemic worsened a situation that was already far from ideal, increasing mood disorder symptoms and perceived stress (Charles et al., 2021; Parvar et al., 2022; Twenge & Joiner, 2020). The consequences have persisted, even after the end of the pandemic and the lifting of restrictions (Liu et al., 2023). Some of the mood disorder symptoms involve negative feelings (American Psychiatric Association, 2013), which makes it even harder to deal with service failures. This is because people use positive feelings and mood as a resource for dealing with negative situations that are personally relevant (Das et al., 2012; Raghunathan & Trope, 2002), such as the service failures they experience (Pacheco et al., 2019).

In terms of individual characteristics that may affect customer behavior after a service failure, mindfulness – a state of awareness, being attentive and conscious of the present moment (Brown & Ryan, 2003) – is of great relevance, as it is positively associated with wellbeing and serves to protect against anxiety and depression (Klussman et al., 2020; Pagnini et al., 2019). Thus, mindfulness can combat the mood disorder symptoms and stress that were exacerbated after the pandemic (Liu et al., 2023). It provides positive feelings and a mood that can then be used as a resource in the cognitive processing of service failure negativity, according to the 'mood as a resource' literature (Das et al., 2012; Raghunathan & Trope, 2002). Moreover, and due to their increased attention to details (Brown & Ryan, 2003; Ndubisi, 2014), mindful customers (vs. low mindful customers) are more likely to identify clues about failures and the

service provider, which may impact their perceptions of and reactions to service failures. Is this something, however, that could benefit or harm the businesses that have failed?

Even though extensive research on service failure and recovery has been carried out (Khamitov et al., 2020), limited work has been done on the influence of mindfulness in this context (Kumar et al., 2023).

This study seeks to fill the research gap identified by Kumar et al. (2023). This takes the form of the need for a theoretical extension that will cover specific areas of marketing and consumer behavior. Thus, this work aims to advance knowledge by integrating pioneering research on mindfulness into service marketing research. The concept of mindful consumption, as this pertains to sustainability and ethics, has already been covered by many of the existing studies on marketing and consumer behavior (Kumar et al., 2023). This study goes a step further, by addressing everyday services, such as restaurants, where the state of mindfulness can also play a role.

Therefore, the main purpose of this research is to investigate the role of mindfulness in consumer reactions after service failure (i.e., preference for a recovery tactic, attribution of benevolence, and post-purchase intentions). Specifically, this study will answer the following questions: (1) What is the effect of mindfulness on post-purchase intentions (PPI) after a double deviation (i.e., unsuccessful service recoveries)? (2) Is the level of consumer mindfulness associated with a preference for a specific service recovery tactic?

This study aims to enhance our understanding of (1) the role of mindfulness as a moderator of the relationship between attribution of benevolence and post-purchase intention after a double deviation; (2) the role of attribution of benevolence as a mediator of the effect of service recovery tactics on post-purchase intentions. More specifically, this study takes a novel

approach to probing the possible relationship between mindfulness, service failure, benevolence, and post-purchase intention. Our findings add to the service recovery literature by investigating whether post-purchase intentions are higher for mindful customers (vs. low mindful customers) and whether service recovery tactics are more efficient for mindful customers (vs. low mindful customers).

2. Theoretical framework and literature review

2.1. Service failures and recovery

Failures in a service context are common due to the unique difficulty of standardizing services and their dependence on the actions of both providers and customers (Balaji et al., 2017; Ndubisi, 2012). Service failures may violate consumer trust and generate some undesirable consumer reactions, such as negative word of mouth and acts of revenge (Obeidat et al., 2017; Pacheco et al., 2018; Pulga et al., 2019). Therefore, service recovery is extremely important for retaining current customers and preventing them from having negative reactions. Service providers may adopt different service recovery tactics, such as apology, promise, explanation, information sharing, or even financial compensations (Bozic, 2017; Pacheco et al., 2019; Van Vaerenbergh et al., 2019).

Service recovery tactics are usually divided into three groups: Compensation, favorable employee behavior, and organizational procedures (Gelbrich & Roschk, 2011; Van Vaerenbergh et al., 2019). Compensation may be either tangible/monetary (e.g., discount, refund or product replacement) or intangible/psychological (e.g., apology). These compensation tactics are usually associated with the consumer's perception of distributive justice, which is the justice dimension that most affects satisfaction with service recovery (Orsingher et al., 2010).

Favorable employee behavior pertains to the "empathetic, friendly, responsible, careful, and informative" employee behavior during service recovery which helps "the complainant to understand why a failure occurred" (Gelbrich & Roschk, 2011, p. 26). Such behavior may include excuse/denial (i.e., denying the organization's responsibility for the failure), justification (i.e., accepting responsibility but justifying it on the basis of a higher goal), process recovery communication (i.e., informing customers about the actions performed by the company to prevent a recurring failure), courtesy (i.e., politeness), effort (i.e., energy put into solving the issue), empathy (i.e., caring and concern), and willingness to listen (i.e., listening to the customer's explanation of the situation) (Van Vaerenbergh et al., 2019). These recovery tactics are usually associated with the consumer's perception of interactional justice, which is the justice dimension with the second highest effect on satisfaction with service recovery (Orsingher et al., 2010).

The third group of recovery tactics comprises the organizational procedures that businesses adopt to address service failures. These include customer participation, employee empowerment, flexibility, and promptness/recovery time (Gelbrich & Roschk, 2011; Van Vaerenbergh et al., 2019). Organizational procedures are usually associated with the consumer's perception of procedural justice, which is the justice dimension that least affects satisfaction with service recovery (Orsingher et al., 2010).

These three groups of service recovery tactics (i.e., compensation, favorable employee behavior, and organizational procedures) are not the only service recovery categories found in the literature. Some authors divide service recovery tactics into two main groups: emotional/psychological recovery (i.e., apology and explanation) and economic/tangible recovery (e.g., monetary compensation) (Miller et al., 2000; Wei et al., 2020; Xu et al., 2019).

The overall intention of firms when adopting one or more of these service recovery tactics is to retain customers and avoid any negative reactions. Therefore, the service recovery literature has focused on investigating the effects of recovery tactics on variables such as forgiveness, justice perceptions, loyalty, positive and negative emotions, recommendation, repurchase intention, satisfaction, switching intention and trust, among others (Gelbrich & Roschk, 2011; Manu & Sreejesh, 2021; Muhammad & Rana, 2020; Valentini et al., 2020; Wei et al., 2020; Xu et al., 2019).

The literature shows that monetary compensation (i.e., economic recovery) may be an ineffective recovery tactic. For instance, apology and explanation (i.e., emotional/psychological recovery) are more effective than monetary compensation (i.e., economic recovery) at inducing consumer empathy and forgiveness (Wei et al., 2020), which is an important precursor of relationship satisfaction (Muhammad & Rana, 2020). Positive employee attitudes and behaviors are more effective at increasing positive emotions and reducing negative emotions than monetary compensation (Xu et al., 2019). These results agree with those from the meta-analysis conducted by Valentini et al. (2020), according to which monetary compensation (i.e., economic recovery) may reduce such negative consumer emotions as anger and frustration but it lacks the power to increase positive emotions.

Moreover, service recovery is not just a matter of what the service providers do (i.e., the tactic they adopt), but also of how they do it (e.g., with courtesy, effort, empathy, and willingness to listen), which is part of the favorable employee behavior mentioned above (Gelbrich & Roschk, 2011; Van Vaerenbergh et al., 2019). The “how” of recovery tactics is of the utmost importance, as it might affect customer perceptions of, and emotions towards, the

service provider (Valentini et al., 2020), and attributions regarding the service provider's benevolence (Gasparotto et al., 2018; Manu & Sreejesh, 2021; Sirdeshmukh et al., 2002).

Attribution of benevolence refers to the altruistic concern for the wellbeing of others (Mercier & Deslandes, 2020; Schoorman et al., 2007) and is one of the three elements of perceived trustworthiness: benevolence, competence, and integrity (Mayer et al., 1995). Recovery tactics work differently on these three trustworthiness elements. For instance, apology has a positive effect on benevolence and perceptions of integrity, financial compensation has a positive effect on perceptions of competence, while information about a failure and what has been done to handle it has a positive effect on perceptions of both integrity and competence (Xie & Peng, 2009).

Therefore, of these three elements, benevolence has the highest positive impact on consumer forgiveness (Xie & Peng, 2009), and its predictive power for forgiveness is so high, that forgiveness may even be described as a "prosocial change along a single attitudinal continuum that ranges from malevolence to benevolence" (Forster et al., 2020, p. 861). In turn, forgiveness mediates the effects of recovery tactics on such post-purchase intentions as repurchase and recommendation intentions (Harrison-Walker, 2019). Benevolence is of great importance in stressful situations, as people prefer advice from a benevolent rather than expert provider when they face emotionally difficult decisions (White, 2005).

Benevolence is highly relevant to any investigation of the effects of service recovery tactics on certain consumer behaviors, such as post-purchase intentions. Post-purchase intentions have been frequently used as a basis for predicting customers' future behaviors, as they represent the tendency to repurchase the goods or services at the same place (Kuo & Wu, 2012; Kuo et al., 2009). Consequently, when customers express the intention to return (or to repurchase) after a

failure, this would be an expression of customer loyalty, which is critical for success (Manu & Sreejesh, 2021)

A number of customer-related factors have been studied in service failure scenarios (e.g., negative vs. positive emotions, satisfaction, loyalty, revenge, among others) (Manu & Sreejesh, 2021; Valentini et al., 2020). However, the role of mindfulness in service failure and recovery remains unexplored. Studying individual characteristics such as consumer mindfulness in the context of service recovery is of the utmost importance because satisfaction with the recovery tactic varies according to person-specific factors (Bambauer-Sachse & Rabeson, 2015; Ozuem et al., 2021). The next section explores the concept of mindfulness and how it may be associated with customers' reactions after service recovery, especially their post-purchase intentions.

2.2. Mindfulness

Mindfulness can be understood as a state of consciousness in the present moment, a state of awareness of thoughts and feelings, being attentive, an accepting attitude (Brown & Ryan, 2003; Brown et al., 2007; Kumar et al., 2023). Mindfulness is also related to the practice of purposefully bringing one's state of consciousness to bear on the present moment (i.e., when people embrace an accepting attitude, without evaluation) (Brown & Ryan, 2003; Donald et al., 2020; Kudesia et al., 2022). Additionally, Ardenghi et al. (2022) found that people with high levels of mindfulness have a greater feeling of compassion and tend to feel less emotional distress when facing tense relational circumstances. For the purposes of this study, mindfulness can be understood as a "clear and single-minded awareness of what actually happens to us and in us at the successive moments of perception" (Thera, 1972, p. 5). Therefore, mindfulness can be thought of as a personality trait, i.e., a psychological characteristic that allows a person to remain

attentive over time (Sousa & Freire, 2022). Although mindfulness is often experienced through meditation practices, this study focuses on mindfulness as a personality trait.

The mindful state prepares individuals to acknowledge and accept things as they are, and past studies show a positive direct effect between a mindful state and customer quality of life and well-being (My-Quyen et al., 2020). Several studies have looked at the service provider's state of mindfulness (Ndubisi, 2012; Ndubisi, 2014; Wang et al., 2021), but researchers are only now beginning to pay attention to consumer mindfulness, and it is relatively underexplored in the field of marketing, particularly as regards services (Kumar et al., 2023; My-Quyen et al., 2020; Ndubisi & Capel, 2019; Sousa & Freire, 2022). Thus, only a few studies have investigated mindfulness in the context of service provision (Sousa & Freire, 2022), and these have focused on service failure responses (Valentini et al., 2020).

Previous studies have shown that mindful consumers are more actively involved in the decision-making process, through their identifying, gathering, and analyzing of relevant information, such as product cues (Ndubisi, 2014). For instance, Pereira and Coelho (2019) showed that there is a relationship between mindfulness and positive financial attitudes and behaviors. Another study has examined the effect of mindfulness on conspicuous consumption, in particular how mindfulness works as an inhibitor of this type of consumption (Tan et al., 2022). As mindful people have a clearer view of the present moment, they may exhibit less impulsive behavior (Brown & Ryan, 2003; Tan et al., 2022). People with higher mindfulness might display lower levels of materialism and anxiety. This can then act as a brake on conspicuous consumption behavior (Tan et al., 2022).

Mindful consumers tend to evaluate the context, situations, and environment more carefully, through their analysis of relevant and valuable information. A good example of this is

a study that focused on a hotel's servicescape, in particular on the quality of the service and on the design elements (Ben Haobin et al., 2021). The study found that the servicescape yields customer mindfulness, which improves their brand experience (Ben Haobin et al., 2021). The customer's thoughtful evaluation impacts their perceptions and behaviors, leading to increased levels of commitment, trust, and customer satisfaction with the service providers (Ndubisi, 2014).

The literature shows that employee mindfulness has an effect on the quality of the service they provide (Wang et al., 2021). After a short experience of induced mindfulness, employees increased their service quality in terms of reliability, assurance, empathy and responsiveness (Wang et al., 2021). Other researchers have assessed the consequences of service reliability and pre-emptive conflict handling on customer satisfaction and loyalty in the context of healthcare services. The study addressed mindfulness in the sense that service reliability can be enhanced when both individuals and institutions increase mindfulness. The results showed that the more attention the service provider (e.g., mindfully delivered quality services) gives to the needs of individual customers (for instance reliable health information and care and the prediction of sources of conflict), the higher customer satisfaction. This will lead to increased loyalty and enhanced post-purchase intentions. The study concludes that, when service providers adopt mindfulness-based strategies by focusing on managing service failures more effectively, customers derive more satisfaction (Ndubisi, 2012). Furthermore, Sousa and Freire (2022) suggest that, in a waiting time scenario, the practice of mindfulness increases positive consumer outcome and improves service loyalty intentions.

As mindful consumers tend to evaluate situations more carefully, and this impacts their perceptions and behaviors (Brown et al., 2007; Ndubisi, 2014), it is important to address the role

mindfulness plays in post-purchase consumer intentions after service failure and recovery. Despite the increased trust that mindful customers (vs. low mindful customers) may place in service providers (Ndubisi, 2014), service failures violate customer trust and affect their behavior (Obeidat et al., 2018; Pacheco et al., 2018; Pulga et al., 2019). This work looks into the effect of mindfulness on customer reactions after service failure and recovery.

Due to their enhanced attention to details (Brown & Ryan, 2003; Brown et al., 2007; Ndubisi, 2014), high mindful customers (vs. low mindful customers) may pay extra attention to the service failure itself, thus enhancing the negative reactions, such as frustration, regret, anger, brooding, negative word of mouth and acts of revenge, that customers usually have after a service failure (Khamitov et al., 2020; Obeidat et al., 2018; Pacheco et al., 2017; Valentini et al., 2020). The negative feelings usually engendered by a service failure could stop customers using mood as a resource. According to the 'mood as a resource' literature, positive mood helps people cope better with the emotional burden of negative situations (Raghunathan & Trope, 2002). So, any lack of positive mood as a resource (i.e., the presence of negative feelings caused by the service failure) would make it more difficult for high mindful customers (vs. low mindful customers) to cope with the failure. This would potentially make the service recovery effort less effective for high (vs. low) mindful customers. This focusing of attention on the failure aligns with attribution theory, which states that when customers experience a failure, they look for causes and make attributions about it (Van Vaerenbergh et al., 2014). The main causal attributions made in these situations can be categorized according to (1) locus (whether it was caused internally, i.e., by the individual, or externally, (2) stability (whether the cause is temporary or not), and (3) controllability (whether the cause could have been avoided) (Weiner,

2000). Causal attributions may increase negative emotions, which then affect loyalty (Van Vaerenbergh et al., 2014) and its effect on post-purchase intentions.

Greater attention to detail by high (vs. low) mindful customers (Brown & Ryan, 2003; Brown et al., 2007; Ndubisi, 2014) could make them more attentive to the service recovery tactic, which would then enhance its positive effects, such as forgiveness, loyalty, positive emotions, repurchase intention, satisfaction and trust, among others (Manu & Sreejesh, 2021; Muhammad & Rana, 2020; Valentini et al., 2020; Wei et al., 2020; Xu et al., 2019). Rather than focusing on the failure and triggering negative feelings, high mindful customers may focus on the recovery tactic adopted by the service provider, triggering positive feelings. In this sense, high (vs. low) mindful customers would cope better with the service failure and recovery by using positive feelings and mood as a resource to deal with negative situations that are personally relevant (Das et al., 2012; Raghunathan & Trope, 2002), making the service recovery effort more effective for high (vs. low) mindful customers. Moreover, individuals with high (vs. low) mindfulness may experience a higher level of gratitude (Junça-Silva et al., 2023; McCullough, 2002) for the provider's service recovery, which would support the idea that the service recovery effort would be more effective for high (vs. low) mindful customers.

Benevolence is positively related to mindfulness (Grossman, 2015). As benevolence is of the utmost importance for consumer forgiveness (Forster et al., 2020; Xie & Peng, 2009) and consumer decision-making, and therefore post-purchase intentions, in stressful situations (White, 2005) we posit that the degree of customer mindfulness may affect the attribution of benevolence and post-purchase intention. As the increased attention high (vs. low) mindful customers pay to details (Brown & Ryan, 2003; Brown et al., 2007; Ndubisi, 2014) and mood as a resource (Das et al., 2012; Raghunathan & Trope, 2002) may affect the outcome of the service recovery tactic

in either a positive or negative way, we expect the customer's level of mindfulness to impact the relationship between benevolence attributions and post-purchase intention. That is, the level of mindfulness could either strengthen or weaken this relationship. The increased attention high (vs. low) mindful customers pay to service failure could weaken the relationship between benevolence and post-purchase intention, while the increased attention high (vs. low) mindful customers pay to the service recovery tactic could strengthen the relationship between benevolence and post-purchase intention. Thus, the following hypothesis is presented:

H1: After a service failure and recovery, customer mindfulness moderates the relationship between attributions of benevolence and post-purchase intention.

Given the characteristics, as described above, of high mindful individuals, particularly their careful evaluation of situations and high involvement in identifying, gathering, and analyzing relevant cues (Ndubisi, 2014), and building on the service recovery literature (Gelbrich & Roschk, 2011; Van Vaerenbergh et al., 2019), we expect those same individuals to prefer emotional/psychological recovery (i.e., apology, explanation, and information on actions taken) to economic/tangible recovery (e.g., monetary compensation). The former tactics (i.e., apology, explanation, and information on actions taken) help the customers to understand what happened or why it happened (i.e., explanation of what happened and information about the actions taken to prevent the situation from happening again) and redress psychological loss. They do this in a manner that is different from other recovery tactics, such as monetary compensation, promise, and denial, which neither serve to redress psychological loss nor help any understanding of the situation (Valentini et al., 2020; Wei et al., 2020; Xu et al., 2019). In other words, due to their increased attention to details, careful evaluation of situations, and high involvement in analyzing relevant cues (Brown & Ryan, 2003; Brown et al., 2007; Ndubisi, 2014), we expect high (vs.

low) mindful customers to prefer tactics that give them information to be analyzed. This is the case of an apology, which we take to be a form of communication that contains information that the recipient must analyze in order to be able to accept or reject it (Cerulo & Ruane, 2014), an explanation of what happened or information about the actions taken to prevent the situation from reoccurring. Therefore, the following hypothesis is presented:

H2: After a double deviation, high mindful customers prefer emotional/psychological compensation such as (a) apology, (b) explanation of what happened, or (c) information about the actions taken to prevent the situation from happening again, rather than financial compensation or denial.

The conceptual model for this study is as shown in Figure 1.

[Please insert Figure 1 near here]

3. Overview of the studies

Two quantitative studies were conducted using a scenario-based methodology (Kim & Jang, 2014) to investigate the role of mindfulness in consumer reactions after service failure.

According to the literature and H1, the main objectives for Study 1 were as follows: (i) analyze the effect of the attribution of benevolence on post-purchase intention (PPI) after a service failure, to determine if it has a mediating effect between the service recovery tactic and PPI (Section 4.3.1.) – this assumption is in line with the main findings of other studies of service failure (Forster et al., 2020; Xie & Peng, 2009); (ii) assess whether the level of mindfulness moderates the relationship between the attribution of benevolence and PPI after a service failure (Section 4.3.2.). This was a between-subjects experimental study that investigated the role of mindfulness on PPI after a double deviation.

Double deviation, which is commonly associated with service failures, refers to an unsuccessful attempt to restore customer satisfaction after a service failure (Basso & Pizzutti, 2016; Bitner et al., 1990; Pacheco et al., 2019). A double deviation usually has a worse impact on consumer trust than a simple service failure (Basso & Pizzutti, 2016). Thus, service providers should pay specific attention to restoring customer perception after a double deviation. There is significantly more research on the effects of service recovery tactics after a single deviation than on recovery effects after a single service failure (Pacheco et al., 2019). Given the data (variables scales) and the hypotheses, we applied linear regression models with mediation and moderation analysis (Darlington & Hayes, 2016) in Study 1. Mediation effect analysis determined the benevolence effect on PPI after the deployment of service recovery tactics (Agler & De Boeck, 2017). A regression model was used to assess the moderating effect of mindfulness on the relationship between benevolence and PPI (Memon et al., 2019).

We ran an additional analysis (Section 4.3.3.) follow-up study (Study 2) to determine whether there are significant differences in the level of PPI in the three scenarios (no tactic, apology, financial compensation). Given the importance of mindfulness in this specific framework (service recovery tactic vs. PPI), we investigated whether the level of consumer mindfulness is associated with any preference for a specific service recovery tactic. In line with the reasoning underpinning H2, we took into account other tactics explored in literature, in addition to apology and financial compensation. We conducted a descriptive analysis and, given the nature of the data (variable scales) and hypothesis, we calculated the degree of association (Spearman coefficient).

4. Study 1

4.1. Participants and methodological procedures

A between-subjects experimental design was implemented through an online questionnaire. The groups were randomly assigned to three different conditions (i.e., the service recovery tactics: no tactic, apology, financial compensation), which were manipulated through a scenario-based methodology (Kim & Jang, 2014) describing a double deviation. A total of 536 participants were recruited online through Prolific Academic TM, in exchange for a nominal fee. After excluding 33 participants who did not complete the questionnaire properly, 503 participants were considered valid ($M_{age} = 26.9$, $SD = 8.1$, 49.5% male, 47.9% female, 2% 3rd gender, 0.6% prefer not to say), representing over 50 different nationalities. The top three nationalities were Polish (15.5%), South African (11.1%) and Portuguese (10.7%). The number of participants per experimental condition was randomized and registered as follows: no tactic ($n = 152$), apology ($n = 180$), financial compensation ($n = 171$). Sociodemographic characteristics are shown in Table 1.

[Please insert Table 1 near here]

The survey was hosted by the Qualtrics TM online platform and data were collected on March 20th, 2022. In order to circumvent the self-selection bias associated with online surveys, the Prolific Academic TM platform filters participants using demographic screeners that can be set to be very general and the surveys are sent to participants all over the world, mimicking the multiple site entry technique (Reips, 2007). Although some self-selection bias might have remained, we did not expect this to be any different than what would be assumed in the recruitment of student volunteers to take part in a lab experiment. We also set the following filters as requirements on the Prolific Academic TM platform: adults; fluent in English; practice of meditation; balanced sample (i.e., equal male vs. female sample size); all countries.

The questionnaire was divided into 9 blocks. After an initial and brief description of the study (block 1), the three manipulated scenarios were presented randomly (block 2). The other sections of the survey were organized as follows: measurement of post-purchase intention (block 3), attention check (block 4), measurement of benevolence (block 5), manipulation check (block 6), measurement of mindfulness (block 7), control for routines and habits in mindfulness practice (block 8), and demographics (block 9).

A pretest was applied to 6 participants to identify possible misinterpretations of the questionnaire. Afterwards, a few adjustments were made. To control for potential confounds, we included an attention check right after the measurement of the dependent variable (post-purchase intention) and a manipulation check right after the mediator (benevolence). For the attention check, we included selection of the scenario for the service failure situation: "The scenario that you have just read describes a situation that happened in a....". Participants had to choose one of the following options (randomly presented): (1) Hotel; (2) Restaurant; (3) Supermarket; and (4) Airline company. For the manipulation check, we controlled for the realism of both tactic and scenario. For the tactic, the instructions were: "The scenario that you have just read about a restaurant describes a situation which involves…". The options offered were as follows: (1) an apology (i.e., apology for the situation); (2) financial compensation (i.e., discount); and (3) none of the above. For scenario realism, we asked: "Please indicate the perceived realism of the scenario (i.e., to what extent would it be likely to occur in the reported situation, in real life)". Participants answered on a 7-point Likert scale (from 1 = not at all realistic, to 7 = totally realistic).

4.2. Measures

The three different scenarios were adapted from Pacheco et al. (2019). Post-purchase intention (Kuo et al., 2009) was assessed by 3 items evaluated on a 5-point Likert scale (from 1 = strongly disagree, to 5 = strongly agree), and the items were modified to fit the restaurant context. Attribution of benevolence (Sirdeshmukh et al., 2002) was assessed by 3 items on a 7-point Likert scale (from 1= completely disagree, to 7 = completely agree). The Mindful Attention Awareness Scale (MAAS) (Brown & Ryan, 2003) was assessed by 15 items and a 6-point scale (from 1 = almost never, to 6 = almost always). Demographics consisted of Gender, Age, Nationality, and Education. The measures and respective items are presented in Table 2.

[Please insert Table 2 near here]

4.3. Results

Prior to data analysis, the MAAS scale results were inverted, as the lowest score (1 = almost never) is interpreted as a high mindful person. Cronbach's Alpha was calculated to measure the internal consistency of the MAAS scale. Internal consistency was high ($\alpha = .902$).

We performed different statistical analyses to test our predictions. We also controlled for the tactic (i.e., manipulation check) and for scenario realism. All participants correctly identified the tactic described in the scenario (including the absence of tactics). Scenario realism answers were coded as 0 (for answers ranging from 1 to 3) or as 1 (for answers ranging from 4 to 7), which gave: coded as 0 ($n = 36$); coded as 1 ($n = 467$). Therefore, we concluded that the scenario was deemed realistic.

The conceptual model for the statistics is shown in Figure 2. All the variables considered in Study 1 have been specifically matched to the research objectives (i.e., independent, dependent, mediator, and moderator variables).

[Please insert Figure 2 near here]

4.3.1. The mediation effect of benevolence on PPI after service recovery tactics ($X \rightarrow Y$ mediated by B)

For assessing the mediation effect of benevolence on the relationship between service recovery tactics and PPI, we applied three regression models:

Model 1: $Y = \beta_{0Y} + c_1 D_1 + c_2 D_2 + \varepsilon_Y$ (total effect of $X \rightarrow Y$)

Model 2: $B = \beta_{0B} + a_1 D_1 + a_2 D_2 + \varepsilon_B$ (effect of $X \rightarrow B$)

Model 3: $Y = \beta'_{0Y} + c'_1 D_1 + c'_2 D_2 + bB + \varepsilon'_Y$ (effect of $X \mid B \rightarrow Y$)

We were able to conclude that Model 1 is globally adequate (ANOVA: $F(2{,}500) = 14.217, p < .001$) considering $R^2 = .054$. Thus, the total variability of PPI is explained by 5.4% of the applied service recovery tactic. When both apology and financial compensation are considered (vs. no tactic), the PPI is higher ($.252$ for apology, and $.464$ for financial compensation). Model 2 is also globally adequate (ANOVA: $F(2{,}500) = 10.987, p < .001$) although considering $R^2 = .042$. Model 3 also confirmed the mediating effect of benevolence (ANOVA: $F(3{,}499) = 87.744, p < .001$) considering $R^2 = .345$. Furthermore, benevolence is the main (positive) explainer of PPI ($Stand.Coef. = .522$). A comparison of Model 1 and Model 3 shows that 'apology' loses explanatory power (for PPI) and is, thus, a non-statistically significant variable ($t = 1.453, p = .147$). Table 3 shows the results for the three regression models.

[Please insert Table 3 near here]

In conclusion, we can state that, of the two tactics (apology and financial compensation), financial compensation has the highest explanatory power with respect to PPI. In such scenarios, customers seem to tolerate the failure better. This variable is also a better explainer of PPI when the attribution of benevolence to the service provider is taken into account. Therefore, apology as

a tactic becomes secondary to the service failure. The total and direct effects of benevolence as a mediator are presented in Figure 3.

[Please insert Figure 3 near here]

The indirect effect of benevolence for the 'apology' tactic and PPI is $\hat{a}_1 \times \hat{b} = .147$. For 'financial compensation' and PPI, it is $\hat{a}_2 \times \hat{b} = .224$. Therefore, we may conclude that there is a significant partial mediation effect between the service recovery tactic and PPI ($\hat{c}_i > \hat{c}'_i,\ i = 1,2$; $\hat{a}_1 \times \hat{b} = .147$, $LLCI_1 = .058$, $ULCI_1 = .241$; $\hat{a}_2 \times \hat{b} = .224$, $LLCI_2 = .128$, $ULCI_2 = .329$), considering CI Bias-Corrected and Accelerated (BCa) through bootstrapping $5\,000$.

We may, therefore, conclude that the attribution of benevolence mediates the relation between service recovery and PPI. Hence, the attribution of benevolence to the service provider is a crucial contributor to the intention to use the service again.

4.3.2. The moderation effect of mindfulness on the relationship between benevolence and PPI

We used the following regression model to assess the moderating effect of mindfulness on the relationship between benevolence and PPI:

Model 4: $Y = \beta_0 + \beta_1 D_1 + \beta_2 D_2 + \beta_3 B + \beta_4 M + \beta_5 B * M + \varepsilon$ (effect of $X \mid B \mid M \rightarrow Y$)

Our results showed that Model 4 is globally adequate (ANOVA: $F(5,497) = 54.116$, $p < .001$) considering $R^2 = .353$. Thus, the total variability of PPI is explained by 35.3% of the model (Table 4).

[Please insert Table 4 near here]

As with Model 3, the 'apology' tactic loses explanatory power (of PPI) and is, thus, a non-statistically significant variable ($t = 1.394$, $p = .164$). Likewise, benevolence is the main (positive) explainer of PPI (Stand. $Coef. = .461$). We also observed that mindfulness itself is not sufficiently statistically significant ($t = 1.754$, $p = .080$, considering a significance level of

5%) to explain the effect on PPI. However, if we add the interaction effect with benevolence, mindfulness has a statistically significant effect ($b_5 = -.101$; $t = 2.265$; $p = .024$). We can, thus, confirm that mindfulness is a moderating variable in the relationship between benevolence and PPI. Therefore, in both cases (low level and high level), the linear relationship between benevolence and PPI slopes positively (0.38 and 0.28 respectively) (Figure 4). Hence, after a double deviation, an attribution of benevolence leads to an increase in PPI for both low and high mindfulness scores.

[Please insert Figure 4 near here]

However, the increase in PPI for high mindful participants is slower (vs. low mindful). For lower levels of benevolence, high mindful consumers present a higher PPI. This relationship changes as the level of benevolence increases, leading to higher scores for PPI for low mindful consumers.

4.3.3. Additional analysis

In addition to testing the hypotheses, we tested for a significant correlation, r, between mindfulness and PPI, and mindfulness and benevolence. Results showed that the correlation is significant between mindfulness and PPI ($r = .145$, $p = .001$) and mindfulness and benevolence ($r = 207$, $p < .001$). However, both correlations are weak. We also tested for a significant correlation between PPI and benevolence. We found that PPI and benevolence are significantly correlated ($r = .576$, $p < .001$). This correlation is moderate to strong.

We also looked for significant differences in PPI as a function of the service recovery tactic (without tactic: $n = 152$; apology: $n = 180$; financial compensation: $n = 171$). As homogeneity of variance was not assumed ($Levene's\ statistic = 4.849$, $p = .008$), we used a multiple comparison analysis based on Dunnett's C test. We found that, at a 5% significance

level, there is statistically significant evidence that PPI differs in each of the three subgroups (Table 5). Participants responding to the financial compensation scenario presented a higher PPI score ($M = 1.99$).

[Please insert Table 5 near here]

We may, therefore, conclude that mindfulness moderates the effect of the attribution of benevolence on PPI. As a result, H1 was confirmed.

5. Study 2

5.1. Participants and methodological procedures

An online questionnaire was created on the Qualtrics TM platform. A total of 110 participants were recruited through social networks, using the snowball sampling methodology. The sample was considered valid for analysis. Participants were aged between 19 to 65 years old ($M_{age} = 36.0$, $SD = 12.8$) and were of three different nationalities. Their sociodemographic characteristics are shown in Table 1.

The questionnaire started with a brief description of the study, followed by a service failure scenario (Balaji et al., 2017; Kim & Jang, 2014). The second section asked for a specific service recovery tactic preference. This was followed by the measurement of the mindfulness of participant (Brown & Ryan, 2003). Lastly, the sociodemographic section covered gender, age, nationality, and education.

5.2. Measures

The service failure scenario (Balaji et al., 2017) described a service failure in a hotel online booking situation. Participants evaluated 6 specific service recovery tactics (authors' development) on a 7-point Likert type scale (from 1 = not at all, to 7 = very much so): (T1) Apologize for the situation; (T2) Offer you monetary compensation; (T3) Explain what

happened; (T4) Promise it will not happen again; (T5) List the actions taken to prevent the situation from happening again; and (T6) Say there is no difference between the site and reality. As with Study 1, we applied the Mindful Attention Awareness Scale (MAAS) (Brown & Ryan, 2003) to assess the mindfulness level of the participants. The items were evaluated on a 6-point Likert type scale (from 1 = almost never, to 6 = almost always). Table 6 shows the measures for Study 2.

[Please insert Table 6 near here]

5.3. Results

As with Study 1, the MAAS scale results were inverted. Cronbach's Alpha was calculated to measure the internal consistency of the MAAS scale. Internal consistency was high ($\alpha = .893$).

To determine whether the level of consumers' mindfulness is associated with any preference for a specific service recovery tactic, we measured the linear correlation between the tactic and the mindfulness level through the correlation coefficient, r. We found that T3 ("explain what happened") is the only tactic that is statistically significant and positively correlated with mindfulness ($r = .216, p = .024$) (Table 7).

[Please insert Table 7 near here]

As shown in Table 7, we observed that the level of preference for each tactic is weakly correlated with the level of mindfulness. At the significance level of 5%, only the level of preference for T3 ("explain what happened") and the level of mindfulness present a significant ordinal relationship. It should also be noted that, despite weak correlation (not statistically significant), in the case of T2 ("offer you monetary compensation") and T5 ("list the actions taken to prevent the situation from happening again"), the higher the level of mindfulness, the

lower the preference for the tactic (negative correlation values). Generally, T1 and T3 are the most preferred tactics, and T6 is the least preferred tactic. Outliers are observed in T1, T3 and T6 (Figure 5).

[Please insert Figure 5 near here]

We found that the median levels for recovery tactic preferences are generally equal to or greater than 5. T6 ("say there is no difference between the site and the reality") is an exception and is clearly the one that is least appreciated by study participants (median equal to 1). However, some participants (three) attributed the maximum level (score 7), and these cases are considered to be outliers. Outliers in the case of T1 and T3 assigned a much lower preference level (score 1). Respondents deemed T1 ("apologize for the situation") the most appreciated tactic (median equal to 7).

In sum, the level of preference for each tactic does not present, in general, strong correlations with the level of mindfulness. The tactic "explain what happened" (T3) is the only one that presents a statistically significant correlation. Therefore, H2 is confirmed.

6. General Discussion

This study aimed to advance knowledge by integrating pioneering research on mindfulness into the field of service marketing, in response to calls for research on the topic of mindfulness, marketing, and consumption (Kumar et al., 2023). Even though the literature on service failure and recovery has been widely studied (for some meta-analysis on the topic, see Gelbrich & Roschk, 2011; Orsingher et al., 2010; Valentini et al., 2020; Van Vaerenbergh et al., 2014, 2018), customer mindfulness has been only sparsely investigated in this context. We validated our assumption that customer mindfulness could moderate the post-purchase intention (PPI) in a service failure context. Although it was initially presumed that, due to their state of

awareness (Brown & Ryan, 2003; Brown et al., 2007; Ndubisi, 2014), high (vs. low) mindful customers could either have a stronger or weaker PPI depending on whether they focused their attention on the failure itself or the service recovery tactic, we found that participants who scored high in mindfulness had a weaker positive impact in PPI (vs. low mindful participants). As customers with higher levels of mindfulness tend to focus their attention on the present moment, perceiving things and situations as they are, they might not react as expected to such marketing stimuli as the service recovery tactic (Kudesia et al., 2022; Kumar et al., 2023; Weick & Sutcliffe, 2011).

In Study 1, we found that PPI varies as a function of the service recovery tactic. Specifically, financial compensation had a higher influence on PPI than apology, in line with the findings of Xie and Peng (2009). Furthermore, when the attribution of benevolence was included in the model, its mediating effect (between service recovery tactics and PPI) was confirmed. Thus, we concluded that benevolence is the main positive explainer of PPI, thus validating the findings of other researchers (Forster et al., 2020; Xie & Peng, 2009), who determined benevolence to be a key element in consumer forgiveness and a mediator of the effect of recovery tactics on post-purchase intentions (Harrison-Walker, 2019). In contrast, apology lost PPI explanatory power when benevolence was included as a mediator. These results may feed into the discussion of whether apology or financial compensation is more effective in service recovery (Valentini et al., 2020; Wei et al., 2020). In our Study 1, financial compensation outperformed apology.

We have also found that mindfulness on its own is not sufficiently statistically significant to explain the effect on PPI. However, when benevolence was included, mindfulness and benevolence together have the statistical significance required to explain PPI. This might be

attributable to the evoked consciousness activated by evaluation of the service provider, in line with previous findings that benevolence is positively related to mindfulness (Grossman, 2015). Thus, when benevolence and mindfulness variables are combined, there is a decrease in PPI. Hence, in a context of double deviation, both low and high mindfulness participants had increased PPI after an attribution of benevolence to the service provider. However, the increase in PPI for high mindful participants was slower, when compared to low mindful ones. We assume that the attention to detail and sharper awareness of high mindful customers (Donald et al., 2020) might lead to a slower increase in PPI, as they evaluate situations carefully and thoughtfully (Brown & Ryan, 2003; Brown et al., 2007; Kudesia et al., 2022; Ndubisi, 2014). Therefore, high mindful customers might become more critical after a negative experience, thus enhancing its negative effect. In contrast, low mindful participants had levels of PPI that increased as the attribution of benevolence increased. This relationship changes as benevolence decreases, leading to higher levels of PPI but only for high mindful participants. In sum, mindfulness was revealed to be weakly correlated to both PPI and benevolence. However, when mindfulness is interacting with benevolence, it turns out to be an important variable for this specific context of double deviation and PPI.

In Study 2, we observed that the preference for the "explain what happened" service recovery tactic was the only one that positively correlated with mindfulness. Therefore, we assume that, for mindful consumers, an explanation is definitely more important than any other tactic, following a service failure. The fact that mindfulness involves more attention to detail and more awareness in certain everyday situations (Brown & Ryan, 2003), might be the driver for this preference. Moreover, mindfulness is often associated with compassion or empathy

(Ardenghi et al., 2022) and these are more closely connected to interpersonal concerns than to material issues (such as financial compensation).

6.1. Theoretical and managerial implications

This research contributes to the mindfulness literature by showing that although there has been a focus on the benefits of mindfulness for individuals, there may be downsides for businesses. On the one hand, it advances our understanding of mindfulness, by identifying the triggers of a mindful state in marketing and consumption. On the other hand, the understanding of the outcomes in the presence of a mindfulness state might underpin and help organizations to develop value propositions, activities, and initiatives to gain a competitive advantage among customers with high (or low) mindfulness (Kumar et al., 2023).

The mindfulness literature has focused on the positive outcomes of mindfulness, such as improved wellbeing, reduced anxiety and depression and less emotional distress in tense circumstances, among others (Klussman et al., 2020; Kudesia et al., 2022; Pagnini et al., 2019). Thus, one would think that the positive effects of mindfulness for individuals could benefit service providers as well, so that high (vs. low) mindful customers could demonstrate more positive attitudes toward the service provider and these could lead to higher levels of loyalty (Ndubisi, 2012; Ndubisi, 2014; Sousa & Freire, 2022). One could expect positive outcomes even when something negative like a service failure occurs, due to the higher compassion and less emotional distress in tense circumstances associated with high (vs. low) mindful customers (Ardenghi et al., 2022). However, our results show that, when associated with benevolence attributions, high (vs. low) mindfulness can lead to less PPI, indicating that businesses may face harder service recovery challenges when dealing with high (vs. low) mindful customers.

This weaker effect on PPI for high (vs. low) mindful customers contributes to the service recovery and consumer behavior literature by supporting two psychological theories that are often applied here: (1) mood as a resource, and (2) attribution theory. Our result supports the mood as a resource theory, which states that positive mood enables people to better cope with the emotional burden of negative situations (Raghunathan & Trope, 2002). We have shown that the increased attention of high (vs. low) mindful customers to the failure may increase negative feelings that, in turn, may make coping with a failure even more difficult. This also supports the attribution theory (Weiner, 2000) because, when customers experience a failure, they tend to look for causes and make attributions about it (Van Vaerenbergh et al, 2014). The causal attributions may increase negative emotions, which in turn, affect loyalty (Van Vaerenbergh et al, 2014), and, consequently, post-purchase intentions. The increased attention of high (vs. low) mindful customers to the failure may intensify this process.

This research also contributes to the service marketing literature, by extending our understanding of mindfulness in consumer reactions after a double deviation. Although extensive research has been carried out into service recovery tactics (Orsingher et al., 2010; Valentini et al., 2020), the role of mindfulness has been underexplored. To the best of our knowledge, this is the first study on the impact of customer mindfulness after a double deviation that takes into account the attribution of benevolence and post-purchase intentions. Therefore, our results also contribute to extending the consumer behavior literature, particularly the customer journey literature on the final stage of the decision-making process (i.e., post-purchase behavior) and the service recovery journey (Van Vaerenbergh et al., 2019). Through this study, we are able to propose a new and more comprehensive understanding of the decision-making process when service failures are involved.

Our findings have a number of practical implications. While mindfulness has been associated with many benefits for individuals (Klussman et al., 2020; Pagnini et al., 2019), we have found that high levels of consumer mindfulness are less beneficial for a service provider attempting to recover a service failure. Thus, service providers might take their customers mindfulness profiles into account, to help them define better service recovery tactics, as we found a preference for a specific recovery tactic (i.e., 'explain what happened'). With the aid of a Customer Relationship Management (CRM) program, service providers could develop a deeper understanding of the customers (e.g., by applying the MAAS scale in a survey). The resulting information could be used in post-service failure communications to foster customer satisfaction.

Managers and marketers could, thus, design more effective marketing strategies by focusing on the final stage of the decision-making process and responding to mindful customers' needs. We suggest that service providers might consider specific touchpoints at the post-purchase stage, focusing on touchpoints that enable them to provide explanations about the service failure and recovery.

6.2. Limitations and suggestions for future research

This research work is not without limitations. Research often uses self-reported scales to measure mindfulness, which is not the ideal situation for study validity. However, we applied the MAAS scale (Brown & Ryan, 2003), which is one of the most cited scales for measuring mindfulness (Calvete & Royuela-Colomer, 2016; Medvedev et al., 2016). For the sake of data consistency and robustness, future studies could also consider employing behavioral variables to assess the mindfulness level of participants (e.g., mindfulness and meditation practice in terms of regularity; how long participants practice mindfulness; demographic characteristics in terms of being – or not – an instructor, with or without experience). However, our experimental design

and subsequent statistical analysis allowed us to overcome some of the limitations of self-reported measures.

We addressed a specific service failure scenario (i.e., restaurant), which is a limitation. Therefore, we suggest that further studies might be developed to test the role of mindfulness in other industries (e.g., tourism, airlines, education, wellness).

Although scenario-based experimental techniques are widely used, service environments cannot be exactly replicated. There are sensorial aspects to real-life situations that could be included in future studies (Morrison et al., 2011). Such stimuli as noise level, crowded environments, colors, and other physical attributes, could interfere with the reactions of high mindful customers, as they tend to be more attentive to external stimuli (Brown & Ryan, 2003; Brown et al., 2007; Kumar et al., 2023). Furthermore, and in line with the aforementioned recommendation, a study using field research methodology could improve the result validity (i.e., collecting data in a real-life setting, controlling for such physical attributes as variables).

Our study investigated the level of consumer mindfulness, but service personnel are an important part of the service recovery process and their behavior influences consumer reactions (Gelbrich & Roschk, 2011; Van Vaerenbergh et al., 2019). Therefore, future research could investigate the effect of service recovery personnel's level of mindfulness on consumer reactions. Moreover, and because individual characteristics affect the service experience, especially in service failures and recovery (Van Vaerenbergh & Orsingher, 2016), future research could also focus on investigating other individual characteristics that could be moderating the effects of recovery tactic on post-purchase intention, such as personality traits (e.g., sensitiveness, extroversion, anxiety, openness). These could eventually be combined with mindfulness. The

attribution of benevolence could be further explored, as it was revealed to be crucial to service failures.

7. Conclusion

Given the lack of research on the influence of mindfulness on consumer reactions after service failure, this study involved the application of one of the most cited mindfulness scales (MAAS) in combination with a scenario study methodology describing a double deviation. More extensive literature on the positive or negative role of customers' mindfulness in service failures is definitely needed. We were interested in the relationship between service recovery tactics and post-purchase intention (PPI), adding the attribution of benevolence as a mediator, and mindfulness as a moderator.

We first concluded that PPI varies as a function of the service recovery tactic, in line with other authors' findings (e.g., Xie & Peng, 2009). Moreover, the attribution of benevolence was proven to mediate the relation between service recovery and PPI (in line with other findings, such as Grossman, 2015), and mindfulness moderates the effect of the attribution of benevolence on PPI, which was one of the novelties of this research work. In fact, it was interesting to find that, when comparing high vs. low mindful customers, the PPI results were distinct (both high and low mindfulness heightened PPI, but the increase was slower for high mindful customers). Moreover, we concluded that mindful customers prefer an explanation from the service provider rather than financial compensation.

The results underpin our assumption that mindfulness could act as an effective variable when considering service failure. As PPI was shown to be a relevant variable in our framework, other behavioral variables (e.g., trust, loyalty) or personality trait (e.g., sensitiveness, extroversion, anxiety, openness) could also be considered in future studies. Practitioners might

apply this knowledge to the improvement of marketing strategies, helping brands to react better when failures occur. Given the increasingly turbulent world in which we live, this study opens up an important pathway for further research into mindfulness and consumer behavior.

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Table 1. *Sociodemographic characteristics (%) for Study 1 and Study 2.*

	Study 1 ($n = 503$)		**Study 2 ($n = 110$)**	
Variables	Country	Percentage	Country	Percentage
Gender				
Men	-	49.5	-	40.0
Women	-	47.9	-	60.0
Other	-	2.6	-	0.00
Age (years)				
18-30	-	78.0	-	40.0
31-50	-	20.0	-	46.4
+50	-	2.0	-	13.6
Education				
High school	-	28.4	-	18.3
First degree or equivalent	-	48.7	-	44.5
Master's	-	18.3	-	14.5
PhD	-	1.0	-	20.0
Other	-	3.6	-	2.7
Nationality				
	Polish	15.5	Portuguese	84.0
	South African	11.1	Brazilian	15.0
	Portuguese	10.7	Italian	1.0
	Others	62.7		

Table 2. *Measures for Study 1.*

Construct	Items	Reference
Scenario 1 - Service scenario with a failure (apology)	Imagine that you made a reservation at a restaurant to celebrate a special occasion. The reservation was for 8 p.m., and you arrived at the restaurant at 8 p.m. sharp. The receptionist verifies your reservation but informs you that all the tables are occupied. The receptionist tells you that the waiting time for a table should be approximately 40 min. You ask to talk to the manager. You complain to the manager and ask him to do something about the situation. The manager says he will check whether there is something he can do. The manager walks through the restaurant and returns saying that there is no table available and that you must wait approximately 40 min for a table. Besides that, the manager apologizes for the situation.	Adapted from Pacheco et al. (2019)
Scenario 2 - Service scenario with a failure (financial compensation)	Imagine that you made a reservation at a restaurant to celebrate a special occasion. The reservation was for 8 p.m., and you arrived at the restaurant at 8 p.m. sharp. The receptionist verifies your reservation but informs you that all the tables are occupied. The receptionist tells you that the waiting time for a table should be approximately 40 min. You ask to talk to the manager. You complain to the manager and ask him to do something about the situation. The manager says he will check whether there is something he can do. The manager walks through the restaurant and returns saying that there is no table available and that you must wait approximately 40 min for a table. Besides that, the manager offers you a financial compensation: a discount on your meal.	
Scenario 3 - Service scenario with a failure (without compensation or apology – control)	Imagine that you made a reservation at a restaurant to celebrate a special occasion. The reservation was for 8 p.m., and you arrived at the restaurant at 8 p.m. sharp. The receptionist verifies your reservation but informs you that all the tables are occupied. The receptionist tells you that the waiting time for a table should be approximately 40 min. You ask to talk to the manager. You complain to the manager and ask him to do something about the situation. The manager says he will check whether there is something he can do. The manager walks through the restaurant and returns saying that there is no table available and that you must wait approximately 40 min for a table.	
Post-Purchase Intentions (PPI)	Think about the situation just described and answer: 1. I intend to eat at this restaurant next time. 2. I will recommend this restaurant to my friends or relatives. 3. I intend to continue to eat at this restaurant in the future.	Adapted from Kuo et al. (2009)
Attribution of Benevolence	Think about the situation just described and answer (in terms of agreement): The restaurant… 1. Has policies that indicate respect for the customer. 2. Has policies that favor the customer's best interests. 3. Acts as if the customer is always right.	Adapted from Sirdeshmukh et al. (2002)
Mindful Attention Awareness Scale (MAAS)	1. I could be experiencing some emotion and not be conscious of it until sometime later. 2. I break or spill things because of carelessness, not paying attention, or thinking of something else. 3. I find it difficult to stay focused on what's happening in the present. 4. I tend to walk quickly to get where I'm going without paying attention to what I experience along the way. 5. I tend not to notice feelings of physical tension or discomfort until they really grab my attention. 6. I forget a person's name almost as soon as I've been told it for the first time.	Brown and Ryan (2003)

	7. It seems I am ‘‘running on automatic,” without much awareness of what I’m doing. 8. I rush through activities without being really attentive to them. 9. I get so focused on the goal I want to achieve that I lose touch with what I’m doing right now to get there. 10. I do jobs or tasks automatically, without being aware of what I’m doing. 11. I find myself listening to someone with one ear, doing something else at the same time. 12. I drive places on ‘automatic pilot’ and then wonder why I went there. 13. I find myself preoccupied with the future or the past. 14. I find myself doing things without paying attention. 15. I snack without being aware that I’m eating.

Table 3. *Coefficients and confidence intervals for the three regression models (Study 1).*

Model	***Coefficients***			*t*	*p-value*	**95% *Conf. Interval***	
		Unstand. Coef.	*Stand. Coef.*			LL	UL
Model 1 (Total Effect of X on Y)	β_{0Y}	1.526		24.101	<.001	1.402	1.651
	c_1	.252	.314	2.925	.004	.083	.421
	c_2	.464	.579	5.332	<.001	.293	.635
Model 2	β_{0B}	2.283		21.773	<.001	2.077	2.489
	a_1	.437	.332	3.069	.002	.157	.717
	a_2	.668	.507	4.636	<.001	.385	.951
Model 3 (Direct Effect of X on Y)	β'_{0Y}	.761		10,339	<.001	.616	.906
	c'_1	.105	.131	1,453	.147	-.037	.247
	c'_2	.240	.300	3,244	.001	.095	.386
	b	.335	.552	14,907	<.001	.291	.379

Table 4. *Coefficients and confidence intervals for the mediation and moderation effect (Study 1).*

Model	***Coefficients***		*t*	*p-value*	**95% *Conf. Interval***	
	Unstand. Coef.	*Stand. Coef.*			LL	UL
	β_0	.651		6.441	<.001	0.452	0.850
Model 4 (Model with Mediation and Moderation effect)	β_1	.100	.060	1.394	.164	-0.041	0.242
	β_2	.233	.138	3.159	.002	0.088	0.378
	β_3	.381	.461	12.330	<.001	0.320	0.442
	β_4	.230	.144	1.754	.080	-0.028	0.488
	β_5	-.101	.215	-2.265	.024	-0.188	-0.013

Table 5. *Differences between the PPI depending on the service recovery tactic (Study 1).*

Scenario	*PPI Mean Difference*	*Std. Error*	**95% *Confidence Interval***	
			LL	UL
No tactic *vs* Apology	-.25156*	.07863	-.4375	-.0656
No tactic *vs* Discount	-.46409*	.08624	-.6681	-.2601
Apology *vs* Discount	-.21252*	.08861	-.4220	-.0030

(*)The mean difference is significant at the 5% level

Table 6. *Measures for Study 2.*

Construct	Items	Reference
Service failure scenario	Imagine the following situation. You have decided to spend a short vacation and have booked a hotel online. This is your first time booking this hotel. You choose this hotel as it offers many features including a health club, swimming pool, quality restaurants, and a reputation for giving special attention to its guests. When you arrive at the hotel that you booked because of its many features (health club, swimming pool, quality restaurants, etc.) you are not satisfied with the services as the hotel is of lower quality than promised in the site.	Balaji et al. (2017)
Preference for a specific service recovery tactic	1. Apologize for the situation. 2. Offer you monetary compensation. 3. Explain what happened. 4. Promise it will not happen again. 5. List the actions it took to prevent the situation from happening again. 6. Say there is no difference between the site and the reality.	Authors' development
Mindful Attention Awareness Scale (MAAS)	(Described in Table 1)	Brown and Ryan (2003)

Table 7. *Correlations between the tactic and mindfulness (MAAS Scale) (Study 2).*

		Service Recovery Tactic					
		T1	T2	T3	T4	T5	T6
Mindfulness Scale	*Spearman Coef.*	.062	-.070	**.216**	.149	-.013	-.088
	p-value	.524	.470	**.024**(*)	.123	.895	.362

(*) Statistically significant at significance level of 5%

Figure 1. *Conceptual Model.*

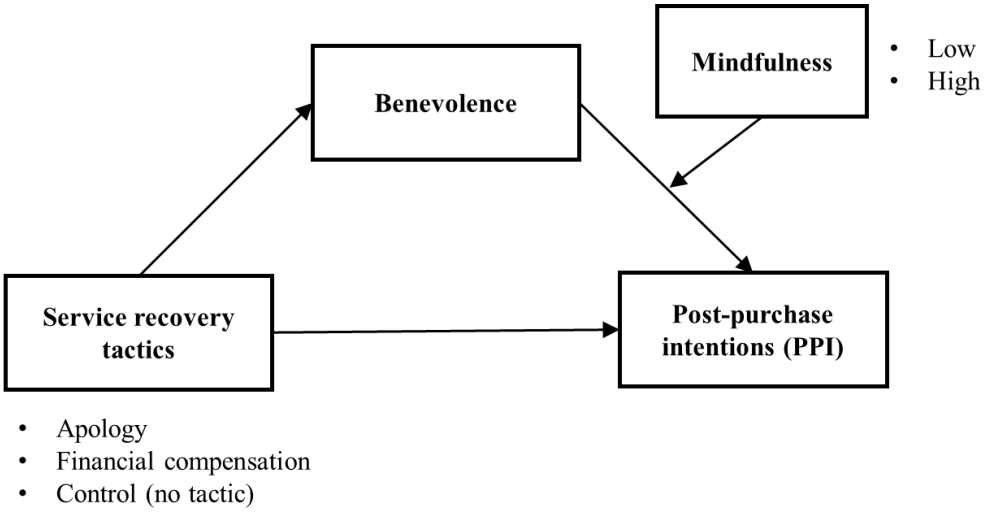
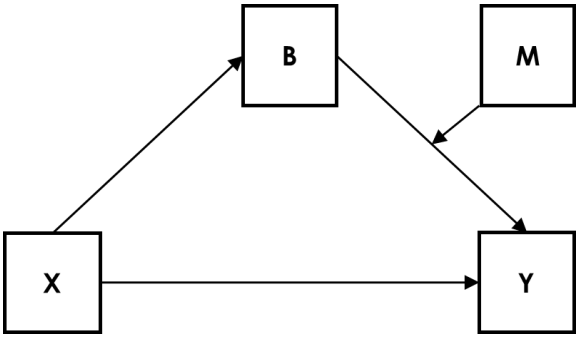


Figure 2. *Moderation Mediation Model (or Conditional Process Modelling) (Study 1).*



Variables	**Description**	**Levels**
X	Service Recovery Tactics	No tactic (control) Apology Financial compensation
Considering:		
D_1	Is apology a service recovery tactic? (0=No, 1=Yes)	
D_2	Is financial compensation a service recovery tactic? (0=No, 1=Yes)	
Y	Post-purchase intention (PPI)	-
M	Mindfulness	Low mindfulness High mindfulness
B	Benevolence	-

Figure 3. *The mediating effect of benevolence (Study 1).*

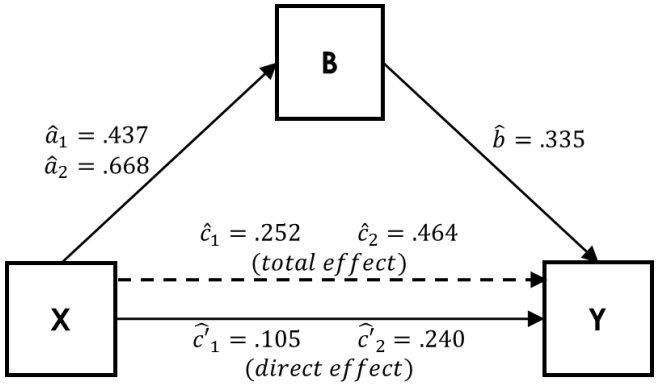


Figure 4. *The interaction effect between benevolence and PPI (Study 1).*

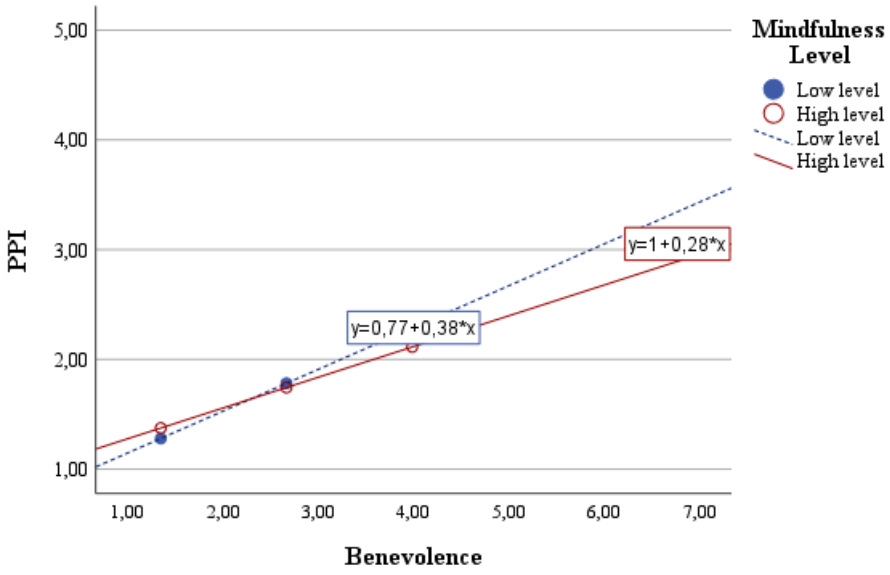


Figure 5. *The difference between the most and least preferred tactics (Study 2).*

