**Is High Recovery More Effective than Expected Recovery in Addressing Service Failure? – A Moral Judgment Perspective**

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**Acknowledgements**

This research was supported the National Natural Science Foundation of China (grant numbers 71072154, 71272148). We would like to thank Associate Editor Maria Holmlund and three anonymous reviewers for their invaluable advice, guidance, and support during the review process.

**Abstract**

In the context of two distinctive consumer categories and two different product settings this research examines the effects of recovery on recovery performance as a function of consumer moral judgment of service failure. The findings of two studies reveal that consumers’ response to recovery anchors on the magnitude of recovery but these responses are adjusted according to consumers’ moral judgment of service failure. Specifically, consumers react more positively toward expected recovery than high recovery and these effects are pronounced when consumers are low in moral judgment of service failure. In contrast, when consumers are high in moral judgment of service failure, although high recovery (compared with expected recovery) lessens the likelihood of negative word of mouth this effectdoes not transfer to repurchase tendency. Product involvement does not provide alternative explanations for the findings. The findings of this research have important and meaningful implications for business providers.

**Keywords:** Service failure; moral judgment;recovery magnitude; expected recovery; high recovery; recovery performance