

## **The Influence of Emotions on Behavioural Intentions after Experiencing a Service Failure in an Emerging Economy**

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**ABSTRACT** The purpose of the study is to determine the influence of emotions on behavioural intentions by consumers in the banking industry in South Africa after experiencing a service failure. A quantitative research approach was employed and the data was gathered by a convenience sampling technique. The sample consisted of 281 consumers of the South African retail banking industry, who experienced a service failure within the last 6 months. The primary data was gathered by a structured questionnaire employing a 5-point Likert scale. The results revealed that there was a negative relationship between the levels of negative emotions experienced and behavioural intention, as well as service satisfaction after experiencing a service failure. Therefore, the retail bank management in South Africa needs to conduct research into the types of service failures experienced, and the resultant negative emotions experienced by consumers and how they can prevent these failures.