Service Brand Loyalty Antecedents: A Multimodal Analysis of Brand Name Attributes, and Attitudes Toward Services and Advertisements

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ABSTRACT

The study investigates service brand loyalty antecedents as evidenced by brand name attributes and attitudes toward services and advertisements. Print advertisements from ten service industries are analyzed using multiple regression. A model is provided examining the influences of service type, brand name attributes, and attitudes toward the services and advertisements on respondent propensity for service brand loyalty. Significant loyalty resulted with all advertisements for attitudes toward the service provided and the advertisement with exception for airlines. Brand name attributes impacted only four services including design, healthcare, insurance, and airline offerings. Across all industries, service attitude had the greatest effect followed by advertisement attitude. Loyalty for design and insurance services was influenced by all three antecedents with the greatest impact demonstrated for health care. In contrast, airlines exhibited the least effects. Services rated as good or likeable, with brand names that sent a message and explained the service, and whose advertisements evoked useful and informative attitudes were the strongest loyalty indicators. Further insight is gained as tailored advertising strategies across industries with recognition for specific service types are recommended. A one-size standardized approach is not effective as service type is proven to have significant impact on brand loyalty. The model findings provide comprehensive support for prior recognition of service type and identified service advertisement antecedents which will then foster increased service brand loyalty.

BACKGROUND

It is widely acknowledged that services provide unique offerings that necessitate differing approaches for marketing strategies (Olaoke et al., 2021; Zhang & Bloemer, 2008; Cronin et al., 2000; Grove et al., 2002). Well documented research demonstrates that tactics for advertising products versus services are often inconsistent or not effectively recognized (Decaudin & Lacoste, 2010; Mortimer, 2008). These challenges service marketers incur have been studied from a variety of perspectives including expectations, quality, satisfaction, and loyalty towards the service provided as well as the service offering itself, the provider, and the environment in which it operates (Cengiz & Akdemir-Cengiz, 2016; Gray, 2006; Tripp, 1997).

In particular, brand loyalty has long been revered in the literature as integral to service marketplace success (Cengiz & Akdemir-Cengiz, 2016; Schultz et al., 2014; Dick & Basu, 1994). A multitude of relationships have been explored which may influence individuals' propensity to exhibit brand loyal behavior including brand name, image, equity, and satisfaction as well as marketing mix, consumer, and managerial decisions (Padma & Wagenseil, 2018; Veloutsou, 2015). Moreover, prior work regarding

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brand loyalty focused primarily on product-related offerings while services received less noteworthy attention (Fisk et al., 1993; Zeithaml et al., 1985; Rathmel, 1966). Nonetheless, brand loyalty is considered a coveted behavior for an organization and demonstrably influential as consumers make decisions regarding a set of alternatives based upon expected brand attributes (Zia et al., 2021; Sasmita & Suki, 2015; Sheth & Park, 1974).

As service research progressed, more work examined influences of service type on the consumer decision process. This ongoing consensus for more succinct service classification driven research is evident (Ding & Keh, 2017; Utkarsh et al., 2016; Hill & Gandhi, 1992). To better understand service-related behavior researchers recognized the importance of service classifications. Since there are few offerings purely product or service in nature, classification based upon offering type is very useful. Importantly, the tendency for service loyalty to occur requires an element of tangible utility to be recognized. For example, services frequently require supporting goods to be operational such as airline and real estate. Likewise, the service delivery process and culminating activities may likely vary. For instance, the delivery process for medical services is not likely similar to that for car wash services. Hence, a service's delivery process is often unique as well. These challenges inherently posed by service research support the need for more typologically driven work. Thus, categorization is frequently recognized as a conducive tool for the delineation and analysis of future service intentions. As a result, findings in the services field should not be generalized as homogenous or like across specific service industry categories. Therefore, more appropriate service industry research delineating the category with analysis across industries is needed (Leckie et al., 2018; Pollack, 2015; Bang et al., 2005).

In response to the needs above, prior research has broadly provided two approaches to service classification. One perspective considers the nature of the service itself and the unique function that the service performs (Berry, 2014; Brexendorf et al., 2010). For example, an individual may require a tailor to alter a suit or dress to fit their unique measurements. The second perspective is from an industry customer-driven focused approach based upon customer contact, service quality expectations, and service provider roles (Abernethy & Butler, 1993; Zeithaml et al., 1985). The health care industry is an example where services require intimate customer contact, with defined service provider roles, and quality expectations vary widely based upon the services performed (Olaoke et al., 2021). The former approach is utilized for this work as the nature of the service and its importance of how it is inherently different from tangible products offerings as well as from other services is recognized. Consequently, the decision process for banking choices may be very unlike those encountered when selecting a hair stylist and, likewise, different than selecting an automobile. Also, since advertisements are the manner which the treatments for the study are operationalized, research focused on the service itself is appropriate.

Due to the variability of the service itself and the process by which it is delivered, service loyalty may be impacted as well. Relevant, a relationship between service loyalty and brand name attributes has been demonstrated (Nyadzayo & Khajehzadeh, 2016; Gray, 2006). In addition, perceived attitudes toward the service and its advertisements have been identified as important precursors for service loyalty (Cengiz & Akdemir-Cengiz, 2016; Moser et al., 2015; Hill et al., 2004). Further, it is suggested that services in comparison to products require more unique promotion strategies due to their innate intangibility, heterogeneity, and subsequent manner individuals approach the consumer decision process. Regardless, to date, there has been limited empirical analysis regarding the advertising effects of both industry and type on consumer audiences with respect to these constructs. Research does exist regarding the impact of service type on these constructs (Pollack, 2015; Bang et al., 2005; Hill et al., 2004). However, many worthwhile studies query respondents based upon only their own recall of a service brand without any or minimal real-world marketing cues provided (Schuster et al., 2017; Balaji, 2011). Similarly, findings were often applicable to only two or three industries (Pollack,

2015; Chang & Liu, 2009; Brady & Cronin, 2001). Because of these consequences disparities regarding brand loyalty measures were evident. In tandem then, is the need for service loyalty research that reflects the influences service type has on this heralded construct and corresponding antecedents – brand name attributes and attitudes toward the service and the ad.

Thus, the objectives of this work are to contribute to the service brand loyalty literature with unique empirical analysis of various service industries \ types as operationalized by published print advertisements and these three antecedents. Although it is herein recognized that there is a myriad of influences on brand loyalty, this study focuses on the constructs indicated above including service brand name attributes, services provided, and attitudes toward advertisements. The article extends prior findings beyond the focus of a particular service category to a broader classification scheme encouraged in the literature. Specifically, the research will contribute to the field by analyzing how individuals evaluate published service advertisements from ten different service industries regarding brand names, services offered, and their subsequent impact on future brand loyalty. A model is presented to predict brand loyalty for the services based upon brand name attributes, and attitudes toward the services provided and their advertisements. The resultant contributions include the magnitude by which the level of a consumer's intentions towards a service varies based upon the ten ad treatments varied by service type. Further, the distinct impact of a service brand name, the service itself, and the attitude toward the ad will also be examined. The premise being that a homogenized dogma for advertising strategies will not suffice as evidence is presented that differences exist based upon the category being advertised and subsequent constructs measured. The model will yield improved advertisements which are more likely to stimulate service brand loyalty.

RESEARCH FRAMEWORK AND HYPOTHESES

SERVICE BRAND LOYALTY

For decades, marketing practitioners and researchers have recognized loyalty as a vital tool for guiding marketing strategies. Service brand loyalty is generally viewed as an individual's attitude toward and ongoing willingness to consume an identified service (Pollack, 2015; Sivadas & Baker-Prewitt, 2000). Loyalty has commonly been shown to be positively impacted by consumers attitudes (Cengiz & Akdemir-Cengiz, 2016; Guido & Peluso, 2015; Brexendorf et al., 2010). Since a service is intangible by nature, loyalty toward the service extends beyond just purchasing the service and is indicative of their usage consideration for the brand. The phenomenon of service loyalty is viewed as an evaluative response to a particular perceived or actual service experience. For example, a positive outcome may be the consumers desire to use the advertised service. Whereas, a negative outcome, or diminished measurement of brand loyalty, is considered an undesirable result as usage will be less, if at all. Pertinent is that both attitudes and intentions can be captured in the measurement of brand loyalty. Boshoff and Gray (2004) called behavioral intentions surrogates for brand loyalty. The authors propose that there is minimal distinction between an individual's intentions to consume a service and their brand loyalty toward that service. Supporting literature also considers future service usage intentions as synonymous indicators of service loyalty (Zhang & Bloemer; 2008; Brady & Cronin; 2001). Attitudinal brand loyalty is the psychological commitment which may entail intention to purchase or intention to recommend. (Cengiz & Akdemir-Cenzig, 2016; Woodside et al., 1989). Attitudinal responses are viewed as declarations while behavior measures demonstrate the actual purchasing of the product or service.

Consequently, the premise of loyalty is viewed as evolving from the relationship between the attitudes toward an offering and service outcomes. Loyalty is then the resultant relationship between attitudes and intentions. Dick and Basu (1994) suggested that favorable attitudes that are high

compared to potential alternative brand choices are more indicative of brand loyalty. Important for this study, the authors proposed that the nature of "relative attitude" amongst brands is viewed as a stronger indicator of loyalty than a measure of attitude for only one singular brand. Stafford (1996) provided further support and demonstrated service print advertisements which evoked more positive attitudes toward the ad resulted in higher patronage intentions. As a result, these findings support the work herein as a variety of service advertisements are examined with regards to individual attitudes and behavior intentions toward the advertised brands. Further, this effort contributes to the literature by analyzing ten unique service brands in comparison to one or at best a few service brands as indicative of past research efforts. Thus, a unique research model utilizing a stronger more comprehensive indicator for brand loyalty is herein proposed as both attitudes and behavioral intentions are measured with specific categorization based upon service type.

SERVICE INDUSTRY TYPOLOGY

As discussed previously, service typologies have been created to enable marketers to cross examine various outcomes based upon attributes portrayed in their various advertisements. Hill and Gandhi (1992) were among the first researchers to extend a services classification scheme by adapting it to advertising strategies. Although this effort was successful, research based upon the service type advertised and their consequential impact has been limited. Cross-industry studies of the service sector were later performed but often demonstrated mixed results (Choi et al., 2012; Decaudin & Lacoste, 2010; Abernethy & Butler, 1993). While it is recognized that much research has been conducted examining the impact of a variety of constructs on service loyalty, noticeably less work has been conducted with an advertisement focus. Further, since the domain for this study is advertisements, a service classification approach is better suited to operationalize and statistically examine the proposed research objectives. It is the aim of this study to determine based upon service type which advertisements are more effective at stimulating favorable attitudes toward a service brand name, its purpose, and the ad itself with the intended goal of service loyalty.

Thus, acknowledgement that industry or category differences may induce varied responses to marketing communications and subsequent research constructs (Ding & Keh, 2017; Grove et al., 2002; Turley & Moore, 1995), necessitates varying approaches for advertising strategies (Utkarsh et al., 2016). Service classifications then enable the customization of creative messages and stimuli to accomplish distinct desired objectives (Albers-Miller & Stafford, 1999). As such, this work purposefully examines whether the proposed antecedents are influenced by the service category advertised. Although numerous studies have explored service marketing strategies based upon a particular service industry including ride sharing (Leckie et al., 2018), restaurants (Khan & Fatma, 2017), financial services (Bapat, 2017), and health care (Chiang & Jackson, 2016), research regarding at least ten service categories is extremely limited (Utkarsh et al., 2016; Grove et al., 2002; Turley & Kelley, 1997). Most studies were constrained to one or at best two categories with several only theoretical based with contrived advertisements examined (Hill et al., 2004). This empirical study uniquely analyzes ten different service industries as represented by ten corresponding real-world service advertisements. Thus, a broad authentic representation of the service domain is provided.

The proposed model is grounded in the previously discussed research which purposefully focused on the impact of service type, brand name attributes, and attitudes toward the services provided and advertisements have on this phenomenon. Figure 1 exhibits the proposed conceptual framework of the advertisement treatments, antecedents, and consequential service brand loyalty with corresponding hypotheses. The hypotheses and their directional relationships with service brand loyalty are indicated by the pathways provided. To assess the proposed model the following underlying hypotheses are discussed below:
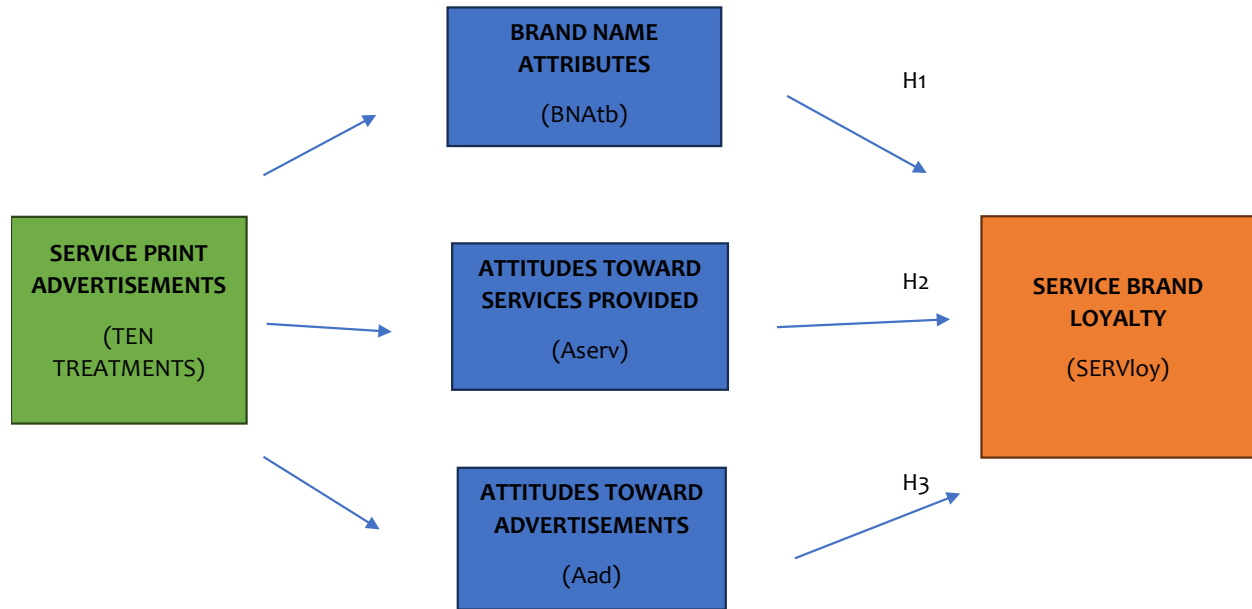
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Figure 1. Conceptual Model

BRAND NAME ATTRIBUTES

Prior work has shown that brand name attributes influence behavior (Khan & Fatma, 2017). It has been demonstrated that favorable responses toward a service name influence an individual's propensity to consume the offering. When individuals view a service brand name favorably, they are more inclined to use that service in the future. Further, the intangible characteristics of these service offerings may amplify the importance of a brand name (Bapat, 2017; Chang & Liu, 2009; Stafford, 1996). Since a consumer cannot experience the service prior to consumption, the brand name may be given the essential role of indicating what needs the service can fulfill. Notable, the importance of a service brand name is inextricably linked between the name itself and the attributes associated with it (Turley & Moore, 1995). Alexandris et al., (2008) provided evidence that service brand name strength is portrayed by service providers and customer relationships evidenced by these associations. Grace and O'Cass (2005) and Krystallis and Chryschou (2014) specifically explored service brand name attributes and their impact on brand loyalty. While both studies were supportive of the relationships between brand name attributes and service loyalty, they were limited to a few service industries and did not analyze actual published advertisements.

Again, it has been proven that brand names play a pertinent role between consumers and the services provided to them (Balaji, 2011; Alexandris et al., 2008; Gray, 2006). Since a service is intangible by nature, its brand name may then offer much desired evidence of the providers capabilities of uniquely satisfying consumers' needs. These brand associations may have positive or negative consequences on individuals' intentions to purchase the service. The premise being that consumers tend to be more brand loyal to services that they evaluate positively and whose brand name is deemed worthwhile. The favorability of a brand name is operationalized by the evaluation of its brand name attributes. Hence, brand names perceived more favorably will have a positive influence on the likelihood a service will be selected for purchase. For example, in the services context, intangible brand attributes such as information regarding the service provided and ensuing customer relationships have been shown to stimulate brand loyalty (Padma & Wagenseil, 2018; Gray, 2006). Hence, it is a consumer's disposition towards brand name attributes reflected in preferences or intentions for that

service that may indicate loyalty. It is proposed that brand name attributes that are desirable will evoke increased levels of intentions to consume the service. Thus, increasing favorability for brand name attributes will have a positive influence on service loyalty.

Based upon the discussions above, the following is hypothesized:

H1. Increased favorability for Brand Name Attributes will result in a positive impact on Service Loyalty.

ATTITUDE TOWARD THE SERVICE PROVIDED

Attitude formation has been extensively viewed as in integral step in the consumer decision-making process (Dick & Basu, 1994; Beatty & Kahle, 1988). Attitudes are commonly defined as enduring tendencies to perceive and or act in a consistent manner. An individual's response to a particular service offering is indicative of their attitude toward the service itself that a provider is willing to perform (Vrechopoulos & Atherinos, 2009; Evanschitzky et al., 2006). Regardless of this noted role in the decision process, service attitude has not received as much attention despite its importance in stimulating brand loyalty (Vrechopoulos & Atherins, 2009). Past research does suggest that positive attitudes toward a service provided may offer insight into a respondent's loyalty tendencies for that service (Leckie et al., 2018; Khan & Fatma, 2017). The manner in which the offering itself is perceived and evaluated is accepted as an important predictor of an individual's behavioral intentions. Relevant to this study, the more favorable the attitude toward a service offering the more inclined a consumer is to desire that service.

A constraint to the analysis of these relationships is the recognition that it is often more difficult to evaluate services than goods (Zeithaml et al., 1985). Subsequently, cues needed to judge service feasibility are limited as well (Veloutsou, 2015). Hence, how a service is portrayed in an advertisement may impact the attitude formed toward the service itself. More amenable attitudes will be reflected in one's willingness to consume the service. In other words, those services which are considered purposeful and desirable evoke a more positive attitude towards the offering itself, and consequently lend itself to future consumption. In summary, service brand loyalty may be derived from the outcome of these consumer evaluations of the service to be provided. Consumers will increase their intentions to purchase a service for those they deem noteworthy. Thus, it is proposed that as the level of positive attitudes toward the service provided increases the more likely loyalty will increase for that advertised service.

Based upon the discussions above, the following is hypothesized:

H2. Increased Attitude Toward the Service provided will result in a positive impact on Service Loyalty.

ATTITUDE TOWARD THE AD

There is abundant literature regarding attitudes toward advertisements (Beard, 2015; Brown & Stayman, 1992). Advertisements are considered controllable communication that a consumer is exposed to prior to a purchase. These conveyed messages may influence attitudinal and behavioral changes. Research has consistently shown that persuasive messages are more successful in inducing positive attitudes when audiences are presented with advertisements which positively motivates them (Chiang, & Jackson, 2016; Manuel et al., 2014). Typically, an advertisement that captures positive attitudes may more adequately satisfy the objectives of the message than one which evokes negative attitudes (Stafford & Day, 1995). Since an audience may perceive and then react differently to service

versus product advertisements, their decision-making process when concluding that a service is worth consuming may differ from those undertaken prior to consumption for tangible goods (Moser et al., 2015; Turley & Kelley, 1997; Tripp, 1997). Further, a consumer may develop attitudes about an advertised offering based only on the advertisement itself without ever experiencing it. Consequently, these resultant attitudes toward an advertisement are thereby deemed powerful indicators of advertising effectiveness that may then impact intentions regarding the service itself.

Likewise, by definition, since a service is intangible, marketing communications may influence consumers perceptions of service attributes more than product attributes (Mortimer, 2008; Clow et al., 1997). As a consumer seeks information related to a service, they may be more solicitous to various promotion materials prior to rendering a selection decision (Beard, 2015). This information may be viewed as helpful to the consumer as they educate themselves about the purchase and reduce risk (Grove et al., 2002). Advertisements are considered controllable forms of communication tools a service provider can then utilize to convey the functions performed and needs fulfilled by the service (Dahlquist & Garver, 2022; Utkarsh et al., 2016; Moser et al., 2015; Choi et al., 2012). These cues are a medium by which they may convey to their audience the attributes and particular functions of a service. An offering from a service provider may be communicated to the target audience through these selected advertisements (Mortimer, 2008). Thus, advertisements are service brand related communication from which participants may determine whether they intend to consume the service and ultimately establish brand loyalty.

Extant research above has demonstrated that exposure to advertisements which encourage positive attitudes lead to favorable responses toward the brand. As the advertisement itself evokes more positive attitudes toward an advertised service, the more inclined the audience is to view that service as consumption worthy. It may then be confidently assumed that advertisements garnering more favorable attitudes will stimulate usage for that service.

Based upon the discussions above, the following is hypothesized:

H3. Increased Attitude Toward the Advertisement will result in a positive impact on Service Loyalty.

The research model discussed above will provide evidence as to the relationships between these antecedents and their impact on future brand behavior. The independent variables are possible causal factors and include brand name attributes, service attributes, and attitude toward the ad. These causal factors are operationalized primarily through the actual advertisements. The resultant dependent variable is a respondent's willingness to consume the service.

In summary, the objectives of this work are to examine antecedents of brand loyalty by testing posited interrelationships between service brand name attributes and attitudes toward services provided and their advertisements. Further, the impact of service type on these relationships will be examined. Following next, the research methodology, analysis, and results are provided. Last, a concluding discussion is offered regarding implications of the study and guidance for future contributions and research.

METHODS

PRETESTING AND PRINT ADVERTISEMENT SELECTION

Prior to the administration of the survey instrument for the main study it was necessary to identify the print advertisements representative of the various industries. It was determined that ten industries were more than adequate to capture the service domain (Utkarsh et al., 2016; Grove et al., 2002; Hill &

Ghandhi, 1992). The industries identified as capturing the service domain include design, health care, shipping, financial, insurance, identity protection, restaurant, hotel, airline, and real estate. Several hundred service print advertisements were collected from these industries. The print advertisements were service brand related communication purposefully selected based upon service classification, theme, and publication to be an adequate representation of the service domain. Only full-page color advertisements were included. Magazine publications included financial, news, fashion, hobbies, and recreational activities. The advertisement message themes included both emotional and information appeals or indicative of hard and soft message strategies. Each advertisement was purposefully categorized to make sure each industry was proportionally represented.

Next, a respondent pool of fifty individuals was recruited to evaluate the advertisements based upon industry classification, message theme, and familiarity with the service. A subsequent reduction in the advertisement pool occurred resulting in fewer than one hundred usable advertisements. Another fifty individuals were recruited again to review these advertisements based upon the established criteria. Upon completion of the second effort, the researcher then reduced the pool further and identified ten final advertisements that adequately depicted the ten industry categories and represented a broad spectrum of message appeals and sponsoring organizations. Hence, the ten advertisement treatments are varied by industry. See Table 1 for a category description of the service advertisements selected. Two print advertisements from the pool of ten are shown in figures 2 and 3. (see appendix). Analysis discussed below will provide further evidence that these ten advertisement treatments adequately represented the service domain.

Table 1. Service Categories with Advertisers

Service Classification	Service Advertiser	Service Description
Design	*Sherwin Williams*	*Interior design services*
Health Care	*UPMC Health*	*Health care \ Medical services*
Delivery	*US Post Office*	*Shipping \ Delivery services*
Banking	*Dollar Bank*	*Financial services*
Insurance	*Allianz Insurance*	*Accident insurance services*
Identity Theft Protection	*LifeLock*	*Identity theft \ Fraud protection*
Restaurant	*McDonalds*	*Food \ Restaurant services*
Hotel and Travel	*Nemacolin Hotel*	*Hotel resort activities*
Airline	*Swiss Air*	*Airline services*
Real Estate	*Zillow Real Estate*	*Realtor services*

MEASUREMENT RESEARCH CONSTRUCTS

A survey instrument for the main study was constructed to tap the identified antecedents including service brand name attributes, services provided, and attitude toward the advertisements which may impact the criterion or outcome variable - service brand loyalty. The four constructs measured by the survey instrument included service brand name attributes, titled BNAtb, attitude toward the service, named Aserv, attitude toward the ad, labeled Aad, and service brand loyalty, designated by SERVloy. A sample questionnaire was administered to another thirty individuals to ensure ease of administration and instructions were followed. The methods employed to measure these constructs and their interrelationships are detailed below.

SERVICE BRAND NAME ATTRIBUTES

The qualities or importance of a brand name were reflected by participants responses to the name itself. A four-item scale developed from past work was used to tap the construct (Krystallis & Chrysochou, 2014; Grace & O'Cass, 2005). The attributes for a service brand name (BNAtb) were calculated by asking respondents their agreement with four statements as to whether they strongly agreed to strongly disagreed, on a 7-point Liker-type scale. Respondents were instructed to please identify the way they feel after examining the advertisement with a 7 indicating strongly agree to 1 indicating strongly disagree. The four statements included first, the name of this service tells me a lot about what to expect from this service. Second, the name of this service tells me a lot about this service. Third, the name of this service sends a message to me about this service. Last, the fourth statement, the name of this service tells me everything I need to know about this service. This BNAtb scale was repeated for all ten advertisements.

SERVICE OFFERING

Attitude toward the actual service offered (Aserv) by the service provider was gauged next. Advertised service offerings to be performed were evaluated based upon respondents' attitudes toward the service itself. The scale was developed from prior work and adapted further for this study (Krystallis & Chrysochou, 2014; O'Cass & Grace, 2004; Yoo & Donthu, 2001). The scale consisted of five items whereby individuals were again asked their agreement with statements, based upon a 7- point Likert-type scale with 7 indicating strongly agree to 1 indicating strongly disagree, whether the overall service to be performed was good, nice, attractive, desirable, and likeable. These questions were repeated for each of the ten advertisements.

ATTITUDE TOWARD THE ADVERTISEMENT

Attitude Toward the ad (Aad) was measured with an adapted 9-item scale well established in prior literature (Beard, 2015; Neudecker et al., 2014; Brown & Stayman, 1992). Again, respondents indicated their agreement with nine items on the same 7-point Likert-type scale. The items measured their agreement that the advertisement was high quality, interesting, appealing, good, useful, informative, appropriate, distinct, and easy to understand. As above, the scale was presented to the participants for all ten advertisements.

SERVICE BRAND LOYALTY

The predicted variable, Brand Loyalty (SERVloy), was reflective of the likelihood of a respondent's usage for an identified service (Hill et al., 2004). Brand loyalty, as measured by a willingness to consume a service, was viewed as the outcome of consumers responses to stimulated cues vis a vis advertisements. In other words, the query regarding a respondent's behavioral intentions was indicative of that individual's willingness to consume the service. SERVloy was measured by willingness to use a service based upon established scales (Mostafa & Kasamani, 2021; Vrechopoulos & Atherinos, 2009; Brady & Cronin, 2001). The construct was calculated with four items using the same 7-point Likert-type scale. Respondents were asked their agreement with the following statements for each of the ten advertisements including they are likely to use the service in the future, recommend this service to others, if they were to use the same or similar service in the future they would choose this service, and if available, this service is their first choice.

It is noted that the hypotheses presented previously and tested for this research model are drawn from established theoretical concepts that the developed instrument herein measures. The constructs were proven and the corresponding items from which they will be measured have been well documented in the referenced research above. Thus, nomological validity will be confirmed whereby the measures are tested by generating predictions based upon theoretical concepts that the survey instrument is designed to measure (Jain et al., 1987; Zaltman et al., 1973). Hence, the following statistical analysis will confirm the nomological validity of the three hypotheses based upon the scales employed to operationalize the constructs and results supported herein. The reasoning for the hypotheses and relationships between variables is grounded in science not chance. These theoretical exercises will lead to and support nomological and statistical conclusion validity (Cook & Campbell, 1979; Cronbach & Meehl, 1955). Likewise, internal validity will be demonstrated as the covariation between variables or directional causality is implying causation and not due to methodological error. As these theories are rigorously tested and evaluated, theory construction will be supported (Bagozzi, 1984). Hence, the ensuant research provides the theoretical reflection and subsequent framework upon which these exercises are reasonable, actionable, and examined (Ulaga et al., 2021). Consequently, in addition to reporting validation evidence, a better understanding results as to the service type, brand name attributes, attitudes toward the service and the ad, and their impact on service loyalty. Hence, more comprehensive approaches for service advertising strategies will be forwarded from these ensuant exercises.

DATA COLLECTION AND STUDY PARTICIPANTS

The respondent pool consisted of students from a large Western Pennsylvania university. Invited participants included undergraduate and graduate students from United States and international institutions attending business classes at the university. Students were invited by email to voluntarily participate in the study. The email contained a welcome introduction to the study and included the purpose and expectations for the research. Since all students were recruited from business-themed classes, it was appropriately assumed they had adequate understanding of the subject matter and terminology employed in the survey. Further, the sample is very comparable to demographic variables that were commonly available from several previous advertising research studies within the field. Moreover, since this study is manifested in random exposure to advertisements, by nature a sample of this type conducted for this work can then be generalized to the population.

Data collection was performed using Qualtrics. More than 500 students were invited to participate in the study. Participants were able to complete the self-administered survey at their convenience. If desired, they were able to pause and complete the survey at intervals of their choosing. Survey time to completion ranged from approximately 37 to 63 minutes. The entire data collection process entailed eleven weeks starting with email distribution to the closing date for permissibly submissions. After review of the data and elimination of any incomplete or unusable responses, a final sample size of 344 was attained. Thus, the response rate was more than adequate to proceed with data analysis. Since respondents were instructed to evaluate ten different advertisements, the harvested database included a robust 3,444 cases for analysis. It is noted that the survey was administered just prior to the start of COVID. However, the ten treatments selected for the study are published advertisements that continue to be viewed in the public domain after COVID. Thus, a before versus after COVID sample disparities is not as relevant since the advertisement treatments have not changed.

In its entirety, participants responded to survey questions pertaining to BNAtb, Aserv, and Aad for the ten indicated advertisements. Participants were queried regarding their familiarity with each of the advertised services. Next, respondents were surveyed regarding their propensity for brand loyalty or SERVloy. These series of questions were repeated ten times, once for each of the ten advertisement

treatments. Advertisements were presented to the respondents randomly to prevent order bias. Last, demographic questions included educational background and years of higher education experience. The final sample pool included national and international undergraduate and graduate students with various academic majors represented and a minimum of three years of higher education completed.

ANALYSIS AND RESULTS

Statistical analysis was performed with SPSS software. Analytical exercises included testing for familiarity with the services advertised, reliability of the research constructs, and regression analysis to examine the proposed research framework. Since prior experience with an advertised offering may influence responses, analysis was first conducted to determine whether a respondent was familiar or had prior knowledge about the service brands or advertisement presented (Bapat, 2017; Campbell & Keller, 2003). Participants were queried regarding any past experiences regarding these advertised services. The results revealed no observed significant differences regarding familiarity amongst the advertised services. This manipulation check was satisfied as no influence of existing brand familiarity between services was identified. Respondents were adequately familiar with all advertised services. In other words, none of the services were deemed novel or unique by the participants.

Prior to the regression exercises, average scores were calculated for the four constructs and each of the individual items comprising them including four items for BNAtb, five items for Aserv, nine items for Aad, and last, four items for SERVloy. These exercises resulted in composite scores for all four constructs for each of the ten advertised services. Next, checks of reliability expectations revealed that subjects adequately perceived the three independent variables and one dependent variable as depicted by their corresponding construct items. As proof, for each predictor and criterion variable scale, Cronbach alpha was computed to examine measurement reliability and internal consistency of each construct scale. All scales indicated high reliability as no alpha levels were below 0.880. Table 2 presents the descriptive statistics with Cronbach's Alpha results for the four constructs.

Table 2. Descriptive Statistics - Cronbach's Alpha

Advertisement	Number Items	BNAtb	Number Items	Aserv	Number Items	Aad	Number Items	SERVloy
Sherwin Williams	4	.936	5	.956	9	.950	4	.944
UPMC	4	.910	5	.940	9	.961	4	.953
Post Office	4	.905	5	.937	9	.944	4	.906
Dollar Bank	4	.880	5	.946	9	.927	4	.950
Allianz Inc	4	.936	5	.930	9	.940	4	.938
LifeLock	4	.922	5	.939	9	.952	4	.962
McDonalds	4	.942	5	.956	9	.952	4	.936
Nemacolin Hotel	4	.918	5	.940	9	.944	4	.938
Swiss Air	4	.931	5	.934	9	.941	4	.935
Zillow	4	.946	5	.961	9	.963	4	.959

Upon verification of construct reliability, the hypotheses were tested through a series of regression models. Since a substantially large sample was analyzed with more than 340 respondents, ten advertisement treatments, and three independent variables, it was possible for two multiple

regression methods to be employed and compared. Each method was subsequently operationalized for each of the ten advertisements whereby three independent or predictor variables impact on one dependent variable – brand loyalty was explored. The first method, standard multiple regression, was conducted with all independent variables entered at once, the contribution of each was rank ordered, and analysis of the findings interpreted. The second method, stepwise multiple regression, which enabled elimination of independent variables that did not contribute to the regression equation was employed for each of the ten advertisement treatments. This second method indicated which independent variable significantly contributed to the model in descending order and those which can be eliminated from future consideration. Initial analysis began whereby composite scores for BNAtb, Aserv, and Aad were regressed on the composite score for SERVloy for each advertisement treatment. An analysis of variance of SERVloy as a function of an individual's responses to the independent variables revealed highly significant results. ANOVA results indicated all three predictor variables were significantly different with p value <.001. See Table 3 for ANOVA results, f values, and constants (B0) for the regression exercises below. The resultant regression equation is thus $\hat{y} = B0 + B_{x1} + B_{x2} + B_{x3}$. The independent variables are depicted by BNAtb(x_1), Aserv (x_2), and Aad (x_3), and $\hat{y}$ as SERVloy for the dependent variable.

Table 3. ANOVA Results

| | BNAtb | | Aserv | | Aad | | P Value |
| | Bo | F Value | Bo | F Value | Bo | F Value | Significance / |
Advertisement							Constructs
Sherwin Williams	3.010	35.679	1.434	61.145	1.359	32.902	.000
UPMC	1.486	64.712	.740	99.828	.787	41.970	.000
Post Office	2.241	41.069	1.534	66.543	1.519	30.005	.000
Dollar Bank	2.061	21.928	.853	33.349	1.123	21.941	.000
Allianz	2.474	35.056	.515	47.783	.860	19.288	.000
LifeLock	1.485	39.121	.206	70.050	.382	44.855	.000
McDonalds	1.773	23.618	.458	59.661	.591	24.602	.000
Nemacolin Hotel	2.554	23.563	.927	39.731	1.335	21.150	.000
Swiss Air	2.773	26.632	1.343	26.810	1.422	21.443	.000
Zillow	2.715	39.449	.981	90.708	1.364	42.695	.000

Once evidence of data adequacy was confirmed, to exclude any further effects from multicollinearity the Variance Inflation Factor (VIF) was calculated. Calculations of the correlations and their strength between independent variables were required. The VIF measured how much of the variance of an independent variable is influenced, or inflated, courtesy of correlation \ interaction with the other independent variables. The VIF with standard regression was calculated for each of the three independent variables for each of the ten advertisements. A VIF below 5 is considered acceptable for minimal multicollinearity and does not warrant corrective measures. All VIFs were below 5. See Table 4 for VIF values. Thus, no multicollinearity was present among the independent variables. The model fits the collected data.

Again, multiple regression was performed with SERVloy entered as the dependent variable and BNAatb, Aserv, and Aad as independent variables. First, standard multiple regression was employed whereby all independent variables were entered at once into the models. Each variable's importance

was then indicated with the higher the R^2 the greater the contribution to the model. See the results for the ten standard regression models in Table 4. The second multiple regression method employed stepwise regression. This approach enabled identification of the best predictor variable from the included independent variables. Subsequent analysis also determined if any of these variables should be removed due to their lack of influence on the regression equation. The stepwise regression output and VIFs calculated are shown in Table 5. All VIFs were below 4. Again, all regression exercises were repeated ten times, once for each of the ten advertisement treatments.

Table 4. Standard Regression with VIF Results

Advertisement	R2	Variable	Slope B	Standardized Coefficients Beta	Sign.	Constant B0	VIF
Sherwin Williams	.507	BNAtb	.092	.118	.016	.931	1.699
		Aserv	.354	.355	.000		3.251
		Aad	.320	.309	.000		.2865
UPMC	.602	BNAtb	.115	.109	.054	.417	2.765
		Aserv	.584	.544	.000		4.318
		Aad	.182	.160	.028		4.597
Post Office	.497	BNAtb	.062	.062	.303	1.197	2.487
		Aserv	.472	.466	.000		3.220
		Aad	.243	.220	.002		3.354
Dollar Bank	.339	BNAtb	-.049	-.044	.502	.435	2.224
		Aserv	.397	.325	.000		3.350
		Aad	.411	.318	.000		3.401
Allianz	.471	BNAtb	.213	.254	.000	.077	1.433
		Aserv	.447	.367	.000		2.489
		Aad	.220	.178	.002		2.191
Life Lock	.567	BNAtb	-.110	-.099	.072	-.047	2.396
		Aserv	.435	.366	.000		3.550
		Aad	.577	.500	.000		3.189
McDonalds	.462	BNAtb	-.078	-.065	.256	.055	2.100
		Aserv	.660	.532	.000		3.007
		Aad	.314	.229	.000		2.753
Nemacolin Hotel	.392	BNAtb	.089	.093	.085	.583	1.653
		Aserv	.414	.356	.000		2.751
		Aad	.282	.240	.001		2.651
Swiss Air	.345	BNAtb	.201	.235	.000	.951	1.485
		Aserv	.151	.127	.108		3.326
		Aad	.371	.311	.000		3.232
Zillow	.596	BNAtb	.072	.085	.055	.813	1.680
		Aserv	.445	.448	.000		3.252
		Aad	.292	.300	.000		3.319

Table 5. Stepwise Regression with VIF Results

Advertisement	Model	R2	Variable	Slope B	B Stand Coefficient Beta	Sign.	B0 Constant	VIF
Sherwin Williams	1	.461	Aserv	.676	.679	.000	1.399	1.000
	2	.499	Aserv	.413	.415	.000	.940	2.822
			Aad	.340	.329	.000		2.822
	3	.507	Aserv	.354	.355	.000	.931	3.251
			Aad	.320	.309	.000		2.867
			BNAtb	.092	.118	.016		1.699
UPMC	1	.586	Aserv	.821	.766	.000	.746	1.000
	2	.597	Aserv	.625	.583	.000	.485	3.974
			Aad	.240	.211	.002		3.974
Post Office	1	.474	Aserv	.698	.689	.000	1.642	1.00
	2	.496	Aserv	.496	.489	.000	1.259	2.873
			Aad	.273	.248	.000		2.873
Dollar Bank	1	.308	Aserv	.678	.555	.000	.784	1.000
	2	.338	Aserv	.377	.309	.000	.392	3.038
			Aad	.388	.301	.000		3.038
Allianz	1	.407	Aserv	.775	.638	.000	.507	1.000
	2	.457	Aserv	.597	.491	.000	.430	1.431
			BNAtb	.223	.267	.000		1.431
	3	.471	Aserv	.447	.367	.000	.077	2.489
			BNAtb	.213	.254	.000		1.443
			Aad	.220	.178	.002		2.191
LifeLock	1	.529	Aad	.840	.727	.000	.295	1.000
	2	.563	Aad	.542	.470	.000	-.151	2.965
			Aserv	.377	.317	.000		2.965
McDonalds	1	.443	Aserv	.825	.666	.000	.410	1.000
	2	.460	Aserv	.623	.502	.000	-.037	2.560
			Aad	.287	.210	.001		2.560
Nemacolin Hotel	1	.359	Aserv	.697	.599	.000	.970	1.000
	2	.387	Aserv	.455	.392	.000	.635	2.514
			Aad	.313	.267	.000		2.514
Swiss Air	1	.293	Aad	.647	.542	.000	1.237	1.000
	2	.340	Aad	.484	.405	.000	1.081	1.403
			BNAtb	.218	.255	.000		1.403
Zillow	1	.556	Aserv	.742	.746	.000	1.012	1.000
	2	.592	Aserv	.471	.473	.000	.829	3.098
			Aad	.322	.331	.000		3.098

The overall standard regression results indicated Aad was significant ($\leq$ .05) for all ten advertisements. Aserv was significant for nine out of ten advertisements. The only exception was airline services which was not significant for the Aserv construct. Brand name attributes, BNAtb, generated the least with four significant results. Design, health care, insurance, and airline services were the significant industries for importance of brand name attributes on SERVloy. Upon further

examination for R^2, the proportion of the variance in the dependent variable that is predicted from the independent variable, the results ranged from the highest .602 to the lowest .339. The health care advertisement reported the most robust result with R^2 = .602 or 60.2% of the model explained the impact of the three explanatory variables on service loyalty. From another viewpoint, 39.8% is not relevant for the model or therefore unexplainable. In comparison, the lowest R^2 = .339, for banking services, resulted in a third of the amount of explained variance. Based upon the standardized beta coefficients for all ten advertisements, attitude toward the service provided was the most influential predictor of service loyalty. Results indicated that for eight out of ten advertisements Aserv had the highest effect on SERVloy. Aad was greatest for two advertisements. Brand name attributes were not the highest rated for any advertisement. Noteworthy, BNAtb was the third of the three constructs for all ten advertisements except for airline services where it was ranked second. The Aserv standardized beta coefficient had the strongest effect for health care services with B = .544, followed by B = .532 for food services. Thus, H2 was supported for nine of the advertisements. Increased Aserv resulted in a significantly positive impact on service loyalty for all services but airlines. Likewise, H3 was fully supported as increased Aad resulted in a positive impact on service loyalty for all ten advertisements. However, H1, was found to have only partial support. Only four of ten advertisements had increased favorability for BNAtb resulting in a positive impact on SERVloy.

As further confirmation for the proposed hypotheses and as indicated in Table 5, all stepwise regression models were significant at the $\leq$.05 level. These exercises delineated the individual contribution of each independent variable to the models with Aserv shown as overwhelmingly most impactful for seven advertisements on a respondent's loyalty toward a service. Aad provided the most for three of the remaining advertisements including banking, identity theft and airlines. From another perspective, Aserv and Aad were significant for all models except for airlines services where Aserv did not contribute. Again, brand name attributes were least beneficial for predicting service loyalty with only three advertisements with significant effects. Of the ten advertisements, two of the ten had all three independent variables significantly contributing to a model which included design and insurance services. When analyzing the R^2 stepwise regression results, the highest generated for any model R^2 = .597 was again for health care services. In other words, 59.7% of the variance for service loyalty for SERVloy was explained by this model with Aserv contributing more to the model B = .583 than Aad, B = .211. In comparison, although significant, the least explanation provided by a model was for airline services with R^2 = .293 which included only Aad. Of the two advertisements where all three independent variables contributed, 50.7% or R^2 = .507, for design services explained more of the variance than insurance services with R^2 = .471 for its impact on service loyalty. Again, Aserv contributed the most effect on these two models. Thus, H2 and H3 are supported for all ten services with the exception for Aserv for airlines. However, more limited support is given for H1 as only three advertisements garnered significant results for this construct.

To address the concern regarding multiple comparison tests using stepwise regression, the Bonferroni correction method was employed with a more stringent ($\leq$ .005) significance level as ten advertisement treatments were examined per construct tested (Lee & Lee, 2018; Armstrong, 2014). At this more conservative level all regression results were again consistently significant except for one finding for design services and the BNAtb construct. It is noted, the Bonferroni method has its disadvantages as it may be unnecessarily conservative as evidence of significant correlation was found amongst the constructs and their comprised items. The VIF measures were all proven adequate and only three hypotheses were tested. Further, as indicated above, this statistical correction above resulted in only one less overall significant finding. As such, the potential increase in the error rate of incorrectly supporting the hypotheses due to multiple comparisons is acknowledged but is herein proven not relevant.

To investigate further the impact of the three predictor variables on an individual's intentions to be brand loyal to a service, the items comprising each of the constructs were analyzed. BNAtb was measured with four items, Aserv with five, and Aad with nine. Of the three constructs, Aserv recorded the most significant results with SERVloy. Services rated as good or likeable generated eight significant results ($\leq$ .05) amongst the ten print advertisements. In other words, services provided that are good and likeable are very strong indicators for intentions to be brand loyal to that service. Next, a desirable service garnered five significant results. BNAtb resulted in significant relationships for two items tapping service brand loyalty with six advertisements each. A brand name that sends a message and tells one everything they need to know about the service were the strongest items for this construct. What to expect from the service was next with three significant results and tells me about the service had the least with two advertisements. Of the nine items comprising Aad, six advertisements had significant indicators for useful, followed by informative with five, and high quality, appeal, and distinctive with four each. From another perspective, if the desired goal is to increase an individual's intentions to be brand loyalty to a service offering, print advertisements which evoke useful and informative attitudes are the most preferred.

When exploring advertisements for the most significant constructs with their individual items, hotel and health care services had the most BNAtb items significant with three out of four items each. Next, Aserv had no discernible differences between any advertisements with the items comprising this construct. All ten advertisements had either two or three significant items out of five possible from the scale. Aad demonstrated the most significant for an airline service with five out of nine items, delivery, banking, and identity theft with four, and the remaining services with three or less total relevant items. Last, when relationships for all ten advertisements were summarized regardless of the independent variable, out of a possible eighteen combined total items, two services, delivery and hotel, had the most significant number of items with nine each or half the total items, followed by an airline service with eight, and health care, banking, insurance, and identify theft with seven each. The remaining three advertisements had six or less meaningful overall items.

CONCLUSIONS, LIMITATIONS, AND FUTURE DIRECTIONS

The primary objectives of this research were to examine the antecedent effects of brand name attributes and attitudes toward the service provided and the advertisement on service loyalty. Since loyalty is often considered the holy grail for marketers, advertisements which drive the antecedents of this usage behavior were of primary concern. These interrelationships were uniquely explored by examining the impact service type \ category had on the resultant service loyalty. Since very limited research is available examining service type or industry influences, the proposed model uniquely contributes to the literature by exploring identified service constructs and their impact on service loyalty. It was hypothesized that as favorability for brand name attributes, and attitude toward services and advertisements increases, a positive impact on service loyalty will occur. Evidence indicated attitudes toward the service and the advertisement encouraged loyalty for all services with exception for attitude toward the service for airline services. Regarding brand name attributes, mixed results were reported with less than half of the services indicative of increased service loyalty based upon the attributes of a brand name. Advertisements where the attitude toward the service was good, likeable, or desirable, attitude toward the advertisement was deemed useful, informative, high quality, appealing, or distinctive, and brand name attributes sent a message or told the audience what they needed to know, were most impactful on service loyalty.

This work builds upon prior service advertising literature. The research framework successfully explored the antecedent effects between service brand name attributes, the service offering, willingness to consume the service, and brand loyalty. Questions addressed included what impact

brand name attributes and attitudes toward the service offering have on respondents when they are evaluating print advertisements and their subsequent usage outcomes for services. These results garnered from multiple statistical models indicate that the service to be provided is most important to individuals, followed by their attitude toward the ad, and least influential, the service brand name. Thus, what this service performs or accomplishes exerts the most impact in comparison to the advertisement itself or brand name. Familiarity with the service prior to advertisement exposure did not influence results. Noteworthy, the service typology examined supported the premise that respondent brand loyalty may vary based upon category as varying results were reported for the service type. To date, very limited studies have examined the service sector across such a comprehensive set of industries regarding advertising strategies. Thus, a valuable contribution of this research is the analysis of services advertisements across several industries. This inherent uniqueness of service categories was illustrated through the examination of the ten different real-world advertisements presented and their resultant diverse impact on service loyalty. Consequently, the results not only support the ability of a service advertiser to target an advertisement to an audience according to service type but encourage this distinction going forward.

The applied model yields findings that may be valuable to researchers going forward when they are tasked with determining the effectiveness of linking specific offering characteristics with corresponding advertising elements. It would be very helpful if future research compared services versus tangible products with these same constructs to determine if the same relationships are proven. For example, are brand name attributes similarly least important when compared to product usage and attitude toward the advertisement or are opposite relationships observed. Regardless, the results agree with the view that well cultivated advertisements not only foster customer relationships but can also amplify engagement. It appears that many service organizations should reexamine their advertising efforts to determine whether there are benefits from in-depth scrutiny of brand name attributes and their impact on future usage intensions. For example, establishing a brand name that better reflects the service provided may be warranted. This may likely result in further integration and coordination of systematic marketing activities. For example, services which are likeable, whose brand names sends messages with ads that are informative and useful, may be deemed important influencers on brand loyalty. Thus, these concepts would be desirable aspects of an advertising strategy. Hence, a contribution of this research is more comprehensive insight into the relationships between brand name, attitude toward the service, and the advertisement is possible. The conclusion being that all three antecedents exert an influence on service loyalty, however, the distinct impact each industry has on the relevancy of that relationship is firmly established. Important is the recognition that the levels of the construct may vary based upon the service industry classification.

Nonetheless, limitations to this study are noted. The hypotheses proven do not represent an exhaustive analysis of the subject. For example, no analysis was conducted regarding service expectations or quality. However, the hypotheses tested were very well grounded and consistent with past research efforts. It is noted that only one advertisement per category may diminish the generalizability of the findings as only one advertisement per classification \ category was employed. Future studies may analyze more than one advertisement per category. Similarly, different advertisements may be collected from the same advertisers and service offering, then measuring the impact on the research constructs. All constructs were measured at one time. Thus, the results are from a finite perspective. Continued tracking of purchasing behavior would be appropriate. The study examined only selected constructs. Advertising is an extremely complex multidimensional means of communication. Future studies are needed to explore more than these relationships. Scholars may examine a plethora of additional influences which may impact service loyalty. Nevertheless, this study found significant effects for print advertisements. More comprehensive mediums can be explored including commercials, electronic advertisements, and websites. Also, sales promotions, word-of-

mouth, and public relations can be investigated. As such, more data can be collected regarding various promotional tools and media types.

Additionally, the data involved only college students randomly recruited from a population attending a northeastern U.S. university. The study was based upon a convenience student sample. Caution must be applied as to the generalizability of the findings to other audience sectors possibly due to social desirability bias. Consequently, the sample may not represent the country's population in its entirety. Further research is then suggested in other contexts as well with different audience samples. While this is a limitation, the sample was large enough and included a diverse student pool. Further, the results demonstrated relationships supportive of the research objectives. Also, the statistical procedures conducted were sound including extensive pretesting of the advertisement treatments and survey instrument. Further, respondents participated voluntarily, were not compensated, or rewarded in any manner, and remained anonymous. Samples of this composition are very common among proven behavioral studies. Hence, external validity concerns regarding student sampling procedures were minimized.

In summary, limitations are recognized regarding the convenience sampling procedure employed and the cross-sectional vantage point. The study can be expanded to include other demographic groups and longitudinal studies conducted. Since only three hypotheses were tested, future studies can expand the constructs tested. Regardless, this study examined randomly published advertisements, so a sampling procedure of this manner is more than acceptable and supported by the literature. Likewise, the manner the advertisements were selected was statistically supported. The consistency of the findings across service categories and brands enhances the validity of the findings. The support being that all three antecedents exert an influence on service loyalty regardless of the industry. However, the distinct impact each industry has on these antecedents and their relationship with service loyalty is proven. The empirical results support that advertisements can influence brand loyalty, and importantly, by service type. The distinct attributes of a service brand name and the services to be provided may now be better revealed through such planned communication. These recognized characteristics with improved advertisements may be a desirable mechanism for achieving future marketing objectives. Hence, contributions from this work are noteworthy, grounded in supported literature, and will contribute to the field.

Continued exploration of the topic is still encouraged. The results have merit and will help satisfy this need for more relevant approaches in the field. Since services in comparison to products are often inherently more difficult to develop advertising strategies, the findings herein will provide even better approaches for service managers to reach their target audiences. The work provides the pathway for advertisers to develop strategies designed to match individual attributes or characteristics of a particular service industry. Existing literature is dominated by analysis regarding one service industry or type. An important contribution that can then be gleamed from the research is that distinct differences exist among service advertisements based upon service type. As this data indicates, many relevant responses were delineated according to this criterion. Rather than a standardized approach, marketers may create tailored advertisements that portray a particular service as being capable of satisfying distinct unique needs only service type recognition can accomplish.

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APPENDIX

Figure 2. Service Print Advertisement - UPMC Health Care

Figure 3. Service Print Adverisement - LifeLock Identity Protection