

An Investigation of Advertising Appeal on Consumer Response in Service Advertising

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ABSTRACT:

Advertising appeal plays a significant role in the execution of advertising. In service advertising, they are of more importance because of the peculiar characteristics of services. This study attempts to investigate the impact of emotional and rational appeal on service advertising. This study also studies the impact of typology of service as a moderating variable in the relation of advertising appeal and consumer response.

The study has developed a scale to measure the attitude towards advertisement, brand and purchase intention. The data has been analyzed using Factor analysis and Independent sample T Test. The research concludes that advertising appeal does have an impact on service advertising and the impact of the advertising appeal varies as per the typology of service. Print advertisements were specially created for this study with the help of experts. This study has used triangulation using both qualitative as well as quantitative methods. Content analysis is used as a method for qualitative research.

Keywords: *Service advertising, Emotional/Rational appeal, Experiential/Utilitarian services*

INTRODUCTION

Services are unlike products. There are various characteristics associated with services which make advertisers to develop different strategies for creating an advertisement for services. Because of the intangibility, inseparability, variability, perishability of services, communicating service attributes in an advertisement is important. There are several advertising strategies used to advertise services effectively. The message strategy, also referred to as the appeal, is the general overall approach that the advertisement adopts (Mortimer, 2008). One of the most basic elements associated with an advertising strategy is the choice of an appeal (Turley et al., 1997). Mainly advertisers use two different advertising appeals-Emotional and Rational.

The rational appeal has been defined by Stafford and Day (1995) as a presentation of factual information in a straightforward way, characterized by objectivity. Puto and Wells (1984) refer to this rational approach as informational advertising. The second appeal type is of an emotional nature, and has been associated with such feelings as adventure, fear, romance and status (Cutler and Javalgi, 1993). The benefits sought from "utilitarian", services reflect the functional or performance features of a service (eg: Shoe repair, most dental work), whereas experiential or hedonic services are valued for their socio emotional benefits (eg: hair styling, a live music concert).

Recent articles in marketing journals have focused specifically on the effects of type of

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good-hedonic versus utilitarian on choice behavior (Dhar and Wertenbroch, 2000). Oddly, services are rarely discussed in the context of such continuum, though services such as movies, theme, parks and sports are used to illustrate, 'hedonic consumption.' (Stafford and Day, 2002). Nonetheless, some researchers have begun exploring phenomena across service types. For example, recent studies (Day and Stafford, 1997) provide the product for using different service types, in particular utilitarian as hedonic, in testing the effects of advertising variables.

There is also agreement that the type of appeal needs to match the product type for maximum effectiveness that is a rational appeal is more effective for a utilitarian product whereas an emotional approach is suitable for value expressive or experiential products (Johar and Sirgy, 1991).

Although this matching theory would seem logical, establishing the effectiveness of these two types of strategies in the general advertising literature has created ambiguous results (Mortimer, 2008).

Literature Review

Stafford and Day (1995) noted that the traditional view in advertising has been that effectiveness of a particular advertising appeal is contingent on the type of product being advertised. Interestingly, research on advertising of services is contradictory on appeal usage. Several researchers have argued on a variety of conceptual ground that services advertising lend it to use of emotional appeal (Turley et al., 1997). For example, Young (1981) contended that services have a different hierarchy of effects than goods (feel-do-learn, rather than learn-feel-do) which make emotional appeals more effective in service advertising.

Upah (1983) noted the importance of services advertising to communicate the emotional and benefit firm is providing. Stafford and Day (1995) found in their study that informational/rational appeal should be used regardless of service type. They conducted an experiment considering message appeal as an independent variable. Although the argument for emotional advertising for services is gaining pace it still lacks a strong empirical underpinning (Mittal, 1999; Mattila, 1999).

Zinkhan et al. (1992) found that transformational advertising was more prevalent in services advertising than in good advertising. However, a closer look at the results indicates that only 40 percent of the service advertisements were adopting a transformational approach and that no indication of effectiveness was provided.

This study provides an opportunity to explore this area further in the context of advertising appeal in service advertising.

Objectives of the Study

The main objectives of this study are:

1. To construct a scale measuring the attitude towards advertisement, brand and purchase intention.
2. To measure the effectiveness of emotional and rational appeal in service advertising
3. To study the impact of service typology on the message appeal in service advertising.

In figure 1, the model shows the contingent impact of advertising appeal on consumer response. Lavidge and Steiner (1961) separate the objectives of advertising into three main functions: cognitive, affective and conative. In this paper, we will examine the affective and conative functions of advertising. Advertising's affective function creates liking and preference for the brand-preference presumably refers to more favorable attitudes. Advertising's affective function, therefore, is to persuade. Finally, advertising's conative function is to stimulate desire and cause consumers to buy the sponsored brand.

In the figure 1, emotional and rational advertising appeal is independent variable. An attitude towards advertisement, attitude towards brand and purchase intention is dependent variable. The typology of service is a moderating variable.

Hypothesis

The hypotheses are based on the research questions of the study.

H1: An emotional appeal is more effective in creating a positive attitude towards the ad, service provider (brand) and purchase intention compared to rational appeal.

H2: An emotional appeal is more effective in creating a positive attitude towards the ad, service provider (brand) and purchase intention for an experiential service.

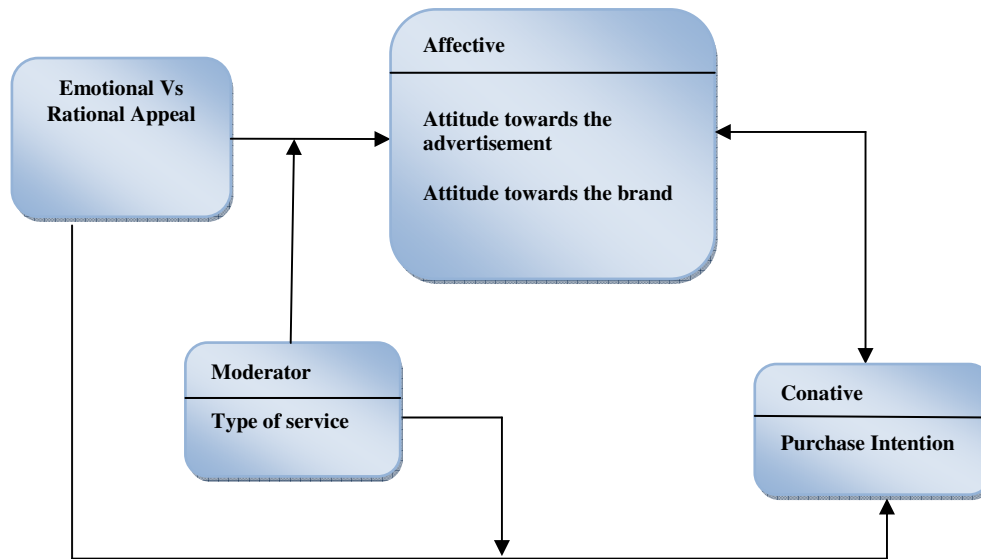


Figure 1: Contingent impact of advertising appeal on consumer response model

H3: A rational appeal is more effective in creating a positive attitude towards the ad, service provider (brand) and purchase intention for a utilitarian service.

RESEARCH METHOD

The study has adopted both qualitative as well as quantitative method to seek inferences at every phase of the research work. The use of both qualitative as well as quantitative study has also lead to methodological triangulation. Methodological triangulation involves the use of multiple qualitative and/or quantitative methods to study the program. If the conclusions from each of the methods are the same, then validity is established. (Guion, 2002). The use of both methods enhanced the methodological rigor in the investigation.

The qualitative study has used in depth interview to collect the data. The quantitative research will constitute of construction of scale, reliability analysis, measuring the impact of emotional and rational appeal.

Data Analysis

This Research Has Been Divided into Three Phases:

Phase: 1

The objective of the phase 1 study is to determine the services to be used in the research.

The selection of the services will be done through a qualitative study. The data will be collected through an in depth interview. There are different experiential as well as utilitarian services. It was important to know the services used by the test units frequently so as to select the relevant services for research investigation. This phase will help us in exploring the services used by the test units frequently. E.g.: A restaurant is a service, that is often experience, fun, pleasurable,-in short, hedonic. Furthermore, the choice of restaurants is often a forfeiture decision made between several acceptable alternatives. Mobile services, in contrast, are very utilitarian services, related to value and specific benefits.

Phase: 2

After conducting a qualitative study to determine the service for further investigation, a content analysis of the real advertisement of the selected services will be done to understand the message appeal used in the advertisement. After a thorough content analysis, and a discussion with experts of an advertising agency, there were dummy advertisements of services with fictitious brand names created for the study. To avoid internal bias, dummy print advertisements will be created. The dummy advertisements will be

created for both experiential as well utilitarian services using both rational as well as emotional advertising appeal. The advertisements will be created in consultation with a leading advertising agency. After an extensive literature review and study, the agency experts will be creating the advertisements. According to the experts, the ads will be designed using emotional and rational appeal. After the designing of the advertisements, it was important to know that the respondents are able to understand and interpret the advertising in the same manner as created by the experts.

An in- depth interview will be conducted to know their understanding about the service advertisements.

After conducting a qualitative study through in depth interview, a quantitative study will be conducted to further authenticate the findings of the qualitative study. The quantitative study will be designed by framing questions around the findings of the qualitative study using a 7 point Likert scale.

Phase: 3

Variable examined in the study (Clow et al., 2006) included purchase intentions, attitude towards the advertisement, attitude towards the brand by using a 7 point Likert scale. The study conducted on investigating tangibility in service advertisement (Stafford, 1996) used the four item scale used by Holbrook and Batra (1987), the bipolar anchors were like/dislike, favorable/unfavorable, positive/negative and bad/good. A three item purchase intention measure (Yi, 1990) was used for patronage intention. The anchors were “likely/unlikely, possible/impossible and probable/improbable.”

This paper will attempt to construct a scale for Attitude towards Advertisement, Attitude towards Brand and Purchase Intention using Exploratory Factor Analysis. The reliability analysis of the questionnaire will be done using Cronbach’s Alpha. The study will also measure the impact of emotional/rational appeal on attitude towards advertisement, attitude towards brand and purchase intention by using independent sample T test. Furthermore, the impact of emotional/rational appeal will be measured considering the typology of service as a moderating variable.

Data Analysis and Interpretation

- ✓ Phase-1
- Qualitative research on determining the type of service to be considered for the research and understanding of the sample towards experiential as well as utilitarian services
- ✓ Phase-2
- Content analysis of various service advertisements
- ✓ Phase-3
- Qualitative research on validating the understanding of sample on dummy ads

Phase-1

- ✓ The phase-1 research design was purposive sampling and the method for collecting data was in depth Interview. There were 35 Interviews conducted. The duration of each interview-35 to 40 minutes. The interviews were recorded for content analysis. 21 responses were considered for final analysis. The data saturation occurred on the 16th interview. The sample was of the students and the age group was between 18-23.
- ✓ The major services emerging in the interview were mobile services restaurants/cafes movie theatres, retail outlets, salon, banking, internet services. Mobile and restaurant/café are the services considered to be the part of the services because of the highest frequency of its usage
- ✓ Mobile is considered to be an utilitarian service because the customers focus is more on data plans, tariffs, network connectivity while restaurant/café are considered as experiential service because for respondents overall customer service is important. Customer service means quick serving of food, polite and unruly behavior of the people, listening to them patiently and should not get irritated if there is a change in order, serving water and food on time, proper attention from the people of the restaurant, looked after properly by the staff. The respondents mentioned that for them the overall experience of visiting a restaurant is extremely important.

Phase-2

- ✓ The content analysis of the current 18 advertisements of mobile services and 7

advertisements of restaurant services was done. The method was purposive sampling. In mobile service, majorly rational appeal is used. In restaurant services, emotional appeal is more dominating.

Phase-3

After studying the current advertisements and qualitative research, the dummy advertisements with fictitious brand names were created. There were both rational and emotional advertisements created for both experiential as well as utilitarian service. There was again a qualitative research conducted to understand whether the respondents interpret the message and context of advertisement the way we want them to understand. The results of the study showed that the respondents clearly understood a rational appeal by interpreting that price is given more emphasis in the case of both services and an emotional appeal was interpreted as expressing feelings and showing emotions in case of both services.

Phase-4

Quantitative Study

The sample size taken for the study is 158. The questionnaire was designed consisting of 43 questions. The scale items were measured on 7 point likert scale. The below given questionnaire is for Attitude towards Advertisement. Factor analysis was conducted to infer factors in creating a positive attitude towards the

advertisement, attitude towards the brand and purchase intention. The Oblique rotation method is used to conduct a factor analysis.

Attitude towards Advertisement

The KMO for the below mentioned scale items in the factor analysis was 0.941. This shows that the sample size is enough to conduct factor analysis. The factors emerging from the factor analysis are:

1. Impressive
2. Ineffective
3. Involving
4. Relevant
5. Clear
6. Uninteresting

RESULTS AND DISCUSSION

Table 1 shows that the 6 factors show 65.5% of variance. The reliability test shows that the questionnaire has been relevant and reliable to conduct the analysis.

Attitude towards Brand

The KMO for the factor analysis for the attitude towards brand is 0.866 which interprets that the sample size is adequate to conduct the factor analysis. The factors emerging after the factor analysis are:

- ✓ Original
- ✓ Positive
- ✓ Likeable

Table 1: Total variance explained-attitude towards attitude

Component	Extraction Sums of Squared Loadings			Coefficient of Alpha
	Total	% of Variance	Cumulative %	
1	20.996	47.718	47.718	0.943
2	2.065	4.694	52.412	0.909
3	1.754	3.987	56.399	0.754
4	1.473	3.348	59.747	0.897
5	1.300	2.956	62.702	0.678
6	1.231	2.798	65.501	0.712

Extraction Method: Principal Component Analysis.

Table 2: Total variance explained-attitude towards brand

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Co-efficient Alpha
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	
1	5.001	55.562	55.562	5.001	55.562	55.562	0.820
2	0.876	9.730	65.292	0.876	9.730	65.292	0.820
3	0.710	7.894	73.186	0.710	7.894	73.186	0.748.
4	0.565	6.279	79.465				
5	0.535	5.950	85.415				
6	0.465	5.167	90.581				
7	0.394	4.376	94.957				
8	0.266	2.950	97.908				
9	0.188	2.092	100.000				

Extraction Method: Principal Component Analysis.

Table 3: Total variance explained-purchase intention

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Coefficient of Alpha
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	
1	3.005	30.048	30.048	3.005	30.048	30.048	0.786
2	2.073	20.727	50.775	2.073	20.727	50.775	0.789
3	1.368	13.683	64.458	1.368	13.683	64.458	0.857
4	1.077	10.769	75.227	1.077	10.769	75.227	0.864
5	0.903	9.030	84.257				
6	0.477	4.770	89.027				
7	0.355	3.552	92.579				
8	0.300	3.000	95.578				
9	0.262	2.617	98.195				
10	0.180	1.805	100.000				

Extraction Method: Principal Component Analysis.

Table 2 shows that the 3 factors emerged out of factor analysis shows a cumulative variance of 73.186%. This means that these 3 factors are explaining more than 73.18% of variance. The Coefficient of Alpha also shows that the reliability of the questionnaire is high.

Purchase Intention

The KMO test in purchase intention factor analysis is 0.692. This shows that the sample size is adequate to do the factor analysis. The factors emerged out of the factor analysis are:

Looked for
Trial
Purchase
Patronize

Table 3 shows that 4 factors have explained 75.22% of variation while the coefficient of alpha for each of the factor is quite high which indicates the reliability of the questionnaire

The final scale for measuring attitude towards advertisement, attitude towards and brand intention is shown in table 4.

Table 4: Attitude towards advertisement, attitude towards brand and purchase intention scale emerged out of factor analysis

Attitude towards Advertisement	1	2	3	4	5	6	7
Impressive							
Ineffective							
Involving							
Relevant							
Clear							
Uninteresting							
Attitude towards brand							
Original							
Positive							
Likeable							
Purchase Intention							
Looked for							
Trial							
Purchase							
Patronize							

To measure the effectiveness of emotional and rational appeal on attitude towards advertisement, an independent t-test was conducted.

Table 5: Independent t-test group statistics-attitude towards advertisement

		Group Statistics					
	emotional or rational	N	Mean	Std. Deviation	Std. Error Mean		
AAD_SCORE	Emotional	265	26.37	14.846	0.912		
	Rational	177	19.19	10.362	0.779		
		Independent samples test					
		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference
AAD_SCORE	Equal variances assumed	264.909	0.000	5.589	440	0.000	7.181
	Equal variances not assumed			5.988	439.133	0.000	7.181

Table 5 shows that emotional appeal is more effective in creating a positive attitude towards service advertising. The mean for emotional appeal is 26.37 while the score of rational appeal is 19.19 which indicate that the emotional appeal is more effective than the rational appeal. The significance value is 0.000 which is less than 0.05; therefore, the null hypothesis is rejected. The alternate hypothesis is accepted which says that emotional appeal is more effective in creating a positive attitude towards advertisement.

One of the major objectives of the research was also to study whether the type of service is a moderating variable impacting the effect of emotional appeal and rational appeal. This means that when utilitarian services are used rational appeal is more effective and when used experiential services are used emotional appeal is more effective.

While measuring the attitude towards advertisement as far as experiential services are concerned, the emotional appeal is more effective than rational appeal as the mean score

of emotional appeal is 39.01 against the score of 11.87 for the rational appeal. The significance value is 0.000 which is less than 0.05 that means that the null hypothesis is rejected and the alternate hypothesis is accepted. Therefore, it can be concluded that emotional appeal is more effective as far as experiential services are concerned for attitude towards advertisement (table 6).

As far as utilitarian services are concerned, the rational appeal is more effective as the mean value for rational appeal is 33.11 against the score of 9.12 for the emotional appeal. This indicates that rational appeal is more effective for utilitarian services (table 7).

The significance value is 0.000 which is less than 0.05, therefore, the null hypothesis is rejected and the alternate hypothesis is accepted which says that for utilitarian services rational appeal is more effective as far as attitude towards advertisement is concerned.

The significance value for attitude towards brand and purchase intention is shown in table 8.

Table 6: T-test on Attitude towards advertisement for experiential type of services

Group Statistics ^a						
		emotional or rational	N	Mean	Std. Deviation	Std. Error Mean
AAD_SCORE	Emotional		153	39.01	1.243	0.101
	Rational		116	11.87	1.998	0.186

a. hedonic or utilitarian = hedonic or experiential

Independent samples test							
		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference
AAD_SCORE	Equal variances assumed	22.287	0.000	136.710	267	0.000	27.136
	Equal variances not assumed			128.612	180.666	0.000	27.136

a. hedonic or utilitarian = hedonic or experiential

Table 7: T-test attitude towards advertisement for utilitarian services

Group Statistica ¹					
	emotional or rational	N	Mean	Std. Deviation	Std. Error Mean
AAD_SCORE	emotional	112	9.12	1.257	0.119
	rational	61	33.11	2.570	0.329

a. hedonic or utilitarian = utilitarian

Independent samples test ^a							
		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference
AAD_SCORE	Equal variances assumed	44.194	0.000	-82.482	171	0.000	-23.999
	Equal variances not assumed			-68.605	75.970	0.000	-23.999

a. hedonic or utilitarian = utilitarian

Table 8: T-test attitude towards brand and purchase intention (overall) for both emotional and rational appeal

Group Statistics					
	emotional or rational	N	Mean	Std. Deviation	Std. Error Mean
Attitude_Brand_Score	Emotional	265	13.20	7.415	0.455
	Rational	177	9.50	5.296	0.398
PI_Score	Emotional	265	17.58	9.913	0.609
	Rational	177	12.79	6.932	0.521

Table 8 shows that emotional appeal is more effective in creating a positive attitude towards brand and purchase intention. The mean emotional appeal score for attitude towards brand is 13.20 against a score of 9.50 for the rational appeal while the mean purchase intention score is 17.58 against a mean score of 12.79 for the rational appeal which indicate that the emotional appeal is more effective than the rational appeal in creating a positive attitude towards brand and to create a purchase intention the mind of the viewers. The significance value is 0.000 which is less than 0.05; therefore, the null hypothesis is rejected. The alternate hypothesis is accepted which says that emotional appeal is more effective in creating a positive attitude towards brand and purchase intention.

The T-test for experiential services concludes that while measuring the attitude towards brand and purchase intention is concerned, the

emotional appeal is more effective as the mean score for emotional appeal for attitude towards brand and purchase intention are 19.48 and 26.00 respectively in comparison to rational appeal for which the mean score for rational appeal for attitude towards brand and purchase intention are 5.82 and 7.98 respectively. As far as the experiential services while measuring purchase intention are concerned, the emotional appeal is more effective than rational appeal. The significance value is 0.001 for attitude towards brand and 0.000 for purchase intention which is less than 0.05 for both attitude towards brand and purchase intention and therefore the null hypothesis is rejected and alternate hypothesis is accepted. This concludes that when it comes to experiential services, emotional appeal is more effective than rational appeal in creating a positive attitude towards brand and purchase intention (table 9).

Table 9: T-test-attitude towards brand and purchase intention for experiential services

Group Statistics ^a					
	emotional or rational	N	Mean	Std. Deviation	Std. Error Mean
Attitude_Brand_Score	Emotional	153	19.48	0.897	0.072
	Rational	116	5.82	1.262	0.117
PI_Score	Emotional	153	26.00	0.993	0.080
	rational	116	7.98	1.673	0.155

a. hedonic or utilitarian = hedonic or experiential

Independent samples test ^a							
		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference
Attitude_Brand_Score	Equal variances assumed	11.777	0.001	103.780	267	0.000	13.665
	Equal variances not assumed			99.166	197.923	0.000	13.665
PI_Score	Equal variances assumed	29.850	0.000	110.075	267	0.000	18.017
	Equal variances not assumed			103.022	175.211	0.000	18.017

a. hedonic or utilitarian = hedonic or experiential

Table 10: T-test for attitude towards brand and purchase intention for utilitarian services

Group Statistics ^a					
	emotional or rational	N	Mean	Std. Deviation	Std. Error Mean
Attitude_Brand_Score	Emotional	112	4.61	0.853	0.081
	Rational	61	16.51	1.757	0.225
PI_Score	Emotional	112	6.07	1.011	0.096
	Rational	61	21.93	2.428	0.311

a. hedonic or utilitarian = utilitarian

Independent samples test ^a							
		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference
Attitude_Brand_Score	Equal variances assumed	45.095	0.000	-59.969	171	0.000	-11.901
	Equal variances not assumed			-49.802	75.707	0.000	-11.901
PI_Score	Equal variances assumed	67.119	0.000	-60.311	171	0.000	-15.863
	Equal variances not assumed			-48.775	71.518	0.000	-15.863

a. hedonic or utilitarian = utilitarian

As far as utilitarian services are concerned for measuring attitude towards brand and purchase intention, the mean value for emotional appeal is 4.61 compared to rational appeal mean which is 16.51. The mean purchase intention score for emotional appeal is 6.07 compared to rational appeal which is 21.93. The scores indicate that for utilitarian services, the rational appeal works more efficiently than the emotional appeal in creating a positive attitude towards brand and purchase intention (table 10).

The significance value in both the cases attitude towards brand and purchase intention is .000 which is less than 0.05 which means the null hypothesis is rejected and alternate hypothesis is accepted which states that for the utilitarian services, the rational appeal is more efficient than the emotional appeal in creating a positive attitude towards brand and purchase intention.

The research attempts to investigate the impact of advertising appeal on consumer response. The investigation has developed a scale for measuring Attitude towards Advertisement, Attitude towards brand and Purchase Intention as well as measured the effectiveness of emotional and rational appeal on consumer response. The results very clearly shows that emotional appeal is more effective in assessing attitude towards advertisement, attitude towards brand as well as purchase intention. Another important element considered in the research was the typology of service. The literature review suggests that there are two different typologies of services-Utilitarian and Experiential. The investigation very clearly suggests that typology of service has an impact on advertising appeal. As for experiential services emotional appeal is more effective and for utilitarian services rational appeal is more effective.

IMPLICATIONS

This research will make an attempt to understand the relationship between message appeal and service advertising. It will contribute in academics by its rigorous qualitative as well as quantitative methodology and findings on advertising message appeal in services. This will not only provide the practitioners an insight on the advertising appeal to be used in service

advertising but also would help them understand importance of the typology of services and its impact on the appeal used in the advertisement. This research will provide an understanding to practitioners of the impact and importance of advertising appeal in service advertisement. The practitioners will also be emphasizing on the typology of service before determining the advertising appeal to be used in the advertisement.

CONCLUSION

The research concludes that advertising appeal plays a significant role in service advertising. Service advertising is anyways challenging because of its peculiar characteristics. Advertising appeal has an impact on the attitude towards advertisement, attitude towards brand and purchase intention. The typology of service also has a moderating impact on the effect that advertising appeal has on the attitude towards advertisement, attitude towards brand as well as purchase intention.

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