

Service Print Advertisements: Analyzing the Impact of Emotions and Attitudes on Consumption Intentions

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Abstract - A model is proposed whereby the influence of emotional appeals and attitude toward the ad on service consumption intentions are examined. Regression analysis revealed both emotion and attitudes significantly influence consumers' future behaviors for all ten service types studied with exception of emotions for delivery services. The research findings further indicate that while both influence consumption, attitude toward the ad had a stronger influence than emotions across all ads tested. It can be inferred that happiness had the strongest influence on emotion followed by good, and then usefulness and high quality were the strongest attitudinal indicators impacting intentions. Conclusions will discuss the importance and applicability of emotions and attitudes for advertising planning and managerial implications.

Keywords: Service print advertisements; Emotional Appeals; Attitude Toward the Ad; Consumption Intentions

JEL Classification: M3 Marketing and Advertising, M31 Marketing, M370 Advertising

1. INTRODUCTION

Service intangibility has been known to influence advertising planning with regards to execution of preferred ad strategies for both content provided and emotional appeals (Cutler & Javalgi, 1993[13]; Grove, Carlson, & Dorsch, 2002[16]; Hill, Blodgett, Baer, & Wakefield, 2004[18]; Suri, Paul, & Garg, 2013)[32]. Since prior to purchase service attributes may be perceived as less discernible in comparison to product attributes, the message content for service print advertisements may be deemed more important to an intended audience (Bigne', Mattila, & Andreu, 2008)[6]. Advertisements are an effective tool by which marketers can convey the benefits of a given service while overcoming any challenges their intangibility and abstractness may create. As consumers determine whether to engage with a service offering, they may actively seek out service advertisement cues in order to diminish uncertainty and ambiguity which will then aid them in their decision-making. The inability to visualize a service prior to consumption underscores the desire for more carefully executed messages. Not only what is said, but how it is said, is a primary factor of whether an ad message achieves its objectives which are often willingness and desire to consume a service. The purpose of this research study is to explore emotional appeals and attitudes for service print advertisements and their subsequent impact on an individual's desire to consume an advertised service. It is important for an advertiser to consider both the overall level of intensity and specific type of affective response evoked from the ad. Likewise, it is necessary to examine both the overall effect of attitude toward the ad while also discerning impact of the

individual items that comprise the construct. This proposed research framework will demonstrate how well the two constructs are able to predict consumption. Further, the work will identify which items that comprise the constructs are the best predictors of this desired outcome. Past literature has explored both the use of emotional appeals and attitude toward the ad for evaluating service print advertisements (Bang, Raymond, Taylor, & Moon, 2005[3]; Tripp, 1997)[34]. In general, both emotional appeals and attitude toward the ad are commonly viewed such that more positive feedback from an audience will encourage more favorable responses toward that advertised offering. Thus, an objective of this research to explore whether more positively framed ad messages will stimulate more willingness to consume an advertised service. Also, it is recognized that evaluation of an ad may be influenced by the category or type of service advertised. Therefore, differences in responses to ads based upon service category will be assessed. Questions will be explored including -- what are the overall emotional and attitudinal responses toward an ad, which unique emotional appeals and attitudes are most evident, is service type a discernible influence, and ultimately what influences do the above have on consumption intentions. Understanding why emotions and attitudes impact consumption will aid advertisers in their quest for more effective ad design. While affect and attitudinal responses have simultaneously been studied in the past, this work contributes to the field by uniquely exploring a variety of service print ads and subsequent audience response after ad exposure.

2. BACKGROUND LITERATURE

2.1 Emotion

Emotional provocation or stimulation with advertisements has popularly been proven to be a worthwhile strategy for encouraging a desired audience response (Bennett, 2015[5]; Bulbul & Menon, 2010)[7]. These appeals have been viewed as complex phenomenon which interact with ad stimuli to evoke an affective experience. It has been asserted that due to the inherent nature of service characteristics which include intangibility, delivery variability, and perishability, emotional content becomes more prominent for driving desired behavior (Suri, Paul, & Garg, 2013)[32]. Past research has regularly supported the notion that selection of a fitting affect appeal will correspondingly trigger meaningful viewer engagement with the advertised service (Clow, Roy, & Hershey, 2002[9]; Tripp, 1997)[34] and foster a more favorable brand attitude (Panda, Panda, & Mishra, 2013). It is argued that more positive emotions such as happiness and joy will encourage an individual to respond more favorably to a message. However, a negative appeal stimulating discomfort followed by a positive message offering a possible remedy to the malaise may cause the viewer to seek out that service to avoid that unwanted consequence (Merchant, Ford, & Sargeant, 2010)[23]. Regardless, the overarching premise being that emotions may act as a catalyst such that as their intensity increases reactions will correspondingly amplify as well.

2.2 Attitude toward the Ad

Research has extensively analyzed an individual's attitude toward an ad as a response to an ad message whereby a more favorable or unfavorable impression is presumed to encourage a more desirable or undesirable outcome (Ling, Piew, & Chai, 2010[21]; Mackenzie & Lutz, 1989[22]; Tan & Chia, 2007)[33]. The studies indicate that consumers differ in their attitudinal responses toward an ad, and noteworthy, that the possible reactions after exposure may influence behavior. Further, positive attitudes may evolve for some individuals while overall negative attitudes develop for others. Likewise, the attitudes may differ in the type and degree to which they are positive or negative. Regardless, literature eschews a more positive relationship between an audiences' attitude toward an ad and its likely favorable response to the advertisement. Importantly, the construct may be an influential indicator of an ad's ability to achieve its desired audience response. Neudecker, Esch, Schaefer, and Valussi (2014) [27] explored ad message reframing and determined that changing the viewpoint in relation to how a brand is perceived has an immediate positive effect on attitude toward the ad. Also, Jamalzadeh, Behravan, and Masoudi (2012)[19] explored consumers' attitudes toward email-based advertisements and determined that entertainment and informativeness of the ad content strongly and positively affected attitudes, however, ad privacy had the opposite influence with a strong negative

influence on attitudes. While the work above effectively demonstrated positive relationships between the attitude toward the ad and ad effectiveness, more limited research has explored attitudes with respect to the unique characteristics of service print advertisements. Processing a service ad message is often situational based at that moment in time which may lead to an abrupt evaluative response. Consequently, the work provided herein contributes to the literature by uniquely exploring the attitudinal impact on a variety of service print ads.

2.3 Linking Service Intentions with Emotions and Attitudes

It can be confidently assumed that advertisements serve as stimulus for a favorable outcome or future experience. Since perceptions and cognitions are viewed as antecedents to behaviors, it may accordingly be asserted that these precursors have a favorable impact on consumers' consumption intentions. These desired results have been studied from various perspectives including repeat usage, behavioral intentions, satisfaction, and brand choice (Baek, Kim, & Yu, 2010[2]; Schuster, Tossan, & Drennan, 2017[31]; Wang, Wang, & Farn, 2009)[35]. Prior service research has demonstrated a significant relationship between emotions, attitudes, and behavioral responses such as service evaluation, a desire to spend time or money consuming a service, consumption intentions, and repeat purchase behavior (Conner, Godin, Sheeran, & Germain, 2013[12]; Esßen & Wikström, 2008[14]; Hill, Blodgett, Baer, & Wakefield, 2004)[18]. Bigne, Mattila, and Andreu (2008)[6] examined travel service advertisements and found significant evidence of the positive effect emotions have on visitors' satisfaction and behavioral intentions. Further, emotional reactions influence that individual's desire to consume an advertised offering thereby promoting behavior that results in positive outcomes and avoiding those that are negative (Schuster, Tossan, & Drennan, 2017)[31]. Also, a noteworthy influence on respondents' attitudes has been the quality of the service offering. This importance for conveying service quality through ad content has been previously demonstrated (Baek, Kim, & Yu, 2010[2]; Clow, Tripp, & Kenny, 1996; Hill, Blodgett, Baer, & Wakefield, 2004)[18]. Norman (2017)[28] revealed using an experimental design with conditioning that service quality had significant effects on service attitude and intentions. Additional researchers including Cole, DeNardin, and Clow (2017)[11] and Moser, Freeman, and Loudon (2015)[26] supported this premise that attitudes will impact intentions towards the advertised service. The relevant findings above affirm that positive attitudes will foster more desired responses based upon respondents' assessments of the ads.

3. RESEARCH HYPOTHESES

In attempt to satisfy the research objectives above it is necessary to first explore the overall reactions for

emotions and attitude toward the ad for each service print ad. Overall emotional impact and attitude toward the ad composite measures are analyzed to determine any relatedness to one's desire to consume the advertised service. This will provide evidence as to whether ads which convey emotions really encourage consumption. Along the same path, the general impact of attitude toward the ad on these intentions will be examined.

Based upon the discussion above and prior research, the following hypotheses are proposed and examined below:

H1. As emotional appeal of an ad increases, the likelihood of consuming the service increases.

H2. As attitude toward an ad increases, the likelihood of consuming the service increases.

Next, specific emotional appeals, positive or negative, and the responses to each individual item, favorable or unfavorable, comprising the attitude toward the ad construct are examined to measure their impact on consumption intentions for that advertised service.

The research methodology employed to test these hypotheses and corresponding construct composition are described below.

4. RESEARCH DESIGN

The research framework which explores the influence of emotional appeals and attitude toward the ad on consumption intentions was operationalized using a survey format. A questionnaire was developed to tap these three research constructs. Several steps were necessary to execute the research design and ensure adequacy and diversity of the ads for the main study. Selection of the ad pool was required prior to administering the survey. Since emotions and attitudes elicited upon ad viewing was a condition for the study, adequate print ad selection was mandated. Further, consistent with past works a broad spectrum of service types were purposefully represented (Albers-Miller & Stafford, 1999[1]; Grove, Carlson, & Dorsch, 2002[16]; Mortimer & Grierson, 2010)[25]. A procedure was established whereby several hundred service print advertisements were collected with the purposeful intent of varying them by service type and magazine. Common service categories identified in the literature included healthcare, restaurants, insurance, banking, airlines, real estate, creative design, hotels and travel, and identity safeguards. Themes of the magazine were purposefully varied based upon lifestyle, demographics, interests, and product \ service theme. Only full-page color ads were retained from these publications. Next, a respondent pool of fifty individuals was selected and asked to indicate their familiarity with the service and interest in its consumption. This filtering procedure was again used with another fifty respondents. These exercises resulted in a pool of forty ads that were again purposefully reduced by the researcher to ten ads capable of representing the service categories and varied by message

them, appeal, and sponsor organization. These ten ads were then forwarded for inclusion in the main study.

For illustrative purposes, examples of two of the print ads for design and banking services are provided below. (See Images 1 and 2). Although only ten ads were included in the final study, the selection typified past service print advertisement research which focused on these service types or categories. Further, additional analysis included in the results forthcoming verify that the advertisements selected were adequate and satisfied the research design requirements.

Insert Image 1: Design Services Print Ad

Insert Image 2: Banking Services Print Ad

4.1 Sampling procedures respondents

The self-administered survey was conducted electronically via Qualtrics. Participants were recruited from a large north eastern university and included undergraduate and graduate students from the business school. An email was sent to each participant explaining the intent of the study, asked for their time and willingness to complete the survey, and emphasized that all work was voluntary. Anonymity of responses was also conveyed. Upon completion of the survey respondents were briefed on the research particulars of the study, asked to provide any comments regarding the questionnaire, and to indicate their interest in receiving research findings upon culmination of the study. All responses were kept confidential and respondents were unknown to the researchers. The initial respondent pool was comprised of more than 450 participants. However, once the data was examined and unusable surveys were eliminated the final sample consisted of 355 participants which is more than adequate for a study with this proposed design.

4.2 Research Instrument

The questionnaire for the main study asked participants after viewing the ten ads their emotions and attitude toward the ads. Each ad was sequentially shown followed by items that respectively tapped an emotional response for the ad and attitudes toward it. The ads were purposefully randomized to eliminate order bias. After responses for an ad were given individuals were asked to indicate their interest in consuming that advertised service. This procedure was repeated consistently for the remaining nine ads. Respondents were able to navigate backwards and forwards throughout the survey enabling them to review, modify, and or change responses.

4.3 Construct Measurement

The survey instrument measured three constructs including emotional appeals labeled EMOTE, attitude toward the ad, titled Aad, consistent with prior literature, and consumption intentions named CONSUME. The scales used to gauge these responses are explained below. In addition, brief demographic questions were asked including level of study and major area of interest. Last, participants were queried regarding suggestions they may

have and any aspects of the study they deemed relevant but were not asked.

4.4 Emotional Appeal

Emotional appeals have been operationalized by the seminal mood rating scale created by Plutchik (1980)[30] and extensively explored further by researchers (Bagozzi, Gopinath, & Nyer, 1999[4]; Laros & Steenkamp, 2005[20]; Moore, 2010)[24]. The EMOTE scale was based upon this existing literature whereby the phenomenon is popularly measured from an individual's reported arousal when viewing an ad. This affect response to an ad was tapped by asking individuals how they felt after viewing an ad on a 7 point Likert-type scale with 1 strongly disagree to 7 strongly agree based upon 11 items including happy, angry, good, disgusted, glad, fearful, joyful, bad, pleasant surprised, and sad. These questions were repeated for each of the ten ads resulting in an overall composite EMOTE score for each ad and distinct emotion elicited from it.

4.5 Attitude Toward the Ad

This work operationalizes the Aad construct as an evaluative reaction upon processing an ad message. The measurement was determined using past scales in the literature commonly comprised of nine items (Cistulli, Jacobs, & Snyder, 2015[8]; Halkias & Kokkinaki, 2014[17]; Mackenzie & Lutz, 1989)[22]. Aad was assessed by an individual's response with 1 indicated strongly disagree to 7 indicated strongly agree to their opinions with regards to whether an ad was high quality, interesting, appealing, good, useful, informative, appropriate, distinctive, and easy to understand. Again, Aad scale items were repeated for all ten ads. The resultant data provided an overall composite Aad score for each ad and individual item response.

4.6 Consumption Intentions

Willingness to consume was computed as a composite measurement CONSUME which evaluated that

individual's desire to use the service. It is viewed as intentions to use the service which is a future indicator of consumption rather than actual adoption of the service. This is appropriate given the parameters of the research design which utilizes respondent responses to ads versus actual resultant behavior. Scales validated prior were used to measure the construct (Bigne', Mattila, & Andreu; 2008[6]; Grace & O'Cass 2005[15]; Moore, 2010[24]; Norman, 2017)[28]. After examining an ad, respondents were asked to identify their responses to the ad by indicating their agreement to four statements based upon a 7 point Likert-type scale from 1 strongly disagree to 7 strongly agree. These four statements included I am likely to use this service in the future, I am likely to recommend this service to others, if I were to use the same similar service in the future -- I would choose this service, and if this service were available to me -- this service would be my first choice. This questioning scenario was repeated for all ten ads resulting in a composite score for consumption (CONSUME) for each ad.

5. DATA ANALYSIS AND RESULTS

EMOTE, Aad, and CONSUME were operationalized by the procedures discussed prior and calculated using SPSS software. Average scores were determined for each construct and each individual item comprising the constructs including the eleven items for EMOTE, nine items for Aad, and four items for CONSUME. See Table 1 for a reliability analysis (Cronbach's Alpha) of each scale and their corresponding items displayed by service type. Since all Cronbach alphas for each of the constructs with their comprising items for each ad exceeded .840, internal consistency was established. Capability of the data was confirmed indicating it was now possible to continue with the next stage of the data analysis.

Table 1 Results Cronbach's Alpha

Advertisement	EMOTE		Aad		CONSUME	
	Number Items	Cron Alpha	Number Items	Cron Alpha	Number Items	Cron Alpha
Design	12	0.85	9	0.952	4	0.944
Healthcare	12	0.847	9	0.961	4	0.953
Deliver	12	0.902	9	0.944	4	0.906
Banking	12	0.925	9	0.927	4	0.95
Insurance	12	0.879	9	0.94	4	0.938
Identify Theft	12	0.903	9	0.952	4	0.962
Restaurant	12	0.897	9	0.952	4	0.936
Hotel	12	0.88	9	0.944	4	0.938
Airline	12	0.906	9	0.941	4	0.935
Real Estate	12	0.858	9	0.963	4	0.959

Once reliability was established, standard multiple regression was conducted whereby ten regression models (one for each ad) were analyzed. The composite scores for EMOTE and Aad were regressed on the composite CONSUME score for each ad. Results for ANOVAs for

the three constructs including EMOTE and Aad combined, EMOTE, and Aad indicated all were significantly different with p value <.05. See Table 2 for ANOVA results and constants (B₀) for the regression equation forthcoming.

Table 2: ANOVA Results Research Constructs

Advertisement	Composite EMOTE\Aad		EMOTE		Aad		P-Value Constructs
	Constant B0	F Value	Constant B0	F Value	Constant B0	F Value	
Design	.702	153.173	1.922	19.669	1.358	32.902	.000
Healthcare	.153	197.890	2.647	15.965	.787	41.970	.000
Delivery	1.842	125.013	4.340	10.396	1.519	30.005	.000
Banking	.012	117.857	1.435	13.853	1.123	21.941	.000
Insurance	-.282	110.745	2.386	14.440	.860	19.288	.000
Identity Theft	-.008	202.093	1.961	16.443	.382	44.855	.000
Restaurant	-.041	113.136	1.613	24.792	.591	24.602	.000
Hotel	.179	117.010	.995	20.274	1.335	21.150	.000
Airline	.451	105.045	1.144	22.385	1.422	22.385	.000
Real Estate	1.085	192.907	1.534	22.026	1.364	21.443	.000

The regression equation for the models is provided below.

$$\hat{y} = B_0 + B_1x_1 + B_2x_2$$

The independent variables are represented as EMOTE (x₁) and Aad (x₂), and \hat{y} equals the dependent variable CONSUME for each of the ten ads. The regression coefficients B₀, B₁, and B₂ indicate the constant and

weight of the variables respectively. See Table 3 for regression results. Statistical analysis revealed both EMOTE and Aad were significant (≤.05) for each ad with CONSUME, with the exception for EMOTE for the delivery service ad.

Table 3: Regression Results Consumption

Advertisement	R2	Variable	B	β	Sign.	B0
Design	.465	Emotion	.020	.171	.000	.702
		Attitudes	.071	.618	.000	
Healthcare	.531	Emotion	.017	.142	.000	.153
		Attitudes	.088	.694	.000	
Delivery	.417	Emotion	-.006	-.066	.110	1.842
		Attitudes	.079	.645	.000	
Banking	.402	Emotion	.037	.331	.000	.012
		Attitudes	.062	.435	.000	
Insurance	.390	Emotion	.032	.272	.000	-.282
		Attitudes	.073	.533	.000	
Identity Theft	.539	Emotion	.013	.106	.007	-.008
		Attitudes	.088	.689	.000	
Restaurant	.393	Emotion	.025	.188	.000	-.041
		Attitudes	.082	.540	.000	
Hotel	.404	Emotion	.036	.290	.000	.179
		Attitudes	.064	.494	.000	
Airline	.375	Emotion	.034	.300	.000	.451
		Attitudes	.060	.450	.000	
Real Estate	.525	Emotion	.011	.085	.040	1.085
		Attitudes	.074	.683	.000	

In general, for all ten ads, attitude toward the ad was the most influential predictor across all service types based upon standardized coefficients meaning this construct was a stronger predictor than emotion for consumption. The results demonstrate that the strength of the independent variables on the dependent variable is most evident for

Aad. Although all ten models were significant with exception of EMOTE for the delivery service, all B or weighted measures were stronger for Aad than EMOTE. Thus, Aad was a better predictor or most influential across all ads for CONSUME.

The R-squared, the proportion of the variance for the dependent variable explained by the independent variable for the model, demonstrated that EMOTE and Aad for the ten print ads accounted for a range of $R^2 = .539$ of the variance for the identity protection ad to $R^2 = .375$ for the airline ad for a consumer's willingness to consumer a service. This indicated the strongest result for the identify theft protection ad with $R^2 = .539$, or 53.9% of the variance for CONSUME for this service, was explained by the model. The results convincingly indicated more than half of the reason why an individual's desire to consume this service can be explained by the model. Or from another perspective, the other 46% is not captured by the model or inherently unexplainable. Conversely, $R^2 = .375$ for the airline service ad had approximately 20% more unexplained phenomenon occurring beyond emotion and attitudes impacting consumption. Regardless, all ten regression exercises, with exception of EMOTE for the delivery service ad, were significant with reported R^2 values at .375 or above. This is more than adequate evidence to demonstrate that the models measured the desired phenomena which is consumption intentions. The design services ad had an R^2 equal to .465 or 46.5 % of the consumption was explained, however, Aad had a stronger impact with $B = .071$, than EMOTE $B = .020$. Once again, these results were consistent across all ten ads with Aad dominating EMOTE with regards to CONSUME. Therefore, since it was hypothesized that as the emotional appeal and attitude toward the ad increases the more inclined an individual would be to consume a service, the regression analysis for each of the ten ads were significant. H1 and H2 are then supported with exception of EMOTE for the delivery services ad. The differences between consumption intentions may be reflected in the strength and type of emotional appeals conveyed by the ad. Likewise, consumption likelihood may be a reflection on an individual's attitude toward the ad and the individual

items comprising the construct. When examining EMOTE, whether positive or negative, positive emotions had generated more significance ($\leq .05$) with CONSUME than negative emotions. Happy and Good appeals had the most significant impact on CONSUME based upon the models. In fact, Happy was significant for nine out of ten ads followed by Good with four ads, and Sad and Angry with two significant results each. The results regarding Aad indicated that for six of the ten ads Useful was a significant indicator ($\leq .05$) for CONSUME, followed by High Quality with five, and Distinct with four, and Appealing with three. For example, the design service ad, $B = .281$, for High Quality which demonstrated that a one unit increase on its quality score, on average, would result in an increased consumption score of .281 for this sampled ad. As a result, the analysis established again that more positive emotions and favorable attitudes significantly increased consumption intentions for that service. As further confirmation of the efficacy of the research framework, an analysis of the differences between groups was conducted. Cohen's f^2 was performed measuring the effect sizes or the strength of the relationships between groups for the multiple regression models. See Table 4 below for results. Each construct's effect size was assessed within the context of the multivariate regression model. The effect size examined the question whether EMOTE and Aad have an impact an impact on CONSUME. The magnitude or how much is indicted by the Cohen's f^2 . A composite measure of EMOTE and Aad, EMOTE alone, followed singularly by Aad, were measured to determine their impact on CONSUME. The data indicated significant differences for Cohen's f^2 for all three constructs. In summary, the findings demonstrate strong relationships between the independent and dependent variables. In other words, EMOTE and Aad significantly impacted a respondents' willingness to consume a service.

Table 4 Results Cohen's f^2

Advertisement	Composite EMOTE\Aad		EMOTE		Aad	
	R^2	Cohen's f^2	R^2	Cohen's f^2	R^2	Cohen's f^2
Design	0.47	0.869159	0.529	1.123142	0.462	0.858736
Healthcare	0.531	1.132196	0.529	1.123142	0.525	1.105263
Delivery	0.42	0.715266	0.268	0.36612	0.441	0.788909
Banking	0.40	0.672241	0.328	0.488095	0.365	0.574803
Insurance	0.39	0.639344	0.268	0.36612	0.339	0.512859
Identify Theft	0.54	1.169197	0.37	0.587302	0.544	1.192982
Restaurant	0.39	0.647446	0.467	0.876173	0.393	0.647446
Hotel	0.40	0.677852	0.421	0.727116	0.36	0.5625
Airline	0.38	0.6	0.441	0.788909	0.36	0.5625
Real Estate	0.53	1.105263	0.438	0.779359	0.529	1.123142

6. CONCLUSIONS, LIMITATIONS, AND MANAGERIAL IMPLICATIONS

As the results indicate, the two hypotheses were supported. Service print advertisements that evoked stronger emotions and favorable attitudes toward an ad were more inclined to stimulate consumption intentions. The results indicate a strong and significant relationship for both constructs and consumption intentions for all ten ads with exception of one ad for emotion. It behooves an advertiser to develop ads that are capable of evoking positive emotional and attitudinal responses in an intended target audience. In addition, results demonstrate that the predictor variables, emotions and attitudes, for the models can explain at least one third of the dependent variable or desires to consume a service. Thus, it may be confidently asserted that both emotion and attitudes toward an ad are strong positive indicators of consumption with attitude toward the ad having more significant influence.

For each ad, the items comprising each construct were examined to measure their individual impact on consumption. Ads which conveyed happiness and were deemed more useful and high quality had the most influence on future intentions. In fact, happy appeals generated the most influence across all ad types but one which confidently demonstrates this emotion is a powerful influencer. However, caution is noted as not all individual appeals were significant with any one ad. Further, interesting, disgusted, fearful, bad, and surprised appeals were not relevant predictors for any ad. This may be attributed to the ad pool selected and not the actual ability of these appeals to stimulate consumption. In comparison when exploring attitudes, across all ten ads a service's usefulness was the strongest indicator of consumption. In other words, it had the greatest impact on consumption followed closely by quality. Interestingly, three ads with the most significant Aad items were for banking, identify theft, and insurance services. More research is encouraged to determine if service types that are more utilitarian in nature, like financial and insurance, are better promoted using these more functional messages in an ad than pleasurable services like restaurants and air travel. Although much research has focused on products, this effort is distinguishable based upon the recruited service domain. This work uniquely focuses on affirmation of consumption intentions for service print advertisements. The abstract nature and potential quality inconsistency of services affirms the need for more effective advertising design. Revealing emotions and attitudes that emerge regarding service print ads may provide valuable insight for future advertising efforts. It is important to note that these results are based upon only one ad per type, however, the methods employed herein are consistent with prior research efforts and the evidence provided supported the prescribed framework. Researchers and managers can benefit from these exercises. Improved

planning and decision-making may be attained as focused attention may be placed upon critical aspects of the advertising design process. Overall, an advertiser needs to increase emotion and attitude toward an ad in order to increase consumption likelihoods.

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ATTACHMENTS:

Image 1: Design Services Print Ad

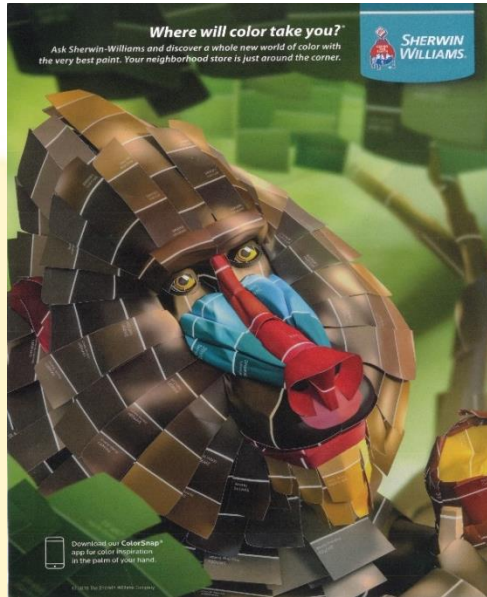


Image 2: Banking Services Print Ad

