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Effects of Service Failures on ... (Manuscript title)

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Abstract (max. 150 words)

Service failures regularly happen at the service encounter. Therefore ...

Keywords: (max. five)

Service Failure, Service Encounter, Customer Satisfaction, Consumer Behavior, Medical Services

[Third and following pages](#)

1. Introduction

Service failures are mandatory in service markets. ...

Previous literature on service failures concentrates ...

2. Review and categorization of literature

For trust following aspects are essential:

- ...
- ...

3. Conceptual framework and hypothesis

3.1. Theoretical background

...

3.2. Hypotheses on ...

H1: Positive ... have positive ...

4. Empirical study

4.1. Sample design

...

4.2. Measurement and method

...

4.3. Results

...

	Unit used for calculating the unit price		Price-level perception		Quality perception		Purchase intention	
	small	large	small	large	small	large	small	large
Salami	100 g (n = 84)	1 kg (n = 67)	4.35 (1.47)	4.99 (1.52)	3.98 (1.22)	4.19 (1.21)	3.58 (1.44)	3.24 (1.50)
Tomatoes	100 g (n = 84)	1 kg (n = 67)	2.93 (.93)	3.07 (.90)	3.73 (1.06)	3.90 (1.08)	4.73 (.84)	4.65 (.92)
Straw- berry jam	100 g (n = 48)	1 kg (n = 49)	3.88 (1.33)	4.72 (1.48)	3.56 (.94)	3.90 (1.50)	3.81 (1.42)	3.26 (1.39)
Wall paint	100 ml (n = 48)	1 liter (n = 49)	3.28 (1.31)	3.84 (1.57)	3.00 (1.24)	3.39 (.86)	3.86 (1.38)	3.56 (1.38)

Notes: Scale ranges from 1 = cheap to 7 = expensive, 1 = low to 7 = high quality, and 1 = low to 7 = high purchase intention. Standard deviations in parentheses. *** p < .001; ** p < .01; * p < .05; † p < .10; ns = not significant.

Tab. 4: Effect of small and large units used for calculating unit prices on price-level perception, quality perception, and purchase intention

5. Discussion and implications

...

6. Limitations and further research

[Last pages](#)

Notes (if applicable)

[1] For an overview of service failures see ...

[2] ...

References

- Garnefeld, I., Helm, S., & Eggert, A. (2011). Walk your talk: an experimental investigation of the relationship between word of mouth and communicators' loyalty, *Journal of Service Research*, 14 (1), 93–107.
- Reimer, T. & Benkenstein, M. (2016b). Altruistic eWOM Marketing: More than an Alternative to Monetary Incentives, in: *Journal of Retailing and Consumer Services*, 31 (2), 323–333.

Appendix (if applicable)

Tab. A1: ...

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