First page

**Effects of Service Failures on …** (Manuscript title)

By *Marry Doe* und *John Doe*

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Second page

**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) |
| Strawberry 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.

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**Appendix** (if applicable)

*Tab. A1: …*

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