First page

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

By *Marry Doe* und *John Doe*

|  |  |
| --- | --- |
|  |  |
| *Marry Doe* is Professor of Service Management at Western University, Main Street 10, West City, ZZ 55555, USA, Phone: +01/115 100 1110, Fax: +01/115 100 2222,  E-Mail: marry.doe@western.university.edu.  \*Corresponding Author. | *John Doe* is Assistant Professor of Service Management at Western University, Main Street 10, West City, ZZ 55555, USA, Phone: +01/115 100 1111, Fax: +01/115 100 2222, E-Mail: john.doe@western.university.edu. |

**Acknowledgements:** The authors would like to thank two anonymous referees for their helpful and constructive comments. (if applicable)

Second page

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

(Manuscript title)

**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.

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: …*

**We are looking forward to your manuscript submissions!** April 2016