Service Print Advertisements: The Impact of Brand Personality Perceptions, Attitudes, and Consumption Intentions

Lisa M. Sciulli  
Indiana University of Pennsylvania

ABSTRACT

The purpose of this research is to examine respondents’ perceptions regarding service print advertisements. Brand personality characteristics, attitudes towards the service, the ad itself, and subsequent consumption intentions for these services will be explored. Statistical positioning tools provide analytical evidence whereby identified attribute ratings may yield desired service offerings. Results will be further tested with multiple regression to reveal predictive capabilities of the findings with consumption intentions. An advertising framework for positioning strategies for service organizations is provided with theoretical and managerial implications.

Previous research suggests that before a service is purchased consumers look for cues to make assessments of whether to consume the service. Since services are intangible and require interaction with the provider, consumers will seek out cues to aid them in their decision-making process. Advertisements serve as a vehicle to convey service attribute cues to its intended target audience. These promotion vehicles are considered explicit promises the service organization expresses through advertisement content including emotional appeals, photos, and information provided. The advertisement cues then may illicit attitudes towards a service, service provider, and the service itself, service brand personality perceptions, as well as willingness to spend time and money for the service.

Service attributes are herein examined using identified print advertisement cues discussed above and then their impact is measured based upon an individual’s desire to consume the service. Data for the research was collected using a self-administered survey instrument divided into two parts. The first part asked participants for their responses regarding the identified print advertisements. The second part measured predictive validity of the instrument and gathered data regarding participants willingness and intentions to consume the service, allocation of time or money, and future recommendations. When predictions elevate, as monitored via the predictive validity of service purchase likelihood, ad effectiveness can be established. Statistical positioning methods will reveal an analytical snapshot of the attributes these services portray and then discern ideal attributes for future consideration.

ABOUT THE AUTHOR

Lisa Sciulli is a Marketing Professor at Indiana University of PA. She received her MBA and Ph.D. from the University of Pittsburgh. Her research interests include services marketing, eye tracking analysis, position strategies, social cause marketing, and consumer wellness. She has published in several journals including the Journal of Nonprofit and Public Sector Marketing, Innovative Marketing Journal, Services Marketing Quarterly, Journal of Promotion Management, Journal of Retail Banking, Competitiveness Review, and Business Research Yearbook.