

An expanded servicescape framework as the driver of place attachment and word of mouth

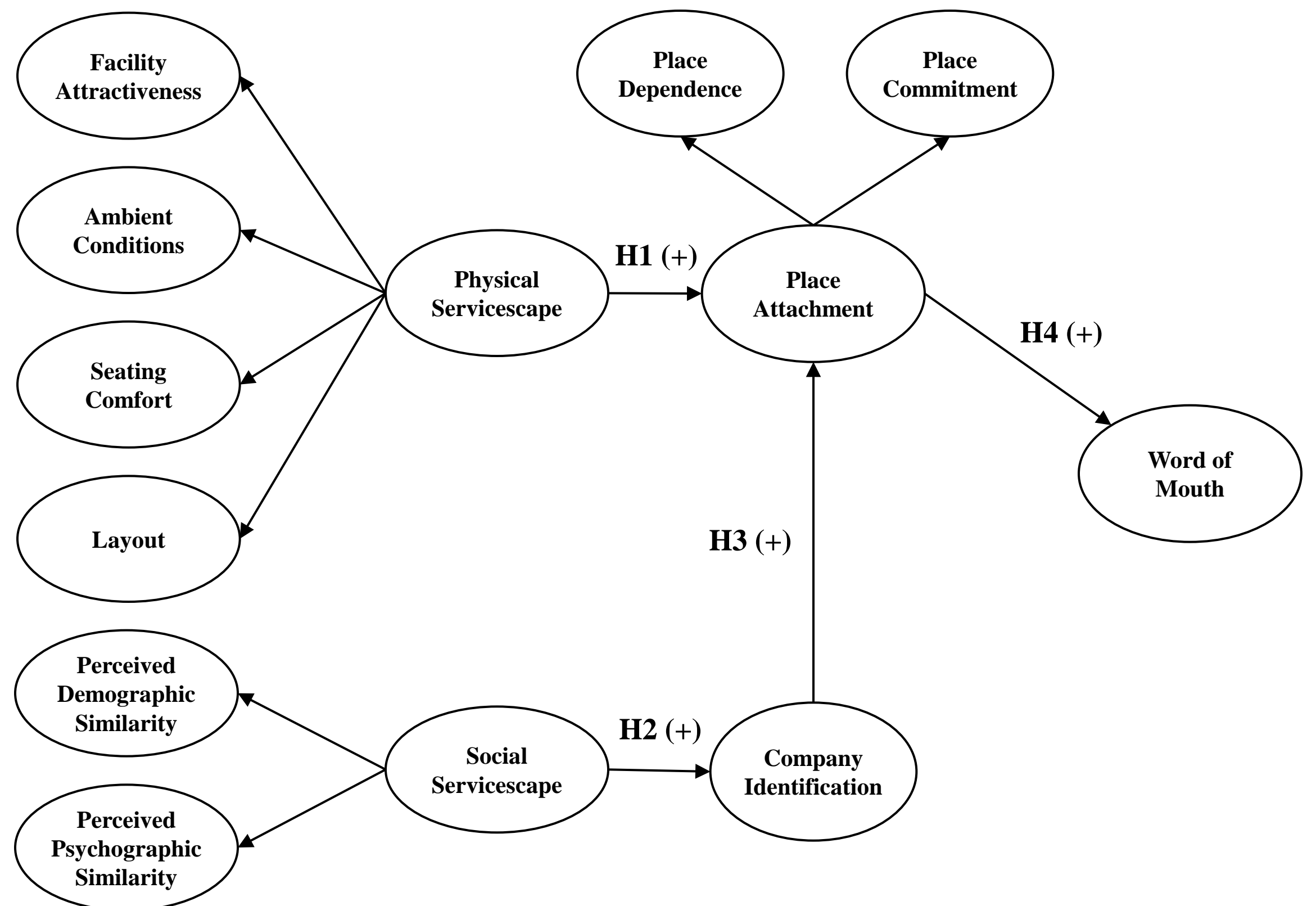
Servicescape

- **Traditional Construct**

Physical: Facilities, atmosphere, service

- **Extended Construct**

Social: Other customers as part of service atmosphere



Existing Servicescape Model



Proposed Extension and Results

We propose that, in the same way that the physical servicescape can affect attachment to a service organization, so too can the social servicescape. Defined in terms of perceived similarity to other customers (demographic and psychographic), the social servicescape was demonstrated to affect the existing servicescape model via the mediating effect of company identification.

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