

A composite image for the top half of the slide. The left side shows a stack of papers with a blue tint, and the right side shows a clock face with a purple tint. A black-bordered white box is centered over the image.

Marketing

A composite image for the bottom half of the slide. The left side shows a stack of papers with a green tint, and the right side shows a clock face with a yellow tint. A black-bordered white box is centered over the image.

Lecture 10. Services Marketing

Services - definition

- A valuable action, deed, or effort performed to satisfy a need or to fulfill a demand.
- A service is any activity that one party can offer to another, it is intangible and does not lead to any property. Its output can be associated or not with a physical product.



Service Marketing

- The promotion of economic activities offered by a business to its clients. Service marketing might include the process of selling beauty, telecommunication, health treatment, financial, hospitality, car rental, air travel, and professional services.



Intangibility

- Services are immaterial and do not have a physical form. They cannot be touched, held, tasted or smelt.



Variability

- Each case of services is different, unique and cannot be exactly repeated even by the same service provider. Therefore it is very difficult to keep a constant level of services quality.
- Services are also subjectively evaluated by individual customers.



Perishability

- Services are very much connected with the time. Services cannot be stored, saved, returned or resold.



Inseparability

- One cannot separate the service from the stuff that provides it.



