

Lack of ownership

Characteristics of services lack of ownership may be one of the most obvious ones of service. It refers to the fact that you cannot own and store a service like you can a product.

Intangibility - Characteristics of services

When thinking about the characteristics of services, intangibility may come to your mind first. Intangibility means that services cannot be seen, tasted, felt, heard or smelled before they are bought. You cannot try them out.

Inseparability - Characteristics of services

Characteristics include inseparability, which means that services are produced and consumed at the same time.

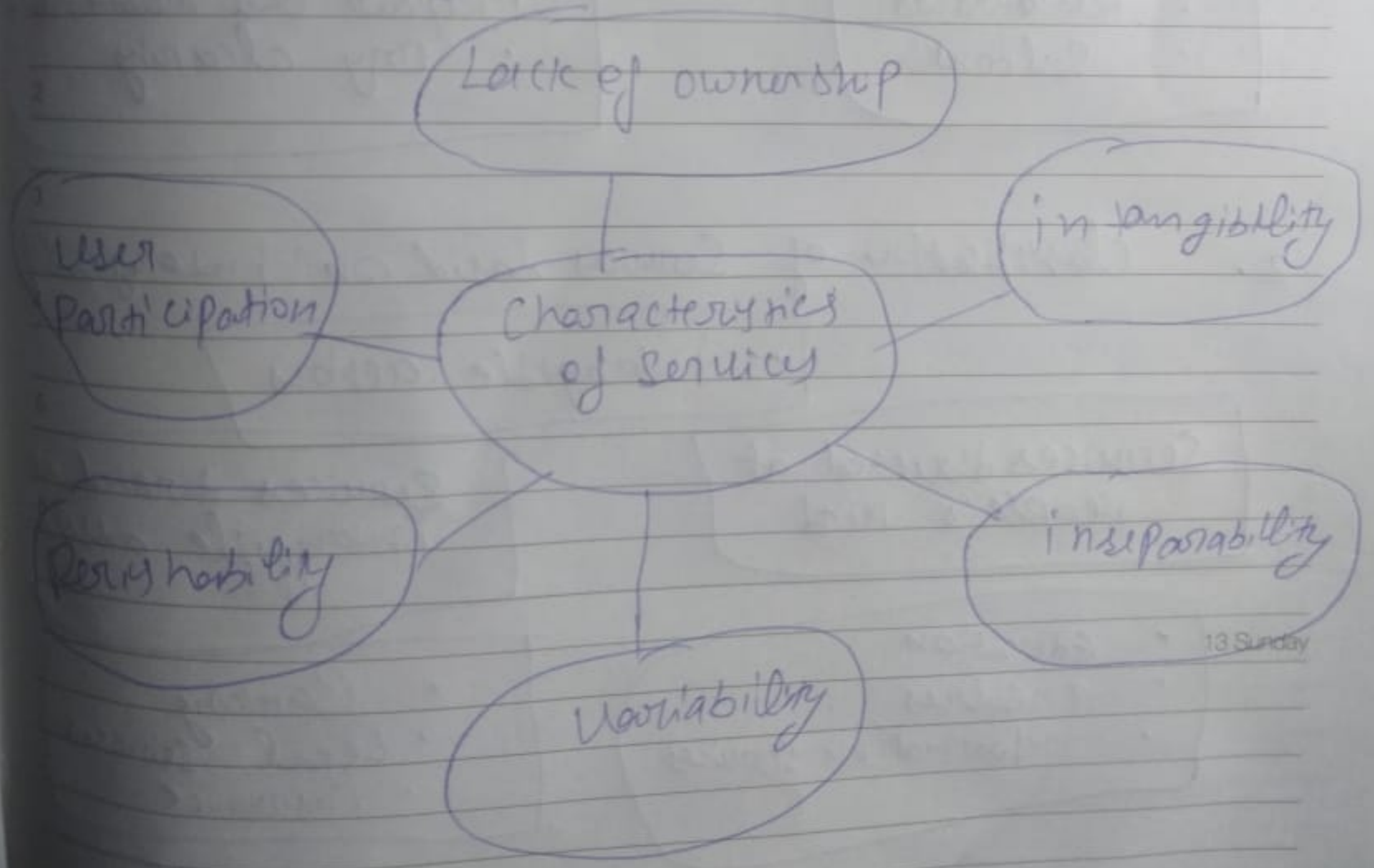
Variability - Characteristics of services

Variability is also one of the important characteristics of services.

4	5	6	7	1	2	3
11	12	13	14	8	9	10
18	19	20	21	15	16	17
25	26	27	28	22	23	24
M	T	W	T	F	S	S

It refers to the fact that the quality of services can vary greatly, depending on who provides them and when, where and how.

User Participation, characteristics of services, finally the characteristics of services include user participation. indeed, users participate in every service production.



Characteristics of services

14

DECEMBER

MONDAY

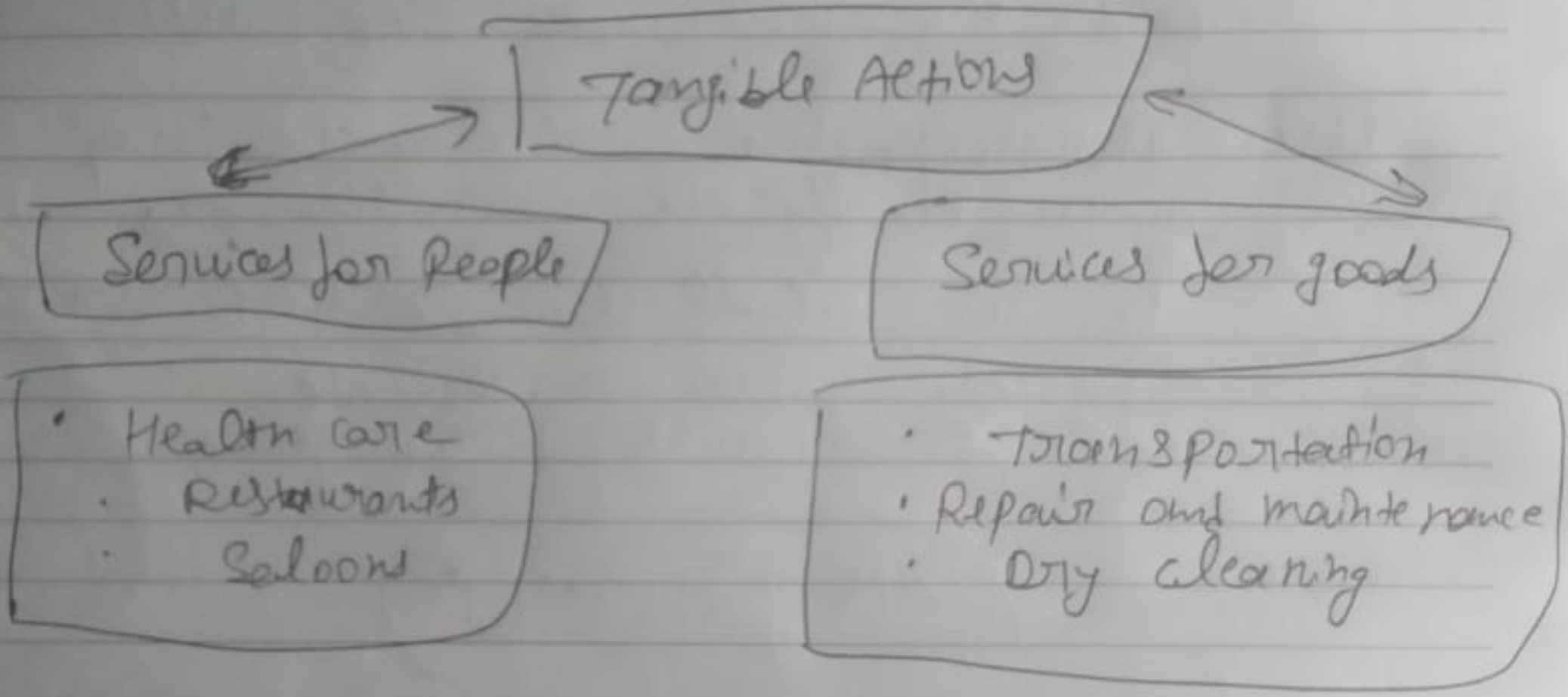
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		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
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DECEMBER

1

Classification of Service based on Tangible Action



2. Classification of Services based on Intangibility

