

Characteristics of Services

In the following, we will go into the most relevant characteristics of services.

Characteristics of services apply universally to any service. The most important characteristics of services are:

Lack of ownership

Intangibility

Inseparability

Variability

Perishability

User participation

Lack of Ownership – Characteristics of Services

Lack of ownership may be one of the most obvious ones of the characteristics 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. Service intangibility means that services cannot be seen, tasted, felt, heard or smelled before they are bought.

Variability – Characteristics of Services

Variability does also belong to the important characteristics of services. It refers to the fact that the quality of services can vary greatly, depending on who provides them and when, where and how.

A more general classification of services based on the type of function that is provided through them can be as follows:

Business services.

Communication services.

Construction and related engineering services.

Distribution services.

Educational services.

Environmental services.

Financial services.