

## 7 Important characteristics of Services

### i) Perish - Ability

Service is highly perishable and time element has great significance in service marketing. Service if not used in time is lost forever. Service cannot be stored.

### ii) Fluctuating Demand

Service demand has high degree of fluctuation. The changes in demand can be seasonal or by week, days or even hours.

### iii) Intangibility

Unlike product, service cannot be touched or sensed, tasted or felt before they are availed. A service is an abstract phenomenon.

#### iv) Inseparability

Personal service can not be separated from the individual and some personalised services are created and consumed simultaneously.

#### v) Heterogeneity

The features of service by a provider can't be uniform or standardised. A Doctor can charge much higher fee to a rich client and take much low from a poor patient.

#### vi) Pricing of Service

Pricing decision about services are influenced by perishability, fluctuation in demand and inseparability.

Quality of a service can't be carefully standardised.

#### vii) Service quality is not statistically measurable

It is defined in form of reliability,

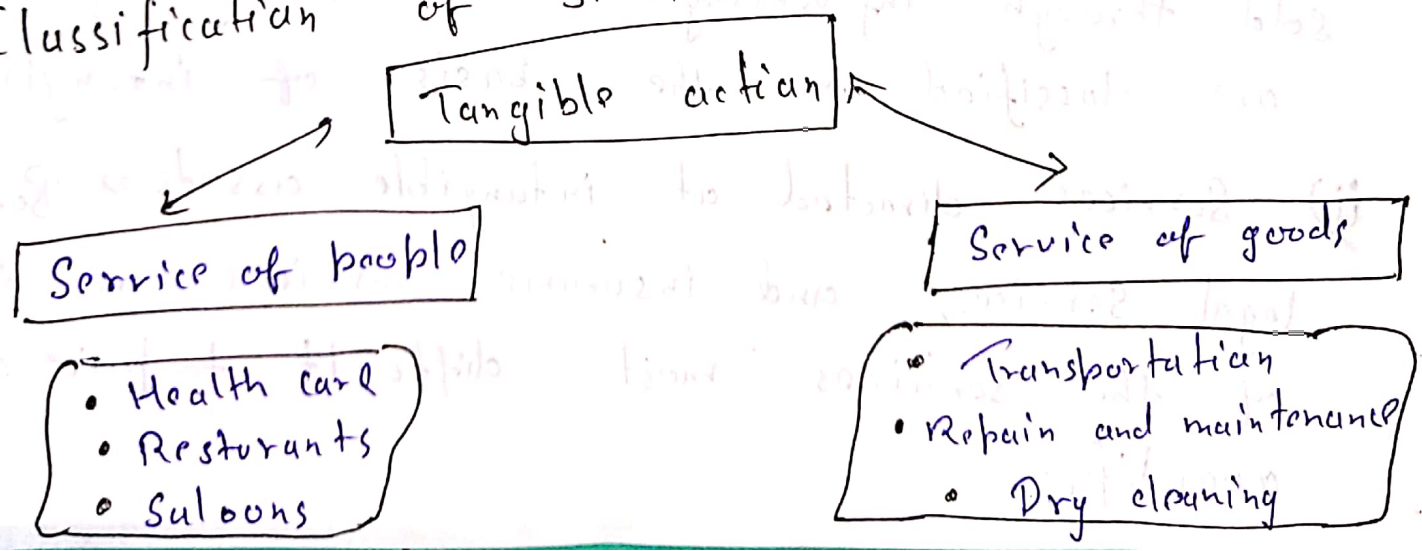
responsiveness, empathy and assurance all of which are in control of employee's direction interacting with customer. For service, customer's satisfaction and delight are very important.

## Classifications of Services

In order to be able to make a clear and relevant classification of service, we would first need to understand the concept of the word itself.

Some services may include people whereas other service (like online service) may including objects which are managed by people.

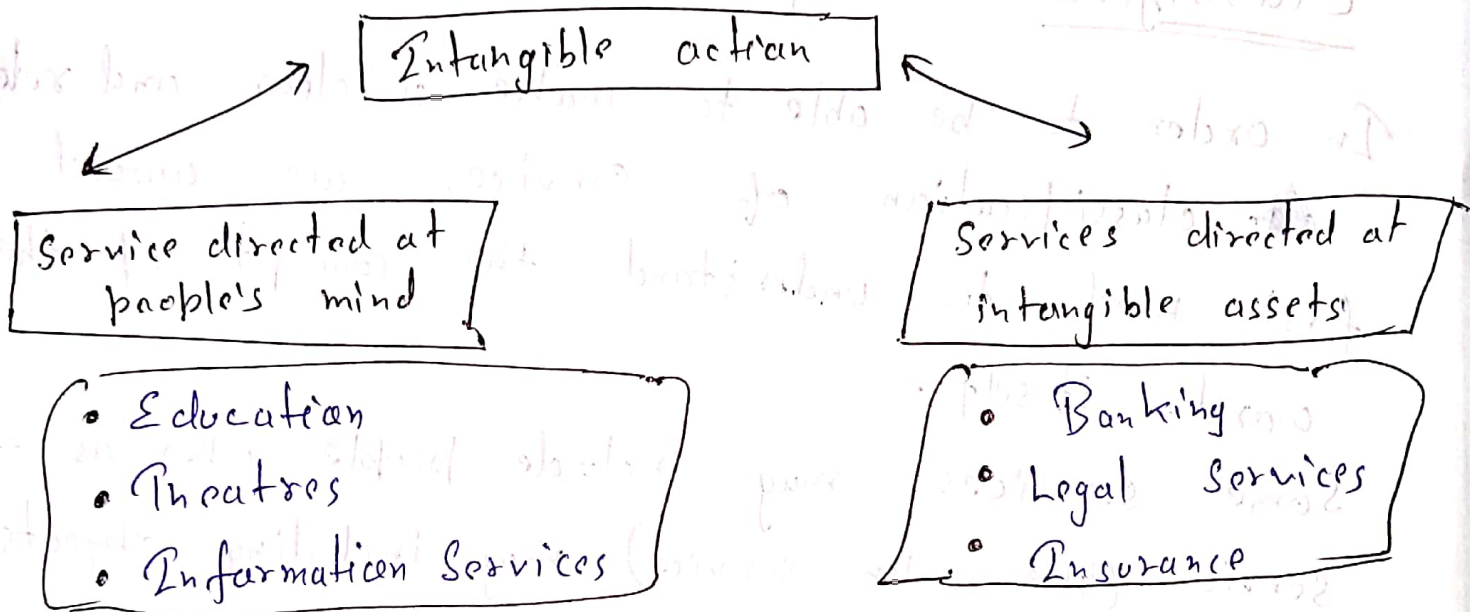
### Classification of Service based on Tangible Action



i) Service for people  $\Rightarrow$  the service is delivered by people to people

ii) Service for goods  $\Rightarrow$  whereas services are given by people for objects or goods;

## 2 - Classification of service based on Intangibility



i) Service directed at people's mind  $\Rightarrow$  services sold through influencing the creativity of humans are classified on the basis of intangibility

ii) Services directed at intangible assets  $\Rightarrow$  Banking, legal services, and insurance services are some of the services most difficult to price and quantify.