



# **SNS COLLEGE OF ENGINEERING**

**Kurumbapalayam (Po), Coimbatore – 641 107**

**An Autonomous Institution**

**Accredited by NBA – AICTE and Accredited by NAAC – UGC**

**with 'A' Grade**

**Approved by AICTE, New Delhi & Affiliated to Anna**

**University, Chennai**

**DEPARTMENT OF MANAGEMENT STUDIES**

**COURSE NAME : 19BA403 SERVICE MARKETING**

**II YEAR /IV SEMESTER**

**Unit 1 – SERVICE MARKETING**

**Topic 1: SM – Classification of services**



# CHARACTERISTICS OF SERVICES

- Intangibility
- Perishability
- Inseparability
- Simultaneity
- Variability
- Ownership



# CHARACTERISTICS OF SERVICES

## Intangibility

- Services are intangible and therefore cannot be touched, handled, smelt or tasted (physical senses).
- This is because service itself is an activity. A service however, can be experienced.
- A service also gives a certain amount of satisfaction to the consumers.





# CHARACTERISTICS OF SERVICES

## Perish ability

- A service has to be consumed simultaneously with its production.
- A service cannot be stored like a tangible commodity.
- Services are perishable in terms of delivery and time.
- An empty seat on a plane never can be utilized and charged after departure. Revenue once lost is lost forever





# CHARACTERISTICS OF SERVICES

## Inseparability

- The service provider, the service itself and the service consumer are inseparable.
- Commodities once produced can be sold at a later point of time but in case of services it is not possible.
- Examples – In the cases of services of a doctor to his patient, teacher to his student, the simultaneous presence of both-the producer of the service and the consumer of the service at that point of time is absolutely necessary



**RECAP**

**QUESTIONS???**

**THANK YOU**