



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 – Service Marketing Mix



CHARACTERISTICS OF SERVICES

Variability:

- Each service is unique. Services lack homogeneity. Example – a doctor treats two patients with similar ailments on the same day.
- The level of satisfaction in the minds of these patients after the treatment will never be the same.



CHARACTERISTICS OF SERVICES

Variability:

- The difference is caused by factors such as the mood of the doctor, the fatigue level of the doctor, the way the service is perceived by the individual patient etc.
- There will a difference in the service even if the same doctor treats the same patient on two different occasions





CHARACTERISTICS OF SERVICES

Ownership:

- No ownership is created in case of services. At the time of creating a service or delivering a service, the service provider does not own the service.
- He only owns the physical infrastructure necessary to create the service.
- Similarly at the time of consumption or after the consumption, the service consumer does not own the service. He only consumes the service





RECAP

QUESTIONS???

THANK YOU