

## Service Marketing Chapter-2 Classification and Types of Services

In addition to the above prevalent classification, we can classify services based on customer experience and target, such as:

### I. Classification on the basis of target effect

(a) Physical case-based services:  
Healthcare, beauty parlours, saloons, gymnasium halls, restaurants, etc.

(b) Services based on intangible assets:  
Banking, insurance, legal advice, accounting, brokerage, security services, etc.

(c) Services based on the mind of customers:  
Education, communication, entertainment, enjoyment, information, broadcasting, etc.

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(d) Services based on physical possession:  
Transportation, repair, maintenance,  
cleaning, laundry, gardening, etc.

II. Classification on the basis of experience  
of consumers.

1. Services that require extensive planning,  
such as services required for organizing  
a wedding.

2. Services based on customer experience:  
Gymnasium, beauty parlor.

3. Services based on trust:  
Doctor's services, goldsmith's  
services, college or school, etc.