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Service Marketing

Chapter - 3

Service Marketing Environment

★ Introduction

After understanding the meaning and types of services, it becomes necessary to study the environment in which service organizations have to provide services. Within the service marketing environment, we should know the meaning of two other words, 'environment' and 'marketing environment', apart from the word 'service', which we have already learned. The word 'environment' is extensively studied under the science of ecology. Here, environment refers to the circumstances in which an organization has to perform all its economic and non-economic activities. In today's competitive era, it is not easy to conduct business in an ever-changing environment.

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The physical environment that a customer experiences at the final point of services delivery falls under the 'Place' component of the seven P's of service marketing. In high-contact services, it plays a crucial role in shaping the service and providing satisfaction to the customer.

★ Purpose of service Environment

The service environment depends on the surrounding physical environment its style, and appearance. When a customer arrives at the service site, they encounter these various elements. Designing the service environment is an art that requires time and hard work, and implementing it is very expensive.