

Service Marketing

Chapter-3

Service Marketing Environment

I Shaping Customers' Experience and Behavior

In service organizations that are based on high-level contact, the physical environment and the services directly provided by employees jointly play a crucial role. This role enhances the organization's image, identity, and customer experience. Such an environment and its associated atmosphere influence customer behavior in three ways:

- (a) As a message - creating medium
- (b) As an attention - creating medium
- (c) As an affect - creating medium

II for Image, Positioning, and Differentiation

Services are essentially intangible, and customers cannot accurately assess their quality. Therefore, in the absence of service usage, customers estimate the quality of service from the ext environment there.