

Service Marketing

Chapter - 3

Service Marketing Environment

IV Facilitate the Service Encounter and Enhance Productivity

The third objective of the service environment is that the environment should be such that it does not inconvenience the service-providing employees and increases productivity. Often, the service environment is prepared in such a way that both the service-providing employees and the customers can feel comfortable. To be successful in providing good service, suitable methods should be adopted in advance.

Understanding consumer responses to Service Environment

How customers respond to a particular environment is studied under environmental psychology. Therefore, to understand customer behavior in different situations, we will use the principles of environmental psychology here.