Service Marketing

Chapter-2

Classification and Types of Services

A Introduction

To better understand services, it is necessary to classify them so that the service provider can better prepare marketing techniques and strategies and satisfy customers to earn maximum profits.

Five most prevalent types are described below:

I By end user

II By degree of tangibility

III By people-based services

IV By experts

V By commercial intent

I By End Users

Based on the user, we can divide the service industry into three main parts:

I Individual customer as an end user:

Services are consumed individually, such as haircuts, entertainment, personal finance, vacation packages, etc. For this, a large market is available for the marketer, and there is scope for mass communication. IF branding is possible in such services, their geographical area becomes very wide. They can be provided through retailers in the remotest areas, provided that those retailers are first trained to provide the service.