

Service Marketing

Chapter - 3

Service Marketing Environment

III The Service Scope as Part of the Value Proposition

The term 'service-scape' was first used by Mary Jo Bitner in her model to explain the service environment. The environment available at the service-scape influences customers' feelings and reactions. If we take the example of any amusement park, the service delivery location is used very well to offer the service. A clean environment and employees dressed in colorful attire attract all visitors and fill them with enthusiasm for fun and enjoyment. Therefore, the purpose of the service environment is to attract and influence customers.