

S ervices Marketing

服务营销

陈 钠 / 编著



四川大学出版社

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Preface

Substantial changes have taken place in the global business environment over the past few decades. Modern economies are driven by service businesses, both large and small. Emerging service sectors are now dominating economies that were once known for their industrial manufacturing strength. The service sector includes a tremendous variety of different industries, including many activities provided by public and non-profit organizations. It accounts for over half the economy in most developing countries and for 70 percent or more in many highly developed economies.

Coinciding with the tremendous growth in the global service economy, is the demand for individuals who command services marketing expertise. Practitioners in the service field have quickly learned that traditional marketing strategies and managerial models, with roots based on the goods-producing manufacturing sector, do not always apply to their unique service industries. More specifically, the demand for services marketing knowledge has been fueled by the tremendous growth in service-sector employment, the



increasing service-sector contributions to the world economy and a revolutionary change of managerial philosophy in how service firms should organize their companies.

Services differ from manufacturing organizations in many important respects and require a distinctive approach to marketing and other management functions. Managers who want their enterprises to succeed cannot continue relying solely on tools and concepts developed in the manufacturing sector. With the development of service industry and the increase of service activities in marketing process, it is necessary to separate services marketing from marketing. Though services marketing is a derivative from marketing and at the same time, it's also a development of marketing. It is required by the new global service era to study services marketing becomes the theoretical basis for promoting the development of the service industry.

This book is targeted at undergraduate students. It presents an integrated approach to studying services that places marketing issues within a broader general management context. Services marketing has become a thriving area of activity. Paralleling growing research efforts in both academia and business, students are increasingly interested in taking courses that focus on different aspects of managing service organizations, including marketing. This makes a lot of sense from a career standpoint because many graduates will be going to work in service industries, and managers report that manufacturing-based models of business practice are not always useful to them. This book is to

provide materials that not only introduce students to the field of services marketing but also acquaint students with specific customer service issues, so that they can have competence in customer satisfaction, service quality, and customer service skills that are essential in growing and sustaining the existing customer base.

Contents

Chapter 1 An Overview of Services Marketing

.....	(1)
1.1 Basic Concepts of Service	(3)
1.1.1 The Definition of Service	(3)
1.1.2 Characteristics of Services	(6)
1.1.3 The Classification of Service	(13)
1.1.4 Tasks of Service Personnel	(22)
1.2 Service Industry	(28)
1.2.1 Education and Health Services	(30)
1.2.2 Financial Activities	(30)
1.2.3 The Government	(31)
1.2.4 Information	(31)
1.2.5 Leisure and Hospitality	(31)
1.2.6 Professional and Business Services ...	(32)
1.2.7 Transportation and Warehousing and Utilities	(32)
1.2.8 Wholesale and Retail Trade	(33)
1.2.9 Other Services	(33)
1.2.10 The E-Service	(33)
1.3 Services Marketing	(34)
1.3.1 Services Marketing Mix	(34)

1. 3. 2	Some Core Concepts in Services Marketing	(42)
1. 3. 3	Marketing Problems Caused by Service Characteristics	(57)
1. 3. 4	Possible Ways to Solve Marketing Problems in Service	(74)
Chapter 2	Customer Behavior in Service	(92)
2. 1	The User Costs for Services	(93)
2. 2	Customer Satisfaction	(96)
2. 2. 1	The Benefits of Customer Satisfaction	(98)
2. 2. 2	Measuring Customer Satisfaction	(98)
2. 2. 3	Factors Influencing Customer Satisfaction Ratings	(101)
2. 3	Customer Needs and Expectations	(104)
2. 3. 1	Perceived Service Quality	(105)
2. 3. 2	The Component of Customer Expectations	(107)
2. 4	How Customer Evaluate Service Performance	(109)
2. 5	The Purchase Process for Customers	(112)
2. 5. 1	Prepurchase Stage	(112)
2. 5. 2	Service Encounter Stage	(116)
2. 5. 3	Postpurchase Stage	(118)
Chapter 3	Managing Customers	(120)
3. 1	Managing Customer Waits	(124)
3. 1. 1	Elements of a Queuing System	(126)

3. 1. 2	Minimizing the Perceived Length of the Wait	(130)
3. 1. 3	Calculating Wait Times	(136)
3. 1. 4	Reservation	(141)
3. 2	Managing Customer Complaint	(143)
3. 2. 1	Consumer Complaining Behavior	(145)
3. 2. 2	Service Recovery	(147)
3. 3	Managing Customer Retention	(152)
3. 3. 1	The Importance of Customer Retention	(154)
3. 3. 2	The Benefits of Customer Retention	(157)
3. 3. 3	Customer Retention Tactics	(160)
3. 3. 4	Conditions Under Which the Customer is no Longer Worth Saving	(163)
3. 3. 5	Service Guarantees	(164)
3. 3. 6	Defection Management	(171)
3. 4	Managing Problem Customers	(179)
3. 4. 1	The Thief	(180)
3. 4. 2	The Rule Breaker	(180)
3. 4. 3	The Belligerent	(182)
3. 4. 4	The Family Feuders	(183)
3. 4. 5	The Vandal	(183)
3. 4. 6	The Deadbeat	(184)

Chapter 4 Managing Employees in Service Firm

		(188)
4. 1	The Importance of Service Personnel	(189)
4. 2	The Role of Service Personnel	(191)
4. 2. 1	Boundary Spanners	(191)



4. 2. 2	Emotional Labor	(192)
4. 3	Conflict in Service Personnel	(195)
4. 3. 1	Sources of Conflict in Service Personnel	(195)
4. 3. 2	The Implications of Roll Stress	(199)
4. 3. 3	Reducing Role Stress with Marketing	(200)
4. 4	Empowerment of Employees	(204)
4. 4. 1	When to Empowerment	(204)
4. 4. 2	Levels of Empowerment	(209)
4. 4. 3	How Much to Empower	(212)
4. 5	The Relationship Between Employee Retention and Customer Retention	(214)
Chapter 5	Pricing Strategy for Services	(217)
5. 1	Perception of Value from Customer's Perspective	(218)
5. 1. 1	Costs Incurred by Customers	(218)
5. 1. 2	Total Customer Values	(219)
5. 1. 3	Customer's Perception of Value	(220)
5. 2	What Makes Service Pricing Different	(222)
5. 3	Special Considerations of Service Pricing	(224)
5. 3. 1	Demand Consideration	(225)
5. 3. 2	Cost Consideration	(230)
5. 3. 3	Customer Consideration	(232)
5. 3. 4	Competitive Consideration	(234)
5. 3. 5	Profit Consideration	(235)
5. 4	Monetary Pricing Objectives	(236)

5. 4. 1	Revenue-Oriented Objectives	(236)
5. 4. 2	Capacity-Oriented	(237)
5. 4. 3	Patronage-Oriented Objectives	(238)
5. 5	Service Pricing Strategies	(239)
5. 5. 1	Cost-Based Pricing	(239)
5. 5. 2	Competition-Based Pricing	(241)
5. 5. 3	Customer-Based Pricing	(242)
5. 5. 4	Some Pricing Guidelines	(247)
5. 6	Components of Pricing	(248)
5. 6. 1	How Much Should Be Charged for This Service	(248)
5. 6. 2	What Should Be the Basis of Pricing ...	(250)
5. 6. 3	Who Should Collect Payment	(251)
5. 6. 4	Where Should Payment Be Made	(251)
5. 6. 5	When Should Payment Be Made	(252)
5. 6. 6	How Should Payment Be Made	(252)
5. 6. 7	Communicating Prices to the Target Markets	(253)
Chapter 6	Managing Physical Evidence	(255)
6. 1	The Strategical Role of Physical Evidence	(256)
6. 1. 1	Service Packaging	(257)
6. 1. 2	Service Facilitation	(258)
6. 1. 3	Socialization	(258)
6. 1. 4	Differentiation	(259)
6. 2	The SOR Model	(260)
6. 3	The Service Environment	(262)
6. 3. 1	Physical Environment	(262)

6. 3. 2	Perceived Environment	(264)
6. 4	Responses to Service Environment	(265)
6. 4. 1	Cognitive Responses	(265)
6. 4. 2	Emotional Responses	(266)
6. 4. 3	Physiological Responses	(267)
6. 4. 4	Behavioral response	(268)
6. 5	Tactics for Creating Service Atmospheres	(269)
6. 5. 1	Sight	(270)
6. 5. 2	Sound	(274)
6. 5. 3	Scent	(275)
6. 5. 4	Touch	(276)
6. 5. 5	Taste	(277)
Chapter 7	Service Delivery Process	(280)
7. 1	What Should Be Considered in Service Delivery	(280)
7. 2	Types of Service Delivery	(282)
7. 2. 1	Customers Visit the Service Site	(283)
7. 2. 2	Providers Come to the Customer	(283)
7. 2. 3	Arm's Length Transaction	(284)
7. 3	Place and Time Decisions	(285)
7. 3. 1	Where Should Service Be Delivered ...	(285)
7. 3. 2	When Should Service Be Delivered	(286)
7. 4	Stages of Service Delivery	(287)
7. 5	Improve the Efficiency of Service Delivery Process	(289)
7. 5. 1	Isolating the Technical Core	(290)
7. 5. 2	Production-lining the Whole System ...	(291)



7. 5. 3	Creating Flexible Capacity	(292)
7. 5. 4	Increasing Customer Participation	(293)
7. 5. 5	Moving the Time of Demand to Fit Capacity	(293)
7. 6	Balancing Demand and Capacity	(294)
7. 6. 1	Managing Capacity	(296)
7. 6. 2	Managing Demand	(304)
References	(312)
Postscript	(316)

Chapter 1

An Overview of Services Marketing

Services are everywhere. No sector has developed so fast as service section nowadays. As consumers, we use service every day. In fact, we can't live without service anymore. For instance, watching TV, listening to the radio, turning on a light, visiting the doctor, talking on the telephone or cellphone, riding a bus or taking a taxi, having fast food delivered, mailing a letter, getting a haircut, going travelling, refueling a car, writing a check, renting a video, sending clothes to the cleaners, or eating in restaurants are all examples of service consumption. As students, the universities in which you are studying are themselves complex service organizations. In addition to educational services, there are libraries and cafeterias, bookstores, copy and printing services, internet connections, swimming pool, sport facilities, small variety stores, and even banks and post offices.

Around the world, the service sector of economy is going through a period of almost revolutionary change in which established ways of doing business continue to be



shunted aside. The growth of the service sector does not just lie within traditional service industries such as leisure and hospitality services, education and health services, financial and insurance services, and professional and business services. Traditional goods producers such as automotive, computer, and numerous other manufacturers are now turning to the service aspects of their operations to establish a differential advantage in the marketplaces as well as to generate additional sources of revenue for their firms. These companies, which used to compete by marketing tangible goods, have now switched their competitive focus to the provision of unmatched, unparalleled customer services.

A wide range of countries are finding that the majority of their gross national products are being generated by their service sectors. In 1979, China's service sectors only account for 21.4% of GNP. This number rose to 30.5% in 1988. In 2008, China's service sectors contributed 40.1% to China's GNP. Nowadays, the average share of service in GNP is 60%, and the shares reach above 70% in those industrialized countries. There is a big gap between China's service sectors and those in industrialized countries. Consequently, there are great opportunities in China's service sectors.

As the development of service industry and the increase of service activities in marketing process, it is necessary to separate services marketing from marketing. Services marketing is a derivative from marketing and at the same time, it's also a development of marketing. It is required by

the new global service era to study services marketing becomes the theoretical basis for promoting the development of the service industry.

1.1 Basic Concepts of Service

1.1.1 The Definition of Service

The group of services described earlier is remarkably diverse yet represents only a fraction of the many different industries found in the service sector. Because of this diversity, services have traditionally been difficult to define. Complicating matters further is the fact that the way in which services are created and delivered to customers is often hard to grasp because many inputs and outputs are intangible.

Here are some definitions:

- Any activity of benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied up to a physical product.
- A service is a process of doing something for another party—in its own right, without reference to goods as the primary focus of exchange activity.
- Services are activities, benefits or satisfaction which can be sold alone or with tangible goods.
- Services are imperceptible activities which can be sold and provide satisfaction.
- A service is an act of performance offered by one

party to another. Although the process may be tied to a physical product, the performance is essentially intangible and does not normally result in ownership of any of the factors of production.

- Services are economic activities that create value and provide benefits for customers at specific times and places as a result of bringing about a desired change in—or on behalf of—the recipient of the service.
- Service can simply be defined as deeds, efforts, or performance.
- More amusingly, services have also been described as something that may be bought and sold, but which cannot be dropped on your foot.

By summing up we can define service as intangible activities which can be bought and sold with benefits or satisfaction in the delivery process.

Service is process while service consumption is process consumption. A process is a particular method of operation or a series of actions, typically involving multiple steps that often need to take place in a defined sequence. For instance, visiting a hair salon: ①making an appointment, ②arriving at the shop, ③waiting, ④having a shampoo, ⑤discussing options with the hairdresser, ⑥having hair cut and styled, (tipping the cutter), ⑦paying at the reception desk, and finally, leaving the store.

Most goods are produced first, then sold and consumed. For example, soap is manufactured in Chengdu, sold after a month in Beijing and used over a month. While