

Field

# Services marketing

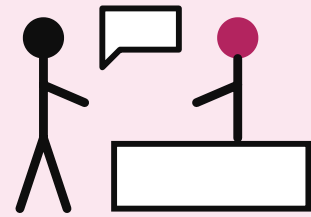
Studies what sets services apart from products and how they are designed, managed and delivered to customers.

In Spanish

*Marketing de servicios*

Origin

Debated from the 1950s; Shostack (1977) gave it momentum and it consolidated in the mid-1980s



## What it studies

A service cannot be touched or stored, and it is produced while it is used. It gives service design concepts such as physical evidence and service-dominant logic.

## Principles

### Intangible

The customer cannot see the service before using it.

### Variable

It is delivered a little differently each time.

### Used as it is produced

The customer takes part in the service.

### Cannot be stored

What is not used in time is lost.

## Applications in design

### ✓ Use it like this

Make visible what the customer cannot see: the process, the progress, the result.

### ✗ Avoid

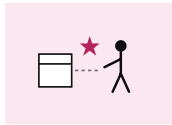
Treating a service as if it were a product on a shelf.

### 👁 Don't fall for it

The four traits are a debated simplification: many products include service and vice versa.

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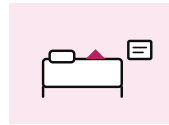
## Theories and concepts



Theory

### Service-dominant logic

Value doesn't come inside the product: it is created by using it, together with whoever offers it.



Concept

### Service evidence

The tangible side of an intangible service: objects and spaces that show the service exists.



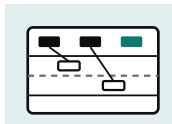
Model

### Gaps model of service quality

Five gaps between what customers expect from a service and what they get, and where they arise.

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## Methods and tools



Artifact

### Service blueprint

A map of the service that shows both what the person experiences and what makes it possible.



Method

### Ecosystem map

Drawing all the actors in a service and what they exchange, to see the whole system.

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## Connections

Used in

■ Experience design

■ Service design

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## Authors and works

|      |                                                                 |                                                                                          |
|------|-----------------------------------------------------------------|------------------------------------------------------------------------------------------|
| 1977 | <b>G. Lynn Shostack</b>                                         | Argued that services marketing needs its own concepts, different from those of products. |
| 1985 | <b>Valarie A. Zeithaml, A. Parasuraman and Leonard L. Berry</b> | Brought together the four traits that usually set services apart from products.          |
| 2004 | <b>Stephen L. Vargo and Robert F. Lusch</b>                     | Questioned those traits and proposed seeing all exchange as service.                     |

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## Sources

### Original sources

- Shostack, G. L. (1977). Breaking free from product marketing. *Journal of Marketing*, 41(2), 73–80. [View source \(https://doi.org/10.1177/002224297704100219\)](https://doi.org/10.1177/002224297704100219)
- Vargo, S. L., & Lusch, R. F. (2004). Evolving to a new dominant logic for marketing. *Journal of Marketing*, 68(1), 1–17. [View source \(https://doi.org/10.1509/jmkg.68.1.1.24036\)](https://doi.org/10.1509/jmkg.68.1.1.24036)
- Vargo, S. L., & Lusch, R. F. (2004). The four service marketing myths: Remnants of a goods-based, manufacturing model. *Journal of Service Research*, 6(4), 324–335. [View source \(https://doi.org/10.1177/1094670503262946\)](https://doi.org/10.1177/1094670503262946)
- Bitner, M. J. (1992). Servicescapes: The impact of physical surroundings on customers and employees. *Journal of Marketing*, 56(2), 57–71. [View source \(https://doi.org/10.1177/002224299205600205\)](https://doi.org/10.1177/002224299205600205)

### Academic reviews

- Zeithaml, V. A., Parasuraman, A., & Berry, L. L. (1985). Problems and strategies in services marketing. *Journal of Marketing*, 49(2), 33–46. [View source \(https://doi.org/10.1177/002224298504900203\)](https://doi.org/10.1177/002224298504900203)
- Fisk, R. P., Brown, S. W., & Bitner, M. J. (1993). Tracking the evolution of the services marketing literature. *Journal of Retailing*, 69(1), 61–103. [View source \(https://doi.org/10.1016/S0022-4359\(05\)80004-1\)](https://doi.org/10.1016/S0022-4359(05)80004-1)

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