

MARKETING MIX IN SERVICES PLACE & PHYSICAL EVIDENCE

MARKETING OF SERVICES

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PLACE



PLACE

- The process of making the goods or services available.
- Handling distribution channel problems.
- The services cannot be stored, transported and inventoried.
- The service production cannot be separated from selling.



CRITICAL ISSUES

- Evolving the distribution channels for a service:
 1. **Location**
 2. **Channels**
 3. **How to provide the service to a maximum number of customers**



1. LOCATION OF THE SERVICE

- Location is concerned with the decisions a firm makes about where its operations and staff are situated.
- When the customer has to go to the service provider, location becomes very important.
- Where the service provider can go to the customer, site location becomes much less important provided.



1. LOCATION OF THE SERVICE

- How important is the location of the service to the customers?
- Is the service, technology-based or people-based?
- How important are complementary services to the location decision?



2. CHANNELS

- Factors affecting channel choice:
 - Cost, Competition, Type of product, Culture, Customer, Control, Capital requirement, Firm goals.
- Distribution channels can have a number of levels:
 - The zero-level channel.
 - The one-level channel.
 - The two-level channel.



2. CHANNELS

- The primary types of intermediaries are:
 - franchisees,
 - agents,
 - brokers,
 - outsourced subcontractors (helpline in India),
 - electronic channels.



3. HOW TO PROVIDE THE SERVICE TO A MAXIMUM NUMBER OF CUSTOMERS

- Rental or leasing
- Franchising
- Service integration



PHYSICAL EVIDENCE



PHYSICAL EVIDENCE

- To replace physical cues in a service, the material part of a service.
- Some examples:
 - Packaging.
 - Internet/web pages.
 - Paperwork (such as invoices, tickets and dispatch notes).
 - Brochures.
 - Furnishings.
 - Signage (such as those on aircraft and vehicles).
 - Uniforms and employee dress.
 - Business cards.
 - Mailboxes.



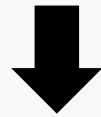
PHYSICAL ENVIRONMENT

- The space by which the consumers are surrounded when they consume the service.
- The environment in which the service is assembled and in which the seller and customer interact.
- American literature uses the name servicescape.

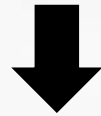


SERVICESPACE

Why do we do this? Why are we investing heavily into serviscape?



We want to build positive emotions in our place.



These emotions then transfer to our brand!



FACILITIES

- Facility exterior:
 - Exterior design
 - Signage
 - Parking
 - Landscape
 - Surrounding environment
- Facility interior:
 - Interior design
 - Equipment
 - Signage
 - Layout
 - Air quality/temperature
 - Sound/music/scent/lightning



SERVICESPACE

- We can sum it up into 3 dimensions.
 - Ambient conditions.
 - Spatial layout and functionality.
 - Signs, symbols and artifacts.



AMBIENCE

- A mix of these elements which consciously or subconsciously help us to experience the service.
- Ambience can be diverse.
- The marketer needs to match the ambience to the service that is being delivered.



SENSES IN SERVICAPE

- Hearing – purchasing behaviour can be influenced by music (fastfoods use fast modern music, restaurants rather slower).
- Sight – layouts, structured environment, colours, lighting.
- Taste – samples of food, free coffee.
- Touch – different materials, different surfaces.
- Smell – fresh fruits, heavy smells.



SPATIAL LAYOUT AND FUNCTIONALITY

- The spatial layout and functionality explain how the furniture is set up or machines are laid out.
- Spatial layout refers to the ways in which machinery, equipment, and furnishings are arranged, the size and shape of those items, and the spatial relationships among them.
- Functionality refers to the ability of the same items to facilitate the accomplishment of customer and employee goals.



CORPORATE BRANDING (SIGNS, SYMBOLS AND ARTEFACTS)

- The final piece of the puzzle are corporate image and identity, which are supported by signs, symbols and artefacts of the business itself.
- Signs, symbols, and artifacts are particularly important in forming first impressions and for communicating new service concepts.



MERCHANDISING

- There are 2 approaches to what merchandising means.
 - The first is supporting products, like t-shirts, cups etc.
 - In-store level.
- In-store level – right product, right place, right time, right quantities, right price, right manner.



POP/POS MATERIALS

- POP materials (point of purchase) are helping you to get the attention of your customers.
- POP materials nowadays play much greater role as it helps us transmit more information and create impulse purchases.
- POS (point of sale) are available where the final sale is happening, where the consumer/shopper is actually paying for their purchases. It can be a reminder to purchase something.



POP MATERIALS



POS MATERIALS



**THANK YOU
FOR YOUR ATTENTION😊**

