

# Services and International Marketing

## Services Marketing

### Introduction

- The strong growth of the services sector over the past few decades in many ways has been the result of external macro-environmental forces.
  - Economic changes
  - Social changes
  - Technological advances
- Services now account for the major share of total economic activity in developed economies.
- The services sector provides the most jobs, by far, of all sectors of the economies of developed countries.

### Service dominant economies

- Service industries generate about 70% of the national incomes of Australia and NZ.
- Private-sector organisations in Australia and NZ are the primary providers of services including retail, property and construction, with the government sector being a major provider in defence, health, education and welfare.
- The most rapidly growing service industries are communications, education and health.
- The finance, tourism and hospitality industries can be quite volatile.

### 'Service outputs' and 'service'

- Services are, distinguished from goods — services are not 'things'; rather, they are deeds, activities or performances.
- Service is the activity, deed or performance that delivers value.
- Service outputs involved in the distribution of a good.
- Marketers need to be concerned with offering a competitive range of services and ensuring those services are delivered with the highest standards of customer service.

### Service product classification

- Consumer services are those services purchased by individual consumers or households for their own private consumption.
- Business-to-business services (or professional services) are those services purchased by individuals and organisations for use in the production of other products or for use in their daily business operations.

# Services Marketing An Introduction

**Wolfgang Guggemos**



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