

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

Zhe Xu



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