

Long-stay airport parking service case study

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Explain and discuss characteristics of the service in this case. There are four typical characteristics of the service marketing which include intangibility, variability, permissibility and simultaneity (Lovelier, Paul and Jocoseness, 14). In this case, the parking service is providing the security and safety for the customers' cars which is definitely intangible.

And the long-stay parking service also offers some special services to satisfy the different demand like the optional supplementary service.

So it has the variability feature. Besides, the parking service just provides the limit time for the car security and it has the perishable characteristic. Finally, this service may involve the consumer's participation which is the simultaneity feature. Q: Explain and discuss the role of the expanded service marketing mix in this case. Q: Explain how the value is created for the customers, and thus why they are rather to prepare to pay expensive price.

In answering this you might want to consider the notion of the marketing segments. Customer value creation refers to the consumers are more willing to receive the distraction and loyalty from the entities (Lovelier, Paul and Jocoseness, 7). According to this case, consumers are satisfied with the car parking service because their cars are in the "safety and security position" when they are in the holidays. So the service creates the "undertaking and safety" as the value to the customers.

At the same time, this is the reason why that consumers are willing to pay the high price for the service. The company's market segments may aim to a high class group.

This group of people are very rich and need the big parking service entity to give them the assurance. So, this company might be with good reputation, long history and professional service which attract target customers to pay a high price to buy a “reassurance” and “no worries” for them.

References Lovelier, Christopher H, Paul G. Patterson and Cohen Waltz.
2011.

Service Marketing . Fresh Forest, NEWS: Pearson Australia. Long-stay airport parking service case study By supernumeraries 993 IQ : Explain and discuss characteristics of the service in this case. There are four parking service is providing the security and safety for the customers' cars which is revised to satisfy the different demand like the optional supplementary service.

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Finally, this service may involve the consumer's participation which is the simultaneity feature. Q: Explain and discuss the role of the expanded service marketing mix in this the service. The company's market segments may aim too high class group. This Lovelier, Christopher H, Paul G. Patterson and Cohen Write.

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