

# Service marketing assignment

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The Three-Stage Model of Service Consumption  
Pre-purchase Stage Service Encounter Stage Post- encounter Stage  
Customers seek solutions to aroused needs  
Evaluating a service may be difficult  
Decision to buy or use a service is triggered by need arousal. What promotes us to purchase? Needs. Triggers of need: unconscious minds Physical conditions External sources  
Need arousal leads to attempts to find a solution.

Evoked set – a set of products and brands that a consumer considers during the decision-making process – that is derived from past experiences or external sources. (I'm hungry-I like McDonald's-I go there to buy lunch)  
Evaluating Alternatives Perceived Risks of Purchasing and using Services  
Functional Financial Temporal Physical Psychological Sensory Social  
How consumers handle perceived risk  
Seek information from respected personal sources.

Compare service offerings Relying on a firm with good reputation Looking for guarantees and warranties Trials Asking employees understanding Customers' service expectations perceive. Does a service meet the expectations? Components of customer expectations  
Zone of tolerance: they are okay with it, not love it but also not give negative reviews. Desired Level of Service Adequate Service Level Predicted Service Level  
Purchase Decision: possible alternatives are compared and evaluated, whereby the best option is selected.

All of this is pre-purchase. Service encounters range from high to low contrast  
A period of time during which customer interacts directly with the service provider. Moment of truth: importance of managing touchiness

Service Encounters range from High-contact to Low-contact Shakespeare

quote: Jobs during your life, many stages and many way to offer service

Entrance and exits in retail store, as a customer you can go in and get out of the store, relationship between the service provider and the customer.

Educating the customer by giving him as much as information as possible.

Post-encounter Stage (post-purchase) -Satisfaction: attitude-like Judgment –

Positive confirmation – Confirmation – Negative confirmation Customer

delight: going beyond satisfaction Product People Price Place Process

Physical Evidence Promotion People: how employees can influence the

service provided by the company Physical Evidence or Serviceable: Make a

website attractive, ambiance Includes processes required to deliver the

service : process