

**B.COM SEM - VI**  
**MIC VII ( SERVICE MARKETING)**  
**TOPIC - TYPES OF SERVICE**

## **Types of Services**

In service marketing, services are defined as intangible activities or benefits offered by one party to another that do not result in ownership of anything. Services play a crucial role in modern economies and can be classified into different types based on various criteria such as the nature of service, customer involvement, and the service provider. Understanding the types of services helps marketers design effective service strategies.

### **1. Based on the Nature of the Service**

#### **a) Consumer Services**

These services are directly provided to individual consumers for personal use. Examples include education, healthcare, tourism, banking, insurance, beauty parlors, and entertainment services. The demand for consumer services depends largely on customer preferences and income levels.

#### **b) Industrial Services**

Industrial services are provided to business organizations to support their operations. These include advertising, consulting, maintenance services, transportation, warehousing, and IT services. Such services help businesses improve efficiency and productivity.

### **2. Based on Customer Involvement**

#### **a) High-Contact Services**

These services require direct interaction between the service provider and the customer. Examples include teaching, medical treatment, hospitality, and personal training. The quality of service largely depends on the skills and behavior of service personnel.

#### **b) Low-Contact Services**

In these services, customer involvement is minimal. Examples include ATM services, online banking, utility services, and automated ticket booking. Technology plays a major role in delivering these services efficiently.

### **3. Based on Tangibility**

#### a) Pure Services

These services are completely intangible with no physical product involved, such as legal advice, counseling, and education.

#### b) Services with Tangible Elements

Some services include physical goods along with service delivery. For example, restaurant services involve food, hospital services include medicines, and transport services involve vehicles.

### 4. Based on Ownership and Provider

#### a) Public Services

These services are provided by the government or public sector organizations for social welfare. Examples include public healthcare, education, postal services, and public transportation.

#### b) Private Services

Private services are offered by private enterprises with a profit motive. Examples include private hospitals, banks, hotels, and telecom services.

### 5. Based on Skill Level

#### a) Professional Services

These require specialized knowledge and skills, such as services provided by doctors, lawyers, architects, and chartered accountants.

#### b) Non-Professional Services

These do not require high levels of expertise, such as cleaning services, security services, and delivery services.

Services can be classified into various types based on their characteristics and delivery methods. This classification helps service marketers understand customer needs, improve service quality, and develop appropriate marketing strategies. With the growth of the service sector, effective management of different types of services has become essential for organizational success.