

Service Marketing

Electronic Commerce Marketing



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01. Service and Service Merchandise

- Service
 - Activities, benefits, and satisfactions provided for sales and in tandem with sales
- Service Merchandise
 - Intangible merchandise with a specific price in a market
- Cf.
 - Merchandise = (Product + Service) or (Service)

01. Service and Service Merchandise

- Importance of Service
 - There is no merchandise without service.

01. Service and Service Merchandise

- Importance of Service Merchandise
 - Service merchandise occupies most of GNP(Gross National Product).

02. Types of Service Merchandise

- Criteria 1 in Classifying Service Merchandise
 - Target of service activities
 - Degree of necessity of tangible tools

02. Types of Service Merchandise

- Criteria 2 in Classifying Service Merchandise
 - Type of service offering
 - Type of relations between service provider and customer

02. Types of Service Merchandise

- Criteria 3 in Classifying Service Merchandise
 - Discretionary power of employee
 - Discretionary power of merchandise

02. Types of Service Merchandise

- Criteria 4 in Classifying Service Merchandise
 - Interaction type between service provider and customer
 - The number of offering places

02. Types of Service Merchandise

- Criteria 5 in Classifying Service Merchandise
 - Limit of supply
 - Response of demand according to time

03. Marketing Strategy according to Service Characteristics

- Service Characteristics
 - Intangibility
 - Simultaneity
 - Heterogeneity
 - Perishability

04. Demand and Supply Management of Service Merchandise

- Strategy of Demand Management
 - Using forecasting systems
 - Developing various service merchandises
 - Changing service time and places
 - Performing demand strategies
 - Controlling demands

04. Demand and Supply Management of Service Merchandise

- Strategy of Supply Management
 - Designing supply management flexibly
 - Expanding available capacity
 - Embracing customers
 - Using resources flexibly
 - Using resources effectively