



# ***Consumer Behaviour in Services***

***Dr. Pallavi Chandwaskar***

# Objectives

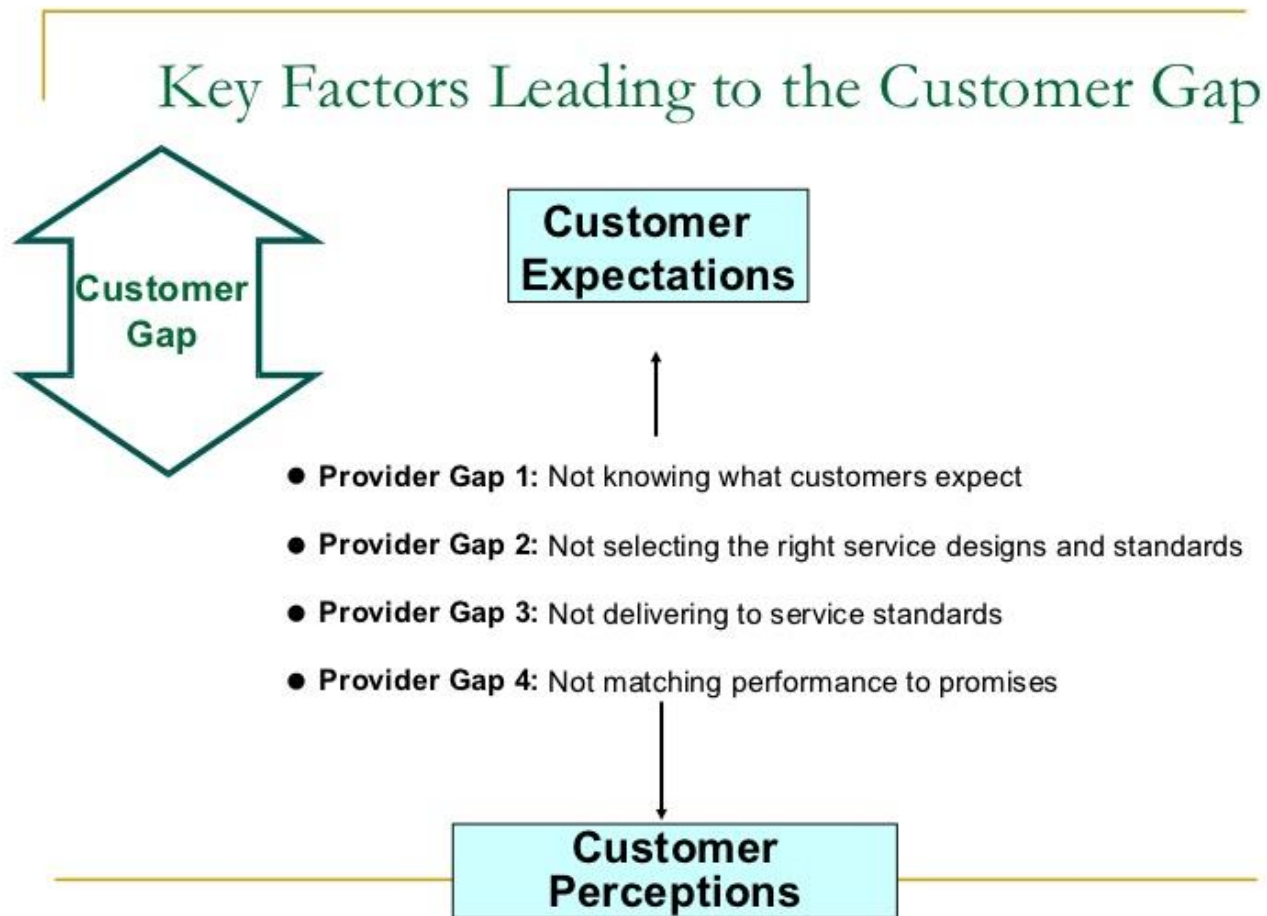
- Enhance understanding of how consumers choose, experience, and evaluate services.
- Describe how consumers judge goods versus services in terms of search, experience, and credence criteria.
- Develop the elements of consumer behavior that a services marketer must understand: choice behavior, consumer experiences, and postexperience evaluation.

# Customer Behavior in Services

- Search, Experience, and Credence Properties
- Consumer Choice
- Consumer Experience
- Postexperience Evaluation
- Global Differences: The Role of Culture

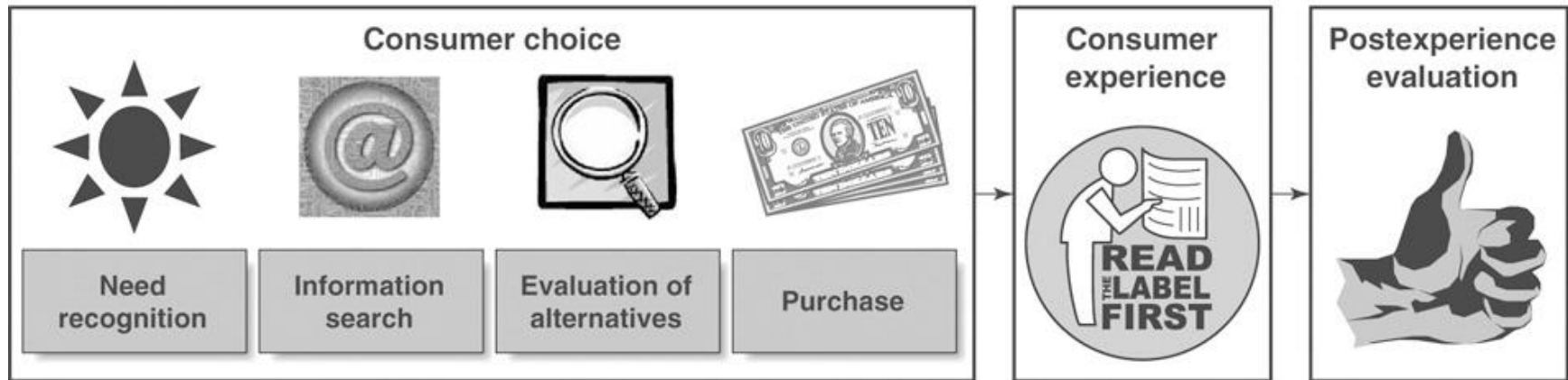


# The Customer Gap



# Stages in Consumer Decision Making and Evaluation of Services

FIGURE 3.2 Stages in Consumer Decision Making and Evaluation of Services



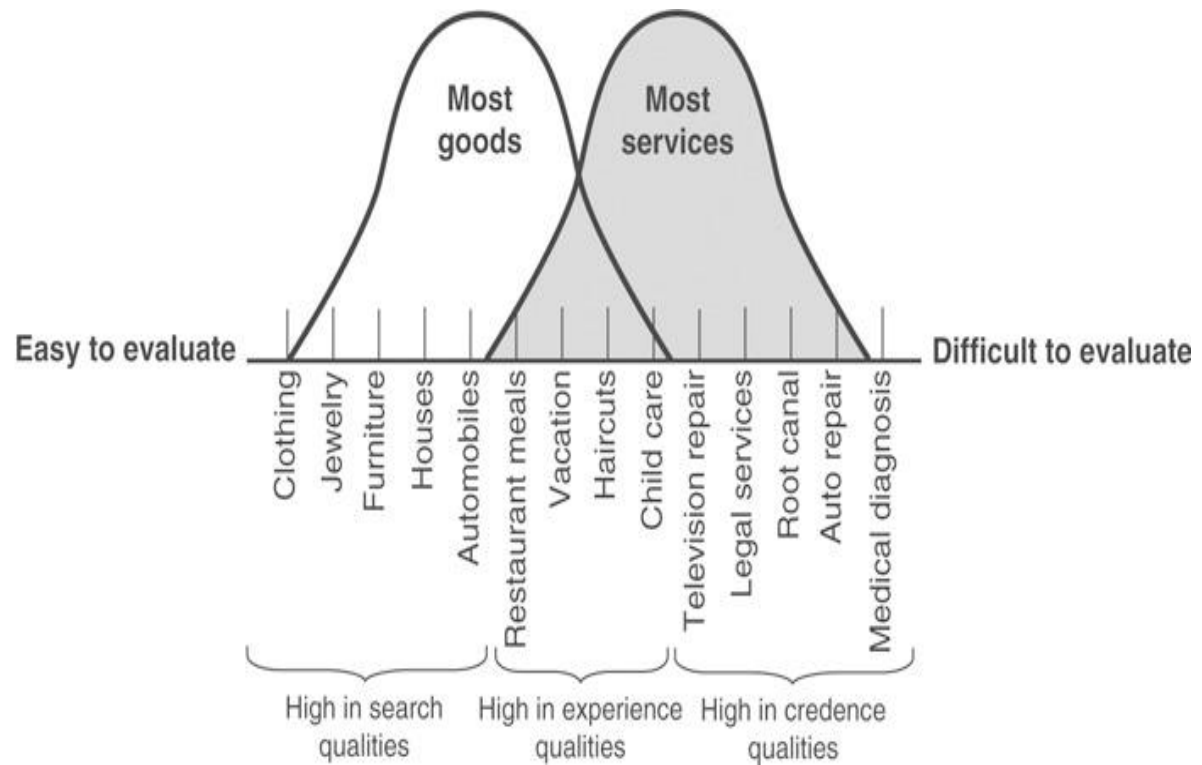
# Consumer Evaluation Processes for Services



- **Search Qualities**
  - attributes a consumer can determine prior to purchase of a product
- **Experience Qualities**
  - attributes a consumer can determine after purchase (or during consumption) of a product
- **Credence Qualities**
  - characteristics that may be impossible to evaluate even after purchase and consumption

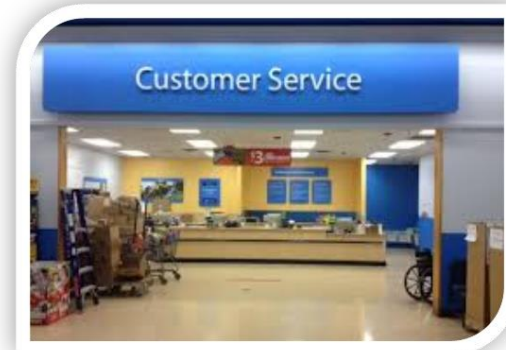
# Continuum of Evaluation for Different Types of Products

**FIGURE 3.1**  
Continuum of  
Evaluation for  
Different Types  
of Products



# Issues to Consider in Examining the Consumer's Service Experience

- Services as processes
- Service provision as drama
- Service roles and scripts
- The compatibility of service customers
- Customer coproduction
- Emotion and mood





# Level of Customer Participation

LOW	MODERATE	HIGH
Customer presence required during service delivery	Customer input required for service creation	Customer coproduces the service product
Product is standardized	Customer inputs (information, material)	Active client participation mandatory
Payment may be only required customer input	Client input customize standardized service	Customer inputs coproduces the outcome
Eg. Airline travel	Annual physical check-up	Career counseling
B-2-B customer	Self-service restaurant	Weight-reduction program

# Increasing productivity when customers are Co-producers

- **Conduct a “job analysis” of customers’ present role** in business & compare it to roles that firm would like them to play
- Determine if customers are aware of how they are expected to perform
- **Motivate customers** by ensuring that they will be rewarded for performing well (eg. Satisfaction from better quality & more customized output)
- **Regularly appraise customer’s performance.** If unsatisfactory, try to change their role or procedures in which they are involved.

## Activity # 2

- Think of a time when as a customer, you had a particularly satisfying or dissatisfying experience with either service personnel or service facilities.
- When did incident occurred?
- What specific circumstances led to the situation?
- Exactly what did the employee say or do?
- What resulted that made you feel the interaction was satisfying/dissatisfying?

