 **Intangibility:** Services cannot be touched or held. For example, you cannot hold onto a haircut or a consultation with a doctor.

 **Inseparability:** Production and consumption of a service often happen at the same time. For instance, when a hair stylist cuts your hair, they are creating the service at the same time that you are consuming it.

 **Variability:** The quality of a service can vary depending on the service provider and the customer. For example, you might have a great dining experience at a restaurant one night, and then a not-so-great experience the next time, even if you order the same meal.

 **Perishability:** Services cannot be stored for later sale or use. An empty airline seat on a flight that has taken off cannot be sold to someone else.