

How product marketing is different from service marketing

This slide shows features of services and products which can be used to differentiate between service and product marketing. It includes characteristics such as tangibility, separability, perishability and variability.



Intangible

Services cannot be seen, tasted, heard or touched



Inseparability

Cannot be separated from service providers



Perishability

Cannot be stored for future sale or use



Variable

Quality of services depends on providers, place and method



Tangible

Products can be seen, touched, or tasted



Separability

Can be separated from their manufacturers



Inventory

Products can be stored for future sales



Non variable

Quality of same product does not vary

Marketing Professional Services

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