

B.COM SEM - VI
MIC - 7 (SERVICE MARKETING)
TOPIC - SERVICES BASED ON TANGIBILITY

Services Based on Tangibility

In service marketing, tangibility refers to the degree to which a service can be seen, touched, or physically experienced by the customer. Since services are mainly intangible, they are classified on the basis of the presence or absence of tangible elements. Based on tangibility, services can be broadly classified into the following categories:

1. Pure Intangible Services

Pure intangible services are those in which no physical product is involved. The customer receives only an experience or performance. These services cannot be touched or stored and are highly dependent on the service provider's skills and performance.

Examples: Teaching, consulting, legal services, medical advice, counseling, insurance services.

2. Intangible Services with Tangible Goods

In this type, the core offering is a service, but it is supported by tangible goods. The physical elements help customers evaluate and experience the service better.

Examples:

- * Restaurant service (food, furniture, cutlery)
- * Airline service (aircraft, seats, meals)
- * Hotel service (room, bed, facilities)

3. Tangible Goods with Supporting Services

Here, the main offering is a tangible product, but additional services are provided to enhance customer satisfaction. The service element plays a supportive role.

Examples:

- * Mobile phone with warranty and after-sales service
- * Car with free servicing and maintenance
- * Washing machine with installation and repair services

4. Hybrid Services

Hybrid services involve an equal combination of tangible goods and intangible services. Both elements are equally important for customer satisfaction.

Examples: Healthcare services (medical treatment + medicines), education institutions (teaching + study materials), beauty salons (products + personal care services).

5. Pure Tangible Goods (Least Service Content)

These are products with minimal or no service component. The customer mainly evaluates them based on physical features such as size, shape, quality, and packaging.

Examples: Soap, toothpaste, packaged food items, stationery.

Importance of Tangibility in Service Marketing

Tangibility helps customers judge service quality before purchase. Service providers use physical evidence such as buildings, equipment, staff appearance, brochures, and branding to reduce customer uncertainty and build trust.

Classification of services based on tangibility helps marketers understand customer expectations and design better service offerings. By managing tangible elements effectively, service providers can improve customer perception, satisfaction, and loyalty.