

Part 2

FOCUS ON THE CUSTOMER

CHAPTER 3

CONSUMER BEHAVIOR IN

SERVICES

Universitas Pembangunan Jaya
Semester Gasal 2014

The Customer Gap

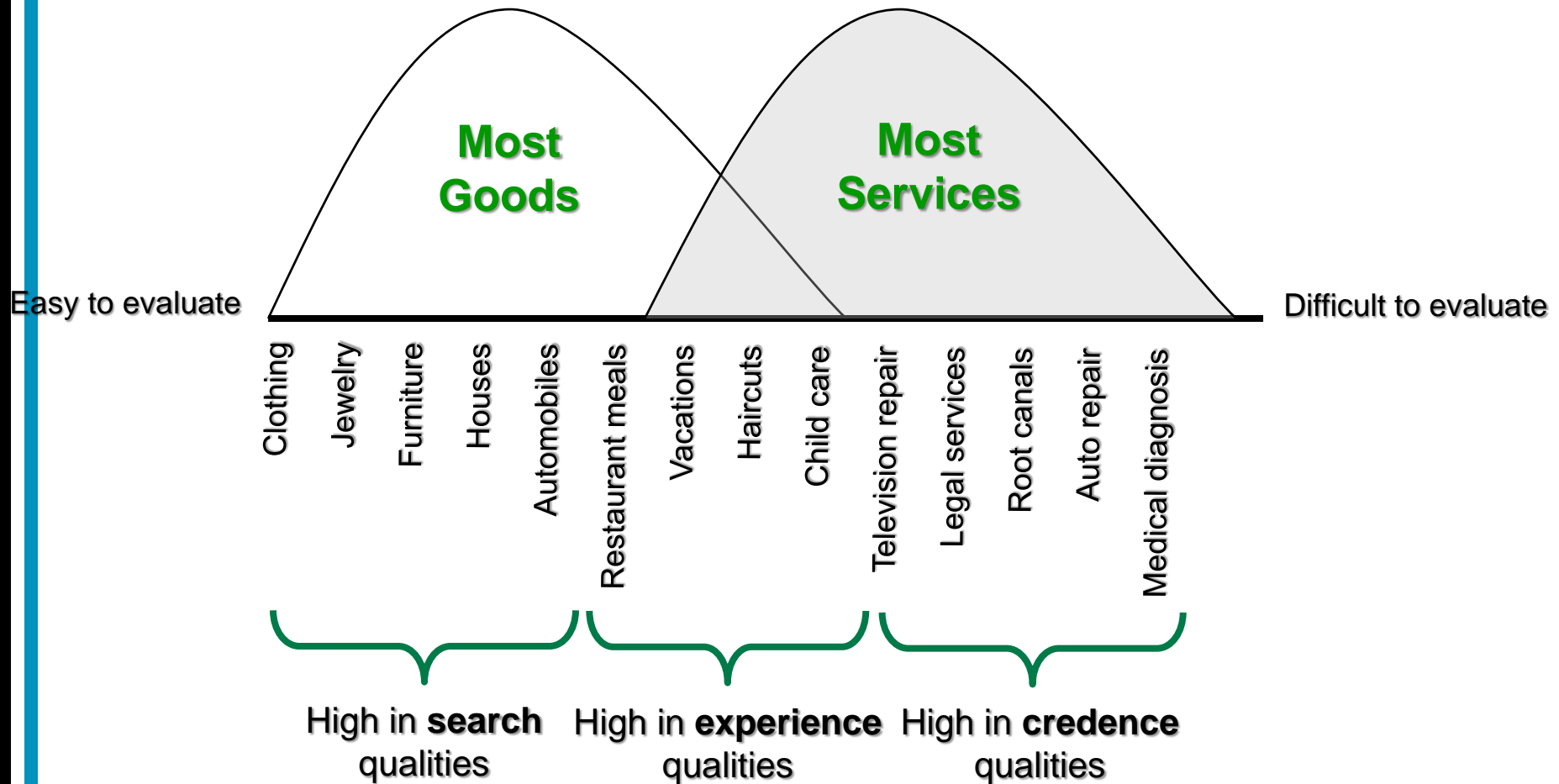
The Customer Gap



Consumer Evaluation Processes for Services

- ---
- 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
- ---
- characteristics that may be impossible to evaluate even after purchase and consumption

Continuum of Evaluation for Different Types of Products



Consumer Behavior in Services

- Consumer Choice
 - Need Recognition
 - Maslow's Hierarchy of Needs

Maslow's Hierarchy of Needs



Consumer Behavior in Services

- Consumer Choice
 - ---
 - Information search
 - Personal and non-personal sources
 - Perceived risk
 - Evaluation of service alternatives
 - ---

Consumer Behavior in Services

- Consumer Experience
 - Dominates the evaluation process
- ---
- Understanding Differences Among Consumers

Stages in Consumer Decision Making and Evaluation of Services

FIGURE 3.2 Stages in Consumer Decision Making and Evaluation of Services

