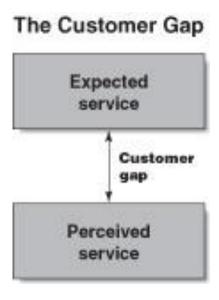
Part 2

FOCUS ON THE CUSTOMER

CHAPTER 3 CONSUMER BEHAVIOR IN SERVICES

Universitas Pembangunan Jaya Semester Gasal 2014

The Customer Gap



Consumer Evaluation Processes for Services

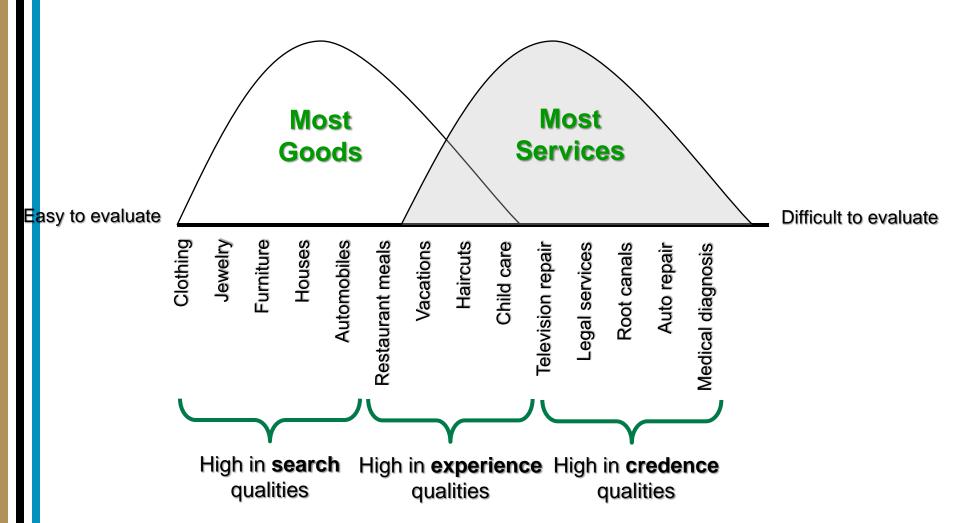
 attributes a consumer can determine prior to purchase of a product

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

Self-Actualization

Esteem Needs

Social Needs

Safety Needs

Physiological Needs

Consumer Behavior in Services

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

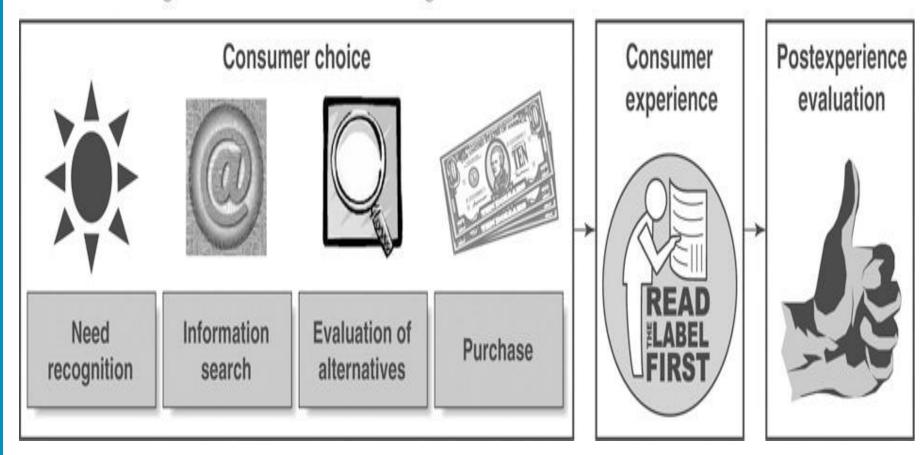
Consumer Behavior in Services

- 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



Issues to Consider in Examining the Consumer's Service Experience

- Service provision as drama
 - Service roles and scripts
 - •
 - Customer coproduction
 - Emotion and mood