

Reproduction of this
edition outside the
Indian subcontinent is
UNAUTHORIZED

ESSENTIALS OF SERVICES MARKETING

THIRD EDITION

JOCHEN WIRTZ
CHRISTOPHER LOVELOCK
JAYANTA CHATTERJEE
GOPAL DAS

658.8

W749 Es,3-3



271677



Pearson



Scanned with OKEN Scanner



658.8

W749

Es,3-3

Jawaharlal Nehru University
Accession No. 271677
Source DSR, PUL & Distributors
Bill No. & Date 656-29-1-2024
Price Rs. 900-00
Centre/School ABVSM&E
Accessioned by Dr
Catalogued by

658.8
W749 Es,3-3
271677

The rights of Jochen Wirtz to be identified as the author of this work have been asserted by him in accordance with the Copyright, Designs and Patents Act 1988.

Unless otherwise indicated herein, any third-party trademarks, logos, or icons that may appear in this work are the property of their respective owners, and any references to third-party trademarks, logos, icons, or other trade dress are for demonstrative or descriptive purposes only. Such references are not intended to imply any sponsorship, endorsement, authorization, or promotion of Pearson's products by the owners of such marks, or any relationship between the owner and Pearson Education, Inc., or its affiliates, authors, licensees, or distributors.

Authorized adaptation from the United States edition, entitled *Essentials of Services Marketing*, 3rd Edition, ISBN 9781292089959 by Wirtz, Jochen and Lovelock, Christopher, published by Pearson Education Limited, Copyright © 2018.

Indian Subcontinent Adaptation

Copyright © 2019 Pearson India Education Services Pvt. Ltd

All rights reserved. This book is sold subject to the condition that it shall not, by way of trade or otherwise, be lent, resold, hired out, or otherwise circulated without the publisher's prior written consent in any form of binding or cover other than that in which it is published and without a similar condition including this condition being imposed on the subsequent purchaser and without limiting the rights under copyright reserved above, no part of this publication may be reproduced, stored in or introduced into a retrieval system, or transmitted in any form or by any means (electronic, mechanical, photocopying, recording or otherwise), without the prior written permission of both the copyright owner and the publisher of this book.

ISBN 978-93-534-3541-7

First Impression, 2019

Fifth Impression, 2023

Sixth Impression

This edition is manufactured in India and is authorized for sale only in India, Bangladesh, Bhutan, Pakistan, Nepal, Sri Lanka and the Maldives. Circulation of this edition outside of these territories is UNAUTHORIZED.

Published by Pearson India Education Services Pvt. Ltd, CIN: U72200TN2005PTC057128.

Head Office: 1st Floor, Berger Tower, Plot No. C-001A/2, Sector 16B, Noida - 201 301, Uttar Pradesh, India.

Registered Office : Featherlite, 'The Address' 5th Floor, Survey No 203/10B, 200 Ft MMRD Road, Zamin Pallavaram, Chennai – 600044.

Website : in.pearson.com; Email: companysecretary.india@pearson.com

Printed in India by Pushp Print Services



Brief Contents

Dedication	vii
About the Authors	ix
About the Adapters	xiii
About the Contributors of the Cases	xv
Preface	xxvi
Acknowledgments	xxxii
Part I: Understanding Service Markets, Products, and Customers	3
Chapter 1 Introduction to Services Marketing	4
Chapter 2 Consumer Behavior in a Services Context	40
Chapter 3 Positioning Services in Competitive Markets	70
Part II: Applying the 4 Ps of Marketing to Services	97
Chapter 4 Developing Service Products and Brands	98
Chapter 5 Distributing Services through Physical and Electronic Channels	128
Chapter 6 Setting Prices and Implementing Revenue Management	162
Chapter 7 Promoting Services and Educating Customers	204
Part III: Managing the Customer Interface	249
Chapter 8 Designing Service Processes	250
Chapter 9 Balancing Demand and Capacity	282
Chapter 10 Crafting the Service Environment	314
Chapter 11 Managing People for Service Advantage	344
Part IV: Developing Customer Relationships	389
Chapter 12 Managing Relationships and Building Loyalty	390
Chapter 13 Complaint Handling and Service Recovery	432
Part V: Striving for Service Excellence	467
Chapter 14 Improving Service Quality and Productivity	468
Chapter 15 Building a World-Class Service Organization	516
Part VI: Cases	530
Glossary	645
Credits	655
Name Index	659
Subject Index	661