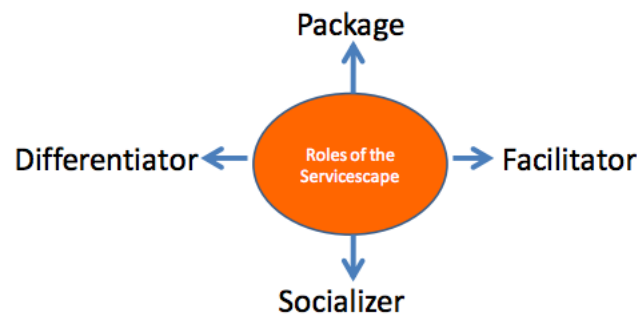


## Servicescapes

### Physical Evidence

- All aspects of the organization's physical facility as well as other forms of tangible communication.



### Package

- Servicescapes wrap the service and convey an outward image of what is inside

### Facilitator

- Servicescapes can either help or hinder the flow of activities and thereby influence the ability for service employees and customer to accomplish their goals.

### Differentiator

- Servicescapes can signal the targeted market segment and help to differentiate the service organization from its competitors.

### Socializer

- Servicescape aids in the socialization of both employees and customers and helps convey expected roles, behaviors and relationships

## Servicescapes

Stimulus → Organism → Response Model

Stimulus = elements of the firm's physical evidence

Organism = consumer and employees that responds to the stimulus

Response = Reactions or behaviour in response to the stimuli ( Approach vs Avoidance)

### The Effect of Servicescapes

1. Attract ( approach ) or Deter entry ( avoidance) and effect consumers and employees in executing their goals once inside
2. Explore the service environment and interact with it , or simply ignore the environment

## **Servicescapes**

3. Effect in nature social interactions between consumer and employees , desire to communicate with others or not to communicate with others .
4. Feelings of satisfaction or disappointment with the service experience

### **How to create a good Servicescapes ?**

- 1. Physical environment dimensions**
- 2. Holistic environment**
- 3. Internal response moderators**
- 4. Internal response to the servicescape**

#### ○ Physical environment dimensions

##### Ambient Condition

- Lighting / Noise / Music / Scent / Colour

##### Spatial Layout / Functionality

- Spatial Layout is the way in which furnishing , machinery , equipment
- Functionality is the ability of those item to facilitate the performance of employees and consumer transactions

##### Sign / Symbols / Artefacts

- Symbols and artefacts give implicit cues about the meaning of a place and norms and expectation for behaviour in place .

#### ○ Holistic Environment

- Consumer respond to their environment holistically = The total configuration of stimuli that determines the consumer's reaction to an environment → Perceived Servicescape

#### ○ Internal Response Moderators

- Pleasure vs Displeasure
- Arousal vs Non-arousal
- Dominance vs Submissiveness

#### ○ Internal Response to the Servicescape

##### Cognitive Response

- Servicescapes can effect consumer's perceptions and belief about a place and the people. It help categorize the service mentally and to infer symbolic meaning.

##### Emotional Response

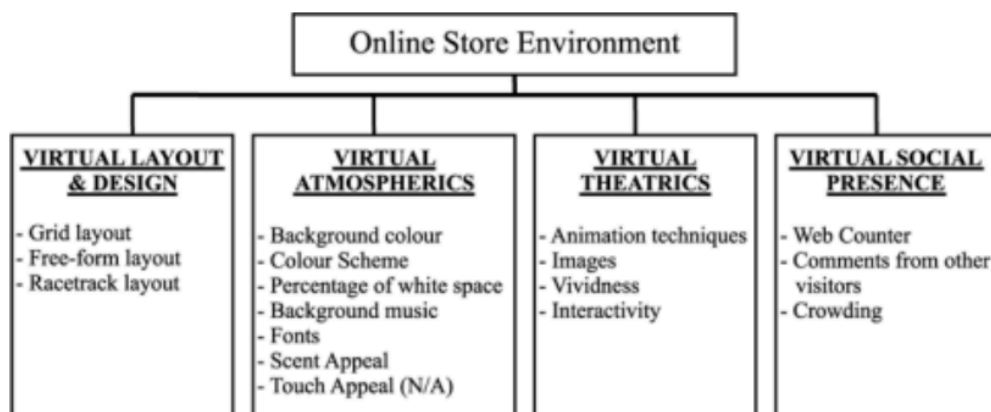
- Servicescape can elicit emotional response , which then affect behaviour .

## Servicescapes

### Physiological Response

- Servicescapes can affect consumer in purely physiological way , based on pain or comfort .
- Eg. Loud music crease physical discomfort / Air quality affect ability to breath

## The Virtual Store Environment



### Effective Physical Evidence Strategy

#### Steps:

1. Recognize the strategic impact of physical evidence
2. Map the physical evidence of service
3. Clarify roles of the servicescape
4. Assess and identify physical evidence opportunities
5. Be prepared to update and modernize the evidence
6. Work cross-functionally

- ✚ Servicescapes comprises the physical surrounding where the service is produce ,deliver and consumed. Consumer have internal response (cognitive ,emotional or physiological ) to their environment stimuli which affect their behaviour. Servicescapes provide physical evidence of the nature of the service to customer and aligning it with their expectation