

Distribution mechanisms for service

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Abstract

Purpose – To analyze how service research blurs the borders between goods, services, information, employees, consumers and other components in the relationship between parties in the marketplace, and turns them into resources in service provision and customers' usage and value-creating processes, respectively.

Design/methodology/approach – A conceptual analysis of the relationship between firms and their customers, which generates a model of the service distribution mechanism.

Findings – It is found that service emerges for customers in their interactions with a host of various resources, traditionally labelled for example goods, services, service employees and consumers, and that depending on the value emerges for (is created by) customers is open or closed processes.

Originality/value – The approach taken in the paper demonstrates that from a marketing perspective, goods and services and other elements represent resources in the customer's usage process, and that from this usage process point of view, a service approach to marketing is customer centric, regardless of what type of resource is at the heart of the firm's offering, and thus a higher-level marketing approach

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