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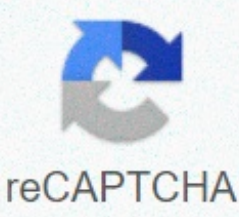
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Marketing management Key concepts Distribution Pricing Retail service Activation Brand licensing Brand management Corporate identity Domination Efficiency Ethics Promotion Segmentation Strategy Account-based marketing Digital marketing Product marketing Social marketing Influential marketing Assigning annoying factor Horizontal integration Vertical Integration Promotional Content Ad Commercials Branding Corporate Anniversary Direct Marketing Deooperation Marketing Mobile Marketing On Hold Big Times Personal Sales Premium Awards Sell Product Propaganda Advertising Promotion Sales Sex U Commercial Underwriting spot Promotional Media Behavioral Targeting Brand ambassador Display ad Drip marketing Advertising in the game Mobile advertising Native advertising New media Online advertising From home advertising Site Presentation products Promotional goods Visual advertising Online ban Word-of-mouth Research Market Research Marketing research Mystery shopping vte Servicescape is a model developed from boomsa i Bitnera[1] how to be tricked into the impact of the physical environment u cijem is a process of deprivation service. The purpose of the service model is to explain the behaviour of people within the service environment with a view to creating environments that do not achieve organisational objectives in terms of achieving the desired behavioural responses. For consumers visiting a service or retail store, the service environment is the first aspect of the customer's perceived service and at this stage consumers will be able to make impressions about the level of service they will receive. [2] Booms and Bitner have defined the snapshot of services as the environment in which the service is assembled and in which the seller and the customer communicate, combined with tangible items that enable the service to function or communicate. [1] In other words, the service recording refers to the inhumane elements of the environment in which the services encounter. The recording of services does not include: processes (e.g. payment methods, billing, cooking, cleaning); external promotions (e.g. advertising, PR, social media, websites) or back-of-house (kitchen, basement, shops, household, staff exchange office), i.e.; places where customers do not normally visit myaccount.google.comdo. The service snapshot includes the appearance, equipment, signing and layout of the service outlet. In the service cap there is also the external area of the building (landscape, exterior design, signage, parking, surroundings) and interiors (interior design and décor, equipment, signage, layout) and ambient conditions (air quality, temperature and lighting). In addition to the effects on individual customer behavior, the service strip affects the nature and quality of interactions with customers and employees, most directly in inter-private Companies design their own service clips to add an atmosphere that improves the customer experience and will influence customer behavior during a meeting with services. [4] Origin, relevance and impacts The service camera model is used in the stimulus-response model, where the role is specific to the service sector. The model was developed in 1990 by an academic from the US, Mary Jo Bitner. It is strongly influenced by a branch of social sciences known as environmental psychology. In the marketing of services, the service model has become the dominant framework for studying and assessing the physical environment in which service meetings occur. A meeting with a service can be defined as the duration during which the customer works with the service. Customer interactions with the service provider typically involve face-to-face contact with service personnel, in addition to interactions with physical elements of the service environment, including facilities and equipment. [5] According to Lusch and Vargo, the recording of services is an important resource enabling the company to 'direct consumer realities in certain ways'. [6] Empirical studies have shown that recording services affects both the emotional and behavioural responses of the customer in the service settings. [7] The Service Recordings model aims to describe all customer interactions that occur during a service meeting and understand how environmental elements affect a customer's service experience. Stimulus-response model See also: Stimulus-response theory SoR (stimulus→organism→response model) describes how organisms, including customers and employees, respond to environmental stimuli (e.g. lighting, music, interior design). In fact, the model suggests that human responses demonstrate three broad types of responses to stimuli in the external environment - physiological, emotional (avtive) and behavioral responses. Simple stimulus-organism-response model Stimulus (physical environment) → Organism (buyers & employees) → Response (comfort, pleasure etc.) Environmental psychology See also: Environmental psychology Simplified model of environmental psychology Environmental psychologists explore the impact of spatial environments on behavior. Emotional responses to environmental stimuli fall into three dimensions; pleasure, arousal and dominance. The emotional state of the individual is supposed to convey a behavioral response, namely approach or avoid behavior to the environment. Architects and designers can use insights from environmental psychology to create environments that promote the desired emotional or behavioral outcomes. The model proposes three emotional responses. These responses should be seen as a continuum, not discreet emotions, and parties can be imagined as falling anywhere along the continuum as in the diagram. [9] Satisfaction refers to an emotional state that reflects the degree to which consumers and employees are satisfied with services. Arousal–uneasyness refers to an emotional state that reflects the degree to which consumers and employees feel agitated and excited. Dominanca–subordination refers to an emotional state that reflects the degree to which consumers and employees feel under control and are able to operate freely within the service environment. Environments that are simple and well organised should be low load. An individual's emotional response mimics an individual's behavioral response → Avoidance. The approach refers to the act of physical movement against something, while avoidance hinders people's ability to interact. In a service environment, the approach can be characterised by a desire to explore an unknown environment, to stay in a service environment, to interact with the environment and with other people in the environment, and to be prepared to perform tasks in that environment. Avoiding behaviour is characterised by a desire to leave the establishment, ignore the service

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environment and feel disillusioned with the service experience. Environments in which people feel they have no control are unattractive. Customers often intuitively understand the concept of an approach when commenting that a particular place looks inviting or gives good vibes. The desired level of emotional arousal depends on the situation. For example, in the gym arousal can be more important than pleasure (No pain; No profit). In the spare time, pleasure could be more important. If the environment is comfortable, the customer will be inhothied to stay longer and explore everything the service offers. Too much excitement, however, can be counterproductive. For example, a romantic couple might feel like they're out of place in a busy, noisy and bloated restaurant. Obviously, there needs to be some level of excitement as motivation to buy. The longer the customer stays in the environment, the greater the chances of cross-selling service offerings. Mehrabian and Russell identified two types of environment based on the degree of information processing and stimulation:[10] High load: Environments that are unknown, novel, complex, unpredictable or crowded are a high burden. Such environments make people feel alert and stimulated. Low load: Environments that are familiar, simple, insecure and well organized are low load. Such environments make people feel relaxed, calm and even sleepy. Low-load activities or tasks require a more supportive environment for optimal performance. If the task to be done is relatively simple, routine or boring, users benefit from a slightly more supportive environment. On the other hand, tasks that are complex or low-load environment. Service camera model See also: Service marketing and service design The Simplified Service Model Of Services Is used as a stimulus-organism-response model (SOR model), which treats the physical environment as an incentive and response is the behavior of employees and customers in a physical environment. [11] The service strip performs four important roles - packaging - representing the external appearance of the public; intermediary - directs the efficient flow of activities; socialiser - transmitting expected roles to both employees and customers and differentiation - serves as a point of difference by signaling which segments of the market are being served, positioning the organization and broadcasting competitive differences. [12] Physical environment as stimuli Elements of the physical environment itself are inputs (stimuli). Environmental inputs are sensory, spatial and symbolic. [13] For convenience, these elements are usually considered to be three broad categories, including: Ambient conditions: Temperature, air quality, ambient noise, ambient noise, background music, odour, etc. Space/function: Equipment such as cash registers, layout, furniture and furniture, etc. and the ways in which these elements are arranged within the room Signs, symbols and artifacts: Direction mark, personal artifacts (e.g. souvenirs, souvenirs), corporate livestock and logos, decor style (including colour schemes), symbols, etc. Each element in a physical environment serves multiple purposes. For example, furniture can serve a functional role by providing a seating area where patrons can wait for friends or simply enjoy a quiet rest, but building materials can also serve a symbolic role in which they communicate with common arrangements. Plush fabrics and generous drapes can mean an elegant, up-market venue, while plastic chairs can mean a cheap, family-friendly venue. Signage can provide information, but it can also help customers navigate through a complex service environment. The combined impact of all elements should also be taken into account when assessing the service strip. Functional seating, ceiling-mounted projectors, board, fluorescent lighting and classroom floor layout clearly signal that this space is part of the educational environment. Environmental conditions Environmental conditions refer to control, visible stimuli such as air temperature, lighting and noise. They found that environmental factors, such as music used in service cameras, influence consumer behaviour. One study found that positively valentilated music [cheerfully] will encourage more thought and feelings than negative [insulting] music,[15] so positively valenciated music will make the waiting time to party feel longer than negatively charged. For example, in a retail store, turning music into a background at a faster pace can affect the consumer to move faster in space and thus improve traffic flow. [16] Evidence also suggests that playing music reduces the negative effects of waiting, as it serves as a deterrent. [17] Spatial layout According to Zeithaml et al., the layout influences how easy or difficult it is to navigate through the system. Two important aspects of the layout are functionality and spatial layout. Functionality refers to the extent to which equipment and layout meet the customer's objectives, while the spatial layout refers to the way physical elements are distributed, the size of those objects and the spatial arrangement between them. [18] With regard to the functionality of the layout, designers address three key issues; circulation – a design for traffic flow and which encourages customers to cross the whole trade; coordination – a design that combines goods and spaces to suggest the needs and comfort of customers – a design that caters to the items to create a level of comfort and access for both customers and employees. [19] The spatial layout is closely related to the space used. Some research shows that customers associate more spacious surroundings with better quality services. [20] A selection of memorabilia from the Minsk Puppet Theatre. Souvenirs or artifacts are part of the service camera Signs, symbols and artifacts Signs, symbols and artifacts refer to a broader category of objects that serve multiple purposes. The signs and symbol refer to physical signals providing a cue for directional purposes, provide information on appropriate behaviour within the store or service strip and may also serve a symbolic role. Some characters perform rudimentary roles, such as providing directions for navigation through space, while others more complex characters communicate through systems of common meaning. Elements of the physical environment serve not only a functional or utilitarian role, but communicate meaning through symbolism in very subtle ways. In an office environment, a large table can symbolize managerial power, and this may have the ability to make those who sit on the opposite side of the table feel less relaxed and less willing to talk. [21] The use of color also communicates at a symbolic level in ways that influence behavior. [22] Artifacts refer to objects of some kind of cultural, historical or social interest to the parties. These are tangible reminders of the services consumers have. Artifacts can be purpose-designed objects that serve as souvenirs or souvenirs of a pleasant experience. Numerous services such as museums, galleries, theatre and tourist attractions, the production of artifacts, which form the basis of a collection of goods, available for sale to visitors and guests. These artifacts, more commonly known as souvenirs, can often be sold retailing far above the market value due to the memory that consumers attribute to experiential gatherings. [23] Holistic environment Mood lighting, crisp, starched napery, polished honey and comfortable seating combine to communicate images of an upscale dining establishment. When consumers enter a snapshot of services, they process multiple stimuli almost simultaneously. Consumers scan environmental conditions, layouts, equipment and artifacts and combine them to give them the full impression of the environment. In other words, the holistic environment has the cumulative effect of several stimuli, most of which is processed in a split second. These types of global judgments represent a summary of the processing of several stimuli to create a single impression. In the model of service cameras, this type of impression is known as a holistic environment. [24] By carefully planning the physical environment and environmental conditions, operators can communicate the values and positioning of the service undertaking. Ideally, the physical environment will be designed to achieve the desired behavioural results. Smart use of space can be used to encourage patrons to stay longer, as longer stays lead to more opportunities to sell services. At other times, environmental conditions can be manipulated to encourage avoidance behaviour. For example, at the end of a busy trading night, a bar manager can turn the air conditioning up, turn off the lights, turn off the music wallpapers and start composing chairs at the top of the tables. These actions send a signal to patrons that it is closing time. Customers and employees The dimension refers to two groups of people that mean meeting services – customers and employees. Both groups create the same physical environment, but their perception of this may vary because each one comes into space for different reasons. For example, a waiter in a restaurant will be able to be pleased when he sees a crowded dining room because more customers mean more advice. On the other hand, customers may be less constrained by crowded space because noise and waiting lines can reduce the service experience. Moderators of internal response and mediators Moderator is any variable with the potential to change the relationship between a dependent and an independent variable. Moderate variables describe what effects they will have under certain conditions. A mediator is an intervening variable that helps explain the relationship between two variables. [25] In the service strip model, the moderator is all that increases the standard stimulus-responsive stash of satisfaction, arousal, arousal, or dominance, while responsive behavior is mediated by internal responses, including cognitive, emotional and physiological responses. [26] The consumer's response to the environment depends at least in part on the purpose or reason for being in the environment. [27] For example, a consumer who enters a slightly cold room can shirk and feel a little uncomfortable. With this situation, the consumer can respond in different ways – some consumers will choose to add another layer of clothing, others will leave the environment as soon as practical, while others can simply prevent minor discomfort. If the consumer has a strong motivation to be in the environment, the less inedua of the unpleasant temperature of the environment will suffer more. Thus, the consumer's motivation or reason for being in the service hull mediates the ultimate response to behaviour. Behavioural responses Navigational floor signs are usually used in sophisticated service cassettes such as shopping malls, hospitals and institutions. The model shows that there are different types of responses - individual response (approach and avoidance) and interaction responses (e.g. social interactions). In the context of service cameras, the approach is of particular importance. It refers to how customers use the space during and after a service meeting. The approach behaviors displayed during the meeting include:[28] Enter and explore – demonstrate your desire to explore the full range of services, willingness to do more things that you want to get to know all the company's products and services; Show interest in cross-selling options as presented, Stay longer – show your willingness to stay in a physical environment; longer stay presents several opportunities for cross-selling, selling or impulse purchase. Some studies have shown a correlation between the duration of the stay and the size of the average expenditure for sponsors Implementation of the plan – demonstration of willingness to act on the information provided, fully interfering with the experience and determination to achieve the personal goals Of approach behaviour, shown at or after the meeting, include: Affiliation – Willingness to become a regular user , a form of intent to re-establish the commitment – To create a brand representative , you make positive recommendations, write favorable reviews or give positive referrals to the mouth Avoid behaviors, is characterized by a desire to leave the establishment, ignore the service environment and feel frustrated with the service experience. Social interactions relate to customer-employee interactions and customer-to-customer interactions. In some services, such as clubs, bars and tours, the act of meeting other people and interacting with other parties is an integral part of the service experience. Managers need to think about design features that can be used to facilitate interaction between patrons. For example, some cafes and casual dining rooms install dining tables for encouraging customers to mix and cool. Types of environments with multiple spaces and rich physical elements are supposed to be elaborate service strips. Bitner's pioneering work on service cameras has identified two broad types of service environment:[29] Desoic service cameras - environments that span relatively few spaces, contain few elements and involve some customer-employee interactions. such as kioths, vending machines, self-service outlets, fast food outlets. The design of the left-hand environments is relatively straight-out Service Cameras- environments that span multiple spaces, rich in physical elements and symbolism, include high contact services with many interactions between customers and employees. Examples include international hotels and ocean lines with guest accommodation, reception, bars, restaurants, swimming pools, gyms and other additional services where guests interact with several staff during their stay, which could be extended for several days. The creation of elaborate environments requires qualified design teams, which are fully equipped with the desired behavioural outcomes and entrepreneurial vision. According to the developer of the model, the service strip behaves like a product package - by providing customers with a common image and providing information on how to use the service. [30] See also Behavioral script Classical conditioning Sensory cue Service blueprint Service design Services marketing Stimulus (psychology) Stimulus (physiology)

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