

Product or Service Definition

Products and services satisfy our basic needs and also come to satisfy non-primary desires.

But what is a product or service?

Products are not only tangible goods such as a shampoo, a television or a car; also products are the services of a car wash, a medical consultation ; as well as product is the services offered by a travel agency, therefore product can be a tourist destination ; also a product is an event, for example a concert, an application for the cell phone, an idea that would be the kind of products offered by a designer. In short, a product or service is everything that we can market.

It is normal that in our daily life we have conceived the idea that product and service are different things, it is normal that for us products are only tangible goods, everything that can be considered possible to market but that we can touch, such as a soft drink, a stove, a notebook, a computer, among many other things that we buy or sell every day.

And we perceive a service as something intangible, a good for which we pay but cannot touch, such as a movie, a consultation with a dentist, the services offered by banks, the work of a plumber or an electrician.

As we can see in our daily life, one of the practices we do most is the purchase of products and services, with this we satisfy the primary and basic needs, as well as the most sophisticated desires and tastes that we may have, today we have a wide variety of products on the market, we have many options to choose from, almost all products can be found in a variety of brands with a wide variety of prices, which benefits almost all people of various social classes.

Reference:

Kotler, p., y armstrong, g. (2008) fundamentos de marketing. México: prentice hall.