

Characteristics of Services

Intangibility	Services that cannot be touched, seen, tasted, heard, or felt in the same manner as goods.
Inseparability	A characteristic of services that allows them to be produced and consumed simultaneously.
Heterogeneity	A characteristic of services that makes them less standardized and uniform than goods.
Perishability	A characteristics of services that prevents them from being stored, warehoused, or inventoried.