



WORKING PAPER SERIES

No. 001

Are service marketing and the marketing of products different? An empirical study from a governance perspective in a business-to-business setting

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February 2010

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SUMMARY / KURZINFORMATION

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| Topic | <p>Recently, there is a discussion in marketing whether the classical distinction between services marketing and marketing for goods is useful and justified. Authors advocating the so-called Service Dominant Logic (SDL) suggest that a unified paradigm is required. In this paper, the authors provide results of an empirical study in order to test the central tenet of the SDL.</p> |
| Content | <ul style="list-style-type: none"> • Presentation of the discussion around the service dominant logic • Design and results of an empirical study • Discussion including managerial implications, theoretical implications and limitations as well as avenues for future research. |
| Character | <p>Conceptual and empirical</p> |
| Authors | <ul style="list-style-type: none"> • Björn Sven Ivens holds the chair of marketing at Otto-Friedrich-University Bamberg • Catherine Pardo is professor of marketing at EMLYON Graduate School of Business |
| Feedback | <p>Is always welcome! Please address to: Prof. Dr. Björn Sven Ivens at the Marketing Department</p> |

**Are service marketing and the marketing of products different?
An empirical study from a governance perspective in a B2B setting**

Abstract

The distinction between the marketing of services and the marketing of goods has been questioned by several authors. With the article from Vargo and Lusch (Vargo and Lusch 2004a) the idea of a service-dominant logic (SDL) that could fit all marketing contexts has re-activated the discussion about services and products marketing differences. Based on a quantitative study of two samples, one from the area of industrial services and the other from the area of industrial goods, the authors compare the use of several governance mechanisms in dyads from both fields. They also analyze the impact the use of these governance mechanisms has on customer commitment in the dyads. The results provide no evidence for substantial differences between governance approaches in the two industry sectors and hence provide support for the hypothesis that there is a common underlying logic in the governance of business-to-business service and product relationships.