

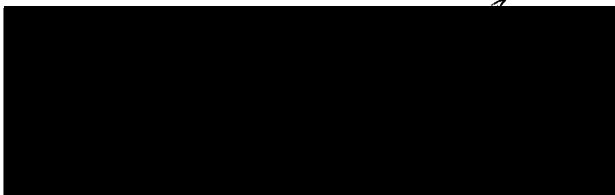
The Nature of Products, Goods and Services

*A thesis submitted for the degree of Doctor of Philosophy of the University of
New England.*

by
Roger Epworth, B.Soc.Sci., M.Litt. (UNE)
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Declaration

I certify that the substance of this thesis has not already been submitted for any degree and is not currently being submitted for any other degree or qualification.
I certify that any help received in preparing this thesis, and all sources used, have been acknowledged in the thesis.

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Roger James Epworth

Abstract

This thesis explored the constructs of product, good and service.

Theory development and the conceptualisation of constructs that underpin it were recognised as being important to any discipline including marketing. The identification of problems with how the key marketing constructs of product, good and service had been conceptualised led to the development of alternative conceptualisations. In total, product was conceptualised as an unfinished need satisfying process where product represented what the producer/marketer did for the consumer. Goods and services were conceptualised as different aspects of that same process. Goods representing all those attributes produced before the exchange has been initiated and services, all those attributes produced after. These conceptualisations were developed through a review of the relevant literature, identifying areas where the present conceptualisations were limited as well as other factors that should be included in such conceptualisations but were not. Such re-conceptualisation was undertaken in a symbiotic rather than dialectical manner, looking to work off present understandings of the phenomena to build a deeper, richer understanding of not only the constructs in themselves but also their relationship to each other.

The utility of the re-conceptualisations of product, good and service were tested by applying the model of product, that the re-conceptualisation of the three constructs represented, to unsolved marketing problems from a range of industries. While limitations existed with such methodologies the results indicated that the re-conceptualisations were of utility to two of the three respondents in terms of improving their understanding of the nature of the problem through a better understanding of the nature of the product they marketed. It also aided these respondents through the development of a coordinated plan of marketing action. Not only was value delivered to the respondents through greater coordination of marketing action but also through alternative conceptualisations of these

marketing actions. While in some instances the symbiotic approach to conceptualisation resulted in implications that were consistent with present understandings, in other instances alternative conceptualisations of specific marketing actions were articulated.

This process and the results obtained led to the conclusion that while such re-conceptualisations were subjective in nature and shared only when they were of utility to the individual who looked to use them, there was grounds to claim that such re-conceptualisations were not only novel but also of potential utility to researchers, students and practitioners of marketing.

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