

## **GOODS - SERVICES DICHOTOMY: THE PLACE OF THE TANGIBILITY CONSTRUCT**

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### **ABSTRACT**

*This article questions the validity of the notion of substantial differences between goods and services that are critical to strategy making for the two product types. Typically, the tangibility of products does not have a meaning beyond the physical character of the product. A focus on the consumer, indeed the consumer's experience, is indicative of a marketing orientation. Hence, it is argued that placing the tangibility construct in the psychological domain is consistent with a marketing orientation towards the classification of products. The paper does not attempt to develop a construct based on the traditional notion of (physical) palpability of products, nor does it dismiss the tangibility construct in favour of another. Instead, tangibility is presented as a mental construct which would aid the development of brand strategies.*