

MODULE 8 OF 11 · FOUNDATIONS OF MARKETING

The Extended Mix (7Ps) — People, Process, Physical Evidence

LEARNING OBJECTIVE

Explain why the marketing mix was extended for services, and define People, Process and Physical Evidence.

KEY VOCABULARY

Service

Intangibility

People

Process

Physical Evidence

WHY THIS MATTERS

The original 4Ps describe a physical product well but leave out something crucial for services: the customer experiences the delivery itself, not just the end result. This module fills that gap.

WARM-UP QUESTION

“What's the real difference between buying a T-shirt and getting a haircut?”

DISCUSSION QUESTION

Think of a service with excellent Physical Evidence but poor People. Would you still trust it?

DISCUSSION QUESTION

How could a business improve its Process without spending any money?

Core Concepts

Services are intangible

You can't inspect a service before buying it the way you can a physical product, so trust and evidence matter more.

Example: You can't try on a haircut before committing to it the way you can try on a jacket.

People and Process shape the experience

Everyone delivering the service, and the steps/systems the customer moves through, together determine service quality just as much as the outcome.

Example: The same dental treatment feels completely different depending on how the receptionist, dentist and waiting process all behave.

Physical Evidence lets customers judge in advance

Tangible cues — décor, uniforms, a website's design — signal quality before the service itself is experienced.

Example: A clean, well-designed website makes an unfamiliar online service feel more trustworthy before a customer has used it at all.

COMMON MISTAKE TO AVOID

Applying the extended mix to every business by default — it earns its keep specifically where a service element exists, not for every product.

Running the Lesson

TEACHING OUTLINE

1. Discuss why intangible services need tools beyond the original 4Ps.
2. Define People and Process with service examples.
3. Define Physical Evidence and its role in signalling quality before purchase.

CLASSROOM ACTIVITY

Students evaluate the People, Process and Physical Evidence of a local service business they've visited.

MINI CASE STUDY

A local gym had modern equipment (Physical Evidence) but a confusing sign-up process (Process) and unfriendly front-desk staff (People) — members complained about the experience despite loving the equipment itself, showing all three extended-mix elements need to work together.

RECAP

- Services are intangible, so customers rely on other signals to judge quality.
- People and Process shape the experience of a service as much as its outcome.
- Physical Evidence gives customers tangible cues to judge a service before they buy.

HOMEWORK / EXTENSION

Evaluate the People, Process and Physical Evidence of a local service business you've visited recently.

Full lesson & free auto-marked quiz: marketingteacher.com/courses/foundations-of-marketing/lessons/physical-evidence-making-the-intangible-tangible/