

“Services Anthroposphere: Describing Services into Retailing with the Aid of Geosciences”

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Abstract

The aim of this conceptual paper is to highlight the importance of senses, emotions and sentiments which create the climate at a commercial venue. Services Anthroposphere is a new interdisciplinary concept and terminology employed in the provision of services. The term “Anthroposphere” was adopted from Geosciences by combining its meanings with the vital role of atmospherics and that of human action. By broadening this term, new ideas that inspire people to follow are arising. Terminologies help in creating short path in understanding meanings in vocational training. Interdisciplinary terms provide a broader perspective of the concept. Result is the enrichment of communication.

Keywords: Anthroposphere, Services, senses, emotions, retailing

Introduction

This conceptual paper focuses on the human side of Customer Service. The object of the paper is to propose the “Services Anthroposphere” term. This is a conceptual paper therefore there is not any method selected to follow. The aim of this study is to persuade retailers, owners of SME enterprises, self employees as well as freelancers to incorporate emotions, sentiments, and senses into their customers in the course of their daily activities or business routine. This is along side with the atmospherics created in their premises.

Atmospherics, a term borrowed from architecture, is the discipline of designing commercial spaces (Kotler, 1973). Atmospherics covers three major art forms that are important to retail architecture: exterior structure, interior design, and the design of window displays. Atmospherics refer to various background elements found in retail setting, such as lighting, scent, music, color, and crowding, all of which can influence the perceptions and behaviors of shopper. Basically, the atmosphere of a commercial space performs three functions: creating attention, messages (communication), and effect. Thus,

space is designed to make people feel in a certain way. Services Anthroposphere, along with other human factor, support the above concept.

Anthroposphere is one of the Earth's spheres and the part of the environment that is made or modified by humans for use in human activities and human habitats. The word “anthroposphere” comes from the ancient Greek words: ἄνθρωπος (man)+ σφαῖρα ("ball, globe"). The classification of global environmental issues was based on the three spheres, namely: geosphere, biosphere, and anthroposphere. Also, there are geosphere-anthroposphere interactions that have a significant effect on the environment. One can parallelize that by pointing out to the same way service provider’s behaviors and actions affect the society, the economy, and the planet. In the atmosphere, part of which is the anthroposphere, human actions can be reflected on the climate in which human beings live. This can be seen in the same way the environment/climate which is created by service providers in society and the level of service provision they offer affects the economy and the citizen’s life. Therefore, services improves as society does.

As human technology becomes more evolved, such as the greater ability of technology to cause deforestation, the impact of human activities on the environment potentially increases. In the same sense, the impact of actions of Service Providers and their role to the economy and society is vital. As a result, human action becomes the protagonist of the Service and the atmospheric supplement the environment.

In an interactive society, where people give and receive services from one person to another, it is important for service employees to understand the relevance and the interdependence of every contact at service encounters. This is done so that they become service savvy. Anthroposphere, as in Geosciences, is the sum of people’s actions and behaviors. “Services Anthroposphere” includes atmospheric along with the human factor and its role in customer care, which creates the service climate.

The aim is to awake senses and provide positive sentiments, feelings, and emotions with the proper behavior. Behaviors can be exchanged in the society and also create norms. In every human activity, there is sentiment, either positive as joy or negative, such as fear. During retailing and rendering service, various feelings can be aroused in the environment. The way a service provider manages feelings inspires and affects customer. Feelings can be weighted by senses. Service providers and Customers are both involved in a Service Transaction. Managing “Anthroposphere Services” is a way to please, satisfy, and drive value for customers. This is done in such a way that a better experience in customer’s journey is created and loyalty escalates.

In an era of mass information, there is a need to make the meaning of a thing to be well understood and sensed when lecturing. Hence, this is important when instructing people to transform the way they work and act.

Nowadays, environmental issues are weighted due to human actions in this interconnected world. The impact of human actions in the environment from Geosciences, the reciprocity of behavior from sociology, and the rules of Services Marketing can cooperate to create the new term known as "Services Anthroposphere".

From a broader perspective, a great part in Service Provision is the atmosphere in which businesses take place. As water, wind, and sun - these energy sources- are moving across the Earth's surface thus providing the fundamental energy source for photosynthesis, Service Provision provides the source for consumption, production, and trade in the same way. Sunlight which is a source of energy to the global environment is a very good service, while oxygen is regarded as the proper manners of Service Providers. This can be seen the same way humans influence their environment service providers, like an eco-system, induce entrepreneurship, social and commercial life, and economic development. Service provision makes an imprint in the hearts of people of our days. It humanizes and civilizes societies. Also, Marketing can interact with other areas of sciences by transmitting meanings of a thing to another.

Methodology

The study does a systematic review of the literature that results in the synthesis of key findings presented through a conceptual framework. This framework integrates findings from literature research conducted in the field of marketing, neuromarketing, psychology as well as geosciences. A systematic review of the literature is often chosen as a research method when the researchers' deliberate decision is to aggregate empirical evidence which may have been acquired by employing a variety of techniques, and may potentially stem from a rich variety of contexts.

In particular, the study summarizes theoretical insights drawn from the combination of the literatures on marketing, sociology and psychology, as well as on geosciences. Through the review of different streams of literature, the study seeks to provide a holistic understanding of the key constructs that apply, as well as, identify possible interrelations between the customer service, the retailing atmospherics and climate, customers senses and emotions as well as employees behavior.

The literature review conducted follows the process suggested by Denyer and Tranfield (2008): a. Setting the research objectives (examine interrelations between service providing, atmosphere and business climate as international literature presents those relations), b. Defining the conceptual framework (highlight the importance of senses, emotions and sentiments which create the climate at an enterprise and commercial venue), c. Setting the inclusion criteria of the research (Search boundaries: electronic databases,

conference proceedings. Search terms: senses, emotions, sentiments, retailing AND geosciences AND Services Marketing. Cover period: Up to October 2018), and d. Setting exclusion criteria (Articles that primarily focus on customer care, but not climate. Articles that primarily focus on people interactions, but not marketing. Working papers). Final result (analyzing 34 Articles).

Motivation

Consequently, incorporating senses and positive sentiments into business transactions can change employee's minds and give them opportunities to improve their performance by changing their way of thinking, acting, and dealing with customers. Thus, this will help to improve communication and enrich relationships among people involved. The purpose of motivation is to offer a term with a broader meaning so that it can cause impression and be stored in the memory. Nowadays, "Sound" words usually make a significant impact on the audience. Also, employees are aware of the role they play in the society and the environment through their behavior. Emotions are contagious. Since people are connected through vast social networks, it is important to note that social influence does not end with the people we know. If we can affect our friends, and they in turn affect their friends, then our actions can potentially affect people we have never met. It is important to note that one mostly becomes like the people she/he spends time with. This influences her/his expectations, the sort of people she/he shares life with, where she/he live, the sort of jobs she/he gets, her/his emotions, and her/his health. Connections also have a significant influence on one's emotions. Furthermore, one can shape her/his networks and her/his networks can also shape her/him. Additionally, a person can copy or imitate her/his friends. Friends give someone permission (and safety) to do things. If a friend has done something, bought something or been somewhere, then the other one is much more likely to also do same thing, buy same thing, and go same place. Thus, ones friends' friends' friends can have a significant positive or negative impact on her/him. Everybody is not only influenced by what her/his friends do, but also by her/his friends' friends and surprisingly by her/his friends' friends' friends (Christakis, et al., 2011). Service providers affect society with their behavior.

Nevertheless, that is why following this terminology is simple, applicable, and is not an expensive proposal given as examples within the paper. Even small medium entrepreneurs and retailers can provide a personal touch that a big box retailer cannot because they must comply with corporate procedures, which makes things more difficult. Infectious enthusiasm can arise within premises, thus apply a kind of atmospherics in the environment along with arousing sentiments of customers. Thus, this is done so that product-

related fantasies, feelings, and fun will be created. People intend to spend more time in stores that provide more pleasant emotional responses.

Most especially in our digital era, where senses are not much intrigued in the internet, it is important to gain customer's emotions and senses when she/he is at the premises.

This paper does not examine hedonic products. At one point, it incorporates elements ranging from hedonic consumption to every day shopping, i.e. for a cleaning product or a canned food, to bread. This terminology is inspired also by neuromarketing and the sensory Marketing theory. Everything that is proposed in this paper is complimentary to other marketing strategies, such as involvement of customer, customer's empowerment, engagement, incorporating customer creativity within, or interactive communication.

Financial crisis in Greece, which has driven many enterprises to shrink, has made several efforts to find out solutions for survival. Due to the economic crisis, the situation in the retailing, especially at small medium enterprises, is pessimistic. This, however, can be seen with the retailer and the customer grumping at each other. This paper aims to motivate entrepreneurs to show empathy in their job and to create joyful environments.

This paper also aims to emphasize the inter relationship that exists among service providers in both the public and private sector. That is, in a country, Public Services must be provided in a proper and convenient way. This is done so that Private Sector service providers will follow for the benefit of the economy and the society. Poor quality services offered in the Public Sector affect the Private sector, like communicating vessels.

Subsequently, this paper can be incorporated as educational material into vocational training for entrepreneurs and social workers.

The Proposal

The idea presented herein consists of the core of a literature research which investigates the use of the term “Anthroposphere” into Services science. The purpose of this paper is to show the utility and usefulness of using this terminology for educating service providers, managing their job, and exchanging ideas about their job. The provision of services needs to be human, sentimental, sensual as well as civilized, updated, different, entertaining, educational, impressive, global, and should share positive feelings with customers.

“Services Anthroposphere” term offers the opportunity to express in two words all the above. Thus, Service Providers and Customers from different cultural backgrounds, religions, nationalities, and preferences can serve and be served in a proper way. Also, communication improves among: employee to employee, enterprise to customer, customers to enterprise, customer to

customer, enterprise to enterprise, provider to enterprise, and enterprise to provider.

1. Services

Services, which entail Customer Care, are intangible and they make a significant contribution to a country's GDP. Most of the professions include service within, such as: accounting, banking, hospitality, cleaning, consultancy, education, insurance, expertise, medical treatment, and transportation. Sometimes, services are difficult to identify because they are closely associated with a good service. An example is the combination of a diagnosis with the administration of a medicine. No transfer of possession or ownership takes place when services are sold. Hence, they cannot be stored or transported, are instantly perishable, and come into existence at the time they are bought and consumed. Quality of Services is depended to a large extent on the human contact.

2. Anthroposphere

The human sphere of life is a complex system of energy, material, and the flow of information in space. Hence, it is called "anthroposphere." It is part of planet Earth and it contains all processes that are driven by mankind. Anthroposphere is a living organism. Anthroposphere can be defined as part of any region where human activities takes place. Anthroposphere (some authors use the terms "techno sphere" or "biosphere") can be defined as: "a global network of urban systems, including terrestrial and aquatic ecosystems", and metabolism as the flows and stocks of matter and energy within the anthroposphere (Baccini & Brunner, 2012).

Anthroposphere is described as a kind of resources including materials, energy, information (e.g. "cultural heritage", knowledge in science and technology, art, ways of life), and manpower. Urban systems is being represented by the Enterprises, the terrestrial being and the tangibles ones (physical evidence), while the aquatic can be represented by human's emotions and senses and their flow of energy. Sentiments are also going from one to another.

Therefore, the same applies in services, which exist in every place where humans interact with each other.

2.1. Anthroposphere, Metabolism and Service

In analogy to the physical processes in plants, animals, lakes or forests, the "metabolism" of the anthroposphere includes the uptake, transport, and storage of all substances. It also includes the total biochemical transformation within the organism, and the quantity and quality of all oil-products such as flue gas, sewage, and wastes. The anthroposphere interacts with the

environment via extraction of resources (air, water and minerals) and emission of oil products and wastes.

All along the anthropogenic process chain, there is exchange of materials and energy with the environment, which comprises basically of four compartments: atmosphere, hydrosphere, pedosphere, and lithosphere.

Sometimes, the interface between anthroposphere and environment is not clear. For example, a soil that is used by humans can be regarded as a part of the anthroposphere as well as the environment. The term “metabolism” is used in many different fields and contexts. Initially, it was used to name the turnover, which refers to the uptake, internal transformation and emission of energy, and matter within living bodies (organisms). Later on, due to the compelling analogy between man-made systems and biological organisms, the term “metabolism” was applied to anthropogenic as well as geogenic (natural) processes and systems. Metabolism of a system stands for the transfer.

Hence, the same way, Service is a way of transferring behaviors, energy, sentiments, and senses.

By using this parallelism, knowledge and sense of the concept of the “Services Anthroposphere” can be passed to Service employees.

3. Why Geosciences and Services?

The materialistic meaning of Anthroposphere in Geosciences creates an antithesis by being transformed into non-materialistic matters such as services, senses, and sentiments. The result of the material that mankind has used to shape its environment and construct its environment, to improve the quality of life as well as cater for the population growth, are variables that Geosciences can offer to Services literature based on thought and research.

Anthroposphere also concerns urban systems, where services are provided at most as well.

Over and above all, the term “Anthroposphere” from Geosciences is used to awake earth's population about their role in the environment. The same term can awake service participants on their role in the atmosphere of services.

Service managers, service employees, and service providers must understand the trans-disciplinary process in which they are in due to changes in societies, globalization, and digital economy. It also refers to an economy that is based on digital computing technologies, as well as the flow of services within customers. Therefore, the enterprise and every employee constitute part of a larger entity.

3.1. The Synergy Effects

A synergy effect is derived from the combination of Geosciences, Physics, Social sciences, and Marketing rules for Servicing Customers. Another synergy is achieved through the involvement of senses, feelings, and

atmospherics within Service providing. All synergies promote quality of service provision, enterprise's products/services as well as a freelancer's job.

4. Service and Senses

In the digital age, consumer engagement is more important than ever, and senses play a crucial role, especially when Customer is at a commercial venue. There are effects caused by sensory stimuli such as color, scent, touch, vision, and taste. Senses are the window of a human being to the world. “In sensory Marketing, efforts revolve around engaging all five of customer's senses to create the multisensory experience they seek” (Krishna, 2010). In addition, most Services are intangible; “so they can be assessed using basic senses- that is, touched, tasted, and felt” (Bowen & Ford, 2002). The role of the five senses within the “Services Anthroposphere” concept is described herewith.

4.1. Service and Sight

One can imagine what it feels like when looking at: bougainvilleas, grass, desert, sea, lake, rock, river, mountain, cliff, monument, light, dark, ray, digital installation, firework, tree, forest, beach, park, restaurant, skyscraper, hut, tent, school, hotel, boat, plane, car, train, tanks, fireplace, iceberg, television, birthday cake, chandelier, dinnerware, etc. Also, there is the emotional vision; this refers to what one can see through the visible such as the part reminiscent of my childhood, the family home, the school as it was then, the beach in old times, etc.

Moreover, view and sight can be aroused through photographs, videos, screens, paintings and of course lighting.

4.2. Service and Smell

One can imagine how somebody feels by smelling: Gasoline, kerosene, ammonia, camphor, hot bread, soup, lime, machlepi, herbs, basil, mint, oregano, thyme, onion, garlic, fish, cheese, toast, pizza, pie, cocoa, coffee, tea, brioche, chocolate, mandarin, cinnamon, coconut, peppermint, lemon, orange, bergamot, mastic, apple, watermelon, strawberry, banana, gardenia, rose, eucalyptus, nutmeg, vanilla, smell of cooked food, cosmetic, soap, cologne, wipe, rubber, leather, medicine, alcohol, bleach, cat food, shampoo, butcher, paint at the hardware shop, meal smell in airplane, etc.

Also, there is the olfaction with the scent of remembrance, such as the cologne of a loved one, or the smell of one's favorite childhood food, etc.

Scents can be emitted through heating, ventilating, and the air conditioning systems of retail stores. Olfactory cues influence consumption-related decisions, behaviors, and it has a significant effect on memory, judgment, and decision making.

4.3 Service and Touch

One can have different feeling when touching: Garment, velvet, silk, cotton, charcoal, towel, bathrobe, napkin, soap, oil on the body, shaving, shampoo, water on body, swimming, sweating in the body, massage, shampooing by another, drying hair, pet, shirt on the body, leather, shoe, ball, knife/spoon /fork, card, exercise equipment, pen, water bottle, wrist watch, ring on the finger, foil, ice, porcelain, computer key, cake, cold drinks, warm soup in mouth, puree, nuts, caramel, olive, touch of herbs, fruit seeds in mouth, granular pilaf, crunchy cookie, liqueurs, cream, square chocolate that melts in the mouth, crunchy chips, toast, muesli, bun, cake, salt, butter, touch of melon and pineapple, salt touch, oil, honey, fish, hot and cold, book, card, key, touch of rose, carnation, cactus, radiator, handle of the door, the air in the sea or mountains on the skin, snow, marble, wood, petting the old furniture, aspen, lacquer, rough metal, plastic, granite, car tire, walking in carpet, cobbled stone floor, coffee bean, grains of sand, pebbles, etc.

Also, there exists the emotional touch; the touch does not fumble such as the touch of love, the arms, the warmth of hospitality, the softness of kindness, delicious food made with love, hug shown, the coolness of the rest, the temperature and the feeling of cold, touch the package, etc.

Touch can be transformed through material things and human touch.

4.4. Service and Hearing

One can hear the sound of: nature, purr of pet, dove, rustling of leaves, chirp of birds, wind, water, chicken, rain, throwing pebbles into sea, donkey, crow, etc.

The sound of the city: starting the engine of car, cars running, firework, people climbing stairs, sound of ad conveyances, gait in alley, train, doors, etc.

The sound of a trip: rain on car, sound of asphalt when driving, helicopter, plane from afar, sound of anchor/boat, closing car door/trunk, sound of suitcases wheels, advert on board, the train, sound of airport control, announcement of flight, airplane stairs, intercom on board, sound of seat belts, planes turbine, etc.

The sound of house: lock, bell, door, tablecloth paved, sound of trolley with lunch, dinnerware, crystal, glass, wine filling glass, opening can, cutlery, foil, wax paper, closing wardrobe, sound of heater opening, parquet creak, sound of the quilt, sound of oven or coffee machine, chair crawling, curtain opened, TV, radio, cd that comes in, taking pill off the floppy, sound of tap, of wood burning, of shutter opens or drawer, of pan, of refrigerator, of pot, of mixer, sound of opening computer, clock, phone, bottle/soda opening, falling object, box closed, pen cap, screwdriver screwing, alarm, sound of a partner, sound of pet, etc.

The sound of the market: door opening, cutting the fabric, paper bag, sound of the butcher, sound of gym, sound of ATM, sound of cash machine, counting banknotes, sound of scissors clipping, sound of engine igniter, sound of tap at gas station, sound of dentist, sound of school bell, sound of chalk on the blackboard, crack of glass, opening wine/ champagne, opening of a box, key sound in locksmith, photocopier, concert hearing, sound of piano, violin, bouzouki, stitching machine, newspaper, air conditioning, phone, ski sound, broadcast signal on radio, kicking ball, tennis, walking sound, bicycle, heels on floor, sound of lighter/electronic cigarette, sound of gun, tractor, garbage bin, snack bag in cinema, etc.

The sound of the body: sound of shaving, of hat on head, of pants/shirt /jacket when one dresses, of zippers, crisp bite, washing teeth, hair dryer, walking on carpet, belt buckle, etc.

Also, there is the emotional hearing; the sound of memories one can listen to, as well as one can hear the footsteps of his/her loved ones, experiences, the storm of winter, the air spring, the breeze, etc.

Therefore, sounds are easily reproduced with today's audio technology.

4.5. Service and Taste

One can taste: bread, butter, soup, mushroom, pepper, salt, honey, jam, oil, sausage, mustard, ketchup, sauce, curry, cumin, peppermint, cinnamon, wine, whiskey, cheese, watermelon, melon, apple, peach, cherry, strawberry, cream, sugar, cakes, croissant, coffee, tea, soda, chamomile, chocolate, vanilla, coconut, lemon, orange, liqueur, ouzo, etc.

Also, there is the emotional flavor that reminds us of something loved such as one's kid ice cream, the first chocolate cookie, Sunday's family lunches, the vanilla scent, etc.

Tastes are easily sensed by serving something to taste, such as liquid, a petite bouche, a candy, a juice, etc.

4.6. Combination of Senses

Senses can be combined. Thus, the scent of lemon can be combined with the taste of chocolate, or the view of rocky mountains in a screen with the rough touch of a glass surface. The sense of smell can affect the visual sense or the taste and so on.

Moreover, there are unlimited combinations which can excite senses and create uniqueness, differentiation, and an elegant environment when servicing customers. Temperature of the place, as well as the physical proximity plays their own vital role. Additionally, there are various combinations that can be created in a commercial venue, so than consumer's senses can be awoken.

5. Service, Emotions and Sentiments

Emotions are genetically inspired way of quickly spreading information that people pay attention to. When companies connect with customer's emotions, the payoff can be huge. Enhancing emotional connection could be a viable growth strategy and the retailer can be able to attract fully connected customers from competitors or transform satisfied customers into fully connected ones, or both. Emotional-connected Service becomes unique to the Customer.

Basically, sentiments are divided into positive and negative sentiments.

5.1. Positive Sentiments

Positive sentiments can be created by various circumstances, such as: joy, success, anticipation, love, praise, friendship, warm hospitality, nice atmosphere, appetite for food, pet companion, tasteful drinks, travel, vacation, offer solidarity, feasting, dancing, coupling, wedding, christening, justice, trip planning, ride in a beautiful landscape, visit a pleasant place, seeing a fashion apparel, tasting cosmetics, grooming, relaxation, feeling after exercise or massage, smelling fragrant, enjoying coffee, swimming, ice in summer, hot soup in winter, meeting old friends, buying useful items, good results, euphoria, relish, memories, etc.

5.2. Negative Sentiments

Negative sentiments appear when someone feels: shame, fear, anger, grief, injustice, insecurity, anxiety, not knowing conditions, bored, in a hurry, sense of unwanted control, violation of personal data, being in an unknown situation, lack of courage, struggle, divorce, tasting rotten fruit or spoiled tomato, sense of hard bread, pain, discomfort, etc.

5.3. Combination of Sentiments

Sentiments can be combined as one contributes to the other. People come with certain sentiments within a venue. Thus, it is up to Service providers to create, keep, and improve positive sentiments, thus creating the proper environment that promote communication, creates joyful atmosphere, satisfies customers, and increases sales and repeated customer visits.

Subsequently, there is an interrelation among senses, emotions, and sentiments. In real life, senses and sentiments are close. The same applies in a Service Venue where people come to be served.

Therefore, this fulfills the prerequisites for creating positive “Services Anthroposphere”.

6. "Services Anthroposphere", Enterprise and Metacognition

The concept and term "Services Anthroposphere" is affected by the economic environment in which the company operates. Implementing "Services Anthroposphere" can upgrade relationships among employees and customers, as well as company's providers and the society in which the company operates. Creating proper "Service Anthroposphere" environment highlights the social sensitivity and consciousness of employers and employees and differentiates the company or the self-employee from competitors. The company acquires social role which generates goodwill and brings people "together." It can make an enterprise or a freelancer acquire the reputation of being social oriented as well as conscious and care for the community in which it operates. Hence, the premises of the enterprise became a place of social interaction and achieve customer satisfaction and better rates of customer visits.

The concept can be seen also as a metacognitive process of servicing customers. Metacognition is "cognition about cognition", "thinking about thinking", "knowing about knowing", becoming "aware of one's awareness" and higher-order thinking skills. The term comes from the root word *meta*, meaning "beyond". Metacognition includes knowledge about when and how to use particular strategies for learning or for problem-solving. Servicing customers in the new era requires customer's positive involvement.

Therefore, this paper focuses on inspiring an enterprise/freelancer to perceive a broader aspect of their business as far as sentiments and senses are concerned, thus making a contribution to the society that is not necessarily tied to a transaction and not necessarily monetary. Adopting positive thinking and acting creates positive attitude in humans and can positively influence customer's attitudes and purchase behavior because of the pleasure derived from communication. Thus, this goes beyond nationalities, religions and races, and it brings together individuals from different backgrounds. Anything that can be "shared" is socially good, personally valuable, commercially useful, and adds goodwill to the Enterprise.

6.1. "Services Anthroposphere" and Enterprise Climate

"Services Anthroposphere" contains enterprise's culture and climate. Climate has been defined as the shared perceptions of employees in regards to the practices, procedures, and kinds of behaviors that get rewarded and supported in a particular setting (Schneider, 1990). Service climate is a specific subset of organizational climate, which is commonly viewed as a set of global perceptions held by individuals regarding the environmental attributes that shape expectations for outcomes, contingencies, requirements, and interactions in a work environment (Parker et al., 2003). Climate for Service refers to employee perceptions of the practices, procedures, and behaviors that get

rewarded, supported, and expected with regard to customer service and customer service quality. Service climate theory has developed steadily over the past years, and support for a positive link between service, climate and customer outcomes such as perceptions of service quality, satisfaction, and loyalty has been clear and robust (Dean, 2004; Schneider et al., 2002). Thus, Service employees not only facilitate the delivery of quality services, but also play an important role in creating values for customers (Chen, 2015). The climate can be enriched by incorporating “Services Anthroposphere” concept.

6.2. “Services Anthroposphere” and Branding

The concept and term “Services Anthroposphere” helps a brand to be established. American Marketing Association defines brand as a “name, term, design, symbol, or any other feature that identifies one seller’s good or service as distinct from those of other sellers” (Keller, 2003). In Service provision, the “Services Anthroposphere” concept contributes to distinct services from competitors as well as in establishing a brand. Also, employees who exhibit “on brand behavior” (Barlow et al., 2006) contribute to success. On-brand service is a term used to describe customer service that is aligned with brand promises. That is, when service experiences are aligned with brand promises, a multiplying effect occurs that is significantly more engaging than just a well-recognized brand name. Branded customer service is the new competitive edge in the service economy and it will become the standard to judge service.

6.3. “Services Anthroposphere” and Employees

Employees benefit from the experience gained from their involvement in the effort to create an environment which is pleasant to customer’s senses, emotions and sentiments as well as create and enrich atmospherics at the venue. Procedures require joint effort for the activities to be successful. As a result, they work as a team towards a common goal. Managing the service delivery to customers creates awareness to employees on how to socialize and entertain customers and they acquire skills for contacting people and cope with difficulties which are prerequisites for the smooth provision of services. Also, they contribute to a common goal in a bid to improve their morale and attention. Learning relationships are created among people.

Also, applying “Services Anthroposphere” concept awakens employees’ consciousness to be "different" at their daily contact with customers. In addition, it helps them understand the importance of planning and preparing on time for everything they do, as well as to renew their environment. Entrepreneurship requires daily care for customers to feel respected. The results of the effort, qualitative and quantitative, will be apparent directly and indirectly. The "regularity" of providing service with

rules sensitizes employees to work systematically and “Services Anthroposphere” concept is the field to do so.

Consequently, there is also a Service Employees interdependence when they provide service. Employees interact with customers, and they are interdependent during service delivery in such a way that if one of them does not do his or her part, the outcome suffers. Employees who do not interact with customers must support those who do. Theory and research on internal Marketing, which emphasizes the importance of building customer orientation throughout the organization so that customer contact employees are supported in their efforts to provide high quality service, highlighted this type of interdependence (George & Gronoroos, 1989; Rafiq & Ahmed, 2000). When a service depends on more than one person, a breakdown by any of the employees involved would have a negative impact on the service delivery.

6.4. “Services Anthroposphere” and Customers

Respect to people's sentiments and senses bring them "closer". Human beings are fundamentally social; they need to share their feelings with others; and communicating is a part of their life. Having human contact in venues (physical or electronic) makes people feel pleasantly, belonging and intimate, and it connects them with the enterprise as well as correlates business with the society. Hence, this improves customer's loyalty. Giving priority to other's emotions and awakening their senses helps to develop personalized service and "one to one" communication. Therefore, this can be achieved through a wider communication system, i.e. enterprise to many clients, or enterprise with the society. Also, digital communication with sentimental content makes this process easy, efficient, and economical. Posts on Facebook and other social media with a human context, and sending newsletters with a human touch and social issues, increases an enterprise's online presence. Thus, the enterprise acquires digital entity, keeps contact with customers, and differentiates from competition by creating the image of the "company that cares".

6.5. “Services Anthroposphere” and Providers

The process of respecting others can involve providers so that relations and communication will improve for the benefit of the business, economy, and the society. Providers are human beings who have ideas, willingness to improve their business along with their customer's business, as well as they are part of the greater economic environment and society, in which transactions do take place.

7. “Services Anthroposphere”, Society and Economics of Happiness

“Services Anthroposphere” refers to the movement of Economics of happiness, which concerns human welfare and focus on meeting real human

and ecological needs through awakening human's spiritual ties to community and nature. Nevertheless, there is a co-relation among Public Sector Service Quality and Private Sector Service. More especially, in underdeveloped and under development countries, Service Providers can lead etiquette and proper manners to society, addicting citizens to that. As companies must show Social Responsibility is the same way Service providers must show generosity to the people they serve. Even people with strange personalities, or with abnormal behavior, are human beings and over and above all are Customers. Service Providers have an obligation to society from where their job and income comes from. This is the social option of "Services Anthroposphere", which is part of the corporate social responsibility, in the sense of offering to society good manners along with services.

8. Examples of Applying “Services Anthroposphere” Concept within an Enterprise

What about: the view of natural spaces on a screen at a Hospital in a quiet elegant environment? the birds singing at a restaurant along with floral fabric at furniture? smell of a flower shop at a café with flower decoration? smell of kitchen at a store with household goods and taste of tasteful food? touch of pebble or sand at a glass with a fresh drink? touch of velour at a gym equipment with matching wallpaper? oregano scent at a Greek restaurant or basilic at an Italian restaurant along with real plants at tables? images from vacations at a Lower's office along with a bar serving coffee and juices? carrying smell at a Travel agency with videos of trips? lemon scent at a fish tavern? smell of house at an airplane or hotel?

9. Marketing Mix and “Service Anthroposphere”

From a marketing viewpoint, the 7p's of marketing (4 for Products and 3 for Services) can apply to “Services Anthroposphere” concept:

Price can be reshaped for emotional purposes by providing a price that represents satisfaction.

Place, where product/service is available, can become an architectural master and awake senses.

Promotion of products/services can have emotional power on Consumer's senses.

Product/service may be "reformed" to incorporate Customer's senses and emotions.

Physical evidence- enterprise's space and environment- can host sense awakening actions.

People can communicate and trade up with positive sentiments.

Process of providing Service to Customers can incorporate emotions and senses.

Therefore, the company gets a new role in its environment. Retailing becomes human, social, innovative, and enjoyable.

Conclusion

The term “Services Anthroposphere” signify servicing Customers in an attractive atmosphere with emotions and by awaking their senses, thus creating positive sentiments. The concept offers an enterprise, freelancer, and retailer the opportunity to improve social role, employee’s involvement as well as interaction among employees, providers, and customers for the benefit of the enterprise’s goodwill and the society’s well being. Behavior of service provider affects her/his Customers the way others affect her/him. Likewise, how one is served shapes the way she/he will serve others, i.e. the society.

Just like humans and their ancestors influenced their environment in many ways, Service Providers of today influence the economy and societies by their behavior and role. Since there is a lot of discussion about the earth’s sustainability, the same applies to Service supplying. Service Footprint may be a concept of the days to come.

At the end of the day, the service someone offers today is the one that she/he will receive in the future.

As a conclusion this is a conceptual paper which aims to introduce a comprehensive and interdisciplinary term to and inspire people who service people into their vocational training and enrich their communication.

Further Research and discussion

Research should be conducted to find the relationship between “Services Anthroposphere”, Customer Satisfaction, and return on investment. Engagement of customers in the process of selecting ways to satisfy senses is a strategy that can also be examined. In addition, patterns must be found which combine technology and robotics with human touch within the service sector. Experiments must be done in the market, in different market sections, and across cultures, so that practical conclusions can be derived.

Discussion remains to be done on how other terms from Geosciences such as biosphere, ecosphere, sustainability, and entropy can be used to invent new terms with metaphorical meaning for human provision of Services and its impact on the economy and society.

Also, it remains a terminology and typology to be found from other sciences. This is so that basic human service concepts can be "passed" easily, effectively, and efficiently.

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