

Research Paper on the Ramifications of Service Marketing in the Context of Effective Marketing Tactics

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Abstract: *Services marketing is a form of marketing that focuses on building and maintaining relationships with customers, while also emphasizing the value that the service provides. It can be utilized to advertise a product or a service. Promoting a firm that operates on a service-based model is distinct from promoting a company that operates on a product-based one. Services marketing is a distinct and specialized field within the broader domain of marketing. In the early 1980s, services marketing became recognized as a separate field of study due to the understanding that the unique characteristics of services required different approaches compared to selling physical goods. The objective of this article is to analyze the concept, scope, challenges, and issues related to service marketing*

Keywords: Service marketing, extent, difficulties, procedure, merchandise