

Overview on the Effects of Service Marketing

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Abstract: *Marketing for services is relationship- and value-based. It might be used to advertise a product or service. When a company has a service-based model, it is different from when it has a product-based approach. Services marketing is a particular branch of marketing. As a result of the awareness that the special qualities of services required different strategies than the marketing of physical objects, services marketing emerged as a separate field of study in the early 1980s. The purpose of this essay is to investigate the notion, scope, challenges, and issues surrounding service marketing.*

Keywords: Service marketing, scope, difficulties, method, and thing

I. INTRODUCTION

An intangible good called a service is one that requires action, performance, or effort but cannot be physically held in the hands of the recipient. An important component is intangible. includes renting out items, making adjustments to and fixing the clients' own items, and offering personal services. The fundamental differences between things and services are their intangibility, inventory—over/under booking restaurant capacity, inseparability—of production and consumption, and consistency/inconsistency.

Products marketing (which includes the marketing of FMCG and durables) and services marketing are the two main divisions of the subfield of marketing known as services marketing. Services marketing frequently refers to both businesses-to-consumer (B2C) and businesses-to-business (B2B) services. This covers the promotion of services including telecommunications, banking, various forms of hospitality, vehicle rentals, flights, medical care, and professional services.

Nature of Services

The most comprehensive definition of a service has been offered by Philip Kotler, who defines it as an act or performance that one person could render to another that is basically intangible and does not lead to ownership of something. It might or might not be related to something physical.

The terms "deeds, processes, and performances" are used by Zeithmal and Bitner to define service. In this context, the terms "deeds" and "performance" refer to the actions taken by the service provider, the procedures used to deliver the service, and the customer's opinion of the service's performance.

The following aspect of service must be included in a thorough definition:

Lack of construction or physical output

Benefits to the recipient of the service as opposed to the offered product

The immaterial character of services

the potential marriage between the provision of services and the manufacture of goods

marketing a concept or idea

Services are commercial undertakings that bring about desired changes in the service recipient or on their behalf. They consequently benefit the clients and offer value. As a result, with services, the focus is on the individual receiving these benefits rather than the client, just as it is with commodities.

The services sector's relevance to the economy's health is now well recognised. Today, using services is required. consumption of services, such as those related to tourism, healthcare, government, transportation, and education, for example. Event management and media services organise and report on big sporting and cultural events that draw in huge crowds, generate tremendous quantities of money, and have a significant positive impact on the economies of the country and the states hosting these events. Because of this, consumers' focus has shifted from increasing their use of physical goods to increasing their use of services. Consumers actually seem to prefer services over commodities once

their basic needs are covered, and an increase in standard of living often results in a higher consumption of services rather than merely more stuff.

Key characteristics of Services

- The nature of services is intangible.
- production and consumption are inseparable.
- Variability in the delivery and specification
- Services are transient in nature.
- Ownership absent
- Variation in demand

Service sector's contribution to the economy

To establish the relative importance of different economic segments, economists typically divide the economy into three main sectors that correspond to the GDP of origin:

- a) The primary sector, which makes contributions through mining, quarrying, forestry, agriculture, and other activities. In other words, it significantly depends on the environment. The building industry is also a part of the primary sector.
- b) The secondary sector, which consists of establishments and producers. It mostly produces consumer items using the output of the primary sector as raw materials. Products from the secondary sector are available for consumers and other industries to use.
- c) Tertiary sector: This is the service sector, which produces a range of services that enhance quality of life rather than buildings or other tangible things. Government services (defence, social welfare), financial services (investing, broking, insurance, banking), educational services (schools, colleges), health services (hospitals, spas, gyms, etc.), and even entertainment services (sports, television, movies, radio) are all included in this industry.

The function of technology in service marketing

Technology affects how service marketing is carried out. As a result, there are now a lot of service offers available. It is reshaping the service industry so that both customers and staff may get and offer personalised services. The primary driving force behind the development of new services has been technology. Only new technology makes it possible for automated voice mail, interactive voice response systems, fax machines, ATMs, and other devices.

Below is a summary of how technology and physical aids play a role in service delivery:

1. Services are easily accessible: Internet-based businesses realise that the availability of new services is made possible via the internet. The Well Street Journal offers an interactive edition where readers can arrange the content of the newspaper in accordance with their preferences. Customers benefit from convenience thanks to their bill-paying service being offered online.

2. New desires to provide services:

In addition to new service offerings, technology has also created new ways to deliver old services in more efficient ways. It's accurate to say that technology streamlines routine customer service activities like paying bills, following instructions, getting information, etc.

Customer service has changed as technology has advanced. All customer services were formerly provided face-to-face through direct, one-on-one engagement between staff and customers.

3. Continue to communicate with the client:

Modern technology is used by financial service providers to build trusting relationships with their customers. Computers connect the information systems used by clients. Distributors of goods set up order terminals, inventory control terminals, and other hardware at their customers' locations.

This gives the client better service by enabling an integrated client connection. Financial institutions provide online financial services. They provide a range of services based on online orders that go directly into the information management system without any human involvement.

4. Global service investigation

A wide range of chances for reaching out to international clients are made possible by the use of technology to the service sector. The internet is the only significant service that is available globally. Information, customer support, and transactions can all be done abroad. Anyone with an internet connection can get in touch with the service provider. Thanks to technology, employees of multinational corporations can exchange information. Technology-based services can be made available to customers anywhere in the world.

5. Justification of costs:

Customers have high expectations because they occasionally receive exceptional service from particular businesses. They seek reasonable costs for high-quality services. Both the manufacturing and service industries can benefit from the use of technology. It can replace individuals with less training who perform front-line service roles. This substitution decreased the price of the service. For example, because automatic cash registers and car washes finish their work so rapidly, customers prefer them. Another persistent example of cost rationalisation is found on websites that provide information on certain illnesses, drugs, and therapies.

Issues and difficulties in service marketing

1. Intangibility

When a customer may touch and examine a thing before deciding to purchase it, it is considered tangible. A product's presentation and packaging can affect a customer's choice to purchase it. However, because they are intangible, services could be more difficult to market and sell than actual goods.

2. Relationship and significance

Products typically meet a customer's need or want, therefore companies can take advantage of this to boost sales. Selling a service is more about promoting the value of the association between the client and the service provider. For instance, a consumer can both touch and use an automobile. A lifestyle coach may be able to assist clients in creating and implementing life plans so they can lead the lives they desire, but these plans cannot be displayed for all to see in the client's house. It could be difficult to explain to the client the worth of the service as a result.

3. One versus many

Promoting the full line of products is a common practise in product marketing. For instance, manufacturers of cleaning supplies usually advertise a variety of their goods. Instead, they provide a range of cleaning products to satisfy all of their clients' needs. Services, on the other hand, frequently have just one option.

4. Evaluation of good

It is easier to evaluate a product's quality than a service's quality. The buyer is aware that the product has little value if they purchase a cleaning product to clean the kitchen sink yet it is ineffective. The evaluation of a service's quality, however, is more difficult.

5. Return element

A customer can return a product for a refund or at the very least store credit if she purchases something and it doesn't work as it should. A service is used as it is offered, hence it lacks the return factor that a product has. Some service providers who offer money-back guarantees help to overcome this.

II. CONCLUSION

Service companies frequently lag behind manufacturing firms in the adoption and use of marketing strategies. This is, however, currently changing. One of the most essential concepts in marketing is the marketing mix. The traditional marketing mix is comprised of the four Ps: product, pricing, location (distribution), and promotion. Service marketers have started to embrace the concept of an expanded marketing mix for services since services are distinctive in that they are intangible, heterogeneous, indivisible, and perishable.

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