



Types & Characteristics of Service Marketing, A review

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Abstract

The term "service economy" is being used more and more to describe the current state of the global economy. This is essentially the result of the expanding significance of the service sector as a proportion of total economic activity in the economies of the vast majority of developed and emerging nations. In point of fact, the expansion of a nation's service sector has traditionally been seen as a reliable indicator of that nation's overall economic development. According to the lessons that can be learned from the study of economic history, every growing country has inevitably gone through a transition in which the primarystay of their economy shifted from agriculture to industry and finally to the service sector. This alteration has also resulted in a modification to the definition of commodities and services in and of themselves. Goods and services are no longer recognised to exist in two distinct categories. Rather, services now increasingly represent an essential component of the product, and the interconnection of products and services is portrayed on a goods-services continuum. Rather of representing an integral part of the product, services now increasingly represent an integral part of the product.

Key words: Economic, product, goods and services etc.

Introduction

Marketing that focuses on relationships and value is known as service marketing. It is possible to promote a product or service using this method. As a result of the growing importance of services in the economy of the whole world, the marketing of services has evolved into a specialised field that requires its own research. The marketing of services is distinct from the marketing of things due to the distinct qualities of services, notably their intangibility, heterogeneity, ability to perish, and inseparability.

In the majority of nations, the economic value added by services is more than that added by agriculture, raw resources, and manufacturing combined. Jobs in the service sector account for the vast majority of employment in developed countries, and this sector is also the primary source of net new job creation.



There are jobs ranging from highly compensated experts and specialists to ones paying minimum wage. There is no set scale for a service organisation; they may range from a massive multinational conglomerate to a little mom-and-pop shop. The provision of services constitutes the vast majority of the work done by private companies and public bodies.

Proficiency in service marketing involves excellence in three main categories: internal marketing, interactive marketing, and external marketing. Pricing, distribution, and advertising of services to end users are all elements that fall within the purview of external marketing. Training and incentivizing staff members to provide superior service to consumers is an important aspect of internal marketing. The ability of the staff to provide excellent service to the customer is shown through interactive marketing.

Planning the marketing of a service requires paying attention to what are known as the "7Ps," which are as follows: price, place, promotion, product, people, process, and physical proof.



Definition

Activities, advantages, and satisfactions that are offered for sale or are delivered in conjunction with the sale of products, according to the American Marketing Association's definition of services.

Types of Services



1. **Core Services:** A product or service that is the major reason for doing the business transaction. For example, a new haircut, the services of a lawyer, or the instruction of a teacher.
2. **Supplementary Services:** Services that are provided in conjunction with the sale of a physical item that can be held in the customer's hands. For example, some restaurants may offer the option of home delivery if the customer's total bill exceeds a certain threshold.

Features of Services:

1. Intangibility:

Services that are provided in conjunction with the sale of a physical item that can be held in the customer's hands. For example, some restaurants may offer the option of home delivery if the customer's total bill exceeds a certain threshold.

2. Inseparability:

Personal services are inextricably linked to the person receiving them. Concurrently, both the production and use of services take place. When a customer does a search on the internet or meets with an attorney for a consultation, for instance, the service is being generated at the same time that the client is getting it. Dentists, musicians, dancers, and other artists produce new works while still providing customers with services..

3. Heterogeneity (or variability):

People are involved in providing services, and individuals might vary greatly. There is a significant chance that several individuals may respond to the identical inquiry with a linguistically or conceptually distinct response (or even by the same person at different times). It is essential to even out the variance in performance as much as possible (through training,



standard setting and quality assurance). There will never be a point at which the level of service that companies provide can be standardised.

4. Perish ability:

There is a high degree of perishability associated with services. It is not possible to save unused capacity for use at a later time. If the service is not used in the present, it will be gone permanently. For instance, spare seats on an aeroplane are not able to be moved to the next trip in the sequence. In a similar vein, examples of services that result in economic losses include unoccupied rooms in five-star hotels and unused credit balances. Services are actions that are conducted for the purpose of contemporaneous consumption; hence, they expire if they are not consumed.

5. Changing demand:

There are large swings in the demand for services, and it's possible that this pattern is seasonal. The demand for tourism shifts with the seasons, but the need for other services, such as public transportation, cricket fields, and golf courses, is subject to changes.

6. Pricing of services:

There is no way to standardise the quality of services. Demand and the level of competition in a given market are often the two primary factors that are used to establish service prices. For instance, the cost of renting a hotel in a popular tourist destination might change significantly depending on the demand and the time of year, and several service providers offer reduced rates during the shoulder season.

7. Direct channel:

Typically, services are provided to the consumer in a one-on-one setting. When the consumer needs services such as those provided by a bank, hotel, doctor, and so on, they go straight to the supplier of such services. Franchising, such as that offered by McDonald's and Monginis, enables businesses to access a larger customer base.

Problems in Marketing Services:



1. It is not possible to provide a demonstration of a service.
2. The creation of services, their sale, and their consumption all take place concurrently.
3. It is not possible to store a service. It is impossible to make it in advance of the demand for it.
4. Patents are not applicable to the protection of services.
5. It is impossible to separate the service from the company that provides it.
6. There is no standardisation of the services, therefore they differ from one another.
7. Service providers that hire franchisees may have difficulties with the overall quality of their offerings.
8. The morale, motivation, and expertise of frontline employees in any service business are more closely tied to the customer's assessment of the quality of the service provided by that firm.

Review of literature

(Anon n.d.) studied “marketing of services” discovered this and The act of doing a task for the benefit of another person or entity is known as service. To a significant extent, it is intangible (i.e. not material). Because it can be held in your hands and you can purchase it, a product is said to be made of material. A service is often an experience that is enjoyed at the place when it is acquired. Because a service soon becomes obsolete, it cannot be owned because it cannot be retained. It is possible for a person to visit a café one day and have outstanding service, and then return the next day and have a less than satisfying encounter. When we talk about "managing the evidence," we're referring to the process of alerting clients that their service encounter was carried out satisfactorily. It is better to do so in a covert manner, for as by giving instances or descriptions of both excellent and bad service that may be used as a point of comparison. If they do not have a good standard to compare it to, a client may not be able to understand the full value of the service that is being provided to them. This is the fundamental logic.

(Anon n.d.) studied “services marketing” discovered this and The term "service economy" is being used more and more to describe the current state of the global economy. This is essentially the result of the expanding significance of the service sector as a proportion of total economic activity in the economies of the vast majority of developed and emerging nations. In point of fact, the expansion of a nation's service sector has traditionally been seen as a reliable indicator of that nation's overall economic development. According to the lessons that can be



learned from the study of economic history, every growing country has inevitably gone through a transition in which the primarystay of their economy shifted from agriculture to industry and finally to the service sector. This alteration has also resulted in a modification to the definition of commodities and services in and of themselves. Goods and services are no longer recognised to exist in two distinct categories. Rather, services now increasingly represent an essential component of the product, and the interconnection of products and services is portrayed on a goods-services continuum. Rather of representing an integral part of the product, services now increasingly represent an integral part of the product. Because it is necessary to maintain and increase one's position in the market by maintaining the satisfaction of one's customers, services are given a higher priority. A prompt reaction is required in order to meet the expectations of the consumer.

(Ambedkar 2015) studied “service marketing” discovered this and It is essential for a successful distance teaching repertoire to include the process of carefully planning out good lessons. This is because the instructional designer, the tutor, the author (or authors), and the student are often geographically distant from one another and may not ever have the opportunity to meet in person. In the realm of education delivered through remote means, this is becoming an increasingly typical occurrence. Teaching at a distance should, to the greatest extent possible, be designed to encourage active intellectual participation on the part of the student and should include all of the essential learning instructional activities that are capable of directing the student toward the completion of the course's goals. As a result, the training programme as well as the materials for self-instruction include absolutely everything that is required by the curriculum. Students are helped to gain information, intellectual skills, physical skills, and essential attitude changes via the implementation of a variety of different instructional design principles, which are employed in order to make sure that teaching is successful. In this sense, the evaluations and ratings given by students, as well as those of the course, are included in the text.

(Sood 2017a) studied “services marketing” discovered this and Marketers in India need to learn more about marketing service items as the country draws closer and closer toward an economy based on services. One may define services as "activities or advantages that one party can supply to another party that are fundamentally intangible and do not result in the ownership of anything," however this definition is too simple and misses the point of what services really are. As a result, it is clear that services are distinct from tangible things. Over the course of the



last decade, India's economy has placed an increasing emphasis on the significance of the role played by services. Since the beginning of this pattern in the nineties, services have been steadily gaining market share. At the same time, the level of rivalry among service organisations is becoming more strong and severe. As a direct consequence of this, these organisations are compelled to adopt a more professional strategy for running their enterprises. Perhaps it is because of this environment that the job of marketing is becoming more important in organisations that provide services. You will get familiar with the idea of services as you go through this section.

(Sood 2017b) studied “Services Marketing” discovered this and In a lot of different nations all around the globe, the size of the service industry is becoming bigger. The economy of the vast majority of developing and rising nations are being significantly bolstered by the expansion of a diverse range of service-oriented businesses. The value of the service sector contributes around two-thirds to the total value of the global GDP. Furthermore, the service industry is a key source of employment and exports for many nations. displays the proportion of a country's total economic output that is accounted for by the country's service industry. More than seventy percent of each country's gross domestic product was supplied by the service sector in industrialised nations including the United States, the European Union, and other developed nations. When looking at employment in the service industry, the same numbers are reported. In addition, it is anticipated that the number of people working in the industrial and agricultural sectors would continue to decrease, while a large number of new positions will be generated in the service sector. It is generally agreed upon that the service sectors that are dependent on the accumulation of knowledge, such as the professional and business services sector, the healthcare industry, and the educational sector, are expanding at the quickest rates worldwide. Nevertheless, other service sectors, such as travel, tourism, and hospitality, have a great amount of development potential and have become the primary businesses in many emerging nations. The expansion of the service sector is not just attributable to the rise of conventional service businesses like the leisure and hotel industry, the healthcare and education industries, the financial and insurance industries, and the professional and business services industries. In today's business world, a significant number of manufacturers are focusing their attention on the service parts of their operations in order to both achieve a competitive edge in the market and earn extra money for their organisations. They place a strong emphasis on the service



components of their market offering, which include things like extended warranties, low-interest financing, free insurance, customer support, and free delivery, among other things.

Conclusion

Services marketing tactics are used by every single company that offers their customers any form of service. These may be broken down into two major categories: businesses that work directly with consumers (also known as business-to-customer, or B2C), and businesses that work directly with other businesses (sometimes known as business-to-business, or B2B) (business-to-business, or B2B). Companies that offer their products directly to consumers are the most likely to employ services marketing. They do research on customer behaviour in order to develop advertising that are appealing to certain demographics. This enables businesses to reduce the emphasis of the marketing effort to a focused effort. For instance, a company that offers swing dance lessons could use services marketing strategies to conduct research on the types of people who are most interested in swing dancing. Based on the findings of this research, the company could then design advertising materials and promotions that would specifically appeal to the types of people who are most interested in swing dancing. These marketing strategies will be used by businesses who provide their services to other businesses in the context of industrial marketing, which is a sub-field of B2B marketing (business-to-business) marketing. In most cases, this calls for a strategy that emphasises greater personal interaction, with a sales representative from the service provider negotiating with a representative from the client company. For example, a business that offers technical assistance for the computers used by another business would use services marketing to try to persuade potential customers that their product is either essential to their business or a worthwhile investment. Along with the production of promotional materials that are geared at companies that make use of computers, this will most likely include participation in events such as meetings, presentations, and contract negotiations.

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