

## Developing marketing strategies for Services through marketing mix

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### **Abstract:**

The growth services has not been generally due to marketing development in the service industry but rather maturation of an economic and rising standards of living traditionally executives in service companies have not been oriented. They have lagged behind sellers of product in accepting the marketing concept and have generally been slow in doping promotional methods products strategies and other marketing mix. Innovations in service marketing have come typically from product associated cost. The reasons for lack of marketing orientation may be that the intangibility of many services often creates more difficult marketing techniques. in particularly professional services, the seller think themselves producers and creators rather than marketers of the receive. They do not think themselves as business people. There has been sufficient co-ordination of all the marketing activities in service firm. Many firm lack in executive whose sole responsibility is marketing. Today, the total situation has improved among some service market and marketing mix strategies.

Keyword – Product, Price, Place, Promotion, People, Process, Physical Evidence.

### **1. Introduction**

Marketing is an ancient art, which has been practiced in one form or the other since the lays of Adam and Eve. Marketing is born and has grown with the social and economic progress and it has been constantly making institutional changes to keep pace with the change in social and economic life. It has moved from the stage of domestic economy of self sufficient family as the economic unit into a social and economic system. The growing customer orientation gradually resulted in the development of the marketing concept which provides an orientation for conducting the business problems. A company operating under the marketing concept takes its main direction from the market place. From the knowledge and understanding of its customer's need, want and desires this becomes the main base for organizing the operations.

The marketing concept is equally applicable to goods, services, and ideas. The marketing of

services like the marketing of goods, requires the identification of a viable target market segment, the development of service concept that addresses the consumers needs within that segment, the creation and implementation of an operating strategy that will adequately support the service concept and the design of a service delivery system that will support the chosen operating strategy.

### **Objective of the study:-**

1. To understand the development of marketing strategies for services.
2. To study of the marketing mix in service marketing.
3. To study of service marketing..

### **Limitation of the study :-**

1. Present study only depend on service marketing.
2. In this study Explain marketing mix for service marketing strategy.

### **Research Methodology:-**

This research paper is a descriptive study in nature, for this study the support of secondary information is taken. This information collected through various journals and books.

The following sections are the marketing mix requirement for finalizing a services marketing strategy



1. **Product** :- services are products, even though intangible, they are things. And service marketers must always remember that consumers do not buy any attributes that are converted into benefits. Many services are custom designed products. Services are intangible and heterogeneous and cannot easily be separated from their producers. This has several implications for product planning and development. Intangible dominant products like services cannot be stored nor can they be transported. But the service marketer none the less has a product development and merchandising task, which is to maintain a balanced assortment of goods to meet expected consumer demand.

2. **Price** :- the price policies for service marketers tend to parallel those used throughout the general field of marketing. Most service marketers follow competitive price policies, pricing their service either at the market price or slightly below. Pricing above the market price is generally employed by larger service firms or by all firms who wish to use price as a means of rationing the supply of their service offering. This would suggest that the market for services, much like the market for tangible dominant product, may actually consist of three or four separate segments which are price sensitive and responsive.

3. **Place** :- Channels of distribution for

intangible dominant products such as services are the buyers and sellers. Channels of distribution for services are direct and short, that is from manufacturer / marketer direct to ultimate consumers. However, though the channel is short, there are exchange process between marketers and consumer work more smoothly. Many services are produced and consumed simultaneously, in high contact services in particular, service providers and consumers cannot be separated. In low contact services however service provider may be separated from customers by intermediaries.

4. **Promotion** :- as intangible dominant products, services are not easily promoted. The intangible is difficult to depict in advertising, whether the medium is print, television or radio. Service advertising should thus emphasize tangible cues that will help consumers understand and evaluate the service. The cues may be the physical facilities in which the service is performed or some relevant tangible object that symbolizes the service itself. For example, restaurants may stress their physical facilities – clean, elegant, casual, and so on to provide cues as so the quality or nature of the service. Personal selling is potentially powerful in services because this form of promotion lets consumers and salespeople interact. When consumers enter into a service transaction, they must, as a general rule, interact with service firm employees.

5. **People** :- Of all controllable variables marketing executives have at their disposal, the people factor in the service marketing mix is perhaps the least they can rely on in getting their marketing mix 'right' and the most important one they have to get right. The problem lies in inseparability of the production interface, and therefore, the satisfaction of not only the recipient of the service, that is the customer, but also the providers of the service, that is the company's own personnel become

extremely important. Service personnel are present at levels within the organization – contact personnel and support personnel. Contact personnel are those individuals whom the customers see – such as waiters or receptionists and whom the customers judge the service upon when they search for tangible clues as to the quality of service.

6. **Process:** - the process element of the service marketing mix is concerned with the in which the service is delivered to the customer. This has two point of interest to the service marketer. First, the inseparability characteristic of services has an important implication for how the service company's personnel deliver the services to the customer and how the customer participates in the service delivery process. Secondly the auxiliary aspect of the service that is the added value of the service becomes an important competitive weapon in differentiating the service from competitors when the service is experienced by customers. Therefore, the overall effectiveness of the service process fundamentally depends on how the customers use the service which reinforces the point that services have been defined as acts rather than things and this casts some light on the concept of process.

7. **Physical Evidence:** - since a service is inherently intangible, it is important for the client to search for tangible or physical clues which enable them to evaluate the service. Service firms must be aware that every aspect of the company with which the consumer comes into contact with be used as a measure of the level of service that he expect from the organization. Physical evidence can be

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categorized into two peripheral evidence and essential evidence.

- **Peripheral evidence:** Is usually possessed as part of the purchase of a service, but it has little or no independent value. E.g. a cheque book which is not of any use without the funds transfer and storage service that it represents.

- **Essential evidence :** Unlike peripheral evidence it cannot be possessed by the consumer. However, essential evidence may be 'dominant in its impact on service purchase and use that it must be considered virtually an element in its own right, e.g. a consumer who purchase transportation in the form of airline ticket who will probably have been influenced by the type of aircraft that 'facilitates' the service since it will have a strong impact on service perceptions and even purchase.

#### Conclusion:-

In developing marketing strategies the marketer must first understand what benefits the customer wants, how the marketer is perceived relative to the competition, and what services consumers buy. The marketers must remember to communicate with consumers so that they are aware of the need satisfying services available to them. One of the unique challenges service marketers face is matching supply and demand. The marketers can alter the marketing mix to deal with the problem of fluctuating demand. Through price incentives, advertising, and other promotional efforts, marketers can remind consumers of busy time and encourage them to come for service during slack periods.