

Improving Quality in Services Marketing

Dr. S. Praveenkumar

Assistant professor, Centre for Tourism and Hotel Management, Madurai Kamaraj University, Madurai

INTRODUCTION

The world economy nowadays is increasingly characterized as a service economy. This is primarily due to the increasing importance and share of the service sector in the economies of most developed and developing countries. In fact, the growth of the service sector has long been considered as indicative of a country's economic progress. Economic history tells us that all developing nations have invariably experienced a shift from agriculture to industry and then to the service sector as the main stay of the economy. This shift has also brought about a change in the definition of goods and services themselves. No longer are goods considered separate from services. Rather, services now increasingly represent an integral part of the product and this interconnectedness of goods and services is represented on a goods-services continuum.

Marketing has been considered to be an integral business aspect for long. Service marketing is the endorsement of economic activities offered by a company to its consumers, it is considered to be a special sub set of marketing because it focuses on how rendering of services can affect both the customer attitude and the marketing strategy. Service marketing includes building public relations, advancing customer loyalty, developing quality of service, handling relationships and complaint management. The service sector seems to be taking over the world economy this is because of the growing significance and the immense share of the service sector in most nations. To some extent, the service sector has been regarded as a gauge of a country's economic advancement. Economic history illustrates that developing countries have habitually moved from agriculture to industry and finally to the service sector as their core sector of the economy. For quite some time, businesses have seemed to be mainly dealing with goods for they seemed to be economically viable. The economical viability of services wasn't of much interest back in time as it is right now. There has been the traditional set pattern of business operations which seem to be transforming now that services have been of economical interest. This is where the term business unusual comes in, because the inclusions of services have brought about an alteration in business operations. A service is a special kind of product; this consequently means that its marketing has to be approached differently. The exceptional characteristics of services form the basis on how best to market a product. The following are only a few examples of the importance: Due to the presence of homogeneity in production, how well a company performs in providing this product is proving to be the determining factor in the minds of most consumers. Appropriate provision of services by businesses results in customer satisfaction and loyalty. Given that services are intangible the consumers are likely to make their purchasing decisions based on where their loyalty lies.

OBJECTIVES OF THE STUDY

The present study has been conducted with a view to following objectives:

1. To know about Services Marketing in India
2. To give suggestions to improve service marketing quality
3. To study about developing services marketing strategies
4. To know the characteristics of service marketing

OPERATIONAL DEFINITIONS

The American Marketing Association defines services as - "Activities, benefits and satisfactions which are offered for sale or are provided in connection with the sale of goods."