

MBA- III semester, Specialisation- Marketing Management, Paper - Service Marketing, Paper code- MC 02, TOPIC- THE SERVICES MARKETING MIX

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The unique characteristics of services make the traditional 4 P marketing mix seem inadequate. Careful management of these 4 Ps – Product, Price, Place and Promotion though essential, are not sufficient for successful marketing of services. Further the strategies for the four Ps require some modification while applying to services.

Since services are produced and consumed simultaneously, the contact personnel or the service delivery personnel become extremely important. It is during these encounter of service providers and customers i.e. the process – on which a lot depends with regards to the final outcome as well as the overall perception of the service by the customer. The actual physical surroundings during these encounters have also a substantial bearing on the service delivery. All these facts lead to the development of an expanded marketing mix with three new P's added to the traditional mix. These are:

People

All human actors who play a part in service delivery and thus influence the buyer's perceptions; namely, the firm's personnel, the customer, and other customers in the service environment.

Physical evidence

The environment in which the service is delivered and where the firm and customer interact, and any tangible components that facilitate performance or communication of the service.

Process

The actual procedures, mechanisms and flow of activities by which the service is delivered – the service delivery and operating system Because of the simultaneous production/delivery and consumption of services, the nature of marketing departments and marketing functions become quite different as compared to goods. The marketing functions all activities which influence the preferences of the consumers towards the offerings—is mainly handled by marketing departments in case of goods. Here as far as consumers are concerned, marketing departments (the organizational entity which is responsible for some, but not necessarily all marketing activities performed by the firm) can plan and implement most of the marketing activities i.e. the marketing department is able to control almost the total marketing function. In the service sector the situation is entirely different.

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