

# A Conceptual Study of Service Marketing: Competitive Edge of 7P's over 4P's in Indian

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**ABSTRACT-** Every social and global issue is a business occasion just staying for the right kind of inventive Entrepreneurship, the right kind of investment, the right kind of collaborative action.

Peter Drucker The end of this paper is to understand the impact of services marketing 7P's( Product or Service, Price, Place, Promotion, People, Physical substantiation, Process) in the negotiating of competitive advantage against marketing 4P's. ultramodern marketing companies are blending all the 7Ps of services selling in their marketing conditioning to retain being guests as well as to attract implicit bones in Indian Market. A significant body of literature has revealed that the 4Ps of the marketing blend have radiate under diminishment by numerous marketing scholars from different perspectives. For services businesses, the customary marketing blend frame should be dragged to include the other 3Ps( people, process and physical substantiation) as deliberate foundations, which torture companies ' enactment.

**KEYWORDS-** Competitive Edge, 7P's, 4P's, Product Marketing Mix & Service Marketing Mix.

## I. INTRODUCTION

The marketing blend is a commercial tool used in advertising and by marketers. The marketing blend is frequently pivotal when determining a product or brand's offer. The marketing blend refers to the set of conduct, or tactics, that a company uses to plump its brand or product in the request. The term " marketing- blend" was first chased by Neil Borden, the premier of the American Marketing Association in 1953. It's still used moment to make important opinions that lead to the accomplishment of a marketing plan. The innumerable tactics that are used have evolved over time, especially with the increased use of technology. perpetration of marketing blend in Indian Market Year 1980s onward, numerous marketing experimenters intend new conception ' P ' into the marketing blend. Judd( 1987) proposes a fifth P( people). thunderclaps and Bitner( 1980) add 3 Ps( actors, physical substantiation and process) to the original 4 Ps to apply the marketing blend conception to service. Kotler( 1986) adds prejudiced power and collaborative opinion conformation to

the Ps conception. Baumgartner( 1991) suggests the conception of 15 Ps. MaGrath( 1986) submits the tallying of 3P's( labor force, physical installations and process operation). Vignalis and Davis( 1994) suggest the totaling of S( service) to the marketing blend. Goldsmith( 1999) suggests that there should be 7P's( product, price, place, creation, physical substantiation, process and personalization) (See in figure 1) .

Product In case of services, the ' product ' is impalpable, miscellaneous and perishable. also, its product and consumption are thick. Hence, there's compass for customizing the immolation as per client conditions and the factual client hassle thus assumes particular significance. still, too important customization would compromise the standard delivery of the service and negatively affect its quality. Hence particular care has to be taken in designing the service immolation.

Pricing Pricing of services is tougher than pricing of goods. While the ultimate can be priced fluently by taking into account the raw material costs, in case of services attendant costs similar as labor and outflow costs also need to be regard in. therefore a eatery not only has to charge for the cost of the food served but also has to calculate a price for the air handed. The final price for the service is also arrived at by including a mark- up for an acceptable profit periphery.

Place Since service delivery is concurrent with its product and can not be stored or transported, the position of the service product assumes significance. Service providers have to give special study to where the service would be handed. therefore, a fine dine eatery is better located in a busy, upmarket request as against on the outskirts of a megacity. also, a vacation resort is better positioned in the country down from the rush and noise of a megacity.

Promotion Since a service immolation can be fluently replicated creation becomes pivotal in discerning a service immolation in the mind of the consumer. therefore, service providers offering identical services similar as airlines or banks and insurance companies invest heavily in flashing their services. This is pivotal in attracting guests in a member where the services providers have nearly identical immolations.



Figure 1: 7P's Formats in India

People People are a defining factor in a service delivery process, since a service is thick from the person furnishing it. therefore, a eatery is known as important for its food as for the service handed by its staff. The same is true of banks and department stores. Accordingly, client service training for staff has come a top precedence for numerous associations moment.

Process The process of service delivery is pivotal since it ensures that the same standard of service is constantly delivered to the guests. thus, utmost companies have a service blue print which provides the details of the service delivery process, frequently going down to indeed defining the service script and the chatting expressions to be used by the service staff.

Physical substantiation Since services are impalpable in nature most service providers strive to incorporate certain palpable rudiments into their immolation to enhance client experience. therefore, there are hair salons that have well designed staying areas frequently with magazines and plush settees for patrons to read and relax while they await their turn. also, capps invest heavily in their interior design and decorations to offer a palpable and unique experience to their guests.

## II. OBJECTIVES OF THE STUDY

- To understand the current script of 7P's of Service Marketing Mix in Indian Market.
- To study the competitive advantage and impact of 7P's of service marketing over 4P's of product marketing.

## III. 7P'S IN SERVICE MARKETING GLOBAL SCENARIO

Service Marketing is a sub field, which can resolve into the two main areas of goods marketing and services marketing.

It generally refers to both business to client and business to business services and includes marketing of services similar as telecommunication, fiscal, all types of hospitality, auto reimbursement, air trip, health care and professional at the global position.

According to Mintel's report, 66 of consumers in United States do prefer service in products because of high cost, while 34 say there's lack of vacuity of service of products in the request. This shows the huge eventuality for untapped request and client demand and demand for service of products which the companies can exploit for landing the request share and thereby enhancing the profitability and sustainability of the association in the global competitive script.

## IV. 7P'S IN SERVICE MARKETING AN INDIAN SCENARIO

The subject of service marketing is vast, having important counteraccusations for business strategy and public policy. easily, service marketing is part and parcel of the overall commercial strategy. Service marketing also ties nearly with issues of artificial programs and environmental sustainability similar as extended directors liability, life-cycle analysis, material use and resource overflows, and eco-efficiency.

In Indian script guests anticipate the physical appearance and the substantiation of a product rather than the theoretical experience. Which acts as a veritably important tool to the guests to buy a good or product?

Implicit of 7P's In Indian Market Telecom Industry:

- a) The rapid-fire growth in Indian telecom assiduity has been contributing to India GDP's at large.

b) Privatization was gradationally introduced first in cellular and introductory services, followed by value added services.

c) Forthcoming service similar as 4G and Wi- Maximum will help to further compound the growth rate. Services Ex VAS, Blackberry wireless handheld, Live Portal, frequenter line identification, On- the – move information service, Cheapest call rates, prices on operation, wide and expansive presence, client care touch points, DND policyetc.

Transportation Industry:

- Elegant innards with well- designed seats more leg room as a luxury.
- Reserving services and ticket counters are extremely commodious and well designed with good aesthetics .
- Class of trip, cargo factors, Profit perimeters and also well established distribution channel.
- Planning and developing the right type of product that will satisfy completely the need of guests.
- general Product, stoked service, implicit service, deals reduction are the part of creation.
- Banking Industry
- The products are like deposits, advances & loans, Consultancy, investments and transnational banking.
- Services like credit cards, Demat services, online plutocrat transfer, mobile banking, micro credit, agrarian bankingetc.
- pricing like lower interest rate, consulting freights, commission.
- Places like further branches, ATM centers, Internet/ Mobile Banking.
- People like directors, Front line officers, employers.
- ospital Industry
- The product immolation is a marketable intent having features of both palpable and impalpable, by satisfying the new wants and demands.
- Quality position, Packaging, Accessories, brand name is retained at the standardized manner.
- Colorful product services like Heart, Orthopedic Spine, Cancer Care, Gastroenterology, Neuroscience, Nephrology, Urology Critical Care.
- Pricing oscillations are handled precisely with some programs with value addition and quality suggestion.
- Part of fresh 3P's in Indian Market

In service marketing there are five central factors impacting important marketing strategy including intangibility, familiarity, variability, corrupt capability and right of power. All mortal actors who plays a part in service delivery and therefore impact the buyer's perception. videlicet the establishment's labor force, the client and other client in the service department. They're the bone who provides cues to the client regarding the nature of the service.

## V. CHANGING PHASE OF INDIAN SERVICE MARKET

A great shift that steered in the Indian Service Revolution is the emergence of promenades across the indigenou, civic and semi civic requests. Moment promenades are changing the way common Indians have their shopping experience. It's imperative for the unorganized service sector to restructure and reorganize to repel the adding competition and to meet the consumer prospects by keeping pace with the trends.

- Intangibility While services perhaps impalpable, the process of delivery and indeed the client experience of the service isn't inescapably so. Therefore while service provider's focus on pre purchase geste they frequently fail to pay attention to client experience during the process of service delivery, the nature of affair( which may manifest in an observable physical change) or the literacy issues of the delivery process.
- Diversity diversity of services is also not applicable to the services sphere moment. Across sectors and diligence we see an increased pressure for standardization of services. This is being achieved in some cases through robotization similar as through ATM's and dealing machines. Indeed in cases where robotization isn't possible there's lesser focus on homogenizing the service delivery process by way of service scripts and strict adherence to service cycles.
- Familiarity Indeed this criterion doesn't hold true for all services rendered. familiarity implies that the product and consumption of services is contemporaneous. therefore, consumers need to be present and/ or involved in the product process. In reality still, there are several services that are divisible. illustration insurance, form and conservation where product happens previous to consumption and the guests need not inescapably be present at the time the service is rendered.
- Corrupt capability indeed though this is true for a lot of services, there are several notable exceptions. In moment's information period there are several information grounded services that can be recorded and saved in electronic media and reproduced on demand.

## VI. CONCLUSION

A client's requirements decide from the value generality progression of a client and how he wants to be supported. In the 7P's marketing model, the 3P's of service marketing blend encounters interact with guests while support operation keeps up the balance with guests through physical substantiation. Also in the process of commerce, which is a collective progression, service suppliers need to understand guests and implicit guests. requirements, wishes, value systems and value- creating system of guests are of vital significance for the development of service associations.

## CONFLICTS OF INTEREST

The authors declare that they have no conflicts of interest.

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