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SERVICE MARKETING: A STUDY OF DEVELOPMENT AND CHALLENGES IN MACRO & MARKET ENVIRONMENT

Pagare M.P.¹ and Rathod A. U. ²

¹Assistant Professor, Department of Commerce, SiddharthMahavidyalaya, Jafrabad, Dist. Jalna. (MS)

²Assistant Professor, Department of Commerce, K.R.M. MahilaMahavidyalaya, Nanded. (MS)

Abstract:-These papers to view that Concept of marketing service and challenges ahead, As well as in these papers collect various review of literature, and I discussed figure of Development and Challenges in the macro and market environment. The term service marketing is used rather loosely today. It has come to stand for an ultimate goal of customer relationship management by businesses. It has also come to mean delivery of information of high relevance to an individual. In any case, given the huge and rapidly growing amounts of computerized information, and the unprecedented level of competition for customers, service marketing most important trends in data processing and businesses. And lastly I concluded that in Globalizations age.

Keywords: Online Marketing, CRM Approaches of Marketing, Market Environment.

INTRODUCTION

Marketing is the process of communicating the value of a product or service to customers, for the purpose of selling that product or service. Marketing can be looked at as an organizational function and a set of processes for creating, delivering and communicating value to customers, and customer relationship management that also benefits the organization. Marketing is the science of behaviour and providing superior customer value. The 'Customer orientation' is perhaps the most common orientation used in contemporary marketing. It involves a firm essentially basing its marketing plans around the marketing concept, and thus supplying products to suit new consumer tastes. would employ market research to gauge consumer desires, use R&D (research and development) to develop a product attuned to the revealed information, and then utilize promotion techniques to ensure persons know the product exists. R&D companies often parallel customer orientation with R&D phases to ensure the desired customer specifications are produced. Customization Maximization (similar to profit maximization in economics,) is the measurable approach to more efficiently sustaining specific customer needs, in effort to maximize the customization offered to the customer, by the measure of data relating to responses, feedback, and elasticity. There are some

inherent challenges in marketing a service business, but they can be overcome. When marketing services, you apply the same marketing mix principles used for products: place, price, promotion and product -- which are your service. Added to this mix are emphases on people, process and physical evidence. Develop a plan that carefully considers these essentials so you can identify the challenges and devise strategies to overcome them.

2. REVIEW OF LITERATURE:

A study of the service marketing and challenges done by various authors. Some authors I have taken review in this study. On the marketing activities in the service firms, it was discovered that service marketing is generally. Study by Bessom, Richard M and Donald W Jackson Jr (1975) of 400 service and marketing firms revealed that service firms are less likely to have marketing departments, to make use of sales planning and training, and to employ marketing professionals like consultants, advertising firms and market research agencies. James F Devlin (2000) studied as to how attempts can be made to add value when offering services exhibiting increased complexity, intangibility and impalpability in the eyes of most consumers. It was found that the features and quality of the core service provided are judged by managers to be more important in adding value to more complex services; as are organizational factors such as image and reputation.

3. RESEARCH METHODOLOGY:-

These descriptive studies were aimed at accessing the extent of human resource management in sick industries in India, these studies were conducted in two stages. At the first stage the primary data was collected from the respondents through the questionnaire and personal interview. And second stage was collected from the published source. The secondary data has been collected from journals, books, study reports, published government reports, websites and various other publications and also from personal discussions with the chief executive of various government departments, managers, workers and trade union leaders.

4. OBJECTIVE OF THE STUDY:-

1. Evaluation of the Business Frame.
2. To Find out of Difference Approaches of Marketing Service.
3. To Create CRM.
4. To Study the Importance of Service Marketing.

5. SCOPE AND LIMITATION OF THE STUDY:-

The study is confined to Marketing Customer service and challenges ahead. That aim to fulfil the need of the users, it will cover text book, reference book, general book, periodical collection etc.

6. HYPOTHESIS OF THE STUDY:-

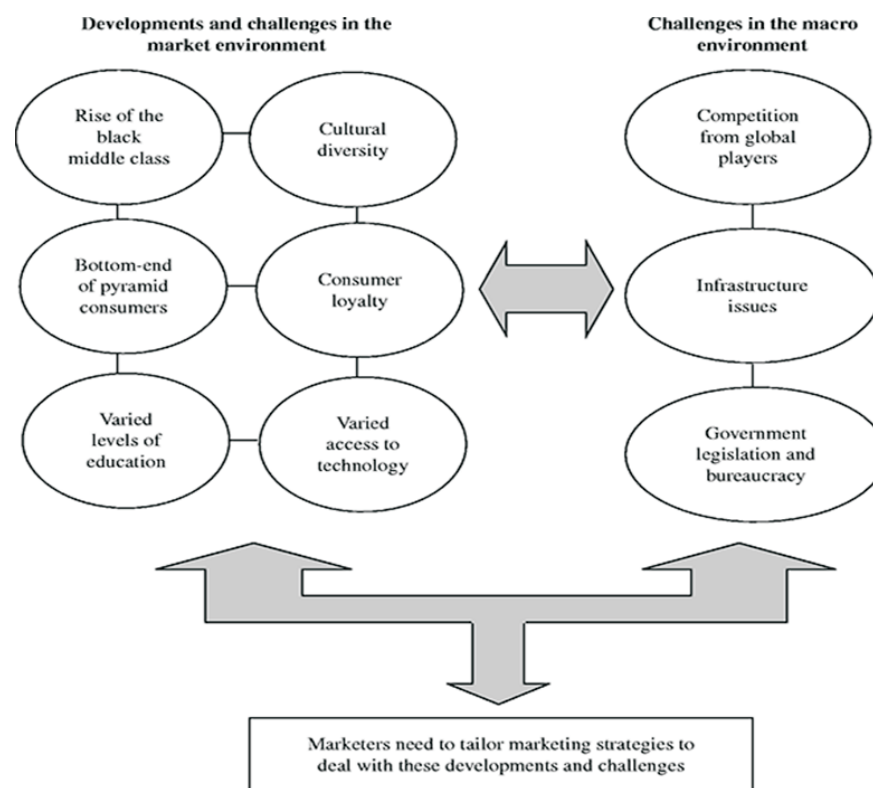
- The following hypotheses were tested in the Research.
1. To find out there no difference between Marketing service and CRM.
 2. To find out there various need and requirement of the students.
 3. To find out the difference types of customer behaviors.

7. IMPORTANCE OF MARKETING SERVICE:-

There are various types of importance of service marketing under discussion of some importance:-

- **To Expansion of Business:** - if we provide good and better service to the customer at that time properly expansion of our business.
- **Increased Profit** – when we provide goods and service to the customer, at that time to attract the customers and purchased our goods so that's why our companies expansion of profit.
- **Attract to Customer:**-To get better service to the customers, customers told another customers that these particular product is very better and these particular busyness give a very better service so that why regular's customer and another customer to attract to purchasing our product and to purchased our product.
- **Personalization** – if your customer database is linked to your website, then whenever someone visits the site, you can greet them with targeted offers. The more they buy from you, the more you can refine your customer profile and market effectively to them.
- **One-to-One Marketing** – marketing lets you reach people who want to know about your products and services instantly. Combine this with the personalized aspect of service marketing, and you can create very powerful, targeted campaigns.

8. UNDER THE FIGURE OF DEVELOPMENT AND CHALLENGES IN THE MACRO AND MARKET ENVIRONMENT:-



9. CUSTOMER ORIENTATION



10. DIFFERENCE APPROACH OF MARKETING SERVICE:-

1. Narrow definitions of marketing by service providers.
2. Lack of appreciations for marketing skills in service organization.
3. Difference in organization structure of service firm.
4. Problem in determining costs for pricing in service.
5. Constrains and opportunities for Non-for profit service organization.

11. OTHER CHALLENGES:-

Being intangible in nature service cannot be touched, smallest seen or tested. These make it difficult to market a service due it difficult in making the customer conceptualize the service. Another challenge that arises due to heterogeneity of service is the difficulty in standardizing the service and ensuring quality control.

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Golden Research Thoughts
258/34 Raviwar Peth Solapur-413005, Maharashtra
Contact-9595359435
E-Mail-ayisrj@yahoo.in/ayisrj2011@gmail.com
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