

Vol 4 Issue 8 Feb 2015

ISSN No :2231-5063

International Multidisciplinary
Research Journal

Golden Research
Thoughts

Chief Editor
Dr.Tukaram Narayan Shinde

Publisher
Mrs.Laxmi Ashok Yakkaldevi

Associate Editor
Dr.Rajani Dalvi

Honorary
Mr.Ashok Yakkaldevi

Welcome to GRT

RNI MAHMUL/2011/38595

ISSN No.2231-5063

Golden Research Thoughts Journal is a multidisciplinary research journal, published monthly in English, Hindi & Marathi Language. All research papers submitted to the journal will be double - blind peer reviewed referred by members of the editorial board. Readers will include investigator in universities, research institutes government and industry with research interest in the general subjects.

International Advisory Board

Flávio de São Pedro Filho Federal University of Rondonia, Brazil	Mohammad Hailat Dept. of Mathematical Sciences, University of South Carolina Aiken	Hasan Baktir English Language and Literature Department, Kayseri
Kamani Perera Regional Center For Strategic Studies, Sri Lanka	Abdullah Sabbagh Engineering Studies, Sydney	Ghayoor Abbas Chotana Dept of Chemistry, Lahore University of Management Sciences[PK]
Janaki Sinnasamy Librarian, University of Malaya	Ecaterina Patrascu Spiru Haret University, Bucharest	Anna Maria Constantinovici AL. I. Cuza University, Romania
Romona Mihaila Spiru Haret University, Romania	Loredana Bosca Spiru Haret University, Romania	Ilie Pinteau, Spiru Haret University, Romania
Delia Serbescu Spiru Haret University, Bucharest, Romania	Fabricio Moraes de Almeida Federal University of Rondonia, Brazil	Xiaohua Yang PhD, USA
Anurag Misra DBS College, Kanpur	George - Calin SERITAN Faculty of Philosophy and Socio-Political Sciences AL. I. Cuza University, IasiMore
Titus PopPhD, Partium Christian University, Oradea,Romania		

Editorial Board

Pratap Vyamktrao Naikwade ASP College Devrukh,Ratnagiri,MS India	Iresh Swami Ex - VC. Solapur University, Solapur	Rajendra Shendge Director, B.C.U.D. Solapur University, Solapur
R. R. Patil Head Geology Department Solapur University,Solapur	N.S. Dhaygude Ex. Prin. Dayanand College, Solapur	R. R. Yaliker Director Managment Institute, Solapur
Rama Bhosale Prin. and Jt. Director Higher Education, Panvel	Narendra Kadu Jt. Director Higher Education, Pune	Umesh Rajderkar Head Humanities & Social Science YCMOU,Nashik
Salve R. N. Department of Sociology, Shivaji University,Kolhapur	K. M. Bhandarkar Praful Patel College of Education, Gondia	S. R. Pandya Head Education Dept. Mumbai University, Mumbai
Govind P. Shinde Bharati Vidyapeeth School of Distance Education Center, Navi Mumbai	Sonal Singh Vikram University, Ujjain	Alka Darshan Shrivastava Shaskiya Snatkottar Mahavidyalaya, Dhar
Chakane Sanjay Dnyaneshwar Arts, Science & Commerce College, Indapur, Pune	G. P. Patankar S. D. M. Degree College, Honavar, Karnataka	Rahul Shriram Sudke Devi Ahilya Vishwavidyalaya, Indore
Awadhesh Kumar Shirotriya Secretary,Play India Play,Meerut(U.P.)	Maj. S. Bakhtiar Choudhary Director,Hyderabad AP India.	S.KANNAN Annamalai University,TN
	S.Parvathi Devi Ph.D.-University of Allahabad	Satish Kumar Kalhotra Maulana Azad National Urdu University
	Sonal Singh, Vikram University, Ujjain	

Address:-Ashok Yakkaldevi 258/34, Raviwar Peth, Solapur - 413 005 Maharashtra, India
Cell : 9595 359 435, Ph No: 02172372010 Email: ayisrj@yahoo.in Website: www.aygrt.isrj.org



GRT SERVICES MARKETING IN INDIA: EMERGING OPPORTUNITIES AND CHALLENGES

Bhurelal Patidar and Dinesh Kumar Gupta

¹Professor in commerce Government College sonkatch(Dewas) (M.P).

²Professor in commerce Shri Atal Bihari Vajpai Govt. Arts and commercePG college INDORE (M.P).

Abstract:-Recent developments in economy have been largely influenced by Economic liberalization, Technological developments and Globalization. Since 1991 Economic Liberalization resulted into increase in GDP, Foreign Direct Investment, Manufacturing Capacities, International Trade, Foreign Exchange Reserves and Identification of new services and phenomenal increase in demand for the services. Currently contribution from services to GDP is around 65–70%. As on 2014, size of the Indian GDP was at 1127.98 US \$ Billions, which is expected to reach to the level of 3637.76 US \$ Billions by year 2025; at the current rate of economic growth. Size of the GDP and correspondingly share of services, gives an indication to business potential available in the field of services. Further development in field of Information Technology & Communication Systems and Internet have resulted into Faster R & D processes, faster development of Products, increase in the complexity of the products requiring sophisticated services, boost to business travel and increased demand for new services. Globalization resulted into Social & Economic Impacts in the form of Improvement in Education & Literacy levels, Elimination of gender bias, Women empowerment, double Income households with Increase in affluence level and more money in circulation. This has given more demand in the fields of education, travel & holidays, durables needing services, cooked food outlets. This has created great amount of effect on services business environment. Under the changing global environment, enterprises have to pursue various strategies in the field of marketing, which could help in sustained growth and profitability in competitive environment. Initiatives have to be focused on Development and introduction of new products as a continuous stream, Alternate communication Medias, Proactive and strong Brand marketing, Competitive pricing with Global price parity, Most convenient delivery locations with round the clock service delivery in most attractive and comfortable environment. Service delivery has to be implemented by highly trained professionals who are motivated and enjoy their job. Service providers have to create the processes and procedures, which are simple and most customer friendly.

Keywords: Services;marketing,.Globalization; technology, Intangibility

RESEARCH METHODOLOGY-

The research paper is descriptive and analytical in nature. The research paper is mainly base on primary and secondary sources which include books, journals and WebPages.

INTRODUCTION

Globalization, liberalization and privatization, together with rapid strides made by information technology, have brought intense competition in every field of activity. Indian industry at present is dazed, confused and

Bhurelal Patidar and Dinesh Kumar Gupta, "SERVICES MARKETING IN INDIA: EMERGING OPPORTUNITIES AND CHALLENGES--", Golden Research Thoughts | Volume 4 | Issue 8 | Feb 2015 | Online & Print

apprehensive. The marketing complexities have increased, product life cycles have shortened and the market is more turbulent than ever before. Indian industry is desperately looking for strategy and action plans that would ensure its survival and growth. In the fast changing socio-economic environment the consumer is truly a moving target today. Sharp product segmentation based on consumer insights is highly desirable. The challenge for the marketers is to use the tools of branding and pricing at their disposal to ensure that the most valuable package in the customer's perception is represented by his brand. The cooperative and collaborative relationships with customers are the most prudent way to keep track of changing expectations. The classification of services, customization in order to regain lost customers, differentiation strategies to command premium price and gastronomy strategies to provide a great deal of interaction and personalization to consumers, are amongst the prominent strategies, which could be used in customer relationship management. The market research should be visualized as a series of building blocks of information necessary for strategy development. The Indian marketers must give emphasis upon strategic marketing of their products/services in the changing business scenario. Currently in India, the national economy and marketplace are undergoing rapid changes and transformation. A large number of reasons could be attributed to these changes. One of the reasons in these changes in the Indian Market Scenario is Globalization, and the subsequent and resulting explosive growth of global trade and the international competition.

(SERVICES PRODUCTS AND ITS CHARACTERISTICS)

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."

The defining characteristics of a service are:

(5a) Intangibility :

Services are intangible and do not have a physical existence. Hence services cannot be touched, held, tasted or smelt. This is most defining feature of a service and that which primarily differentiates it from a product. Also, it poses a unique challenge to those engaged in marketing a service as they need to attach tangible attributes to an otherwise intangible offering.

(5b) Heterogeneity/Variability:

Given the very nature of services, each service offering is unique and cannot be exactly repeated even by the same service provider. While products can be mass produced and be homogenous the same is not true of services. (5c) Perishability: Services cannot be stored, saved, returned or resold once they have been used. Once rendered to a customer the service is completely consumed and cannot be delivered to another customer. (5d) Inseparability/Simultaneity of production and consumption: This refers to the fact that services are generated and consumed within the same time frame.

(6) WHY SERVICES MARKETING?

Proper marketing of services contributes substantially to the process of development. If innovative marketing principles are followed in services marketing, the socio-economic transformation will take place at a much faster rate. In future, the service sector would operate in a conducive environment offering great potential. If the opportunities are properly utilised by the service sector, it will lead to an all round development of the economy.

(6a) Generation of employment Opportunities--

The components of the service sector are wide and varied. The service sector includes personal care services, education services, medicare services, communication services, tourism services, hospitality services, banking services, insurance services, transportation services, consultancy services, etc The organized and systematic development of the service sector would create enormous employment opportunities. Application of marketing principles in the service sector is instrumental to the development of the economy. However, it is appropriate to mention that India has not been successful in utilising the potential of the service sector. As seen in Table 1.1, in USA about 80 per cent of job opportunities are offered by the service sector compared to India's 60%. So, the significance of the service sector lies in its capacity to create job opportunities. If the service sector is properly developed, it will solve the problem of unemployment in India to a great extent. After liberalisation policy, the service sector in India has been emerging as a dominant component in the economy.

(6b) Optimum Utilisation of Resources

India is bestowed with rich resources. Particularly, the human resources available in India favour the growth of the service sector. While the labour content in most manufacturing activities is dropping steadily with use of technology, the labour content in the service sector is comparatively high. As India is rich in human resources, service sector can grow steadily. Moreover, service sector offers excellent export opportunities too. In fact, the important agenda of the World Trade Organisation (WTO) is opening up of market for services. So, by exploiting these factors, India can maximise its services export. Though its performance in the export of computer software is quite commendable already, it should concentrate on other areas as well. Service firms such as personal care services, the entertainment services, tourism services, hotel service contribute to the growth of the economy without consuming any natural resources. In a sense, the growth of service firms of this kind conserve natural resources. Thus, services marketing help conserve the valuable resources for future generations.

(6c) Capital Formation

There are indications that Services will grow more rapidly in the near future. Economic, social and political factors signal an expansion of the service sector. Investments and job generations are far greater in the service sector compared to manufacturing. It is estimated that telecom alone will account for an investment of Rs. 150,000 crores in the coming years. Investment encourages capital formation. For the development of a - 2 -nation, the flow of capital should be directed towards the most productive uses. If investments are made in the service sector, it will contribute to the nation-building process. With increased developmental activities, the per capita income increases which, in turn, facilitates capital formation. Performance of profitable services can absorb higher investments, thereby accelerating the rate of capital formation.

(6d) Increasing the Standard of Living

The standard of living of the people in any country would be decided on the basis of quality and standard of products consumed or services availed in the day-to-day living. Any development is transparent only when the living conditions of the masses improve. When compared with developed countries, the standard of living in India is far from satisfactory. Standard of living cannot be improved by offering more opportunities for earnings. On the other hand, the standard of living is determined by the availability of goods and services for citizens and a wise spending on them. The development of services industry is sure to promote the standard of living of the people .

(6e) Use of Environment-friendly Technology:

Now-a-days, almost all services are found technology-driven. Developed countries are making full use of latest technology while rendering services. Technologies used by service generating organisations such banks, insurance companies, tourism, hotel services, , mmunicatiWI services. and. education services are not detrimental in any way to the environment. On the contrary, technologies used in manufacturing organisations may have harmful effects on the environment. So, services industry do not pollute the environment which is indeed laudable.

(7) CHALLENGES ----

Marketing is not an event, but a process... It has a beginning, a middle, but never an end, for it is a process. You improve it, perfect it, change it, even pause it. But you never stop it completely."
- Jay Conrad Levinson.

Marketing today remains a great challenge, in large part because of the consistently changing technology and media landscape. Information sources (conferences, blogs, etc.) consistently address these challenges, yet many issues persist.

(7a) Technology adoption and automation:

An ongoing challenge is balancing human intelligence, strategy, and likability with the precision of analysis gleaned from big data.

There's much professional fear of technology. Some deals with nomenclature and the failure of tech and social media firms to make their products easily accessible. We also need information and education to get more specific, refine roles, and better define which data sets matter, as well as how people can master these evolving tools.

(7b) Integration:

“Marketing in the Round” has been out for a year, and most marketers agree that integration should occur in marketing, but it remains a huge issue. People still think in silos and are not stretching to create better results by teaming with other communicators.

Frankly, this is an issue for the C-suite. Until CEOs and presidents demand successful integration, it’s going to be hit or miss depending on the level and training of the lead marketer in each organization. The good news is that leading educational institutions are now teaching integration.

(7c) Rapidly evolving media:

Media evolution remains a huge issue. It used to be that you could become comfortable for a short period of time. Even the first wave of major social networks (MySpace, Facebook, Twitter) had staying power.

Today, media evolves quickly, and volatility is part of the game. What worked last year won’t this year. Look no further than the decrease Facebook has suffered in tactical viability for some types of business.

Marketers have to move away from channel-specific strategies and must adopt a truly liquid approach to communication. They must deliver a complete content and engagement effort to serve stakeholders wherever they are and however they like to receive information in that channel. Further, businesses should adopt an attitude of ongoing experimentation.

(7d) Transition to the Internet:

The Internet is accessible everywhere—or close to it. The current responsive-design movement addresses the shift temporarily, but the market will soon discover that although making one-size-fits-all Web pages may be attractive, we need custom environments to differentiate.

There’s nothing wrong with a few mobile-specific pages. As marketing IT budgets increase, developing specific experiences for each conduit will best serve stakeholders and brands alike.

(7e) Video and visual skills missing:

The visual revolution is here, and most small and mid-size businesses are not competing effectively. Some of that lag is a matter of financial resources, but most of it is training and skill sets.

Today’s communicators are writers, pitchers (PR), or networkers. They don’t think visually. The next generation of communicators will have a combined skill set of visual and verbal creativity. We need to get them into the workforce quickly. Seasoned executives would benefit from training as well.

(7f) Nurturing skills for inbound marketing:

A majority of leads expected to come via online content and other forms inbound marketing. To succeed communicators have to understand customer experiences and needs and must build more intelligent conversion paths on their sites, in call centers, and in stores. Through the use of data analysis and intelligent content, nurturing customers should become more customized and targeted toward niches.

Education and experience will provide a better understanding of customer service, email marketing, the role of landing pages, and the creation of value-added content for core community members. Communicators steeped in broadcast or public social media paths will need to expand their knowledge.

(7g) Stuck in social media/community management:

Perhaps this is a function of the social media expert/blogger, but the general conversation online seems to lag the challenges that CMOs face. Single-person or small social media consultancies with fewer than 10 people don’t deal with enterprise-level issues like this. Instead, they are often limited in conversation to their tactical area of expertise.

(8) CONCLUSION

In today’s increasingly service driven markets and with the proliferation of multiple providers for every type of product or service, moments of truth have become an important fact of customer interaction that marketers need to keep in mind. They are critical as they determine a customer’s perception of, and reaction to, a brand. Moments of truth can make or break an organization’s relationship with its customers. This is more so in the case of service providers since they are selling intangibles by creating customer expectations. Services are often

differentiated in the minds of the customer by promises of what is to come. Managing these expectations constitutes a critical component of creating favorable moments of truth which in turn are critical for business success.

(9)REFERENCES

- (1) Services Marketing by Govind Apte (Author)
- (2) Services Marketing: The Indian Context – 30 Jan 2010 by R. Srinivasan (Author)
- (3) Marketing Management Global Perspective, Indian Context (4/e) 4th Edition(English) 4th Edition Author: Ramaswamy
- (4) services Marketing: Text And Cases - By Harsh v. Verma
- (5) Aaker, David A. - (1996) Building Strong Brands, Free Press, New York
- (6) Bharadwaj, S.G., Varadarajan, P.R. And Fahy, J. (1993); "Sustainable Competitive Advantage In service Industries: A Conceptual Model And Research Propositions", Journal Of Marketing, Vol. 57, October, Pp. Gronroos, C. (1984) -, "A service quality model and its marketing implications", European Journal of Marketing, Vol. 18 No. 4, pp. 36-44.
- (7) Marketing Intangible Products and Product Intangibles; Harvard Business Review
- (8) Parasuraman, A, (1991) Understanding Customer Expectations Of Service-, Sloan Management Review, Cambridge; Spring 1991; Vol. 32, Iss. 3; Pg. 39, 10 Pgs

Publish Research Article International Level Multidisciplinary Research Journal For All Subjects

Dear Sir/Mam,

We invite unpublished Research Paper, Summary of Research Project, Theses, Books and Book Review for publication, you will be pleased to know that our journals are

Associated and Indexed, India

- * International Scientific Journal Consortium
- * OPEN J-GATE

Associated and Indexed, USA

- EBSCO
- Index Copernicus
- Publication Index
- Academic Journal Database
- Contemporary Research Index
- Academic Paper Database
- Digital Journals Database
- Current Index to Scholarly Journals
- Elite Scientific Journal Archive
- Directory Of Academic Resources
- Scholar Journal Index
- Recent Science Index
- Scientific Resources Database
- Directory Of Research Journal Indexing

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