

Extended Services Marketing Mix and Emergence of Additional Marketing Ps

Fahd Khan Afridi*

Services marketing is the marketing based on relationship and value. It may be used to market a service or a product. Marketing a service-based business is different from marketing, a goods-based business. There are several major differences, including:

- i) The buyer purchases are intangible
- ii) The service may be based on the reputation of a single person
- iii) It's more difficult to compare the quality of similar services
- iv) The buyer cannot return the service

The major difference in the education of services marketing versus regular marketing is that apart from the traditional "4 P's," *Product, Price, Place, Promotion*, there are three additional "P's" consisting of *People, Physical evidence, and Process*.¹ Service marketing also includes the servicewomen referring to but not limited to the aesthetic appearance of the business from the outside, the inside, and the general appearance of the employees themselves. Service Marketing has been relatively gaining ground in the overall spectrum of educational marketing as developed economies move farther away from industrial importance to service oriented economies. Marketing is the flow of goods and services from the producer to consumer. It is based on relationship and value. In common parlance it is the distribution and sale of goods and services. Marketing can be differentiated as:

* Fahd Khan Afridi, MS Research Scholar, Dept. of Management Science, Qurtuba University of Science & IT, Peshawar Campus. Email: waleedafr@yahoo.com

- Marketing of products²
- Marketing of services³

Marketing includes the services of all those indulged may it be then the wholesaler retailer, Warehouse keeper, transport etc. In this modern age of competition marketing of a product or service plays a key role. It is estimated that almost 50% of the price paid for a commodity goes to the marketing of the product in US. Marketing is now said to be a term which has no particular definition as the definitions change everyday.

"Managing the evidence" refers to the act of informing customers that the service encounter has been performed successfully. It is best done in subtle ways like providing examples or descriptions of good and poor service that can be used as a basis of comparison. The underlying rationale is that a customer might not appreciate the full worth of the service if they do not have a good benchmark for comparisons. However, it is worth remembering that many of the concepts, as well as many of the specific techniques, will work equally well whether they are directed at products or services. In particular, developing a marketing strategy is much the same for products and services, in that it involves selecting target markets and formulating a marketing mix. Thus, Theodore Levitt suggested that "instead of talking of 'goods' and of 'services', it is better to talk of 'tangibles' and 'intangibles'⁴. Levitt also went on to suggest that marketing a physical product is often more concerned with intangible aspects (frequently the 'product service' elements of the total package) than with its physical sales after service is very important in service sector properties. Charles Revlon made a famous comment regarding the business of Revlon Inc.: 'In the factory we make cosmetics. In the store we sell hope.' Arguably,

service industry marketing merely approaches the problems from the opposite end of the same spectrum.⁵

The old 5 P's (Product, Price, Place, Promotion, and Packaging) were based upon a world dominated by stability, a fast growing economy and much less competitive environment. But newer set of 5P's will help us succeed in a world where chaos has replaced stability, where the fast-growing economy has slowed and a global competitive environment demands even greater innovations in effectiveness and efficiency. *Paradox*, the most interesting thing about paradox is that paradox always contains within it an opportunity. In order to master paradox, one first has to find or identify this opportunity and then exploit the paradox. Successful examples to consider are "Tastes Great, Less Filling" or "Affordable Luxury Car." *Perspective*, this involves the ability to see things in their proper relationship to each other. Here one needs to get away from what and how the company/brand views the market and consumer. In contrast, one need to consider and genuinely care about, what consumer need does my product or service satisfy? And that how does it satisfy differently and better than competitors? In order to be a victor instead of a victim, a lot of time and energy should be spent answering these questions.

Paradigm, the most critical point to understand about Paradigm is that in a paradigm shift, everything goes back to zero. It means that whatever made you successful in the old paradigm may not even exist or be necessary in the new paradigm. In order to master Paradigm, one must be able to identify the paradigm shifts that are going on around you and position your brand accordingly. *Persuasion*, as marketing and advertising professionals, we are all in the Persuasion business. You know, inducing people to think or do something. In order to master

Persuasion one must understand the three essential components of an attempt to persuade one must have a credible speaker, one must have relevant content and one must appeal to the basic emotional drives of the audience. *Passion*, in the old world of marketing and the traditional 5 P's, Passion was not all that important. In fact, it was probably a negative. Back then you left your passions at home when you went to work. Remember, "Work" used to be a place you went rather than something you did. In today's new world order, work has to be more than just a place you go and passion has to be something you take with you - everywhere you go.⁶ In a comment posted to the Blog Spot on Friday, May 29, 2009, Attractum® noted that the This first P i.e. *Planning* is central to marketing. Marketing strategy is about planning based on research. It takes time to plan. But the marketing and the business will run effectively and efficiently with a good plan when it comes time for it to be implemented. There are different types of marketing plans depending on what you need to focus on and how performance is measured. Some are very financially detailed, market share oriented or sales focused. When you think about marketing your business, think about planning.⁷

On his website, Alex Nesbitt states that *Purpose* establishes your vision for what you plan to build. It embodies the values you hold most dear. It provides focus and clarity through good times and bad. Take the time to define your purpose. It will make your efforts feel much more worthwhile. Establishing your vision and values for your business will give you a set of goals to measure everything you do. The *Problem* is what you solve. Its magnitude defines the value you can create. It is the hinge point for all of what comes next, becoming overriding focus of all the other marketing P's. *Positioning* helps you frame the problem

statement and how you fit in. Positioning is the way in which you describe who you work with and what problem you help them with.

Performance is where you get to prove your stuff, and provides the foundation of credibility for everything you say, write and do. If you perform, problem based marketing will prove to be an invaluable tool.⁸ According to (Skyrme, 2001) a good *Portal* has structured and unstructured knowledge (content and communities), news and reference material, indexes, navigation tools and search facilities, personalization tools and various in-built applications and personal utilities. Only a few websites can achieve portal status - even if it is for a specialized profession or industry- specific portal. For most organizations, developing an internal enterprise portal is a a major change in itself - and it is not simply a matter of technology but the whole knowledge management infrastructure that lies on top of it.

Pathways, another P of Marketing Mix, as visitors beat a path to your site from many directions. The aim should be to create as many pathways as possible. A technique for doing this is to list the company's website in the main directories and portals used by the target audience. In general, there is no need to pay high amounts for advertisements or placements. As due to a helpful editorial content, any numbers of sites are willing to take it to boost their own credibility. *Payments*, once abhorred by the big banks, payments over the Internet are now quite straightforward, thanks to the services provided by Payment Service Providers, and for small businesses, a growing number of shop hosting services. From a marketing perspective, one may want to give the customer as choice as possible; while at the same time making sure that the company gets their funds.⁹

According to Kotler (1984; 1986), when organizations attempt to enter markets abroad, they need to master the art of satisfying parties other than the target clients alone. These other parties include governments, trade unions and other interested groups who act as gatekeepers to their own market. Upon recognizing the political nature of this new marketing environment, Kotler introduced two further Ps, *Public Relations* and Political Power, which in marketing terms are known as "mega marketing". Kotler (1984) also advocated the importance of power to win the influential support of industrial officials, legislators and governments so as to enter and operate in the targeted market. To attain this objective, Kotler (1984) added that marketers should possess good negotiating skills with the relevant authorities.¹⁰

End Notes:

- ¹. Bitner, J. en Booms, B. "Marketing strategies and organizational structures for service firms", in Donnelly, J. en George, W. (1981) "Marketing of services", *American Marketing Association*, Chicago
- ². Peter, S. and Rada, J. (1988) "Servicitization of business: Adding value by adding services", *European Management Journal*, vol. 6, no. 4, 1988. Shamoon Malik
- ³. David Mercer, *Marketing*, 2001, Black Well Publishers, Oxford UK.
- ⁴. Levitt, T. (1981) "Managing intangible products and product intangibles", *Harvard Business Review*, May-June, 1981, pp.94-102
- ⁵. Ng. Irene (2007) "Service Marketing"
- ⁶. Longenecker, Douglas "Mastering the New(er) Five P's of Marketing." *Mastering the New(er) Five P's of Marketing EzineArticles.com*.
[http://ezinearticles.com/?Mastering-the-New\(er\)-Five-Ps-of-Marketing&id=2674445](http://ezinearticles.com/?Mastering-the-New(er)-Five-Ps-of-Marketing&id=2674445)
- ⁷. Attractum®, Attractum® Blogspot, comment posted on Friday, May 29, 2009, http://attractum.blogspot.com/2009_05_01_archive.html (accessed on October 24, 2009)
- ⁸. Alix Nesbitt, Problem Based Marketing, posted on July 4, 2006, <http://problembasedmarketing.com/2006/07/04/the-10-ps-of-problem-based-marketing> (accessed on October 24, 2009)
- ⁹. David J. Skymre, *Capitalizing on Knowledge*, from e-business to k-business, 2001, 196.
- ¹⁰. Philip Kotler, *Marketing Essentials*, (later changed to *Marketing-An Introduction*), Prentice Hall 1984.