



SERVICE MARKETING

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Marketing development is always attached with the world's business and production. Today when economies are shifting from production to service, then marketing development is a must. In recent years, service sector has represented an increasing share in the economy, even in the customers' spending structure, service also accounts for about half of their total expenditures, In the selling price of a product, service fee also takes a growing percentage, if an enterprise supplies proper services, its successful opportunities will be larger and surer. Although everybody agrees with the necessity of marketing, but we are still in the first stage of service marketing, as a result of this, there are different opinions about this field, even some denies its being.

Service marketing came into being due to social demand, It derived from basic theories of marketing, decisive techniques along with components of marketing mix, similar to product marketing, but the principal difference is services have features basically different from products, so standards of dividing and mixing marketing components are also different. As a matter of fact, service marketing approach should be clearly determined it is not a following step of product marketing, it should be newly eyed and not imposed with experiences of product marketing.

Services are different from pure products in such characteristics as: (1) Intangibility of services; (2) Close connection between service with supplier; (3) Difficulty in standardization of services; (4) Impossibility of service reservation and (5) Customers' influence on service.

1. Service intangibility

Commonly a product has tangible shape and existence that customers can recognize. The distinguishment of various products shows in appearance, color, trademark...But service cannot exist in a certain shape, the tangibility and distinguishment between various services are very difficult.

2. Close connection between service and its supplier

When a product is turned out, it is a material being independent of the producer. In the move of products to consumers, they can be separated so far and wholly independent of the producer. But services are different, they cannot be separated from their suppliers. Services and their suppliers run concurrently to supply services to consumers, services cannot exist

independently like products. The termination of the process to supply services is also the end of service consumption.

3. Difficulty in standardization

When making products, producers can establish uniform criteria for products and they can check the conformity with these criteria easily. Even when using, the customer also pays interest to criteria of products which are revealed in characteristics of products and protected with certain regulations. When products are standardized, they will attain the degree of stability in accordance with time. Services reach standardization far more difficultly, services are strictly bound to suppliers. Meanwhile, they are bound by the time, uncontrollable suddenness of the environment and human being. A singer, for example, could sing a song very well but just afterwards sings another very badly, everything depends on the inspiration and other conditions. The standardization of services can be reached to some extent but not high level as for products.

4. Impossibility of service reservation

Products can be reserved, previously made according to plan... but services can not. A service that cannot be done will be valued at zero, and cannot be reserved even in a minute.

5. Customers' influence on service

As for products, consumers only get involved with their consumption and pay little attention to the process of making them, but services have strict influence. If a lawyer advises a client, then the process to do service relies on the client's participation, at the same time that process is also the process to consume the service.

These above-mentioned characteristics make service marketing distinguished features. Due to services intangibility, when determining their activities, marketing performers need make services tangible, attach them to concrete images and ideas. Diversified strategies should be used to make services more plentiful and attached to customers' demand than those of other competitors. The suitability to customers and maximization of their desire are the two basic targets of service marketing. The supply of various forms of services to consumers is one of fundamental ways to penetrate into target market segment effectively. The image of service should be built.

Because of inseparability between services with suppliers, in distribution, services and distribution channels cannot be separated. This shows quality problem should be paid

special attention since the quality of services are revealed via distribution channels.

When somebody gets his bicycle washed, then the service quality is seen at the moment, not needing time to prove. Therefore consumers consider the distribution channel and service itself as one without distinguishment, this leads to the fact that if the distribution channel does not work well then the service cannot be sold. The building of distribution channels must pay attention to maximum capability of serving consumers' demand and need supporting facilities which make customers trust at first.

An idea to fix the standards is hard to carry out, but that does not put obstacles to the fact that service suppliers have to try to form certain standards. Normally, those standards are in the service process, that is, an extent of service should be fixed in which customers' satisfaction and confidence are main targets. It need be underlined that there should be not discrimination in service levels between various customers, every customer has right to enjoy services with the possibly best level.

Prices in services are fixed via what level the service reached. But this cannot present a believable price, commonly, influence of prices will be measured as soon as the service is performed. Customers will accept a certain price when they see the service quality they enjoy.

In most of cases, services have a degree closely relating to customers. A lawyer cannot offer good advices to his/her client if the client does not take positive part in that service. As a result, making conditions for customers' participation and encouraging them to join are the road to success in supplying services. Customers' participation in services will give rise to their requirements and diverse comments, these requirements should be satisfied with the supplier's enthusiasm. Managers should not play down or miss customers' desire although their comments can make suppliers face with difficulties, that also proves the high service quality and capability.



The impossibility of reservation of services requires the designing of distribution channels must follow straight lines, the service is designed in order that its amount is maximized when it comes to customers in the shortest time. The target market should be defined accurately and the range to satisfy customers is limited in the most direct distribution channels. In general, in services, distribution channels are shorter than those in products, that means the short distribution channel has an undeniable advantage in services. This causes the management of intermediaries can be seldom laid down, but one issue will take shape, that is the management of location and service scale must be exact. In services, the determination of market scale, density and operation occupies an important position, the establishment of a service system will collapse without it.

In the process of economic renovation and development at present, services are increasing drastically and represent a growing ratio. The grasping of service nature and application of marketing principles to those activities become essential. Through summings-up of application and experiences, it is expected that there will be a service marketing school which bears Vietnam's identity in the near future. This may come true with the recent years' economic achievements.

References:

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