

Prof. (Dr.) S.L. Gupta • Dr. Ritika S. Israney



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Dedicated to my Father (late Shri Balu Ram Gupta) and Mother (late Shrimati Radha Gupta)

Dr. S.L. Gupta

Dedicated to
Dadu, whose wisdom lights my path from his heavenly abode;
To my loving parents,
the most supportive and kind in-laws and
my life partner Kunal whose unwavering love and constant presence helps
me finding my north star.

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SERVICES MARKETING

Text and Cases

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Sultan Chand & Sons®

Educational Publishers
New Delhi

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Educational Publishers

23, Daryaganj, New Delhi-110002

Phones: 011-23281876, 23266105, 41625022 (Showroom & Shop)

011-23247051, 40234454 (Office)

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First Edition: 2025

ISBN: 978-93-49290-77-8 (TC-1332)

Price: ₹ 425.00

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Author's Acknowledgement: The writing of a Textbook always involves creation of a huge debt towards innumerable authors and publications. We owe our gratitude to all of them. We acknowledge our indebtedness in extensive footnotes throughout the book. If, for any reason, any acknowledgement has been left out we beg to be excused. We assure to carry out correction in the subsequent edition, as and when it is known.



PREFACE

Dear Readers

We are delighted to welcome you to the exciting realm of services marketing through this book, *Services Marketing: Text and Cases*. Crafted with you at its heart, this book seeks to blend theoretical foundations with practical insights, equipping you with the knowledge and skills to thrive academically and professionally.

The landscape of marketing has transformed dramatically in recent years, with economies increasingly driven by services. The unique characteristics of services—intangibility, variability, inseparability and perishability—present distinct challenges and opportunities that require a specialised approach. Our goal is to bridge the divide between theory and practice, offering a comprehensive perspective on this vibrant field.

Designed for a diverse audience, whether you are a business management student, an aspiring entrepreneur, or a professional eager to deepen your expertise, this book integrates real-world case studies, examples and interactive exercises. As you progress through the chapters, you will explore critical topics such as service quality gaps, customer relationship management, service blueprinting, customer delight: useful tips and the role of technology in enhancing service delivery. Each chapter is thoughtfully curated to solidify your understanding of core principles while sparking innovative ideas.

As authors, we hope this book serves not merely as a textbook but as a trusted companion on your learning journey. Marketing, at its core, is about creating value, fostering trust and nurturing lasting relationships—nowhere is this more evident than in the service industry, where the human element is paramount.

To make the most of this book, we encourage you to:

- 1. *Engage Actively:* Dive into the case studies and tackle the problems presented to sharpen your analytical and decision-making abilities.
- 2. Stay Curious: Supplement your reading with external resources like articles, videos and real-world examples to enrich your perspective.
- 3. Collaborate: Share ideas and discuss concepts with peers to gain diverse insights.
- 4. *Think Beyond the Classroom:* Apply what you learn to real-life scenarios, from observing customer service at a local café to analysing the strategies of global brands.

The world of services marketing is dynamic and ever-changing. Embrace adaptability, remain open to new ideas and commit to lifelong learning. Your journey with this book is just the beginning.

We are eager to hear about your experiences and insights as you engage with this textbook. Your feedback is invaluable to us, both as authors and as fellow learners. Please feel free to share your thoughts through academic platforms or forums.

With warm regards and best wishes, we place this book in your hands, hoping it inspires you to excel in the fascinating world of services marketing and beyond.

Dr. S.L. Gupta

Professor

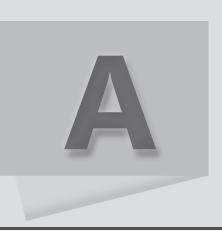
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ACKNOWLEDGEMENTS

"We all should know that diversity makes for a rich tapestry, and we must understand that all the threads of the tapestry are equal in value."

Maya Angelou

In the same way, each person involved in this project played an equally valuable role in shaping this work, and for that, we are forever grateful.

We would like to express our deepest gratitude to all those who have supported and guided us throughout the journey of writing *Services Marketing: Text and Cases*. This book would not have been possible without the unwavering encouragement and insightful contributions of many individuals.

Our sincere and foremost appreciation to the esteemed publishing team at Sultan Chand and Sons, particularly Dr. Shubhra for her invaluable support and expertise and a special acknowledgement to Sh. Gangadhar Chaudhary, whose immense support and belief in this project were crucial. Their professionalism, guidance and commitment made the process seamless and enriching. Thanks to Mr. Ajay, the typesetter, for his attention to detail in ensuring the book's presentation was well-executed and polished.

We also extend our sincere appreciation to the students whose thirst for knowledge and dedication to their educational journey constantly inspire us to do our best work. To the faculty members, your invaluable support and guidance have made this book a meaningful resource for students, making it both worthwhile and worthy of recommendation.

We are grateful to the authors and researchers whose previous work provided invaluable insights that greatly enhanced the depth and relevance of this book. Your contributions paved the way for a more efficient and informed writing process, and for that, we are deeply thankful.

A heartfelt gratitude is owed to our family—Dr. Seema Gupta, Utkarsh Gupta, Aarushi, Santosh Upadhyay, Mr. Sanjay Sharma, Mrs. Sangeeta Sharma, Mrs. Reshma Israney, Mr. Sunil Israney and Mr. Kunal Israney—whose patience, understanding and continuous support helped us through many late nights and challenges while writing this book. Your love and encouragement were the steady foundation that kept us going. We also extend our warm thanks to all our teachers, colleagues and students, whose presence and support enriched this journey.

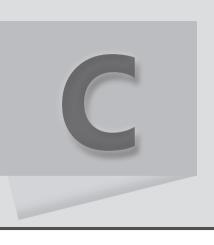
Your contributions will forever be appreciated.

Dr. S.L. Gupta Dr. Ritika S. Israney

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SNAPSHOT OF THE BOOK

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4.	Consumer Behaviour in Services Marketing	36	8	7	2	2	10	10	3
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About the Book

The world of marketing has undergone a tremendous transformation in recent years. As economies shift towards being more service-oriented, understanding the nuances of service marketing has become indispensable. This book has been designed to cater to a diverse range of learners-whether you are a business management student, an aspiring entrepreneur or a professional seeking to deepen your understanding of service marketing. The integration of real-world case studies, examples and interactive exercises will enable you to connect theoretical concepts with practical applications. As you navigate through the chapters, you will encounter discussions on service quality gaps, customer relationship management, service blueprinting and the use of technology to enhance service delivery. Each topic is carefully curated to help you grasp the core principles while inspiring innovative thinking.

Salient Features

- O Comprehensive Coverage of Service Concepts: This book delves into core service marketing principles, emphasising their critical role in Industry 4.0, where tech-driven transformations are reshaping service delivery and customer experiences.
- Interactive Chapter Openings: Each chapter begins with an engaging, conversation-style case study to spark curiosity and set the stage for deeper exploration of the concepts.
- Interactive Learning Tools: This book encourages critical thinking and problem-solving through hands-on projects, higherorder thinking questions (HOTS) and interactive exercises.
- Rich Case Studies: Each chapter includes detailed case studies from diverse industries to illustrate practical implementation of concepts.
- Practical Focus: This book is designed to cater to both students and industry professionals, bridging theory and real-world practice.

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