



SERVICES MARKETING

Text and Cases

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



Sultan Chand & Sons

Services Marketing

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.

Dr. Ritika S. Israney

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Dr. S.L. Gupta

Professor

Birla Institute of Technology (Deemed University)
Mesra, Ranchi, Noida Campus

Dr. Ritika S. Israney

Assistant Professor

Department of Commerce and Management
Bharatiya Vidya Bhavan College (*an Institute of Eminence*)
Guru Gobind Singh Indraprastha University, Delhi



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

011-23247051, 40234454 (Office)

E-mail : sultanchand74@yahoo.com; info@sultanchandandsons.com

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P

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

Birla Institute of Technology (Deemed University)

Mesra, Ranchi, Noida Campus

Dr. Ritika S. Israney

Assistant Professor

Department of Commerce and Management

Bharatiya Vidya Bhavan College (*an Institute of Eminence*)

Guru Gobind Singh Indraprastha University, Delhi

A

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“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.

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Your contributions will forever be appreciated.

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

S

SNAPSHOT OF THE BOOK

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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

- **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, higher-order 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.

About the Authors

Dr. S.L. Gupta is a seasoned academician with over 30 years of experience in teaching, research, and academic leadership. Currently a Professor at Birla Institute of Technology, Noida, he has held key roles including Director at BIT Patna and Dean at Waljat College, Muscat. With a Ph.D. and D.Litt., his expertise lies in Marketing, Finance, and Business Research. He has authored 16 books, published 32+ research papers, and guided nine Ph.D. scholars. Honoured with the Best Director – Technical Institutes Award (2013), he is also a life member of several professional bodies and actively contributes to curriculum development, faculty training, and institutional collaborations.



Dr. Ritika S. Israney is an Assistant Professor in the Department of Commerce and Management at Bharatiya Vidya Bhavan College, New Delhi (an Institute of National Eminence), affiliated to Guru Gobind Singh Indraprastha University (GGSIPU). With a Ph.D. in Management (Organisational Behavior/ Psychology) from BIT Mesra, an MBA from GGSIPU and an Entrepreneurship Development certification from IIT-Delhi, she possesses a strong academic and corporate research background. She is UGC-NET qualified in Management and Labour Welfare/HRM/Industrial Relations subjects.

Dr. Israney's research outputs are globally recognised, as reflected through her publications in renowned journals such as Asia Pacific Journal of Marketing and Logistics (ABDC-A, SSCI Indexed) and Vikalpa-The Journal for Decision Makers (Scopus, UGC Care Listed). She presented her research work at conferences of repute, including IIT-Kharagpur, IIM-Ahmedabad and Pan IIM World Management Conferences. Her doctoral research has earned her four national awards and she was honoured with the "Best Educator Award 2024" for her exceptional contributions to academic excellence and student development.

Areas of Expertise: Marketing Management and Research, Consumer Psychology, Service Marketing, Organisational Behaviour/Psychology, Human Resource Management, Gender Studies.



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23 Daryaganj, New Delhi-110002
Phones (S): 011-23281876, 23266105, 41625022
(O): 011-23247051, 40234454
Email : sultanchand74@yahoo.com
info@sultanchandandsons.com



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