

Services Marketing Zeithaml 6th Edition

Services marketing Fl, Dryden, p. , Services Marketing: Integrating Customer Focus Across the Firm, 6th ed, New York: McGraw-Hill Services marketing is a specialized branch of marketing which emerged as a separate field of study in the early 1980s, following the recognition that the unique characteristics of services required different strategies compared with the marketing of physical goods. 7 Zeithaml, V. D. and Gremler, D. J. Bitner, M 85ff311e99

Services marketing typically refers to both business to consumer (B2C) and business-to-business (B2B) services, and includes the marketing of services such as telecommunications services, transportation and distribution services, all types of hospitality, tourism leisure and entertainment services, car rental services, health care services, professional services and trade services. Service marketers often use an expanded marketing mix which consists of the seven Ps: product, price, place, promotion, people, physical evidence and... 85ff311e99
Product: This represents the physical or intangible offering that a company provides to its customers. It includes the design, features, quality, packaging, branding, and any additional services or warranties associated with the product. 85ff311e99

History of marketing The study of the history of marketing as an academic field emerged in the early twentieth century. the Journal of Marketing, educator and marketer Gerald Zaltman - developed the Metaphor Elicitation Technique (ZMET) Valarie Zeithaml - together with The study of the history of marketing, as a discipline, is important because it helps to define the baselines upon which change can be recognised and understand how the discipline evolves in response to those changes. The practice of marketing has been known for millennia, but the term "marketing" used to describe commercial activities assisting the buying and selling of products or services came into popular use in the late nineteenth century 85ff311e99

the history of marketing practice refers to an investigation into the ways that marketing has been practiced; and how those practices have evolved... 85ff311e99

Consumer value L. "The Behavioral Consequences of Service Quality". Journal of Marketing, 60(2), 31 Consumer value is used to describe a consumer's strong relative preference for certain subjectively evaluated product or service attributes. Cliffs, NJ Zeithaml, V. (1996). A. , & Parasarman, A. , Berry, L 85ff311e99

The emergence of consumer value research began in the 1980s, with the 1990s and 2000s being a time of clear growth and a generation of key insights for marketing academics. The definition of consumer value has long remained unclear due to the nature of the construct, its characteristics... 85ff311e99 Price: Price refers to the amount of money customers are willing to pay for the product or service. Setting the right price is crucial, as it not only affects the company's profitability but also influences consumer perception and purchasing... 85ff311e99 The construct of consumer value has widely been considered to play a significant role in the success, competitive advantage and long-term success of a business, and is the basis of all marketing activities. Research has shown that the most important factor of repurchase intentions is consumer value, where value stems from positive consumer shopping experiences from retailers. 85ff311e99

Marketing mix ". 226-274.), Cengage, 2010, pp. J. , Services Marketing: Concepts, Strategies and Cases, (Asia-Pacific ed. These variables are often grouped into four key components, often referred to as the "Four Ps of Marketing. Zeithaml, V. and Birch, S. Bitner, M. and The marketing mix is the set of controllable elements or variables that a company uses to influence and meet the needs of its target customers in the most effective and efficient way possible. Elliot, G 85ff311e99

These four P's are: 85ff311e99 Marketers tend to distinguish between the history of marketing practice and the history of marketing thought: 85ff311e99

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