

## 7P'S OF MARKETING MIX: THE CORE ELEMENTS FOR SERVICE MARKETPLACE

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### ABSTRACT

Marketplace consists of two kinds of sectors i.e. Product market and service market. The success of any market depends on marketing mix. Both product and service markets have respectively 4 P's and 7 P's in their marketing mix. The marketing mix of service market is also known as the extended marketing mix. In this research paper, we are discussing the 7 P's of marketing mix belongs to service market to be sustainable in such competitive era.

**Keywords:** E-Commerce, Open Network for Digital Commerce (ONDC), Online, Marketplace, Platform.

### Introduction

#### Research Objectives

- Highlight the Marketing Mix of Service Marketplace.
- The Significance of each P of Marketing Mix for Service.

#### Marketing Mix

The marketing mix is an important aspect in order to make strategies for marketing activities of both product & service markets. The product marketing mix consists of 4 P's whereas service marketing mix consists of 7 P's. The extended elements of marketing mix are treated as separate elements because these are within the control of organization. These extended elements have the power to influence the customer's initial buying decision; their repurchase decision as well as their level of satisfaction.

The extended marketing mix lead to enhance skills with regard to services provided to the target segments. The overall benefit of the providers, users, & employees depends on how these service providers use this tool of mix.

Marketing mix is different for both products and services marketing as both have 4 P's and 7 P's respectively. The graphical presentation of product & service marketing mix is as follows:



expertprogrammanagement.com

**Image 1: Service Marketing Mix**

(Source of Image: expertprogrammanagement.com )

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### Product

Product in the marketing context is anything which is offered to the market for exchange for or consumption. Goods product implies a high degree of tangible component and some intangible like style, after sales services etc. whereas service product implies a high degree of intangible component and negligible tangible components. A service is basically a collection of features and benefits. These features are created for a specific target market.



**Image 2: Product**

Source of image: Article on Service Marketing Mix written by Anjali J in The investors book retrieved from <http://theinvestorsbook.com/service-marketing-mix.html> )

### Pricing

Pricing is one of the key elements of service marketing as this decides the acceptance rate of service in the market. It is treated as decision variable. For price determination, various factors of marketing strategy of firm should be considered. The nature of service tend to influence the pricing of service. It is required to identify that how much a customer is willing to pay for the services they rendered, profit margin as well as payment methods. For example: if the price of a firm services is lower than the other competitors service prices than it is seem that the customers are willing to click on one of the ads and tend to buy service which attracts them as reasonable price.



**Image 3: Pricing**

(Source of image: Article on how the 7 P's of marketing fit into your marketing mix written by angela bick ford in business to community retrieved from <http://www.business2community.com/marketing/how-the-7-P's-of-marketing-fit-into-your-marketing-mix-02382306> )

### Place

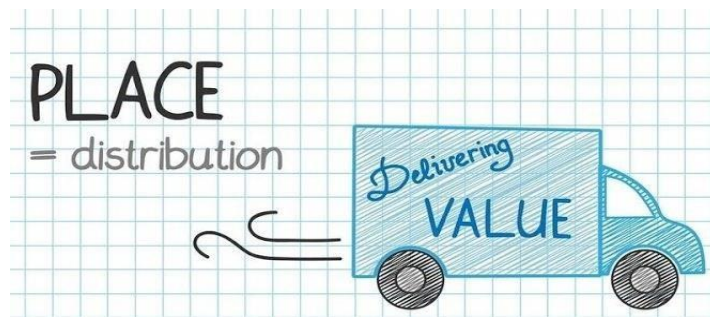
Place is another element of marketing mix in which the location of the product/ service has been identify where the product/service has been sold. Under this element, it is recommended to the firm to build a habit to identify and review the exact location where the customer meet to the salesperson in order to buy product/service because on the identification of exact location, necessary modification can be take place by the company such as change in location of sales which can result in boost in sales value.



**Image 4: Place**

(Source of image: Article on Service Marketing Mix written by Anjali J in The investors book retrieved from <https://theinvestorsbook.com/service-marketing-mix.html> )

The company has various ways to sale their product /service such as through telemarketing, online marketing, by distribution channels like agents, salespersons etc. It is depends upon the company's strategy where they can use one or more ways to sale their product /service. The organization has to know right location from where a customer can collect important information in order to make purchase decision.



**Image 5: Delivering Value**

(Source of image: Article on How the 7 P's of Marketing Fit into Your Marketing Mix written by Angela Bickford in business to community retrieved from <http://www.business2community.com/marketing/how-the-7-P's-of-marketing-fit-into-your-marketing-mix-02382306>)

**Promotion**

The main aim of marketing is to be noticed. Good marketing tends to keep attracting customers towards the product/service to aware about the existence of product/ service in market. Promotion is a crucial activity which has different methods to spread awareness of the products/services in order to generate sales. Advertising, free sample of product/free service, e- mail marketing are the tools in promotion elements. The firm may choose of one or more tools for promote their product/service.

The correct promotional mix leads to have high volume of satisfied customers, reach higher number of potential customers.



**Image 6: Promotion**

(Source of image: Article on How the 7 P's of Marketing Fit Into Your Marketing Mix written by Angela Bickford in business to community retrieved from <http://www.business2community.com/marketing/how-the-7-P's-of-marketing-fit-into-your-marketing-mix-02382306>)

### People

In service industry the manpower leads to differentiate a company from another one on the basis of the volume of manpower, skilled, semi skilled, non-skilled manpower. As in such competitive era, the manpower is the most important element of marketing mix because other all activities are depends upon the manpower and their qualities of handle any situation. The requirement of this mix is to handle customer's complain with maintaining calmness while dealing with them. In order to motivate the manpower in the workplace, the company has a strategy like incentive for performing better and dealing with customers with ease and positive outlook.



**Image 7: People**

(Source of image: Article on Service Marketing Mix written by Anjali J in The investors book retrieved from [http's://theinvestorsbook.com/service-marketing-mix.html](http://theinvestorsbook.com/service-marketing-mix.html))

### Physical Evidence

The physical evidence in marketing mix refers to the physical environment experienced by the buyer. It includes the layout of organization's website, design and layout of organization premises. it is required that physical evidence should reflect how company want to seen by the customer. For example, an expensive hotel needs to ensure that the furniture, tableware, lighting are reflecting image of high quality.

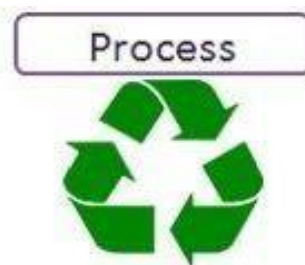


**Image 8: Physical Evidence**

(Source of Image: hotel services and facilities in slides member retrieved from [http's://www.slidemembers.com/en\\_US/view/PPT-Templates/hotel-services-facilities-proposal-powerpoint-example-16986#](http://www.slidemembers.com/en_US/view/PPT-Templates/hotel-services-facilities-proposal-powerpoint-example-16986#) )

### Process

Process can be defines to the processes include in delivery the products/services to the customers. It is about to do business with ease. Having good process poses a characteristic like organization provides the same quality of services and product repeatedly. It tends to save money and time of customers.



**Image 9: Process**

(Source of Image: Article on Service Marketing Mix written by Anjali J in The investor's book retrieved from [http's://theinvestorsbook.com/service-marketing-mix.html](http://theinvestorsbook.com/service-marketing-mix.html))

**Nature of Extended 3 Variable of Marketing Mix**

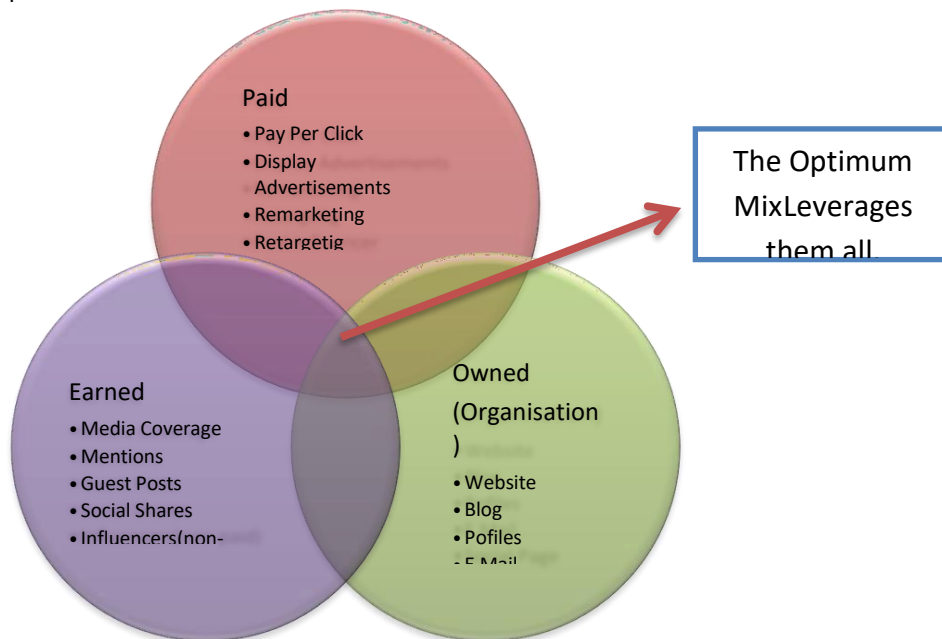
As describe above, the 4P's of Marketing Mix are Product, pricing, promotion and place whereas 3P's added in service marketing mix along with 4P's i.e. People, Process and Physical Evidence.

- **People:** It represents the inside working of an organization. Each employee who interacts with company's customer makes an impression upon customer which could be positive or negative. This impression leads to have Customer Satisfaction or Customer Dissatisfaction.
- **Process:** it is the analysis of the efficiency of processes that unfold the effective delivery of products or services to the end customer. In order to have effective and smooth process several areas should be analyze:
  - Do you have proper technique to smoothly follow the process of sales?
  - Does your process customer centric or product centric?
  - Do you have efficient sales process? Etc.
- **Physical Evidence:** it enables the reassurance with product/service provided. This includes testimonials, making available evidence and reviews from third parties who have previously interacted with the company in positive manner.

**The Difference between 4 P's and 7 P's of Marketing Mix**

The difference between 4P's and 7P's lies in the motive organization wants to achieve. The Extended Marketing Mix or Service Marketing Mix guides businesses with a deeper understanding of how to meet the requirements and expectations of their customers. The 4P's model is an important tool, which is useful for small businesses who sell a "standard" product. On the other hand, when business is specialized in providing a highly differentiated product or a service, then organization should choose the 7P's model of Marketing Mix. In this case, the customer experience and the degree of after sales service build customer satisfaction.

It is also significant to highlight notice that the 7P's enables companies to review and define important issues that affect the online marketing mix for all kinds of businesses. New aspects have introduced the Digital Transformation and the rise of E-Commerce related to the routes customers find and buy products.



**Image 10: The Digital Marketing Mix o Achieving Business Goals**

(Source: Author)

The consumer is more selective and demanding rather than passive in their choices of product and services, but In this sense the 7P's model strengthen the right framework, moving the perspective from a company-centric to a consumer-centric.it all possible due to the three additional variables i.e. People, Process and Physical Evidence.

### Conclusion

Marketing mix plays an important role as each element has its own contribution to evolve any organization. Without any of them, no entity can bloom properly. Now a day due to the tremendous development of digital technologies, the digital marketing mix also plays a vital role to grow the business. With the time passes, different p's involves in service marketing mix like productivity, partners, presentation, and passion.

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