

Study of different factors of promotion of service marketing

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ABSTRACT

Service sector is expanding rapidly in India. Services play important role in the economy and in individual organization. Education, Insurance, Banking are examples of service sector. Service marketing is different from product marketing due to intangibility of services. Education Service marketing involves basically promotion through different media. Also service marketing is becoming influencer marketing. So study of effectiveness of promotion and influencer was the topic of research. A questionnaire was prepared according to the objective of the study. A targeted respondents of admitted students were given questionnaire to record their responses. Responses were converted into frequency which was prepared through statistically output chart. After the analysis of survey direct contact and old customer reference was found more effective. It was also found that importance of website and impressive promotion was the need of the change. There were different influencing factors and role of a family member was most influential.

KEY WORDS : Service marketing, Educational marketing, Promotion

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The service sector plays an important role in the development of any nation. In developing countries like India service sector is increasing its volume. The role of private sector in delivering services is expanding rapidly. Education, Insurance, banking, Communication are examples of it. Services are different from product due to intangibility nature. Due to competition and nature of services, promotion of services is essential. There is a need to establish relation in effectiveness of promotion and also need to study factor of influence. In educational service organization like Sahydri organization making different types of promotion for their services, but establishing exact relation between promotion and decision making and difficult as decision

depends on influencer most of time.

METHODOLOGY

Research design:

In this research we are studying promotion and how promotion influences decision. The effectiveness is to made in research design. While designing the research factor and their role in the decision is to be designed. So creation of condition of the research according to goal was set up by studying factors of research.

In the present research, experimental design was used by using questioners creating controls and conditions for it. Experimental design involved was to make structure of design as per requirement of research.

In the present research we tried to relate the possible variables with its effect. The factors of promotion were different and effect of promotion of different target was different, therefore exact effect was to be studied by knowing influencer. The involvement of research design of influencer was obtained by the given conditions.

Experimental design was used to know the factors and effect of promotion. While making design output was expected

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