



## A CONCEPTUAL STUDY OF EMERGING TECHNOLOGIES IN SERVICE MARKETING – MARKETING MIX OF 7PS WITH REFERENCE TO INDIAN MARKET.

**Sarumathi V**

*Ph.D. Research Scholar in Commerce, PG and Research Department of Commerce, Pachaiyappa's College, Chennai, Tamil Nadu, India .*

### Introduction

The marketing landscape is continually evolving, shaped by emerging technologies that redefine how businesses engage with their target audiences. Among these technologies, Electronic Word of Mouth (eWOM), Online Brand Management, Augmented Reality (AR), and Artificial Intelligence (AI) stand out as transformative forces. Coined by Neil Borden in 1953, the marketing mix has undergone substantial expansion, incorporating concepts such as "People," "Participants," "Physical Evidence," and "Process" to adapt to these digital advancements. In the Indian market, this evolution is particularly pronounced as these emerging technologies revolutionize the traditional 4Ps and contribute to the comprehensive marketing mix of 7Ps (Product, Price, Place, Promotion, People, Process, and Physical Evidence).

Today, eWOM plays a crucial role in brand perception, with consumers increasingly relying on online reviews and social media discussions to inform their purchasing decisions. Online Brand Management has become paramount as companies strive to curate and maintain their digital brand image across various platforms. Augmented Reality enriches the consumer experience by overlaying digital elements onto the physical world, offering innovative ways to showcase products and services. Meanwhile, Artificial Intelligence enables personalized marketing strategies through data-driven insights and chatbots that enhance customer interactions. In this dynamic landscape, the Indian service industry is at the forefront of change, harnessing these emerging technologies to reshape its service marketing strategies. As technology continues to drive this transformation, understanding its influence on the marketing mix is essential for businesses seeking to stay competitive, adapt to shifting consumer expectations, and thrive in the digital era. This study draws from literature reviews, case analyses, and market-specific observations, offering valuable insights into the dynamic interplay between eWOM, Online Brand Management, Augmented Reality, Artificial Intelligence, and service marketing in India.



**Figure: 7Ps of Marketing Mix**



The traditional marketing mix, often represented by the 4Ps (Product, Price, Place, and Promotion), has evolved to accommodate the unique characteristics of services marketing. The extended marketing mix for services, known as the 7Ps, includes three additional elements: People, Process, and Physical Evidence. Emerging technologies have significantly impacted these 7Ps in services marketing:

### 1. Product

**Customization and Personalization:** Emerging technologies, such as AI and data analytics, enable businesses to tailor their services to individual customer preferences. Recommendations and personalized experiences are now achievable at scale.

### 2. Price

**Dynamic Pricing:** utilization of AI algorithms to continuously assess market dynamics and consumer actions, enabling companies to adopt flexible pricing approaches based on real-time data. This ensures optimal pricing for services based on demand, competition, and other factors.

### 3. Place

**Online and Mobile Platforms:** The internet and mobile apps have expanded the "Place" element beyond physical locations. Customers can access services anytime, anywhere, thanks to online booking, delivery services, and mobile apps.

### 4. Promotion

**Social Media Marketing:** Social media platforms and influencer marketing have become integral to promoting services. AI-powered social media analytics help businesses target specific audiences effectively.

### 5. People

**Chatbots and Virtual Assistants:** AI-driven chatbots and virtual assistants elevate customer interactions by swiftly addressing inquiries, thereby enhancing service efficiency and overall customer experience. Human-robot collaboration is increasingly common in customer service.

### 6. Process

**Automation and Workflow Management:** Robotic Process Automation (RPA) and workflow management systems streamline service processes, reducing errors and enhancing efficiency. This ensures consistent service quality.

### 7. Physical Evidence

**Augmented Reality (AR) and Virtual Reality (VR):** Augmented Reality (AR) and Virtual Reality (VR) technologies elevate the physical evidence component by delivering immersive and interactive experiences. As an example, customers can utilize AR to visualize how a piece of furniture would fit and appear in their home before making a purchase decision.

These emerging technologies are reshaping the 7Ps of services marketing, making it crucial for businesses to adapt and integrate them effectively to meet evolving customer expectations and stay competitive in a digital and data-driven era.

### Objective of the Study

- To assess the present state of the 7Ps of the Service Marketing Mix within the Indian market in light of emerging technologies.

### 7Ps in Service Marketing: Global Scenario in the Context of Emerging Technologies

In the global scenario of service marketing, the 7Ps (Product, Price, Place, Promotion, People, Process, and Physical Evidence) are being significantly influenced and transformed by emerging technologies. Here's how these elements are evolving in the context of global service marketing: Emerging technologies like artificial intelligence (AI) enable the customization of services based on individual



customer preferences and behavior. Personalization adds significant value to the perceived quality of services. The integration of AI and data analytics plays a pivotal role in implementing dynamic pricing models, which adapt prices in real-time according to variables like demand and supply, leading to improved pricing strategies. The digital landscape has made services increasingly accessible through various online channels and global marketplaces, including mobile apps, e-commerce platforms, and virtual marketplaces, allowing service providers to reach a global audience. Data analytics and machine learning contribute to precise customer targeting, resulting in personalized advertising and content recommendations that enhance the effectiveness of promotional efforts.

AI-driven chatbots and virtual assistants have emerged as essential tools for providing instant customer support, thereby enhancing service efficiency on a global scale. Additionally, language translation tools facilitate seamless communication with diverse customer bases. Robotic Process Automation (RPA) and workflow management systems optimize service processes, minimize human errors, and maintain consistent quality standards across borders. Incorporating Augmented Reality (AR) and Virtual Reality (VR) technologies has become increasingly popular, especially in sectors like tourism, real estate, and retail. These technologies enable immersive and interactive experiences, allowing customers to virtually explore physical spaces or visualize products before making decisions. This technological integration has undoubtedly transformed the landscape of service delivery and customer experience, propelling businesses to new levels of efficiency and customer satisfaction.

These emerging technologies are not confined by geographical boundaries and have a global impact on service marketing. Businesses worldwide are adopting these tools to enhance customer experiences, improve operational efficiency, and stay competitive in the rapidly evolving global marketplace. However, it's essential for service providers to navigate regulatory, cultural, and ethical considerations when implementing these technologies on a global scale.

### **7Ps in Service Marketing: Indian Scenario the Context of Emerging Technologies**

In the Indian context, the 7Ps (Product, Price, Place, Promotion, People, Process, and Physical Evidence) in service marketing are experiencing significant transformations due to the integration of emerging technologies. Here's how each of these elements is evolving: Emerging technologies, especially artificial intelligence (AI), are enabling businesses to offer highly personalized services to Indian consumers. AI algorithms analyze customer data to recommend tailored solutions and experiences. AI-driven dynamic pricing models are becoming common in India, particularly in e-commerce and ride-sharing services. Online marketplaces also facilitate price comparison, allowing customers to make informed choices. India has seen a surge in the use of digital platforms and mobile apps for accessing services. From food delivery to e-learning, digital channels are essential for service providers to reach a vast Indian audience. Social media platforms are powerful tools for promoting services in India. Influencer marketing and targeted advertising on platforms like Facebook, Instagram, and YouTube are gaining popularity. These technologies offer efficient solutions for a diverse and large customer base. Indian companies are automating various service processes using technologies like Robotic Process Automation (RPA) and AI-powered workflows. This improves efficiency, reduces costs, and maintains consistency. AR and VR technologies are emerging in India, particularly in industries like real estate and retail. These technologies allow customers to visualize products or explore physical spaces virtually. The integration of emerging technologies in service marketing within the Indian context is driven by the country's growing tech-savvy population and the rapid expansion of the digital ecosystem. Businesses are leveraging these technologies to enhance customer experiences, optimize operations, and gain a competitive edge in a dynamic and diverse



market like India. However, challenges related to digital literacy, infrastructure, and data privacy must be addressed as these technologies continue to evolve in the Indian service sector.

### **Potential of Marketing Mixin Indian Market:**

#### **Telecom Industry**

- The rapid expansion of the Indian telecom industry has been making significant contributions to India's GDP.
- Privatization was initially introduced in the cellular and basic services sectors and later extended to encompass value-added services.
- The introduction and continued advancement of services like 4G and WiMAX are expected to further accelerate the growth rate of the industry.

The telecom industry is in a perpetual state of evolution, primarily influenced by emerging technologies that reshape the way communication services are provided, consumed, and encountered.

**5G Technology:** Fifth-generation (5G) networks are a game-changer for the telecom industry. They offer significantly faster data speeds, low latency, and improved network reliability. 5G enables the proliferation of IoT devices, enhances mobile broadband experiences, and supports mission-critical applications like autonomous vehicles and smart cities.

**Internet of Things (IoT):** IoT devices are becoming increasingly prevalent in the telecom industry. These devices, ranging from smart home gadgets to industrial sensors, rely on telecom networks to transmit data. Telecom providers are expanding their infrastructure to support the growing number of IoT connections.

#### **Transportation Industry**

- Luxurious interiors with tastefully designed spacious seating, offering ample legroom, are considered a hallmark of elegance.
- Booking offices and ticket counters are thoughtfully designed, providing both spaciousness and aesthetic appeal.
- Factors such as class of travel, load factors, profit margins, and a robust distribution channel contribute to the success of the business.
- The key to success lies in careful planning and the development of products that fully satisfy the needs of customers.
- The promotion strategy encompasses elements like the generic product, augmented service, potential service, and sales discounts to effectively reach and engage customers.

#### **Banking Industry**

- The product offerings encompass a range of financial instruments including deposits, advances and loans, consultancy services, investment products, and international banking solutions.
- Complementary services are provided such as credit cards, dematerialized (demat) services, online money transfers, mobile banking, microcredit facilities, and specialized agricultural banking services.
- Pricing strategies involve competitive interest rates, consulting fees, and commission structures tailored to customer needs.



- Services are conveniently accessible through an extensive network of physical branches, ATM centers, as well as online platforms like Internet and Mobile Banking.
- A dedicated team of professionals, including managers, front-line officers, and employees, ensure the efficient delivery of these financial products and services to customers.

The banking industry is undergoing a profound transformation driven by emerging technologies. These technologies are reshaping how banks operate, interact with customers, and deliver financial services. Here are some key emerging technologies in the banking industry:

**Blockchain and Distributed Ledger Technology (DLT):** Blockchain and DLT are being explored for their potential to enhance security, reduce fraud, and streamline processes like cross-border payments and trade finance. Cryptocurrencies, built on blockchain technology, are also gaining attention as alternative financial assets.

**Artificial Intelligence (AI) and Machine Learning:** AI and machine learning are used for fraud detection, credit scoring, customer service chatbots, and personalized financial recommendations. These technologies play a pivotal role in boosting operational efficiency and elevating the overall customer experience.

**Robotic Process Automation (RPA):** RPA (Robotic Process Automation) streamlines and automates tasks that are repetitive and follow predefined rules, such as data entry and document processing. This reduces errors, lowers operational costs, and accelerates transaction processing.

### Health Care Industry

- The product offering in the healthcare sector combines commercial intent and includes elements of both tangible and intangible attributes, aimed at addressing emerging needs and demands.
- Key aspects such as quality levels, packaging, accessories, and brand names are consistently maintained to standardized standards.
- An array of specialized medical services is available, covering areas such as Heart care, Orthopaedic Spine treatment, Cancer Care, Gastroenterology, Neuroscience, Nephrology, Urology, and Critical Care.
- Pricing strategies are carefully managed, often including policies that emphasize value addition and signal high quality.
- Assurance and positioning efforts are executed with a high degree of reliability and competitiveness to differentiate the services in the market.
- Across all states in India, there is a reliable network of hospitals and healthcare services, ensuring accessibility to quality care throughout the country.

### Changing Phase of Indian Service Market

The emergence of malls across regional, urban, and semi-urban markets has marked a significant shift in the Indian service industry, leading to what we can call the Indian Service Revolution. These malls are reshaping the shopping experiences of everyday Indians. It has become crucial for the unorganized service sector to undergo restructuring and reorganization in order to thrive amidst the growing competition and to align with consumer expectations by staying in tune with the evolving trends.

### Intangibility

Indeed, although services are intangible by nature, the process of delivering them and the customer experience during that process are not necessarily intangible. Service providers frequently concentrate



on understanding and influencing pre-purchase behavior, but they may overlook critical aspects of the customer experience throughout the service delivery process. These aspects can include the nature of the output, which might result in observable physical changes, as well as the learning outcomes that occur during the delivery process. Recognizing and addressing these often-overlooked facets of the service journey can lead to more holistic and effective service management.

### **Heterogeneity**

The concept of heterogeneity in services is evolving, and in many cases, it is no longer strictly applicable in today's service domains. Across various sectors and industries, there is a growing emphasis on standardization of services. This standardization is being achieved through various means, including automation technologies such as ATMs and vending machines. Even in situations where full automation is not feasible, there is a heightened focus on standardizing the service delivery process through the use of service scripts and the strict adherence to predefined service cycles. This trend toward standardization aims to enhance consistency, efficiency, and reliability in service delivery across different touchpoints and customer interactions.

### **Inseparability**

While the principle of inseparability implies that the production and consumption of services happen simultaneously and that consumers need to be present or involved in the process, this doesn't hold true for all services. There are indeed many services where separation between production and consumption occurs. Examples like insurance, repair and maintenance, and outsourcing of services illustrate this separation. In these cases, the production of the service often takes place before the actual consumption, and customers may not need to be physically present during the service delivery. This highlights the flexibility and variability that exists within the realm of services, demonstrating that the inseparability criterion is not universally applicable to all service types and industries.

### **Perishability**

In the contemporary information era, many services are information-based and can indeed be recorded, saved in electronic media, and reproduced on demand. This capability challenges the traditional notion of the inseparability of services, as these services can be separated from the immediate involvement of customers during production and delivery. To provide greater clarity, it's essential to distinguish between the perishability of the productive capacity, the customer experience, and the output of services. While some services may still involve the simultaneous production and consumption of the customer experience, others can separate these elements. Understanding this distinction is crucial in recognizing the evolving nature of service delivery in today's digital and information-driven landscape.

The Indian service market is undergoing a transformative phase driven by the integration of emerging technologies. This changing landscape is reshaping various industries within the service sector and has several notable implications:

The proliferation of smartphones and affordable internet access has led to the rapid growth of digital services in India. From e-commerce and food delivery to online education and healthcare, digital platforms are changing the way consumer's access and interact with services. India has witnessed a surge in e-commerce platforms, with companies like Amazon, Flipkart, and Reliance JioMart competing for market share. Emerging technologies enable these platforms to offer personalized recommendations, streamlined logistics, and secure online transactions. The rise of digital payment



solutions, such as mobile wallets (Paytm, Google Pay), UPI (Unified Payments Interface), and digital banking apps, has revolutionized financial services. Indians now have convenient and secure ways to make payments, transfers, and investments. Financial technology (fintech) start-ups are disrupting traditional banking and financial services. These firms leverage emerging technologies like block chain, AI, and big data analytics to offer innovative solutions for lending, wealth management, insurance, and more. Telemedicine and healthtech start-ups are leveraging emerging technologies to provide remote consultations, diagnostic tools, and healthcare management apps. These services have become crucial during the COVID-19 pandemic. EdTech platforms are revolutionizing education in India. With e-learning, virtual classrooms, and AI-driven personalized learning, students have access to quality education regardless of their location. Emerging technologies are being employed to create smarter and more efficient cities.

Projects related to urban mobility, waste management, energy efficiency, and public safety are on the rise. Technology is being used to improve agricultural practices, increase yields, and connect farmers to markets through platforms like digital marketplaces and IoT-based solutions. In manufacturing, Industry 4.0 technologies like IoT, AI, and automation are enhancing productivity, quality control, and supply chain management. Logistics and supply chain management are becoming more efficient through technologies like GPS tracking, warehouse automation, and demand forecasting. Many Indian businesses are adopting chatbots and AI-driven customer service solutions to improve efficiency and provide 24/7 support. The increasing digitalization of services has also led to a greater emphasis on cyber security to protect customer data and critical infrastructure. While these emerging technologies offer numerous benefits, they also come with challenges related to data privacy, security, and the digital divide. Therefore, government regulations and industry standards are evolving to ensure responsible adoption and use of these technologies in the Indian service market.

## Conclusion

Indian service market is experiencing a remarkable transformation fuelled by the integration of emerging technologies. This dynamic shift has far-reaching implications across various sectors, fundamentally altering the way businesses operate and consumers' access services. The advent of digitalization and online services has created a thriving ecosystem of e-commerce, digital payments, and fintech innovation, providing convenience and accessibility to millions of Indians. Furthermore, sectors like healthcare, education, and agriculture have witnessed significant improvements through telemedicine, e-learning, and AgriTech solutions, bridging geographical gaps and enhancing the quality of life. As India strives to build smarter cities and upgrade infrastructure, technologies like IoT and AI are playing pivotal roles in creating efficient urban environments. The manufacturing industry is also embracing Industry 4.0, boosting productivity and competitiveness on a global scale. However, these advancements bring about important considerations, including cyber security, data privacy, and the digital divide. It is imperative for businesses and policymakers to address these challenges to ensure a responsible and equitable implementation of emerging technologies.

The changing phase of the Indian service market driven by emerging technologies represents a significant opportunity for growth, innovation, and improved living standards. As India continues on its path of digital transformation, adapting to and harnessing these technologies will be essential for businesses to remain competitive and for the nation to continue its journey toward becoming a digital powerhouse.



## References

- 1 B. H. Booms and M. J. Bitner (1981). Marketing strategies an Organizational Structures for Service Firms. in Marketingof Services. J. Donnelly and W. R. George. Chicago: American Marketing Association. 47-51.
- 2 Garbarino Ellen & Johnson Mark. (1999). The Different Rules of Satisfaction, Trust and Commitment inCustomer Relationship. *Journal of Marketing*, Vol.63, pp.70-87.
- 3 Jacquelyn A. Ottman, Edwin R. Stafford, and Cathy L. Hartman, Green Marketing, myopia.*Environment*. Volume48, Number 5, 22—36.
- 4 Michael Fickes. (1999). Word of Mouth Advertising. Swimming Pool.
- 5 Philip Kotler.(2003). Marketing Management. (11th edition). Shanghai: Shanghai People’s Publishing House,499-502.
- 6 Raghunath, S., Ashok, D.Mathur, PuneetPrakash and Joseph, Thomas. (2005). “Indian Agricultural ProduceDistribution System — Towards an Integrated Agri Produce Flow”. Indian Institute of Management, Bangalore.
- 7 Robert Johnston. The Determinants of Service Quality: Satisfiers and Dissatisfies. *International Journal of Service Industry Management*, 1995,6(5): 53-71.
- 8 Susan M. Keaveney. Customer Switching Behaviour in Service Industries: An Exploratory Study. *Journal of Marketing*, 1995,(April): 71-82.

## Web Resources

- <http://www.questia.com>
- <http://www.india-briefing.com/news/corporate-social-responsibility-india-5511.html/>
- [http://www.in.kpmg.com/pdf/csr\\_whitepaper.pdf](http://www.in.kpmg.com/pdf/csr_whitepaper.pdf)
- <http://www.coolavenues.com>
- [http://en.wikipedia.org/wiki/Service\\_Marketing](http://en.wikipedia.org/wiki/Service_Marketing)
- <http://www.naukrihub.com/india/service/overview/>
- <http://www.equitymaster.com/research-it/sectorinfo/service/>