CHAPTER 7

CONCLUSION, SUGGESTION AND LIMITATIONS
All markets need to be concerned about who their customers are, but this concern takes on added dimensions from certain types of services. When customer has a high level of contact with the service organization and with one another, the customer portfolio helps to define the character of the organization, because customers themselves become a part of the product. Too diverse portfolio may result in ill-defined image, especially if all segments are present at the same time. Abusive customers may spoil the experience for others and hurt profitability in other ways, too. So marketers must be selective in targeting the desired customer segments, and guidelines must be established for customers behaviour while they are using the service.

For services that are capacity constrained, the marketer's task is not only to balance supply and demand but also to obtain the most desirable types of customers at a particular point in time. This may require targeting different segments at different times. For profit seeking businesses, a key issue is which segment will yield the greatest net revenue. Profit and non-profit organizations, although they shouldn't ignore financial issues, and need to consider which segments will help them best fulfill their non-financial objectives. In all instances, accurate market analysis and forecasting assume great importance in guiding marketing strategy.

Finally marketers need to pay special attention to those customers who offer the firm the greatest value because they purchase
its products with the greatest frequency and spend the most on premium services.

MAIN FINDINGS OF STUDY:

After the survey, which is based on Sultanpur and Faizabad district, it is observed came to the conclusion that in both these districts we don't have a high level of service provider. Service sector is still in the take off stage in these two districts. There is a wide gap in between the service provider and customer in these districts. As it has already been, service sector do not sell their services with the concept of marketing. They are just taking their services as a job they are performing for earning their bread. They do not believe in the principle that they are for the customer example in Faizabad district there is a single good doctor. All the customer of this doctor has complain that this doctor is very aggressive and do not behave with the customers in a proper manner. This is so because this doctor has the monopoly. This type of example is prevalent in all the areas whether we talk about financial services, beauty parlour etc. One reason behind this problem is that in these two districts the level of education of general mob is not up to the mark. About 60% of the customer is not capable of differentiating between the service sectors and manufacturing sector. This has provided me with number of hurdles while continuing with the research work.

After going through the research data it has been concluded that all the service provider believe that they are 100% good in each service
quality while the customer believe that they are only 20%. Now for success of service sector in this area, it is necessary that we have to fill this gap.

CONCLUSION:

Service sector is these two district i.e. Sultanpur and Faizabad is still in a very preliminary stage. For attaining the status of a well-developed service sector, in these two districts we have to cover a long distance, they can do this by first of all reducing the gap between the service provider and customer. Both the party has to take some steps towards each other, so that they can reduce this gap.

The infrastructure of service sector of these two districts is not up to the mark, and provider must try to improve it.

As both these two district are not very developed, there is a lack of Entrepreneurs in these two districts. People of these districts are not ready to opt for the service sector as their career or business plan and it is a last preference in their career plan. Lack of motivation is there amongst the people to opt for service sector as their career.

Service sector of these two districts are much behind the service sector of metros.

The concept of marketing, which has already been discussed in the previous chapter, is not applicable to these two districts. Service sector of these two districts is in a very infant stage. The concept of interactive
marketing is lacking in the environment of service sector of these two districts. Service providers do not believe in the fact that the person who is in direct contact of customer must be properly trained and educated. It is sorry to see that the training of nurses of a number of health centers is not up to the mark. These providers do not believe in the concept of hiring and retaining the best people for providing high quality services. They believe in the concept of master and servant, and are not ready to follow marketing strategies. According to them marketing strategies has nothing to do with their services, services can be provided only by traditional method and it is highly different than the marketing of product. Due to lack of proper education, numbers of customers of these two districts are not capable of evaluating different service sector. They are in the grip of monopoly of service provider and are not ready to object them for their unfair practices. Due to all these reasons we do not have a proper service environment in these two districts.
STRATEGIES SUGGESTED

1. The producer should try to make his product as tangible as possible so that it can be evaluated easily. Most of the responded in the service products category take the product as fully tangible and even service seekers feel that the services are more tangible than intangible. A person going for haircut was not able to say that there was any thing intangible in it. He said that we pay for the haircut, which is highly tangible. When suggested about the intangible benefits he said all right, but intangibles are also associated with physical products. As a store selling cosmetics does not only sell the physical product but a lot of hopes associated with it. So it is suggested that the producer should minimize intangible clues, which cannot easily be evaluated. As an institution can let the future prospects, know about the achievements it has made over the year or placement of its students, and the organization they are in and the salary they are drawing. So that parents and student can evaluate it properly.

2. Being too much intangible the standardization becomes difficult and hence the setting of price becomes difficult. The producer should use cost accounting to set the price. If the price is reasonable and according to the cost of the producer then only the buyers are satisfied and the organization may expect more and more of them in coming days.
3. Since the services are produced individually the standardization becomes difficult and the maintenance of quality becomes difficult. So to keep specific level of satisfaction one should try to industrialize. A mass production will itself lead to set the standards. A barber in Australia got the ISO certification for the quality he used to maintain. Now even education institutions get this certification, as they are able to industrialize this production process.

4. There is a myth that post purchase service is not possible in services. If a patient is cured then he immediately leaves the hospital. But many a times the post treatment examination is done to see that he is in good health. So in any other kind of service we can have post purchase communication to satisfy our customers or to see that needed could be provided the services even after the purchase. These efforts will add to the credibility of his service and the buyers will be satisfied.

5. Always create an image of the organization, which is excellent. No body wants to be associated with weak organization. A customer is not satisfied, even though he might be getting the best service just of the image of the organization as poor. These days’ companies are spending a lot to make a favourable image of their organization. These days in our country people do not want to get associated with private banks though the return is high, as the image and credibility is poor. But ICICI proved to improve its image, as it was able to successfully meet the pressure created by some rumors.
6. All organization should try to advertise or communicate with its customers. In service organizations word-of-mouth communication has proved to be very important. The organization should trust in increasing public relation and obviously should continuously talk to their customers. A satisfied customer is the best-suited man for promoting the organization and obviously bringing in more and more customers. As many a times a particular cook may become popular for his dishes in an area and attract customers to eat meals prepared by him.

7. The next strategy suggested is that the organization should always recruit best personnel and give them proper training so that they are updated to give their best to the organization. How can a school keep less paid teachers and then think of giving best to his students. In service organization as customers come in direct contact with the employees of organizations, these organizations should not make any compromise in selection and training of these individuals. The employees should be good at human relations and perfectly trained to solve the customer problems. Many a times the physique outlook and smile of the doctor helps to cure his patient.

8. The company should try to customize its services. If you make to order then it will be best suited for the persons using it. A software developed and sold in market may solve your problems but may not solve all your problems. But software developed particularly for the customer will solve all his problems smoothly. Even big car
manufacturers are trying to customize their physical products by making it according to the order of the customers.

9. All service providers should do their best to manage their customers well so that they do not return as a dissatisfied lot. The politicians are very good at this service. They will satisfy these customer even if they are not able to solve their problems. This is not particularly required by business organizations. But the problem here is, many a times they loose their customers even if they are able to satisfy them, this is very poor. So business organizations should try to satisfy their customers and should manage them so that they are satisfied a lot and do come back to the organization.

10. The service organizations should have contact with supporting organization so that the customer does not have to wait much. Many a times the service demand is immediate. If I want an airline seat today then I want it today and may not go tomorrow. If a particular airline does not have a seat it can arrange from the seats of other airlines and keep his customers satisfied.

11. Every time the organization should try to minimize the waiting time for its customers. It should give correct information to its customers. Many a person from Faizabad to Lucknow do not go by the train as the waiting time is very long and they prefer to go by road. Where as the morning passenger train is very popular as it is time bond.

12. Organization should try to improve its facilities to attract customers. Always it should have new plans and new things to introduce
in the market to capture customers from the competitors. These days VPS and TC has its plan of 'Sheetal' buses. The air-conditioned buses in different routes to attract and satisfy its customers. The bus service has the plan to remove all poor buses and have good buses to beat the competitors and give these best to the customers.

**Test of Hypothesis**

Marketing of services are different from that of tangible goods due to the special characteristics of services. So the first hypothesis in null and void. The pricing of services is difficult and therefore the customers are not satisfied so the second hypothesis is also null and void. Service providers in this area are not much aware of marketing which they will have to learn. So this hypothesis is proved. Lastly the frontline service providers are very important for the organization so they are trained and motivated. So this hypothesis is proved.

**LIMITATIONS:** - It has been tried to collect all the relevant data regarding the research topic but still there is number of limitations regarding the research work. Some of the important limitations which has created hurdle in the smooth working of my research are –

**TIME** - Since I am engage in the teaching work, time was always a limitation to me in my research work. As I have make a long survey of both the district i.e. the Sultanpur an Faizabad, I need a long time but there is a shortage of same to me. I have tried my level best to overcome this limitation but still I was not able to manage the required time for my research work.
MONEY :-  Money was also a limitation to me in research work. It was not possible for me to manage all the expenses required by my research work. There was large number of expenses during my research work which I was not able to meet, though I had manage to meet number of them.

INDIVIDUALISED BEHAVIOUR OF INVESTIGATOR :-  One of serious limitation of my study is that there is preference and biasness due to the individualized behavior of the investigator. Both the provider and customer are not ready to look from other point of view. This was a hurdle in my research work in getting good result.

Area: -  As my research work is only restricted to district Faizabad and Sultanpur, I was not able to cover the broad spectrum of services. Due to this limitation of my research work I was not capable of giving the expected result. One of the serious limitation of my study is that there is lack of support from service provider and customer. Both of these parties are not ready to give the relevant answer to my question. I have to work hard to insist them to fulfill my questionnaire and this has taken my lot of time.

Measurement of satisfaction: – The success of service sector depends on the satisfaction delivered by the customer. As there is no yardstick to measure the satisfaction, it creates a hindrance in my research work. Some customers rank some providers as number one but others do not rank them the same due to their preference differences. So in service
sector it is very difficult to find the answer to the question that, who is really best?

**Level of education** – In both the districts that is Sultanpur and Faizabad, the level of education of maximum service provider is not up to the mark. They take their services as means of just earning their bread and are hardly interested in using the marketing concept for making profit, which the need of a service sector. This also creates a hindrance in my research work.

**Absence of renowned service sector** – In both these districts, there is no renowned service sector like Pizza hut, Mc Donald’s, Group 4 etc. It also creates hindrance in my research work because I do not have direct access to strategies followed by these providers. Because of the absence of these service sectors it is not possible for me to make a comparisons between these sector and the upcoming one. This has affected the final outcome of my studies.

**Lacks of competition** – Market of both the districts are based on monopoly of service sector. We have only few leading service centers. In the absence of competition service providers are not interested in following the strategies to overcome each other. Due to these reason it is not possible to generalize many a good strategies for overcoming competition.

**Lack of support** – Due to lack of support from service provider the outcome of my research work is highly affected. A successful service
never likes to talk about his success story due to the fear of their competitors. They believe in kipping their cards closed.

**LEAD FOR FURTHER INVESTIGATION:** Due to above mentioned limitation still we can do a lot in this area. There is a lead for further investigation in this area because –

1. Service sector are increasing day by day as it is age of services.
2. Since the number of women are increasing in work force, there will be a drastic increase in service sector. This will so because family member has to depend much on the service sector in the absence of a woman in the house.
3. Values of human being in the present scenario are changing. Now they are giving more value to time in comparison to money. This will give an increase in the dimension of services and give further leads to researchers.