PREFACE

Service marketing is still a relatively new field of study. The early years of marketing as an academic discipline focused on selling agricultural products and then expanded it to include the selling of manufactured products service such as accounting, banking, insurance and transportation were seen by academics as merely as aids to distribution and selling not as products to be marketed in their own right. Two developments stimulated academic interests in services marketing in the early 1980's. One was the deregulation of the service industries - such as transportation, financial services, health care and telecommunication which led to intensified competition and greatly increased the need of marketing. The second was series of service marketing conference sponsored by the American Marketing Association that brought together marketing academics and practitioners from both sides of the Atlantic.

From the mid 1980's onwards there was a huge growth in publications as well as increasing empirical and theoretical rigor in research. International conference stimulated cross – fertilization of research and global diffusion of findings. Academic center for services marketing were created and played a key role in sponsoring seminars and researches. The field becomes more multidisciplinary and more cross functional. Key topics included service quality and customer satisfaction managing service encounters, the customer's role in service production and delivery, the role of tangibles and
physical environments in customer evaluation and technology in service
design.

Studies of customer relation and relationship marketing emphasized
the need to retain as well as attract customers. Researchers also described
the role of service guarantee, documented recovery strategies for service
failures, and stressed the importance of understanding the long-term value of
a customer and documenting financial losses from customer defection.
Finally, internal marketing focused on the notions that everyone in the
organization as customer and that internal customers must be sold on the
service and happy in their jobs before they can serve external customers well.

In India, services make up the bulk of today's economy. As India is a
country with huge population, this service sector is of immense help in
creating new job opportunities. As the national economy develops, the
relative share of employment among agriculture, industry and services will
change dramatically. Now it comes as a surprised to most people to learn that
the dominants of the service sector is not limited to highly developed nations.

The study may be of immense use for the service providers,
academicians, policy makers and students. It will give leads for further
researches.

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