

Physical evidence is
the element of the
service



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The Marketing Mix model can be used by Able journeys as a tool to aid in defining the marketing strategy. Marketing manager use this method to try and produce the best possible response in the target market by blending many uneven in the best way. It is important to understand that the Marketing Mix principles are controllable variables. The Marketing Mix can be adjusted on a common basis to meet the altering needs of the target group & the other actives of the marketing environment.

The 7-Ps or extensive Marketing Mix of Booms & Bitner is a Marketing Strategy tool that increases the number of expedient variable from the 4 in the original Marketing Mix Model to 7.

The usual Marketing Mix model was mainly bound for & useful for tangible goodss. The 7-Ps model is more helpful for services industries & debatably also for knowledge-intensive surroundings.

The standard variables used in constructing a marketing mix are price, promotion, goods & place.

The service marketing mix comprises off the 7'p's. These include:

Goods

Price

Place

Promotion

People

Process

Physical evidence.

Product

In the past, the thoughts were, a good goods will sell by its own. Nonetheless there are no dire goods any longer in today's extremely competitive souk. In addition, there are numerous laws giving consumers the right to send back goods that he perceives as bad.

Consequently, today the org. defines the uniqueness of its goods or service that congregates the needs of their consumers.

Essentially a good is a substantial object or an insubstantial service which is produced heavily or manufactured on a large scale with a exact volume of components, Intangible goods are frequent service support like the tourism trade & the hotel trade. Usual case of a mass produced substantial object is the disposable razor. A less obvious but ubiquitous mass produced service is a computer operating system.

It includes:- Functionality; Quality; Appearance; Packaging; Br&; Service; Support; Warranty.

Price

The price is the amount a consumer pays for the goods. It is determined by a number of factors including market share, competition, material costs, goods identity & the consumer's perceived value of the goods. The business may increase or decrease the price of goods if other stores have the same goods.

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Although competing on price is as old as mankind, the consumer is often still sensitive for price discounts & special offers. Price has also an irrational side: something that is expensive must be good. Permanently competing on price is for many companies not a very sensible approach.

It includes: - List Price; Discounts; Financing; Leasing Options; Allowances.

Place

Place represents the location where a goods can be purchased. It is often referred to as the distribution channel. It can include any physical store as well as virtual stores on the Internet.

Some of the recent major changes in business have come about by changing Place. Think of the Internet & mobile telephones. (How) are the chosen target groups informed or educated about the org. & its goods? This includes all the weapons in the marketing armory - advertising, selling, sales.

It includes:- Locations; Logistics; Channel members; Channel Motivation; Market Coverage; Service Levels; Internet; Mobile.

Promotion

Promotion represents all of the communications that a marketer may use in the marketplace. Promotion has four distinct elements - advertising, public relations, word of mouth & point of sale. A certain amount of crossover occurs when promotion uses the four principal elements together, which is common in film promotion.

While the other three P's have lost much of their meanings in today's markets, Promotion has become the most important P to focus on.

It includes: - Advertising; Public Relations; Direct Sales; Sales; Media; Budget.

People

All people that are directly or indirectly involved in the consumption of a service are an important part of the Extended Marketing Mix. Knowledge workers, employees, management & consumers often add significant value to the total goods or service offering.

An essential ingredient to any service provision is the use of appropriate staff & people. Recruiting the right staff & training them appropriately in the delivery of their service is essential if the org. wants to obtain a form of competitive advantage.

Consumers make judgments & deliver perceptions of the service based on the employees they interact with. Staff should have the appropriate interpersonal skills, aptitude, & service knowledge to provide the service that consumers are paying for. Many British org. s aim to apply for the Investors. In People accreditation, which tells consumers that staff are taken care off by the company & they are trained to certain st&ards.

Process

Procedure, mechanisms & flow of activities by which services are consumed (consumer management processes) are an essential element of the marketing strategy.

Processes are basically systems used to assist the org. in delivering the service. Imagine one walk into Burger King & orders a Whopper Meal & gets it delivered within 2 minutes. What was the process that allowed him to obtain an efficient service delivery? Banks that send out Credit Cards automatically when their consumer's old one has expired again require an efficient process to identify expiry dates & renewal. An efficient service that replaces old credit cards will foster consumer loyalty & confidence in the company.

Physical Evidence

The ability & environment in which the service is delivered. Both tangible goods that help to communicate & perform the service, & the intangible experience of existing consumers & the ability of the business to relay that consumer satisfaction to potential consumers.

Physical Evidence is the element of the service mix which allows the consumer again to make judgments on the org.. If one walks into a restaurant his expectations are of a clean, friendly environment. On an aircraft if one travels first class he expects enough room to be able to lie down!

Physical evidence is an essential ingredient of the service mix; consumers will make perceptions based on their sight of the service provision which will have an impact on the org. s perceptual plan of the service.

The first two more Ps are explicit (People, Process) & the third one (Physical Evidence) is an implicit factor.

Broadly defined, optimizing the marketing mix is the primary responsibility of marketing. By offering the goods with the right combination of the seven Ps marketers can improve their results & marketing effectiveness. Making small changes in the marketing mix is typically considered to be a tactical change. Making large changes in any of the seven Ps can be considered strategic.

The term “ Marketing Mix” however, does not imply that the 7P elements represent options. They are not trade-offs but are fundamental marketing issues that always need to be addressed. They are the fundamental actions that marketing requires whether determined explicitly or by default.