

# Services Marketing

SECOND EDITION



658.8

R1803 Se,2-1



271712

K. Rama Mohana Rao



Pearson



Scanned with OKEN Scanner

R 1803  
Se, 2-1



Jawahar Lal Nehru University  
Accession No. 271712  
Source DSR Pub-9 Distributors  
Bill No. & Date 656-29-1-2024  
Price RS-710-00  
Centre/School ABVSM&E  
Accessioned by SM  
Catalogued by



*Assistant Acquisitions Editor:* Maran A.  
*Development Editor:* Soma Banerjee  
*Assistant Production Editor:* Barun Kumar Sarkar  
*Compositor:* HT Burda Media Ltd.  
*Printer:* Pushp Print Services.

**Copyright © 2011 Dorling Kindersley (India) Pvt. Ltd.**

Copyright © 2005 Pearson Education (Singapore) Pvt. Ltd.  
This book is sold subject to the condition that it shall not, by way of trade or otherwise, be lent, resold, hired out, or otherwise circulated without the publisher's prior written consent in any form of binding or cover other than that in which it is published and without a similar condition including this condition being imposed on the subsequent purchaser and without limiting the rights under copyright reserved above, no part of this publication may be reproduced, stored in or introduced into a retrieval system, or transmitted in any form or by any means (electronic, mechanical, photocopying, recording or otherwise) without the prior written permission of both the copyright owner and the publisher of this book.

ISBN: 978-81-317-3225-0

**First Impression, 2011**  
**Eleventh Impression, 2023**  
**Twelfth Impression**

Published by Pearson India Education Services Pvt. Ltd, CIN: U72200TN2005PTC057128

**Head Office:** 1st Floor, Berger Tower, Plot No. C-001A/2, Sector 16B, Noida - 201 301, Uttar Pradesh, India.  
**Registered Office:** 7th Floor, SDB2, ODC 7, 8 & 9, Survey No. 01 ELCOT IT/ ITES-SEZ, Sholinganallur, Chennai - 600 119, Tamilnadu, India. Phone: 044-66540100  
Website: in.pearson.com; Email: companysecretary.india@pearson.com

# Brief Contents

---

*Preface xxix*

1. Introduction to Services Marketing	1
2. Marketing Management: Core Concepts	22
3. The Marketing Environment	42
4. The Services Sector in the Indian Economy	59
5. Consumer Behaviour in Services	91
6. Marketing Information System and Research	117
7. Services Strategy	149
8. Market Segmentation	169
9. Competition Analysis and Strategies	184
10. Service Demand Management	199
11. The Service Product	219
12. Service Branding and Positioning	242
13. Physical Evidence	259
14. Pricing	275
15. Distribution	291
16. Internal Marketing	308
17. External Marketing	327
18. Interactive Marketing	347
19. Service Quality Management	373
20. Service Failures and Recovery	396
21. Customer Relationship Management	414
22. International Marketing of Services	440
23. Consumer Protection in Services	459
24. Services Marketing in India	487

Case 1 Beauty Care by Marico: Kaya Skin Clinics	521
Case 2 Life Insurance Corporation: Restructuring for Growth	524
Case 3 McDonald's in India	527
Case 4 Subway's Marketing Strategy in India	530
Case 5 Cox and Kings: Service with a Difference	533
<i>Index</i>	537