

Study on Implication of Service Marketing

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Abstract: *Services marketing is relationship- and value-based marketing. It might be employed to promote a good or a service. Marketing a company with a service-based model differs from marketing a company with a product-based one. A specialised area of marketing is services marketing. The early 1980s saw the emergence of services marketing as a distinct subject of study as a result of the realisation that the distinctive properties of services necessitated different techniques than the marketing of tangible items. This essay's goal is to examine the idea, range, difficulties, and problems associated with service marketing.*

Keywords: Service marketing, scope, challenges, process, product.