



## MARKETING ELEMENT ENHANCE CONSUMER RELATIONSHIP ADVERTISING POLICY AND CONSUMER LOYALTY IMPACT

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### ABSTRACT

The Approach of Advertising Part helps marketers to review and define key issues such as Product, Price, Place, Promotion, People, Process & Physical evidence that affect the Advertising of their tangible offering (Products) and intangible performances (Service). As a tool of Advertising policy to review competition in the market, the service Advertising Part which also known as extended Advertising Part is an significant part of a service plan which essential for optimum service delivery. The primary aim of the research paper is to study the effects of service Advertising Part Parts on Indian Consumer for making the appropriate Advertising Part policy which reveals that in service advertising, some Parts of Advertising Part such as physical evidence, process, place & people have a positive and significant effect on Consumer rather than product service, price fees & promotion. The paper would help the marketers for formulating & implementing Advertising policy to retain existing Consumers and attract new ones as well.



**KEY WORDS:** Service Advertising Part, Extended Advertising Part, Advertising Policy, 7Ps.

### 1. INTRODUCTION

More than any other functions of business, Advertising deals with Consumer and managing profitable Consumer relationship through putting the right product in the right place, at the right price, at the right time. As marketers know that in a given market, they can't serve profitably all Consumers with different needs and satisfy all of them in the same way, they divide up the total market, choose the best segment and design policy to attain the twofold goal of Advertising i.e. to attract potential Consumers through promising superior value and to keep & grow prevailing Consumers through delivering satisfaction (Kotler & Armstrong, 2006).

Advertising is the process of identifying, anticipating, and satisfying Consumers' requirements with the purpose to make profits. In this process Advertising managers and Advertising representatives have to take various Advertising decisions to make the operations profitable. They have to decide what combination of Advertising policies and procedures be adopted to bring about desired behaviour of trade and consumers at minimum cost. They have to decide how can advertising, personal selling, pricing, packaging, channels, warehousing, and the other Parts of Advertising be manipulated and Parted to make Advertising operations profitable. More specifically, they have to decide a Advertising Part - a decision making method in relation with the product, price, promotion, and distribution.

The term Advertising Part was introduced by Neil H. Borden in his article - "The Approach of Advertising Part". He learned about it in a research bulletin on the management of Advertising costs, written by his associate, Prof. James Culliton. in 1948. In this study of manufacturers' Advertising costs he described the business executive as a "decider," an "artist" - a "Parter of ingredients," who

sometimes follows a recipe prepared by others, sometimes prepares his own recipe as he goes along, sometimes adapts a recipe to the ingredients immediately available, and sometimes experiments with or invents ingredients no one else has tried.

#### Definition of Advertising Part

According to Philip Kotler - "Advertising Part is the combination of four Parts, called the 4P's (product, Price, Promotion, and Place), that every company has the option of adding, subtracting, or modifying in order to create a desired Advertising policy"

According to Principles of Advertising, 14e, Kotler and Armstrong, 2012 - "The Advertising Part is the set of tactical Advertising tools - Product, Price, Promotion, and Place - that the firm blends to produce the response it wants in the target market."

#### Meaning of Advertising Part

The Advertising Part is a Advertising tool used by Advertising professionals. It is often crucial when determining product or brand's offering, and it is also called as 4P's (Product, Price, Promotion, and Place) of Advertising. However, in case of services of different nature the 4 P's have been expanded to 7P's or 8P's.

In recent times, giving more importance to Consumer a new Approach have been introduced, i.e. Approach of 4C's. The Approach of 4C's is more Consumer-driven replacement of 4P's. According to Lauterborn's the 4C's are - Consumer, Cost, Communication, and Convenience. According to Shimizu's the 4C's are -Commodity, Cost, Communication, and Channel.

With the logical guidelines of Advertising policy, marketers design a Advertising Part made up of factors under their control. The Approach of Advertising Part helps marketers to review and define key issues such as Product, Price, Place, Promotion, People, Process & Physical evidence that affect the Advertising of their tangible offering (Products) and intangible performances (Service).

It is now obvious that like most economies the world over, Indian economy is progressively becoming service economy and so there is a need to manage services in the best possible way. Services are so varied & diverse that one needs to be managed strategically.

Here in this paper we try to review the prominence of Advertising Part Approach in Service industry of India. The paper would help the service marketers for formulating & implementing Advertising policy to retain existing Consumers and attract new ones as well.

## 2. OBJECTIVES OF THE STUDY

The objective of this study is aimed to suggest the appropriate Advertising Part policy for the service segment through analyze the worthiness of additional 3 Parts of extended Advertising Part.

## 3. LITERATURE REVIEW

Service: Over the last three decades, various researches have defined a Approach of service as quite a complicated phenomenon (Shanker, 2002). In 1960, American Advertising Association defined service with too limited view as some activities, benefits or satisfactions which are offered for sale or provided in connection with the sale of goods.

Services were considered as pure intangibles capable of providing satisfaction to the Consumer which could be marketed like tangible products (Regan, 1963). Service is any act or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything and its production may or may not be tied to a physical product (Kotler & Bloom, 1984).

Services can be summarized in terms of their key characteristics such as Intangibility, Inseparability, Heterogeneity (variability), and Perishability but now services can no longer be described according to these parameters (Wolak, Stavros & Harris, 1998).

Review of service industry shows that in both developing and developed economies, the component of services in the overall Gross Domestic Product is high and increasing. The largest chunk

of employment also tends to be in services, rather than in manufacturing (Schneider & David, 2009) (Mukhopadhyay, Engineer, Katoti, & Dr. Aiyer, 2001). With increased competition and decreased regulation across world markets, products by themselves are usually not enough to attract and retain Consumers. All marketers are, to varying extents, beginning to realize that the service they provide to their Consumers, even if bundled with a product, is a critical differentiating factor. (Anand 2006; Gilmore, 2003).

### Advertising Part

The Approach of Advertising Part helps marketers to review and define key issues that affect the Advertising of their tangible offering (Products) and intangible performances (Service).

Advertising Part is originating from the single P (Price) of microeconomic theory (Chong, 2003). The Approach of Advertising Part originally coined by Neil Borden in 1953 in his article

“The Approach of the Advertising Part (Borden, 1964) such as Product planning, Pricing, Branding, Channel of distribution, Personal selling, Advertising Promotion, Packaging, Display, Servicing, Physical handling and Fact finding & analysis (Rafiq & Ahmed, 1995). These 12 Parts of Borden's Advertising Part summed up in to 4Ps - Product, Price, Place and Promotion (McCarthy, 1960; Goi, 2009).

However something was not right with 4Ps as it was meant for product Advertising and ignores the Advertising of services. It was observed that the traditional Advertising Part was inadequate for service industry (Gitlow, 1987; Shamah, 2013). It also does not address the needs of service marketers (Helm & Gritsch, 2014) and the services have certain basic characteristics which in turn, have Advertising implications (Rathmell, 1974).

### Service and Advertising Part

Some crisis in service industry like financial institutions and telecommunication have shown the requirement for sustainable and effective service Advertising Part policy. Krasnikov, Jayachandran (2009) suggested that a successful Advertising Part approach can help service marketers to achieve better Consumer service and support, greater efficiency and cost reduction.

Recently there has been a growing interest in the service Advertising Part which aims to attain the maximum outcomes in terms of satisfaction and retention of Consumers that allow service firms to be competitive in market. As service is ultimately diverse in comparison to physical product and it cannot be inventoried, patented or transferred (Gitlow, 1987; Fukeya, Issaca, Balasubramanianb, & Jaykumara, 2014), such Advertising models & Approaches have to be developed to achieve the twofold goal of service advertising (Gronroos, 1987; Surprenant, 1987). Then, the Advertising Part has extended beyond the 4Ps for Advertising of services (Cronroos, 1983). During the past decade, marketers and researchers have identified the importance of 7Ps of services Advertising and Consumer orientation for sustainable competitive advantage (Gronroos, 2004).

As a tool of Advertising policy to review competition in the market, the service Advertising Part which also known as extended Advertising Part is an significant part of a service plan which essential for optimum service delivery. The key dissimilarity between traditional Advertising Part and services Advertising Part is that instead of the traditional 4Ps (Product, Price, Place & Promotion), there are added 3Ps consisting of People, Physical evidence & Process. It means that service Advertising Part involves the 7Ps of Advertising which also makes managing a service far more complicated to standardize than managing products (Gronroos, 1997). To manage 4Ps of traditional Advertising Part is of less importance than managing interactive advertising dimensions i.e. Additional 3Ps (Gummesson, 1987,1999) . As the scope of 7Ps is wide and it includes all the dimensions, Advertising becomes part of various functions of the firm (Gronroos, 2007).

The three additional Ps are added to meet the Advertising challenges posed by the characteristics of services such as people, physical evidence, and process. A number of advertising research studies supplements the relevance of each of the ‘7Ps’ of services Advertising Part (Berry & Parshuraman, 1991; Gronroos & Helle, 2012). On the other hand, Indian service sector has

been sluggish in application of the Approachal knowledge of modern Advertising to its advantage (Kannabiran & Narayan, 2005; Taherdoost, Sahibuddin, & Jalaliyoon, 2014). For example, no much awareness is prevail about 7Ps of services Advertising can be of use to Indian service sector such as banking, telecommunication, logistics, public administration, civic and others. They are not even clear about the scope of Advertising, as applicable to own service industry (Shanker, 2002). But the present scenario is totally changed because of fast-changing Consumer needs, more diversified & dynamic Consumer base and intense competition in the service sector of India (Barnes, Fox, & Morris, 2004). Consumers with more option to opt what & from where, they can easily switch over from one service provider to other who promises to offer better service at lower cost (Bhardwaj, 2007).

For example, there has been utterly shift in Indian banking services from a transactional Advertising approach to a Consumer oriented approach. Banks becoming increasingly engaged in Advertising & planning activities with aim to attract and retain valuable Consumers through providing a superior service. These changes in the Advertising activity have impact on service Advertising Part decision making and implementation of the same, which required a greater attention needs to be directed towards product, price, place, promotion, people, physical evidence, and process (Lovelock, Patterson & Walker, 2001). Because formulating a comprehensive Advertising Part is vital for any manufacturing or tertiary business sector. Without it, all efforts to achieve organizational goal are likely to be chaotic and inefficient. So, in today's business environment, services Advertising Part can be a critical component in running a successful business (Zeithamal, Gremler, Bitner, & Pandit, 2008). The 7Ps model - Extended Advertising Part has endured and more than adequately incorporates today's Consumer-first Advertising world (Advertising & the 7Ps: A Brief Summary of Advertising & How It Work, 2015).

**I. Product:** A tangible component which is offered to the market for exchange / consumption and some intangible performances are integrated to it (Kotler, 2000; Gronroos, 1987; Surprenant, 1987). A product does not have to be tangible (Levitt, 1981) e.g. Insurance, Speed post, Google etc. which called a service. While developing a service product it is imperative that the package of benefits in the service offer must have a Consumer's perspective (Skowron & Kristensen, 2012) such as restaurant, hotel, repair etc. So, product embrace all aspects of service performance that create value which responds to Consumer's primary need (Lovelock, Wirtz, & Chatterjee, 2007). Planning Advertising Part begins with creating a service Approach that will offer value to target Consumers and satisfy their needs better than competing alternatives (Lovelock, Wirtz, & Chew, 2012). Service marketers has to customize their products in innovative way which are responsive to needs of Consumers with value added aspect includes features which are embedded in service itself as its characteristics.

**II. Price:** Pricing is a strong (Shanker, 2002) and the only Part of the Advertising Part that generates revenue (Fredy & Valenzuela, 2014). Consumers see price as a key part of the costs they must incur to obtain wanted benefits (Zeithaml, 1988). Existing Consumers are generally less sensitive about price than new Consumers (Wreden, 2005; Harris & Botten, 2008). Unfair prices triggers Consumer switching immediately in service sector (Colgate & Hedge, 2001). The price perception has a direct impact on satisfaction and loyalty of Consumer (Martin Consuegra, Molina, & Esteban, 2007; Bang & Philipp, 2013). Consumers are becoming more price- sensitive and less loyal (Day, 1999) and with more alternatives for selection of service provider, they can easily switch over to other who promises to offer better performance at lower prices (Bhardwaj, 2007; Valenzuela, 2010; Lees, Garland, & Wright, 2007) as they assess the worthiness of service not only on the base of monetary cost but time and efforts too (Zeithamal, Gremler, Bitner, & Pandit, 2008). The service pricing should be such as to provide value addition and quality indication to the Consumers (Ng, Parry, Smith, Maull, & Briscoe, 2012) and convey the message that they are getting more in using that particular product or service (Clemes, Gan, & Zhang, 2010) such as attraction, satisfaction, retention and loyalty (Lees, Garland, & Wright, 2007; Maria & Ioannou, 2008; Manrai & Manrai, 2007; Gupta & Dev, 2012).

**III. Place:** Traditional channel of distribution cannot be used in Advertising of service (Gronroos, 1983) as service is different from products in terms of its characteristics (Carson, Gilmore & Walsh, 2004; Taherdoost, Sahibuddin, & Jalaliyoon, 2014). Services cannot be separated from selling; it must be created and sold at the same time (Borden, 1964). Most of the Indian logistic companies have not considered consideration for effective distribution of services in respect of a site for new branch, location of warehouse etc. (Gronroos, 2011). Kivijarvi & Saarinen, 1995; Brodie, Juric, Ilic, & Hollebeek, 2013 argued that with the advanced information & communication technologies, service sector has changed the way to serve its Consumers. Consumers choose different service delivery channels in a complementary way such as physical location, working hours, distance to reach, parking facility, availability of personal assistance, automated process, approach of personnel too (Castleberry & Resurreccion, 1989; Oppewal & Vriens, 2000; Santos, 2003; Manrai & Manrai, 2007).

**IV. Promotion:** It means the communication that marketers use to inform consumers through advertising, public relations, personal selling and sales promotion (McCarthy, 1960; Gronroos, 1994). For some services operators, due to their small size of the operations (Borden, 1964; Aaker & Jacobson, 1994) it is not possible to use the conventional promotion tools with success (Rathmell, 1974; Santouridis & Kyritsi, 2014). This leads to think about other promotional tools like public relations and publicity (Duncan, 1985; Lacey, 2012). Therefore, community relations, event sponsorship, media blitz, market campaign, corporate promotional activities should be used innovatively and effectively (Kotler, 1986; Trainor, 2012). Lovelock (1996) identified the impact of Advertising communication on Consumer behavioral intentions such as, satisfaction, loyalty, retention (Hoffmann & Birnbrich, 2012). Promotion should communicate the benefits that a Consumer receives from a product, not just its features.

Good promotion is not one-way communication — it paves the way for a dialogue with Consumers, whether in person or online (Advertising & the 7Ps: A Brief Summary of Advertising & How It Work, 2015).

**V. People:** Judd (1987) came out with another 'P', People and recommended that people power should be formalised, institutionalised and managed like the other 4Ps as a distinctive component of the market Part as it is the employees who represent the organisation to the Consumers. All the efforts of Advertising may not prove to be effective, if employees are not trained in face to face interaction with Consumers (Anca & Daniel, 2012; Salloum & Ajaka, 2013). A service firm can be only as good as its people (Berry & Parshuraman, 1991) as service is a performance which cannot be separated from people (Shanker, 2002). The way of service delivery by people is an important dimension of differentiation and competitive advantage as well (Lovelock, Wirtz, & Chatterjee, 2007; Rajesh Raj, Sen, & Kathuria, 2014). People is an important part of the 7Ps - extended Advertising Part of service management (Zeithamal, Gremler, Bitner, & Pandit, 2008). In most of services, the employee is often the primary contact point for the Consumers such as hospitality, banking, health etc. The perception of Consumer about the performance of service employee play an important role when service quality will be evaluated by Consumer. Therefore, the service provider must focus on qualitative performance of service employee through motivation, direction, feedback, skill training & development etc. Skills like responsiveness, assurance, and empathy will play vital role in performance. It includes attitude, behaviour, expertise, confidence, courtesy, and willingness to help to Consumers. Service personnel have to focus on CRM through personal attention, inter personal care, willing to help, politeness, and attentive behavior.

**VI. Physical Evidence:** Consumers cannot assess the quality of service as it is an intangible performance. However, the service environment (service scape) will be used by them as a key alternative for quality (Shanker, 2002). Physical evidence is related to the style and exterior of the physical surroundings and experience faced by Consumers at service delivery sites (Lovelock, Wirtz, & Chatterjee, 2007; Klaus & Maklan, 2012). Therefore, physical evidence must be managed by service

firms, as it can have a reflective influence on Consumers' impressions (Zeithamal, Gremler, Bitner, & Pandit, 2008; Kranias & Bourlessa, 2013) and it conveys external image of the service package (Miles, Miles, & Cannon, 2012).

Physical evidence as a tangible evidence of a firm's service quality influence Consumer's perception about service provider and Consumers' behavioural intentions (Sohn & Tadisina, 2008; Agrawal, Tripathi, & Seth, 2014) also includes appearance of building, landscape, interior furnishing, IT based infrastructure, equipment, staff members' uniforms, communication materials, and other visible prompts (Zeithaml V. , 1996; Fukeya, Issaca, Balasubramanianb, & Jaykumara, 2014). To achieve the twofold objective of advertising technological & structural changes are advisable to Indian service sector (Angur, Natraajan, & JahereaJr, 1999).

**VII. Process:** Service process is the sequential method which creates the value proposition that has been promised to Consumers (Lovelock, Patterson , & Walker, 2001; Salloum & Ajaka, 2013). In case of high contact services such as spa, healthcare, psychiatric counselling, Consumers may be an integral part of the operation through which the process becomes an experience for them (Gronroos, 2011; Helm & Gritsch, 2014). Faulty designed process may annoy Consumers as it may result in frustration because of poor-quality in service delivery (Lahteenmaki & Natti, 2013) whereas the well-designed process assures service availability with speed, consistent quality, total ease and convenience to the Consumers (Zeithamal, Gremler, Bitner, & Pandit, 2008) and it can balance service demand with service supply in peak hours as well (Fukeya, Issaca, Balasubramanianb, & Jaykumara, 2014; Sheorey, Joshi, & Kulkarni, 2014).

#### 4. MANAGERIAL IMPLICATIONS

Service provider need to put lot of emphasis on service Advertising Part to acquire and retain the Consumers as service is intangible performance (Hoehle, Scornavacca, & Huff, 2012). The literature review suggested that the place, people, physical evidence and process are the key Parts of services Advertising Part and implementation of proper combination of the same may create stronger Consumer-firm relationships, as shown in the present study (Gronroos & Helle, 2012; Karpen, Bove, & Lukas, 2012). People, Process and Physical evidence helps Consumers to develop an image of the service (Vliet, 2013).

#### 4P's - Producer-oriented Model of Advertising Part

**Product** - Products are offerings that a marketer offers to the target audience to satisfy their needs and wants. Product can be tangible good or intangible service. Tangible products are goods like - cellphone, television, or motor car, whereas intangible products are services like - financial service in a bank, health treatment by a doctor, legal advice of a lawyer.

**Price** - Price is the amount that is charged by marketer of his offerings or the amount that is paid by consumer for the use or consumption of the product. Price is crucial in determining the organization's profit and survival. Adjustments in price affects the demand and sales of the product. Marketers are required to be aware of the Consumer perceived value of the product to set the right price.

**Promotion** - Promotion represents the different methods of communication that are used by marketer to inform target audience about the product. Promotion includes - advertising, personal selling, public relation, and sales promotion.

**Place** - Place or distribution refers to making the product available for Consumers at convenient and accessible places.

In case of services, the producer-oriented model of Advertising Part is consists of 7P's. Including the above 4P's there are additional 3P's - Physical Evidence, People, and Process. Physical evidence refers to Parts like uniform of employees, signboards, and etc. People refers to the employees of the organization comes in contact with the Consumers in the process of Advertising. Process refers to the systems and processes followed within organization.

**4C's - Consumer-oriented model of Advertising Part**

**Consumer** - In this model the Product is replaced by Consumer. Marketers focuses more on consumer satisfaction. The product is designed and produced keeping in consideration the requirements of consumer.

**Cost** - Price is replaced by Cost. Here the cost refers to the total cost of owning a product. It includes cost to use the product, cost to change the product, and cost of not choosing the competitor's product.

**Communication** - Promotion is replaced by Communication. Communication includes advertising, public relation, personal selling, and any method that can be used for proper, timely, and accurate communication between marketer and consumer.

**Convenience** - Place is replaced by Convenience. it focuses on ease of buying, convenience in reaching to the store/product, and convenience in getting product information.

PARTS OF ADVERTISING PART P's	MANAGERIAL IMPLICATION FOR SERVICE INDUSTRIES	E.G.- BANKING SECTOR
<b>Place</b>	Location and easy availability of outlet at convenience of Consumers More approachable branches to the Consumers	Levesque & Mc Dougall,1996; Oppewal & Vriens,2000; Patrick et al., 2013 Kranias & Bourlessa,2013
<b>Process</b>	Easy and smooth process with convenience Time delivery of core service with quick response	Chen & Chen, 2004; Zeithamal, Gremler, Bitner, & Pandit, 2008 Amin, Yahya, Ismayatim, Nasharuddin, & Kassim, 2013.
<b>People</b>	Encourage employees to develop friendship and long term relationship with Consumers. Personal attention in each transaction. Attentive behaviour and quick response. Employees training to make them courteous, caring and responsive.	Bitner, Booms , & Stanfiel, 1990; Crosby, Evans , & Cowles, 1990; Gronroos & Helle, 2012; Salloum & Ajaka, 2013. Gupta & Dev, 2012. Amin, Yahya, Ismayatim, Nasharuddin, & Kassim, 2013; Winstanley, 1997; Helm & Gritsch, 2 014. Tohidi & Jabbari, 2012; Fukeya, Issaca, Balasubramanianb, & Jaykumara, 2014
<b>Physical Evidence</b>	Modern infrastructure Implementation of advanced technology Interior design with a comfortable seating arrangement, pleasant lighting, temperature, cleanliness, computers with advanced technology, network connectivity and convenient accessible counters	Zeithaml & Bitner, 1996. Sohn & Tadisina, 2008 Lenka, Suar, & Mohapatra, 2010; Dabholkar, Thorpe, & Rentz, 1996; Miles, Miles, & Cannon, 2012.

Eventually, the conclusions of the study specified that the proper application of right services Advertising Part Parts may be supportive for service firm to appeal new Consumers and retain old Consumers which results in higher sales, market share, and profits.

## 5. LIMITATION & SCOPE

The study indicates the effect of '7Ps' of services Advertising Part on Indian Consumer in the context of service Advertising. The research, however, is subject to some limitations of generalization as it consider only banking services. Future research is suggested to measure the consequence of known services Advertising Part Parts on performance of other services. However, irrespective of limitations, this study has contributed toward the existing literature by indicating that identified services Advertising Part such as physical evidence, process, place, and people have the positive and significant effect on Indian Consumer.

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