

## Impact of Marketing towards Behavior Intention

**Authors :** Sathyamangalam Rangasamy Guru Prasath

**Abstract :** Due to the increasing homogeneity in product offerings, the attendant services provided are emerging as a key differentiator in the mind of the consumers. Services marketing are a sub field of marketing which covers the marketing of both goods and services. Service marketing differs from product marketing due to the fact that services are intangible and typically require personal interaction with the customer. Relationships are a key factor when it comes to the marketing of services. The role of interpersonal relationships distinguishes service and product marketing in strategic vision and organizational considerations. This paper explores some of the trends in service marketing as they relate to strategic vision, operational and organizational changes, and marketing tactics. The presence of the customer in the service facility means that capacity management becomes an important driver of the firm's profitability service marketing is a process from the organization's point of view, but an experience from the customer's perspective. The quality of the experience is a function of the careful design of customer service processes, adoption of standardized procedures, rigorous management of service quality, high standards of training and automation. Services marketing helps to ensure that these processes are designed from the customer's perspective. Services marketing includes customer loyalty, managing relationships, complaint handling, improving service quality and productivity of service operations, and how to become a service leader in your industry.

**Keywords :** customer perspective, product marketing, service marketing, rigorous management

**Conference Title :** ICERI 2016 : International Conference on Education, Research and Innovation

**Conference Location :** Kuala Lumpur, Malaysia

**Conference Dates :** August 18-19, 2016