

The meaning of service marketing in modern service industry

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Abstract: In the 21st century, all walks of life in China's tertiary industry will definitely show their talents. Service marketing in the modern service industry will also become an important means and weapon for business operations, as in developed countries such as Europe and the United States. "Service Economy" is a relatively blank research field in China (quoted from Wang Luolin's "China Service Industry Development Report NO.3", Social Science Literature Publishing House, December 2004, first edition). China is still in the enlightenment stage for service theory and service marketing. The analysis and trend of "service economy" is still rare. In the actual business, the development of the service industry and related new industries and new technologies has advanced by leaps and bounds, and research and discussion in this area are very scarce. As a systematically written literature from the perspective of service marketing, it can be said that it is rare. Therefore, the author combines the study of the latest service marketing theory during study abroad and foreign visits, and makes a combing of the meaning of service marketing, which can play a certain role in the overall development and expansion of the service industry. This paper starts with the practical issues of the composition, development and business process of the service, service industry and the entire tertiary industry, and defines the meaning of service marketing.

1. Introduction

According to the results of the 2018 Statistical Communiqué on China's National Economic and Social Development issued by the National Bureau of Statistics, the proportion of the tertiary industry in China's gross domestic product (GDP) in 2018 is at 52.2%. It is equivalent to the level of the United States in the 1970s and 1980s and Japan in the 1990s. Since the 1970s, there has been an economic service orientation in developed countries, which is also the beginning of service marketing. After China's development strategy shifted to "economic reform" and "opening up" in China in the 1980s, China's economy has developed rapidly. Especially in recent years, on the basis of rapid economic growth, the scale of China's tertiary industry (general service industry) has also achieved remarkable expansion and development. In recent years (especially in large cities in China), the development of service industries such as finance, commerce, circulation, logistics, tourism, food, and hotels has been remarkable. In addition, the rapid development of information services such as computers and communications, I believe that the tertiary industry will become an extremely important industry in China in the near future.

2. The transformation of traditional marketing

In the modern service industry, the field service personnel of the service enterprise obtain various information from the customers in time (I call it the service platform), and feedback the first-hand information of these customers to the business management and planning of the enterprise as soon as possible. The department, in turn, has a major impact on the production processes of the various service industries and companies. In the service industry, consumers no longer passively accept products that have already been produced (both finished products), or make certain limited choices from these established products, but instead put their opinions, ideas, and wishes on the service

platform. The expectation and the pursuit of the on-site service staff (C•P, ie Contact Personnel) are reflected in the strategic planning and product design and planning departments of the service company. Therefore, especially in the service industry, consumers (customers) can be seen as part of the marketing staff, so that the traditional marketing science shifts focus and produces radical changes.

In the modern service industry, when consumers (customers) accept service products, they independently participate in the production and provision of services, and can actively integrate themselves into the process of production and provision of service goods, so that they can get themselves from the expected service. Get the most satisfaction. Taking this as a new vision, a new positioning of the role of consumers (customers) has been established in marketing.

The focus of service marketing is not so much on consumers, but also provides consumers with many conveniences. It is better to let consumers (customers) participate in the process of production and supply of service goods. Through this participation, consumers (customers) Get the service you are looking for. In other words, in the service industry, consumers are not only the “God” that the enterprise serves, but also an integral part of the process of producing and providing goods for business services. It is played as part of the elements related to the production and delivery process. An indispensable important role.

3. The modern service industry

The tertiary industry is different from the primary industries such as agriculture, forestry and fisheries, agriculture, forestry, and mining industries that produce raw materials, as well as processing industries such as manufacturing and construction industries, and secondary industries that produce industrial products or commodities. Social structures formed by companies and industries that serve information, care and medical, repair and leasing, entertainment and leisure services. Broadly speaking, in addition to providing the services and formats of the above services, the modern service industry also includes various industries of the tertiary industry such as circulation, finance, insurance, transportation, communications, real estate, electricity, gas, and water. The service industry generally exists in all areas of society and is a backbone industry that cannot be separated from the people's lives.

4. The service

When you mention “services” together, you will think of people who are engaged in “free” or “duty labor”. This phenomenon is common both in foreign countries and in China. People think that goods are wealth and only produce material products. The idea of being a career or an industry is probably too far behind the times. “Service” is a business that is worthy of pride. The service industry is an important part of the national economic activities. In today's world, the service industry is better than the most important industry in a country's economy. Nowadays, in Japan, the labor force engaged in the “service industry”, that is, the tertiary industry in a broad sense, has greatly exceeded the 60% of the Japanese labor force (more than 64% in 2000), and the tertiary industry accounts for the gross national product. The proportion is also overwhelming (over 70% in 2000). It can be expected that the modern service industry will achieve greater progress and development in the high-tech fields such as information technology and many non-production areas by the middle of the 21st century, so it will further develop even further.

However, the service industry does not mean that it is just an “intangible wealth” as the traditional economic theory puts it. Services are made up of hardware elements (such as physical facilities and equipment or other tangible items) and software elements (things that are perceived or recognized by human experience). The service provider must provide some performance to the customer by exploiting the inherent functions of the service itself, and translate this performance into a utility that meets the needs and desires of the customer. On the other hand, the vast majority of services are produced and consumed at the same time by the service provider and the customer receiving the

service at the site of service acceptance (providing and receiving services - the account service platform). Therefore, services have an indivisible or non-reducing nature of production and consumption.

This paper is based on the introverted analysis of human actions centered on the concept of behavioral science, and defines the unit of service as “Dyadic Human Interaction” (DHI). The basic form of the organized service, that is, the service industry, is called the customer (Customer - C) and the Contact Personnel (CP) and the organization or enterprise management (Management - M) Three kinds of interpersonal relationships (Triadic Human Interaction - THI). Furthermore, it can be recognized that the various service relationships of the whole society are formed by the interaction of countless DHI and THI. We call this relationship Polyadic Human Interaction (PHI).

In people's daily lives, between individuals and individuals, between individuals and organizations, between individuals and society, between organizations and organizations, between organizations and society, and even between individuals, organizations and society Service is a very common social phenomenon between nature and the earth. So for services, marketing of relationships is a must.

5. Service marketing

Since services are also largely present in the organization, it is inevitable for service organizations to conduct external marketing for external customers of the organization and other related organizations and markets. At the same time, C.P, which provides services to customers outside the service platform in the service industry, is also an internal customer of the company. Therefore, internal marketing of internal internships is also extremely important. In addition, because the above services are inseparable from production and consumption, marketing of service platforms has become the key to forming a service business strategy. In the service platform, CP must fulfill its mission of improving customer satisfaction while at the same time fulfilling its business strategy. Therefore, it requires tactical on-the-spot play and strategy centered on self-management at the scene. Ability to adjust.

On the other hand, the production of services is based on the meeting of the parties on the service platform, with the conscious and mutual action of each other, the parties are expecting to bring greater utility to each other through the acceptance of the service, that is Satisfy. Therefore, the marketing used in the service industry can not only stay in the marketing of interpersonal relationships, but rather the need to create, maintain and strengthen the partnership between the parties involved in the service. In other words, in order to obtain their own satisfaction, the parties to the service need to actively coordinate with each other and cooperate with each other. This is because by providing services, not only the other party receiving the service has to be satisfied, but also the C.P who provides the service and the manager of the service company are pursuing their own satisfaction through the exchange of the service platform. The so-called “convenience with people, and convenience.”

There are two absolutely opposite views on the direction of the service industry. One is to try to develop the service industry into an industrial theory based on the traditional market economy based on economies of scale. The second is to fundamentally attach importance to the commitment between people, to pay attention to interpersonal relationships, to provide services that are consistent with the individual needs and desires of each customer, and to pursue the theory of maximum customer satisfaction. We support the latter. To this end, we have also made creative attempts to develop the marketing of interpersonal relationships into the marketing of partnerships. This is a major shift in the understanding of marketing. Although this new concept of understanding is still a new concept in developed countries, I hope this article can benefit the Chinese counterparts in the research service industry or the tertiary industry as well as the readers of this article. At the same time, I also look forward to further growth and development of the Chinese economy. In the near future, China's service industry or the tertiary industry will also be able to stand on the top of the world's top economies.

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