Marketing Channels And Service Marketing Distribution System

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Abstract:
In this research article I want to elaborate service marketing and marketing channels. Marketing channels are sets of organizations involved in the process of making products available for use or consumption. Partners with each improvement of the performance system in delivering consumers values. Resources of marketing media perform different type of activities including collecting information about customers, competitors and other involved persons of marketing systems; strong communications systems to stimulate selling; reaching agreement on price and other terms of transaction; providing facilities of transport and storage, brought funds, forecasting the risks of ownership, providing payment and others.

Keynotes: Service marketing, marketing channels, consumer and competitors.

Distributing services
In the Traditional time, distribution was much viewed as a set of activation concerned with variation of completed goods from producers to last user. Most of the producers didn’t sold their product directly to customers, they were needed mediators to resell the trading systems. These intermediaries constituted a marketing channel.

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In the distribution of services differently considerable from the distribution of commodities. Due to intangibility,

In the Figure, the Leaves of service concept, which many core services as well as implementing supplementary services and exceptions require a physical location. However, information-based supplementary services, such as information, consultation, order-taking, billing, and payment, can be either provided face-to-face or via electronic channels.

Therefore, usually a trade-off is required between producer requirements and customers’ needs. Service providers should also decide what channels to use to distribute their services. They can either...
use direct sales or delivers services by intermediaries. However, many service companies outsource certain tasks. In such cases, the core product with some supplementary elements is delivered by the originating supplier, whereas other supplementary services are delivered by the intermediary. This system requires supervision to ensure that services offered to customers fit the overall service concept.

**Place and Time Decisions**

Place and time decisions are crucial for service delivery. When deciding on where and how services should be offered to customers, it is important to consider the nature of the interaction between a service company and customers, and whether the firm should maintain a single outlet or multi-site locations. Possible options for service delivery, with regards to the type of interaction between a service provider and customers, and availability of service sites, are shown in the Table.

### Table: Types of interaction between a service company and customers

<table>
<thead>
<tr>
<th>Customers come to a service company</th>
<th>Single site</th>
<th>Multiple sites</th>
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</thead>
<tbody>
<tr>
<td>Hairdresser, theater, fitness club, country club, café</td>
<td>Fast-food chain, motel chain, car rental, bank</td>
<td></td>
</tr>
</tbody>
</table>

| A service company comes to customers | House cleaning, maintenance services, repairs | Mail delivery, road service, pizza delivery |

| Customers and a service company transact remotely | Local TV station | Telephone, broadcast network, electricity |


When customers want to take service he/she visit a service site, and making easy location decisions become very important. Such a services as restaurants, cafes, pubs and clubs they can be even critical to success of a business in recent business requirement. Service companies which maintain a number of sites like fast-food chains, hotels, car rentals and banks should develop a location strategy. It involves identifying company’s needs and objectives, formulating requirements with regards to prospective locations, considering different sites basing on costs and benefits offered by each location, and selecting locations that satisfy these criteria and meet company’s needs.

After choosing the best channel alternative, a service company needs to select intermediaries and decide how to train and motivate them as well as what measures to use to evaluate their performance. Service providers should start with determining the characteristics and formulating requirements for potential channel members, which serve as a base for selecting intermediaries. Depending on the type of intermediary, these characteristics usually include location, sales potential, financial strength, and experience in the market, size and quality of salesforce, cooperativeness, and others. Then, the service company should design and implement training programs for intermediaries to improve their performance. Typical training for sales personnel involves product knowledge, customer service, and sales techniques and might be also used as a way to differentiate a service. Channel members need to be motivated to achieve better results, so service providers should understand intermediaries’ needs and offer them adequate financial and non-financial incentives. However, system of rewards should be linked to evaluation standards set by the company. These include sales-quota attainment, customerservice performance, ability to use sales techniques, time delivery, involvement in performing some marketing functions such as sales, promotion and others. Periodically, it is necessary to review channel arrangements and modify channel structure by adding or dropping particular channel or individual intermediaries to increase channel effectiveness.

1. P. Kotler, op.cit, p. 504.
3. P. Kotler, K.L. Keller, op.cit, p. 243