

# A Study on 8p's of Service Marketing in Raf Infotech

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## Abstract

*The marketing mix is one of the business tools used by the marketers. Often necessary when making the decision of what will be offered by the company or product is the marketing mix that is also often associated with the eight P's (Price, Product, Promotion, Place, Process, People, Physical Evidence, and Productivity and Quality). Due to the intensity of the competition, Raf Infotech is struggling to achieve its objectives in terms of selling software. The current poor growth makes it difficult to sell the program to their previous records by them (sales executives). To this end, the management of Raf Infotech has proposed an analysis of all eight Ps of service marketing. This research aims at identifying the key elements of the extended service marketing mix of Raf Infotech that require improvement. This will help the management at Raf Infotech to understand any differences between what the client wanted and what the final result was. In a bid to employ intensive marketing techniques, the business can surpass or possibly exceed the expectations of every one of its software clients. The main aim is to research on the 8 Ps of service marketing in Raf Infotech as perceived by the clients. The other ones are to find the level of your total satisfaction regarding the 8 Ps of service marketing and so as to see the most important areas to be enhanced in the 8P's of service marketing in Raf Infotech. The research method used was the convenience sampling method. In order to collect responses of 120 customers, multiple-choice questions were applied. The obtained data have been evaluated by using many statistical methods, including the Correlation of Karl Pearson, Chi-square test, and the One-way Anova test. Several new findings have been made in this research which have led to several recommendations towards improving the entire service marketing mix of Raf Infotech to its respected customers.*

**Keywords:** Marketing mix, Eight Ps, Price, Product, Promotion, Place, Process, people, physical evidence, Productivity and quality, Service marketing, Raf Infotech, Customer satisfaction

## 1. Introduction of the study

Services and products differ so much that they have to be marketed in a totally different way. In the case of services marketing, previously identified as the 7 Ps, only, the existing 4 P framework of the marketing mix should be duly adapted to the 8 Ps.

Services are financial services provided by banks, services provided by IT companies, services provided by restaurants and hotels, and even blogs, in which an author provides his readers with a service (informational presentation, interesting reading, and so on). Services marketing is dominated by the seven Ps of marketing: Product, Price, Place, Promotion, People, Process and Physical Evidence.

Please read our essay on the seven principles of services marketing in order to learn more about the classics.

The seven Ps of services marketing are not new, but studies about the eighth P of services marketing are quite recent. The eighth P is productivity and quality.(1)

Although cost control requires increasing productivity in the management of the integrated services, the quality of a service, as decided by the client, is the most important issue in distinguishing it among the competitors.

It is established that overall profitability of an organisation can be significantly affected by concentrating not only on the top-line by enhancing sales but also concentrating on the bottom-line by reducing the total cost of service delivery. The variable costs in services management can and many times are significantly greater than the fixed costs and therefore incremental costs, when managed appropriately can make a vast difference in productivity. Therefore, in services a firm can significantly help itself by re-engineering the processes in a proper way and remodelling the same, if it is needed to enhance productivity on every stage.

It was also established through research that process improvements result in a greater degree of uniformity and, by extension, a higher quality of services. One of the major distinguishing factors in services management and their sustainability is the sense of quality. Business process remodeling can lead to big gains in process

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efficiency and this can once again influence the overall quality of the work that the company actually performs and how it is viewed by its clients.(2)



## 2. Need for the study

In service marketing, the four Ps of the marketing mix are price, product, promotion and place, but because of the numerous kinds of services the eight Ps are expanded. These include process, people, physical evidence and productivity and quality. This research project aims at identifying the key areas within the extended service marketing mix of Raf Infotech that should be enhanced. This will help the management of Raf Infotech to identify any differences between the expectations of the client and the end product offered. Through aggressive marketing processes, the business can exceed or even surpass the expectations of all its buyers of the software.

## 3. Scope of the study

List the problems in the service marketing mix(8 P's) of Raf Infotech.

Know the different needs of the software clients and their expectations.

Meet or exceed the expectations of the clients through provision of a superior service marketing mix.

Better the general service delivery to the clients.

Increase the repeat business with the current clients.

## 4. Objective of the study

### Primary objective

In Raf Infotech, to research the 8 Ps of service marketing.

### Secondary objectives

1. In order to determine how the client perceives the basic marketing mix (4Ps) of Raf Infotech.
2. To determine what the client believes about the extended service marketing mix of Raf Infotech.
3. In order to understand the most attractive marketing strategy at Raf Infotech. (3)
4. To assess whether Rafe Infotech offers the credit facilities and reasonable price to purchase the software in an easier way.

## 5. Limitations of the study:

There must be some limits to anything as there are also limits to my project. The limitations that I encountered included the following:

1. Most of the information given by the respondents might be inaccurate or biased as well. The data could not be tested independently.
2. Time is one of the major constraints which prevents the effective gathering of information.
3. Inability to obtain the information about all clients of Raf Infotech.
4. Since the sample size is only 120 clients of Raf Infotech it may not have been fully representative of the population.
5. The analysis will be dependent and accurate on the honesty and openness of the responders to each of the questions in the questionnaire.

## 6. Literature survey

Möller (2006) notes that the internal orientation criticism of the concept of 4 Ps has been founded on a fallacy of the relationship between the marketing concept and marketing mix. To Möller the 4 Ps paradigm is entirely consistent with the marketing concept which goes on to state that the marketing activities must be founded on identification of client needs and wants, this to imply that it must select the explicit information that it will collect on the clients in order to be able to be able to satisfy the needs of the clients through segmentation, product differentiation and positioning.(4)

Peattie (1997) noted how the new communicative capabilities provided by the digital technologies are transforming radically marketing in a number of areas, but that the marketing mix approach can meet the new demands: product, with the introduction of co-design with clients; price, with the increased use of transparency; place, with the establishment of new means of reaching clients; and promotion, with the new interactive capabilities. Bhatt and Emdad (2001) perceive the empowerment of the 4 Ps because the virtual value chain is internally changing all the 4 Ps by introducing new dimensions to them: customized information in the Product, transparency and personalization of Price, direct delivery in Place, enhanced flexibility in Promotion. Even though O'Connor & Galvin (1997) presuppose that the traditional marketing mix paradigm should be modified, the researchers suggest that digital technologies can be employed to enhance the functionality of the mix keeping the 4 Ps as the fundamental tool of Internet marketing.

Some of the changes that the digital technologies have introduced to each of the 4 Ps include the following:

**Product.** Now the product could be redefined as the following: all the benefits over time that the user receives off the exchange (Yudelso, 1999); this definition is also applicable to the digital context. On the supply side, the ability of the Internet to involve the consumer in long term relationships in the creation of new products can prove of great benefit to product policies. Internet creates an interactive and connective phenomenon that is driving a new product concept the virtual product (Valdani, 2000; Pastore & Vernuccio, 2004). The virtual product is regarded as the convergence of the tangible and the intangible, which is customized and tailored to the diversity and customization of the preferences of individuals, in collaboration with the consumer (von Hippel, 2005; Dominici, 2008b). A product could be handed out as producer to consumer in digital format (mp3 in music, avi in movies, pdf in books and magazines, etc.) and in such a way, they could be realized in digital context (Pastore & Vagnani, 2000). On the demand side, the ability to access information is an important factor (Smith and Chaffey, 2001). Andreini (2006) notes how effective Nelson classification (1970) is that classifies the products into two categories namely: search, where one can have full information before buying the product and experience, where one cannot have complete information before buying the product, though it may be very expensive. Vol. 4, No. International Journal of Business and Management.

## 7. The methodology of research

Successful completion of any formal marketing research project is dependent on a strong study design. Features of a good research design include problem description, some methods of collecting and analyzing data, length of time required to complete the research project, and an approximate of the cost of the project. A study design is meant to ensure that one collects the required data appropriately and in a cost-effective manner. In simple terms, a study design is a way or method of analyzing data. It provides a template of completing a topic. It is just like the blueprint (map) which the architect employs in constructing a house.

According to Claire sentimental, Research Design is a list of the stages and facts that concern the creation of a research undertaking. It is the organization of gathering and examination of information in a way that attempts to unite pertinent to the study purpose and economy in the procedure.

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### Three important about research design are

1. The problem should be the basis of the design of investigation.
2. The imaginative application of the designs is what determines whether the designs are productive in a particular problem setting or not. They require an appreciation of the underlying design in order to be adapted to a particular purpose.
3. The three fundamental designs are as follows.
  - Exploratory Research design.
  - Descriptive Research design.
  - Casual Research design

The study has adopted descriptive research design.

## 8. Research design

Explanatory research design is also known as descriptive research design. This is the one that just describes something like demographic characteristics. Determining how often something occurs or how two variables change with each other, is often the area of interest of the descriptive study.

### Sample size

It is the size of the population that needs sampling. A total of 120 clients of Raf Infotech are picked as the sample size to complete the survey.

### Data sources

Once the research problem is identified and defined and the specific information needed to address this problem is identified, the task of the researcher is to search the type and sources of data which could provide the results that are sought. There are two types of data sources on which data is gathered.

The type of data sources can be categorised as

- Primary data
- Secondary data

### Primary data

The original data which is gathered by the researcher through personal investigation is known as primary data. It is first gathered by field survey. They are those collected in the context of the problem in question.

### Secondary data

The information that is already available in published or unpublished form is referred to as secondary data. When the required information is obtained through census of population that is found in a library then it is a secondary data. It is also applied in gathering past data.

### Research instruments

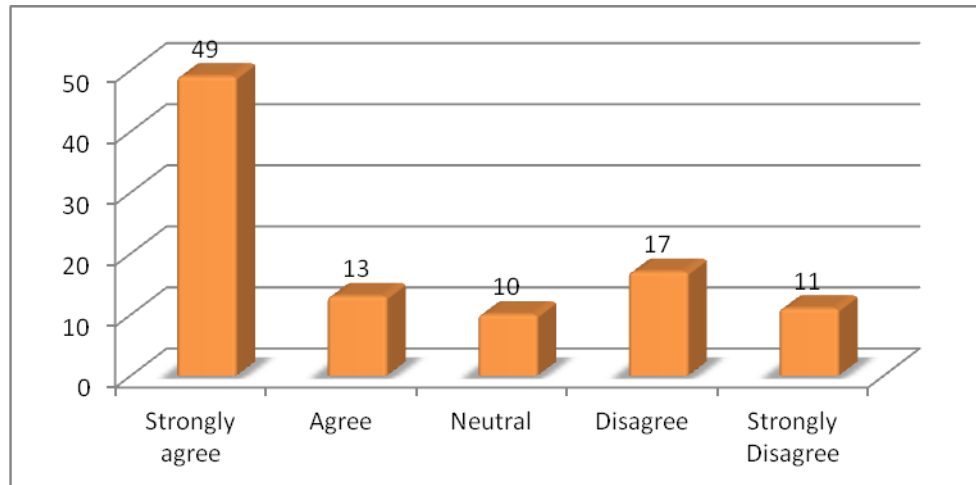
The tools that is used in gathering information or collecting information are the research instrument. The research tools are

- Direct questions
- Close end questions
- Dichotomous questions
- Multiple choice questions

Table 1: people

Particulars	No of respondents	Percentage
Strongly agree	59	49
Agree	15	13
Neutral	12	10

Disagree	21	17
Strongly Disagree	13	11
<b>Total</b>	<b>120</b>	<b>100</b>

**Chart 1:** people**Inference:**

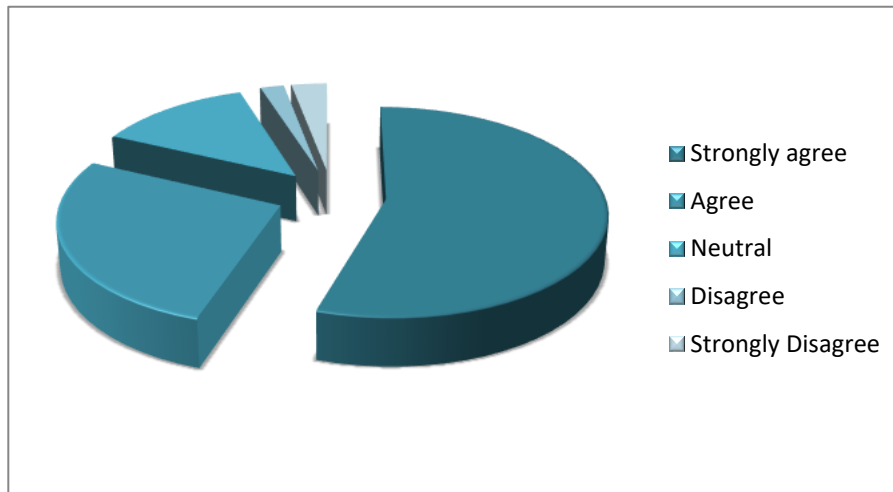
Based on the above table we can induct that 49 percent of the respondents Strongly agree on that the Sales persons of Raf Infotech are well trained and give the proper care to the clients, and 10 percent of the respondents say Neutral about the Sales persons of Raf Infotech are well trained and give the proper care to the clients. Therefore, the majority of the respondents Strongly Agree that the Sales persons of Raf Infotech are well trained and attend to the clients in a proper manner.(5)

**Table 2:** physical evidence

Particulars	No of respondents	Percentage
Strongly agree	66	55
Agree	33	27
Neutral	15	13
Disagree	2	2
Strongly Disagree	4	3
<b>Total</b>	<b>120</b>	<b>100</b>

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**Chart 2:** physical evidence



### **Inference:**

Based on the table above it can be concluded that 55% of the respondents Strongly Agree that the Sample software models provides more confidence in purchasing software at Raf Infotech, and 2% of the respondents Disagree that the Sample software models does not provide more confidence in purchasing software at Raf Infotech. So, a majority of the respondents agree strongly that the Sample software models provide greater confidence to purchase software at Raf Infotech.

### **Findings**

- Most of the respondents are UG.
- Most of the respondents indicate that Internet Ads is most attractive form of promotion adopted by Raf Infotech.
- Majority of the respondents strongly agree that the Sales persons of Raf Infotech are highly trained and they take proper care of the clients.

## **9. Suggestions**

1. Raf Infotech management needs to re-do more promotions in the Newspapers/Magazines, SMS, and Internet Ads. The brand name of Raf Infotech must be striking the software buyers mind regularly.
2. Sales executives have time to make more visits to each client and convince him to purchase the software. This could be done only through small increment of number of sales executives. It must first be scheduled to visit the client once a week/month to encourage cross-selling of other software products.
3. Clients are willing to get a better negotiated deal and spend a colossal sum of money on the software. Pricing could be adjusted to include more liberal amenities/software training in order to offer a more advantageous deal to the clients.
4. After registering software, clients would like to receive a regular/daily mail regarding the status of the software. Company can do appropriate actions to provide this service using CRM software.
5. Company will have the opportunity to provide free upgradation of the software to the clients under Annual Maintenance contract services at a small fee.

## **10. Conclusion**

A software company in the present case will have to concentrate on the entire service marketing mix. To enhance the overall service provision by their company to the clients who purchase the software of their company, the strategy of Raf Infotech is to identify the service gap in all the 8 Ps of service marketing.

The present study has been conducted to learn about the general efficiency of 8 P's of service marketing by Raf Infotech. To this end, the feedback of the clients has been gathered and processed. As per the findings of the study, not many useful recommendations have been provided to the management of Raf Infotech to enhance the entire service marketing mix of Raf Infotech to its valuable clients.

**Acknowledgement:** Nil

### **Conflicts of interest**

The authors have no conflicts of interest to declare

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