Service Marketing and Maslow's Hierarchy of Needs

Laxman Chandrakant Jadhav

Organization: CAPIOT Inc.
PHD Scholar of JJTU University, Rajasthan
Qualification: B. Sc. (Physics), Master of Marketing Management

ABSTRACT

The world economy system nowadays is increasingly more characterized as like a service economy. This is particularlyfit according to the increasing honor and piece on the employment zone of the economies of most flourished then growing countries. In fact, the boom of the service sector has long been considered as indicative of a country's economic progress.Economic history tells us that all developing nations have invariably skilled a transfer beyondagriculture to industry and then to the service sector as the fundamental stay of the economy.This paper attempts to discuss the possible influence of; the motivational theory propounded by Maslow known as need hierarchy theory which should be considered by service businesses while defining the service product strategy and creation of service product. The customers need to be qualified and also traverses through the relationship phases from entry to become loyal customer to a bankable and reference able customer

1. INTRODUCTION

Service sector covers wide range and variety of activities such as business services, facility management, hospitality, hotels and restaurants, insurance, real estate, telecommunication, professional services, management consulting, social and personal services. The service sector is the dominant sector in India's GDP also it has resulted in inflow of FDI in the country. Service sector has largely contributed to exports and employment.Service sector growth is governed by both global and domestic gears. As stated in some press releases and reports the sector is expected to perform well in coming year. The share of service sector in India's GDP is expected to reach 62 per cent by FY 2020.

In any business product oriented and service, distinction is important because everyone in business any type, sells some service. In service usinesses any transfer of a physical or concrete product is related to the service. Service business is one in which the service is the main entity that is sold. Some examples of service businesses include airlines, banks, computer service, law firms, motion picture theaters, and management consulting firms.

Strategy discussions, planning and execution has become a complicatedexercise for service businesses and organizations. We are in the era where technologies are driving the businesses and markets. Organizations are finding it very difficult to adapt and respond to these rapid changes. Consumers are becoming more demanding and astute in their choice and selection. There is a shorter life for products and services in markets. Segmenting it further into even smaller and more niche targets.

Service has unique characteristics such as intangibility, inseparability of production and consumption, heterogeneity and perish ability – separate services from tangible goods. All these specific features of service pose problems for service that are not faced by tangible goods. The product based businesses have the advantage of physical, tangible existence of the product which provides a strong base on which a business description is built. In service based business it is very difficult because services are more abstract than products. Thus to deal with such abstract nature of services and to overcome the difficulty of describing a service these are referred to as products sometime.

The strategic requirements for service businesses are quite different from product based businesses. The definition of goods and services themselves have undergone a change. No longer are goods considered separate from services. Rather, services now increasingly represent an integral part of the product and this interconnectedness of goods and services is represented on a goods-services continuum. The oppressive constraints of a product based image in businesses which leads to product based dialogue and communication; restricts development of innovative ways of managing the service based business. A common rationale involves using service differentiation to take advantage of strategic, financial, and marketing opportunities.

The fact that services are less visible and more labor-dependent makes them a strategic opportunity and a sustainable source of competitive advantage (Heskett et al., 1997). Services lead to co-creation of value based on the competencies of the company and the customer (Matthyssens et al., 2006; Vargo and Lusch, 2008), which leads to resources that are unique and hard to imitate (Wernerfelt, 1984). Financial opportunities include additional service revenues throughout the product lifecycle (Potts, 1988; Wise and Baumgartner, 1999). Marketing opportunities involve using services to augment the product offering and increasing the quality of the customer interaction (Mathieu, 2001).

Value management is more difficult for a service than for a product. The tangible and physical nature of a product easily promotes its continued enhancements, appearance and function. Unlike for a service, it is difficult to analyze the parts of service, decide what is essential, what can be eliminated and what can be enhanced so that it can influence customer's purchase decision.
It would further need different way of thinking about service operations and finding opportunities of operating leverage.

2. SIGNIFICANCE OF THE STUDY:

The study will prove beneficial forchange to be brought in strategic thinking of service managers. It will helpstructuring strategies around and for service business and encourage service centric thinking.

3. MASLOW'S HIERARCHY OF NEEDS

The often represented pyramid of five levels of needs, i.e. Maslow's Hierarchy of Needs; is a motivational theory in psychology. According to this theory it is mentioned that while people aim to meet basic needs, they seek to meet successively higher needs in the form of a pyramid. These needs are grouped into lower order needs and higher order needs. The four levels grouped as lower-order needs are considered as physiological needs, while the top level of the pyramid is considered growth needs. The lower level needs must be satisfied before higher-order needs can influence behavior.

The levels are as follows -

Physiologicalneeds refer to the need for food, water, and other biological needs. These needs are basic because when they are lacking, the search for them may overpower all other urges. It pertains to our survival needs and is our most basic motivation because if our physiological needs aren't met, our bodies will ultimately fail and we will die. Air, food, and water, are the most important, with clothing and shelter to help shield us from various environmental hazards being second. Imagine being very hungry. At that point, all your behaviour may be directed at finding food. Once you eat, though, the search for food ceases and the promise of food no longer serves as a motivator.

Safety needs are the second level in the pecking order, and contain the necessities, for example, individual/monetary security, wellbeing/prosperity, and in addition requiring wellbeing nets against mishaps, sickness, or ruptures in security. This need emerges after physiological needs have been fulfilled, and clarifies people whose essential inspirations are things like employer stability, protection, and getting riches. Absence of monetary security particularly upgrades inclination for employer stability over the set of working responsibilities itself, and the need in wellbeing and

prosperity of an individual can bring about mental issues like injury/expanded anxiety. Satisfying these requirements influences us to feel guaranteed that regardless of the possibility that awful things happen to our prosperity/monetary wellbeing, despite everything we'll be fine.

Love and Belonging This motivational level alludes to our relational connections and the soundness of those connections. People are social creatures, and we need a feeling of having a place among social gatherings, regardless of how huge or little. The need to love and be cherished emerges as an overwhelming inspiration after the initial two needs have been aced. This refers to not only meeting the psychological need, but having control over it. This implies that at this level, you have prepared access to all the physical needs you require to survive.It's fascinating to take note of that this level can beat physiological and wellbeing needs relying upon weights and stresses caused by these connections.

Esteem: Maslow characterized the Esteem level as a requirement for status, acknowledgment, quality, consideration, or authority/fitness of something. So as to ace this mental need, an individual needs to acknowledge their identity inside, which relates a considerable measure to the last mental need (we'll arrive). You've all known about having an incredible confidence/feeling of dignity, and this is the thing that that need relates to. Inability to accomplish a satisfactory level of regard can prompt a feeling of inadequacy or different shortcoming, and things like dejection can contrarily influence your regard. Individuals' callings and leisure activities frequently mirror this need to pick up acknowledgment.

Self-actualisation: The best mental need of the progressive system is one that is not 'required' for full mental improvement, but rather is required to be a 'completely acknowledged' individual, essentially. Self-Actualization manages the acknowledgment and acquisition of a person's maximum capacity, an importance which is subjective and characterized by the individual themselves. It shows as a want to fulfil everything that he/she can be and 'influence the most to out of their life.'

4.   SUGGESTION AND RECOMMENDATION

Service organizations should align their thoughts and processesaround these five needs. Organizations providing services should put emphasis on considering Maslow's hierarchy needs while devising service products. By engaging consumer's primal needs, we urge them to satisfytheir essential psychological need.Further, assuring the consumers through promotions, advertisements, references andmarketing communications technique that the company will protect them from safety related dangers would further satisfy safety needs.

Service organizations should strive to construct groups which can be marked as brand communities or groups would satisfy consumers belonging needs. Since people have a need to feel regarded, organizations should often appeal to this psychological motivation, as an approach to induce clients. By offering an extravagance encounter, a chance to ace something, or pick up acknowledgment, organizations can frequently impact a client's purchasing choices in speaking to their regards. Organizations should appeal to esteem by positioning themselves as a symbol of a person's status, and something that people of a high status use or have.

The self-actualization need of human from the five hierarchy needs is the hardest need to be satisfied. As an organization, there's an inconceivable great chance that the products and services that we offer don't include an entire individual's character. What can be done to connect with the consumer and satisfy this motivational level is, be a brand that speaks to accomplishing self-actualization and one that helps individual get there.

CONCLUSION

The customers need to be qualified and also traverses through the relationship phases from entry to become loyal customer to a bankable and reference able customer.Apart from financial benefits for the service firm we will have to create value for the customer. We have to see to what level the customer has matured in the relationship and what services can be served to him.A standout amongst the most broadly known hypotheses that promoters know is Maslow's Hierarchy of Needs and these requirements should be applied while thinking up the organizations for the customers.While promoting a product or service value with a customer, organizations need to work with a cognizance of how people behave, relate, and consider things, to most sufficiently convey that message. By applying hypotheses of mind science, we can better appreciate consumer behaviour and convey more focused on and significant interchanges to our intended interest groups, and have a more conspicuous understanding of why, organizations or marketers, utilize diverse promoting strategies to contact consumers.

REFERENCES

[1].   Aishwarya Shahrawat and Renu Shahrawat (2017) "Application Of Maslow's Hierarchy Of Needs In A Historical Context: Case Studies Of Four Prominent Figures". Scientific Research Publishing, ISSN Online: 2152-7199, ISSN Print: 2152-7180

[2]. Brian S. Gordon, Jeffrey D. James & Masayuki Yoshida (2016) "The Development of Brand Association Measures in Multiple Product Categories: New Findings and Implications for Goods and Service Brands". International Journal of Business Administration, ISSN 1923-400,7 E-ISSN 1923-4015 Vol. 7, No. 3

[3]. Ieva Andersone and Elina Gaile-Sarkane(2013) "Consumer Needs Analysis As A Base For Sustainable Development Of Entrepreneurship" Regional Formation and Development Studies. ISSN 2029-9370 No. 3(8)

[4]. http://www.homeofbob.com/literature/development/maslow.html