

EXECUTIVE SUMMARY

The India Retail Industry is the largest among all the industries, accounting for over ten per cent of the country's GDP and around eight per cent of the employment. The Retail Industry in India has come forth as one of the most dynamic and fast paced industries with several players entering the market.

The research titled “A study on service marketing mix (7ps)” was conducted at Harsha Hubli (consumer durables).

In order to survive the competition in today's market company's need to focus on various factors, one such factor includes service marketing mix which involves 7ps i.e. product, price, promotion, place, people, process, physical evidence, this covers everything from introducing the product to customers till getting their feedbacks after service.

Harsha is recognised as one of the prominent retailers in Karnataka. The research activity is carried out by undertaking a survey from various customers and direct personal interview with the customers and also through structured questionnaire.

Title of the Project

STUDY ON SERVICE MARKETING MIX(7PS) OF HARSHA HUBLI

OBJECTIVES OF THE STUDY

- To study service marketing mix (7ps) adopted by Harsha Hubli
- To analyse the effectiveness of company operation.
- To analyse the customer expectations and satisfaction with the current operation of the store and means to increase customer walk-ins and loyalty.
- To study overall effectiveness of company operation and customer satisfaction and retention strategies used by Harsha Hubli

SCOPE OF STUDY:

Scope of study has the extent of content that will be covered while research. The questionnaire and personal conversation with customer will serve as the means of information.

One-month internship will let us know the company operations and its stake in the market.

The study can help whether the service marketing mix strategy used is able to increase sales.

- The sales persons can identify the improvement.
- To imply changes to gain customer satisfaction
- To adopt new changes in the field of service marketing mix.

RESEARCH METHODOLOGY

The Data Analysis is Done Through Following Means

- **Type of Research:** Descriptive Research (it has Surveys, enquiries and questionnaires)
- **Type of Data:** Primary Data and Secondary Data
- **Sample Size:** 103
- **Data Collection Method:**
- **Primary data:** by providing questionnaire
- **Secondary Data:** by Company website and by people in the Company
- **Research Instrument:** Structured questionnaire
- **Statistical Tools Used:** For the purpose of data analysis, Percentage Method is used

for calculation and result was interpreted.

No. of Respondents

Percentage = ----- × 100

Total Respondent

Limitations

1. Time constraint, 30 Days.
3. Sample size limited to 103
4. Study is limited to population of Hubli-Dharwad

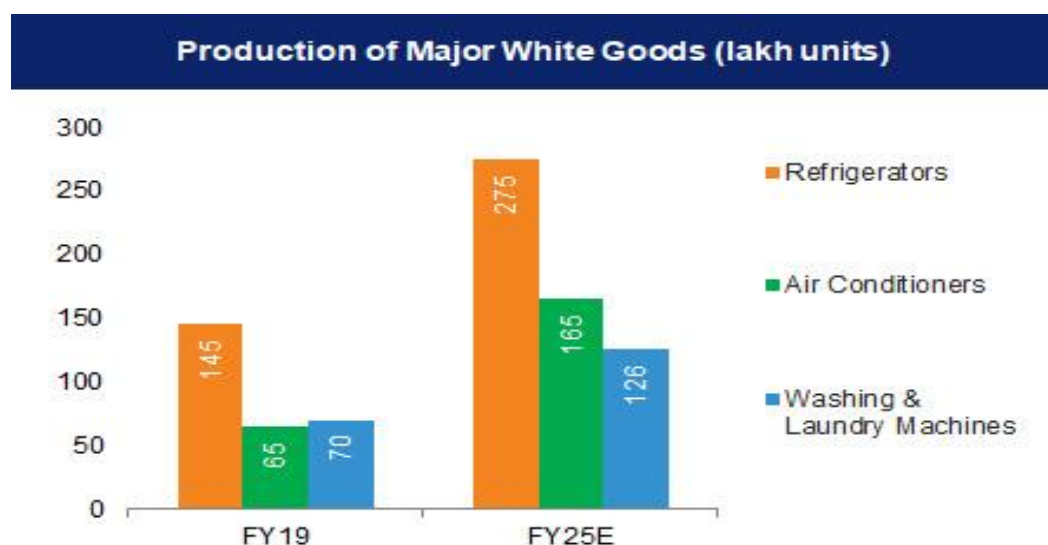
INDUSTRY PROFILE

INTRODUCTION

Indian consumer durable market is broadly segregated into urban and rural markets and is attracting marketers from across the world. The sector comprises of a huge middle class, relatively large affluent class and a small economically disadvantaged class. Global corporations view India as one of the key markets from where future growth is likely to emerge. The growth in India's consumer market would be primarily driven by a favourable population composition and increasing disposable income.

MARKET SIZE

- Appliances and consumer electronics industry is expected to double to reach Rs. 1.48 lakh crore (US\$ 21.18 billion) by 2025.
- In May 2021, consumer durable output increased by 98.2%, compared with 70.3% decline in May 2020.
- Electronics hardware production in the country increased from Rs. 4.43 trillion (US\$ 72.38 billion) in FY19 to Rs. 5.47 trillion (US\$ 89.38 billion) in FY20.
- In FY20, TV penetration in India stood at 69%, driven by the DTH market.
- The total active subscriber base has increased from 69.57 million in March 2021 to 69.86 million in June 2021.



- As of FY20, electronics, domestic appliances and air conditioner market in India were estimated to be around Rs. 5,976 Crore (US\$ 0.86 billion), Rs. 17,873 crore (US\$ 1.80 billion) and Rs. 12,568 Crore (US\$ 2.56 billion), respectively
- According to India Cellular & Electronics Association (ICEA), India has the potential to achieve a value of US\$ 100 billion in manufacturing of laptops and tablets by 2025.
- Smartphone shipments in India increased 8% y-o-y to reach 152.5 million units in 2019, thereby making it the fastest growing among the top 20 smartphone markets in the world.
- The headset market revenue in India is projected to reach >US\$ 77 million by 2027 at a CAGR of 4.7%, driven by rising adoption of wireless headsets among consumers.
- The dishwasher market in India is expected to surpass US\$ 90 million by 2025-26, driven by rising demand from metro cities such as Mumbai, Hyderabad, Delhi and Bangalore.
- According to a report by Care Ratings, consumer electronics and appliances manufacturers are set to increase their production by 5-8% in FY22, after witnessing a contraction in demand in FY21.
- In September 2021, the Quick Estimates of Index of Industrial Production (IIP), for consumer durable stood at 126.4 (under the use-based classification).
- In October 2021, consumer goods demand rose by 15% in Navaratri (from October 7 to October 14, 2021), due to an increased demand for smartphones, televisions, refrigerators and apparel during the festival.
- E-commerce companies reported sales worth US\$ 9.2 billion across platforms in October and November (2021), driven by increased shopping during the festive season. With festive season sales, Flipkart Group emerged as the leader with a 62% market share.

INVESTMENTS

According to Department for Promotion of Industry and Internal Trade, between April 2020 and March 2021 (FY21), exports of electronic goods from India stood at US\$ 11.1 billion.

Between April 2000 and June 2021, electronic goods attracted FDI inflows of US\$ 3.2 billion.

Following are some recent investments and developments in the Indian consumer market sector:

- In November 2021, PG Technoplast Pvt. Ltd. received government approval under the production-linked incentive (PLI) scheme for white goods in the air conditioner components category.
- In November 2021, Tata Consumer Products (TCPL) signed definitive agreements to acquire 100% equity shares of Tata SmartFoodz Limited (TSFL) from Tata Industries Limited, for a cash consideration of Rs. 395 Crore (US\$ 53.13 million). This move was in line with TCPL's strategic intent to expand into value added categories
- In September 2021, Blue Star Climatech, the wholly owned subsidiary of Blue Star, announced its plans to invest Rs. 550 Crore (US\$ 73.45 million) over the next few years to set up a new manufacturing facility at Sri City, in Andhra Pradesh's Chittoor district.
- In September 2021, US-based consumer electronics brand Westinghouse Electric Corporation, forayed into the Indian market by launching a range of TV sets. The brand collaborated with its Indian licensing partner Super Plastronics Pvt Ltd (SPPL) and signed an exclusive licensing agreement with it.
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- In September 2021, Airtel Digital TV, the DTH arm of Bharti Airtel, introduced Made-in-India high-definition set-top boxes for customers. The boxes are being manufactured in Noida, Uttar Pradesh, by Skyworth

Electronics. Airtel plans to fully transition to Made-in-India set-top boxes, including the high-end Airtel Xstream 4K Android TV box, by the end of 2021 and contribute towards local manufacturing and the Government of India's Atmanirbhar vision.

- In August 2021, Lenovo announced that it is considerably expanding its local manufacturing capabilities in India across product categories, such as PCs, laptops and smartphones, to satisfy rising consumer demand.
- In August 2021, Philips announced to invest Rs. 300 crore (US\$ 40.41 million) and recruit 1,500 employees in India. The company announced plans to expand its Pune operations to increase manufacturing in India.
- G.O.A.T Brand Labs raised funds worth US\$ 36 million from Flipkart Ventures and Tiger Global in August 2021. The company aims to collaborate and invest in digital brands and offer plug-and-play platform to accelerate growth. In line with this, the company is focusing on brands across areas such as home & kitchen, beauty and personal care.
- Indian markets such as Hyderabad is expected to become a manufacturing smart TV. The market is also witnessing rising focus of players (for example, Radiant Appliances and Electronics (REA)) to manufacture LED TVs for global markets.
- TCL Group announced, in June 2021, to start manufacturing handsets and TV display panels (from the fourth quarter) in Andhra Pradesh. The company plans to recruit 1,000 employees. This development was in line with the company's plan to invest ~US\$ 219 million to manufacture display modules in the country.
- In April 2021, Godrej Appliances announced an investment of Rs. 100 crores (US\$ 13.6 million) across two of its manufacturing facilities—Shirwal in Maharashtra and Mohali in Punjab—to expand its production capacity for air-conditioners (to 800,000 units) by 2025.
- In April 2021, Zetwerk Manufacturing, a B2B online marketplace, announced that it is entering the apparel and consumer durable sectors amid increased demand and supply chain disruptions after the outbreak of COVID-19.
- Super Plastronics, a brand licensee for Kodak HD LED TVs for India, announced in March 2021 that it will invest Rs. 300 crores (US\$ 40.26 million)

to strengthen its capabilities in IoT technologies and tap emerging opportunities in the smart home devices market.

- In January 2021, Panasonic India announced its plan to double its residential air-conditioning business by 2024.
- In January 2021, the Indian smartphone firm, Lava Mobiles released the world's first customisable smartphone that enables users to select components, such as camera, memory, storage space and colour, from the company's website on their own.

GOVERNMENT INITIATIVES

- In November 2021, Flipkart signed an MoU with the Ministry of Rural Development of the Government of India (MoRD), for their ambitious Deendayal Antyodaya Yojana – National Rural Livelihood Mission (DAY-NRLM) programme, to empower local businesses and self-help groups (SHGs) by bringing them into the e-commerce fold.
- In September 2021, FICCI Electronics Manufacturing Committee Chairperson Mr. Manish Sharma said that ~52 companies have applied for availing PLIs for white goods makers, proposing an investment of ~Rs. 6,000 crore (US\$ 813 million) in manufacturing components for air conditioners (ACs) and LED lights. Most of these investments are expected to happen in the next 2-3 years; following this, local production for components for ACs and LED lights is expected to start.
- In July 2021, the government approved 14 companies under the production linked incentive (PLI) scheme for IT hardware. Over the next four years, these companies are expected to fuel total production of >US\$ 21.64 billion.
- In June 2021, the government extended the production-linked incentive (PLI) scheme for large scale electronics manufacturing by a year (until FY26), giving a boost to the industry.
- The Indian government has been encouraging to consumer durable brands in India to 'Make in India' thereby expecting they should be self-reliant for the future; consumer too is showing an affinity towards homegrown products.

- The National Policy on Electronics 2019 is targeting production of one billion mobile handsets valued at US\$ 190 billion by 2025, out of which 600 million handsets valued at US\$ 100 billion are likely to be exported
- The Government of India has allowed 100% Foreign Direct Investment (FDI) under the automatic route in Electronics Systems Design and Manufacturing sector. FDI into single brand retail has been increased from 51% to 100%; the government is planning to hike FDI limit in multi-brand retail to 51%.
- In September 2020, the Government of India planned to offer production-linked incentives worth Rs. 1.68 trillion (US\$ 23 billion) to companies such as consumer appliance, automobile and solar panel to attract companies to establish manufacturing plants in India.
- On November 11, 2020, Union Cabinet approved the Production-Linked Incentive (PLI) scheme in 10 key sectors (including electronics and white goods) to boost India's manufacturing capabilities, exports and promote the Atmanirbhar Bharat initiative.
- Mobile phone exports in India are expected to reach a record of US\$ 1.5 billion in 2020, of which 98% are expected to be smartphones.
- The PLI scheme, which has been approved for 16 electronics firms, including 10 manufacturers of mobile handsets, would further improve India's role in the global mobile market and complement the goal of making the country a global mobile production hub for manufacturers.

ROAD AHEAD

- Indian appliance and consumer electronics (ACE) market is expected to increase at 9% CAGR to reach Rs. 3.15 trillion (US\$ 48.37 billion) in 2022. Demand growth is likely to accelerate with rising disposable income and easy access to credit. Increasing electrification of rural areas and wide usability of online sales would also aid growth in demand. The government anticipates that the Indian electronics manufacturing sector will reach US\$ 300 billion (Rs. 22.5 lakh crore) by 2024–25.

ORIGIN OF HARSHA

Harsha is a part of Prakash electric company private Limited. They retail mainly Consumer durables include mainly White goods- TV, Refrigerator, washing Machine, Air Coolers, Music Systems etc. The home appliances include cookers, mixers, Grinders, Microwave Ovens, Crockery and cutlery etc. The 9th of March 1987 happens to be the mile stone day to Prakash electric company as it inaugurated its first retail outlet in Udupi under the name of "HARSHA" with a showroom of 2700 sq. ft. area. To date the chain of outlet has been expanded to five showroom covering different areas of Karnataka state.

The following list indicates where and when the showroom has been situated over the years

PLACE	YEAR OF STARTUP	AREA
Udupi	1987	7000sq.ft
Mangalore	1992	8000sq.ft
Shimoga	1998	18000sq.ft
Hubli	2001	7000sq.ft
Puttur	2003	15000sq.ft
Kundapur	2004	4213sq.ft
Begaum	2007	25000sq.ft
Dharwad	2010	13000sq.ft
Bangalore	2012	26500sq.ft
Ajjarkad Udupi	2013	22000sq.ft
Falnir Mangalore	2014	32000sq.ft
Brahmavara	2016	13000sq.ft
Surathkal	2016	25000sq.ft
Hosur Hubli	2018	22000sq.ft
Kundapur main road	2019	25000sq.ft
Gulbarga	2019	20000sq.ft

Established	1987
Name of the store	HARSHA
owner	Surya Prakash K
Location	Laxmi Balakrishna Square, station road Hubli
Head office	Prakash Retail Pvt Ltd Ambalpady, Udupi-576 103 Karnataka
Corporate office	Laxmi Balakrishna Square, station road Hubli
E-mail	info@prlindia.in, info.prlindia@gmail.com
websites	www.harsha india.com
Area covered by Harsha Hubli store	7000sqft

PROMOTERS OF THE COMPANY

Mr. Surya Prakash k

Mr. Ashok Kumar k

Mr. Harish M

Mr. Suresh M

Mr. Rajesh M

Harsha enterprises belong to Prakash Group of Industries. Prakash group was started by five members of a family settled in Udupi. The group initially started with its entry into Timber business and gradually they diversified to different sectors like electric, plastic, engineering etc. At present Prakash group has successfully been in manufacturing, Trading and retailing

The Prakash Group major areas of operation are:

- Prakash Timber- Manufacturing of products from timber.
- Prakash Industries- Comprise of a unit into business of switch boards.
- Prakash Engineering company- Wholesale distribution of engineering appliances.
- Prakash Electric Co. - Into Wholesale distribution of electric appliances.
- Prakash Bakelite and Plastic- Switches and lightening business
- Asha Engineering Co. - It is into manufacturing of TV trolleys and is also into manufacturing of wooden furniture.
- Prakash Business Solution-This is a division of the group into software and mainly providing business solution.

VISION

To be the most trusted and preferred consumer durable retailer in India

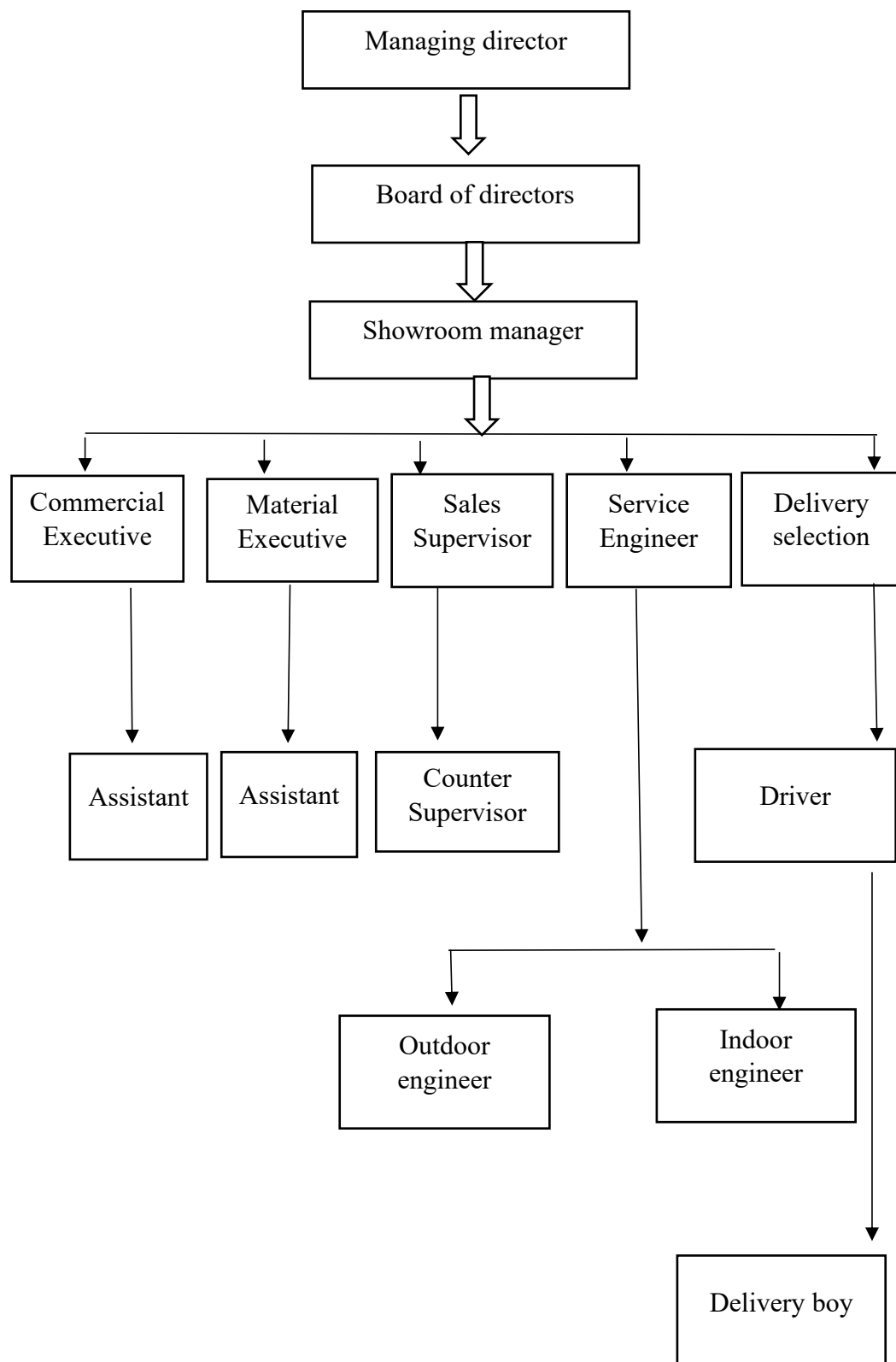
MISSION

To provide great customer experience from our world class stores offering a wide range of quality products and services.

OBJECTIVES OF HARSHA

To deliver quality products that gives value for money and excellent service that satisfies and delights the customer totally.

ORANIZATION CHART



A Brief Introduction of function carried by personnel Managing Director

The function of the Managing Director is to look after all the financial aspects of the branch at the centre and taking decision based on the proposal submitted by different branches. Making arrangement for payments to the parties and banking accounts are handled by them.

Marketing:

managing director is responsible for providing direction guidance and leadership to a marketing department.

Advertisement:

Direct a company's advertising activities and staff members to develop creative, consistent brand specific ad campaigns.

Agency:

Preparation of the hoarding, Banners, brochure and others aspects are handed over to the agency who are engaged in preparing the Banners or hoardings. They prepare a rough copy and submit it to the marketing department for the approval, the department analyse it if approved or any changes needed suggesting the agency and places the order.

Press:

The advertisement is also given in the local newspaper by the way of Distributing the pamphlet inside the newspaper.

Costing:

Feedback from respective Counters

About the Discounts, Offers and Promotional tools are decided based on getting the feedback from the counters, mailing it to the centre at Udupi. The costing department takes decision on the

discounts or offers to be given based on the feedback and taking care that it does not affect the margin.

Service:

Outdoor Service are Provided

Companies People

The calls made by the customer are registered by the outlet recording the problem Faced by the customer on use of the product. The branch registers the problem and Contacts the company, provide information about the problem

Human Resource Development:

Training

- In House training
- Outside house Training

Events carried out at Harsha

Some major events in more advertisement and sales promotion activity are carried Out in Harsha are as follows.

Harshotsava

This is the anniversary celebration carried out at various branches every year During which the existing and potential customers are invited and special arrangements are made through attractive schemes and discounts besides the shopping activity other entertainment activities are organized through various contests and games. This event is conducted for six days.

Monsoon Magic

This is an effort to move items like refrigerators and coolers etc for instance During summer time there is more demand for these and hence to boost up the sales the company provides special offers and discounts especially in the month of May.

Deepavali Bazaar

This is the special promotional effort of the company during Deepavali festival.

Happy Times

This includes the Christmas and New Year time and here again the company Coupled by good discounts provides attractive schemes.

PRODUCT PROFILE

Product: products at Harsha deals with household consumer durables. The Store provides most of the house hold products. They have a wide range of products lines with variety of branches in each product line. The customers have to do their choice of different brands which enables them to make comparison among several brands and select the one which suits them. Within 4000 Sq. Ft. of area the customers can get durables like Mixer, Grinder, Washing Machine, Refrigerators, Television, Music Systems, Fans, luggage, Microwave Ovens and Mobile handsets. Harsha also provides to its customer a variety of crockery and cutlery, dish washer, jars.



CATEGORIES IN PRODUCTS

Televisions

LED

Economy

- 40-inch LED, 32-inch LED, 43-inch LED

Air conditioner

- 1 & 2 ton

Air coolers

2) Refrigerator

- Direct cool (Single Door), Frost Free (Double Door)

3) Washing Machine

- Automatic, Semi-Automatic

Automatic

- Front Loading, Top Loading

4) Microwave Oven

- Solo Grill Micro, Wave and Grill, Micro Grill and convection.

5) Audio

High Ended

- Home Theatre, Mini System.

6) Mobiles

- Featured, Smart phone.

7) Grinders

- Regular, Tilting, Table Top

8) Mixers

- Only Mixer Juicer, Mixer, Grinder Food Processor.

COMPETITORS OF HARSHA ARE:

Reliance Digital: Reliance Digital is an Indian consumer electronics retailer. It is a subsidiary of Reliance Retail, a wholly owned subsidiary of Reliance Industries. Reliance Digital opened its first store on 24 April 2007 in Delhi.

Croma: Croma is an Indian retail chain of consumer electronics and durables run by Infiniti Retail, a subsidiary of the Tata Group. Its product range covers more than 500 products across the electronics and consumer durable categories.

Girias: which is a multi-city showroom brand, more than 5 decades of quality delivery and unmatched service - Girias has come a long way and is undoubtedly India's leading retailer with 104 mega stores. Girias have branches in the major cities such as Ballari, Bangalore, rural, Belagavi, Chengalpattu, Chennai, Chikkaballapur, Coimbatore, Dakshin a Kannada, Davangeree, Indigo, Doddaballapura, Dharmapuri, Hubli, Dharwad, erode, Hassan, Haveri, Hospet, Kalaburagi, Kanchipuram, etc

Kandkur agencies: are consumer durables and home appliances store which attempts to change with the way people buy the products in the organized retail landscape. The company was started in the year 1983 with their first product that is "Eveready Dry Cells" marketing distributors and small electrical appliances, which then has become a noted name in consumer durables and home appliances

PAI International Electronics Limited PAI International Electronics Limited distributes consumer electronics. The Company offers air conditioners, refrigerators, washing machine, mobile, pressure cooker, toaster, printers, and laptops. PAI International Electronics serves customers in India.

ACHIVEMENTS

- company was Accredited ISO 9001:2000 on 27-02-2008
- Annual turnover Crossed 124 Crore on 31-03-2010
- Annual turnover crossed 226 Crore on 31-03-2014

SWOT ANALYSIS

Strengths

- Karnataka's well-known retail outlet
- Harsha has more than 15 retail outlets across Karnataka
- Harsha has more than 400 employees
- Sales growth has increased on yearly basis annual revenues exceeding 1500 million.
- No. 3 durable retailer in Karnataka

Weakness

- Demand is seasonal & is high during festive seasons.
- Harsha shopping website is a problem as it is kept in simple form and fails to attract consumers.
- Poor inventory control at certain locations is a concern

Opportunities

- More advertising to increase brand visibility
- Convenience is making more and more consumer go the online way this can be both strength and opportunity
- To expand across India

Threats

- International and domestic players entering the market
- Operating cost are too high
- Growing competition from unorganized sector and e commerce websites

TITLE OF THE PROJECT

STUDY ON SERVICE MARKETING MIX(7PS) OF HARSHA HUBLI

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LITERATURE REVIEW

A literature review is a comprehensive summary of previous research on a topic. Service marketing focuses on bringing intangible benefits to customers; they are different from product marketing because they allow customers to personalize services based on their needs. Typically, the customer is able to begin using the services immediately upon purchase. Service marketers often persuade their target audience and increase sales by using a framework called the 7p's of service marketing (product, price, promotion, place, people, process, physical evidence), a set of best practices that builds upon the 4p's of product marketing.

In the 21st century, companies operate in an ever-changing environment, so it is important to improve the elements of an organization's marketing mix. To start a business successfully and survive, you need to provide services that can meet the needs of consumers. It is important to make decisions and actions related to the products provided, their price, place or distribution and promotion, people, processes and physical evidence. The elements of the 7p's marketing mix are used to meet the needs of users, which consists of company variables. A marketing mix is a set of interconnected actions and solutions that allow to meet the needs of consumers and achieve the company's goals.

The pillars of marketing have been known as 4P's, which stands for product, price, place, and promotion. However, as customers become more sophisticated, three more Ps have been added, mainly to the service industry, namely people, processes and the physical environment. Nowadays, these considerations are known as marketing 7P's and are sometimes referred to as marketing combination.

Source: Literature review: <https://guides.library.bloomu.edu/litreview>
<https://www.indeed.com/career-advice/career-development/7-ps-of-service-marketing>

THEORETICAL ASPECTS OF THE STUDY

Service marketing-mix 7p's

The services marketing mix is an extension of the 4-Ps framework. The essential elements of product, promotion, price and place remain but three additional variables — people, physical evidence and process - are included to 7Ps mix.

The service marketing mix is a combination of the different elements of services marketing that companies use to communicate their organizational and brand message to customers. The mix consists of the seven P's i.e. Product, Pricing, Place, Promotion, People, Process and Physical Evidence.

Product: is what is offered to the customer to satisfy their needs. Customers are very sensitive now; they are only concerned about what your product has to offer them. The product needs to have the quality to satisfy the target customers.

To best use and implement the product mix, the following decisions needs to be Considered.

- **Product Planning and Development.** This decision mainly involves what new products to offer to the target market. It involves market segmentation to identify profitable market segments, marketing research to identify the needs, wants, and desires of customers, and product idea development, screening, consumer testing, business analysis, test marketing, and commercialization of new products.
- **Product Line and Product Mix.** This decision relates to the number of products items to be offered to the market under one category (product line) and the number of categories of products (product mix) to be produced and marketed by the firm.
- **Product Quality.** This relates to the quality standards to be maintained by the firm in its product. The firm also needs to decide on the indicator of quality to be used such as physical strength, durability, power, aesthetic looks, and performance.

Price

Price is the amount of money, value of the product, or value or cost to the buyer of using the product. The price mix component of the 7Ps of the marketing mix is about price setting.

The price setting is critical in marketing and needs to be carefully handled. A firm can change other Ps as and when needed. But changing price brings serious complexities affecting competitors, sudden changes in demand for the product, and the decline in the product's image.

The pricing decision includes analysis of competitor's prices, formulation of pricing objectives, setting the base price & determining terms & conditions of sales, and setting rates of discounts, allowances, and commission.

Promotion

includes using various promotional mixtures to popularize the products in the target market. The main objective of promotion is to build awareness about the product and persuade customers towards the product.

For effective promotion of the product, it blends advertising, personal selling, sales promotion, public relations, and direct marketing.

Place or Distribution

The fourth P of the 7Ps of the marketing mix is place or distribution. Place decision is related to how to manage the flow of goods from the production point to the market where its demand exists.

For right place distribution the distribution channels, channel motivations, channel conflict management, and physical distribution of the product are considered.

People

Due to the unique nature of services that involve intangibility, variability, inseparability, and perishability, three more Ps (mixes) people, physical environment, and process are added to the original 4Ps of the marketing mix.

Thus, the service mix constitutes 7Ps. The additional 3Ps are the basic tool for service-oriented firms.

People – people are the critical part of the service mix, as most services are provided through human resources. The selection, motivation, and training of employees are important activities for successful service marketing.

Service marketing not only requires external marketing through the use of 4Ps but also effective internal marketing.

Internal marketing involves training and motivating employees to serve the customer well. Service organizations also need to practice interactive marketing – employees' skills in effectively talking to service customers.

Process

The service process is differentiating tool in the 7Ps of the marketing mix. Service providers can adopt a variety of delivery processes and charge different prices for their services.

Differentiation implemented over the delivery process can contribute to building an image for the service organization. The image can also be used to communicate the quality of service to customers.

Physical Evidence

The Last P of the 7Ps of the marketing mix is the physical evidence. Normally, customers can not easily judge the quality of service until they buy and use the service.

Service providers use the physical environment to communicate the quality of their service. Physical evidence includes the infrastructure of the service outlets, furniture, decorations, and printed material used.

The marketing mix of a company consists of the various elements as follows which form the core of a company's marketing system and hence helps to achieve marketing objectives.

The marketing mix of Harsha is as follows: -

Product: products at Harsha deals with household consumer durables. The Store provides most of the house hold products. They have a wide range of products lines with variety of branches in each product line. The customers have to do their choice of different brands which enables them to make comparison among several brands and select the one which suits them. Within 4000 Sq. Ft. of area the customers can get durables like Mixer, Grinder, Washing Machine, Refrigerators, Television, Music Systems, Fans, luggage, Microwave Ovens and Mobile handsets. Harsha also provides to its customer a variety of crockery and cutlery, dish washer, jars.

Price: Harsha policies are proactive with respect to the corporate level. That is the ethics, values are same across the branches and the entire corporate culture can be reflected from single branch. However as far as the pricing policy is concerned the company adopts more of reactive policy that is the price and discount is market driven as per the local market condition. This can be justified on the account of the fact that there are numerous dealers present in the local market for instance in Hubli there are more than 26 players like Kandkurs, GTL, Vaman Home Appliances, Om Appliance etc. so these act as major determinants to set up the price. Another major determinant of pricing policy is the customer perception and anticipation which certainly varies across the geographical region as the living standard, acceptance level, priorities and spending pattern will vary throughout. Any decisions relating to increase or decrease in prices in Harsha is decided by the Head office, i.e. Prakash Electric Pvt. Ltd. Co. It will provide minimum discounts on routine days.

Promotion: Advertisement and sales promotion at Harsha the advertisement activities are carried out at showroom level or rather local level. Local level means there is a limit of Rs 1000 spent by Harsha at the time of special offers for the purpose of advertisement. It is more than Rs. 10000, the head office will bear

the expenses, and i.e. Central Office has an advertising agency named percept India Ltd located in Bangalore. The advertisements for various branches are designed by the Percept India Ltd. & Spring Art Work implement on the designs framed by the Percept India. For advertisement Harsha uses different Medias like newspapers, banners, Hoardings, cables, so that they can compete with their competitors and bring more awareness about Harsha in the customer.

Place: Place plays a major role in getting the product sold to the end consumer, there are many places and businesses can sell so 'place' doesn't just refers to the physical locations selling via a website, catalogue, social media, etc Harsha sells its products through retail as well as online were people get easy access towards products or service. There are 16 Harsha retail outlets across Karnataka, modern retail outlets owned by the company, these are highly attractive stores with customer service representatives.

People: people in marketing mix refers to any one directly or indirectly involved in business side of enterprise that means anyone involved in selling a product or service designing its marketing, managing teams, representing customers recruiting and training.

Harsha key people are Mr. Surya Prakash k, Mr. Ashok Kumar k, Mr. Harish M Mr. Suresh M, Mr. Rajesh M.

Harsha has more than 400 employees, it has 16 branches across Karnataka which are running successfully.

Process: the process is one of the components in marketing mix of Harsha, it deals with the way the products are ought to be delivered to consumers, there should not be any glitches in the process like delay in product delivery /customer service here at Harsha. the billing in retail outlet is done over the counter where as in online store they follow certain norms like they deliver their products within 4-

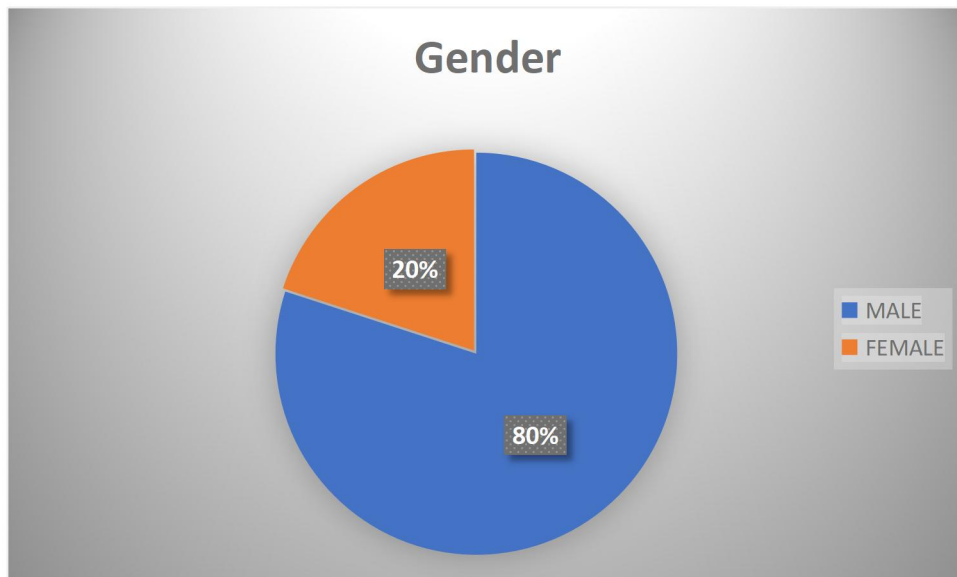
7 business day from the date of booking and return policies applies if goods are damaged.

Physical evidence: Physical Evidence is one of the components in the Marketing Mix of Harsha. The company markets its products in different coloured packaging that can be readily found on store shelves. They are put on the company's special shelves, which have a different colour and design. It allows the placement of these shelves in active retail stores for customers. In store displays are

product shelves that are often placed at the end of an aisle with mostly price reduced products. A well-structured shelf design can be advantageous for both consumer and retailer. This statement is explained by the fact that consumers' overall shopping satisfaction increases when the in-store shelf design is structured well. As a result, greater consumer satisfaction leads to an increase of sales,

1)Gender:

GENDER	FREQUENCY	PERCENTAGE
MALE	83	80%
FEMALE	20	20%
TOTAL	103	100%

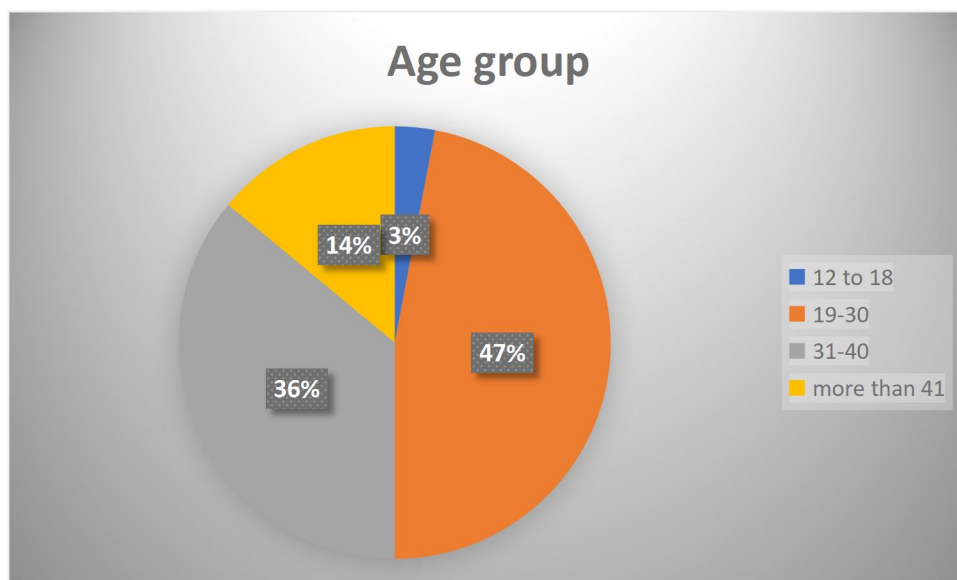


Analysis: out of 103 respondents 80% respondents are male. 20% respondents are female.

Interpretation: from the above analysis 80% of respondents belong to male category.

2) Age group?

AGE GROUP	FREQUENCY	PERCENTAGE
12-18	3	3%
19-30	48	47%
31-40	37	36%
More than 41	15	14%
total	103	100

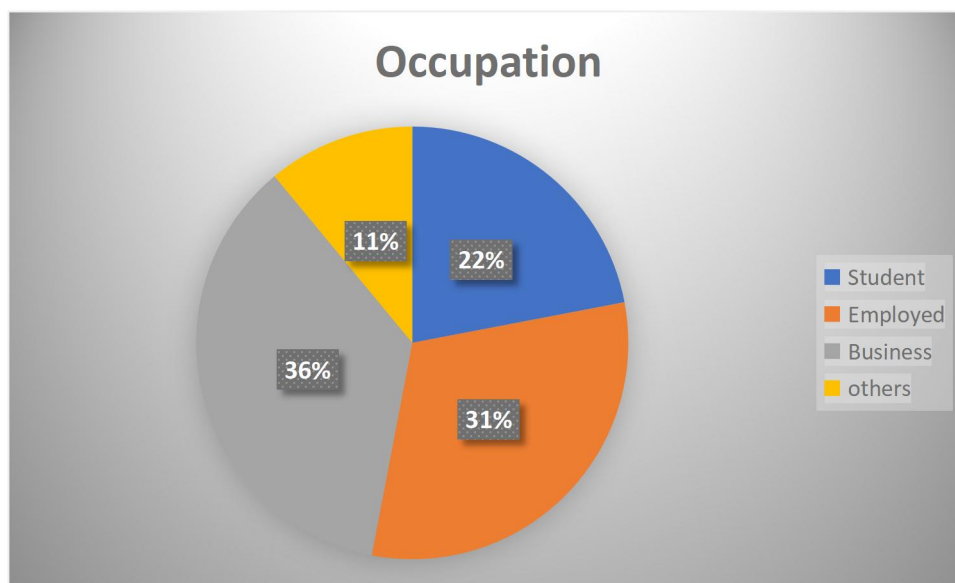


Analysis: out of 103 respondents, 3% respondents are the age of 12-18. 47% respondents are the age of 19-30. 36% respondents are the age of 31-40. 14% of respondents are more than the age of 40.

Interpretation: from the above analysis 47% respondents belong to the age of 19-30.

3) Occupation?

OCCUPATION	FREQUENCY	PERCENTAGE
Student	23	22%
Employed	32	31%
Business	37	36%
others	11	11%
Total	103	100%

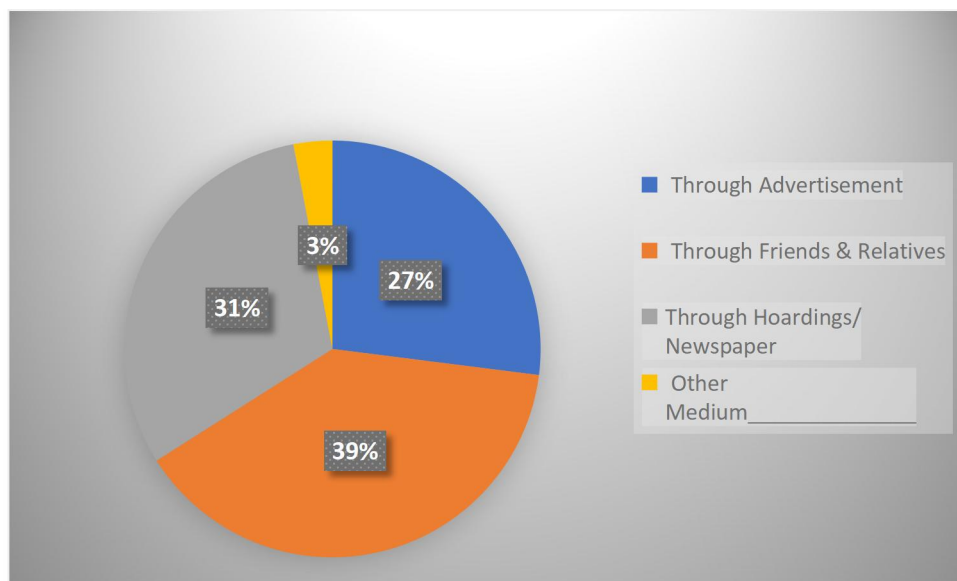


Analysis: out of 103 respondents, 22% respondents are students, 31% respondents are employed, 36% respondents are business people, 11% respondents have other occupation

Interpretation: from the above analysis 36% respondents are business people.

4) How do you come to know about Harsha?

OPTIONS	FREQUENCY	PERCENTAGE
Through Advertisement	28	27%
Through Friends & Relatives	40	39%
Through Hoardings/ Newspaper	32	31%
Other Medium_____	3	3%
Total	103	100%

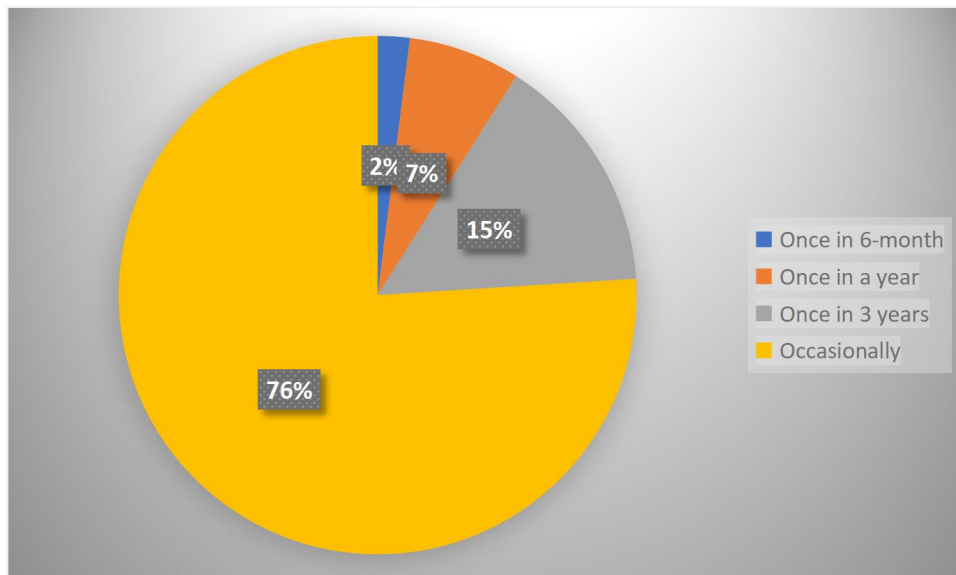


Analysis: out of 103 respondents, 27% of respondents know Harsha through advertisements, 39% respondents know Harsha through Friends & Relatives, 31% respondents know Harsha Through Hoardings/ Newspaper and 3% respondents through other medium.

Interpretation: from the above analysis 39% respondents came to know about Harsha through Friends & Relatives.

5) How often do you buy goods from Harsha?

OPTIONS	FREQUENCY	PERCENTAGE
Once in 6-month	2	2%
Once in a year	7	7%
Once in 3 years	16	15%
Occasionally	78	76%
Total	103	100%

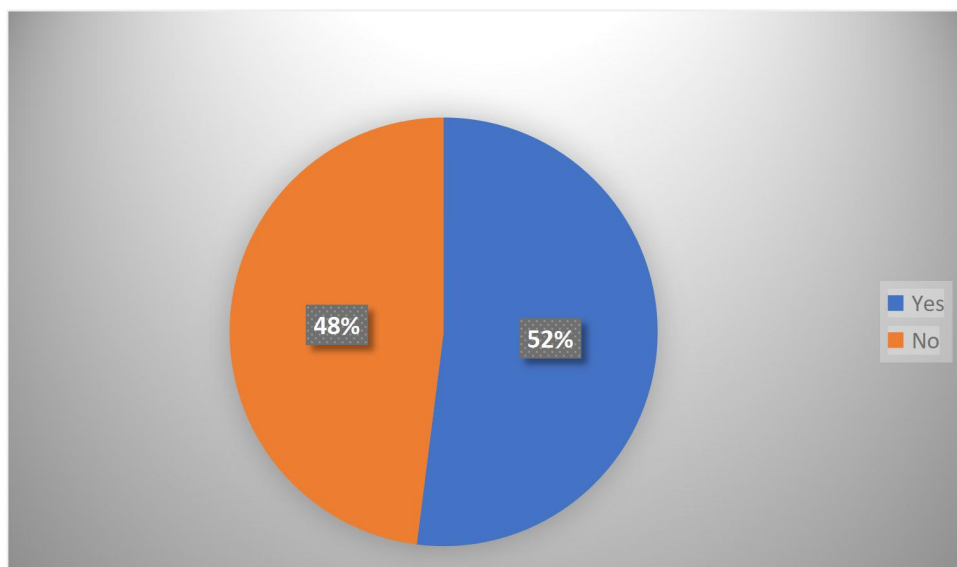


Analysis: out of 103 respondents, 2% of respondents buys goods from Harsha Once in 6-month, 7% once in a year, 15% once in 3 years, 76% occasionally.

Interpretation: from the above analysis 76% of respondents buy goods from Harsha occasionally.

6) Are you aware of different festive events carried out by Harsha yearly?

OPTIONS	FREQUENCY	PERCENTAGE
Yes	54	52%
No	49	48%
total	103	100%

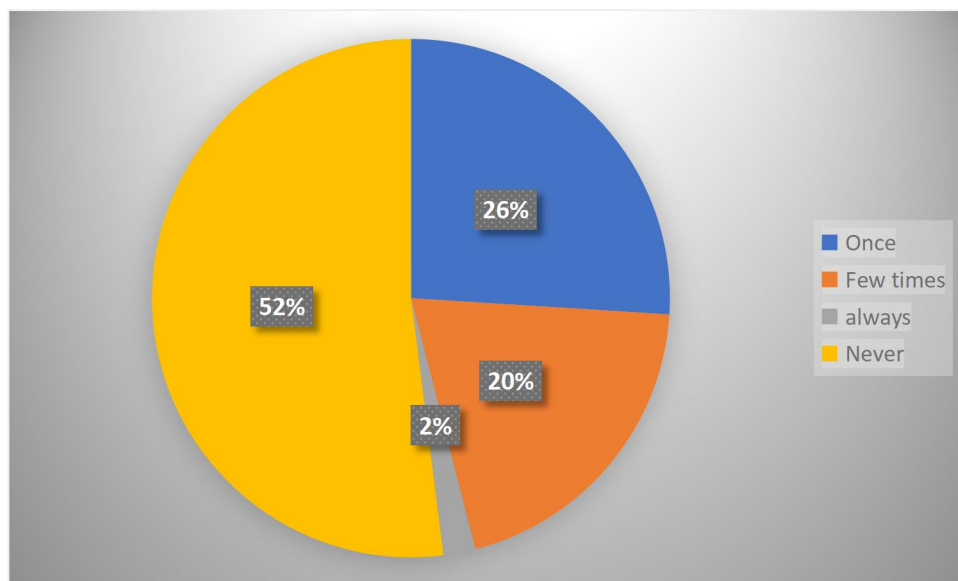


Analysis: out of 103 respondents, 52% respondents are aware about the events. 48% are not aware about the events.

Interpretation: from the above analysis 52% respondents are aware about the festive events.

7) Did you shop in any of these events carried out by Harsha?

OPTIONS	FREQUENCY	PERCENTAGE
Once	27	26%
Few times	21	20%
always	2	2%
Never	53	52%
Total	103	100%

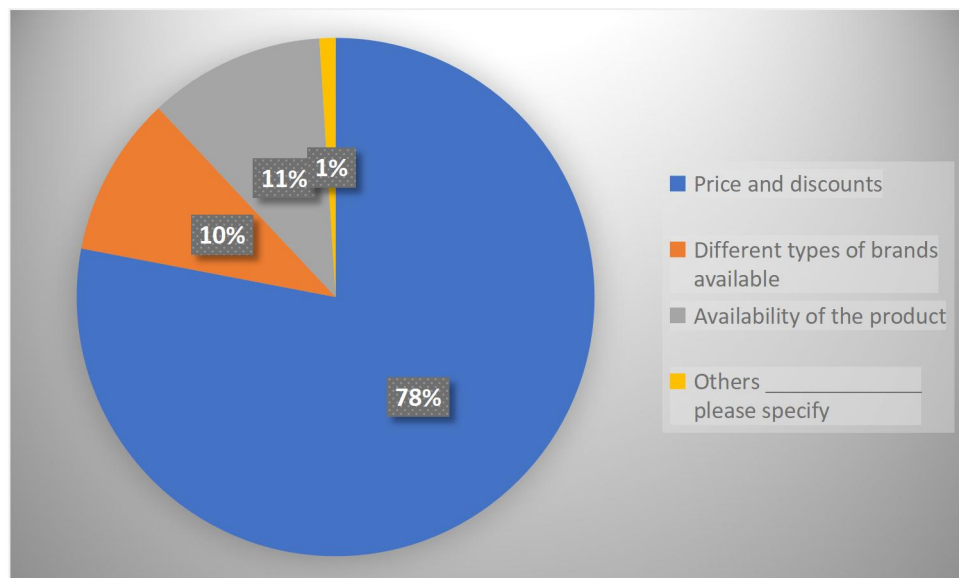


Analysis: out of 103 respondents, 26% respondents shopped in these events once. 20% few times. 2% always. 52% never.

Interpretation: from the above analysis 52% respondents never shopped in any of these events.

8) What factors do you normally consider while purchasing goods at Harsha?

OPTIONS	FREQUENCY	PERCENTAGE
Price and discounts	80	78%
Different types of brands available	10	10%
Availability of the product	12	11%
Others _____ please specify	1	1%
Total	103	100%

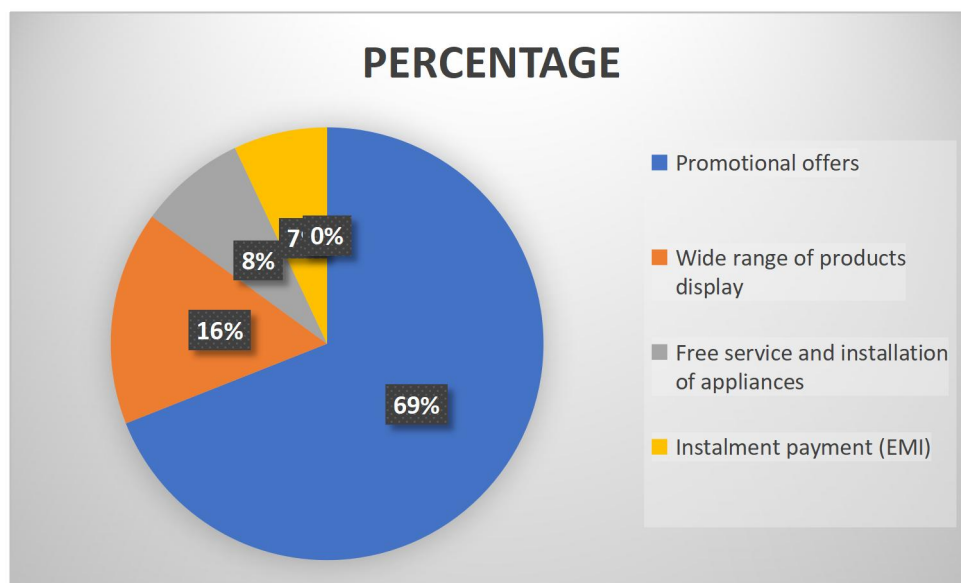


Analysis: out of 103 respondents, 78% consider Price and discounts. 10% consider Different types of brands available. 11% consider Availability of the product. 1% consider other factors.

Interpretation: from the above analysis 78% respondents consider Price and discounts while purchasing goods at Harsha.

9) What advertising techniques that Harsha use would encourage you to buy products?

OPTIONS	FREQUENCY	PERCENTAGE
Promotional offers	71	69%
Wide range of products display	17	16%
Free service and installation of appliances	8	8%
Instalment payment (EMI)	7	7%
Others _____ please specify	0	0
Total	103	100%

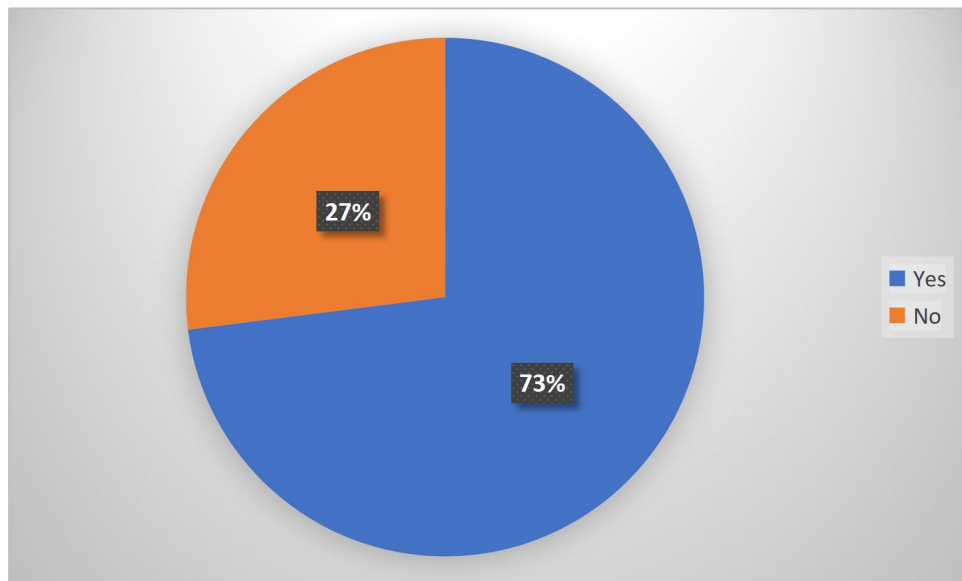


Analysis: out of 103 respondents, 69% respondents have chosen promotional offers. 16% Wide range of products display. 8% Free service and installation of appliances. 7% Instalment payment (EMI).

Interpretation: from the above analysis 69% respondents have said (advertising technique) promotional offers would encourage them to buy products at Harsha.

10) Are you satisfied with the variety of products offered by Harsha?

OPTIONS	FREQUENCY	PERCENTAGE
Yes	75	73%
No	28	27%
Total	103	100%

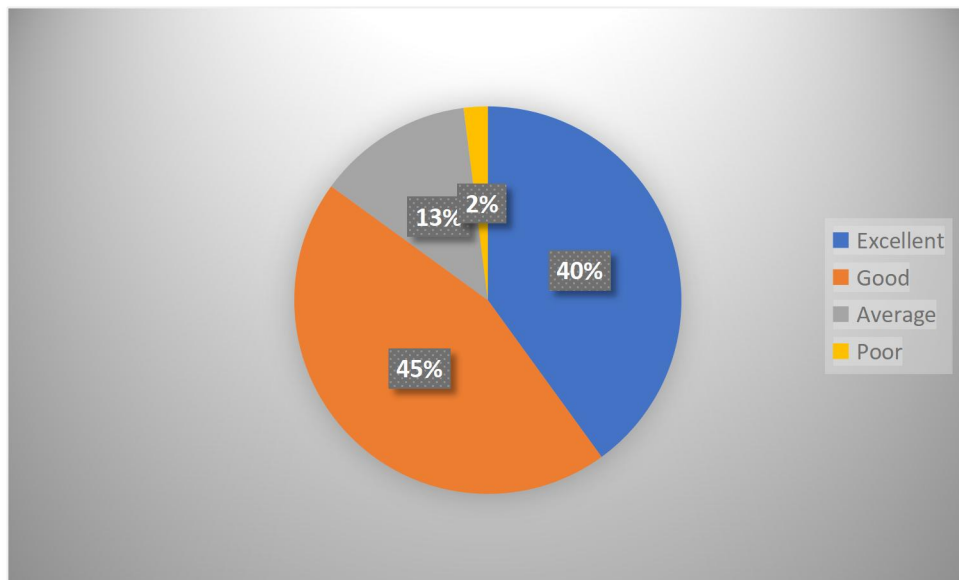


Analysis: out of 103 respondents, 73% respondents are satisfied with the variety of products offered by Harsha. 27% are not satisfied.

Interpretation: from the above analysis 73% respondents are satisfied with the variety of products offered by Harsha.

11) What is your opinion on staff knowledge about products offered?

OPTIONS	FREQUENCY	PERCENTAGE
Excellent	41	40%
Good	46	45%
Average	14	13%
Poor	2	2%
Total	103	100%

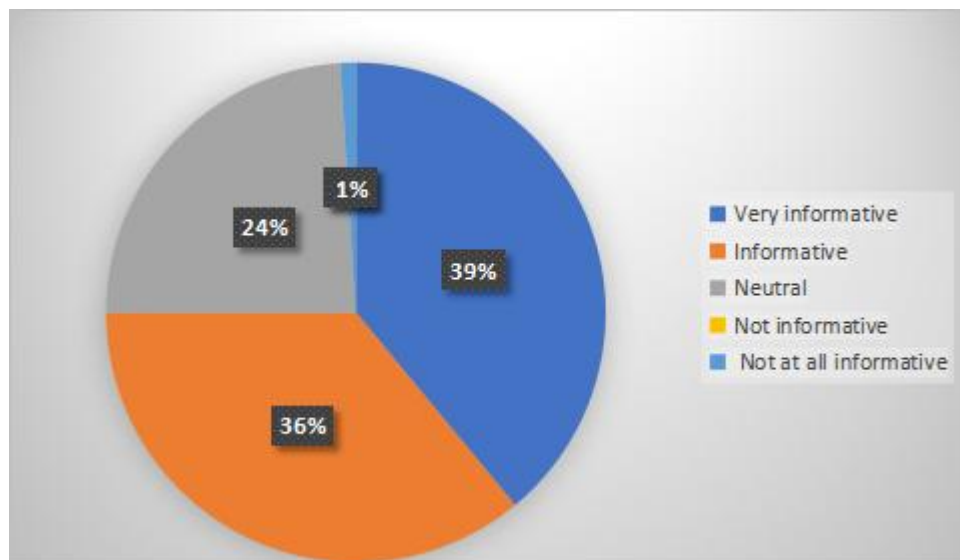


Analysis: out of 103 respondents, 40% respondents have excellent opinion on staff knowledge. 45% have good opinion. 13% have average opinion. 2% have poor opinion.

Interpretation: from the above analysis 45% respondents have good opinion on staff knowledge about products offered.

12)What is your opinion on signs and display boards at Harsha?

OPTIONS	FREQUENCY	PERCENTAGE
Very informative	40	39%
Informative	37	36%
Neutral	25	24%
Not informative	0	0
Not at all informative	1	1%
total	103	100%

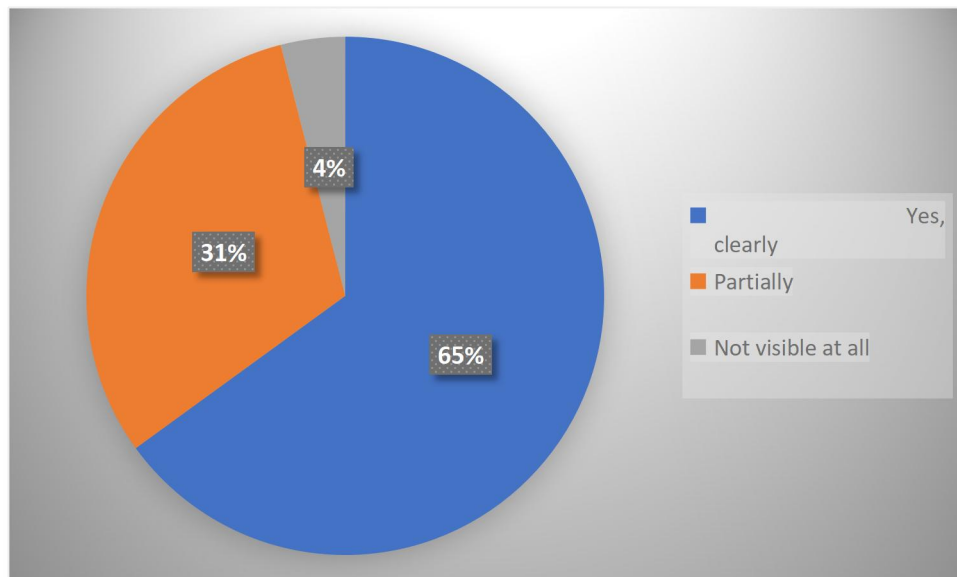


Analysis: out of 103 respondents, 39% respondents have chosen very informative option. 36% have chosen informative option. 24% have chosen neutral option. none of them have chosen not informative. 1% have chosen not at all informative option.

Interpretation: from the above analysis 39% respondents said signs and display boards are very informative.

13) When you travel on the station road Hubli is Harsha store clearly visible to you?

OPTIONS	FREQUENCY	PERCENTAGE
Yes, clearly	67	65%
Partially	32	31%
Not visible at all	4	4%
Total	103	100%



Analysis: out of 103 respondents, 65% respondents have said yes, clearly visible. 31% respondents have said partially. 4% respondents have said not visible at all.

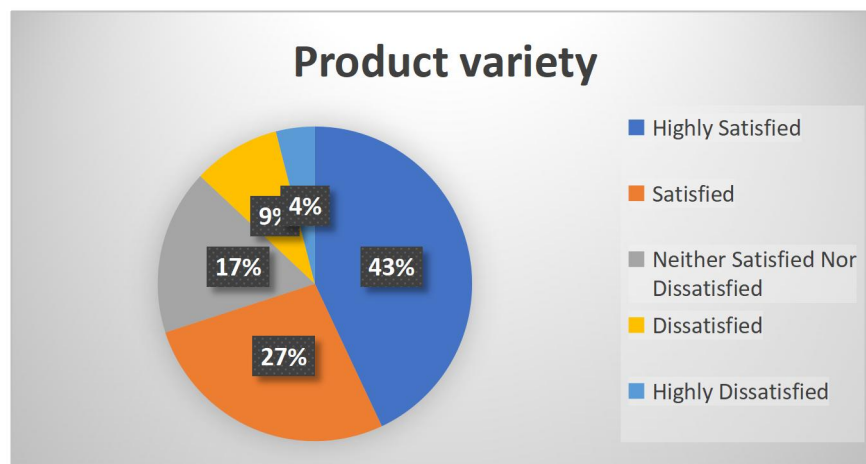
Interpretation: from the above analysis 65% respondents have said Harsha store is clearly visible to them.

14)Rate the following factors of Harsha

FACTORS	1	2	3	4	5
Product Variety					
Price					
Location					
Advertising					
Billing accuracy					
Ambiance					
Employees behaviour					

a) Product variety

OPTIONS	FREQUENCY	PERCENTAGE
Highly Satisfied	44	43%
Satisfied	28	27%
Neither Satisfied nor Dissatisfied	18	17%
Dissatisfied	9	9%
Highly Dissatisfied	4	4%
Total	103	100%

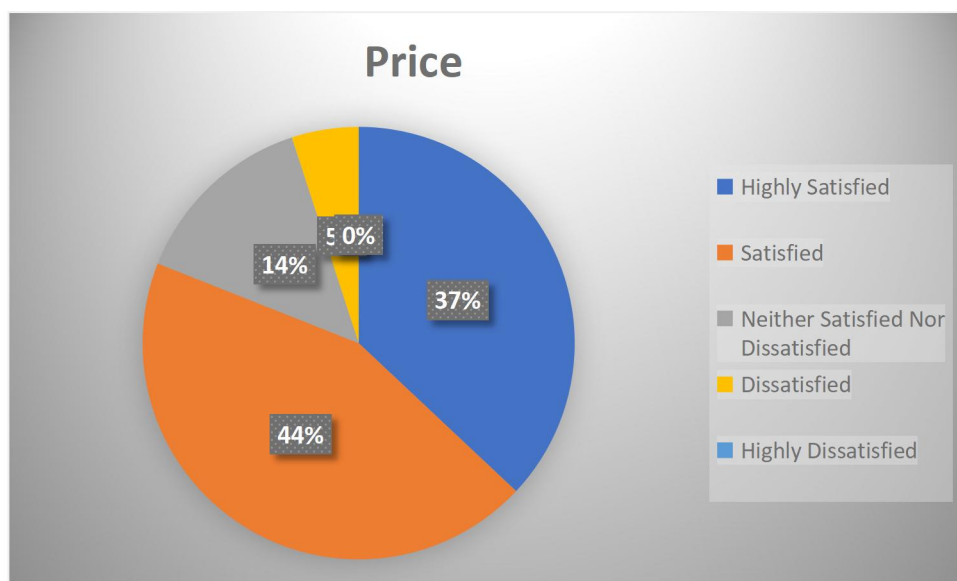


Analysis: out of 103 respondents, 43% respondents are highly satisfied. 27% are satisfied. 17% are Neither Satisfied nor Dissatisfied. 9% are dissatisfied. 4% are highly dissatisfied.

Interpretation: from the above analysis 43% respondents are highly satisfied about product variety.

b) Price

OPTIONS	FREQUENCY	PERCENTAGE
Highly Satisfied	38	37%
Satisfied	45	44%
Neither Satisfied nor Dissatisfied	15	14%
Dissatisfied	5	5%
Highly Dissatisfied	0	0
Total	103	100%

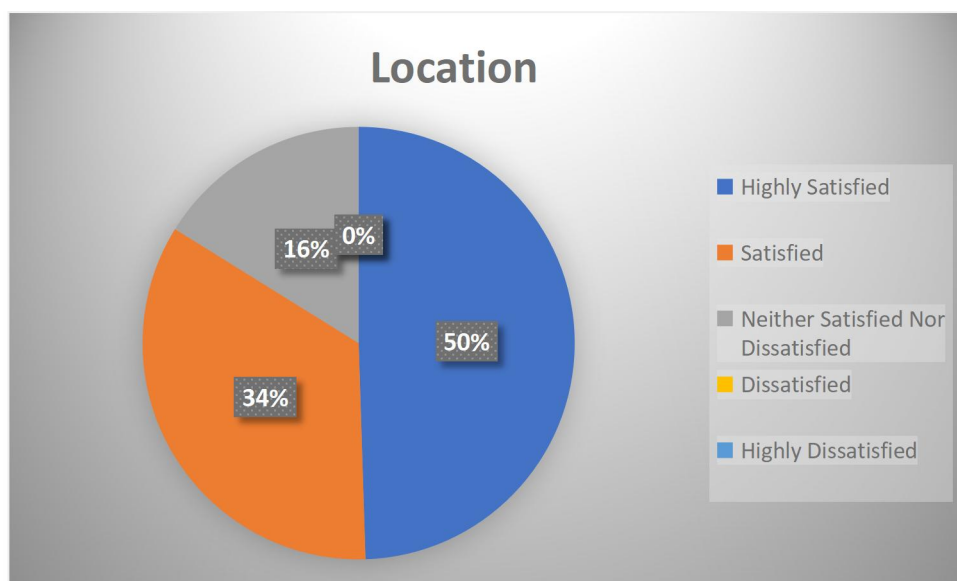


Analysis: out of 103 respondents, 50% respondents are highly satisfied. 44% are satisfied. 14% are Neither Satisfied nor Dissatisfied. 5% are dissatisfied. None of the respondents are highly dissatisfied.

Interpretation: from the above analysis 44% respondents are satisfied about price.

c) Location

OPTIONS	FREQUENCY	PERCENTAGE
Highly Satisfied	51	50%
Satisfied	36	34%
Neither Satisfied nor Dissatisfied	16	16%
Dissatisfied	0	0
Highly Dissatisfied	0	0
Total	103	100%

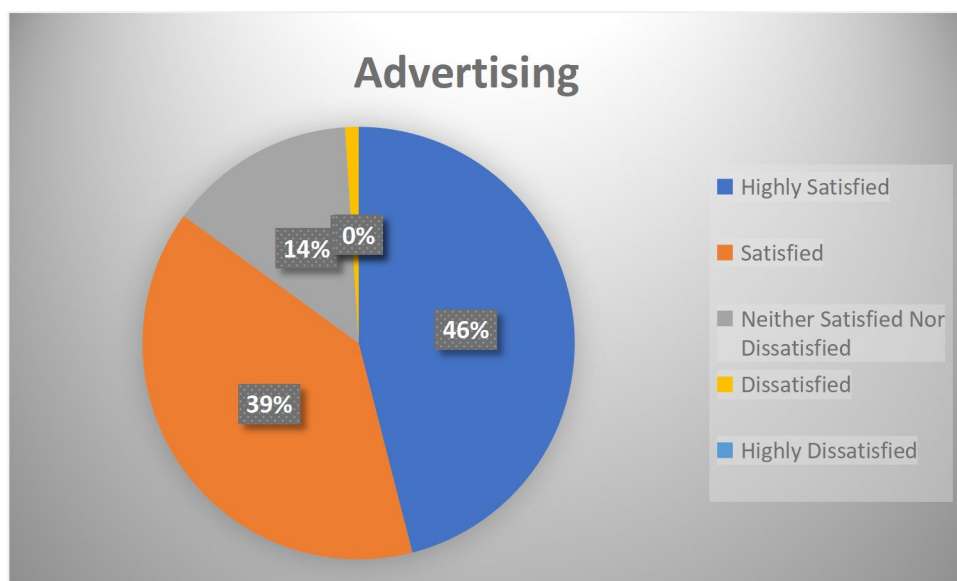


Analysis: out of 103 respondents, 50% respondents are highly satisfied. 34% are satisfied. 16% are Neither Satisfied nor Dissatisfied. None of the respondents are dissatisfied or highly dissatisfied.

Interpretation: majority respondents 50% respondents are highly satisfied about the location.

d) Advertising

OPTIONS	FREQUENCY	PERCENTAGE
Highly Satisfied	48	46%
Satisfied	40	39%
Neither Satisfied nor Dissatisfied	14	14%
Dissatisfied	1	1%
Highly Dissatisfied	0	0
Total	103	100

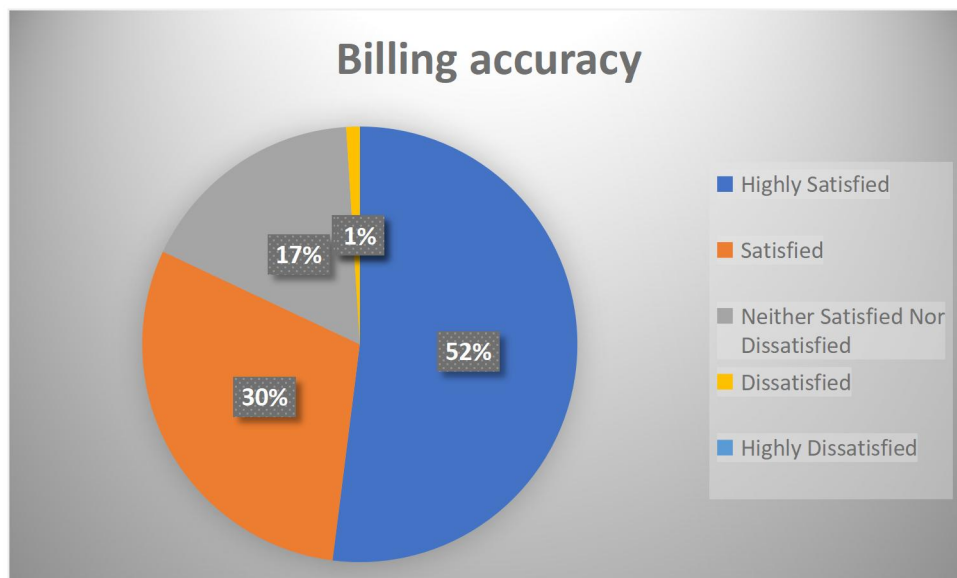


Analysis: out of 103 respondents, 46% respondents are highly satisfied. 39% are satisfied. 14% are Neither Satisfied nor Dissatisfied. 1% are dissatisfied. None of the respondents are highly dissatisfied.

Interpretation: from the above analysis 46% respondents are highly satisfied about advertising

e) Billing accuracy

OPTIONS	FREQUENCY	PERCENTAGE
Highly Satisfied	54	52%
Satisfied	31	30%
Neither Satisfied nor Dissatisfied	17	17%
Dissatisfied	1	1%
Highly Dissatisfied	0	0
Total	103	100%

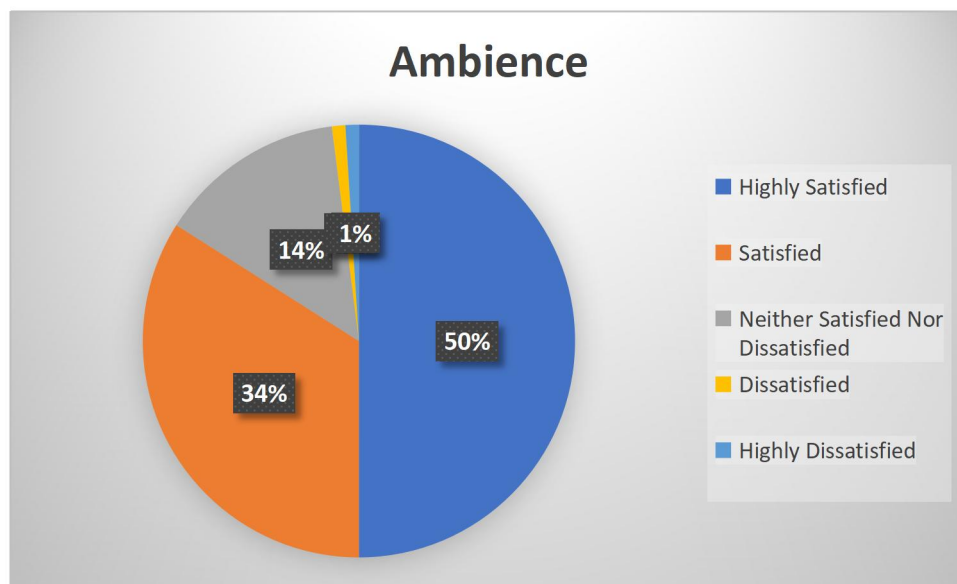


Analysis: out of 103 respondents, 52% respondents are highly satisfied. 30% are satisfied. 17% are Neither Satisfied nor Dissatisfied. 1% are dissatisfied. None of the respondents are highly dissatisfied.

Interpretation: from the above analysis 52% respondents are highly satisfied about billing accuracy.

f) Ambience

OPTIONS	FREQUENCY	PERCENTAGE
Highly Satisfied	52	50%
Satisfied	35	34%
Neither Satisfied nor Dissatisfied	14	14%
Dissatisfied	1	1%
Highly Dissatisfied	1	1%
Total	103	100%

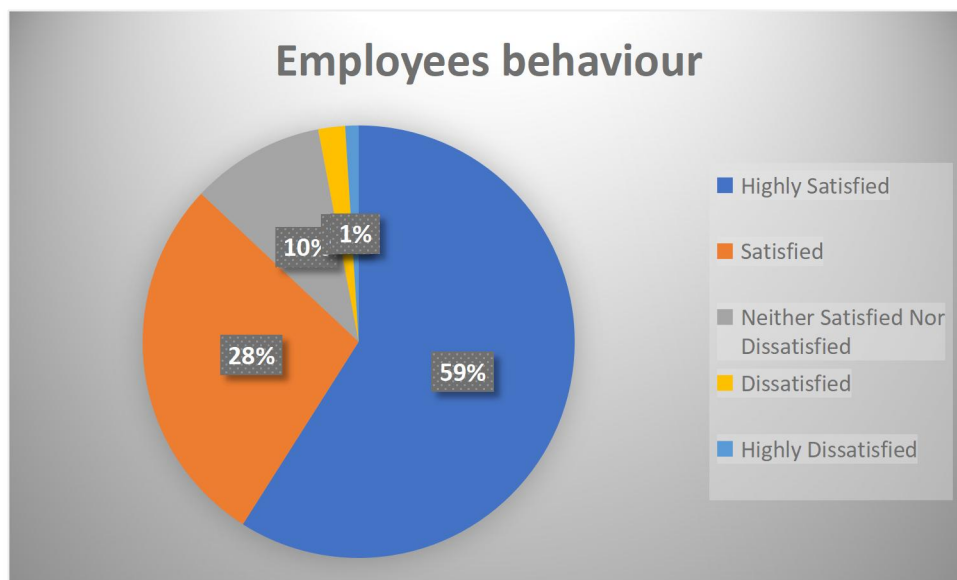


Analysis: out of 103 respondents, 50% respondents are highly satisfied. 34% are satisfied. 14% are Neither Satisfied nor Dissatisfied. 1% are dissatisfied. 1% are highly dissatisfied.

Interpretation: from the above analysis 50% respondents are highly satisfied about ambience.

g) Employees behaviour

OPTIONS	FREQUENCY	PERCENTAGE
Highly Satisfied	61	59%
Satisfied	29	28%
Neither Satisfied nor Dissatisfied	10	10%
Dissatisfied	2	2%
Highly Dissatisfied	1	1%
Total	103	100%

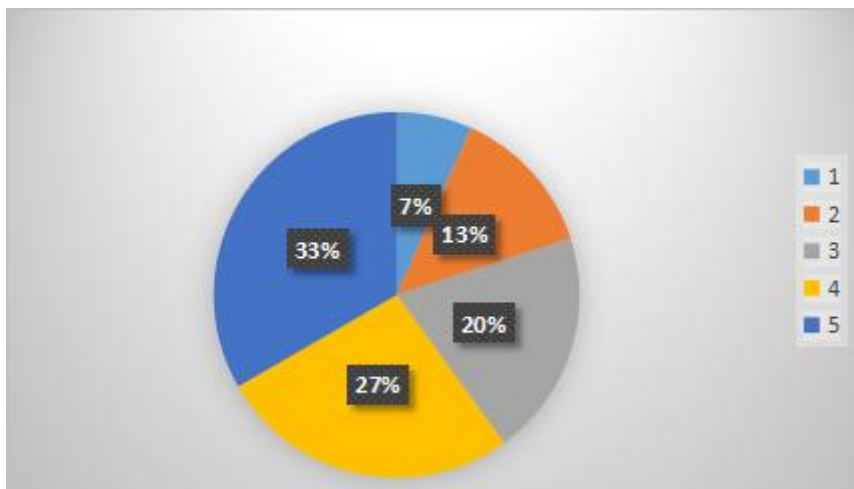


Analysis: out of 103 respondents, 59% respondents are highly satisfied. 28% are satisfied. 10% are Neither Satisfied nor Dissatisfied. 2% are dissatisfied. 1% are highly dissatisfied.

Interpretation: from the above analysis 59% respondents are highly satisfied about employee's behaviour.

15)How would you rate Harsha based on your overall shopping experience? On the scale of 1-5 (1 is least rating and 5 is highest rating)

OPTIONS	FREQUENCY	PERCENTAGE
1	0	0
2	9	9%
3	29	28%
4	39	38%
5	26	25%
Total	103	100%



Analysis: out of 103 respondents, 9% have rated 2. 28% have rated 3. 38% have rated 4. 25% have rated 5.

Interpretation from the above analysis 38% respondents have rated 4 out of 5 based on overall shopping experience.

FINDINGS

- 80% of respondents belong to male category.
- 47% respondents belong to the age of 19-30.
- 36% respondents are business people.
- 39% respondents came to know about Harsha through Friends & Relatives.
- 76% of respondents buy goods from Harsha occasionally.
- 52% respondents are aware about the festive events
- 52% respondents never shopped in any of these events.
- 78% respondents consider Price and discounts while purchasing goods at Harsha.
- 69% respondents have said (advertising technique) promotional offers would encourage them to buy products at Harsha.
- 73% respondents are satisfied with the variety of products offered by Harsha.
- 45% respondents have good opinion on staff knowledge about products offered.
- 39% respondents said signs and display boards are very informative.
- 65% respondents have said Harsha store is clearly visible to them.
- 43% respondents are highly satisfied about product variety.
- 44% respondents are satisfied about price.
- 50% respondents are highly satisfied about the location
- 46% respondents are highly satisfied about advertising
- 52% respondents are highly satisfied about billing accuracy
- 50% respondents are highly satisfied about ambience.
- 59% respondents are highly satisfied about employee's behaviour.
- 38% respondents have rated 4 out of 5 based on overall shopping experience.

SUGGESTION

- As it was seen in the survey majority of the customers preferred to purchase products only when offers and discounts were provided, hence it would be beneficial if they provide such discounts and offers even during off seasons like weekends, to attract new customers and retain old ones.
- Social media can be useful in customer attraction and brand building.
- Many respondents are not aware about the events carried out by Harsha and majority of them never shopped in any these events so they need to adopt modern methods of promotions like social media marketing which can help them attract new customers as well as retain old ones.
- Many of the respondent's have suggested to provide more suitable price and discounts some of the respondents are neutral and some are dissatisfied.
- Based on the analysis it was found that some customers are not happy with the variety of the products hence it suggested to include more variety of products.
- Majority of the respondents are attracted towards promotional offers compared to other advertising techniques like EMI's and free installation, if the company stresses on these offers too it would attract more customers.

SUGGESTION OF CUSTOMERS WHILE DOING SURVEY

- More variety of products availability needed
- More discounts are needed
- Increase the product variety
- Non availability of product

CONCLUSION

The study helped me gain valuable insights in Harsha and also as to the factors that what the consumers expect from the Harsha. It is very important to retain existing customers and attract the new customers, the suggestion of the customers to be taken seriously and the company should try its level best to implement the suggestion. Services are intangible in nature and the employees are the main factors which affects the service quality. Since they are the one who in touch with the customers. The company has well-trained front-end employees who show sincere interest to solve customers' problem who responds to customer's request.

The respondents were very positive in providing the information about how Harsha and what measures Harsha has to take in improving the service to their customers, though there are many competitors in the market for this segment, the company Harsha is doing well by satisfying its customers by having good relationship with them and. I offer my best wishes for the same and hope that my work will be of some use for the company Harsha is doing well by satisfying its customers by having good relationship with them and. I offer my best wishes for the same and hope that my work will be of some use for the company effectiveness.

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- <https://www.bloomberg.com>
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- <https://guides.library.bloomu.edu/litreview>
- <https://www.indeed.com/career-advice/career-development/7-ps-of-service-marketing>

Date _____

Dear Customer Respondent,

I, Veeresh Wali from KLE BBA college of Hubli, undertaking a major concurrent project on the topic "A study on service marketing mix of Harsha Hubli as a part of BBA final year program. I request your cooperation in answering the questions in the following questionnaires and help me in completing this study. I assure that the information provided by you will be treated as confidential and will be used for this project.

Name: _____

Contact No: _____

Address: _____

1) Gender?

a) Male b) Female

2) Age group?

a) 12-18 b) 19-30 c) 31-40 d) more than 41

3) Occupation?

a) Student b) Employed c) Business d) Others

4) How do you come to know about Harsha?

a) Through Advertisement b) Through Friends & Relatives
c) Through Hoardings/ Newspaper d) Other Medium _____

5) How often do you buy goods from Harsha?

a) Once in 6-month b) Once in a year c) Once in 3 years d) Occasionally

6) Are you aware of different festive events carried out by Harsha yearly?

a) yes b) no

7) Did you shop in any of these events carried out by Harsha?

- a) Once b) Few times c) always d) Never

8) What factors do you normally consider while purchasing goods at Harsha?

- a) Price and discounts b) Different types of brands available
c) Availability of the product d) Others _____ please specify

9) What advertising techniques that Harsha use would encourage you to purchase products?

- a) Promotional offers b) Wide range of products display
c) Free service and installation of appliances d) Instalment payment (EMI)
e) Others _____ please specify

10) Are you satisfied with variety of products offered by Harsha?

- a) yes b) no

11) What is your opinion on staff knowledge about products offered?

- a) Excellent b) Good c) Average d) Poor

12) What is your opinion on signs and display boards at Harsha?

- a) Very informative b) Informative c) Neutral d) Not informative
e) Not at all informative

13) When you travel on the station road Hubli is Harsha store clearly visible to you?

- a) Yes, clearly b) Partially c) Not visible at all

14)Rate the following factors of Harsha

FACTORS	Highly Satisfied	Satisfied	Neither Satisfied Nor Dissatisfied	Dissatisfied	Highly Dissatisfied
Product Variety					
Price					
Location					
Advertising					
Billing accuracy					
Ambiance					
Employees behaviour					

15)How would you rate Harsha based on your overall shopping experience? On the scale of 1-5 (1 is least rating and 5 is highest rating)



16)AnySuggestions_____

Thankyou

Sign_____