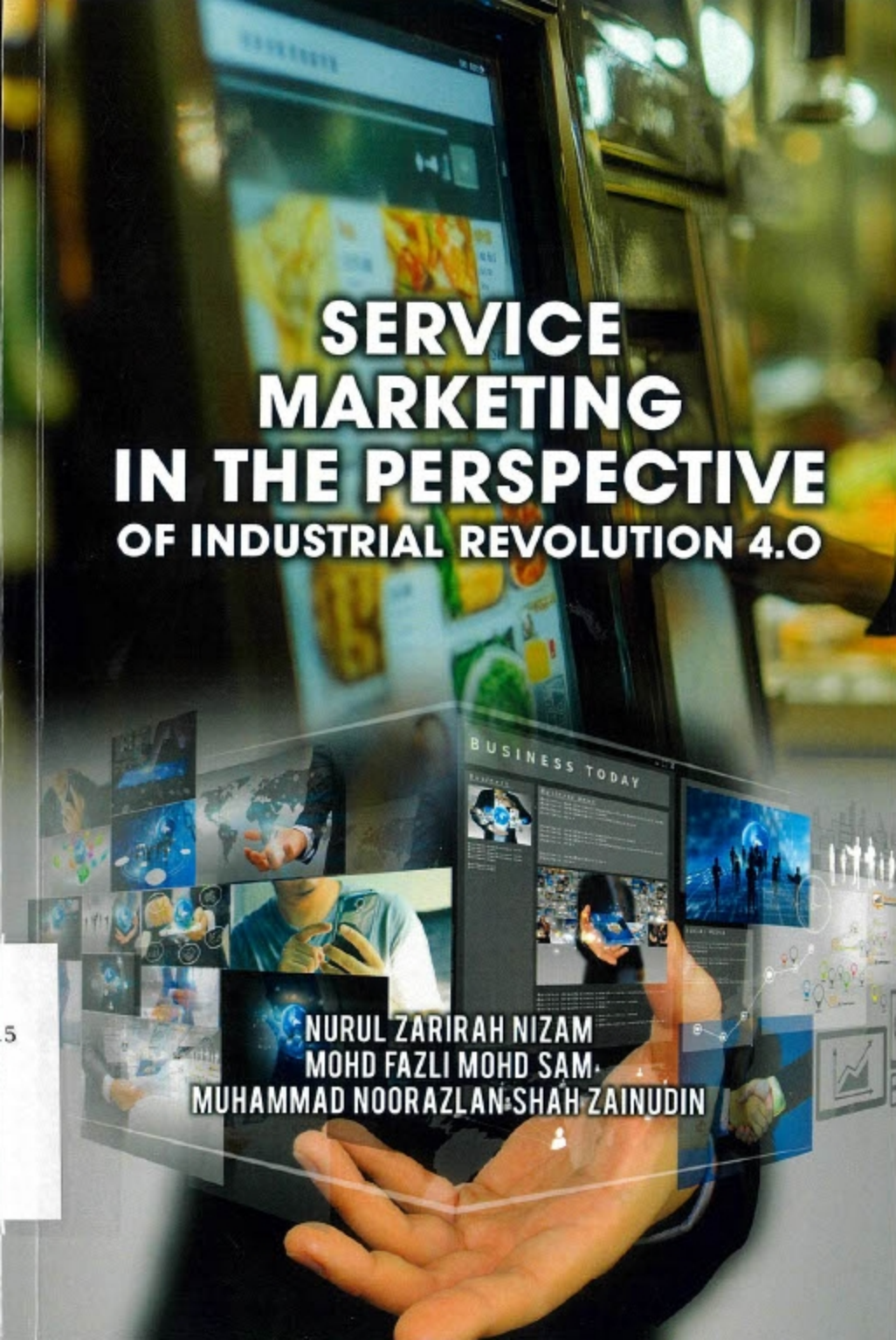




SERVICE MARKETING IN THE PERSPECTIVE OF INDUSTRIAL REVOLUTION 4.0

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Services marketing is a form of marketing that businesses that provide a service to their customers use to increase brand awareness and sales. Unlike product marketing, services marketing focuses on advertising intangible transactions that provide value to customers. While, industry 4.0 technologies have transformed the traditional methods of various study areas, using digitalization to fulfil sustainability and introduce innovative infrastructure. In the present era, every organization requires a distinct marketing strategy in order to meet customer and market demands in the form of products and services. Customer satisfaction, customer retention, customer behaviour, customer profiling, and rewards systems are key parameters in the effective implementation of an organization's marketing strategy for achieving better productivity.

The understanding of fundamental issues is at prime and the application of those issues or case studies will result in positive externalities to the present technology. This will result in marketing department to the firm, industry and the nation.



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