

SERVICE MARKETING AS A TOOL FOR NATIONAL DEVELOPMENT: NIGERIA PERSPECTIVE.

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ABSTRACT

The study investigate the significance of service marketing as a tool for national development: Nigeria perspective. Globally, service marketing has been identify as a driving tool for national development, consequently, any given nation should consider service marketing as a pivotal instrument for national growth. This study employed a desk study method, and in desk study method, information were source through browsing, and obtained from print, electronic techniques, and service marketing literature including related secondary sources such as journal, text books and others about service marketing as a tool for national development. Furthermore, the study gather more information through tourism industry, political sector, and healthcare / hospitality industry and tertiary institutions in Nigeria. The study concluded that, the worth and the benefit of service marketing for national development can be ascertained through general standard of living by the citizen, growth level of Gross National Product (GNP) and Gross Domestic product (GDP), including creation of employment opportunities and profit maximization by service firms in Nigeria. The study recommended that, Government of the day should assist in expansion of service industry in Nigeria for successful development of the nation. Marketing practitioners or experts should be involved fully in the management, policy and decisions making of a given nation since service marketing activities will censored across all the human and economic activities of such nation.

Keywords: Service Marketing, Tool, national Development.

INTRODUCTION

The Pivotal roles of service marketing in the contemporary global economic situation cannot be overstressed. Service sector is the driver of today's economic fast development which encompasses of diversity of firms into service delivery. Service is the potency of any nation, and services are rendered by profit and non-profit making organizations. Consequently, services are the life wire of economic activity in any society. According to Zenithal and Bitner (1996), defined services as performances and procedures for sales of intangible products. Zeithaml and Bitner (1996), further explained that service is an economic deeds whose productivity is intangible product, is mostly consumed at the same period it is produced. In view of Kotler (1996), service as performance of business activity offer by one party to another which involve intangible products. According to American Marketing Association marketing (1996), marketing is a performance of business activates that direct the flows of goods and services from producer to the end user.

Subsequently, service marketing can been seen as a tool for national development of any society. Services marketing play significant roles of increasing country national income, creation of employment opportunities, and increase in standard of living. In view of Zeithaml, *etal*,(1985), service marketing is a strategy that attempts to identify customers' needs and how the to satisfy the same. Service marketing is a set of activities by which demand structure for goods and services are manage in order to facilitate the exchange

process for satisfactory purpose (Palmer, 2005). Bitner, *etal* (1993), cited in Okokon *etal* (2022), recommended that services marketing possess some features. Which include: intangibility, inseparability, perishability, and heterogeneity, these features differentiate service offerings from the offering of tangible products and pose certain challenges on their marketing.

Every good government goal focus on national development, development harmonizes with the objectives of economic development and planning. According to Unanka (2001), cited Anthony and Emmanuel (2015), that development referred to good growth and preferable transformation.

Obasi (2012), cited Anthony and Emmanuel (2015), sees national development as the social procedure by which a nation attributes and assembles all resources accessible for the aim of absolutely transforming its setting and eventually enhancing the excellence of the social economic and political life of the citizenry. Service marketing role is a driving tool for national development, adoption of good service marketing philosophies necessitates good management. Wholly the dissimilar evidences of the national economic and national development involve human activities, which essentially encompass some element of service marketing. Both in the industrial sector, there is need for service marketing professionals to make the process flourish and the objective attained. Service marketing played the following significant roles in boosting national development such as understanding level of gross domestic product (GDP) and gross national product (GNP), upsurge in country national income, creation of employment opportunities increase in standard of living and establish business relation with international communities . (Carmen, & Langeard, 1980)

According to Anozie (2003), cited in Anthony, and Emmanuel (2015), stresses that business is probable to be more successful when a reliable service marketing strategies or idea permeates the thoughtful and guides the decision and actions of everybody in the business. Successful business leads to buoyant economy which is the final for national development. In the contemporary economy situation, every reputable organization needs qualified marketers for its development and profitability. For existence, steadiness, and progression, business has to be customer- directed and market- oriented. Therefore, the study hunted to find the significance of the Service Marketing as a Tool for national Development: Nigeria perspectives.

Statement of the Problem

Generally, Service marketing has been identify as a driving tool for national development, consequently no nation should oversee the influence of service marketing in its general national growth. The worth and benefits of service marketing to national development may be ascertained through the growth level of the Gross National Product (GNP), and Gross Domestic Product (GDP).Gross national product (GNP) is an estimate of the total value of all the final products and services produced in a given period by the production owned by a country's citizens. Or it is the value of goods and services produced by the nationals of a country whether currently residing in the country or living abroad. Gross Domestic Product (GDP) measures the aggregate production of final goods and services taking place within the domestic economy during a year. Or it is the value of goods and services produced by people residing in a country. Therefore, the level of consumption and expenditures relatively enhancing the general standard of living, the profit from service marketing organizations, the number of employee in its labour force and the strength of the nation's political, social and economic institutions. With this explanation, service marketing is

significant, and therefore be brought into attention in policy and decision making of any given nation that wants to either develop or sustain development. The implementation of service marketing strategies serve as one of the tool for national sustainability and development. Accordingly, the study sought to explore the significance of the Service Marketing as a Tool for national Development: Nigeria perspectives.

Study Objectives

The study aim was to investigate the significance of Service marketing as a Tool for national Development: Nigeria perspectives.

Literature Review **Service Marketing**

Service marketing have been a center of awareness in marketing domain. Service marketing have been defined by several scholars such as Lovelock, and Wirtz, (2011), service marketing is an intangible marketing activity offered to customer. Service marketing is non-physical in nature and is provided by service provider such as hotel and bank , and service marketing has the following feature: Intangibility; Intangibility is the foremost feature of service marketing and it is designated as the nonappearance of physical topographies or attributes which mean that service marketing cannot be seen physically rather it can be feel such as quality of a haircut, hairstyle, transportation, communication, lecture, entertainment, etc. cannot be examined and compared before purchase (Uford, 2017).Inseparability: on this context, services cannot be separated from the seller and that is to say that some services are created and marketed immediately or simultaneously. Inseparability is taken to reflect the simultaneous or immediate delivery and consumption of services, and it is understood that the simultaneous production and consumption of services occurs in order to enable consumers to affect or shape the performance and quality of service (Bowen, 1990, Onkvisit & Shaw, 1991).Perishability; Perishability is the incapability of a service to be stored. Commonly, services cannot be stored for future use. The main concern of this attribute to service organizations or service providers, and marketers understand the problems in which service cannot store for nearest future. Heterogeneity: This features of service suggests that service differs in relation to the providers and even time of consumption. On this regard, it is extremely problematic to regulate services due to the human component or involvement (Anyanwu, 2013). According to Carmen and Langeard, (1991), the problem for standardize or regulation of services with high labour content or gratified as the service performance is delivered by different people and the performance of people can vary from day to day.

National Development

National development has been studies and defined by numerous scholars. According to Unaka, (2001), national development is the capability of country to improve citizen standard of living Therefore, to Unaka, (2001), further refer national development as improvement of a nation in all area, including political economic, social cultural scientific and national spheres. In view of Okpata, (2012), national development is the overall impacts of all human forces and the increase to the inventory of physical , human capital , knowledge , and skill .According to Ofoeze (2000), national development are growth, advancement , and good change. National development has the following components via: the growth of rural region, increase in agricultural production, economic and poverty eradication.

Service Marketing and Employment Opportunities in Nigeria

Generally, joyful nation is one whose citizens are profitably and engage in a meaningful job .A nation increase in level of employment is an evidence indicating that the citizens of a particular nation are experiencing good standard of living. Service marketing create availability of opportunities in reducing unemployment rate in an economy which include; service industry such as fast food / eatery outlets, airline operators, tourism and hospitality sectors etc. Contemporarily, the total employment rate in all service marketing operators increases to Ninety million people out of the estimated population of one hundred and eighty million in Nigeria. Service marketing related activities represent one thirds of total employment in Nigeria (Eluwa, 2019).

Service Marketing and Tourism Industry in Nigeria

Service marketing play significant role to improve tourism industry globally. The role of tourism in earning revenues from home and abroad has long been recognized in many developing countries like Nigeria, Service marketing prepare tourism industry and necessitates them to attract tourists by providing marketing services (Parasuraman, Berry &Zeithaml,1990) cited in (Sulaiman, & Shaizatulaqma 2021). Tourism providing a recommendation about dissimilar tourist spot through service marketing activities. It also provide the appropriate tour time and distances from numerous spot, give ideas of various services suitable to the tourists (Kotler & Armstrong 2007).

Service marketing and tourism is a pivotal part that give the fact that Nigeria is extremely gifted with excessive tourist fascinations, and it enhance national development. According to Ajake, and Analu,(2012), describes tourism as movement of people traveling outside their usual setting for not more than one successive period of time for leisure, business and other objectives. Ajake, and Analu,(2012), further explained that in tourism, people should look at the financial involvement and development of the country . Effective management of tourist result employment opportunities for Nigeria and improve shareholders worth, also pay company tax to the government, and contribute to community social responsibilities as well.

Service Marketing and Health care/ Hospitality Industry

Globally, health care and hospitality industry is another major sources of revenue for national development. Services marketing methodology inspire health care and hospitality delivery services industry especially in achieving corporate objectives. Consequently, the strategically way for health care and hospitality industry to appeal to the target audience is to offer quality health care and hospitality delivery services by adopting service marketing methods. Service marketing methods has a significant effect in upsurge health care and hospitality industry (Abou, & Abou,. 2013).

Service Marketing and Tertiary Institutions in Nigerian

Tertiary institutions is the bedrock of any nation. In the last periods, old-style of marketing methods are flattering rarer functioning in attainment of target audience. Therefore awareness of service marketing become important as many services firms emerged, Service marketing includes numerous approaches and strategies that influence operations of tertiary institution (Koltler, 2010)). Service marketing offers different programs for enhancement of Nigeria tertiary institutions. Service marketing plays a essential roles in

promoting the activities of Nigeria tertiary institutions especially it permits the lecturers of tertiary institutions to show their faculty services, and success sections to potential students and it allows institutions to spread a wider audiences, including potential students both within and outside Nigeria. Lastly, with the help of service marketing, tertiary institutions can deliver precise and current information about their program (Durvasula, & Mehta, 2000).

Service Marketing and Political Sector

Service marketing have been identify as a tool for national development .Service marketing survives political and electoral system of any country. Politics represent power and Politician striving for authority resulting conflict and opposition. Aim of politicians is to be in government and has to market himself and his party's manifesto. He must be able to persuade his constituency that his party's platform and programme is more effective and efficient to their needs than those of his opponents. The political party can decide to hire any service organization to render the service by campaigning for the political party showing brand and service to the target audience on behalf of the political party. On this context service marketing play the roles in delivery intangible services to the target market (voters) through the political party (Kotler, 2012)

Empirical Review

Several studies has been carried out by numerous scholars on the subject matters such as Anthony, and Emmanuel (2015). The Contribution of Marketing to National Development. Development as a concept is the attainment and qualitative realization of a state of affairs. It looks at factors that contribute to the improvement in the economic, social and scientific wellbeing of an individual, nation or society. Marketing in turn, is a social science discipline that facilitates exchange of value and economic development. Every business involves marketing and since the business activity tends to determine the level of development in a given society, marketing therefore becomes an index of development. This paper has the objective of looking at marketing as an index of development. It does this by xraying what marketing is all about, exposing the scope of marketing and goes further to state the roles marketing plays in a given nation's development and growth. The paper recommends the need to enhance the marketing activity of a given nation or society and concludes that a society that wants to develop should, embrace marketing.

Okokon *etal* (2022), Service marketing issues: A review. The paper examined service marketing issues using descriptive research method. Some literatures on service marketing were reviewed to provide insights on the subject matter. Among others, the major focus was on different definitions of services, their unique characteristics such as intangibility, inseparability, perishability, and heterogeneity which distinguish services from physical products and service marketing mix elements such as service offerings (products), price, place, promotion, people, process and other physical evidence. From the literature, conclusion was drawn that service marketing is very crucial and plays an important role in the economy. As such, marketers need to pay attention to service marketing in order to effectively communicate service offerings to potential and actual target markets.

Methodology

This study employed a desk study method. In Desk study method information were source

through browsing, and obtained from print, electronic techniques, and service marketing literature such as journal text books and other related secondary sources about service marketing as a tool for national development in Nigeria. Furthermore, the study gather more information through Tourism Industry, political sector, healthcare/ hospitality industry and tertiary institutions in Nigeria.

Conclusions

Service marketing has been vividly expounded as a driving tool for national development. Consequently no nation should superintend the influence of service marketing as a tool for national development. The worth and the benefit of service marketing for national development can be ascertained through general standard of living by the citizen, growth level of the Gross National Product (GNP) and Gross Domestic product (GDP), including creation of employment opportunities and profit maximization by service firms in Nigeria.

Recommendations

From the conclusion of the study, it has been shown that service marketing plays a significance roles in the development of any given nation. Therefore, the study recommended Government of the day should assist in expansion of service industry in Nigeria for successful development of the nation. Marketing practitioners or experts should be involved fully in the management and policy decisions making of the given nation since service marketing activities will censored across all the human and economic activities of such a nation.

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