

Foreword

This book is a spectacular collection of essays related to the Promotional Strategies and Consumer Influence in the Service Sector. Service industry is a fast-developing industry it is closely related to many strategies. Promotional strategies can be seen a prominent example. Promotions, as promotional strategies, are attractive tools both for consumers and producers in introducing the product.

There are 25 chapters in this collection and all of them claim responsibility of handling their subjects in a remarkable and unique manner. I'm happy to introduce this marvelous collection to you. Through the book, you will have chance to find crucial and different insights in terms of service sector and other related issues. In the first chapter the author, Cecilia Silvestri, presents a case study and carries a twofold aim. The first one is understanding what are the main reasons that lead consumers to shopping centre and the second one is measuring the level of satisfaction and of the customers. The second chapter is an empirical one and in this study the author presents us a study about the quality of services offered by the private life insurers operating in West Bengal. In chapter 3, the author examines and compares the brand positioning practices in services sector with reference to banks. As a different issue, the author of the chapter 4 aims to study employees and customer's awareness about marketing communication tools adopted by Bharti Airtel and Idea Cellular in eastern Rajasthan. This study tries to contribute to the understanding of the influence of communication tools on customers by identifying the strategic issues that affect customer decisions. The next chapter, by Debasish Batabyal, is about tourism marketing strategies in Sikkim. In the study, the author has dealt with the modern economic environment of tourism and its essential demand and supply parameters. In other words, this chapter tries to present how tourism phenomenon is influencing the community income and supply trends. Chapter 6, which is a case study, deals with a popular issue, the customer satisfaction. In India customers are now getting a choice of choosing their electricity supplier and because of this power distribution companies are face to face the threat of losing their customers. This situation is driving these companies towards ensuring customer satisfaction. The author of this chapter attempts to elaborate customers' expectations from the frontline managers in power distribution companies. In Onkar Nath Mishra's chapter, cyberspace, choice and welfare are studied in a detailed way. The main theme of this chapter written by Dr Sunita Sunita Dwivedi is to find out the mediating effect of sources on customer and its important act on consumers repurchase behavior. Chapter 9, by Dr. Hari Om Agrawal, introduces a new approach to business strategy to us. The author states that cost is the basic attribute in decision making process and ABC provides a better approach to understand business process in relation with cost incidence. The next chapter, written by Nidhi Phutela and Dr. Anubha Vashisht, aims to highlight the strategies of consumer engagement. In his praiseworthy work, the author advices that organizations should focus more on customers because it makes good business sense. Chapter 11 focusses on green marketing and sustainable issues in hotel

industry. The authors Dr. Neeti Kasliwal and Ms. Srishti Agarwal interpret the green marketing concept, which means products that are presumed to be environmentally preferable to others, in a professional manner and give us a detailed point of view. In Mr. Saurabh Gupta's work, Chapter 12, green marketing is studied again but in the context of hotel industry. Mr. Nilanjan Ray and Dr. Dillip Kr Das, in Chapter 13, aim to analyze the growth, development and emergence of tourism potentials in Paro. Later on, Mr. Harasankar Adhikari's chapter provides us an insight about modern marketing strategies and consumerism. When it comes to the chapter of Dr. Kijpokin Kasemsap, it argues that supporting service quality and customer satisfaction can provide increase the organizational performance. Chapter 16 is about current technological issues, it gives readers a detailed point of view about tourism-related information technologies. Prof. Meghdoot Ghosh presents the service quality perceptions of the customer n insurance sector in West Bengal in Chapter 17. As in the previous chapter, the authors of this chapter, Dr. Alok Satishchandra Mittal and Prof. Sunita Jatav, also deals with service quality perceptions. In Chapter 19, the authors, Figen Öcal and Prof. Süphan Nasır, discuss promotional activities in the context of film marketing. They state that promotional activities are highly important for attracting moviegoers and gaining more box office revenue. Their aim is finding out the impact of marketing promotion activities on creating preference for moviegoers to watch the film as well as the opening weekend box office revenue of that film. Chapter 20 is titled *Analyzing Promotion and Visitor Expectations of Beach Tourism in Odisha with Special Reference to Puri Beach*. The writer, firstly, defines the beach tourism and goes on stating the importance of Puri Beach in the development of tourism in Odisha. One of the other works about service sector is written by Dr. Sushila Soriya and Mr. Amol Subhash Dhaigude. They define the status of online reporting in India and they acquired a novel approach to online reporting at the end of the study. The following study examines the impact of internet service quality on client satisfaction. The finding show that various dimensions of IS-QUAL are found to be effective on client satisfaction. Mr. Somnath Chaudhuri, the writer of the Chapter 23, deals with e-Business within the context of Application of Web-Based Geographical Information System (GIS). The writers of Chapter 24, Dr. Manoj Kumar and Dr. Anil Kumar, offer an inquiry in consumer/buyer receptivity, perception and behavioral reaction. As the final study, Abhijeet Biswas and Dr. Raj Kumar analyze innovative financing and its implications on MSME sector in India.

The importance of the study lies in the nature of service sector and diversity of the studies. The service sector is among the most powerful economic sectors. In service sector, there is not a concrete product but a "service" instead and maybe this makes the mentioned sector highly crucial. I strongly believe that all the works mentioned briefly above will add a new insight to the researchers, practitioners and the sector. They will also fill the gaps in the field in many ways. It is a splendid experience for me introducing this book to you.

I hope you'll like this book as much as I do,

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