

# Handbook of Research on Promotional Strategies and Consumer Influence in the Service Sector

Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

Upendra Singh Panwar (Shri Govindram Seksaria Institute of Technology and Science, India), Raj Kumar (Banaras Hindu University, India) and Nilanjan Ray (Netaji Mahavidyalaya, India)

## Description:

Economic growth is directly impacted by a multitude of different industries in recent years, the service industry has emerged as a significant contributor to the global economy. As such, the effective management of this sector has become a widely studied topic.

**The Handbook of Research on Promotional Strategies and Consumer Influence in the Service Sector** is an authoritative reference source for the latest research on emerging methods for innovative service design and delivery, examining how growing customer expectations and global competition has influenced this industry. Features quality factors, marketing tools, and the effects of consumer behavior.

## Readers:

This publication is ideally suited for researchers, professionals, and academicians actively involved in the service industry.

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## Topics Covered:

- Brand Positioning
- Customer Defection
- Customer Engagement
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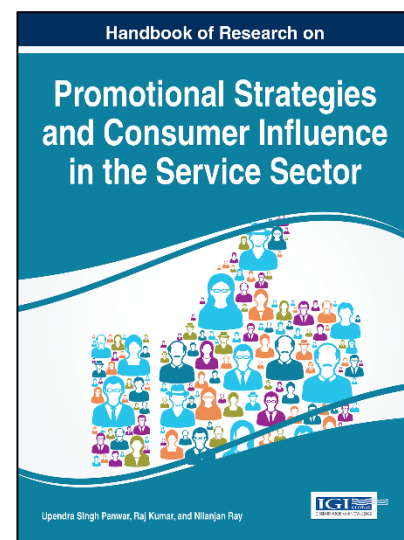
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Via del Paradiso, 50

Viterbo, Italy 01100, IT

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Corresponding Author 1

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Burdwan, West Bengal 713104, IN

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1-7-32, Ground Floor Risala Zamistanpur

Musheerabad

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Corresponding Author 1

kaval deep dixit, International School of Informatics and Management

(kavaldixit@yahoo.com)

12 Ganga-Path, Suraj-Nagar (West)

Civil-Lines, Jaipur, Rajasthan

Jaipur, Rajasthan 302006, IN

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India

Tej Ganj, P.O.: Nutan Ganj, Burdwan-713102, W.B. India

Kolkata, West Bengal 700104, IN

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Corresponding Author 1

Mr Suresh Vishwakarma, University of Petroleum & Energy Studies

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Bidholi Campus Office Energy Acres, P.O. Bidholi

Dehradun, Uttarakhand 248007, IN

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Corresponding Author 1

Onkar Nath Mishra, BHU (aavirmishra@gmail.com)

B-212 Anandmani Apartment

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Corresponding Author 1

Dr Sunita Sunita Dwivedi, Symbiosis University (sunita.dwivedi@scmsnoida.ac.in)

Symbiosis International University

Plot No-47/48, Block-A, Sector-62

Noida, UP 201301, IN

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Corresponding Author 1

Dr. HARI OM AGRAWAL, Self Employed (hariom.agrawal@hotmail.com)

A2-11, Mansarovar Colony, Delhi Road

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MORADABAD, Uttar Pradesh 244001, IN

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Corresponding Author 1

Nidhi Phutela, Symbiosis Centre for Management Studies (nidhi.phutela@scmsnoida.ac.in)

Noida

NOIDA, UP 201301, IN

#### Author 2

Dr. Anubha Vashisht, Symbiosis Centre for Management Studies

(anubhavashisht@gmail.com)

A 47 & 48

Sector 62

NOIDA, Uttar Pradesh 201301, IN

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Corresponding Author 1

Dr. Neeti Kasliwal, Banasthali Vidyapith (neetikasliwal@gmail.com)

C-62 Sarojini Marg

C-Scheme

Jaipur, Rajasthan 302001, IN

#### Author 2

Ms. Srishti Agarwal, IIS University (srishtiagarwal1990@gmail.com)

ICG Campus, Gurukul Marg

SFS, Masarovar

Jaipur, Rajasthan 302020, IN

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BHU

VARANASI

VARANASI, up 221005, IN

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The University of Burdwan

Burdwan, NA , IN

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Dr. Harasankar Adhikari, Self (jaoya123@yahoo.co.in)

Monihar Co-operative Housing Society, Flat No-7/2

1050/2, Survey Park

Kolkata, West Bengal 700075, IN

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Dr. Kijpokin Kasemsap, Suan Sunandha Rajabhat University (kkasemsap@gmail.com)

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Corresponding Author 1

Dr. Tan Gek Siang, Multimedia University Melaka Campus, Malaysia

(terencecapri@yahoo.com)

FOB, Multimedia University, Jalan Ayer Keroh Lama,

75450 Bukit Beruang, Melaka, Malaysia

Bukit Beruang, Melaka 75450, MY

Author 2

Dr. Kamarulzaman Ab. Aziz, Multimedia University Malaysia

(kamarulzaman.aziz@mmu.edu.my)

FOM, Multimedia University, Jalan Multimedia, 63100 Cyberjaya, Selangor, Malaysia

Cyberjaya, Selangor 63100, MY

Author 3

Dr. Zauwiyah Ahmad, Multimedia University Malaysia (zau@mmu.edu.my)

FOB, Multimedia University,

Jalan Ayer Keroh Lama  
Bukit Beruang, Melaka 75450, MY

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Corresponding Author 1

Prof. Meghdoot Ghosh, West Bengal University of Technology

(meghdoot.ghosh@gmail.com)

5/18B, Sebak Baidya Street

Kolkata, West bengal 700029, IN

Working as Assistant Professor in Management.

Author 2

Prof. Indrajit Ghosal, West bengal University of Technology (ghosal.m1981@gmail.com)

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Corresponding Author 1

Dr. ALOK SATISHCHANDRA MITTAL, ACROPOLIS TECHNICAL CAMPUS,

FACULTY OF MANAGEMENT STUDIES (alok.mittal@rocketmail.com)

C-6, CHANDRA NAGAR

A.B. ROAD,

INDORE, MADHYA PRADESH 452008, IN

Author 2

Prof. SUNITA JATAV, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH,

IPS ACADEMY (sunitasimi@gmail.com)

Rajendra Nagar

A.B. ROAD

Indore, M.P. 452012, IN

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Author 1

Figen Öcal, Istanbul University (ocalfigen@gmail.com)

halaskargazi cad.no:181 d:8 Şişli istanbul

istanbul, şişli 34381, TR

Corresponding Author 2

Prof. Süphan Nasır, Istanbul University (suphan.nasir@gmail.com)

Istanbul Üniversitesi İktisat Fakültesi İşletme Bölümü

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Dr. Soumendra Nath Biswas, SIKKIM UNIVERSITY (A Central University)

(drnilanjanray@gmail.com)

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Corresponding Author 1

Dr. Sushila Soriya, Central University of Rajasthan (Sushilasoriya@gmail.com)

Department of Commerce

Central University of Rajasthan

Ajmer, Rajasthan 305802, IN

Author 2

Dr. Amol Subhash Dhaigude, IIM Indore (f12amold@iimidr.ac.in)

Indian Institute of Management Indore

IIM Indore

Indore, MP 453 556, IN

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Dr. Nilanjan Ray, Netaji Mahavidyalaya (drnilanjanray@gmail.com)

VIKDas(SBI Branch Building) P.O: GOGHAT DIST: HOOGHLY, WEST BENGAL, INDIA Pin Code- 712614

Arambagh, West Bengal 712614, IN

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Dr. Somnath Chaudhuri, Faculty of Science, Maldives National University

(som.rtc@gmail.com)

Somnath Chaudhuri, 8/24, Chak, R.B. I Colony,

Baidyabati, Dist- Hooghly

Baidyabati, West Bengal 712222, IN

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1. Dr. Manoj Kumar Dash, Indian Institute of Information Technology &

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Gwalior, Madhya Pradesh , IN

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Gurgaon, Haryana 122413, IN

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1. Abhijeet Biswas

Faculty of Management Studies,

Banaras Hindu University,

Varanasi

Email: abhijeetniftbl@yahoo.com

2. Dr. Raj Kumar, Benaras Hindu University (rajkumar\_bhu@rediffmail.com)

U. S. Panwar has rich experience in academics and industry. Graduate in Pharmacy& did MBA before doing his PhD. He is UGC NET qualified and pursuing M.A (Economics). Dr. Panwar has rich experience in R&D and published more than 20 papers in various research journals and presented 15 papers in various national and international seminars in India and abroad. He has been invited as Co-Chairperson for International Conference at VSOM. He was also invited for Expert lecture for International Programme for the students at Thammasat University, Bangkok, Thailand. He has authored two books, one of his book titles 'Environmental Studies' and other on Customer satisfaction perceptive. He is one of the six researcher selected for ICSSR-India and NRCT-Thailand for doing research in Thailand for the year 2014. He has attended many seminar/workshops like International workshop to establish Pan Asia platform for social science research co-operation (ASSA) at Bangkok to word a few. He has successfully completed yoga certification and Six Sigma Yellow Belt. He is closely associated with Social Governance, NGO, Training and Consultancy to various organizations.

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