

Services Marketing Challenges for 2022 and Onwards — New Normal Dynamics

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Abstract

It is known across the world that Marketing of everything marketable has undergone drastic and dramatic changes with humanity trying to come to terms with Covid-19 pandemic and figuring out the ways and means to handle the new normal which itself gets redefined differently in different parts of the world since the beginning of 2020, fluctuating in 2021, with some hope in 2022, although it is not yet over. Every industry worth its name, fame, and geographical spread in any part of the world has directly or indirectly got affected significantly, if not permanently just as every customer or consumer has got equally affected. Human resources are the mainstay behind any industry worth its salt, and especially in the services sector, the role of human resources is paramount, howsoever automated all processes of services might have become or may become in the future. It is this very human resource associated with services marketing that got jolted due to Covid-19 induced protocols wherever he or she was performing his or her role as a marketer. Similarly, the consumers of all types of services also realized that consumption of the same services will always have an added dimension of precaution, safety, and health due to the human touch involved at many stages of the service experience. Although the Covid-19 downward slide continued in 2021, different variants of the virus kept on surfacing and instead of freeing the world, mutated and spread in the later part of 2021 in different parts of the world showing no signs of any retreat in 2022. It has resulted in everyone having a cautious life, but the fear factor across the world related to any infection which might come on account of touching, feeling, smelling, walking, etc. anywhere is literally overpowering. This services marketing challenge is the area that this paper tries to explore qualitatively pointing out the directions where service marketers have to focus due to perceived and real safety concerns of the users/consumers of services.

Keywords

Services, Marketing, Customers, Consumers, New normal, Physical touch, Online, Offline, and Booking.

1. Introduction

Services in general and their marketing, in particular, appear easy to handle but are very challenging. Moreover with new services making prominence since the beginning of the 21st century, a completely different dimension to the whole concept has emerged. Along with it has got added the post-Covid-19 precautionary elements to be taken care off by marketers involved with services as well as consumers using services where face-to-face interaction or involvement is not always avoidable.

2. Review of the Literature

The area of study is very recent and not many publications were expected in the same. However, certain publications suggest similar interventions could be located.

(Lee & Han, 2021) goes into providing insights and stimulating new thinking about the changing nature of services and marketing, service work and workers, and service experiences during and after the Covid-19 pandemic in 2020, particularly focusing on services marketing. The book serves as a useful resource for business practitioners and academics in the areas of service management and marketing responses during a pandemic. Each chapter deals with specific current issues within these industries due to Covid-19 and issues that will come up post-pandemic. As Covid-19 is expected to change the service practice and promote the utilization of novel methods, such as untact marketing, untact service, telecommuting, alternative work arrangements, job crafting, and new work skills, a range of examples and cases are provided to elaborate on applying these emerging new concepts within the service sector. Here the word ‘untact’ is Korean English word similar in meaning to ‘non-contact’.

(Prakash, Prakash, Moidin, & Devadiga, 2021) explained this pandemic period as a lot of pain in the form of impacting the financial prosperity of marketers as well as general public who are consumers. Certain businesses have endured confronted misfortunes with some compelled to close down for time being or forever. This effect has made a domino impact on the salaried class as some of them have either lost their positions or are paid lesser or no compensation for time being. With this being the situation, the enormous detonation effect of affiliate marketing becomes an integral factor.

As per the book by (G., Lazar, Ramesh, & Joseph, 2010), Consumers are able to adapt to changed situations depending upon the impact of change. In the case of Covid-19 induced new normal, the change is phenomenal and it will be there for a long run. Schiffman Leon G., Wisenblit Joseph., Kumar S. Ramesh., Consumer Behavior, Indian Subsequent Adaptation of 11e, Pearson Education 2016 has further endorsed this point.

(Philip, Kevin, Abraham, & Mithileshwar, 2013) have articulated that Marketing Management fundamentals may remain unchanged but applications vary across geographies. It definitely makes the services marketing very much subjective and Covid-19 will be a big reason for services and their consumers to change for long times. In the 15th edition of the book has been endorsed further.

(R, C., & L., 2014) have mentioned that the services marketing become challenging in the international context and it requires an understanding of deep cultural variations to make it happen.

(E., A., & Keyoor, 2013) have explained very clearly through texts and cases that services also require holistic and composite marketing communications to make themselves clear and advertising alone will not do. It has got further strengthened in the latest 12th edition of the book by Belch George E., Belch Michael.

(S. & S., 2018) have highlighted that Indian organizations have improved themselves in their service orientation in 21st century. Moreover, this approach will come in handy to them in the post-Covid-19 world order.

3. Research Methodology

The author decided to go for data collection of young adults who are presumably aware of almost all the services and their related developments in the recent past. These were his MBA students of the Class of 2019-21 and the Class of 2020-22. A Google doc questionnaire was created and circulated among students to elicit responses to specific objective questions pertaining to the above topic. There is a clear logic for selecting these students as respondents by the author. They all are adults, have started working or will soon start working or running their enterprises, and will have their own money to spend on various services from time to time, besides having all the knowledge of how businesses are run and operated across the world and what life means in the new normal due to Covid-19. The administered questionnaire is given in the Annexure.

4. Discussion

The services affected, as perceived by the author are as follows:

4.1 Physical Retailing

Technological advancements in physical retailing notwithstanding, the role of real one-on-one interaction between the customer and store person does take place at times even though labels on the product/s explain everything. It is that human nature of inquiry which gets manifested in many customers in a store to ask things that they feel like asking. It is more pronounced in kirana stores, also called as mom and pop stores which are the nearest and most conveniently accessible oldest retail formats available to anyone and everyone. Moreover, some products require certain demonstrations at the store also, before the buying decision. In certain cases where garments are retailed, the whole process of store person guided trying of the garment through the trial room and then taking a decision is the norm with almost all customers. No customer wants to buy a garment without trial and then come back for an alteration, howsoever close the store is to him or her. It adds a new dimension to technology-based products like gadgets, mobile phones, tablets, laptops, etc. It also goes with consumer durables like kitchen appliances, dishwashers, washing machines, etc. The packaging and other support material provided with such technology products carry complete guiding material on its usage, but as every customer is not techno-savvy, questions and queries in real-time at the store cannot be completely ruled out. Even if the customer is techno-savvy, certain questions always come from him/her as technology keeps on changing. When the customer finally reaches the billing counter in any organized retail format, some basic human interaction does take place, although technology in billing and payments processing is very profound. These examples are not exhaustive but just indicative of the role of human interaction in physical retailing.

4.2 Restaurants

Everyone who frequents a restaurant of whatever offering and size realize the importance of human interaction. One can cite the example of home delivery by restaurants after the Covid-19 lockdown to avoid infections and the spread of the virus. Even at such times, minimal human interaction was required. Restaurants have also been using takeaways like a drive-through, wherein one can reach a window, place an order, pay in advance wait for a fixed time, move over to the next window, collect his/her food parcel and move out, all done without coming out of his/her car. This appears cool, but some human

interaction cannot be avoided even in such formats. Again, at the time of payment, some human interaction is unavoidable. Even in full-service restaurants where one may find robots taking orders and serving food may be having some minimal human interaction from entering till leaving the restaurant. In such scenarios, the new normal due to Covid-19 will continue to pose challenges to all stakeholders running the restaurants including the customers.

4.3 Air Travel

Air Travel providers are ensuring all precautions in the wake of Covid-19 induced requirements ever since it got resumed in a phased manner after the lockdown on domestic as well as international flights. This is a sector, wherein one cannot completely avoid human interaction right from arriving at the departure airport till landing and coming out of the arrival airport. Whether it is entering the airport, luggage security check, getting a boarding pass (if not done online), luggage booking, personal security check, waiting for boarding, boarding, in-flight journey time, arriving, till one is out of the airport, at every stage, some or the other human interaction is unavoidable. It is a big operational and marketing challenge for aviation companies to ensure the safety of their own employees as well as travelers who have their own anxieties in this world defined by the new normal. All said and done, if the aircraft is packed to capacity, a social distancing between seated passengers is impossible, although all are masked and the middle passenger of the three in a row may be having a PPE (Personal Protection Equipment) kit depending upon the situation.

4.4 Rail Travel

In India, rail travel is the largest long-distance travel mode for all classes ever since it has begun inspite of other travel modes coming up from time to time and expanding since Indian independence in 1947. One can assume similar developments in other countries. Moreover, the concept of the whole family coming to the railway station up till the coach to see off the departing family members imparts a very different family touch to the whole train travelling experience. All this has got completely changed forever in the new normal defined by Covid-19. With controlled and restricted movements at the railway stations, and Standard Operating Procedures (SOPs) related to the health and safety of passengers as well as railway staff applicable across railway properties including stationed as well as moving trains, it is almost similar to the restricted activities at the airport. Even after all these changes in rail travel

due to Covid-19, minimal human touch and interaction do take place at times. Majority of the train passengers are not doing anything online related to their travel even though the number of online transactions by a good number of passengers related to train travel has increased a lot. Apart from that, trains have always been the main long-distance travel mode for people belonging to middle class as well as the lower class in India. Within these classes, a big number travels without reservation, for short distances for daily work, and that too in general compartments. In these general compartments, Covid-19 protocols related to human interaction are very difficult to implement, if not impossible. Even in reserved class coaches across all classes of train travel, some human interaction between passengers, as well as passengers and attendants, railway checking staff, and other staff are unavoidable. Moreover, in long-distance journeys, consumption of food and refreshment, provided by the pantry car or carried by the passengers or purchased from intermittent railway stations require some minimal human interaction between people. Although, railways are run by Central Government in India and is having no competition as such, but still marketing activities from time to time with respect to their usage, presence as the oldest long-distance transportation, and last mile penetration across the country do take place and all this has got impacted from 2020 which will never be the same again.

4.5 Taxi Services

It is obvious to everyone across India that private taxi services for short as well as long-distances have boomed phenomenally since 2000 onwards and it has coincided well with a massive improvement in National and state highways besides other roads connecting cities and towns as well as roads within cities and towns. Now, in this sector, some minimal human interaction is required and even Covid-19 appropriate behavior is very challenging at times. Moreover, when due to the rush for tickets on flights or waiting lists on trains for long-distance journeys, people decide to proceed with private taxis, if the journey is unavoidable and time management is possible. All these factors have brought lots of small, medium, and large taxi service providers and their taxis on the roads 24×7, 365 days a year. Owners of such taxi services have to face and continue to face challenges in running their show as Covid-19 has not gone away completely although it is showing some signs of winding up by the end of 2022, about which no one is sure.

4.6 Movie Theatres

Movie Theatres, commonly called as Cinema Halls have undergone a transition from just a single-screen movie watching place into a complete outing destinations under one air-conditioned roof in almost all major cities of India. It is observed since the onset of 21st century that if one has to chill out for the whole day in the form of a picnic, many are opting for multiplexes, which house gaming zones, eateries, shops, beauty parlors, and many other services over and above at least 2 screen separate cinema halls with completely comfortable and reclining chairs and there too, the refreshments are available on order at the place of the viewing, and one need not come out till the movie gets over, except for the washroom. Urban Indians across metros, state capitals, and many tiers 2 cities have become used to this comfortable life even if it requires shelling out more money as compared to earlier times. This entire customer experience requires multiple human interactions at the time of visit, viewing the film, as well as having and consuming refreshments while viewing. Marketers of multiplexes suffered a lot during the Covid-19 surge in early 2020 during the lockdown as well as when unlock started from June 1, 2020, onwards as these were allowed to open vary lately and that too with restrictions of 50 percent occupancy, social distancing with sanitization restrictions in place, which brought down their revenues to almost half even though cost controls could not go beyond a point. Moreover, with almost negligible film releases during the entire 2020 very less releases in 2021, and the scenario not very promising in 2022 from the perspective of new Covid-19 variants emerging regularly has not removed fears among regular multiplex goes. Stable viewership did not go up the way it should have gone even in 2021 and the second half of 2022 did improve slightly with respect to footfalls, and new movie releases. The infections are happening less in numbers and people getting cured and recovering is also on the rise. In a renewed bid to fight this scare after the scary April-May 2021 phase, precautionary measures in the form of operational restrictions on various services including multiplex-based movie halls have relaxed but it is a constant challenge to multiplex players. Multiplex marketers are doing their best to cooperate with the authorities while running their businesses. However, everyone is hoping and praying that this pandemic becomes history.

4.7 Hospitals

In India, this field of specialized service remained more or less with the government in the form of government hospitals, clinics, and health centers till almost the early 1980s. In India, marketing of private hospital services or

corporate hospitals has picked up significantly and the credit for the same to some extent goes to Apollo Hospitals. With its inception in Chennai in 1983 as the first Apollo Hospital, India decisively moved into private hospital or private healthcare as an industry in itself. Prior to that, private healthcare or private hospitals word literally did not exist or existed at the most in the form of a pathology lab, or a very small hospital owned by a doctor as an extension of his or her residence catering to some loyal patients of nearby towns or villages. In the 21st century, private healthcare in any form or format, right from a small pathology lab, or clinic, a small hospital, and going up to a big corporate hospital has become the order of the day and all such entities are constantly playing a big role in making India healthier and safer every day. In the worst case scenario during Covid-19 pandemic throughout 2020, 2021 as well as some periods 2022, these private health-care units and their teams of doctors, nurses, and para-medical staff through their 24x7 services including well-equipped mobile hospitals cum vans, played a stellar role in saving a lot of lives across India, which they always do. They did a stellar job during the worst case scenario in early 2021 and are doing the same in 2022, even at the cost of risk to their own health, and some ‘health warriors’ as they were and are respectfully known have even sacrificed their lives while saving others. Default marketing happened during the Covid-19 crisis across India when a helpless citizenry looking for survival and prompt healthcare was rushing to hospitals and clinics, and the demand for healthcare services overwhelmed the supply. Apart from that, calls received by Government emergency healthcare service providers through respective municipal and other bodies across the country were promptly responded round the clock in the form of patients being picked up from their residences and proceeding for treatment at the nearby health-care center. Complete set up of government and private emergency and healthcare providers were coordinated by a common agency for seamless and quick service to patients as timely help and treatment were found to be crucial in making people recover from the deadly Covid-19 virus. For the first time in the history of our country, gymnasiums, stadiums, and other public recreational areas were converted into temporary hospitals as there was a crisis that had no historical data and research to take guidance from. In spite of all these stellar performances, due to demand far exceeding the supply of medical care, many lives were lost and those who recovered from Covid-19 got other ailments which proved fatal in many cases. This went on in 2020, and 2021, showing some hope for 2022. Human resources working under this area did not require to do any marketing of their services as it was unimaginable during

that time and we all wish that in 2022, the situation comes under complete control. This service requires maximum human interaction and human touch is unavoidable. In order to make it work as well as to ensure the safety of all, PPE (Personal Protection Equipment) kits literally became a dress covering Corona warriors from head to toe while discharging their duty round the clock. It will remain like this for them till Covid-19 becomes history and nobody knows when it happens.

4.8 Hotels

In the head of Hotels, we may consider service organizations like restaurants, hotels without lodging as well as hotels with lodging facilities of all levels and sizes across the country. This industry took a big hit due to Covid-19 during the lockdown, after that lockdown, and kept on struggling in 2021 with various relaxations and restrictions from time to time, a scenario which has significantly improved in 2022. With the Omicron variant of Covid-19 reported for the first time from South Africa on November 24, 2021, and spreading across the world like a super contagion, a resurgence in infections and cases along with recoveries of patients, restrictions in the times of opening, running, and handling their customers is very difficult for all categories of hotels. Marketing has proved to be very challenging for them and the challenge is only growing with time. This is an industry which requires some or the other human interaction even if certain things like pre-booking interactions, bookings, payments, etc. can be done online. These were completely shut down during lockdown, and even when unlock happened, because of the strong human interaction factor in this service, opening them up happened cautiously. Even after opening up, people were not sure whether to go for bookings in them as part of travel or eating out the fear of infection has not gone completely since March 2020 from the human psyche. The success of this industry requires people to come out, visit hotel properties, use these for lodging and/or boarding purposes for a particular period and leave them. This very nature of hotels made these the target of most controlled and restricted operations ever since Covid-19 started to spread since March 2020 and these operations are still under various degrees of control and restrictions across the country depending upon the severity of infections. Each and every human resource in this industry as well as other human resources forming a part of the industry depending on hotels has had a very challenging task in promoting themselves since March 2020, and they still do not know where and how will it go. With the renewed attack of the Covid-19 in the form of different variants in 2021, the challenge of running hotels of all dimensions is bigger in 2022

and beyond. Hotels with decent boarding arrangements may be taken over by civil administration whenever the cases increase and converted into makeshift Covid-19 hospitals in order to meet the rush of new infectious cases, in case the situation warrants. Even completely vaccinated people are getting infected by new Covid-9 variants and no health authority is confidently claiming any good and hopeful future soon.

4.9 Salons

Also known as parlors, beauty clinics, and may be some other names, these partial or full makeover points dot the markets of all the cities, big or small across the country. Marketing these were never a problem as loyal customers, male as well as females in the vicinity of their houses regularly visit them for some service or the other. These points have to just keep on providing decent haircuts, facials, waxing, etc. as required by the customer. That itself provided word-of-mouth advertising to these outlets which made and makes them grow continuously. However, Covid-19 pandemic affected them the most. In fact, during the lockdown, these outlets were completely shut, and even during the post-lockdown period, differently applicable restrictions from time to time have taken a big toll on them and still their operations are very curtailed as part of the restrictions. The fundamental working premise of these organizations requires a trained employee to provide the service to the visitor/customer requiring physical touch and feeling from the beginning to the end of the service to the satisfaction of the visitor/customer. Standard operating procedures (SOPs) related to Covid-19 appropriate behavior made almost all activities of salons very curtailed and salon marketers struggled at different points of time and are still struggling due to a constant fear of restrictions, with some hope in 2022 and further.

4.10 Spas

Although, this category of service providers could have been considered along with salons, in the last decade spas have become very diverse and have created an identity of their own that is distinct from that of salons. Various types of massages are offered in these spas catering to the rejuvenation of human bodies by distressing them and these massages are offered as packages of various forms and formats. Trained masseurs from within India, as well as from abroad, male and female, provide various massages as per the requirement of customers looking forward to different ways of distressing and rejuvenation. The very concept of physical touch of the customer/s body by the masseur for providing massage of any type makes this service very

challenging in the times of Covid-19 and that is why this industry suffered and continues to suffer in the ongoing Covid-19 crisis across the world and even in India. Although in 2022, it has regained with massage parlor traffic increasing.

4.11 Education

This service which takes every human being from a child till he or she reaches adulthood and even after that in some cases has experienced major upheaval during Covid-19 crisis since the start of 2020 throughout 2021, with a lot of uncertainty in early 2022, but good recovery after that. Primary education, Secondary education, Higher-Secondary education as well as Higher education, all have got affected across the country since March 2020 in the form of online activities incorporating teaching, assignments, and internal as well as external examinations, and initially, it appeared uncertain when these all activities would come back to the real and original physical form which meant real education. Apart from that, this online education was inaccessible to a large majority of poor children as smart electronic devices in the form of smart phones, laptops, tablets, desktop computers with cameras, etc. cannot be accessed by this section of society. Among all the affected areas of human activity due to Covid-19, this was and is very serious as it concerns making our valuable human resources ready for taking big responsibilities for a more challenging future. Special concern is for the children who had to start their education from lower Kinder Garten (KG), but could not do so and had to begin with online classes. Every student of all levels has missed out a very important part of their campus life but the foundation of education at the KG level is the most unfortunate miss for a lot of children. Apart from this, online education since March 2020 was having a strong but bad potential of unwelcome diseases among students of all types as everyone knows the harm of sitting for at least five hours daily in front of an electronic device to learn, face evaluations, undergo examinations, get results, and even getting degrees awarded in online convocations. It had been very frustrating from a psychological angle for both the teachers as well as students, as almost everything was happening in this field except physical and live interaction. In between, some or the other forms of offline did take place, but it got obstructed as and when infections started increasing and this disrupted the entire flow of education. However, things have improved considerably in the second half of 2022, with offline education everywhere and every stakeholder earnestly hopes that it remains like this.

5. Data Analysis

The responses collected on the basis of the Google doc based questionnaire are as follows:

Table 1: In the New Normal Defined by Covid-19 Pandemic, Following Services Got Affected (in terms of number of responses)

Responses	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Blank	Total
Physical Retailing	6	7	8	116	34	0	171
Restaurants	8	6	28	85	44	0	171
Air Travel	4	14	32	67	53	1	171
Rail Travel	7	20	35	79	30	0	171
Taxi Services	3	22	40	73	32	1	171
Movie Theatres	4	8	12	60	87	0	171
Hospitals	27	40	35	42	27	0	171
Hotels	4	11	25	81	49	1	171
Salons	5	17	38	69	42	0	171
Spas	4	13	32	72	49	1	171
Education	9	15	26	62	59	0	171

Table 2: Affect on Marketing of Following Services (in terms of percentage)

Response Percentages	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Blank	Total
Physical Retailing	3.5%	4.1%	4.7%	67.8%	19.9%	0.0%	100.0%
Restaurants	4.7%	3.5%	16.4%	49.7%	25.7%	0.0%	100.0%
Air Travel	2.3%	8.2%	18.7%	39.2%	31.0%	0.6%	100.0%
Rail Travel	4.1%	11.7%	20.5%	46.2%	17.5%	0.0%	100.0%
Taxi Services	1.8%	12.9%	23.4%	42.7%	18.7%	0.6%	100.0%

Response Percentages	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Blank	Total
Movie Theatres	2.3%	4.7%	7.0%	35.1%	50.9%	0.0%	100.0%
Hospitals	15.8%	23.4%	20.5%	24.6%	15.8%	0.0%	100.0%
Hotels	2.3%	6.4%	14.6%	47.4%	28.7%	0.6%	100.0%
Salons	2.9%	9.9%	22.2%	40.4%	24.6%	0.0%	100.0%
Spas	2.3%	7.6%	18.7%	42.1%	28.7%	0.6%	100.0%
Education	5.3%	8.8%	15.2%	36.3%	34.5%	0.0%	100.0%

Table 3: Which of the Aspects of the Marketing of the Following are going to Change Due to Covid-19? (number of responses)

Responses	Core Service	Packaging	Delivery	Promotion	All of the Above	2 of the Above (not specified)	3 of the above (not specified)	None of the Above	Blank	Total
Physical Retailing	12	7	18	11	80	27	13	2	1	171
Restaurants	29	11	19	6	57	26	19	3	1	171
Air Travel	59	4	11	13	43	22	12	7	0	171
Rail Travel	59	9	10	13	45	19	5	10	1	171
Taxi Services	55	1	16	13	37	24	8	15	2	171
Movie Theatres	55	4	11	17	52	16	7	9	0	171
Hospitals	47	2	6	9	42	26	7	32	0	171
Hotels	44	6	7	12	53	25	15	8	1	171
Salons	53	5	9	11	42	29	8	13	1	171
Spas	58	2	11	9	48	18	11	13	1	171
Education	39	6	15	13	54	20	10	14	0	171

Table 4: Which of the Aspects of the Marketing of the Following are Going to Change due to Covid-19? (in terms of Percentage)

	Core Service	Packaging	Delivery	Promotion	All of the Above	2 of the Above (not specified)	3 of the above (not specified)	None of the Above	Blank	Total
Physical Retailing	7.0%	4.1%	10.5%	6.4%	46.8%	15.8%	7.6%	1.2%	0.6%	100.0%
Restaurants	17%	6%	11%	4%	33%	15%	11%	2%	1%	100.0%
Air Travel	35%	2%	6%	8%	25%	13%	7%	4%	0%	100.0%
Rail Travel	35%	5%	6%	8%	26%	11%	3%	6%	1%	100.0%
Taxi Services	32%	1%	9%	8%	22%	14%	5%	9%	1%	100.0%
Movie Theatres	32%	2%	6%	10%	30%	9%	4%	5%	0%	100.0%
Hospitals	27%	1%	4%	5%	25%	15%	4%	19%	0%	100.0%
Hotels	26%	4%	4%	7%	31%	15%	9%	5%	1%	100.0%
Salons	31%	3%	5%	6%	25%	17%	5%	8%	1%	100.0%
Spas	34%	1%	6%	5%	28%	11%	6%	8%	1%	100.0%
Education	23%	4%	9%	8%	32%	12%	6%	8%	0%	100.0%

5. Findings

Certain services are going to face more challenges in their marketing efforts as compared to others. The inferences which can be drawn from the above simple percentage analysis are as follows:

1. Physical retailing as well as restaurants and hotels in physical format have maximum marketing challenges as compared to other services.
2. Air Travel, Rail Travel, Taxi Services, Salons, and Spas also have considerable challenges vis-à-vis marketing themselves for long times to come.
3. Movie theatres, hospitals, and education also have challenges in marketing, but not that stiff as compared to other services according to the study.
4. The percentage analysis hints that all aspects of marketing like Core Service, Packaging, Delivery, as well as Promotional aspects will never be the same again from the perspective of the consumers, and service providers need to track these regularly and apply insights generated from such studies while modifying and applying their marketing strategies on a continuous basis.

6. Limitations of the Study

1. It is qualitative hinting at possible trends which require further empirical research for clear conclusions.
2. The sample size is only of students, some of whom have recently started earning money and some will start the same after completion of their MBAs thereby not representing a generalized market profile.
3. The responses from the sample respondents could have been biased as is the case with every primary study.
4. All services are not considered in the study.
5. The literature considered for review is not exhaustive as it was not much available.

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8. Annexure

Questionnaire:

Express your objective opinion on the following statements

In the new normal defined by the Covid-19 pandemic, the marketing of the following services will certainly get affected

1. Physical Retailing
 - a. Strongly disagree
 - b. Disagree
 - c. Can't say anything
 - d. Agree
 - e. Strongly agree
2. Restaurants
 - a. Strongly disagree
 - b. Disagree
 - c. Can't say anything
 - d. Agree
 - e. Strongly agree
3. Air Travel
 - a. Strongly disagree
 - b. Disagree
 - c. Can't say anything
 - d. Agree
 - e. Strongly agree
4. Rail Travel
 - a. Strongly disagree
 - b. Disagree
 - c. Can't say anything
 - d. Agree
 - e. Strongly agree
5. Taxi Services
 - a. Strongly disagree
 - b. Disagree
 - c. Can't say anything

- d. Agree
- e. Strongly agree
- 6. Movie Theatres
 - a. Strongly disagree
 - b. Disagree
 - c. Can't say anything
 - d. Agree
 - e. Strongly agree
- 7. Hospitals
 - a. Strongly disagree
 - b. Disagree
 - c. Can't say anything
 - d. Agree
 - e. Strongly agree
- 8. Hotels
 - a. Strongly disagree
 - b. Disagree
 - c. Can't say anything
 - d. Agree
 - e. Strongly agree
- 9. Salons
 - a. Strongly disagree
 - b. Disagree
 - c. Can't say anything
 - d. Agree
 - e. Strongly agree
- 10. Spas
 - a. Strongly disagree
 - b. Disagree
 - c. Can't say anything
 - d. Agree
 - e. Strongly agree
- 11. Education
 - a. Strongly disagree
 - b. Disagree
 - c. Can't say anything
 - d. Agree
 - e. Strongly agree

Which of the aspects of the Marketing of the following services are going to change due to Covid-19?

1. Physical Retailing
 - a. Core service
 - b. Packaging
 - c. Delivery
 - d. Promotion
 - e. All of the above
 - f. 2 of the above(specify)
 - g. 3 of the above(specify)
 - h. None of the above
2. Restaurants
 - a. Core service
 - b. Packaging
 - c. Delivery
 - d. Promotion
 - e. All of the above
 - f. 2 of the above(specify)
 - g. 3 of the above(specify)
 - h. None of the above
3. Air Travel
 - a. Core service
 - b. Packaging
 - c. Delivery
 - d. Promotion
 - e. All of the above
 - f. 2 of the above(specify)
 - g. 3 of the above(specify)
 - h. None of the above
4. Rail Travel
 - a. Core service
 - b. Packaging
 - c. Delivery
 - d. Promotion
 - e. All of the above
 - f. 2 of the above(specify)
 - g. 3 of the above(specify)
 - h. None of the above

5. Taxi Services
 - a. Core service
 - b. Packaging
 - c. Delivery
 - d. Promotion
 - e. All of the above
 - f. 2 of the above(specify)
 - g. 3 of the above(specify)
 - h. None of the above
6. Movie Theatres
 - a. Core service
 - b. Packaging
 - c. Delivery
 - d. Promotion
 - e. All of the above
 - f. 2 of the above(specify)
 - g. 3 of the above(specify)
 - h. None of the above
7. Hospitals
 - a. Core service
 - b. Packaging
 - c. Delivery
 - d. Promotion
 - e. All of the above
 - f. 2 of the above(specify)
 - g. 3 of the above(specify)
 - h. None of the above
8. Hotels
 - a. Core service
 - b. Packaging
 - c. Delivery
 - d. Promotion
 - e. All of the above
 - f. 2 of the above(specify)
 - g. 3 of the above(specify)
 - h. None of the above

9. Salons
 - a. Core service
 - b. Packaging
 - c. Delivery
 - d. Promotion
 - e. All of the above
 - f. 2 of the above(specify)
 - g. 3 of the above(specify)
 - h. None of the above
10. Spas
 - a. Core service
 - b. Packaging
 - c. Delivery
 - d. Promotion
 - e. All of the above
 - f. 2 of the above(specify)
 - g. 3 of the above(specify)
 - h. None of the above
11. Education
 - a. Core service
 - b. Packaging
 - c. Delivery
 - d. Promotion
 - e. All of the above
 - f. 2 of the above(specify)
 - g. 3 of the above(specify)
 - h. None of the above.