Marketing Mavens And Consumer Switching Behavior: Changing Roles In E-Services

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Abstract
Retaining current customers and influencing their decisions is a less costly, more efficient Marketing strategy than acquiring new customers. ‘Zero defections’ has been considered to be a critical business success factor. Retaining 5% boosts profits to almost 100%In modern times Consumer's awareness has power-shifted in their favor and there is an ease with which they can switch to superior option at the click of a button. Use “intelligent agents” to locate the best prices, bid on various Marketing offerings, by-pass distribution outlets and middlemen. Browsing thousands of options at a click 24X7, and with More Options there is High Tendency to switch. Shifting of Product or Service offering to Online Channels has tremendously changed the way consumer shop. Changing this scenario drastically is the emergence of Marketing Mavens in world of consumer marketing. Marketing Mavens are individuals/group of individuals who have information about various kinds of products/services as well as they have niche knowledge for a particular line of products/segments. They are aware of places to shop, and other facets of Marketing, and initiate conversation with consumers and respond to queries from consumers for Marketing place information. (Feick and Price, 1987). Marketing mavens have more accurate vision for service quality than opinion leaders and early adopters. There has been huge proliferation in recent years in numerous products categories (computers, softwares, hotels, automobiles etc.) A convergence trend has also been in trend i.e. integration of two or more technologies, thus further causing proliferation of products/services and increased demand of Marketing mavens (Geissler and Edison, 2005). We considering these issues keeping in mind the involvement of consumer and type of service being offered.
issues keeping in mind the involvement of consumer and type of service being offered with respect to Consumer Switching in E-services specifically.

**Keywords**

Consumer Switching Behavior, Marketing Maven, E-Services

**Biographies**

**Anjali Sharma**, is currently a Ph.D scholar in IME Dept, Indian Institute of Technology-Kanpur, India. She has completed Masters of Business Administration, MBA from Jamia Hamdard University, New Delhi and is also a UGC-NET JRF fellow. She has been pursuing research in marketing management involving areas of Consumer behavior and Services marketing. Her ongoing work focuses on Consumer Switching Behavior in services with product, services and e-services primarily being the main setting of the study.

**R.R.K. Sharma** is a HAG scale and Sanjay Mittal chair Professor at Indian Institute of Technology Kanpur, in the Department of Industrial & Management Engineering. He is a graduate in Mechanical Engineering from the National Institute of Technology (NIT) Nagpur and fellow of Indian Institute of Management (IIM) Ahmedabad. He has more than 28 years of experience spanning automobile manufacturing, operations consulting, research and teaching. He has professional experience in TELCO and TVS-Suzuki Ltd, India. His areas of interest are marketing management, operations research, production and operations management, strategic management, manufacturing policy, and computers and information systems. There are several awards and honors to his credit and he held many administrative responsibilities at IME department, IIT Kanpur. He has completed many sponsored projects. His publications have appeared in IJPE, EJOR, IJAMT, IJPR, AJOR, IJOQM, TQM Journal, Benchmarking, IJQR, IJQMR, IJPMB, IJISE, IJBS, among others. He has till date 161 publications (24 book chapters; 35 international conferences published and 101 journal articles) to his credit in all areas of management nationally and internationally. He has taught 22 different courses in IME department at IIT Kanpur since 1989.