Research on CBA Service Quality Based on Marketing Mix 7Ps Theory

Yu Weiwei[1], Chalermpol Tapsai [2]

Suan Sunandha Rajabhat University

Email: [1] <u>s62484945058@ssru.ac.th</u>; [2] chalermpol.ta@ssru.ac.th

ABSTRACT

In order to explore the key influencing factors for improving the service quality of CBA, this article systematically reviews the concept and development of service quality through literature review and logical analysis methods, and constructs the key influencing factors of CBA service quality based on the 7Ps theory, attempting to provide a theoretical basis for guiding innovation in CBA service quality management. The results showed that the CBA service framework system consists of 7 dimensions: service (product), price, place, promotion, service personnel and customers, service process, and tangible display of the competition; Service quality includes five dimensions: responsiveness, tangibility, empathy, reliability, and security; Customer perceived value includes four dimensions: functional value, social value, information value, and situational value; Customer demand include three dimensions: basic demands, expected demands, and exciting demands. And within the framework of event services, service marketing has a positive impact on service quality, which is mediated by consumer demand and perceived value.

Keywords: 7Ps Marketing mix , Service quality, CBA, Customer perceived value, Customer demand

1. Introduction

With the intensification of market competition, the homogenization trend of sports competition performance enterprises' products will become increasingly significant. Product strategy plays an increasingly important role in the business process of enterprises, and more and more service enterprises realize that providing good personalized products is an important guarantee for sustainable development of enterprises. As a special service-oriented product, the core product of CBA is the event, where customers are the spectators who watch the event. The quality of the event is an important service link connecting consumers and the event. The quality of service is closely related to the quality and attractiveness of CBA's basketball events, which can promote the positive flow of elements in the basketball industry, thereby stimulating the high-speed operation and high-quality development of China's basketball game market. At the same time, it directly determines the high or low satisfaction of consumers with products and the rate of repeat viewing of events. Low quality events not only lose a large number of

consumer groups, but also lose market dominance, which has a negative impact on the market-oriented development of events. So how to measure and improve the service quality of CBA is an important challenge that needs to be faced in the process of basketball marketization development.

The high-quality development of the sports competition performance market requires improving the supply of competition products and service quality to drive consumption. However, what factors affect the quality of sports competition performance services and how to improve the management of sports competition performance to improve service quality require in-depth research to theoretically identify its mechanisms and guide practical business management and marketing activities. For this purpose, this study starts from the perspective of the relationship between marketing strategies and service quality in the sports competition performance market based on the 7Ps theory, and studies the impact mechanism of relevant management factors on service quality. While enriching the sports consumption theory and marketing theory, it provides theoretical support for the real sports competition performance market and enterprise management and marketing activities.

2. Body of paper

2.1 Service Quality

2.1.1 Concept of Service Quality

Anderson (1984), Parasuraman, Zeithaml and Berry (1988) and Hill (1995) argue that quality is not only a strategic weapon for a company, but also one of the value activities for creating a competitive advantage (Anderson, 1984; Parasuraman, 1988; Hill, 1995). Feigenbaum (1983) believes that quality does not necessarily mean reaching the highest standard, but rather the best condition based on certain consumption conditions. The product that is most beneficial to consumers under these conditions is that it meets the requirements of quality (Feigenbaum, 1983). Parasuraman, Zeithaml, and Berry (1985) defined service quality as the gap between consumers' expectations and actual perception. Before receiving a service, consumers have a prior expectation, while after receiving a service, the service has an actual perception. Service quality is the difference between the two, which means that service quality is equal to the expected service minus the perceived service (Parasuraman, 1985).

Overall, scholars have two main views on service quality. Firstly, the evaluation of service quality is based on subjective perception, with the main goal being to meet the personalized needs of the evaluation subject. Its subjectivity and differentiation characteristics are very significant. Secondly, due to the different pursuit of "results" and "processes" by the

evaluation subject, it significantly affects their perception of service quality. Therefore, when testing service quality, not only should the results generated by the service be fully considered, but also the service process should be closely monitored.

Based on the research of the above scholars, this article believes that the service quality of CBA refers to the fact that participants usually independently compare the obtained services with the expected services after the competition, and make independent evaluations of the event services.

2.1.2 Measurement Dimensions of Service Quality

Scholars have quite different opinions on the aspect of service quality. Sasser (1978) pointed out that service quality should be composed of seven attributes: security, consistency, attitude, completeness, condition, availability, and timeliness. (Sasser, 1978). Gronroos (1984) believes that service quality is composed of three items: technical quality, functional quality, and corporate image. Technical quality refers to the quality of what consumers obtain from actual services; And functional quality refers to how consumers obtain the quality of services; Corporate image is the evaluation of a company or its image by consumers (Gronroos, 1984). Parasuraman, Zeithaml, and Berry (1985) proposed ten components of service quality, including reliability, responsiveness, willpower, proximity, politeness, communication, trust, safety, understanding, and tangibility (Parasuraman, 1985). Martin (1986) divided the attributes of service quality into two aspects: procedural and friendly (Martin, 1986).

Sports event products themselves have service attributes, which refers to the products provided by athletes to the audience/consumers through sports competition performances to meet their viewing needs (Gu Xuelan, 2009). They can generally be divided into two categories: final products, namely performance service products, and intermediate products, namely investment products. Performance service products are the core of sports event service products, and large-scale sports events have strong social influence and can generate many investment products, such as licensed products, sponsorship naming, and live broadcasting rights (Li Nanzhu and Yuan Gang, 2006). Li Guoli (2014) used Analytic Hierarchy Process to construct an evaluation index system for the quality of spectator service in large-scale sports events, which includes six dimensions: service personnel, event environment, competition level, event facilities and equipment, auxiliary services, and safety assurance. Through weight coefficients,

it was found that the highest impact of each dimension on the evaluation of spectator service quality in sports events is competition quality, followed by safety assurance and event facilities and equipment, Next, when it comes to service environment and personnel, auxiliary services have the lowest impact. Li Guoli's evaluation index system for the quality of sports event spectator service has important value in studying the satisfaction of spectators with the quality of event service.

Regarding the measurement of event services, by reviewing existing literature, it can be seen that the academic community mainly categorizes it into three aspects when measuring the quality of event services: the first is based on the SERVQUAL Perceived Service Quality Evaluation Scale proposed by PBZ in 1985, which includes five dimensions such as empathy, and is modified and adjusted to form a scale that is in line with their own research. The second method is the hierarchical approach used by Rust and Oliver (1994) and Brady and Cronin (2001) to detect the quality of event services, which is based on three dimensions: interaction quality, result quality, and physical environment quality (Rust&Oliver, 1994; Brady&Cronin, 2001). The third approach is based on Gronroos' (1988) two-dimensional model theory, which includes extended adjustments to functional quality (consumers' perception of interaction with service providers) and technical quality (results of service performance) (Gronroos, 1988).

In summary, as the object of this article's investigation is the CBA league, considering that the CBA league belongs to a series of events and has diverse characteristics, this article combines the above three types of evaluation methods and proposes five dimensions of tangibility, responsiveness, reliability, empathy, and safety based on the research results of different scholars and specific actual situations.

2.2 7Ps Marketing Mix

2.2.1 Concept of 7Ps marketing mix

Like tangible products, services can also provide consumers with certain benefits, but services are different from tangible products, which are the intangibility, indivisibility, variability, and vulnerability of services. These characteristics of services require marketers to adopt special marketing strategies. In order to overcome the shortcomings of traditional marketing theory research, (Booms and Bittner, 1981) added a service-oriented "4P" to the original marketing strategy combination: People, Physical Evidence, and Process. The traditional marketing combination was expanded to a suitable combination "7Ps" for the

service industry, specifically referring to: service products, service pricing Service channels or outlets (places), service communication or promotion (promotion), service personnel and customers (people), service environment (physicality), and service process (Booms, 1981).

2.2.2 Measurement and Dimensions of 7Ps Marketing Mix

Zhang Mengyao (2018) analyzed the first Haiyang International Marathon from three aspects: pre competition marketing, in competition marketing, and post competition marketing. He listed the marketing work done by the event organizing committee from preparation to completion (Zhang Mengyao, 2018). Zhao Hua (2007) summarized nine communication methods for integrated sports event marketing, including event marketing, news dissemination, experiential marketing, commercial sponsorship, souvenir and authorized product marketing Mass media marketing, relationship marketing, online new media marketing, and mobile interactive marketing (Zhao Hua, 2007). Du Jiayi (2010) constructed a sports event integrated marketing communication model based on China's national conditions. Including event broadcasting, advertising, public relations, electronic marketing, event sponsorship, experiential marketing, relationship marketing, and event related product marketing, the comprehensive application of these methods can achieve good economic and social benefits (Du Jiayi, 2010).

In summary, each element of 7Ps plays a role in CBA services, and the combination of these elements is the influencing factor related to service quality evaluation adopted by CBA. Therefore, this article selects the seven dimensions of 7Ps as the marketing mix measurement factors for CBA.

2.3 Customer Perceived Value

2.3.1 Definition of Customer Perceived Value

Sweeney&Soutar (2001) believes that customer perceived value is the subjective perception of the value of products or services provided by a company by different customers. It is the result of comparing customers' perceived gains and perceived efforts, reflected through brand value, emotional value, and social value. Based on the intangibility and quality differences of services, customers cannot make accurate judgments about service results like evaluating tangible products, and it is also difficult to compare with the evaluations of other customers. The evaluation of whether a customer's service meets their needs (i.e. brand,

emotional, and social value**)** is based on the comparison between the customer's expected service and actual experience, which is manifested as a psychological cognitive process of the customer**.** Therefore, effectively enhancing the formation of customer perceived value can have a positive impact on the quality of service**.** Liu Heyou and Leng Mingyue **(**2006**)** believe that service can become a necessary means to build a competitive advantage, and special attention should be paid to the customer perspective**.** By integrating internal resources of the enterprise, the perceived value of customers can be improved, more satisfied and loyal customers can be obtained, and then the behavior of repeated purchases by customers can be promoted, improving the performance of the enterprise**.**

In summary, modern marketing should take customer perception as the perspective, focusing on observing customers' perception of products and marketing**.** This article believes that the audience's perceived value of the event is the subjective evaluation made after measuring the expenses spent on watching the event and their perception after watching the event**.**

2.3.2 Measurement of Customer Perceived Value

The research on perceived value has been widely carried out both domestically and internationally, and the research fields involved are constantly expanding. Based on different interpretations of the concept of perceived value, and also due to the unique characteristics and differences in different fields. Therefore, scholars have different classifications of perceived value dimensions. For example, Sheth (1991) incorporated function, cognition, emotion, society, and context into the perceived value evaluation model (Sheth, 1991). The most widely used dimension of customer perceived value currently includes four dimensions: functional value, emotional value, social value, and cognitive value (Sheeth et al., 199115; Sweeney&Soutar, 200113; Rintam ä ki&Kirves, 2016). Although functional value has always been the most significant and effective dimension in a large number of empirical studies, given the leisure and binary characteristics of customer participation in leisure sports, we believe that customer perceived social and cognitive value may also be significantly influenced by customer participation. In addition, CBA belong to a product of the experiential economy, where consumers experience the atmosphere of CBA on-site. Therefore, it is necessary to consider the situational value as an important dimension.

2.4 Customer Demands

2.4.1 Definition of customer demand

Service marketing is a business activity in which service enterprises adopt a series of integrated marketing strategies to achieve service transactions in order to meet customers' needs for product and service effectiveness. The core of service marketing is to meet the needs of customers for service products. Customer demand are the most core point of service marketing, and a series of marketing methods are adopted around customer demand. Therefore, the marketing mix has an impact on customer demand, allowing customers to judge service quality by whether their own needs are met. Therefore, customer demand are also an important variable (Niu Haipeng, 1998).

Philip Kotler (2001) defined customer demand as "the consumer need for a certain product (service) that customers have the ability to purchase and are willing to purchase" (Philip Kotler, 2001). Kano (1984) believes that customer demand is a necessary quality of a product and an important focus for attracting customers (Kano, 1984).

In summary, scholars have made different definitions of customer perceived value, but their common point is that customers need to compare their actual experience of benefits on the product with certain expected benefits that meet their own requirements. Therefore, in this article, customer perceived value can be defined as the subjective evaluation made by customers after measuring the expenses spent on watching the event and their perception after watching the event.

2.4.2 Dimensions and Measurement of Customer demand

With the development of technology and the improvement of customer awareness, the quantity, complexity, and diversity of product requirements proposed by customers have become increasingly high. Therefore, in order to efficiently and accurately analyze the needs of different users, it is necessary to classify, judge, and process customer demand. The Kano model proposed by Professor Kishio Shouno in 1984 divides customer demand into three categories: basic needs, expected needs, and excited needs. On this basis, Meng Qingliang et al. (2012) and Xu et al. (2009) respectively achieved the objectification of customer demand classification by constructing a quantitative Kano model and an analytical Kano model (Meng Qingliang, 2012; Xu, 2009). Danbin et al. (2008) established a customer demand information

classification model in a mass customization environment, dividing customer demand information into binary, option, parameter, descriptive, and explanatory types (Danbin, 2008).

For CBA, their needs are the consumer needs generated by customers around their service products. Unlike general consumer products, customers of CBA spontaneously form trust or loyalty to the products due to their love for the event or team. Therefore, all products of CBA need to meet the basic needs of customers to meet their basic consumption of the event, At the same time, when improving quality and customer loyalty, it is also necessary to meet the expected and excited needs of consumers. Therefore, the dimensions of customer demand are divided into basic needs, expected needs, and excited needs.

2.5 The relationship between customer perceived value, customer demand, marketing mix, and service quality

The starting point of modern marketing mix is based on the concept of "customer-centered". Based on customer demand, the marketing mix is used reasonably to maximize customer perception and judgment of service marketing, and thus generate corresponding evaluations for products. For service-oriented products, it is the evaluation of their service quality, The competitive advantage of a company ultimately depends on the value it can create for customers (Lan, 2001; Porter, 1997). Therefore, we can find that marketing has two central points. One is to effectively meet customer demand, and achieving the main goal of marketing is the purpose of marketing activities. The second is to make customers feel the benefits and value that marketing can bring to them during the marketing process.

In summary, due to the synchronous production and consumption of products in CBA, service quality is difficult to determine in advance and changes with the psychological state of the audience. Therefore, it is necessary to explore service quality from the perspective of the audience, that is, how the audience evaluates service quality, which is the audience's evaluation of service quality. CBA products are mainly intangible service products and cannot be stored, and are produced immediately, All factors that occur within a specific time and space range will affect the audience's perception, thereby affecting the evaluation of service quality. Therefore, CBA service quality is closely related to the factors of event service marketing. Through literature review, it can be found that the two most core and fundamental factors between service marketing and service quality are customer perceived value and customer

demand, The two originate from the core pursuit and benefit judgment of customers when consuming products, and are not too affected by external factors. By allowing customers to feel the benefits and value that marketing can bring to customers during the marketing process, as well as whether they have met their own needs, they can make corresponding judgments on service quality. Therefore, from the perspective of marketing mix, customer perceived value and customer demand should be taken as the entry point, Establish a new service quality evaluation framework.

2.6 Results

Therefore, based on the review and analysis of the above viewpoints on service quality and sports event service quality, as well as the 7Ps marketing theory, we can find that there are models related to service quality, such as the Performance Expectation model, the Evaluated Performance model, the Normed Quality model, and the SERVPERF model. These models are developed according to the viewpoints of McCarthy and Kotler, The marketing strategy is closely related to service quality, and its relationship is established by customer perceived value and customer demand. Therefore, we can obtain the following conceptual framework:

After entering the market, CBA need to adopt marketing strategies that include services (products), prices, channels, promotion, service personnel and customers, service process, and tangible display of the competition. These factors are transformed into customer perceived value and customer demand during the consumption process, and ultimately output as an evaluation of service quality through customer transformation. Therefore, we believe that the services (products), prices, and The variables of marketing strategies such as channels, promotional activities, service personnel and customers, service processes, and tangible displays of competitions are used as independent variables for this study. Factors such as customer perceived value and customer demand are used as mediating variables, and service quality is used as the dependent variable. It is assumed that the independent variable affects the dependent variable through mediating variables. The conceptual framework of this article is shown in Figure 1.Captual framework.
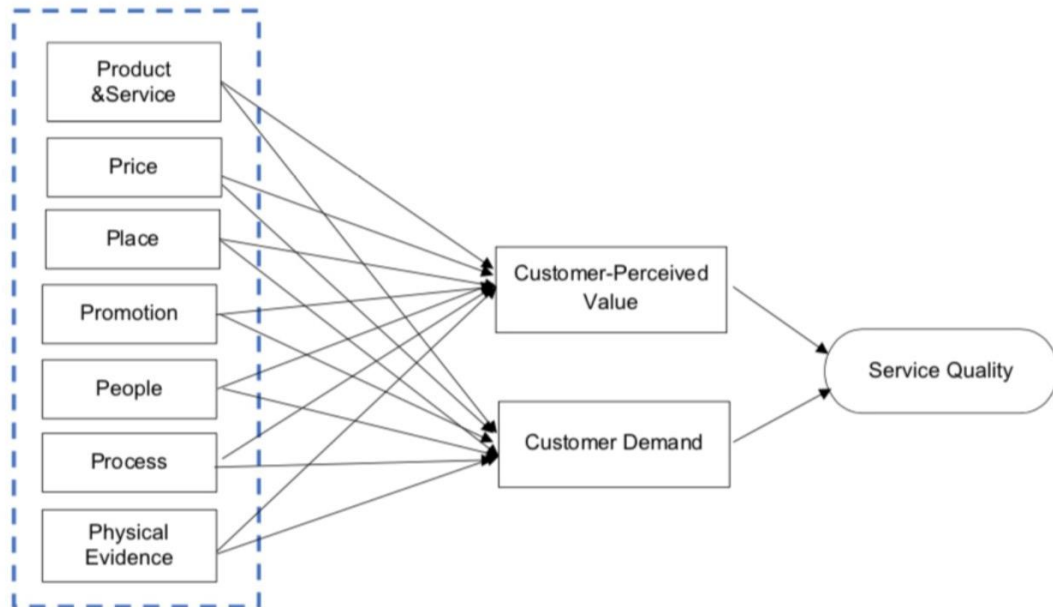
Figure 1.Captual Framework

2.7 Discussion

Firstly, through a review of service quality, it was found that the academic community mainly categorizes event service quality into three aspects: the first is based on the SERVQUAL Perceived Service Quality Evaluation Scale proposed by PBZ, which includes five dimensions such as empathy, and is modified and adjusted to form a scale that is in line with their own research. The second method is a layered approach to detect the quality of event services, which is considered to be developed based on three dimensions: interaction quality, result quality, and physical environment quality. The third type is the two-dimensional model theory, which includes the expansion and adjustment of functional quality (consumers' perception of interaction with service providers) and technical quality (results of service performance). Due to the fact that the research object of this article is the CBA league, and considering that the CBA league belongs to a series of events with diverse characteristics, this article combines the above three evaluation methods and proposes five dimensions of tangibility, responsiveness, reliability, empathy, and safety to measure the service quality of CBA matches based on the research results of different scholars and combined with specific actual situations.

Secondly, through a review of 7Ps marketing theory, we found that each element of 7Ps plays a role in CBA services, and the combination of these elements is the influencing factor related to service quality evaluation adopted by CBA. Therefore, this article selects the seven dimensions of 7Ps as the marketing mix measurement factors for CBA.

Thirdly, by reviewing the dimensions of customer perceived value, it is found that most scholars believe that the functional value of a product is always the most significant and effective dimension. Other dimensions, such as social value and cognitive value, exist according to the different characteristics of the product. In summary, this article believes that CBA customers pay attention to the practicality of the product and also consider their own spiritual pursuits when purchasing a product or service, Therefore, functional value, social value, and cognitive value are used as measurement dimensions. In addition, CBA are a product of the experiential economy, and consumers experience the atmosphere of CBA on-site. Therefore, situational value needs to be also considered as an important dimension. In summary, this article takes functional value, cognitive value, social value, and situational value as dimensions of customer perceived value.

Fourthly, by reviewing the measurement dimensions of customer demand, it was found that there are many measurement models for customer demand, but most scholars use the Kano model as a benchmark. Unlike general consumer products, customers in CBA spontaneously form trust or loyalty to the product due to their love for the event or team, Therefore, all products of CBA need to meet the basic needs of customers to meet their basic consumption of the event. At the same time, when improving quality and customer loyalty, it is also necessary to meet the expected and excited needs of consumers. Therefore, this article also divides CBA customer demand into basic needs, expected needs, and excited needs based on the Kano model and the product characteristics of CBA.

Fifthly, through a review of the relationship between marketing mix, service quality, customer perceived value, and customer demand, it was found that Cameron and Kotler believe that service is an important marketing factor for enterprises, and the biggest difference between CBA products and general goods is that their products are intangible service products and cannot be stored, that is, they are produced for use. All factors that occur within a specific time and space range will affect the feelings of their audience, Furthermore, it affects the evaluation

of service quality**.** Therefore, CBA service quality is closely related to the factors of event service marketing**.** However, in relevant analysis, service quality is often measured based on customer satisfaction and loyalty evaluation factors, neglecting the marketing related factors of the event itself**.** Therefore, we need to explore the relationship between CBA service marketing and service quality, and further establish a management model based on marketing factors**.**

3 CONCLUSION

The innovation of event marketing model is based on the framing and conceptualization of the influencing factors of event marketing. The perception of event service quality is closely related to the factors of event service marketing. We explore the relationship between the dimensions of CBA service marketing framework and customer demand and perceived value, and explore the internal logic of improving service quality. The quality of CBA services affects the audience's willingness to consume the core and ancillary products of the event. Guided by consumer demand, and guided by the event service framework and 7Ps marketing theory, a service framework has been established that includes seven dimensions: service (product), price, channel, promotion, service personnel and customers, service process, and tangible display of the event. The relationship between this and the quality of event services has been analyzed, And discovered the mediating role of customer demand and customer perceived value in the above relationship.

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