

CONSUMER ATTITUDE TOWARDS TELEMARKETING

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Abstract:

The use of telephone for telemarketing is of recent origin. It is still in an infant state in India, but wide spread to some extent in other countries. The expression telemarketing is a telephone arrangement for ordering of products and services by communication with in business hours. The reason for increasing use of telephone for business purpose is a cultural evolution and revolution. As evident today people have been using phone for a wide variety of purposes relating to business and marketing. Modern marketing strategy depends increasingly upon customer awareness, customer orientation and customer satisfaction. These segments require allowing across to the consumers and for the suppliers to maintain a continuous relation. Telephone itself is a sophisticated tool, having power behind, is being used for telemarketing. It helps to get calls contacting decision makers and securing appointments. These activities secure revenue increasingly. The use of telephone would improve sales performance.

INTRODUCTION

Telemarketing or teleshopping network is a commercial or advertising an ideal marketing option for small manufacturers with innovative new product. The object of the network is to enable the customer to see the product first and then have easy access to the supplier to buy it. The chief aim of telemarketing is to educate and guide the potential consumers by demonstrating a products usages and applications. A teleshopping net work is an economic and chief means of providing an alternative route to reach the customers. The main reasons for the manufacturers adopting teleshopping net work are low marketing cost and special features of products. Telemarketing does not remain an exclusive marketing option for long it is only product awareness reaching a threshold. Once a product awareness reaches a threshold, manufacturers can switchover mainstream marketing to boost sales volume.

In the present day competitive market conditions with a wide range of substitute products available it costs heavy promotional investments for any new manufacturer to enter the market and compete with arrival product and get visibility at the national and international level. Telemarketing establishes an commercial relationship between networks and manufacturers. Teleshopping networks have entered the marketing with world the sole aim of providing consumer guidance, education in their usage and applications which are very new and special characteristic features. The manufacturers are going for networks where sales are reasonably as high as expected.

In India teleshopping has been gaining ground in a steady manner. A variety of favourable factors have made it possible. In the first place, the relevant technologies have become available. Secondly, India is now more open to such marketing methods. Thirdly, TV channels have multiplied enormously and TV as a medium has matured in the country. Telecom infrastructure too has grown to some extent.

The changing socio-economic profile of the urban, upper middle class consumer in India has also been a contributing factor. Telemarketing segment has been shown interest in such alternatives to traditional methods of shopping. They prefer to avoid the hassles of shopping in stores. Awareness about has also been growing among all class of consumers.

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STATEMENT OF THE PROBLEM

Telemarketing is a direct marketing tool of shopping at home and the consumers are attracted towards it. Many products like consumer durable products, physical exercise products, jewellery, cosmetic products, fast moving consumer goods, health care products, etc. are marketed mainly by demonstrating them in the television. There are many factors which influence the attitude of the teleshopping consumers to buy products through teleshopping. In this study an attempt is made to analyse the opinion and preferences of consumers about the telemarketing products and how demographic variable related to the attributes of the teleshopping products.

METHODOLOGY

This study is primarily based on the primary data. A well framed structured questionnaire was used for the collection of data. The questionnaire consists of open ended and close ended questions. The population constitutes all the telemarketing customers of Cuddalore district. The sample size for the study is 100 respondents. The respondents were selected by the random sampling method.

FRAMEWORK OF ANALYSIS

Data collected from the respondents were incorporated in a master table and number of table were prepared from the master table as per the needs of the study. Simple percentage analysis and weighted average ranking method and chi-square test are employed to analyse the data.

Table 1 Demographic Profile of the Respondents

S. No.	Variable	Category	Number of Respondents	Percentage
1	Age	Less than 20	35	35
		21 – 40	39	39
		Above 40	26	26
2	Gender	Male	50	50
		Female	50	50
3	Marital Status	Married	37	37
		Unmarried	63	63
4	Area	Urban	50	50
		Rural	50	50
5	Educational Qualification	Upto H.S.C.,	14	14
		Graduate	70	70
		Post Graduate/Professional	16	16
6	Monthly Income	Less than Rs.15,000	81	81
		Above Rs.15,000	19	19

Source: Primary Data

Hypothesis

There is no significant relationship between the age of the teleshopping consumers and quality, price, durability, performance and after sale service of teleshopping products.

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Table 2 Age of the Respondents and their Attitude

Age	Towards Quality			Towards Price			Towards Durability			Towards Performance			Towards After sale service		
	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High
Less than 20	16	11	8	8	16	11	18	7	10	12	15	8	17	8	10
20-40	9	15	15	16	10	13	9	18	12	13	9	17	18	9	12
Above 40	9	11	6	8	7	11	10	14	2	8	9	9	23	2	1
Table value @5%	9.488			9.488			9.488			9.488			9.488		
Chi Square value	8.361			4.168			10.26			4.656			20.63		
Df	4			4			4			4			4		

The Table 2 showed the age of the respondents and their attitude towards products attributes. Since the calculated chi-square value is less than the table value at five per cent level of significance and at four degrees of freedom, there is no significant relationship between the age of teleshopping consumers and their attitude towards quality, price and performance. However in case of attitude towards durability and after sale service, there is significant relationship.

Table 3 Gender of the Respondents and their Attitude

Gender	Towards Quality			Towards Price			Towards Durability			Towards Performance			Towards After sale service		
	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High
Male	19	18	13	15	15	20	21	19	10	17	16	17	30	10	10
Female	15	19	16	17	18	15	12	20	18	16	17	17	28	9	13
Table value @5%	5.991			5.991			5.991			5.991			5.991		
Chi Square value	0.854			1.133			4.745			0.241			0.5844		
Df	2			2			2			2			2		

The Table 3 showed the gender of the respondents and their attitude towards products attributes. Since the calculated chi-square value is less than the table value at five per cent level of significance and at two degrees of freedom, there is no significant relationship between the gender of teleshopping consumers and their attitude towards quality, price, durability, performance and after sale service.

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Table 4 Marital Status of the Respondents and their Attitude

Area	Towards Quality			Towards Price			Towards Durability			Towards Performance			Towards After sale service		
	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High
Married	20	7	10	7	13	17	6	15	16	8	12	17	19	7	11
Unmarried	14	30	19	25	20	18	19	24	20	25	21	17	39	12	12
Table value	5.991 @5%			5.991 @5%			5.991 @5%			5.991 @5%			5.991 @5%		
Chi Square value	11.878			11.30			2.546			4.167			1.029		
Df	2			2			2			2			2		

The Table 4 showed the marital status of the respondents and their attitude towards products attributes. Since the calculated chi-square value is less than the table value at five per cent level of significance and at two degrees of freedom, there is no significant relationship between the marital status of teleshopping consumers and their attitude towards durability, performance and after sale service. However in case of attitude towards quality and price, there is significant relationship.

Table 5 Area of Residents of the Respondents and their Attitude

Area	Towards Quality			Towards Price			Towards Durability			Towards Performance			Towards After sale service		
	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High
Urban	23	11	21	19	22	14	19	23	13	18	19	18	35	11	9
Rural	11	26	8	13	11	21	18	16	11	15	14	16	23	8	14
Table value	5.991 @5%			5.991 @5%			5.991 @5%			5.991 @5%			5.991 @5%		
Chi Square value	14.319			4.9029			0.5212			0.2402			3.568		
Df	2			2			2			2			2		

The Table 5 showed the residential area of the respondents and their attitude towards products attributes. Since the calculated chi-square value is less than the table value at five per cent level of significance and at two degrees of freedom, there is no significant relationship between the residential area of teleshopping consumers and their attitude towards price, durability, performance and after sale service. However in case of attitude towards quality, there is significant relationship.

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Table 6 Educational Qualification of the Respondents and their Attitude

Area	Towards Quality			Towards Price			Towards Durability			Towards Performance			Towards After sale service		
	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High
Upto H.S.C	2	4	8	3	3	8	4	5	5	5	5	4	10	2	2
Graduate	26	27	17	24	25	21	26	28	16	20	24	26	36	14	20
PG/Professional	6	6	4	5	5	6	7	6	3	8	4	4	12	3	1
Table value	9.448 @5%			9.448 @5%			9.448 @5%			9.448 @5%			9.448 @5%		
Chi Square value	7.055			3.5798			2.0446			3.0007			6.101		
Df	4			4			4			4			4		

The Table 6 showed the educational qualification of the respondents and their attitude towards products attributes. Since the calculated chi-square value is less than the table value at five per cent level of significance and at four degrees of freedom, there is no significant relationship between the educational qualification of teleshopping consumers and their attitude towards quality, price, durability, performance and after sale service.

Table 7 Monthly Income of the Respondents and their Attitude

Area	Towards Quality			Towards Price			Towards Durability			Towards Performance			Towards After sale service		
	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High
Upto Rs.15000	28	29	24	28	26	27	27	31	23	28	26	27	46	15	20
Above Rs.15000	6	8	5	4	7	8	10	8	1	5	7	7	12	4	3
Table value	5.991			5.991			5.991			5.991			5.991		
Chi Square value	0.4225			1.2017			5.8009			0.6095			0.4132		
Df	2			2			2			2			2		

The Table 7 showed the monthly income of the respondents and their attitude towards products attributes. Since the calculated chi-square value is less than the table value at five per cent level of significance and at two degrees of freedom, there is no significant relationship between the monthly income of teleshopping consumers and their attitude towards quality, price, durability, performance and after sale service.

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Relationship between demographic variables and attitude of the consumers

1. Age of the consumers is found to be not significantly associated with the attitude towards quality, price and performance of telemarketing products. The percentage with high and medium attitude is between the age of 20 and 40 years. Age is found to be significantly associated with attitude towards durability and after sale service.
2. It is found that gender of the consumers is not significantly associated with attitude towards quality, price, durability, performance and after sales service of the telemarketing products.
3. The results of chi-square test indicates that the marital status of the consumers is significantly associated with attitude towards quality and price of telemarketing products whereas marital status of the consumers is not significantly associated with attitude towards durability, performance and after sale service of the telemarketing products.
4. The area of residence of the consumers is found to be significantly associated with the attitude towards quality of the telemarketing products whereas the area of residence of consumers is found to be not significantly associated with attitude towards price, durability, performance and after sale service of the telemarketing products.
5. It is found that educational qualification of the consumers is not significantly associated with attitude towards quality, price, durability, performance and after sale service of the telemarketing products.
6. It is found that monthly income of the consumers is not significantly associated with the attitude towards quality, price, durability, performance and after sale service of the telemarketing products.

SUGGESTIONS

1. In accordance with views expressed by the respondents, the following suggestions can be attempted to make the telemarketing more effective.
2. The programme time may be scheduled in order to match with the timings of target consumers.
3. Products that are novel and unique are especially suitable for telemarketing.
4. Delivering products on time is important in telemarketing.
5. Selection of the right kind of people as the hosts and hostesses for the programme is also important. A pleasant, viewer friendly person is necessary for most products.
6. The after sale service may be improved to attract more consumers.

CONCLUSION

Telemarketing is a novel business activity that brings sustained revenue to the television networks, manufacturers can easily promote their sales and reduce their costs and for the consumers it is convenience for shopping. Consumers of telemarketing are satisfied with reference to quality, price durability, and performance of the telemarketing products.

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