

“A Study on Consumer Perception towards Telemarketing: Special Reference to Female Consumers in Anand City”.

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Abstract:

Telemarketing is the use of the telephone and calls centers to attract prospects, sell to existing consumers, and provide service by taking orders and answering questions. Telemarketing helps companies increase revenue, reduce selling cost, and improve consumer satisfaction. For this study the primary data collected from 100 female consumers in Anand city with the help of structured closed ended questionnaire. The data has been tested through Reliability test (Cronbach alpha), One-way ANOVA test and Chi-square test. This study found that there is no significant difference in satisfaction level on telemarketing among occupation wise consumers and there is significant difference in satisfaction level on telemarketing among age wise consumers. Study also found that there is an association between female education and awareness about the telemarketing.

Key Words: Telemarketing, Female consumer, Perception, Anand

1. Introduction:

The concept of direct marketing is not old but still remains to be tapped to its fullest potential. In earlier days mail order remind direct marketing's most obvious choice though it was primitive and unorganized. Most of the time it attract wrong people involved in direct marketing and selling wrong products. However perspective of those always found the logic behind direct communication instable.. In the 1960s David Ogilvy commented “Direct mail was my first love” a secret weapon in the avalanche of the new business acquisitions which made Ogilvy & Mather an instant success. If you choose direct marketing you will be entering the most vital segment of the economy for the next 50 years”. With the passing of time mail order and direct marketing business slowly becomes a very useful marketing tool. By the end of the 1970 over half the Fortune top hundred companies were either interacting with a direct marketing agencies or were direct marketers like Readers digest or time life magazine. Direct marketing is now widely used all over the world by consumer and industrial marketers. Even in the Americas presidential election direct mail is being used on a very large scale.

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Telemarketing is the use of the telephone and calls centers to attract prospects, sell to existing consumers, and provide service by taking orders and answering questions. Telemarketing helps companies increase revenue, reduce selling cost, and improve consumer satisfaction. Companies use call centers for inbound telemarketing-receiving calls from consumers-and outbound telemarketing-initiating calls to prospects and consumers.

In India, there are a large numbers of call centers for inbound and outbound telemarketing. Wipro BPO solutions and Daksh by IBN are such two major players in these sectors. In addition, companies such as ICICI, HDFC, and Reliance have their own call centers to attend to consumers queries. Banks and creditors companies have been some of the major user of telemarketing in India. Offers for instant loans and other banking services, and prospecting consumers for credit cards have been the main focus areas of marketing by banking and financial-services companies. Companies other than financial services are also using phone lines to drive home their sales messages and to connect the consumers as part of a larger sales effort. Marico started its dial-dietician helpline in two cities in India to offer advice on common ailments like diabetes and hypertension, and to reply to queries about calorie intake and exercise.

Although telemarketing has become a major direct marketing tool, its intrusive nature has led the government of India too stipulate restrictions on banks and financial services companies regarding the use of telemarketing.

Telemarketing is increasingly used in business as well as consumer marketing. Marketing-as it improves with the use of videophones-is lightly to gradually replace, though never eliminate, more expensive field-sales calls. These facilities will reduce the amount of personal selling efforts needed for contacting dealers, and thus, reduce the field-force travelling cost. Effective telemarketing depends on choosing the right telemarketers, training them well, and providing performance incentives.

2. Review of literature :

A. Ali Khatibi, V. Thyagarajan and Mohd Ismail Ahmad (2002)

In this research the problem statement is “Consumer perception on service quality of telemarketing in Malaysia” the objectives of the study is to investigate the relationship between the perceived and expected service quality among Malaysian consumers and to determine the relationship between the consumer socio-demographic factors and their perceived service quality. For the data collection set structured questionnaire was executed and sample size is 100 respondents. And the conclusion of the research is telemarketing provides proper guidelines to the service providers to improve their service offering to the consumers.

Muhammad Rizwan, Raashid Javed, Mudasra Amjad, Abdul latif and Zohaib Khan (2010).

This study title is “Study of determinants that influence the acceptance of mobile advertisement” in this study researcher was studied about the influence of mobile advertisement. The main objective of the study is connection of different variables in the acceptance of mobile advertisement and collect information of various attributes of respondent that can help to check the variations in dissimilar categories. Data collection through questionnaire from the 151 respondents of the Bahawalpur, Pakistan. At last in this study we see the attitude of acceptance have positive significant influence on permission. This is longitudinal study. It will conduct to give emergent results of attitude of acceptance.

Geetika, Deepesh Tiwari and Preeti Gupta (2012)

This study title is “A study of Indian consumers’ perception on telemarketing”. And this research is conduct only in India. The objectives of the study are to find telemarketing is accepted by consumers as an upcoming technique of promotion, telemarketing is more useful for services or products, to access whether the consumers find telemarketing inconvenience and irritating. The major findings are almost 74% of the people are always ignoring any telemarketing calls. Respondents had experience maximum call on information about new services. Majority of the respondents did sometimes get influenced by telemarketing calls and sms.

Lyata Ndyali (2014)

The topic of the study is “Consumer perception and attitude on mobile phone market in Tanzania”. Total 252 questionnaire were distributed out of them 235 questionnaire were returned and considered valid for data analysis. In this research three attributes were tested relative advantage, compatibility and complexity. The marketer or seller is contacted with the consumer that time consumers have facing some problems regarding the products or services.

A M Manoj Krishna (2015)

This study title is “Study on telemarketing”. In this study focuses on Malaysian market and the geographical area of the study is Malaysia country. The objective of the study is to investigate the relationship between the perceived and expected service quality among Malaysian consumers and To determine which service quality dimensions are the best predictors. The conclusion of the study is tele operators can be considered as professional voice user and almost 47% of the people always ignore any telemarketing call whether through recorded voice, sms or manually calls. 61% respondents in the age group of 25 years and below 53% respondents in the age group of above 25 years found that telemarketing calls are irritating.

B. Murali Krishna and Mr. J. Venkata Ramana (2016)

This research topic is “A study on consumer awareness and satisfaction towards handloom products with special reference to Guntur District – Andhra Pradesh” This topic objectives are to study level of consumer awareness, study factors which influence the buying decision and to study the consumer satisfaction. In that random sampling method is used for the sample and took 200 consumers from 6 different mandals in Guntur District. The findings are majority of the consumers are not aware by the new products which are selling in the market, majority of the consumers are opinioned that they are satisfied with the products with respect of the quality of the product.

2.1 Research Gap

After reviewing this much of papers most of the researcher research on the perception about the telemarketing like study on consumer awareness and satisfaction, Indian consumer perception, Study on telemarketing but there is a gap, there is no research is focused on a female perception towards the telemarketing in Gujarat. So this research is fill this gap and that’s why title of the study is “A study on consumer perception towards telemarketing: Special reference to Female consumers in Anand city”.

3. Objectives of the Study:

1. To study the awareness of telemarketing among female consumers in Anand city.
2. To study the satisfaction level of female consumers for telemarketing Anand city.

3.1 Hypotheses of the Study

1. H_0 : There is no significant difference in satisfaction level on telemarketing among occupation wise female consumers.
 H_1 : There is significant difference in satisfaction level on telemarketing among occupation wise female consumers.
2. H_0 : There is no significant difference in satisfaction level on telemarketing among age wise female consumers.
 H_1 : There is significant difference in satisfaction level on telemarketing among age wise female consumers.
3. H_0 : There is no association between awareness about telemarketing and different age and education of female consumers.
 H_1 : There is an association between awareness about telemarketing and different age and education of female consumers.

4. Research Methodology:

4.1 Sampling Method & Sampling Size:

This study is descriptive in nature. Convenience sampling method was used for selecting the sample. A total sample of 100 respondents is taken from different age group, education and occupation.

4.2 Methods of Data Collection:

Primary data is collected with the help of structured close ended questionnaire. In which 12 statements related to the satisfaction asked to respondents on five point scale.

4. Data Analysis & Findings:

Respondents' profile as given in following table gives a detailed description of the respondents' from various angels like gender and age.

Table: 1 : Profile of Respondents			
Demographic Factor	Category	Frequency (N=100)	Percentage
Age Group	18-30	46	46.00
	31-40	24	24.00
	41-50	20	20.00
	More Than 50	10	10.00
Education	Primary	10	10.00
	S.S.C	18	18.00
	H.S.C	20	20.00
	Graduation	35	30.00

	Post-Graduation	22	22.00
Occupation	Job	20	20.00
	Students	32	32.00
	Business women	08	8.00
	Housewife	40	40.00
[Source: Table computed from SPSS output]			

In the above table it can be observed that 46% respondents belong to age group 18-30 years, 24% respondents belong to age group 31-40 years and 20% respondents' belong to age group 41-50 of age and 10% respondents belong to more than 50 years of age. 10% female having education up to primary, 18% female respondent having SSC certificate, 30% female having graduate degree and 22% respondent having PG degree. Above table also indicated that 40% women are housewife, 32% women are students, 20% female are doing job and only 8% female doing their own business.

Table 2- Awareness about telemarketing.		
Particular	Respondents	Frequency
Yes	79	79.00
No	21	21.00
Total	100	100
[Source: Table Computed from SPSS output]		

Above table shows awareness about the telemarketing. Out of (100) respondents (79%) respondents are aware about the telemarketing and remaining (21%) respondents are not aware about telemarketing..

Table 3: Medium used for Telemarketing		
Particular	Respondents	Frequency
Television	15	15.00
Internet	30	30.00
Mobile	55	55.00
Total	100	100.00
[Source: Table Computed from SPSS output]		

Above table shows that through which media they know about the telemarketing. They are television, internet and mobile. So (15%) respondents telling that the telemarketing process is done through television. (30%) respondents are telling that the telemarketing process is done through internet. (55%) respondents are aware that they know telemarketing process is done through mobile.

5.1 Reliability Test:

To assess the reliability of the instruments, the Cronbach's (1981) alpha coefficients was calculated and reported in following table:

Table 4 : Reliability Statistics	
Cronbach's Alpha	Nos. of Items
0.723	12

Cronbach's is a coefficient of internal consistency. It is commonly used as an estimate of the reliability of a psychometric test for a sample of examinees. In the table 4 it can be observed that Cronbach's alpha value for 12 statements is 0.723 which indicated that reliability of all 12 statements was quite high. Thus, it can be concluded that the measures used in the present study are valid and reliable.

5.2 Hypotheses Testing:

The One-Way ANOVA procedure produces a one-way analysis of variance for a quantitative dependent variable by a single factor (independent) variable. Analysis of variance is used to test the hypothesis that several means are equal. To find the significant difference for overall satisfaction level towards online shopping and demographic profile of respondents such as gender, age, occupation and education One-way ANOVA test is performed in SPSS software to test the above framed hypotheses:

Table No. 5 :One Way ANOVA -test						
Sr. No.	Demographic Variables	F Value	d.f.	P-Value	Significance	Hypothesis Result
1	Age	2.828	3	0.459	No	Null Hypothesis is not Rejected
2	Occupation	29.387	3	0.002	Yes	Null Hypothesis is Rejected
Source: Compiled from SPSS Output						

From the above table it can be observed that p-value for gender and age are greater than 0.05. So, here null hypothesis is not rejected and thus it can be inferred that demographic variable age have no significant difference in satisfaction level towards telemarketing while in case of education p-value is less than 0.05 so here null hypothesis is rejected and thus it can be inferred that there is a significant difference in satisfaction level towards telemarketing among female occupation.

A **Chi-square test** is a statistical test commonly used for testing independence and goodness of fit. Testing independence determines whether two or more observations across two populations are dependent on each other that is, whether one variable helps to estimate the other. In the following table the results of Chi-square test of demographic variables are shown in following table:

Table:6: Chi-square test			
	Occupation	Age	Education
Chi-Square(a)	4.620	5.960	12.567
Df	3	4	3
p-value	0.224	0.088	0.001
Comment	Not Significant	Not Significant	Significant

From the above table it can be observed that p-value for all the demographic variables are greater than 0.01 and 0.05. So, here null hypothesis is not rejected and thus it can be inferred that all demographic variables (Occupation & Age) have no association with awareness for telemarketing. Whereas, in case of female education p-value (0.001) is less than 0.01 and 0.05. So, here null hypothesis is rejected and thus it can be inferred that there is an association between women education and awareness about telemarketing.

6. Conclusion:

Telemarketing can be an effective means for a business to make sales and increase profit potential through consumer satisfaction. This sales method allows small businesses to expand outside of the local business area. From the above study it can be concluded that there are majority female respondents using mobile phone for source of medium for telemarketing. Study also shows that there is significant difference in satisfaction level for telemarketing among female occupation like job, business, housewife etc. it means the telemarketing companies should make marketing strategies accordingly to attract more women for their products. It also concluded from study that there is an association between women age group and awareness for telemarketing. So that telemarketing company should target more to literate women for their product.

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