

A Study on Consumer Perception towards Telemarketing: Special Reference to Female Consumers

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Abstract

Telemarketing is the exercise of promoting services or products at once to ability clients thru the telecall smartphone or the Internet. The number one benefit of telemarketing for enterprise promoting is that it permits you to speedy determine your clients` hobby to your services or products. You also can do the subsequent matters with it: deliver a extra personalized and interactive promoting enjoy An established closed ended questionnaire become used to acquire number one information from a hundred woman clients for this study. The information has been examined thru Reliability check (Cronbach alpha), One-manner ANOVA check and Chi-rectangular check. There isn't any giant distinction in telemarketing delight ranges amongst clients via way of means of occupation, but there's a big distinction in telemarketing delight ranges amongst clients via way of means of age, consistent with this study. There is likewise a hyperlink among woman schooling and telemarketing awareness, consistent with the study.

Introduction

Telemarketing is a popular marketing strategy that is still in use today. Despite technological and digital advances, this is still the case. Therefore, companies see telemarketing as a great way to reach their customers quickly and directly. Therefore, to become a skilled telemarketing expert, you need to acquire the skills and activities to succeed in this area.

Telemarketing or Teleshopping Network is an advertising or advertising network, an ideal marketing opportunity for small manufacturers offering innovative new products. The goal of the network is to allow customers to see the product first and then easily access and purchase the supplier. The main goal of telemarketing is to educate and guide potential consumers by demonstrating how and how to use the product. Teleshopping networks are an economical and primary means of providing alternative ways to reach customers. The main reasons manufacturers have introduced teleshopping networks are low marketing costs and special features of their products. Telemarketing has not been an exclusive marketing option for a long time, it only reaches the limit of product awareness. When product awareness reaches the threshold, manufacturers can switch to mainstream marketing to increase sales. In today's highly competitive market situation with a wide range of replacement products, large advertising investments can help new manufacturers enter the market and compete with new products to raise awareness at national and international levels. Is required. Telemarketing establishes a business relationship between the network and the manufacturer. The teleshopping network is joining the world of marketing with the sole purpose of providing innovative and unique consumer advice, education and applications. Manufacturers are focusing on networks that are expected to be fairly profitable. Teleshopping in India has been steadily gaining ground. It was made feasible by a number of positive aspects. The relevant technology has first and foremost become available. Second, India is becoming more receptive to these marketing strategies. Third, the number of television channels has exploded, and television as a medium in the country has evolved. To some extent, the communications infrastructure has also grown. One of the key aspects was the change in the socio-economic profile of upper middle-class consumers in urban areas of India. The telemarketing industry is interested in such alternatives to traditional shopping methods. They prefer not to shop in the store because it is too inconvenient for them. Consumers of all classes are beginning to become more aware of the problem.

The use of telephone and call centers to attract potential customers, sell to existing customers, receive orders and respond to inquiries to provide services is called telemarketing. Telemarketing helps businesses increase sales, reduce sales costs, and improve customer satisfaction. Both inbound telemarketing, which involves receiving calls from customers, and outbound telemarketing, which involves initiating calls to prospects and customers, are handled by the call center. It is becoming more and more popular in both commercial and consumer marketing. As videophone technology advances, marketing replaces increasingly expensive field sales calls, but not completely.

Purpose of the survey:

1. Survey female consumers' awareness of telemarketing.
2. Find out how happy a female telemarketer is.

Study Hypothesis

1. H0: There is no significant difference in telemarketing satisfaction among female consumers by career.
H1: There is a big difference in telemarketing satisfaction among female consumers depending on their occupation.
2. H0: There is no significant difference in telemarketing satisfaction among female consumers of different ages.
H1: There is a big difference in telemarketing satisfaction among female customers of different ages.
3. H0: There is no relationship between telemarketing awareness and the age and education of female consumers.
H1: There is a link between telemarketing awareness and consumer age and education.

Survey Method:

Sampling Method and Sample Size:

This is a descriptive survey. The samples were selected using the expedient sampling approach. A total of 100 people were selected from different age groups, education levels and professions.

Data Collection Method:

Collect primary data using a systematic and closed survey. Respondents were asked to rate the 12 statements related to satisfaction on a five-point scale.

Data Analysis and Results:

The Respondent Profile provides a complete description of the respondents in terms of gender and age, as shown in the following table no.1.

Table: 1: Profile of Respondents			
Demographic Factor	Category	Frequency (N=100)	Percentage
	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
	Job	20	20.00
	Students	32	32.00
	Business women	08	8.00
	Housewife	40	40.00
[Source: Table computed from SPSS output]			

According to the table no.1 above, 46% of respondents are 18-30 years old, 24% are 31-40 years old, 20% are 41-50 years old, and 10% are over 50 years old. 10% of female respondents have just graduated from primary school, 18% have an SSC degree, 30% have a college degree, and 22% have a graduate degree. In addition, the table above shows that 40% of women are housewives, 32% are students, 20% are working and only 8% are in 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]		

Telemarketing perceptions can be seen in the table no.2 above. Of the 100 respondents, 79% know about telemarketing, while the remaining 21% know nothing 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]		

The table no.3 above shows how we learned about telemarketing through various media. TV, internet, and mobile phones. As a result, 15% of respondents say that telemarketing is done on TV. According to 30% of respondents, the telemarketing process takes place over the internet. Respondents (55%) are aware that the telemarketing process is mobile.

Reliability Test:

Cronbach's alpha factor (1981) has been calculated and shown in the following table to assess the reliability of the equipment.

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

The Cronbach factor is a measure of internal consistency. This is a way to assess the reliability of a group of people's psychometric tests. Table 4 shows that the Cronbach's alpha value for 12 statements is 0.723. This shows that all 12 statements are very reliable. As a result, the measurements used in this study can be judged to be valid and reliable.

Hypothesis Test:

A one-way ANOVA with a single factor (independent) variable is performed by the one-way ANOVA process. The assumption that many means are equal is tested using ANOVA. To determine if there is a significant link between overall satisfaction with online shopping and demographics of respondents such as gender, age, occupation, and education. The following hypothesis is tested in SPSS software using one-way ANOVA.

Table No. 5: One Way ANOVA -test

Sr. No.	Demographic Variables	F Value	df.	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

As you can see from the table no.5 above, both gender and age p-values are above 0.05. Therefore, in this case, we can conclude that the null hypothesis is not rejected and that demographic variables such as age do not show a significant difference in telemarketing satisfaction, but in the case of education, the p-value is less than 0.05, that is, Zero hypothesis. Rejected, it can be concluded that there is a significant difference in telemarketing satisfaction between women's professions.

Chi-Square test

The chi-square test is a statistical test commonly used to determine independence and goodness of fit. The independence test shows whether two or more observations from two different populations are dependent on each other. H. Whether one variable is useful for estimating other variables. The following table shows the results of the chi-square test for demographic factors.

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

As shown in the table above, the p-values for all demographic variables were above 0.01 and 0.05. As a result, the null hypothesis is not rejected and it can be concluded that all demographic variables (occupation and age) are independent of telemarketing perceptions. On the other hand, for girls' education, the p-value (0.001) is less than 0.01 and 0.05. As a result, the null hypothesis is rejected and it can be concluded that women's education and telemarketing awareness are related.

Conclusion:

Telemarketing is a cost-effective marketing method that helps your business grow sales. According to the survey results, the majority of female respondents use mobile phones as a telemarketing medium. The survey also found that there are significant differences in phone marketing satisfaction among women's professions such as work, business, and housewives. This suggests that telemarketers need to adapt their marketing practices to target more women. The survey also found a correlation between women's age group and telemarketing awareness. Therefore, telemarketing company products need to be more targeted at educated women.

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