



A STUDY ON CONSUMER'S ATTITUDES TOWARDS TEleshopping IN TIRUPUR DISTRICT

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1.1 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 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 rival product and get visibility at the national and international level. Telemarketing establishes a 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 favorable 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.

1.2 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 many areas in Tamilnadu teleshopping is not familiar. Further normally a buyer wants to verify and check the products in person after that he / she decides to buy such products where they have to spend more time in selecting the products. In modern scenario time is very important. People are busy with various schedules in their own work or affairs. Spending more time for shopping is not possible for working group. But they get their products and necessities for the household work they can immediately place order through telephone and receive the products required within very short span of time. But due to various reasons and factors the consumers do not prefer teleshopping instead they directly go to shop and spend their valuable time in selecting the products in the shop where the productivity of the particular person is lacked. In this study an attempt is made to analyze the opinion and preferences of consumers about the telemarketing products and how demographic variable related to the attributes of the teleshopping products.

1.3 Significance of the Study

In modern days all the people are engaged in any one of the activities to generate income to the family. In some of the family both the parents are going for a job to meet their family requirements. Only in Sunday they are free. In all other days they are fully engaged. In such situation going to shop and spending more time on shopping is very difficult. But they are in a condition to purchase number of domestic produces in their day to day life. At this position teleshopping helps the family members to procure the entire required item to their family. Particularly in Tirupur most of the salaried group employees who employed in textiles and other private sectors have to work more than 10 hours in day in their company. Apart from these they have to allot time for purchase of house hold items. Hence if the teleshopping practices are followed by them that will help the entire working group and the business people to save time and spend the same time for the development of family and business. Hence the researcher selected the title 'A study on consumer's attitudes towards teleshopping in Tirupur District'.

1.4 Objectives of the Study

The following are the objectives framed in the research to complete the research successfully

1. To find out the various methods available for shopping the commodities in the study area
2. To explain the necessity of teleshopping to the consumers
3. To create awareness of the teleshopping.



4. To know the attitudes of consumers regarding teleshopping
5. To evaluate the problems faced by the respondents in teleshopping.
6. To find out the remedial measures and offer suggestions to the need group to make the teleshopping easily accessible to all the consumers.

1.5 Research Methodology

1.5.1 Research Design

In this study to make the research work effective and find out fruitful results descriptive research was under taken.

1.5.2 Data Collection

To make the study effective and find the results fruitfully in this research work both primary and secondary data were collected

1.5.3 Primary Data

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 Tirupur district. As the population is numerous in the study area 100 respondents were identified by using stratified random sampling method. They are considered as respondents for the study. The sample respondents consist of both the male and female.

1.5.4 Secondary Data

The secondary data was collected from the magazines and journals published in relation with teleshopping.

1.5.5 Study Period

The study period for this research work covers two month period starting from 15th Dec 2015 to 15th Feb 2016.

1.5.6 Framework of Analysis

Data collected from the respondents were incorporated in a master table and numbers 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 analyze the data.

Review of Literature

The growth in home shopping and new technological trends are opening the doors to electronic marketing and promise new ways of influencing and serving consumers. Practically all products/services can be purchased quickly, conveniently and from home through e-shopping (Davison, Dorrington and McCoy, 1982; Eroglu, Machleit and Davis, 2003; Sheth, 1983).

In general, the different types of home shopping are growing as forecast, although, some such as postal or catalogue sales remain stagnant and are even falling, and others such as cable television, Internet and mobile shopping are growing faster than forecast (AIMC, 2005, FECEMD (Spanish Federation for Ecommerce and direct marketing), 2004).

The most innovative methods show significant growth rates (Sivanand, Gesta and Sulep, 2004; Yang, 2005) with a tendency for companies to use them alongside other sales systems (Wu and Wang, 2004). Home shopping is not immediately adopted, instead consumers have to overcome a set of barriers, some of them cognitive, before purchase (Garner, 1986; Jacobs, 1997; Jacoby and Kaplan, 1982; Mitchell, 1992)

Analysis and Interpretation of Data
Table No.1, Table Showing the Mother Tongue of the Respondents

Sl.no	Language	Frequency	Percent
1	Tamil	43	43.0
2	Telugu	27	27.0
3	Malayalam	17	17.0
4	Hindi	13	13.0
	Total	100	100.0

Source: Primary data

Interpretation

The above table depicts that among 100 respondents 43% of the respondents speak Tamil as mother tongue, 27% of the respondents speak Telugu, 17% of the respondents told that their mother tongue is Malayalam while the remaining 13% of the respondents speak some other language



Table No.2, Table Showing the Mother Tongue of the Respondents

Serial no	Gender	Frequency	Percent
1	Male	70	70.0
2	Female	30	30.0
	Total	100	100.0

Source: Primary data

Interpretation

From the above table it is clearly understood that among 100 respondents 70% of the respondents are male, while the remaining 30% of the respondents are female

Table No.3, Table Showing the Marital Status of the Respondents

Serial no	Marital status	Frequency	Percent
1	Married	62	62.0
2	Unmarried	19	19.0
3	Widow	10	10.0
4	Divorce	9	9.0
	Total	100	100.0

Source: Primary data

Interpretation

A survey was launched to know the marital status of the respondents. The survey reveals that among 100 respondents 62% of the respondents are married, 19% of the respondents are unmarried, and 10% of the respondents are widow while the remaining 9% of the respondents divorced from their spouse

Table No.4, Table Showing the Age of the Respondents

Serial no	Age	Frequency	Percent
1	18-25 years	49	49.0
2	26-35 years	30	30.0
3	36-45 years	13	13.0
4	Above 45 years	8	8.0
	Total	100	100.0

Source: Primary data

Interpretation

The table limelight that among 100 respondents 49% of the respondents belong to the age group of 18-25 years, 30% of the respondents are in the group of 26-35 years, 13% of the respondents are between 36 to 45 years and the remaining 8 % of the respondents belong to the age group of above 45 years

Table No.5, Table Showing the Religion of the Respondents

Serial no	Native place	Frequency	Percent
1	Rural	16	16.0
2	Urban	46	46.0
3	Semi-urban	38	38.0
	Total	100	100.0

Source: Primary data

Interpretation

The above table reveals that among 100 respondents 46% of the respondents are from urban area, 38% of the respondents are staying in semi-urban area while the remaining 16% of the respondents are from rural area.



Table No.6, Table Showing the Educational Qualification of the Respondents

Serial no	Educational qualifications	Frequency	Percent
1	Up to 8th std	12	12.0
2	Up to 10th std	42	42.0
3	Up to 12th std	28	28.0
4	Degree	9	9.0
5	Diploma	9	9.0
	Total	100	100.0

Source: Primary data

Interpretation

The above table shows that among 100 respondents 42% of the respondents studied up to 10th std, 28% of the respondents studied up to 12th std, 12% of the respondents studied up to 8th std only while 9% of the respondents have studied degree and diploma courses.

Table No.7, Table Showing the Occupation of the Respondents

Serial no	Occupation	Frequency	Percent
1	Private employment	24	24.0
2	Labour	22	22.0
3	Farmer	29	29.0
4	Housewife	10	10.0
5	Business	8	8.0
6	Govt employee	7	7.0
	Total	100	100.0

Source: Primary data

Interpretation

The above table shows that among 100 respondents 24% of the respondents are employed in private sector, 22% of the respondents are involved in labour, 29 % of the respondents are farmers, 10% of the respondents are housewives, 7% of the respondents are government employee while the remaining 8% of the respondents are doing business.

Table No.8, Table Showing the Association between the Respondents Based On Education and Their Satisfaction about Delivery Time

Educational status	Satisfaction level					Total
	Highly satisfied	Satisfied	Partly satisfied	Dissatisfied	Highly dissatisfied	
Up to 8th std	2	7	1	1	1	12
Upto 10th std	9	13	8	7	5	42
Upto 12th std	3	14	4	5	2	28
Degree	1	4	1	2	1	9
Diploma	1	6	1	0	1	9
Total	16	44	15	15	10	100

Null Hypothesis

There is no association between education of the respondents and their satisfaction about delivery time

Alternative hypothesis

There is an association between education of the respondents and their satisfaction about delivery time

Factor	Calculated value	D.O.F	Table Value	Remarks
Education level	8.691	16	26.296	Not significant



Table No.9, Table Showing the Association between the Respondents Based On Education and Their Satisfaction about Quality

Educational status	Quality					Total
	Highly satisfied	Satisfied	Partly satisfied	Dissatisfied	Highly dissatisfied	
Up to 8th std	1	4	3	3	1	12
Upto 10th std	6	16	9	6	5	42
Upto 12th std	3	17	1	5	2	28
Degree	4	1	2	1	1	9
Diploma	0	4	4	0	1	9
Total	14	42	19	15	10	100

Null Hypothesis

There is no association between education of the respondents and their satisfaction about delivery time

Alternative hypothesis

There is an association between education of the respondents and their satisfaction about delivery time

Factor	Calculated value	D.O.F	Table Value	Remarks
Education level	22.297	16	26.296	Not significant

5. Findings

1. Most (43%) of the respondents speak Tamil as mother tongue.
2. Majority (62%) of the respondents are married.
3. Most (49%) of the respondents belong to the age group of 18-25 years.
4. Majority (68%) of the respondents follow Hindu religion.
5. Most (50 %) of the respondents belong to backward community respondents.
6. Major portions (46%) of the respondents are from urban area,
7. Most (42%) of the respondents studied up to 10th std,
8. Majority (41%) of the respondents have 3 members in the family.
9. Most (24%) of the respondents are employed in private sector, are involved in labour and farming.
10. Majority (64%) of the respondents are earning less than Rs.100000 in the year.
11. Most of the respondents came to know about teleshopping through TV,
12. Majority (60%) of the respondents do not have the experience of purchasing through teleshopping.
13. Most (41%) of the respondents purchase goods through teleshopping for Rs. 3000-5000.
14. Most (44%) respondents purchase household items through teleshopping,.
15. Majority (72%) of the respondents told that sample is not shown before buying.
16. Most (72%) of the respondents told that credit facility is available in teleshopping.
17. Most (80%) of the respondents stated that there is no difference in the products purchased through teleshopping.
18. Majority (76%) of the respondents told that after sales service is provided for certain products.
19. Most (52%) of the respondents informed that after sales service is provided with free of cost.
20. Majority (64%) of the respondents informed that there is a possibility of returning goods if there are any differences or complaints in the products.

Findings from Chi-Square Test

- There is an association between education of the respondents and the source of knowledge about the teleshopping
- There is no association between education of the respondents and the volume of purchase through teleshopping
- There is no association between education of the respondents and the opinion of expecting sample before buying
- There is no association between education of the respondents and their opinion about delivery time
- There is no association between education of the respondents and their satisfaction about delivery time
- There is no association between education of the respondents and their satisfaction about delivery time

Findings from Anova Test

The table value of $F_{0.05}$ for (3, 96) degree of freedom 4.13 is greater than calculated value of F for all the above variables like opinion about difference in the products, service charges collected , possibility for returning the products, opinion about the



price, service and delivery time. Hence the null hypothesis for all the variables is accepted. The mean opinions of the respondents are not significantly different in stating their opinion about the above said variables.

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.
7. Teleshopping is not known to many consumers of rural area. Hence the companies, business men or manufacturers those who are selling goods through telemarketing should take initiatives to promote telemarketing and reachable to all rural public.

Conclusion

Household replenishment and consumer direct appear to be viable phenomena, developing channels for retail grocery distribution and offering the potential to radically change the grocery business. Potential changes in the grocery business may have a strong effect on traffic resulting from changing grocery shopping trip-making behavior that can potentially alter (a) activity patterns, (b) the mix of vehicles in traffic, and (c) the spatial and temporal distribution of traffic. The exact nature and magnitude of these changes are currently unknown yet certainly hold the potential to impair traffic flow. While grocery shopping generates only a small portion of all traffic, its potential changes should nevertheless be studied and understood. A great deal of study will be required to accurately forecast the net effect on traffic. Models must be developed to forecast grocery delivery service usage by households. This will require modeling of household.

Internet usage as well as future business actions and delivery services are offered by different grocery industries. Furthermore, as household replenishment and consumer direct develop, studies should be undertaken to measure their effects on the traffic network. Time use and activity-based travel analyses may be required to determine.

- (a) How the time freed from grocery shopping changes will be used,
- (b) Whether grocery delivery will create more travel, and
- (c) Whether grocery delivery will change activity patterns spatially or temporally.

Analytical studies may be needed to determine the traffic network effects of delivery services in terms of trip rates, VMT, and traffic volumes, as well as to quantify the effect of trip chaining and load consolidation. These studies must be conducted soon if they are to be included in current long-range transportation planning and traffic forecasting efforts. Finally, some attention should be given to transportation policy that could affect the development, adoption, and practice of household replenishment and consumer direct. If the cumulative impact of household replenishment and consumer direct is negative, an examination of transportation and land use policy, as well as a determination of available methods and tools and how they could be used to hope or redirect this business trend, would also be important.

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