

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

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APPROVAL SHEET

This thesis/dissertation/report entitled A Study on Consumer Perception towards Telemarketing: Special Reference to Female Consumers by **HARSH SAHU & HARSH GUPTA** is approved for the degree of **Bachelors of Business Administration**.

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

1. Degree for which the report is submitted: Bachelors of Business Administration
2. Project Supervisor was referred to for preparing the report.
3. Specifications regarding thesis format have been closely followed.
4. The contents of the thesis have been organized based on the guidelines.
5. The report has been prepared without resorting to plagiarism.
6. All sources used have been cited appropriately.
7. The report has not been submitted elsewhere for a degree.

(Signature of the student)

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Preface

Professional course like Bachelors of Business Administration is incomplete without theoretical knowledge gained in the classroom is supported by practical knowledge as theories itself don't give excellence to any field. The interval between theory and practical is completed by the market research report which has been an important part of the curriculum. The present research project report is a shadow of what I have learned in my final semester project report "A Study on Consumer Perception towards Telemarketing: Special Reference to Female Consumers". I have tried to make my research as original as possible without any plagiarism

Abstract

Telemarketing is the practice of selling products or services directly to potential customers through the phone or the Internet. The primary advantage of telemarketing for business promotion is that it allows you to quickly assess your customers' interest in your products or services. You can also do the following things with it: give a more personalized and interactive selling experience. A structured closed ended questionnaire was used to obtain primary data from 100 female customers for this study. The data has been tested through Reliability test (Cronbach alpha), One-way ANOVA test and Chi-square test. There is no significant difference in telemarketing satisfaction levels among consumers by occupation, however there is a substantial difference in telemarketing satisfaction levels among consumers by age, according to this study. There is also a link between female education and telemarketing awareness, according to the study.

Keywords: Marketing, Direct marketing, Outbound, Inbound, Tele-marketing.

Introduction

Telemarketing is an interactive process between a firm and its customers that elicits a reaction through a variety of media and tactics. It's the art and science of making the appropriate offer to the right people at the right time, as well as tracking and fulfilling their product or service requests. Telecommunications, banking / financial services, insurance, mail order / catalogues, travel and tourism, charity / non-profits, and publishing are just a few of the industries that use telemarketing. Telemarketing is a more common technique of direct marketing used by businesses to reach out to clients, in which customers and salespeople communicate over the phone.

Technological advancements in this field have opened the door to more tailored, even unique, consumer relationships. However, in-depth evaluations of telephone interactions from the standpoint of the client are quite rare. In reality, even basic marketing concepts like perceived value, quality, and satisfaction are difficult to find empirical evaluations of telephone conversation from a customer's standpoint. There have been few attempts to look into how customers define and evaluate telephone connection in terms of these ideas and their aspects. Telephone engagement with customers controlled through call centres is still far too internally centered and cost / production-oriented, failing to respond to growing privacy concerns and cynicism against direct marketing methods, as well as diminishing respondent cooperation in telephone surveys. High-quality client data, clustering capabilities, and explainable outcomes that provide action items for planning and testing are all required for effective telemarketing. Companies are increasingly turning to technology, particularly intelligent techniques like data mining, to better understand their customers and, as a result, serve them.

The process of sorting through enormous amounts of data and identifying important information is known as data mining. It's most commonly utilized by business intelligence firms and financial analysts, but it's also increasingly being used in marketing to better service customers and uncover methods to boost earnings. By better understanding customers and their likes and dislikes, data mining techniques assist in the development of better customer relationships. Data mining, for example, can assist a corporation in identifying prospects with a high possibility of responding to an offer and, as a result, optimizing campaign management to lower the costs associated with such a procedure. Companies are increasingly employing data mining techniques to forecast response rates, estimate market size, customer lifetime value, and return on investment (ROI), as well as segment customers.

Telemarketing is a popular marketing strategy that is still employed today. Despite technological and digital advancements, this remains the case. As a result, businesses see telemarketing as an excellent way to contact with clients fast and directly. As a result, in order to become a competent telemarketing, you must equip yourself with the skills and activities that will enable you to succeed in this field.

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 network is an economic and chief means of providing an alternative route to reach the customers. The main reasons for the manufacturers adopting teleshopping network 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 a commercial relationship between networks and manufacturers. Teleshopping networks have joined the world of marketing with the sole purpose of delivering consumer counsel, education, and applications that are novel and unique. Manufacturers are concentrating their efforts on networks where sales are projected to be quite high.

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, telecommunications infrastructure has also grown. A contributing aspect has been the shifting socioeconomic profile of India's urban upper middle-class consumer. The telemarketing industry has expressed interest in such alternatives to traditional shopping methods. They prefer not to go shopping in stores since it is too inconvenient for them. Consumers of all classes are becoming more aware of the issue.

CRMs may go a long way in feeding their inputs into your telemarketing efforts, as they are powered by powerful analytical engines to derive relevant customer insights software can assist you in keeping track of and maintaining touch with customers, allowing you to better manage your sales and marketing efforts. CRM software can also save you time because it is tailored to perform your activities with fewer clicks. Telemarketing teams can also benefit from sales prospect demographic maps, which enable for better focused campaigns.

Telemarketing is a direct marketing method, which is concerned with selling products and services to prospective customers via the telephone. The person engaged in such an activity called a sales person. Telemarketing consists of lead generation, which involves research on a perspective, customer sales and outbound calling. Telemarketing can also include recorded sales pitches programmed to be played over the phone via automatic dealing. Telemarketing is defined as contacting, qualifying and canvassing prospective customers using telecommunication devices such as telephone, fax and internet. The two main categories of telemarketing are business-to-business and business-to-consumers. The former deals with the trade of goods and services between companies, and the latter focuses on the delivery of goods and services to the end consumer. On the other side of the line is a telemarketer. If your organization or company is looking for growth analysis, telemarketing is often the top considerations.

Enterprise-to-Consumer Telemarketing: B2C telemarketing is the process of maintaining all B2C transaction activity by using the concept of telemarketing extensively. This is where telemarketing activities take place to reach customers directly. During this phase, several product offers are made to the customer. The main purpose is to generate leads and convert them into sales.

Telemarketing Subcategories:

Telemarketing basically has four subcategories. they are:

- i. Lead generation: Collecting information and contacts
- ii. Outbound Telemarketing: Proactive marketing to reach out to prospects and existing customers directly
- iii. Inbound Telemarketing: Receive incoming orders and requests for information. Demand is general. It stems from advertising, public relations, or the efforts of outside sales people.
- iv. Tele sales: Sell products or services using persuasive power

Inbound Telemarketing:

In the telecom industries most of the companies have their own call center who receives the call from the customer or prospective customers. They have all the necessary information with them. If the customer faces any problem or need any sorts of information, they provide this instantly. If the customer wants to provide any order, then they also forward this or provide adequate information regarding the prospective order for lead validation. Basically, the total customer service care is ensured by the call center of the different telecom companies by their own.

Outbound Telemarketing:

For regular customers, the telecommunications industry rarely uses outbound telemarketing unless there is a special offer for premium customers. Basically, they use outbound telemarketing for corporate or future corporate customers. Invoke different prospects whose data was collected from the different sources mentioned above through the IP PBX. Most of them have their own call center, so they maintain a well-trained call agent to maintain this facility.

The use of the telephone and call centres to recruit prospects, sell to existing customers, and offer service by taking orders and answering queries is known as telemarketing. Telemarketing aids businesses in increasing revenue, lowering selling costs, and improving customer happiness. Inbound telemarketing, which involves receiving calls from customers, and outbound telemarketing, which involves initiating calls to prospects and customers, are both handled by call centres. It's becoming more popular in both commercial and consumer marketing. As videophone technology develops, marketing will increasingly replace, but never completely replace, more expensive field-sales calls. These facilities will cut down on the amount of personal selling effort required to contact dealers, lowering field-force travel costs. Choosing the correct telemarketers, properly educating them, and offering performance incentives are all essential components of effective telemarketing.

Objectives and scope of the Study:

This thesis focuses on the telemarketing services that a lot of firms conduct and provide as a strategy to reach their clients around the world. From a business standpoint, using the telephone to sell, deliver information, and provide solutions to clients is done with the goal of reaching people wherever, whenever, and however possible. However, the purpose of this study was to determine whether female consumers in the market were aware of telemarketing. Consumers must be aware of their rights and play an important role. Consumer awareness is critical to consumerism's success, and consumers must educate themselves to avoid being exploited.

This is a comparative study of females' consumers satisfied with telemarketing. Customer satisfaction surveys are frequently overlooked as a core marketing activity, especially in difficult economic times when marketing budgets are often cut and what is left must be focused on generating new business opportunities that can be clearly measured and monitored to demonstrate a positive Return on Investment. However, when the expense of acquiring a new client is weighed against the cost of retaining an existing client, the case becomes more compelling. This paper examines the advantages of conducting Customer Satisfaction Surveys, as well as why they should be done. It has been demonstrated on numerous occasions that the key to retaining clients is to continually provide them with exceptional service that meets, if not exceeds, their needs. Every firm aspires to do this, and most believe they are able to do so; yet, what they believe and what their customers believe are not always the same.

It can be difficult to ensure that customers always obtain the right quality of service and hence satisfaction from a firm unless companies have a frequent, rigorous, and consistent approach to assessing customer satisfaction. As a result, it is critical for businesses to monitor consumer satisfaction with their products and services on a frequent basis, as service and product quality can fluctuate, and what is considered extraordinary at one time may not be so several months later.

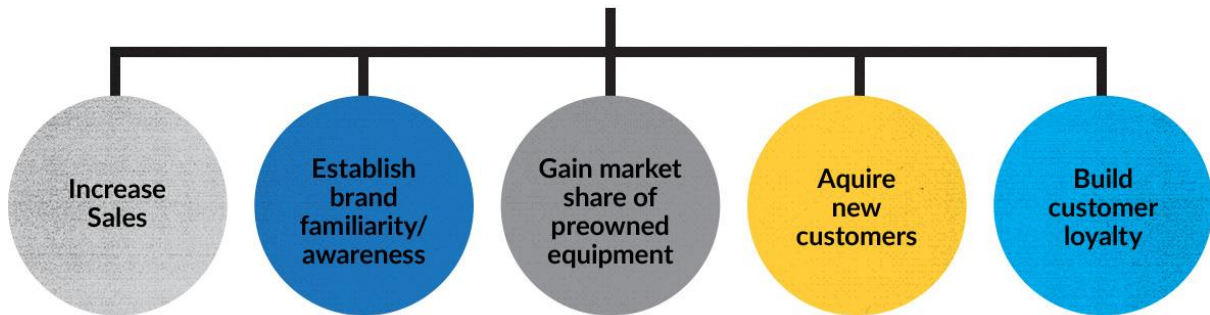
A company can evaluate trends in results by tracking quality on a regular basis.

1. To investigate female consumers' awareness of telemarketing.
2. To find out how satisfied female telemarketing customers are.

Objectives of Telemarketing

Telemarketing is a direct marketing approach that aims to reach people via the use of communication methods, offering products and services in order to overcome the challenges of increasingly competitive markets while also lowering costs and enhancing the effectiveness of products for sale. This tool is critical for small and large businesses to market, find potential customers, and schedule appointments

OBJECTIVES



Outsourced telemarketing is currently a growing marketing system; of course, this tool is just as important as researching, evaluating, and testing new markets, identifying potential customers and their potential value, generating possible contacts and setting appointments for sales staff, selling products and services, launching new products and services, addressing complaints and clarifications, providing advice, and creating, maintaining, and exploring marketing databases. Participation in events should be planned ahead of time, and brand awareness should be promoted, among other things.

Telemarketing can serve a variety of purposes, including:

1. Locating key employees at target businesses
2. Obtaining salespeople's appointments
3. Follow up on mailshots, exhibition attendance, or potential clients who have reacted to ads
4. Investigating a new product's or sales area's potential maintaining contact with existing clients, such as reminding them of special deals or anniversaries, or ensuring that they are satisfied.
5. Direct sales of things that can be purchased for a trial period, sale, or return

Telephone marketing, or telemarketing, can offer several advantages over other forms of marketing. Unlike text marketing (SMS Marketing) or email (Mail Marketing), you can talk to the customer directly and ask questions to measure their interest, find out what their needs are and answer questions and objections.

Client-focused and energetic individual seeking a Telemarketer position at E Tour & Travel to utilize substantial telephone conversation skills, relentless persuasion power, and the ability to turn leads into sales.

To work as a Telemarketer at Symantec, using my skills in interacting with people and businesses over the phone to sell products and services. Outstanding follow-up and solicitation abilities, as well as a strong desire to meet sales targets.

A dedicated and results-driven individual seeking a Telemarketer position with Life Line Screening. Offers strengths in successfully overcoming obstacles to sales in a calm manner in order to enhance sales through effective marketing activities.

Strong willingness to work for Positive Results Marketer as a Telemarketer. To reach the company's sales objectives, you must have proven proficiency in managing inbound and outbound marketing calls.

Scope of Telemarketing

The use of the telephone and call centres to recruit prospects, sell to existing clients, and offer service by taking orders and answering questions is known as telemarketing. Telemarketing aids businesses in increasing revenue, lowering sales costs, and improving customer happiness. Inbound telemarketing – receiving calls from customers – and outbound telemarketing – initiating calls to prospects and customers – are both handled by call centres.

There are a lot of call centres for inbound and outbound telemarketing in India. Wipro BPO Solutions and IBN's Daksh are two significant players in this field. Companies like ICICI, HDFC, and Reliance have their own call centres to handle client inquiries. In India, telemarketing has been widely used by banks and credit card businesses. The main focal areas of marketing by banking and financial services organizations have been offers for "quick loans" and other banking services, as well as prospecting customers for credit cards. Other than financial services, businesses are employing phone lines to send out sales messages and contact with clients as part of a bigger sales push.

QVC, HSN, Jupiter Shop Channel, OCJ, HSE24, EVINE Live, Jewelry Television, happiGO, M6 Group, Ideal Shopping Direct, Shop LC, HomeShop18, Naaptol Online Shopping, ShopHQ (iMedia Brands), Tristar Products, Inc, America's Value Channel, America's Auction Channel (AACTV), Gem Shopping Network Inc., and others are among the leading companies in the Teleshopping Market.

L'Oréal India features toll-free numbers where customers may get expert guidance on how to look nice. In the national capital region, JK Tyers offers a dial-a-type service, in which the firm sends out vehicles with skilled mechanics to deliver and install new tires at clients' houses. They also provide assistance with car issues such as tire maintenance, wheel alignment, and wheel balancing. Over the phone, Asian Paints offers its home solutions - a service in which the company hires painters to paint a property. The helpline has allowed Asian Paints to communicate with end users rather than contractors, and it has become an important element of the company's operations.

Despite the fact that telemarketing has become a popular direct marketing tactic, its invasive character has prompted the Indian government to place restrictions on the use of telemarketing by banks and financial services organizations.

Telemarketing SWOT Analysis:

Strengths:

- Telemarketing is very cost effective from a marketer and organizational perspective. Telemarketing has a wider reach than any other form of direct marketing. As our vast number of people
- Country uses mobile phones, so you can connect with a wider range and this large number of people simply by dialing a phone number.
- In many cases, it's easier than any type of direct marketing approach.
- It has the enormous ability to target a large number of people and convert them into valid leads.

Weaknesses:

- The biggest weakness of telemarketing is that some people have a negative attitude towards the concept of telemarketing.
- Most of the time, there is a negative reaction to it. Currently, only 10% to 15% of telemarketing calls are valid leads in the telecom industry.
- Finding the right person can be difficult, especially for organizations.
- People often don't answer the phone and it takes a long time to find them again. This telemarketing can cause high maintenance costs and complexity issues.

Opportunity:

- Increasing the number of mobile customers is an opportunity to increase the target area.
- There is no "do not call register" feature to prevent telemarketers from calling. So, it's a small opportunity.
- Advances in technology are increasing the opportunities to use telemarketing more effectively and efficiently.
- Telemedicine can be a front runner to boost the reputation of telemarketing.

Threat:

- The biggest threat to telemarketing is that people are often frustrated or frustrated by telemarketing phones.
- BTRC rules and regulations can impede the scope of telemarketing.
- In the future, if a "non-call registration" facility is opened, it could pose a potential threat.
- Technological advances and the complexity of the engineering department can make telemarketers vulnerable.

Literature review

Introduction to the Literature review:

The world in this century is evolving and changing at a faster rate than anyone could have predicted. As a result, consumer preferences and demands are dynamic. This provides a difficulty for marketers, as it is critical to adapt promptly to these changes in order to succeed.

There are numerous elements that influence current tastes. TMT growth, migration, diversity, and globalization have paved the way for new opportunities and benefits. "The beginning of the decade witnessed the collapse of the TMT (technology, media, and telecommunications) bubble and the recognition that the "new knowledge economy" and internet-based business models did not necessitate a rewriting of strategic concepts," according to Grant.

Despite this, technology continues to transform industries: digital technologies are linked to standards wars, the creation of "winner-take-all" marketplaces, and the possibility for strategic innovation as companies seek out "blue oceans" of uncontested market space.

In current times, the consumer's position is evolving quickly. The primary goal of business, according to Grant, is to provide the best possible service to customers. There are numerous ways or proofs that acknowledge the growing importance of customers. Marketers have a difficult decision to make: should they follow the consumer's wishes and listen only to their demands, or should they mould and educate the public about new products and services.

We recognize the rising influence of consumers on the market and believe that consumers and marketers should work together in a virtuous circle to reap the most benefits.

It's worth noting that the focus of attention has shifted to customers' requirements rather than anything else. Michelle Tilemickin, creator of the Direct Marketing Report, supports this point in her article "The Next Generation of Direct Marketing": Customers will have power in the future of direct marketing. If that's the case, competent direct marketers should take advantage of the opportunity to keep their clients pleased by asking them about their preferences for programmed, frequency, and channels."

Furthermore, the focus on customers' requirements and their growing influence and weight in marketing decisions is maintained in this report: "And, because the customer is in charge of the relationship, they will expect personalized and relevant marketing messages. They will be in charge of not just the programming, but also its frequency and distribution channels." "

It is necessary to write about the basic definitions and concepts of marketing, direct marketing, and service marketing before beginning to discuss telemarketing services.

Marketing and Branches of marketing:

A new social and economic structure arose as a result of the development of the market economy. The country's economy was changed by a new approach toward business, and that revolutionary factor was defined by the term "marketing." In 1935, the American Marketing Association issued the first formal definition of marketing, which stated, "(Marketing is) the performance of commercial operations that control the flow of goods and services from producers to consumers."

However, there are some meanings that are in conflict. Marketing has been characterized as the art of selling products, implying that marketers are in charge of influencing consumer preferences and needs.

Kotler, on the other hand, gives Peter Drucker's definition of marketing as follows: "The goal of marketing is to know and understand the consumer so well that the product or service suits him and sells itself." Marketing should, in theory, result in a customer who is ready to buy." This acknowledges that not all items and services are appropriate for the entire society, but it is vital for marketers to segment the market into consumer segments with distinct tastes and wants. Marketers will be able to better meet the needs of their customers in this manner.

Meanwhile, Kotler offers another definition of marketing proposed by the American Marketing Association: "is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services in order to create exchanges that satisfy individual and organizational goals." Marketers have a critical role to play in creating a win-win situation for both the company and the customers.

Role of marketer

Consumers have wants, needs, and expectations. Marketers' job is to discover those requirements, wants, and demands in order to provide value to both customers and the organization, resulting in a win-win situation. Marketers have a unique responsibility to comprehend clients' purchasing habits. They will need to learn the following facts about the purchase pattern in order to do so: "The value systems of consumers are their everyday activities and value-creating processes. Customers' requirements as a result of their value-creation processes and value systems."

"Buyers will buy from the firm that they perceive to deliver the most customer value," says Kotler. The gap between total customer value and total customer cost is known as customer delivered value. Total customer value refers to the set of benefits that customers expect from a product or service. The total customer cost is the sum of all costs incurred by customers in evaluating, obtaining, and using a product or service. There are various definitions for the importance of value, but the bulk of them emphasize the need of marketers understanding customers' requirements and wants and how to best serve them.

Role of marketers to be creative and innovative:

"New value is created when organizations develop/invent new ways of doing things employing new methods, new technologies, and/or new types of raw material," according to Porter, as stated by Lepak et al As a result, the key engine for producing new values for their customers is their organization. The fundamental focus of marketers is how customers will profit from the introduction of new products or services.

When it comes to releasing new products or services, marketers must consider the necessity of bringing originality and appropriateness.

Outcomes from consuming products or services:

Quality

When customers consume a product or service, they first assess the product's or service's quality before determining whether or not they are satisfied with the product or service.

Satisfaction

Customers will be satisfied or dissatisfied as a result of consuming items or services. "Customer satisfaction is based on a product's perceived success in delivering value relative to a buyer's expectations," say Kotler and Armstrong. The buyer feels unhappy if the product's performance falls short of their expectations. The buyer is satisfied if the performance meets his or her expectations. The buyer is ecstatic if the performance meets or exceeds expectations. Smart businesses strive to delight their customers by promising only what they can offer and then delivering even more."

Customer retention and loyalty

Marketers' goals include attracting new clients and keeping existing ones. "Attracting a new customer can cost five times as much as delighting an existing customer," according to Patricia Sellers, referenced in Kotler (Kotler, *Marketing Management: Analysis, Planning, Implementation, and Control*, "Client retention is thus more crucial than customer attraction," writes Kotler. Customer happiness is essential for customer retention. A satisfied customer is more likely to stay loyal for a longer period of time. Buys more as the firm launches new items and updates existing ones, pays less attention to competing brands and advertisements, and is less price sensitive, and contributes product/service suggestions to the company. Transactions are routinized; thus, it costs less to serve repeat customers.

"The economic benefits of great customer loyalty are enormous and, in many industries, explain the disparities in profitability across competitors," Reichheld says of the importance of client retention. Market share and revenues increase as a company constantly provides higher value and earns customer loyalty, while the cost of acquiring and serving customers decreases.

Customers perspective regarding services

"Customers don't buy things or services; they buy the benefits that goods and services give," according to Christian Grönroos. They purchase commodities, services, knowledge, personal attention, and other elements as part of their offers.

Such offers provide them with services, and it is this customer-perceived service that generates value for them. Customers are looking for solutions or packages that they can use to create value for themselves...customers are not looking for goods or services per se; they are looking for solutions that serve their own value-generating processes...when firms choose a strategic perspective, they should carefully analyze their customers' everyday activities and value-generating processes and know what their customers want. "With the rise of the services sector in most market countries, one of the most important duties of a marketing manager is to ensure that clients receive high-quality service. Most service-based businesses now use consumer perceptions of service quality and satisfaction as critical performance indicators. "The link

between the service provider and the final customer is represented by telemarketing as a service business. Telemarketing organizations must manage and maintain a relationship contract with their consumers in order to be successful.

Relationship management is a paradigm shift in management methods. Its significance has grown as a result of the requirement for customer service and quality to be integrated into marketing. "The emphasis in the contact between suppliers and customers is shifting from a transaction to a relationship focus. The goal of relationship marketing is to increase the lifetime value of attractive consumers and customer segments. Customer service, quality, and marketing are all intertwined. These elements are brought considerably closer together in a relationship marketing approach. Relationship marketing has increased marketers' focus on preserving customer relationships, as it is more vital to keep existing consumers than to recruit new ones.

Telemarketing, as part of the service industry, has shifted to relationship marketing in order to build long-term customer relationships and strengthen its position.

However, we are curious in the impact of this transition to relationship marketing in developing and developed countries when compared. If we assume that telemarketers approach these various countries in the same way, then why do clients respond to telemarketing services differently? Perhaps the issue isn't with the programmed itself, but with the lack of adequate infrastructure in developing countries.

By infrastructure, we don't just mean physical things like technology and equipment; we also mean psychological things like trust, reliability, and religion; demographical things like age, gender, education, and belonging to a certain income group; and legal things like laws and rules that protect customers from telemarketing scams and other legal problems. All of these factors have a significant impact on how clients perceive service businesses, such as telemarketing services from various countries. Customers in underdeveloped nations are generally more vulnerable, as the legal system frequently fails to protect their rights and privacy. As a result, customers are more distrustful of telemarketers' offers and are less ready to respond. Customers in developed countries, on the other hand, have a robust legal structure protecting their rights, which might make it illegal for telemarketers to operate. Customers are less likely to use the services of telemarketers as a result of this, but there is another issue. Because we live in such a busy world, telephone calls frequently divert consumers' attention away from their own tasks, resulting in resentment, annoyance, and the failure to complete a contract. Telemarketers face a difficult task in this regard: establishing a favorable relationship with their customers. Relationship marketing, for example, improves one of these approaches by creating a virtuous loop of advantages for all parties involved.

Direct marketing

The society in which we live is shaped and influenced by a number of factors. The explosion of TMT has produced favorable conditions for marketers to employ in order to maintain and gain loyalty from their clients. As a result of the proliferation of media, conditions have arisen for selling products and services directly to customers via print and broadcast media, catalogues, direct mail, and telephone marketing, as well as fax machines, e-mail, the Internet, and on-line services.

As a result, marketers are battling to become more competitive and effective than their competitors, as well as reach out to their clients more quickly.

Marketers must build a more efficient customer strategy. Mallin and Finkle support this notion, stating, "Today's marketing tendency is for enterprises to focus on a narrowly defined consumer category." Direct marketing is utilized to reach these customers one-on-one."

Direct marketing has the advantage of saving time because its distribution methods are speedier, easier to reach, and have a predetermined target set of clients. This will save marketers money by eliminating the need for them to spend time and money looking for clients, selecting them, and categorizing them into groups for future actions.

Direct marketing "constitutes a new and comprehensive model for doing business" since it involves direct distribution to clients without the use of intermediaries.

As a result, marketers must become more competitive and aware of the benefits of direct marketing, which include becoming more efficient, faster, being aware of customers' needs and being the first to respond to their demands, and, finally, forming a long-term partnership with customers through a relationship contract.

There are numerous types of direct marketing that allow marketers to reach out to clients directly without the need of intermediaries. These are the following:

Face to face selling is a type of direct marketing in which the primary goal is to reach out to a target market, persuade them to become customers, and therefore establish a long-term relationship. It usually entails face-to-face selling or door-to-door sample delivery. The goal is to determine and persuade customers to buy the product that they are promoting.

"Letters, advertising, samples, fold-outs, and other 'salesmen on wings' distributed to prospects on mailing lists" are examples of direct marketing.

Catalogues marketing: Marketers utilize catalogue marketing to grow and maintain sales while also providing information about their items. Catalogues exist in online sites, just as they did before the internet, but catalogues are becoming a passive manner of disseminating information in this way.

Magazines: When it comes to reaching out to clients, magazines have various advantages. First and foremost, it enables segmented markets to be reached using particular demand data. Second, magazines are a more convenient approach to reach clients, and many people trust magazines when they read them.

Third, readers' attention is drawn to it because of the color reproduction. One downside of advertising in magazines is that the content is distributed to a large number of people and cannot be tailored.

Newspaper: It represents a speedy and authoritative technique of reaching customers. Due to its sections, it can also pique the curiosity of their clients. Its downside is that the photo quality is low, which is similar to magazines aimed at a high-volume consumer market.

Telemarketing: as a type of direct marketing, is defined as "using the telephone to sell directly to consumers.

Television: A direct reply "The selling of items or services via television commercials and programmed with a responsive aspect, often the use of a freephone number that allows consumers to contact for further information or to place an order for the goods promoted" is

what television marketing comprises.

Telemarketing

"Telemarketing" is defined as "the planned and controlled use of the telephone for the purpose of sales and marketing."

It's also been described as "a new marketing discipline that makes use of telecommunications technology as part of a well-planned, coordinated, and managed marketing campaign that emphasizes personal selling through non-face-to-face contacts."

For these advantages, we examine a more contemporary definition of telemarketing, which has emerged over a lengthy period of time since telemarketing was first introduced in the previous century, and by which practically every beneficial aspect of telemarketing has been investigated. "Telemarketing is an interactive process between a firm and its customers that elicits a reaction using a variety of media and methods." It's the art and science of making the appropriate offer to the right people at the right time, as well as tracking and fulfilling their product or service requests. They introduced a sense of interdependence between the firm and its consumers to prior definitions, implying that not only the corporation, but also the customers, play an essential role in the telemarketing effort's eventual outcome. It's a new type of technology-driven business tool that has altered the present corporate landscape by allowing customers to be contacted and their requirements met at lower costs than before. "A systematic and ongoing programmed of connecting with clients and prospects by telephone and/or other person-to-person electronic media," according to telemarketing.

As more cost-effective telemarketing technology was developed and improved, the costs associated with personal selling rose dramatically. "A direct sales call, for example, can cost 30 times more than a telemarketing call.

Inbound and outbound telemarketing are the two basic types of telemarketing.

Inbound telemarketing is defined as when a customer contacts a company via phone to make a complaint, get information, or place an order, among other things. In this situation, the client takes the initiative to call the company and takes an active role in the conversation by managing it. To stimulate calls from consumers and prospects, inbound telemarketing relies on mass media advertising, direct mail, and other promotional strategies.

Outbound telemarketing, on the other hand, is when a corporation attempts to contact a consumer in order to offer a product, do market research, or other purposes. "The other key strategy is outbound telemarketing. This entails sending a direct postal appeal or making an outbound phone call to customers. Many successful direct marketers use a combination of the two methods of communication. Prior to a phone contact, send a direct mail item to boost the customer's receptivity to a follow-up call and to give a frame of reference for the conversation.

Telemarketing has evolved into a critical direct marketing tool that has resulted in billions of dollars in sales to clients. In a typical year, a typical family receives 19 telemarketing calls and makes 16 calls to companies to place orders. Unlike other forms of direct marketing, such as personal mail, the telephone allows for immediate two-way communication. It gives constant feedback on every contact made; this input may be recorded, quantified, and analyzed to assist understand the message's effectiveness, the level of interest it generates among its target

audience, and other aspects.

Telemarketing can be more effective if the right telemarketers are hired, then properly taught and rewarded for their efforts. It also necessitates "high-quality consumer data, clustering capabilities, and understandable outputs that provide strategy and testing action items." The pleasantness of the telemarketer's voice, his excitement, and the quality of his improvisation are all crucial aspects that could improve telemarketing efforts.

History of Telemarketing

Despite the fact that the telephone has been used to generate sales for over a century, AT&T coined the word telemarketing to describe long-distance phone-based sales activities in the early 1980s. The origins of the telemarketing sector may be traced back to the early twentieth century, when the financial services industry began using the telephone as a marketing tool. For a long time, stock brokers have used the telephone as a tool for their own activities. Telemarketing units, often known as inside sales operations, first appeared in wholesale distribution businesses throughout the 1930s and 1940s.

Magazine publishers used telemarketing in the 1940s and 1950s to recruit new subscribers and reactivate old ones. Reuben H. Donnelley began a phone-based sales effort to sell yellow-page advertising to small businesses in 1955, and it became a notable telemarketing success story. In 1957, "Dial America Marketing Inc" was founded as a pure telephone sales corporation. Then, in the 1960s, when Wide Area Telephone Services (WATS) lines were introduced, there was a surge in the usage of the telephone for business reasons. This discovery paved the door for more low-cost outbound dialing, allowing for the creation of big, cost-effective regional or national contact centres. In 1976, Dial America Inc expanded their telemarketing services.

They began working with organizations such as Bank of America, America Online, CompuServe, and General Electric.

The American Telemarketing Association (ATA) was founded in 1983 to address the growing need for this new type of marketing by many businesses. "Telemarketing spending surged from \$1 billion to \$60 billion between 1981 and 1991," according to the ATA. Telemarketing accounted for more than \$450 billion in yearly sales by the mid-1990s.

ATA now represents a total of 4,000 contact centres throughout the world, with over 1.8 million people working for them. These contact centres offer a variety of services and generate more than \$900 billion in annual revenue.

In the late 1970s, the first telemarketing agency was established in the United Kingdom. The number of agencies and corporations that spent money on in-house telephone marketing efforts skyrocketed in the decade after that. "The UK agency sector increased by 435 percent between 1985 and 1989, when it was valued at £75 million," according to study commissioned by the Color graphic Group and published in 1990. However, telemarketing has not grown at the same rate across Western Europe. For example, Germany was in first place with the most telemarketing agencies working there, followed by France in second place and the United Kingdom in third place. However, in terms of total revenue, Germany came in fourth place, after France, the United Kingdom, and Holland.

Company value through telemarketing:

Customers are faced with a plethora of options and alternatives, and they appear to have less time to devote to deciding whether or not to acquire a particular marketer's goods in a competitive market. It's a market situation in which not only local businesses are selling, but also multinational businesses have a similar reach. In these circumstances, "direct marketing, especially telemarketing, which allows simple access and communication with consumers, allowing corporations to reach clients whenever and wherever they want" is "one of the most valuable routes for marketers today."

There are a variety of reasons why corporations are avoiding this type of direct marketing more than others.

1. It is targeted: When a telemarketer calls a potential customer, he can be sure he's speaking with the proper person, thus this marketing message is always given to the right individual. When making a business-to-business call and not knowing the contact's name, the phone can be used to identify the name of the right decision-maker or other possibly valuable information about that specific organization.
2. It is personal: After face-to-face contact, the telephone is the most personal means of communication. Each telemarketing call is targeted so that the message it is intended to give is individualized for that specific contact by include information that is directly relevant to him and his needs. By establishing a two-way communication environment, it is possible to respond to queries, address objections, respond to buying signals or different levels of interest, and even take into account the contact's unique personality. Every interaction yields more information about the contact, which can aid in the high personalization of subsequent attempts with the individual.
3. It is immediate: Each call receives an immediate response in some form; it could be an unobtainable or inaccurate number, a person who wishes to be contacted later, or a
4. negative or positive response. Each of these responses can be utilized to determine what the next step should be in order to maximize each individual's value. The results of a telemarketing effort may be regularly monitored, assessed, and analyzed thanks to this fast response function, which could be valuable in further improving this effort. Customers and prospects are drawn to this quality of immediacy.
5. It is high quality: The tailored information obtained during a phone conversation allows the telemarketer to gain a deeper understanding of each contact for various objectives, such as determining whether or not they utilize the company's products and then assigning a possible value to the contact. The next step can be better organized by setting up an immediate appointment with someone who is ready to buy the product right now, noting that the person would like to be called back later, or taking into account their dissatisfaction with the distribution and reporting it to the appropriate department for action. Other forms of direct marketing, on the other hand, do not guarantee the same level of screening and grading.
6. It is interactive: The telemarketer can direct each discussion to aid the required

information collection or a specific response generation because telephone contact is a two-way interaction. Even if the response is negative, such as "we are already utilizing product from another source," each contact yields some helpful information. Except for face-to-face interaction, which is the most expensive method, there is no other medium that allows the marketer to extract and record personal unplanned responses like telemarketing. Individual replays can be noticed and added to the database for later use in planning and arranging other sales and marketing operations because the calls are so focused.

7. It is intrusive: The intrusiveness of telemarketing can be a key benefit aspect, as it is difficult to ignore a ringing phone, and once you do, the professional telemarketer on the other end will be ready to deal with any complaints from those who want to disconnect the call before listening to him. However, in some circumstances, the same intrusiveness might be a negative factor.
8. It is cost-effective: When all of the above benefits are added up, this specific marketing medium becomes a very cost-effective way of reaching out to customers.
9. It is flexible: Telemarketing can be used for a variety of goals, and each campaign can be modified and enhanced over time to achieve the best results. Calls can be set to provide maximum response rates and to fit each contact, and rapid feedback from calls can be used to modify the approach, etc. The telemarketing message can be targeted to a specific person, ignoring geographical constraints; calls can be set to provide maximum response rates and to fit each contact; and so on.

"You can save a lot of money if you know how to use the telephone effectively." Rather than rushing around town to make a few calls, you may sit in the office and make a lot of calls throughout your nine-to-five workdays. You can save a lot of money if you can use it as a marketing tool, as many successful individuals do. And by calling long distance, you can save

a lot of money compared to sending personnel around... You miss out on something if you can't show the client the product."

Female customers' expectations from telemarketing services

Customers seek the following benefits in a connection with a service provider:

- Confidence - lowers worry, trust in the service provider, and the sensation that the service provider is trustworthy. The goal of companies that use a relationship marketing strategy is to make customers feel confident in their purchase decisions.
- Social benefits include staff recognition, consumer familiarity with employees, and the formation of friendships with employees.
- Special treatment — extra services, discounted prices, and priority over other client

While we examine the relationship between customers and telemarketers, we see that customers require confidence, trust, and security when conducting business over the phone.

Telemarketers can boost their confidence by using relationship marketing to communicate with customers. In terms of social benefits, it is critical that telemarketers build one-on-one storytelling so that clients become familiar with the employees. In telemarketing, special treatment is associated with a modification in the message of client advice regarding a solution to their requirements. A personalized approach to clients is always helpful to both the customer and the service provider's quality requirements.

Customers' expectations of telemarketing calls are divided into the following dimensions:

- **Adaptability-** Customers expect telemarketers to deliver a customized solution based on their needs, and that their behavior will be altered in accordance with their profile.
- **Assurance-** reflects a customer's expectation that their personal information will not be disposed of or disclosed without their permission. Customers are in command of their own judgments in this way. Customers also want the company to explain how their personal information is used in a transparent and honest manner.
- **Empathy-**represents the assumption that clients will speak with a human person rather than a robot, and that their problems will be taken seriously by telemarketers. This psychological element of humans must be taken into consideration by telemarketers in order to avoid the phrase "cold calls."
- **Authority—**represents the expectation that the telemarketer is an experienced individual with the ability and skills required to meet the needs of clients.

Because contact personnel are typically a customer's initial point of contact with the firm, they are responsible for selling the firm's services, delivering on the firm's promises, and establishing an image. Telephone interaction limits the evaluation of service delivery to the

point where customers must rely their judgments solely on the interpersonal characteristics of the contact staff. Furthermore, telemarketers must maintain a database of existing and future clients in order for the search for new consumers to have no negative impact on the quality of existing services.

Importance of customers database

In order to be successful at outbound telemarketing, telemarketers must first build a customer database. Customers' data is stored in a database, which contains geographic, demographic, psychographic, and purchasing habit information. The database can be used to identify good future customers, personalize products and services to specific consumer needs, and establish long-term client connections.

A database includes:

- Prefix, Name and address of the customers
- Original purchase
- Purchase history
- Credit risk history
- Customer services history
- For customers: lifestyle information

Direct marketers will be able to save time, money, and effort by retaining specific information about clients. Direct marketers can use databases to create specialized messages that are meant to be delivered to various groups of people. There will be less financial burn, dissatisfaction from a big number of rejecters, and an increase in the effective flow of business life if they design targeted messages that are tailored to consumers' needs.

Conduct a successful telemarketing campaign

Companies that use telemarketers for their services must first and foremost rely on their sales staff. A competent salesperson is usually active, enthusiastic, objective, self-assured, and dedicated to their job. The organization must recruit and select salespeople using tests that can reveal a potential employee's sales ability, personality, and analytical skills. Companies must also train salespeople in accordance with their market objectives and provide rewards for their performance.

Following the training time, it is critical that the salespeople be directed and monitored in their activities. There are various tips on how to have a productive interaction with your consumers.

"Telemarketers should speak in a friendly tone and exude excitement. For many items, women are more effective than males. Telemarketers should begin by practicing with a script and then progress to more improvisation. The first few words are crucial: they should be succinct and include a strong question to pique the listener's curiosity. If the prospect appears to be a bad one, the telemarketer must know how to end the call."

Impact of COVID-19 pandemic on the Telemarketing:

As a result of the pandemic's lockdown, call centres either shut down temporarily or operated at a reduced capacity. These businesses are fighting to stay viable due to a drop in demand and supply restrictions caused by the lockout.

Despite the fact that these businesses are slowly returning to normalcy, call centre executives estimate that it will take another quarter for business to pick up.

Experts and human resource executives estimate that India's call centre industry is worth \$1 billion and employs over 1 lakh people. Inbound and outbound calls, such as customer service, telemarketing, and cold calling, are handled by these call centres.

Consumer behavior has been significantly disrupted as a result of the lockdown and social separation used to battle the covid-19 virus. All consumption is constrained by time and location. Consumers have learned to adapt in new and novel ways due to time flexibility but location rigidity. People now work, study, and relax at home, blurring the lines between work and personal life. Because the customer is unable to visit the store, the store must travel to the customer.

Consumers who have been placed under house arrest for an extended period of time are more prone to accept newer technologies that make work, learning, and consuming more convenient. Adopting digital technology is likely to cause established habits to change.

Hypotheses of the Study

1. H0: There is no significant variation in telemarketing satisfaction levels among female consumers by occupation.

H1: There is a considerable variation in telemarketing satisfaction among female consumers by occupation.

2. H0: There is no significant variation in telemarketing satisfaction among female consumers of various ages.

H1: There is a considerable disparity in satisfaction with telemarketing among female clients of various ages.

3. H0: There is no link between telemarketing awareness and the age and education of female consumers.

H1: There is a link between telemarketing awareness and female consumers' age and education.

RESEARCH METHODOLOGY

Objective of Research

The goal of the study was to know about telemarketing awareness of female consumers. Understand the satisfaction level of telemarketing among female consumers based on the following various age groups, educational levels, and occupations.

Primary research

Primary research is defined as an approach that allows researchers to collect data directly rather than relying on data from previous studies. They technically "own" the data. Primary research is conducted primarily to address a specific problem that necessitates in-depth analysis.

Secondary research

Secondary research entails a thorough investigation of secondary sources of information available in both the public domain and paid sources. Each research study is based on more than 500 hours of secondary research, supplemented by primary research. The information collected from secondary sources is validated by cross referencing it with other data sources. Secondary data sources are commonly used for:

Data can be accumulated each from Primary sources and secondary sources. These will include: -

- Websites and books concerning theoretical heritage of telemarketing concept.
- Company Websites visit, Face-to-Face conversations with respective officials and staffs as a way to pick out the procedures, policies, operations, education applications of telemarketing activities.
- Practical Work revel in with the group to pick out the overall performance and effectiveness.
- In intensity evaluation the usage of studies and statistical equipment to evaluate with the same old operations.
- Conducting Survey to discover the purchaser responsiveness concerning telemarketing activities

Methods of analysis

Based on the feedback from the group meetings on Consumer Perception towards Telemarketing:Special Reference to Female Consumers with my supervisor during my 6

months internship this project has undertaken one-to-one interviews to gather existing user requirements in terms of technology. In the process it adopted literature review, reviewing application websites, and application testing. It also invited a participant to review the current existing Consumer Perception towards Telemarketing: Special Reference to Female Consumers platform available in the market.

Method of sampling and sample size:

This is descriptive research. The sample was chosen using the convenience sampling approach. A total of 100 people were chosen from various age groups, educational levels, and occupations.

Data Collection Methods:

A systematic close ended questionnaire is used to acquire primary data. For the convenience of the reader, a questionnaire with all of the questions asked in one-on-one interviews with volunteers is attached, respondents were asked to rate 12 statements relevant to their satisfaction.

- Your profession?
- Your age?
- Do you feel that buying through online is better than purchases at physical stores?
- What is your educational background?
- Which medium used for telemarketing?
- Did you think our team responded to your inquiry quickly?
- How likely are you to buy from us again?
- Do you have any other suggestions or feedback for us?
- Would you be willing to take this survey again in the future?
- What would you say the buying experience was like for you?
- Customer satisfaction (CSAT): how happy are you with our products and services?
- How would you rank your Telemarketing experience?

Data analysis and Finding

The respondents' profile, as shown in the table no. 1 below, provides a complete description of the respondents in terms of 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]			

According to the above table, 46% of respondents are between the ages of 18 and 30, 24% are between the ages of 31 and 40, 20% are between the ages of 41 and 50, and 10% are over 50. 10% of female respondents had only completed primary school, 18% had completed SSC, 30% had completed a graduate degree, and 22% had completed a postgraduate degree. In addition, the above table shows that 40% of women are housewives, 32% are students, 20% work, and just 8% operate a 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]		

The awareness of telemarketing is seen in the table no. 2 above. Out of 100 respondents, 79 percent are aware of telemarketing, while the remaining 21% are unaware.

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 indicates how they learned about telemarketing through various mediums. Television, the internet, and cell phones are the three. As a result, 15 percent of respondents said that telemarketing is done through television. The telemarketing process is done using the internet, according to 30% of respondents. (55%) of respondents are aware that the telemarketing process is carried out via mobile.

Reliability Test:

Cronbach's alpha coefficients (1981) were calculated and provided in the following table no. 4 to assess the instruments' reliability.

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

Cronbach's coefficient is a measure of internal consistency. It's a method of estimating the reliability of a psychometric test for a group of people. Table 4 shows that Cronbach's alpha value for 12 statements is 0.723, indicating that all 12 statements were highly reliable. As a result, the measurements used in this study can be determined to be valid and reliable.

Hypotheses Testing:

A one-way analysis of variance for a quantitative dependent variable by a single factor (independent) variable is produced by the One-Way ANOVA process. The premise that numerous means are equal is tested using analysis of variance. To determine whether there is a significant relationship between overall happiness with online shopping and demographic characteristics of respondents such as gender, age, occupation, and education. The following hypotheses are tested using the one-way ANOVA test in SPSS software:

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						

The p-values for gender and age are both more than 0.05, as can be seen in the table no. 5 above. So, in this case, the null hypothesis is not rejected, and it can be inferred that demographic variables such as age have no significant difference in telemarketing satisfaction levels, whereas in the case of education, the p-value is less than 0.05, so the null hypothesis is rejected, and it can be inferred that there is a significant difference in telemarketing satisfaction levels among female occupation.

Chi Square test:

The Chi-square test is a statistical test that is often used to determine independence and fit quality. Testing independence reveals if two or more observations from two different populations are dependent on one another, i.e., whether one variable aids in the estimation of the other. The results of the Chi-square test of demographic factors are displayed in the table no. 6 below:

	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

All of the demographic variables had p-values greater than 0.01 and 0.05, as seen in the table no.6 above. As a result, the null hypothesis is not rejected, and it can be concluded that all demographic variables (occupation and age) have no relationship with telemarketing awareness. In the case of female education, however, the p-value (0.001) is smaller than 0.01 and 0.05. As a result, the null hypothesis is rejected, and it can be concluded that women's education and awareness of telemarketing are linked.

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. Therefore, this telemarketing company needs to target more educated women to its products.

Limitation:

The sample for this research was based on the respondents of a specific geographical area. As it was not possible to cover the entire population of India because of deficiency of time and money resources, the study was confined to respondents from only local area of people. One hundred respondents were chosen for this research. The small sample of the study and restriction of the survey poses a major limitation to the extent that this sample can be projected to the entire state, country or foreign countries. There is no denying the fact that because of socioeconomic and cultural differences there is a variation in perceptions of people. Thus, the study could be extended to other parts of the country, so that the findings may be more useful. Subsequent researches are needed to assess the generalizability of these findings to Indian customers at large. The everchanging nature of marketing environment advocates a constant need for updating knowledge regarding customer attitude.

Therefore, a longitudinal study at some point in future examining whether the attitudes found in this study remain constant over time would be useful. This study focused on general situations and purchase of general products or services in response to telemarketing offers. Thus, although the results of this study provide insight into the general willingness and attitudes of female customers towards telemarketing, such willingness and attitudes will vary as a function of product and situational characteristics.

Therefore, the study can be carried out taking into account the specificity of a particular product and situation. Despite these limitations, Results show the value of a comprehensive approach to investigating the attitudes of Indian customers towards telemarketing and related issues. With the rapid changes in the technological environment and the rapid growth of the Internet and e-commerce, further research will focus not only on the general marketing environment, but also on the electronic computer-based marketing. It is essential to guess. environment. Given the importance of privacy concerns in influencing customer's attitude towards such marketing practices, a survey of information related to privacy issues and telemarketing and other direct methods It is still mainly in the early stages. Proliferation and database advances, Internet and information processing technologies increase, rather than reduce, customer concerns about privacy and the use of personal information. While provides appropriate and effective benefits to successfully address and mitigate customer privacy concerns, policymakers, legislators, and marketers expect what female customers expect. You need to understand exactly what you want. Therefore, an extensive study of is required to successfully influence information policy and the practice of, and more studies need to be done in this area.

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unique	Telemarketing or Teleshopping Network is an advertising or advertising network, an
unique	The goal of the network is to allow customers to see the product first and then eas....
unique	The main goal of telemarketing is to educate and guide potential consumers by demon....
unique	Teleshopping networks are an economical and primary means of providing alternative
unique	The main reasons manufacturers have introduced teleshopping networks are low market....
unique	Telemarketing has not been an exclusive marketing option for a long time, it only r....
unique	When product awareness reaches the threshold, manufacturers can switch to mainstrea....
unique	In today's highly competitive market situation with a wide range of replaceme....
unique	new manufacturers enter the market and compete with new products to raise awareness....
unique	required.
unique	Telemarketing establishes a business relationship between the network and the manuf....
unique	The teleshopping network is joining the world of marketing with the sole purpose of....

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

HARSH SAHU , HARSH GUPTA

Dr. Monika Makhija

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BACHELORS OF BUSINESS ADMINISTRATION



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.

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.

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.

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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