



## Exploring the Consumer's Opinion and Buying Experience From Teleshopping Channels

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### Abstract

With the up-gradation of Information and Communication Technology (ICT), there is bombarding of new products in the market. With the saturation of most of the products and markets, companies are looking for the new avenues to sell their products. Now that digital mode, having been very popular, no company affords but to use this mode of communicating and reaching to customers. Teleshopping means buying goods and services on telephone. It does not involve correspondence and personal visits. The seller prepares a short advertising film which is shown on television screen. It gives a full demonstration of the working of the product along with a list of contact phone numbers in every city. Respondents who feel convinced of the utility of the demonstrated product contact the seller on telephone and place orders; goods are delivered to buyers through courier or value payable by post (V.P.P.). With the growing popularity of these DRTVs, a study was conducted to know the popularity of these teleshopping channels and exploring the consumer's buying habits and opinions about teleshopping. With the convenience sample of 170 tele-shoppers from the city of Ahmedabad, a survey was conducted with the structured questionnaire offered to people for their responses. The study revealed that Homeshop 18, Naaptol and Shop C J Alive are popular TV channels for teleshopping. People Prefer Cash on delivery mode and buy products through this medium for getting benefits of discounts or reduced prices. Mostly women use these channels to buy small electronic products, home and room accessories, bed linens and the kitchen appliances are some popular products bought through these channels. Most of the people are satisfied with the products and services purchased through these shopping channels.

**Key words: Buying Experience, Consumer's Opinion, Direct Response TV, Teleshopping, Television Medium.**

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### Introduction

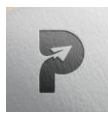
With the up-gradation of Information and Communication Technology (ICT), there is bombarding of new products in the market. With the saturation of most of the products and markets, companies are looking for the new avenues to sell their products. Now that digital mode, having been very popular, no company affords but to use this mode of communicating and reaching to customers. Tele Marketing is bit old now but teleshopping has emerged as a new medium to reach to the customers at their homes at their convenience and at their preferable timings.

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Teleshopping means buying goods and services on telephone. It does not involve correspondence and personal visits. The seller prepares a short advertising film which is shown on television screen. Most often used as a form of direct response television (DRTV), long-form infomercials are typically 28:30 or 58:30 minutes in length. Infomercials are also known as **Paid programming** (or **Teleshopping** in Europe). It gives a full demonstration of the working of the product along with a list of contact phone numbers in every city. Respondents who feel convinced of the utility of the demonstrated product contact the seller on telephone and place orders; goods are delivered to buyers through courier or value payable by post (V.P.P.) at their doorsteps.

With the growing popularity of these DRTVs, a study was conducted to know the popularity of these teleshopping channels and exploring the consumer's buying habits, their opinions and experiences about teleshopping.

### Literature Review

**F Koppelman, I Salomon, K Prousaloglou (1991)** studied the alternative shopping modes and tried to find out the preferred choice mode of shopping with the help of qualitative and quantitative methods. The findings of the study indicated that socioeconomic characteristics, within the upper-middle-class sample surveyed, do not affect shopping mode choice, whereas ratings of shopping attributes and attitudes towards shopping activities are major factors in explaining shopping choice. **Mary Ann Eastlick (1996)** examined consumer attitudes toward adopting a new electronic shopping technology-interactive television. With 3,000 U.S. households that subscribe to cable television, characteristics, attitudes, product and service use patterns that contributed to a consumer's intention to engage in interactive teleshopping were analyzed along with the consumers' opinions about interactive teleshopping relative to other shopping methods. Results of the study showed that consumers' opinions of the innovation attributes of interactive teleshopping (its relative advantage, ease of use, trialability, and observability), as well as their priority acquisition patterns-such as attitude toward catalog shopping, convenience shopping orientation, and frequency of use of television shopping programs-contributed toward predicting their attitudes toward interactive teleshopping. Further, it was found that the demographic and socioeconomic characteristics of the adoption intention groups showed that non-adopters were older, less educated, earned lower incomes, and were more likely to work in blue-collar occupational categories than the other groups; the innovator, early adopter, and follower groups were similar in most characteristics. **Kim, M. and Lennon, S. J. (2000)**, examined the amount and types of information available in television-shopping segments selling apparel in a two-part study. In Phase one, a content analysis of 60 segments selling apparel was conducted. In Phase two, using an experimental format, a convenience sample of 128 middle-aged women ( $M = 46$  years) viewed a 6-minute television-shopping segment selling apparel and assessed perceived risk, perceived amount of information available in the segment, and purchase intentions, and answered some open-ended questions about their information-searching activities. Results of Phases one and two study revealed that when making apparel purchases, participants needed product and customer service information; however, in some segments, that information was never available or was

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available in less than half the segments coded. Results also revealed that the amount of information perceived from a television-shopping segment selling apparel was negatively related to perceived risk and positively related to purchase intent. **Lee, S. H., Lennon, S. J. and Rudd, N. A. (2000)** with a national random sample of 334 women examined the extent to which compulsive buying and binge eating were related in a nonclinical population of known television shoppers. Multiple regression analyses revealed that binge-eating and compulsive-buying scores were positively related, and both compulsive-buying and binge-eating scores were positively related to television shopping channel exposure. **Ruiz Mafé, Carla and Sanz Blas, Silvia (2007)** in their paper tried to analyze the factors which influence the teleshopping decision. With the sample of 408 Spanish non-teleshopper viewers; findings of the research suggested that future purchase intention can be predicted in relation to exposure to the television medium, viewers opinion of the teleshopping system, perceived product risk and wastage of time. **Rafael Currás-Pérez, Carla Ruiz-Mafé, Silvia Sanz-Blas (2011)** with the purpose to analyze the role of interactivity with television (TV) personalities and audience members as mediating variables between teleshopping genre dependency and teleshopping behavior, and to identify the moderating effects of viewers' instrumentalist behavior on teleshopping collected data using a sample of 432 Spanish teleshoppers revealed that genre dependency has an indirect influence on teleshopping exposure, which in turn has a direct and positive effect on teleshopping behavior. The individual-media relationships proposed are, in all cases, greater for high instrumentalist viewers. **Pankaj Yadav (2015)** identified the key factors that influence customer's intention regarding tele-shopping in Himachal Pradesh. Data was collected from a sample of 160 respondents through a structured questionnaire on 5 -point likert scale. The findings of the study depicted four factors i.e., Convenience factor, Reliability factor, Risk factor and Economic factor which influence tele-shopping behaviour of customers. **Dr. G. Rengarajan (2016)** with the objectives to know the attitudes of consumers regarding teleshopping, create awareness of the teleshopping, evaluate the problems faced by the respondents in teleshopping and find out the remedial measures and offer suggestions to make the teleshopping easily accessible to all the consumers conducted a research with 100 telemarketing customers of Tirupur district. The findings of the study suggested that majority of the respondents do not have the experience of purchasing through teleshopping. Those who purchase spend Rs. 3000-5000 on teleshopping through TV. Most of the people prefer to buy household items through teleshopping. Further There is an association between education of the respondents and the source of knowledge about the teleshopping but there is no association between education of the respondents and the volume of purchase through teleshopping, education of the respondents and the opinion of expecting sample before buying, education of the respondents and their opinion about delivery time, education of the respondents and their satisfaction about delivery time and education of the respondents and their satisfaction about delivery time.

### Research Methodology

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Research Methodology is the blue print of research conducted. It shows how the research is conducted along with the objectives, sampling design, data collection, research instrument and data analysis techniques.

### **Research Objectives**

Very few studies have been conducted on Teleshopping Channels in India. It seems that the concept of “Teleshopping” is not very popular in India therefore a curiosity arose to study on this ‘shopping concept’ with the following objectives:

- ❖ To know the customer preference towards the Teleshopping channels
- ❖ To know the buying behavior of tele-shoppers
- ❖ To measure the overall experience of the Customers with Teleshopping channels

### **Research Design**

A single cross-sectional; descriptive study was conducted to meet the above objectives of the study. Survey was undertaken to record the responses of the participants in the city of Ahmedabad.

### **Sampling Design and Data Collection**

This study is based on the responses of 170 tele-shoppers of above 15 years of age from the city of Ahmedabad. Convenience sample technique was used to draw a sample from the population. Initially 250 people were contacted on convenience base but only 170 responses were fully acceptable giving response rate of 68%. A self-administered questionnaire was the primary survey instrument for data collection and was selected because it addresses the issue of reliability of information by reducing and eliminating differences in the way that the questions are asked. Taking this into consideration, close ended questions were mainly included in the questionnaire.

### **Statistical Tools & Techniques**

To meet the objectives, simple techniques like frequency counts and percentages were used for data analysis. Descriptive and Inferential Measures were used to analyse the data and meet the objectives of the study.

### **Analysis and Discussions**

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First of all, the questionnaires were coded and data was checked for inconsistencies. After cleaning the data, tables were prepared and descriptive studies were conducted. Frequencies and percentages were derived.

The demographic profile of the respondents is as follows:

**Table -1: Gender v/s Income**

		Income				Total
		Rs. 10,000 to Rs. 25,000	Rs. 26,000 to Rs. 50,000	Rs. 51,000 to Rs. 75,000	Above Rs. 75,000	
Gender	Male	52	25	7	6	90
	Female	48	25	5	2	80
Total		100	50	12	8	170

**Table -2: Gender v/s Age v/s Education**

Education			Age				Total
			15 To 25 Years	26 To 35 Years	36 To 45 Years	Above 45 Years	
12th Std	Gender	Male	10	3	3	1	17
		Female	4	4	3	0	11
	Total		14	7	6	1	28
Graduate	Gender	Male	26	8	4	8	46
		Female	20	16	18	1	55
	Total		46	24	22	9	101
Postgraduate	Gender	Male	1	9	5	1	16
		Female	4	5	2	1	12
	Total		5	14	7	2	28
Profession	Gender	Male	1	3	5	2	11
		Female	0	1	1	0	2
	Total		1	4	6	2	13
Total	Gender	Male	38	23	17	12	90
		Female	28	26	24	2	80
	Total		66	49	41	14	170

Chi-square test was run on cross tabulation to analyse the impact of demographic variables on the overall satisfaction of tele-shoppers.

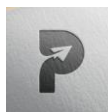
### Hypothesis Testing

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**Hypothesis 1:**

**H0:** Overall Satisfaction with the teleshopping channels is independent of Gender.

**H1:** Overall Satisfaction with the teleshopping channels is dependent of Gender.

**Table -3: Gender v/s Overall Satisfaction with the teleshopping channels**

		Satisfaction		Total
		Dissatisfied	Satisfied	
Gender	Male	5	85	90
	Female	10	70	80
Total		15	155	170

In order to test the above hypothesis chi-square statistics was calculated as:

$$\chi^2 = \sum_{i=1}^n \sum_{j=1}^n \frac{(O_{ij} - E_{ij})^2}{E_{ij}}$$

Where  $E_{ij} = \frac{R_i \times C_j}{G}$

Where

Where  $O_{ij}$  = observed frequency in the i-j<sup>th</sup> cell

$E_{ij}$  = expected frequency of the i-j<sup>th</sup> cell

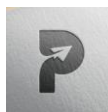
$R_i$  = Row Total of i<sup>th</sup> Row

$C_j$  = Column Total of the j<sup>th</sup> Column

G= Grand Total

The calculated value of chi-square statistic for Hypothesis 1 was found to be 0.111 which is less than the corresponding chi-square table value of 3.84 at (2-1)\*(2-1) = 1 degrees of freedom and 5% level of significance. Hence the null hypothesis is accepted thereby concluding that Overall Satisfaction with the teleshopping channels is independent of Gender.

**Hypothesis 2:**



**Ho:** Overall Satisfaction with the teleshopping channels is independent of Age.

**H1:** Overall Satisfaction with the teleshopping channels is dependent of Age.

**Table -4: Age v/s Overall Satisfaction with the teleshopping channels**

		Satisfaction		Total
		Dissatisfied	Satisfied	
<b>Age</b>	<b>15 To 25 Years</b>	9	57	<b>66</b>
	<b>26 To 35 Years</b>	4	45	<b>49</b>
	<b>36 To 45 Years</b>	2	39	<b>41</b>
	<b>Above 45 Years</b>	0	14	<b>14</b>
<b>Total</b>		<b>15</b>	<b>155</b>	<b>170</b>

The calculated value of chi-square statistic for Hypothesis 2 was found to be 0.253 which is less than the corresponding chi-square table value of 7.81 at  $(2-1)*(4-1) = 3$  degrees of freedom and 5% level of significance. Hence the null hypothesis is accepted thereby concluding that Overall Satisfaction with the teleshopping channels is independent of Age.

**Hypothesis 3:**

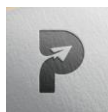
**Ho:** Overall Satisfaction with the teleshopping channels is independent of Income.

**H1:** Overall Satisfaction with the teleshopping channels is dependent of Income.

**Table -5: Income v/s Overall Satisfaction with the teleshopping channels**

		Satisfaction		Total
		Dissatisfied	Satisfied	
<b>Incom e</b>	<b>Rs. 10,000 to Rs. 25,000</b>	11	89	<b>100</b>
	<b>Rs. 26,000 to Rs. 50,000</b>	3	47	<b>50</b>
	<b>Rs. 51,000 to Rs. 75,000</b>	1	11	<b>12</b>
	<b>Above Rs. 75,000</b>	0	8	<b>8</b>
<b>Total</b>		<b>15</b>	<b>155</b>	<b>170</b>

The calculated value of chi-square statistic for Hypothesis 3 was found to be 0.602 which is less than the corresponding chi-square table value of 7.81 at  $(2-1)*(4-1) = 3$  degrees of freedom and 5% level of significance. Hence the null hypothesis is accepted thereby concluding that Overall Satisfaction with the teleshopping channels is independent of Income.



#### Hypothesis 4:

**Ho:** Overall Satisfaction with the teleshopping channels is independent of Education.

**H1:** Overall Satisfaction with the teleshopping channels is dependent of Education.

**Table -6: Education v/s Overall Satisfaction with the teleshopping channels**

		Satisfaction		Total
		Dissatisfied	Satisfied	
Education	HSC	4	24	28
	Graduate	6	95	101
	Postgraduate	4	24	28
	Professional Course	1	12	13
Total		15	155	170

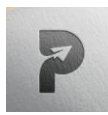
The calculated value of chi-square statistic for Hypothesis 4 was found to be 0.370 which is less than the corresponding chi-square table value of 7.81 at  $(2-1)*(4-1) = 3$  degrees of freedom at 5% level of significance. Hence the null hypothesis is accepted thereby concluding that Overall Satisfaction with the teleshopping channels is independent of Education.

#### Findings of the Study

The study revealed the following major findings:

- The respondents have the good knowledge about HOME SHOP18, NAAPTOL, SHOP CJ ALIVE and Other Teleshopping channels. , HOME SHOP18 and NAAPTOL are more popular channels. Majority of the respondents had bought the products from these channels for 1-2 times.
- It was found that the reason behind less popularity of these Teleshopping Channels is the less time for watching these channels.
- Most preferred time to watch such channels is at night.
- Most of the people came to know about teleshopping channels through advertising, family members and relatives.
- The Teleshopping channels are more useful to buy the products of small electronics items, clothes, room accessories, bed linens and the kitchen appliances.
- The respondents purchase product/s because of the discounts/ offers, reasonable price and innovative products.
- The products are delivered by courier and company person in maximum 14 days but people feel that delivery by unknown people is unsafe.





- In India the concept of using net-banking, credit/ debit card, is not that much reliable so people prefer cash on delivery payment option the most.
- The Teleshopping channels provide good products in good condition and in case of return back the product, the product return policy is easy and they refund the money for cancelled orders.
- The number of women, who do the Teleshopping increases day by day and people are satisfied with the product/s purchased from the Teleshopping channels.
- It is revealed that overall people like shopping through these channels because of convenience, 24\*7 availability, flexibility, easy ordering process, value for money, safe & secure payment option of cash on delivery and delivery at door step. The touch and feel of the product not available through this medium of shopping has the maximum effect on the overall satisfaction of the tele shoppers.

### Implications of the Study

The study is useful to the marketers who offer their products and services through these channels, the channel owners; who can study the buyer behaviour and accordingly formulate the strategies for their business; Academicians who can study further with more sample size and more representation.

### Conclusion

Teleshopping is not very popular in India compared to the Western Countries. The study tried to find out the popular tele shopping channels, consumer's behavior regarding their purchases through these channels, their frequency and timings of purchase and the medium through which they come to know about these tele shopping channels. Buyers prefer HOME SHOP18, NAAPTOL, SHOP CJ ALIVE the most. They prefer to buy small electronic items, clothes, room accessories, bed linens and the kitchen appliances through these channels. Buyers are satisfied with most of the tele shopping attributes like: with the 24\*7 services of these channels, 14 days credit facility, cash on delivery option, return and refund policy along with the products purchased through these channels. The study is conducted only in Ahmedabad with a very small sample size. A much larger study can be conducted with more representation geographically and other aspects of teleshopping can be studied.

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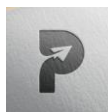
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