



A Study on Customer Perception toward Electrical Vehicle

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ABSTRACT

The mobile telephony has brought a revolution of its kind in the field of communication. Telemarketing has emerged as a powerful tool of direct marketing due to rapid growth of mobile telephony. It carries all the benefits of direct marketing but at a much lower cost. India too is witnessing the upsurge in telemarketing with rising number of mobile users. The Indian Mobile subscriber base has increased from approximately 5 million in 2001 to 7 Million in 2010 (Telecom Regulatory Authority of India). The rural teledensity increased from 9.46% at the end of March 2008 to 15.11% at the end of March 2009 and the urban teledensity increased from 66.39% to 88.84% during the same period. In this backdrop it becomes interesting to find out the products and services that are frequently marketed and the products and services that are readily accepted by customers through this medium of marketing. This paper is an attempt to know the perception and attitude of the customers towards telemarketing; benefits derived by the company in the perception of customers and an overall assessment of this marketing tool. Telemarketing has been selected for this paper to understand the role of various social-psychological issues attached to this medium especially in Indian context. The paper describes the state of mobile telephony in India followed by a survey conducted through personal contacts using structured questionnaire. The findings of the survey have given mixed response leading to the conclusion that marketers have to work harder to make this tool more effective.

1. INTRODUCTION

Telemarketing is an interactive process between a company and its customers that uses a comprehensive system of media and methods to elicit a response. It is the art and science of getting the right offer, to the right people, at the right time, and recording and fulfilling their request for products or services. Telemarketing is used in a variety of industries, including Telecommunications, Banking/Financial Services, Insurance, Mail Order/Catalogues, Travel and Tourism, Charity/Non-Profits and Publishing. Telemarketing is a more dominant method of direct marketing being used by companies to reach out to customers in which contact between customers and salespersons is established via the medium of telephone. There are two main types of telemarketing – inbound and outbound. Inbound telemarketing is when the customer gets in contact with the company through telephone for the purpose of making complaints, obtaining information, placing orders and so on. In contrast, outbound telemarketing is when the company initiates contact with the customer to sell a product, to conduct market research and so on. The telephone as a medium is ideal for building and maintaining close relationships with customers. Technological advances in this area provide an opportunity for more personalized, even distinctively new, forms of customer relationships. Yet, in-depth analyses of telephone interaction from a customer's perspective manner are exceptionally rare. In fact, it is hard to find empirical analyses of telephone interaction from a customer's perspective even in terms of basic marketing concepts such as perceived value, quality and satisfaction. There have been virtually no attempts to investigate how consumers define and evaluate telephone interaction in terms of these concepts and their corresponding dimensions. Telephone interaction with customers managed through call centers is still much too internally focused and cost/production-oriented, and hence does not respond to growing privacy concerns and cynicism towards direct marketing practices and declining cooperation of respondents in telephone surveys.

1.2 Objective of the study

1. To Find the customer perceiveness towards telemarketing.
2. To Analysis the attitudes on purchase intention in response to telemarketing offer.

1.3 Need for the study

- Telemarketing has been a widely used marketing strategy, but its effectiveness and ethical implications have been a subject of ongoing debate.
- Understanding customer attitudes towards telemarketing is crucial for businesses.
- To assess the impact of this strategy on their target audience.
- This negative perception can lead to customer dissatisfaction and a decline in brand reputation.

1.4 Scope of the study

- The study can measure customer satisfaction levels with telemarketing interactions, including factors such as the quality of communication, relevance of offers, and overall experience.
- This will help businesses identify areas for improvement and enhance customer satisfaction.

1.5 Limitations of the study

- There is a lack of face to face interactions with respondents.
- This research was conducted from the consumer perspective, which limits the application of the findings.
- This study is conducted within a limited time.

2. REVIEW OF LITERATURE-

Ali Khatibi, V. Thyagarajan and Mohd Ismail Ahmad (2002) In this research the problem statement is “Consumer perception on service quality of telemarketing in Malaysia” the objectives of the study is to investigate the relationship between the perceived and expected service quality among Malaysian consumers and to determine the relationship between the consumer socio-demographic factors and their perceived service quality. For the data collection set structured questionnaire was executed and sample size is 100 respondents. And the conclusion of the research is telemarketing provides proper guidelines to the service providers to improve their service offering to the consumers

Muhammad Rizwan, Raashid Javed, Mudrasa Amjad, Abdul latif and Zohaib Khan (2010). This study title is “Study of determinants that influence the acceptance of mobile advertisement” in this study researcher was studied about the influence of mobile advertisement. The main objective of the study is connection of different variables in the acceptance of mobile advertisement and collect information of various attributes of respondent that can help to check the variations in dissimilar categories. Data collection through questionnaire from the 151 respondents of the Bahawalpur, Pakistan. At last in this study we see the attitude of acceptance have positive significant influence on permission. This is longitudinal study. It will conduct to give emergent results of attitude of acceptance

Geetika, Deepesh Tiwari and Preeti Gupta (2012) This study title is “A study of Indian consumers’ perception on telemarketing”. And this research is conduct only in India. The objectives of the study are to find telemarketing is accepted by consumers as an upcoming technique of promotion, telemarketing is more useful for services or products, to access whether the consumers find telemarketing inconvenience and irritating. The major findings are almost 74% of the people are always ignoring any telemarketing calls. Respondents had experience maximum call on information about new services. Majority of the respondents did sometimes get influenced by telemarketing calls and sms.

Lyata Ndyali (2014) The topic of the study is “Consumer perception and attitude on mobile phone market in Tanzania”. Total 252 questionnaire were distributed out of them 235 questionnaire were returned and considered valid for data analysis. In this research three attributes were tested relative advantage, compatibility and complexity. The marketer or seller is contacted with the consumer that time consumers have facing some problems regarding the products or services.

A M Manoj Krishna (2015) This study title is “Study on telemarketing”. In this study focuses on Malaysian market and the geographical area of the study is Malaysia country. The objective of the study is to investigate the relationship between the perceived and expected service quality among Malaysian consumers and To determine which service quality dimensions are the best predictors. The conclusion of the study is tele operators can be considered as professional voice user and almost 47% of the people always ignore any telemarketing call whether through recorded voice, sms or manually calls. 61% respondents in the age group of 25 years and below 53% respondents in the age group of above 25 years found that telemarketing calls are irritating

3. RESEARCH METHODOLOGY-

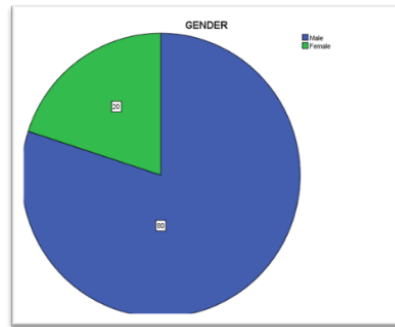
Research methodology refers to the systematic and organized approach used by researchers to conduct a study, gather data, analyse information, and draw valid conclusions. Some of the tools used in the research are chi square, correlation, regression, ANOVA.

4. DATA ANALYSIS:

4.1 Percentage Analysis

4.1. Gender

particular	Frequency	Percentage
Male	80	80.0
Female	20	20.0
Total	100	100.0

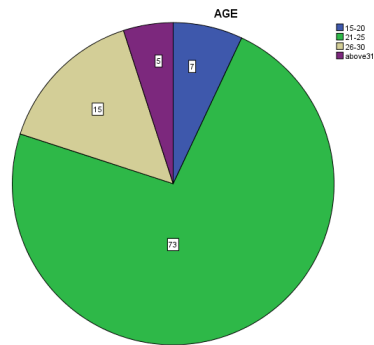


INFERENCE:

From the above chart it is found that out of 100 respondents 80% are male 20% are female.

4.2 AGE

particulars	Frequency	Percentage
15-20	7	7.0
21-25	73	73.0
26-30	15	15.0
above31	5	5.0
Total	100	100.0



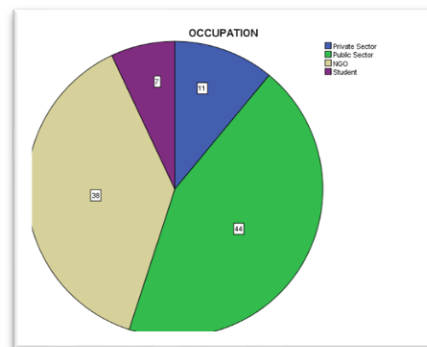
INFERENCE:

From the above chart is found that out of 100 respondents,7% are 15-20 years,73% are 21-25years,15% are 26-30years,5% are above 31

4.3 OCCUPATION

OCCUPATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Private Sector	11	11.0	11.0	11.0
	Public Sector	44	44.0	44.0	55.0
	NGO	38	38.0	38.0	93.0
	Student	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

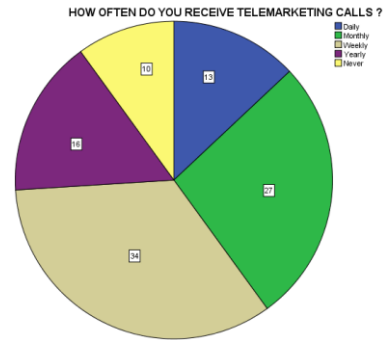


INFERENCE:

From the above chart is found that out of 100 respondents, 11% are from private sector, 44% are from public sectors, 38% are NGO, 7% are from student

4.4 HOW OFTEN DO YOU RECEIVE TELEMARKETING CALLS ?

Particulars	Frequency	Percentage
Daily	13	13.0
Monthly	27	27.0
Weekly	34	34.0
Yearly	16	16.0
Never	10	10.0
Total	100	100.0



INFERENCE:

From the above chart is found that out of 100 respondents,13% are from Daily, 27% are monthly, 34% are weekly, 16% are yearly, 10% are never.

4.2 CORRELATION

H0: There is no significance different

H1: There is a significance different

HOW OFTEN DO YOU RECEIVE TELEMARKETING CALLS ?	Pearson Correlation	1	.117
	Sig. (2-tailed)		.245
	N	100	100
HOW DO YOU FEEL ABOUT RECEIVING TELEMARKETING CALLS?	Pearson Correlation	.117	1
	Sig. (2-tailed)	.245	
	N	100	100

INFERENCE:

- The calculated significant value .245 is greater than the significant value 0.05(.245>0.05).
- Hence H0 is accepted and H1 is rejected.
- There is no significance difference between receiving telemarketing call and feel about telemarketing call

REGRESSION

HOW WOULD YOU RATE THE EFFECTIVENESS OF TELEMARKETING IN PROMOTING PRODUCT OR SERVICES?

Dependent Variable: HAVE YOU EVER MADE A PURCHASE OR USED A SERVICE AS A RESULT OF TELEMARKETING CALLS ?

H0: There is no satisfaction with a purchase or used a service as a result of telemarketing calls

H1: There is satisfaction with a purchase or used a service as a result of telemarketing calls

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1	(Constant)	2.706	.276		9.807	.000
	HOW WOULD YOU RATE THE EFFECTIVENESS OF TELEMARKETING IN PROMOTING PRODUCT OR SERVICES ?	.106	.110	.097	.963	.338

a. Dependent Variable: HAVE YOU EVER MADE A PURCHASE OR USED A SERVICE AS A RESULT OF TELEMARKETING CALLS ?

CHI SQUARE

WOULD YOU RECOMMEND THE PRODUCT OR SERVICES PROMOTED THROUGH TELEMARKETING TO OTHERS ?

HOW WOULD YOU RATE THE FRIENDLINESS OF TELEMARKETERS ?

H0: There is no significance different between the friendliness of telemarketers.

H1: There is a significance different between the friendliness of telemarketers.

Test Statistics

	WOULD YOU RECOMMEND THE PRODUCT OR SERVICES PROMOTED THROUGH TELEMARKETING TO OTHERS ?	HOW WOULD YOU RATE THE FRIENDLINESS OF TELEMARKETERS ?
Chi-Square	.860 ^a	34.200 ^b
Df	2	4
Asymp. Sig.	.651	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 33.3.

b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 20.0.

FINDING

As the table shows 73.0% of respondents are at the age between 21-25years. The table shows that most of the respondents are male with 80.0% as shown in the pie chart. As the table shows that most that 44.0% of respondents are undergraduate. As the table shows most of the respondents are students with 44.0%. As the table shows 34.0% of respondents are weekly. As the table shows 35.0% of respondents are neutral. . As the table shows most of the respondents are somewhat effective. . As the table shows 36.0% of respondents said maybe for recommended the product. As the table shows 57.0% of respondents said no. As the table shows 56.0% of people said no for the did the telemarketer stop calling you .

SUGGESTIONS

Based on the survey results, it is suggested that most of the people are using mobile in that number of people that attending the telemarketing calls. In that they will get the benefits& awareness about the new product. This involves calling potential clients on behalf of the business and scheduling appointments for sales representatives or consultants to meet with them. By outsourcing this task to a telemarketing service, businesses can save time and effort in cold calling and focus on meeting with qualified prospects who have already expressed interest in their product or service. This can lead to more efficient sales processes and higher conversion rates, ultimately driving business growth.

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