



## A Study on Telemarketing at Pudukkottai District

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### Abstract

*Telemarketing, a method of direct marketing where the sales person uses the telephone to contact the customer, has become an integrated element of many marketing campaigns. The use of telemarketing was popularized in the 1970's, and since then it has become a staple of multi – layered marketing plans. Telemarketing consists of lead generation, which involves research on a perspective customer, sales and outbound calling. While some companies set up internal calling capacities to handle their own telemarketing needs, others hire professional telemarketing companies to handle their telemarketing calls.*

**Keywords:** Telemarketing, Pudukkottai, Analysis.

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### Introduction

When an organization or company is in search of catalysts for growth, telemarketing is often a top consideration. Telemarketing, a method of direct marketing where the sales person uses the telephone to contact the customer, has become an integrated element of many marketing campaigns. The use of telemarketing was popularized in the 1970's, and since then it has become a staple of multi – layered marketing plans. Telemarketing consists of lead generation, which involves research on a perspective customer, sales and outbound calling. While some companies set up internal calling capacities to handle their own telemarketing needs, others hire professional telemarketing companies to handle their telemarketing calls. These companies often place their calls from an offsite outbound call center. Telemarketing companies are able to offer businesses an attractive option. The telemarketing company can focus solely on making sales, without concern for other business concerns like product development, billing or shipping, and the business that has hired them is free from the demands of telemarketing sales generation.

### Marketing

Marketing is the science of meeting the needs of the customer by providing valuable products to customers by utilizing the expertise of the organization, at same time to achieve organizational goals. According

to the American Marketing Association.

### Marketing Models

When the producer is a commercial entity and end user makes the purchasing decision, the model used to describe this transaction is often called a Business to Consumer (B2C) model. When the producer is a commercial entity and a second commercial makes the purchasing decision but provides the product to their customer, then model is often called a Business to Business (B2B) model.

### Aspects of Marketing

Marketing has many aspect or sub-disciplines within the broad discipline of marketing. They included:

1. Advertising
2. Branding
3. Copy writing
4. Customer relationship Management (CRM)
5. Direct marketing
6. Event planning
7. Graphic design
8. Internet Marketing
9. Loyalty marketing
10. Market research
11. Marketing communications
12. Media relations

### Tele Marketing

Telemarketing or telesales is a relatively new career option in the country. The nature of the job is clear from the name itself i.e marketing through telephone. Marketing is common form of outbound dialing where employee's job basically involves making phone calls

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to market the products and services of the assigned company. Telemarketing jobs play an important role in the profit and sales success of many businesses.

### Objectives of the Study

1. To be familiar with the purpose of telemarketing.
2. To be acquainted with the importance of telemarketing.
3. To know who are the personnel involved in preparing marketing processing system.

### Scope of the Study

1. Understanding telemarketing system.
2. Acquire detail knowledge of marketing process and its implementation required by marketing policy.

### Methodology of the Study

The research is an exploratory in nature. Both primary and secondary sources of data have been used in the study. To collect primary data interview method has been used with an structured questionnaire. The interview was more of a discussion method.

### The Primary sources:

1. Officers
2. Clients

### The Secondary sources:

1. Unpublished data
2. The relevant books on marketing process
3. Marketing departments and clients

### Limitations of the study

1. The time limitation was the major problem in this study.
2. Lack of adequate information and data
3. Restrictions as per the firm policies to disclose some of the internal information and financial data of the company to outside people.

### Review of Literature

Sathe S.P. has presented a lucid and analytical commentary on right to information Act , 2005. He has traced the history of this legislation and also the evolution of the right to information as a constitutional right. He has also explained the administrative process involved in the implementation of this act. He has focused on the judicial decisions on the right and the problems that might be faced while implementing the Act.

Das. P.K. gives the simple meaning and interpretation of the words used in the article 19 and clause (1)(a) of the constitution of India of which Right to Information is the product. He explains how the government functions must be transparent and three instrumentalities i.e. executive, legislative and judiciary of the state should be prevented from deceiving people. He thus explains how one – sided information, disinformation, misinformation, and non-information all equally create uniformed citizen.

### History of Pudukkottai

Pudukkottai is a down and municipality in Pudukkottai district in the Indian state of TamilNadu. It is administrative headquarters of Pudukkottai District. Population of Pudukkottai District is 14,59,601. The present –day of Pudukkottai was part of the Pandya kingdom. Over the centuries , the district was ruled by a succession of South Indian dynasties which included the Cholas , Pallavas and Hoysalas . The district became a part of the Vijayanagara Empire in the 14<sup>th</sup> century. The Vijayanagara empire fought many wars with the Muslim Deccan sultanates to its north, and in 1565 the allied sultanates decisively defeated Vijayanagara at the battle of Talikota. The defate weakened the Vijayanagara Empire, and regional governors, called Nayaks, became defacto local rulers in much of Southern India. Pudukkottai was ruled by the Nayaks of Madurai from the mid -16<sup>th</sup> century to the mid-17<sup>th</sup> century.

**Table I.** Region- wise distribution of the respondents

Region	No.of Respondent	Presentation
Urban	18	36
Rural	32	64
Total	50	100

**Table II.** Education Qualification of the Respondence

Education	Respondent	Percentage
Below degree	4	8
UG	8	16
PG	28	56
Other	10	20
Total	50	100

**Table III.** Income wise distribution of the respondence

Income	No. of respondents	Percentage
Less than Rs. 10000	24	48
Rs.10001 to 20000	14	28
Rs. 30000 and above	12	24
Total	50	100

**Table IV.** Account wise occupation of the respondence

Occupation	No. of respondence	Percentage
Government employees	17	14
Private employees	12	24
Business	10	20
Others	22	44
Total	50	100

**Table V.** preference of aware telemarketing distribution of the respondence

Aware of Telemarketing	No. of . Respondance	Percentage
Yes	42	84
No	8	16
Total	50	100

**Table VI.** Sources of recommendation in telemarketing distribution of respondence

Recommendation	No. of Respondents	Percentage
Friends	18	36
Sales person	7	14
Relative	3	6
Self interest	8	16
Advertisement	14	28
Total	50	100

**Table VII.** Level of awareness of purchasing through telemarketing

Awareness	No.of . respondents	Percentage
High	20	40
Moderate	25	50
Low	5	10
Total	50	100

**Table VIII.** Information of telemarketing

Information	No. of. Respondents	Percentage
News paper	9	18
Advertisement	16	32
Television	25	50
Total	50	100

**Table IX.** Quality to domination in brand preference

Quality	No. of. Respondents	Percentage
Good quality	14	28
Brand image	15	30
Reasonable price	21	42
Total	50	100

**Table X.** Useful in telemarketing

Useful in Telemarketing	No. of respondents	Percentage
24 hrs TM service	8	16
Time Saving	34	68
Emergency purpose	8	16
Total	50	100

**Table XI.** Influence factors on choose the brand

Factors	No.of.Respondents	Percentage
Free offers	14	28
Discount	26	52
Concession	10	20
Total	50	100

### Findings

In accordance with views expressed by the respondents, the following suggestions can be attempted to make the telemarketing more effective.

1. The programmed time may be scheduled in order to match with the timings of target consumers.
2. Products that are novel and unique are especially suitable for telemarketing.
3. Delivering products on time is important in telemarketing.
4. Selection of the right kind of people as the hosts/hostesses for the programmed is also important.
5. A pleasant, viewer friendly person is necessary for most products.
6. The after sale service may be improved to attract more consumers.

### Conclusion

Telemarketing is a novel business activity that brings sustained revenue to the television networks, manufacturers can easily promote their sales and reduce their costs and for the consumers it is convenience for shopping. Consumers of telemarketing are satisfied with reference to quality, price durability, and performance of telemarketing products.

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