

Determinance of Teleshopping Behaviour: An integrated study of Consumer Preference and Perception

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Abstract

Researchers and Marketers have been keenly interested to have an understanding of the Teleshopping mode of buying for the last few years. The Global research firm Tech Sci Research has predicted that expanding television viewers base, increasing penetration, coupled with growing inclination of the people towards more convenient ways of shopping and rising purchasing power are trends that are going to give a leg-up to the teleshopping segment in India. It has predicted a CAGR growth rate of 16.20 percent between years 2019-2022.

The purpose of the present paper is to provide a detailed interpretation of teleshopping buying behaviour by analysing the buying and consumption pattern & other teleshopping buying behaviour aspects.

The primary objective of this research paper is to study the factors affecting Consumers' Perception towards Teleshopping Buying and to study the significant associations between Teleshopping Buying Behaviour with demographic profiles of consumers another objective is to study the consumption pattern, preference and perception of consumers for teleshopping. With the help of structure questionnaire, the responses were collected from 560 consumers from Gujarat State. The present paper will be advantageous for researchers and marketing practitioners to garner an understanding of the consumer's perception and behaviour towards teleshopping buying behaviour.

Keywords:

Teleshopping Market, Consumer Preference, Consumer Perception,

Introduction

In simple words, the seller prepared a short film which is advertised on television screen, which do not involve any correspondence or personal visits and the goods & services are purchase thorough telephones. It gives a full demonstration of the working of the product along with the list of contact numbers in each and every city. The people contact the seller on telephone and place the orders who feel convenience of the use of demonstrated product on television program and seller delivered the goods through courier or value payable post. They are also known as "Shopping channels"¹ – they are specialty television channels targeted towards home shoppers' consumers by broadcasting product demonstrations/explanation. The format of the

show is usually a host with a guest (product expert). Infomercial i.e. Direct Response Television is another sector of the home shopping business and does not operate solely on shopping channels. Infomercials are also known as Paid Programming and originally applied only to television advertising². In India, Naaptol, HomeShop 18, Shop CJ, Star CJ, Telebrands, Snapdeal TV Shop etc. are television shopping channels.

Advantages of Teleshopping Buying³:

1. The main advantage of teleshopping buying is convenience in terms of saving time, money & efforts for the consumers i.e. without visiting the sellers' place.
2. Consumers can make payment through their credit cards.
3. It helps in saving small business money – it involves lower overhead cost than employing an outside sales force.
4. Computer systems have made it easier by playing recorded messages & then record the information given by consumers.
5. It has outbound telemarketing advantage i.e. it helps in expanding business by selling in others sales territories (locally and nationally).

Disadvantages of Teleshopping Buying:

1. It does not provide an opportunity to the consumer to examine product physically before purchase.
2. Computerized systems used under teleshopping programs are expensive.

Literature Review:

Brigitte Burgess (2003) – the researcher has investigate 125 adult TV home shoppers to study the comparisons of Teleshoppers based on risk perception, the objective of this study was to categorize TV home shoppers as high or low risk perceivers and compare them for differences in types of risk perceived, types of products purchased and demographics. The results shows that there is significant differences were found between these two groups in terms of their perceptions of financial risk as well as product categories purchased including clothing, accessories, health and beauty items and maintenance, tools and cleaners and no demographic differences were found⁴.

Chae Lim & Y. Kim (2011) – examined factors affecting consumer behaviour towards Television shopping by investigating convenience and emotional related variables.

The data were collected from 295 home shoppers whose age is more than 60 years. The result shows that a positive effect of lack of shopping mobility on convenience and loneliness, a positive effect of loneliness on convenience and positive effects on social interaction and convenience on consumer satisfaction towards television shopping, older consumer are found to be more attractive towards convenience benefits of television shopping and also found that old consumer are having limited shopping mobility⁵.

Charles F. Manski (1987) - studies the determination of the demand for teleshopping and found that the demand for telecommunications is derived from the demand for information and for that author has estimated a model which is based on a pilot experiment in which individuals had to choose among information bundles when shopping for differentiated products. The author also suggests that teleshopping may become a substitute for a traditional store shopping and become a good source of gathering information⁶.

Donald Cox & Stuart Rich (1964) – have studied a case on Telephone Shopping with respect to perceived risk & consumer decision making behaviour in New York and Cleveland. The data were collected from 723 respondent from New York and 461 from Cleveland. The authors have studied the relationship between frequency of purchasing an item and the rating of an item in terms of perceived risks, they also studied the purchase frequency by phone on 20 different items and found that there is a greater risk potential of ordering the product by phone. The result also shows that consumers have high perceived risks while doing teleshopping⁷.

Dungchun Tsai & et al. – have collected data from 262 television shoppers and studied factors influencing irrational buying towards television shopping. The factors are attitude towards teleshopping, perceived risks, impulse buying tendency, time available for watching television shopping channels, time available for going out shopping, money available, promotional stimuli exposure and attraction of host and celebrity are expected to influence the endogenous factors i.e. television shopping exposure, positive affect and impulse buying urge, and also affected to television shopping⁸.

Eastlick&Lotz (1999) – have studied on Profiling Potential Adopters and Non-adopters of an Interactive Electronic Shopping Medium. A national sample of 2,500 US cable television subscribers were surveyed and studies that teleshopping adoptees have high levels of cable television exposure and therefore, it is logical to expect that people who view television more with respect to advertisements and teleshopping programmes having a favorable attitude

to teleshopping⁹.

Edeltraud Hanappi-egger (1998) – the author has investigated the future of Austrian teleshopping behaviour with respect to the technological and demographic situation in Austria. The result of the study about these considerations will be a realistically assessment of the future role of the Austrians as teleshoppers in European electronic commerce. Further it was found that male whose age is more than 35 are doing more teleshopping as compared to females and tele-shopping is seen as one of the most interesting features of networks¹⁰.

Enrique Bigne and et al. (2006) – the authors have studied the case study of teleshopping and analyses the issue in terms of media dependency theory, they studied that whether dependency relations between television shoppers and television medium & television shopping behaviour are key variables to explain watching and buying behaviour. The results found after studying 216 individuals who are over 18 years old are - there is a direct relationship between the antecedent of dependency, dependency & future intentions of behaviour¹¹.

F. Koppelman & et al. (1991) – the researchers have studied a forecasting model of new telecommunication services in teleshopping environment. They studied framework of shopping behavior, including both in-home and out-of-home alternatives. The results found that consumers will select that shopping mode which satisfies both the informational and the recreational needs at a given cost. The result also indicates that socio-economic characteristics, within the upper-middle class people do not affect shopping mode choice, whereas ratings of shopping attributes and attitudes towards shopping activities are major factors in explaining shopping choice¹².

G. Walsh & K. P. Gwinner (2009) – the researchers have studied 978 consumers' consumptions motives on purchasing vacation packages through shop at home television programs. They studied exploratory & confirmatory factor analysis, four motive factors were found i.e. convenience, brand quality indicator, risk reduction & experiential. Further, cluster analysis identifies four distinct buyer groups i.e. price conscious group, convenience & experience influence group, quality oriented viewers and risk adverse group¹³.

Greetika & et al (2012) – have studied 300 respondents for the perception of consumer towards telemarketing, acceptance of promotion schemes done through telemarketing, usefulness of telemarketing in services & products etc. The authors have also studied the merits and demerits of telemarketing and benefits derived by the company in the perception of consumers and further

studied the socio-psychological issues related to telemarketing¹⁴.

James Barlow (2005) – have designed and tested several models on teleshopping in London, new information for users, technology options, financial and legal issues. The result shows that a teleshopping service which requires use of bank cards would exclude many people, if direct payment is made than bank cards will become more familiar especially among older people. The author also suggests that there is exploration of technology in internet based teleshopping services in future¹⁵.

Marker and Goulias - the authors have studied the analysis of framework of grocery teleshopping and studied the consumer issue as well as business issue with respect to key variables of delivery such as type of business, ordering, delivery reception, pick location, scope of services, automation and delivery mode¹⁶.

Nithya Subramanian (2003) – has given an article on Channels use teleshopping to boost revenues, the author has explain the concept of teleshopping as a concept is at a very nascent stage in India and people still prefer the touch and feel concept. The author focused on Tellybrands, Asian Sky Shop, QVC, Shop 24 Seven and some others operating in the country, with most of them boasting of foreign collaborations, others such as Telebrands claim to have a tie-up with Telebrands, US. While, most of the products are directly sourced from within the country, some of them are imported¹⁷.

Peter L. Gillett (1970) – has study on the profile of urban in-home shoppers with reference to in-home shopping motivations. The data are collected from 210 female shoppers in Grand Rapids, Michigan. The result shows that in-home shoppers are not a captive market and is infrequent and unplanned; further found that reminder advertisements should be given to maintain the awareness via mail or phone. Further suggestions given by author to retailers are; for increasing in-home sales by promoting the convenience and ease of ordering by phone or mail as it is infrequent and unplanned, additional research is needed for better development of appropriate strategies to cover the market¹⁸.

Peter L. Gillett (1976) – the author has given an overview on In-home Shoppers. The author have studied the aggregate expenditure, household shopping & expenditure patterns, demographic characteristics, racial factors, shopping style, lifestyle & personality factors. The author have found that in-home shopper vary widely in demographic characteristics and life style & purchase motivations, further results shows that in-home shoppers are knowledgeable, flexible and have positive attitude

towards shopping. The author also found that for many consumers, in-home shopping represents a very little fraction of the total purchases made by them, and the reasons for in-home shopping are convenience, product uniqueness & assortment and price¹⁹.

Peter Lunt (2005) – has studied and collect data from 15 focus groups and 44 user trials on the aspect of design and implementation of teleshopping services from United Kingdom to key social psychological variables which affect intentions to use electronic commerce, provide an analysis of consumers' understandings of new technologies and understanding and evaluation of teleshopping services, the results found that the teleshopping services must be design based on consumer's characteristics²⁰.

Philip J. Auter & Roy L. Moore (1993) – have studied two teleshopping programs i.e. The Fashion channel and Quality Value Convenience Network, to see how consumer utilize para-social behaviour. The samples are taken randomly by authors and they found that QVC have high parasocial interaction as well as low interaction, while The Fashion Channel have high on medium interaction, QVC also offered more both negative & positive messages than The Fashion channel. It is also found that QVC was better in tailoring the messages for their target audience as compared to The Fashion Channel²¹.

Rafael Curras & et al. (2011) – the authors have studied 432 Spanish teleshoppers and analyzed the role of interactivity with television personalities and audience members as mediating variables between teleshopping genre dependency and teleshopping behavior with the help of Media Dependency Theory, further they identify the moderating effects of viewers instrumental behavior on teleshopping. The results shows that gender dependency have an indirect influence on teleshopping exposure and have direct and positive effect on teleshopping behaviour²².

Ruiz Mafe & et al. (2007) – the authors have analyzed the key drivers in teleshopping. A sample of 408 Spanish non-teleshopperteleviewers have studied and the results shows that future purchase intention of respondents can be predicted in relation to exposure to the television medium, televiewer opinion of the teleshopping system, perceived product risk and time wasting. They further found that

Television exposure has a positive influence on future teleshopping intention, a positive attitude to teleshopping has a favorable influence on future teleshopping intention, and Product risk & time wasting risk have negative influence on future teleshopping intentions²³.

Silvia Sanz Blas & et al. (2006) – have studied teleshopping as a development sector with a bright future and analyzing the evolution of teleshopping along the time with the aim of highlight its importance and identify the future trends. The authors have also discussed the types of teleshopping i.e. conventional direct response advertising, video-catalogue/teleshop programs and long sales programs (infomercials or info-commercials). The research is focused on analyzing the evolution of teleshopping with its importance and identifying the future trends of teleshopping programs²⁴.

Tacken M. (1990) – the author has studied effect of teleshopping on the use of time (both by point in time and by time budget) and the use of space (location and infrastructure), and found that teleshopping have effect on traffic and physical planning, teleshopping have change the behaviour of shoppers with respect to shopping times. Further, the author has investigated teleshopping service that examined the effect of teleshopping on the use of time & space, teleshopping saves time but many people did not mention any new activity and the result also shows that teleshopping has change the time of shopping²⁵.

Research objectives for Teleshopping Impulsive Buying Behaviour:

1. To study the consumption pattern, preference and perception of consumers for teleshopping.
2. To study factors affecting Consumers' Perception towards teleshopping.

Research Design Used – Descriptive Research Design (Single Cross Sectional)

Data Collection Method - Quantitative method, Survey method is used for collecting primary data with the help of personal interview technique.

Instrument of Data Collection – Questionnaire

Sampling Plan:

Sr. No.	City	Number of Respondents Contacted
1	Ahmedabad	100
2	Anand	45
3	Bharuch	45
4	Bhavnagar	45
5	Mehsana	45
6	Patan	45
7	Rajkot	45
8	Surat	100
9	Vadodara	45
10	Vapi	45
	Total	560

Analysis of Reliability of Consumers' Perception towards Teleshopping:**Table 1: Reliability Statistics**

Cronbach's Alpha	Number of Items
.889	16

Table 2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.910
Bartlett's Test of Sphericity	Approx. Chi-Square	3046.535
	df	120
	Sig.	.000

From the above table, the results showed that the approximate Chi-square value of 3046.535 at 120 degree of freedom under the Bartlett's Test of Sphericity (Sig. Value 0.000), which is significant at the level of 0.05. The null hypothesis must be that the variables in the populations are uncorrelated, is rejected. The alternative hypothesis that the variables are correlated in the population is not rejected. The Kaiser-Meyer-Olkin Measure of Sampling Adequacy

was 0.910 which is sufficiently large than 0.50, thus for the data analysis, factor analysis is appropriate.

Determinant the method of Factor Analysis

The total variance explained is 63.453% of the variability in the original 16 variables, so it considerably reduced the complexity of the data set by using these components, with 36.547% loss of information.

Table 3: Rotated Component Matrix^a

	Component				
	1	2	3	4	5
I like to buy from teleshopping	.790				
Teleshopping is a good and convenient way to buy things	.599				
Purchasing from television is a good way to spend money	.582				
Teleshopping, for me it is value for money	.562				
Friends, relatives & peers influence me to buy from teleshopping programs					
The celebrity guest never tries to mislead me		.744			
After sales services are good		.656			
I feel comfortable while giving my credit/debit card number when I order		.623			
The merchandise available on Teleshopping are durable			.771		
The merchandise available on Teleshopping is branded and trustworthy			.719		
The demonstration is found to be very attractive				.776	
The environment / background shown in Teleshopping program are pleasant & attractive				.715	
I prefer to buy from sellers who have high ratings				.539	
The program host is a fun person to be around					.805
The program host in Teleshopping program is excellent source of information					.530
The celebrity guest in program is one I feel I can trust					
Extraction Method: Principal Component Analysis.					
Rotation Method: Varimax with Kaiser Normalization.					
a. Rotation converged in 9 iterations.					

Above table shows that Rotation method has selected for factor analysis. It shows that rotation method gets factors that are different from each others as much as possible and helps to interpret the factors by putting each variable primarily on one of the factors. The rotation solution helps to load factors for each individual variable in dataset, which are used to interpret the meaning of different variables i.e. naming of variables. The suppress absolute value is 0.1 by

default, it is increased to 0.5. So, it is clearly seen from the above table that the loading values of factors are above 0.5. The two statements i.e. statement number 4 i.e. “Friends, relatives & peers influence me to buy from teleshopping programs” and statement number 12 i.e. “The celebrity guest in program is one I feel I can trust” has been excluded from factor analysis, as it have factor loading values less than 0.5.

Table 4: Identification of Factors

Factor Number	Statements	Factor Name
Factor 1:	I like to buy from teleshopping	Convenience factor
	Teleshopping is a good and convenient way to buy things	
	Purchasing from television is a good way to spend money	
	Teleshopping, for me it is value for money	
Factor 2:	The celebrity guest never tries to mislead me	Security factor
	After sales services are good	
	I feel comfortable while giving my credit/debit card number when I order	
Factor 3:	The merchandise available on Teleshopping are durable	Durable & Trustworthy Merchandise
	The merchandise available on Teleshopping is branded and trustworthy	
Factor 4:	The demonstration is found to be very attractive	Demonstration & Background of program
	The environment / background shown in Teleshopping program are pleasant & attractive	
	I prefer to buy from sellers who have high ratings	
Factor 5:	The program host is a fun person to be around	Program Host person

Hypothesis:

H₀: There is no significant association between factors affecting consumer's perception towards teleshopping with demographic profiles of consumers.

H₁: There is significant association between factors affecting consumer's perception towards teleshopping with demographic profiles of consumers.

Further, the association between factors affecting consumers' teleshopping impulsive buying behaviour and demographic profiles of consumers is presented with the help of statistical test i.e. Mann Whitney U test for gender and marital status and Kruskal Wallis test for age, profession, education qualification and annual income.

Table 5: Demographic Profiles of Consumers

Factors affecting consumers' perception towards teleshopping	Results represents from Mann Whitney U test & Kruskal Wallis test					
	Gender	Marital Status	Profession	Annual Income	Education Qualification	Age Group
Convenience factor	.151	.350	.001	.609	.317	.158
Benefit of Services offered	.933	.536	.587	.022	.041	.619
Durable & Trustworthy Merchandise	.495	.087	.182	.179	.006	.683
Demonstration & Background of program	.558	.065	.104	.002	.471	.019
Program Host person	.786	.973	.403	.224	.742	.845

Findings & Conclusions:**Following sections elaborate the research findings based on demographic profile of respondents:**

The demographic profile of respondents included majority male (55.4%), unmarried (61.4%), students (42.7%) and service class (27%), having annual income of less than Rs. 1 lakh (60%) and Rs. 1 lakh to 5 lakhs (31.8%), 51.6% respondents were found to be Graduates followed by Post-graduate (30.4%). Respondents belonged to age group from below 20 years to above 45 years, out of which 44.1% of respondents are belongs to age group of 21- 25 years, followed by age group of 26-30 years (23%), who are involved in teleshopping.

Following sections elaborates the research findings on behavioural aspects towards teleshopping programs/channels:**1 Watching of teleshopping programs or television shopping programs:**

It is found from the results that, 100% respondents are aware of teleshopping programs or television shopping

programs. Majority of respondents (35.9%) are watching teleshopping programs or television shopping programs whenever they get time to watch, followed by once in a month (15.9%), once in a week (15.7%) and 14.5% respondents are daily watchers.

2 Purchase from teleshopping programs or television shopping programs:

Majority (69.3%) respondents have made purchased from teleshopping programs or television shopping programs, while those who didn't purchase are prefer to watch teleshopping programs. 29.6% male who prefer to watch teleshopping programs (whenever they get time) and have purchased from teleshopping. 25.8% female who prefer to watch teleshopping programs (whenever they get time) and have purchased from teleshopping.

Female are found to be more daily watching teleshopping programs as compared to male. Over the last month, 39.1% respondents have made one purchase, while 21.3% respondents have made two purchases from teleshopping programs or television shopping programs.

3 Purchase once from teleshopping programs/channels over the last month:

Only in Vapi city and Bharuch city, it is found that majority females have made purchase once from teleshopping programs/channels over the last month, while in rest of the cities except Surat city, majority male have purchased once from teleshopping programs/channels over the last month. In Surat City, it is found that almost equal percent of male and female have purchased once from teleshopping programs/channels over the last month.

4 Purchase twice from teleshopping programs/channels over the last month:

In Surat, Mehsana, Patan, Anand and Ahmedabad, it is found that majority females have purchased twice from teleshopping programs/channels over the last month, while in Vapi, Bhavnagar and Bharuch, it is found that majority males have purchased twice from teleshopping programs/channels over the last month. In Vadodara and Rajkot, it is found that almost equal percent of male and female have purchased twice from teleshopping programmes or channels over the last month.

5 Amount prefers to spend:

Majority of respondents (63.9%) prefer to spend less than

Rs 5000 for shopping from teleshopping programs followed by those who prefer to spend Rs 5001 – 10000. 30.7% respondents have never made purchases from teleshopping programs, while 45.0% respondents have purchased once in a month from teleshopping programs.

6 Preference of teleshopping programs/channels:

Regarding ranking preference for selecting teleshopping programs/channels, majority of respondents have given first rank to Homeshop18 followed by Naaptol, Star Cj, Shop Cj, Telebrands and SnapdealTVshop.

7 Preference of Products purchased from teleshopping programs/channels:

Regarding purchases made in the product categories from teleshopping programs/channels, it is found that, majority of respondents (75.3%) have purchased kitchen appliances followed by Clothes apparels (65.7%), Home Decor & utilities (60.8%), personal & health care products (40.2%), car & bike accessories (33.5%), gym & fitness equipments (28.4%) & religious product (10.6%). Out of remaining respondents who never purchased anything from teleshopping programs/channels, majority of them would like to purchase kitchen appliances, Clothes apparels and Home Decor & utilities in their future transactions.

Table 6: Demographic Profiles of Consumers

Factors affecting Consumers' Perception towards teleshopping.	Results represents from Mann Whitney U test & Kruskal Wallis test					
	Gender	Marital Status	Profession	Annual Income	Education Qualification	Age Group
Convenience factor	NIL	NIL	Convenience factor	Benefit of Services offered, Demonstration & Background of program	Benefit of Services offered, Durable & Trustworthy Merchandise	Demonstration & Background of program
Benefit of Services offered						
Durable & Trustworthy Merchandise						
Demonstration & Background of program						
Program Host person						

Recommendations to the companies or retailers using teleshopping channels or programmes for marketing their products:

- The research findings conclude that respondents belonging to various demographic profiles like age group, gender, marital status, profession, education qualification, annual income and city – watching teleshopping programs/channels are doing shopping as well as impulse shopping from teleshopping programs/channel. If it is used strategically taking into consideration their behaviour towards teleshopping programs/channels, it is found to be more beneficial to the growth of teleshopping retail industry.
- It is advised to companies to keep their products' price less than Rs 5000, as majority prefer to spend less than Rs 5000 for shopping.
- Companies must use the service of Homeshop18 as well as Naaptol as a channel for selling and marketing the products specially companies manufacturing products like kitchen appliances, clothe apparels and home decor & utilities, as these product categories are found to be more impulsively purchased from teleshopping channel.
- For creating positive perception towards teleshopping programs/channels, one must focus on the factors such as convenience factor, benefits of services offered, durable & trustworthy merchandise, demonstration and background of program and last the person who host the program.

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