



Impact Of Tele Marketing And Its Management In Current Situation

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ABSTRACT

The paper discusses the significance of tele marketing as a concept aimed at safeguarding the environment in the contemporary marketplace. Tele marketing has become a critical aspect of marketing, facilitating the re-marketing and packaging of existing products to align with environmental guidelines. The development of tele marketing has provided opportunities for companies to co-brand their products, emphasizing the tele-friendliness of some while downplaying others. These marketing strategies are seen as a direct response to the shifting preferences of the consumer market, prompting companies to target environmentally conscious customers. The primary objectives of the paper are to gauge public awareness and belief in tele marketing and to assess whether tele marketing genuinely contributes to environmental conservation. The paper anticipates a continuous growth in both the practice and demand for tele marketing in the future.

KEY WORDS

Tele, Marketing, Recyclable, Cognizance, Human beings, Surroundings.

I. INTRODUCTION

tele marketing involves the creation and promotion of products and services that meet customer needs for quality, performance, affordability, and convenience, while ensuring minimal negative impact on the environment. The evolution of tele marketing can be categorized into two phases. The first phase, termed "ecological" tele marketing and marketing, focused on addressing environmental issues and providing solutions. The second phase, "environmental" green marketing, shifted the focus to the development of innovative products designed to address pollution and waste problems. Overall, the summary emphasizes the progressive nature of tele marketing in adapting to environmental concerns and finding sustainable solutions.

WHY TELE MARKETING?

Telemarketing has been negatively associated with various scams and frauds, such as pyramid schemes, and with deceptively overpriced products and services. Fraudulent telemarketing companies are frequently referred to as "telemarketing boiler rooms" or simply "boiler rooms". Telemarketing is often criticized as an unethical business practice due to the perception of high-pressure sales techniques during unsolicited calls. Telemarketers marketing telephone companies may participate in telephone slamming, the practice of switching a customer's telephone service without their knowledge or authorization.

Telemarketing calls are often considered an annoyance, especially when they occur during the dinner hour, early in the morning, or late in the evening. Some companies have capitalized on these negative emotions. Since 2007 several forums have sprouted and act as complaint boards where consumers can voice their concerns and criticism. In response some telemarketing companies have filed lawsuits against these portals. The current legal system in the U.S grants such forums a certain degree of protection through "Communications Decency Act, 47 U.S.C 230" and California's Anti-SLAPP law.

II. REVIREW LITERATURE

1. Background and Concerns in the Nineties:

- The 1990s saw an increased concern for the environment, posing challenges for companies.
- Dutta (2009) emphasizes in his article that tele marketing involves developing high-quality products that meet customer needs while considering factors like quality, performance, pricing, and convenience in an environmentally friendly manner.

2. Key Focus Areas of Tele Marketing:

- Tele marketing concentrates on four main issues: the importance of tele marketing, its impact on companies and the environment, and improving its overall effectiveness.

3. Green Marketing in India:

- Green marketing is a relatively new concept in India, introduced by multinational companies like Philips India Limited, Maul, Tag Hotels, Infosys, etc.

4. Historical Perspective:

- Tele marketing became a critical academic research topic in the late 1970s, gaining more attention in the late 1980s due to increasing consumer interest in tele products.

- The American Marketing Association organized the first-ever workshop on ecological marketing in 1975, leading to the publication of the first book on the subject titled "Ecological Marketing" by Henion and Kinnear in 1976.

5. Evolution of Green Marketing:

- The evolution of green marketing is outlined in three phases: ecological tele marketing, environmental tele marketing, and sustainable tele marketing, with the latter gaining prominence in the late 1990s and early 2000s.

6. Strategies for Developing Sustainable Products:

- Unruh and Ettenson (2010) present three broad strategies for companies aligning their green goals with their capabilities: Intensify (emphasizing existing or latent green attributes), Acquire (buying another company's green brand), and Architect (building green services from scratch).

OBJECTIVES

The take a look at is performed so that you can acquire the subsequent unique goal:

- ✓ The primary goal of the paper is to recognize the attention of humans in the direction of inexperienced marketing that they're privy to and are they simply believe in this.
- ✓ Second goal is that Tele marketing virtually facilitates to save the surroundings or not.

SAMPLE DATA COLLECTION

A handy sampling approach became followed. In all, 70 people randomly decided on in Bulandshahar district of Uttar Pradesh. Out of them 48 have been among the age of 18 to 35 years and relaxation 22 had been above the age of 35 years. Primary data changed into collected via survey using structured questionnaire and secondary statistics through websites and articles.

HYPOTHESES OF THE STUDY

Analysis Hypotheses 1:

Ho: People do not believe in the Tele Marketing concept.

H1: People believe in the Tele Marketing concept.

$X^2_{cal} = 35.714$ $X^2_{tab} = 7.88$ $X^2_{tab} < X^2_{cal}$

The calculated value is greater than the tabular value. So, the null hypotheses is rejected and alternative hypotheses is selected. It means people believe in Tele Marketing concept and they are aware about it and about its benefits.

Hypothesis 2

Ho: Tele marketing does not help to save the environment.

H1: Tele marketing really helps to save the environment.

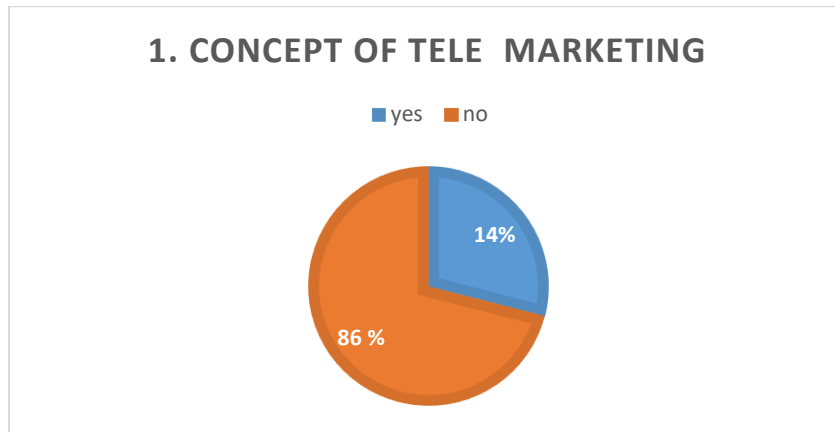
$X^2_{cal} = 35.714$ $X^2_{tab} = 7.88$ $X^2_{tab} < X^2_{cal}$

The calculated value is greater than the tabular value. So, the null hypotheses is rejected and alternative hypotheses is selected. It results that Tele marketing is a very important tool to save the environment. It increases the awareness, motivates people to go Tele marketing.

Data Interpretation

Q1. Do you believe in the concept of Tele marketing?

SI. NO	Particulars	Observed N	Expected N	Remaining	Percentage
1	Yes	60	35	25	86 %
2	No	10	35	-25	14 %
3	Total	70			100 %

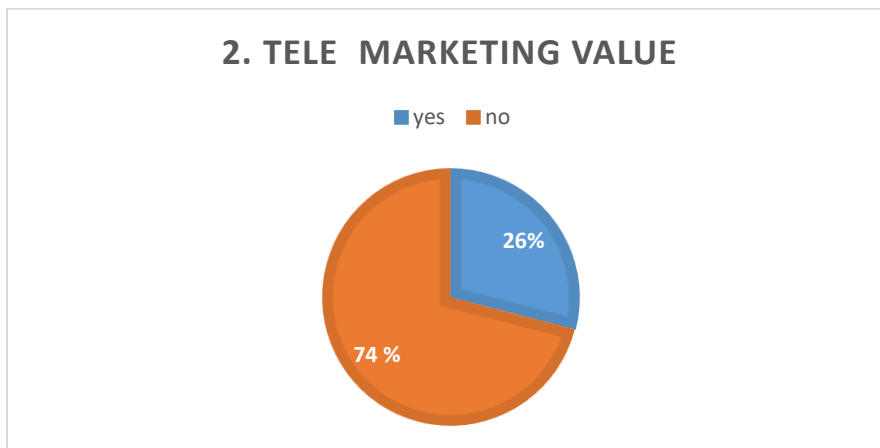


EXPLANATION

The first question responses of 86% is believe in Tele marketing concept and rest 14% don't believe in it because may be they have not much knowledge about this. Its percentage in calculation if 100%.

Q2. I agree that Tele marketing increase the market value of the products.

SI. NO	Particulars	Observed N	Expected N	Remaining	Percentage
1	Yes	52	35	17	74%
2	No	18	35	-17	26%
3	Total	70			100%

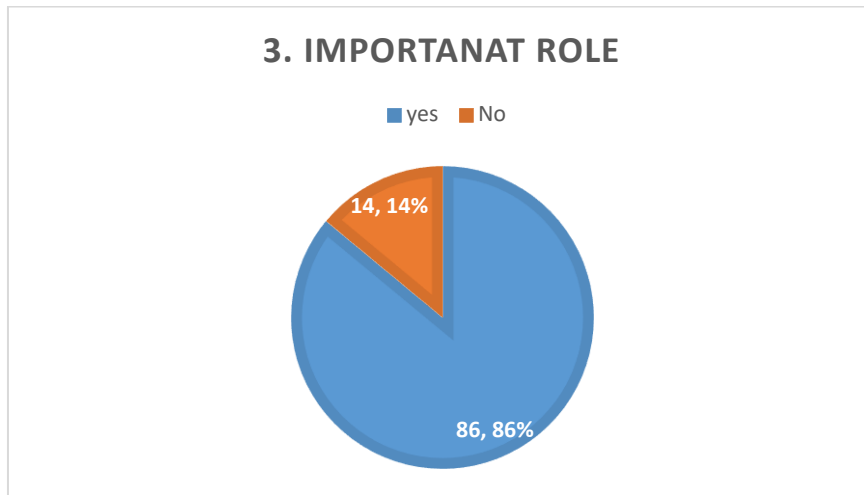


EXPLANATION

Then second question 74% respondents think that a product with Tele marketing strategies has more market value than others and rest 26% respondents in the Tele marketing.

Q3. Do you think that Tele Marketing plays an important role to save the Environment?

SI. NO	Particulars	Observed N	Expected N	Remaining	Percentage
1	Yes	60	35	25	86%
2	No	10	35	-25	14%
3	Total	70			100%

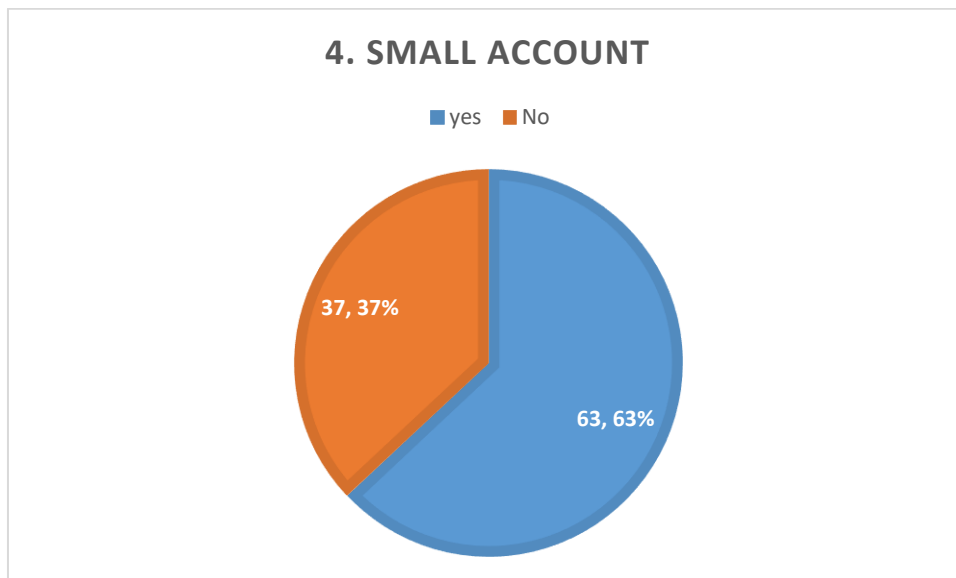


EXPLANATION

Third question is that Tele Marketing plays an important role to save the Environment 86% respondents say that Tele marketing plays an important role to save the environment and 14% say other factors like plantation of trees are more important one of Tele marketing.

Q4. Tele Marketing helps to protect the environment, so I am ready to pay a small amount more.

SI. NO	Particulars	Observed N	Expected N	Remaining	Percentage
1	Yes	44	35	9	63%
2	No	26	35	-9	37%
3	Total	70			100%

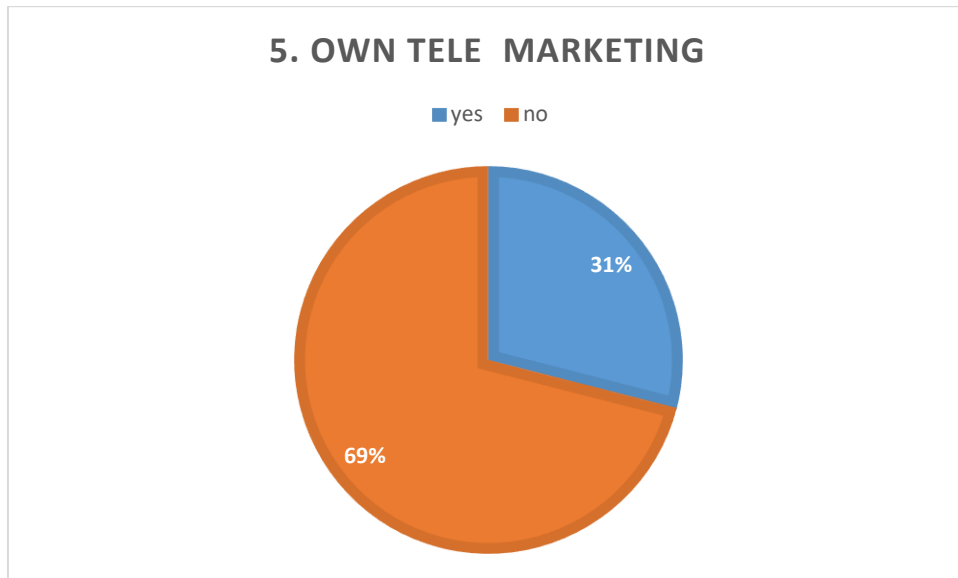


EXPLANATION

The chart four is 63% respondents who are educated and earning are ready to pay small amount more for Tele products and 37% don't have will to pay extra. N is very useful to development of Tele marketing.

Q5. You go Tele by your own will not by Govt. pressure.

SI. NO	Particulars	Observed N	Expected N	Remaining	Percentage
1	Yes	48	35	13	69%
2	No	22	35	-13	31%
3	Total	70			100%

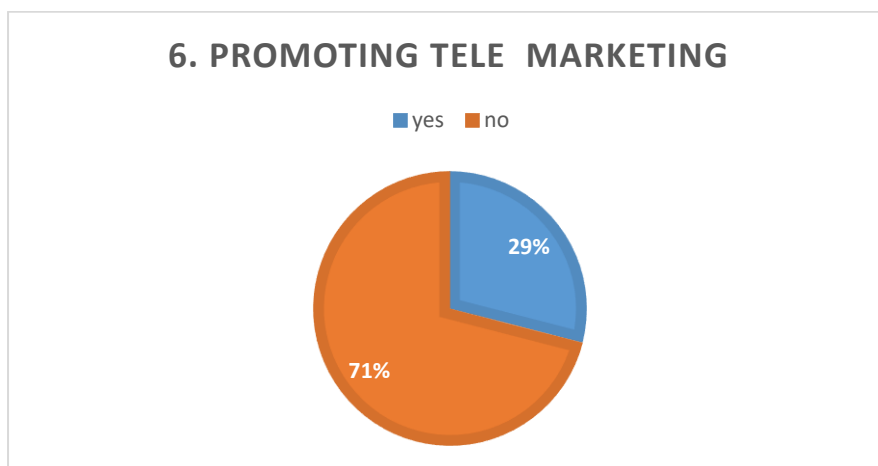


EXPLANATION

Then fifth question is you go Tele by your own will not by Govt. pressure. 69% respondents are self-motivated for Tele products and rest 31% buys a Tele product due to Govt. pressure. In the main role of Tele marketing.

Q6. Do you think Govt. is promoting Tele marketing in your city/area?

SI. NO	Particulars	Observed N	Expected N	Remaining	Percentage
1	Yes	20	35	-15	29%
2	No	50	35	15	71%
3	Total	70			100%

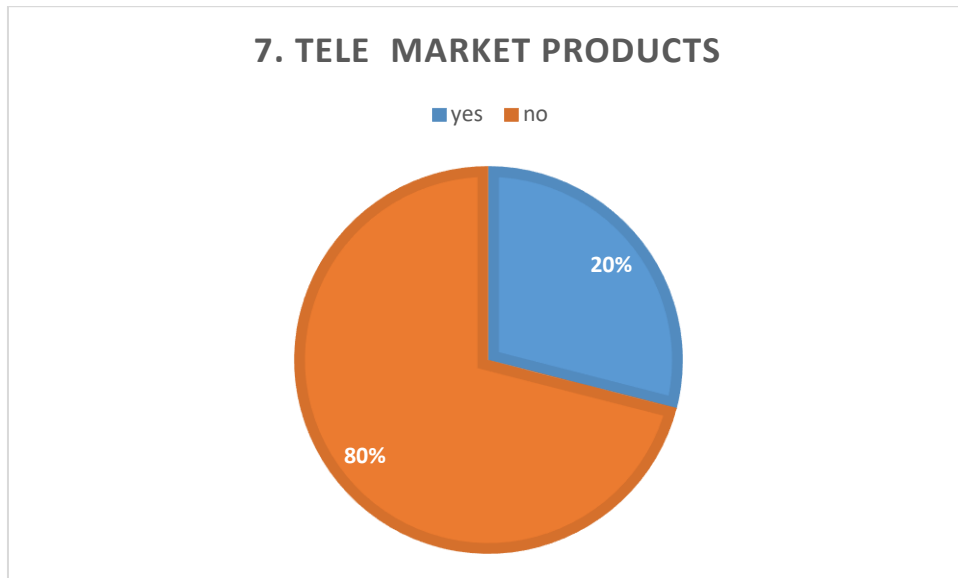


EXPLANATION

Question six is respondents 71% are not satisfy with Govt. efforts towards Tele marketing and 29% think that Govt. is promoting the Tele marketing. In the question most of the peoples liked.

Q7. Do you think Tele products are becoming status symbol?

SI. NO	Particulars	Observed N	Expected N	Remaining	Percentage
1	Yes	14	35	-21	20%
2	No	56	35	21	80%
3	Total	70			100%

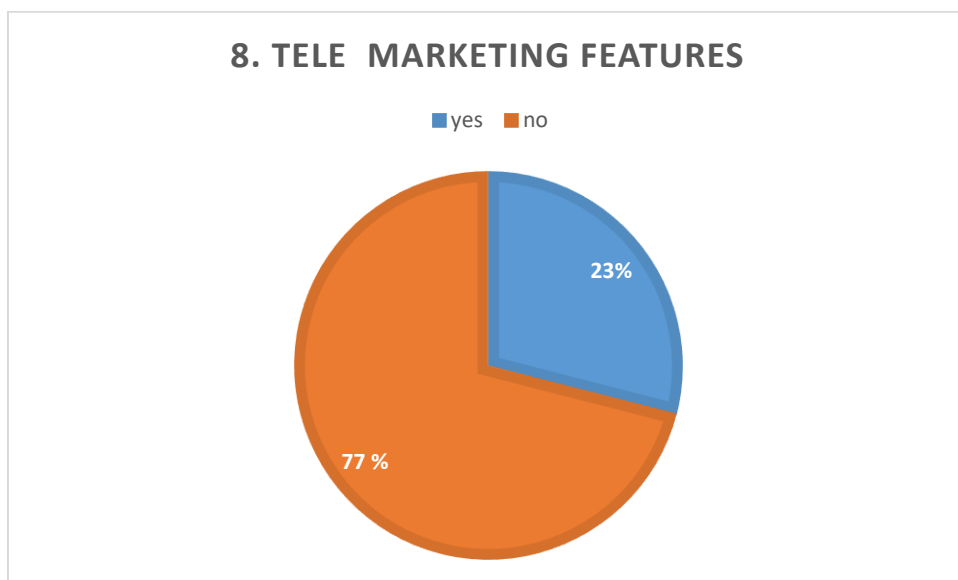


EXPLANATION

The question seven is Do you think Tele products are becoming status symbol Only 20% respondents think that Tele products are becoming status symbol and rest 80% don't agree with above statement.

Q8. Scope of Tele Marketing in near future is good.

SI. NO	Particulars	Observed N	Expected N	Remaining	Percentage
1	Yes	54	35	19	77%
2	No	16	35	-19	23%
3	Total	70			100%



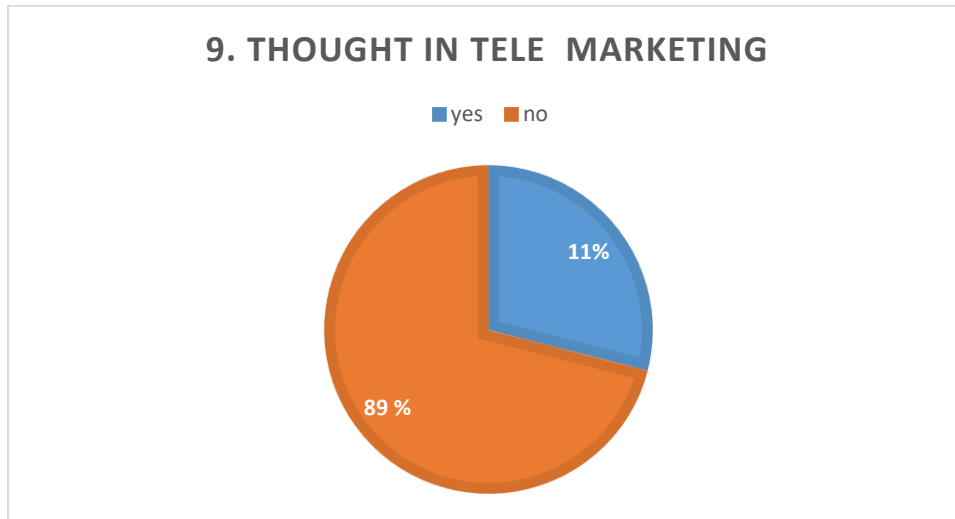
EXPLANATION

The question 9 respondents is 77% think that scope of Tele Marketing in near future is good and 23% think that it may be a short time boom in the Tele marketing features.

Q9. Do you believe in the application of concept of complete Tele marketing throughout the world?

SI. NO	Particulars	Observed N	Expected N	Remaining	Percentage

1	Yes	62	35	27	89%
2	No	8	35	-27	11%
3	Total	70			100%

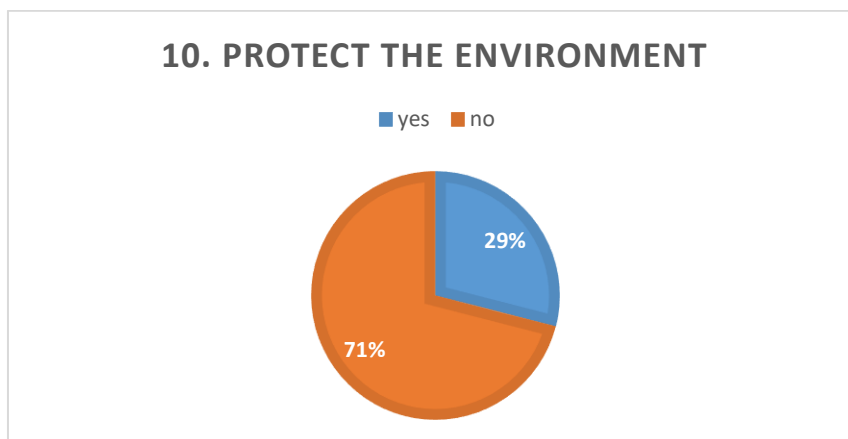


EXPLANATION

The question nine is Do you believe in the application of concept of complete Tele marketing throughout the world? 89% respondents are in the favor of the application of the concept of complete Tele marketing throughout the world and rest 11% don't think so. It is a one main concept in Tele marketing.

Q10. Tele Marketing is only way to protect the environment?

SI. NO	Particulars	Observed N	Expected N	Remaining	Percentage
1	Yes	20	35	-15	29%
2	No	50	35	15	71%
3	Total	70			100%



EXPLANATION

Then finally question ten is protect the Tele marketing 29% respondents say that only way to protect the environment is Tele marketing and rest 71% say that there are many other ways to protect the environment like plantation of trees, water harvesting, recycling, use of solar and wind energy.

III. FINDINGS

✓ Tele Marketing is a very important tool to protect the environment.

- ✓ People are aware about environmental problems and they are willing to contribute in environment safety.
- ✓ Educated people of the society are even ready pay more for environment safety as to some extent it has become a status symbol.
- ✓ Educated people are self-motivated but common man does not care about environment until they have a pressure from govt.
- ✓ At present it is a new concept, but it has good scope in near future.
- ✓ People are not satisfied with the govt. efforts towards environment.
- ✓ People are aware about environmental issues but still they give preference to price and brand name over environment friendly product.
- ✓

IV. SUGGESTIONS

- ✓ For increase the Tele Marketing awareness, Govt should take more efforts like- awareness programmers in rural areas through advertisements, seminar and workshops, etc.
- ✓ There are some simple ways with which we can save the environment like afforestation, use solar energy, ban on harmful plastic products, recycling of products and water harvesting, etc.
- ✓ Limitations of the study
- ✓ Time Constraint: There was time constraint, so the sample size is short.
- ✓ Education: Due to illiteracy and lack of awareness, people are not aware about Tele Marketing.
- ✓ Limitation in the availability of necessary secondary data.

V. CONCLUSION

Consumer's stage of cognizance about inexperienced products located to be high however at the identical time clients aren't aware of Tele marketing initiatives undertaken with the aid of various authorities and non-government companies signifying need for more efforts from agencies on this regard. Newspaper remains leading supply of statistics for maximum of the respondents and must be applied more for achieving out to the consumers regarding Tele marketing and practices. Responses were on moderate superb stage and we are able to finish that clients are now not skeptic approximately Tele claims of the groups and purchasers are worried approximately the existing and future kingdom of environment signifying want for inexperienced merchandise and practices. Entrepreneurs can give you knew inexperienced products and talk the blessings to the clients. Because of extended attention and concern customer may also prefer inexperienced products over traditional merchandise to guard the environment.

Concerns have been greater directed closer to depletion of ozone and global warming. The clients are involved approximately the nation of surroundings and anticipate the businesses to appoint inexperienced practices toward the safety of environment. The consequences have implication for durable manufacturers mainly to exercise Tele marketing. The marketing communication regarding Tele practices want to cognizance greater on theme and message. Marketing appeals the usage of Tele products and practices are probably to flow emotions and bring about persuasion. It's far essential for markets to be in top of mind recall of clients to benefit most from their inexperienced brand positioning. Consistent and non-stop communication from the groups' aspect is needed to make an effect and create a distinct inexperienced positioning.

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