



TELE SHOPPING - A TOOL OF E-MARKETING

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Abstract:

In the twenty-first century, retail marketing has grown exponentially. New trends are coming to retail marketing. It has been widely used in direct contact with customers marketing such as e-marketing, automatic vending machines, catalogs, postal sales etc. This is the saving both customers money and time. . General Chat Lounge in India, 80 per cent of retail sales are made through shops in India, and about 20 per cent of sales are made using new marketing tools. Only 200 million people in our country do not use television. That is, all the rest of us use television. Also, the number of users using phones, mobiles is 55. 48 million. The new retail marketing method for selling goods to consumers using television and telephone has started in India today, which called Teleshopping. There are a great number of job opportunities available through tele-shopping. Sellers are now selling their wares through tele-shopping. In the last few years, tele-shopping in India has increased by 550-600 million. The use of tele-shopping by vendors will create huge marketing opportunities.

Key Words:

Tele Shopping, Tele Shopping Practices, Advantages of Tele Shopping, Tele Shopping Limitations and Remedies Plan

Objectives:

- 1) To study the concept of tele shopping.
- 2) To study the benefits of tele shopping.

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3) To study the limitations of tele shopping and suggest solutions plan.

Hypothesis:

- 1) Tele shopping is playing an important role within marketing.
- 2) Tele shopping has a lot of marketing opportunities.

Introduction:

In today's busy life schedule, the time for consumers to buy physical goods has been reduced. Consumers have a tendency to buy goods using advanced technology. With the advent of the internet, large-scale transactions are taking place. Consumers are seen buying goods using the Internet. Along with e-marketing, the use of tele-shopping has also begun. Television started in India in Delhi on September 15, 1959. So tele shopping started in the 1990s. Initially, there was no satisfactory increase. But today, in the twenty-first century, it is growing exponentially. According to the RBI report, the growth of oil shopping in the current period has reached almost 5%. So this growth is likely to reach 40 percent in the next few years. The RBI report says. Oil shopping was first introduced in 1979 by Michael Albrecht.

Tele Shopping:

Tele shopping involves the sale of goods using television and telephone. By advertising your goods on TV, consumers attracted to information about the features, consumption and consumption of the goods. It includes a phone number on the TV screen while promoting the item and the customer is challenged to call the item to receive the item. These items are delivered to the house after the customer calls e.g. Napatol, Home Shop Etienne, Star CJ Shopping etc.

Definition:

Tele shopping is the method of purchasing goods in which goods purchased using television and telephone.

Tele Shopping is the Process of Ordering Goods Something like the Home Shopping Channel In short, marketing of goods through the use of TV and phones is tele-shopping. In this, the consumer gets the goods from the house and the money has to be paid after the goods have been received.

Tele shopping methods:

Tele shopping is referred to as the purchase of television. It shows the television on home channels such as the home shop Eighteen, Snap Deal. The characteristics of the product, the uses, the consumption, the methods of utilizing the benefits, etc. are advertised.

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It also demonstrates the use of commodities. The customer is requested to call the phone number provided on the TV screen. Customers are immediately attracted by comparing the discount on the item price if they call immediately to purchase the item and how much will they get if they go to the physical market. If the customer calls, the order of the item is placed and a message is given to the customer on your phone number. The customer is informed about the day when these items will be received. Price of goods is accepted only after delivery of the goods within the specified time. Also, money is guaranteed to be returned if you do not like it.

1) **Time savings:** When buying an item through tele shopping, the customer does not have to go to the shop or market to buy the item. Home goods can be purchased. This saves the customer time.

2) **Saving Money:** Consumers do not have to go to market if they purchase goods through tele shopping. That is, it saves money going to the market. Also, if you buy goods through shopping, you will be able to get a discount on the cost of the item, which means saving money.

3) **Branded Goods:** Goods sold through Tele Shopping are manufactured by these reputed companies. Therefore, there is no compromise on quality. The customer gets home-made branded goods. Because of this, there is no complaint about the quality.

4) **Daily use items:** Almost fifty percent of the goods sold through tele shopping are in daily use. You often need to go to the market to buy these items. That's where you get your home through tele-shopping

5) **The joy of shopping at home:** Purchase of goods through tele-shopping does not require the customer to go to the store to buy the item. It can also be purchased at home for daily use. So the joy of this purchase is great.

6) **Convenient to customers:** Customers who are older or who have a job or business. Tele shopping is useful for such customers. Because, these customers do not have enough time to go to the market and buy goods. So they order a home delivery for their needs.

7) **Cash on Delivery:** Customers who purchase goods through tele-shopping do not have to pay the price of the goods immediately. Payments are accepted by the customer at the time the item delivered into the hands of the customer. There is no need to pay in advance.

8) **Product Features:** Tele-shopping provides complete details of the features of the goods to attract the customers. Therefore, there is no doubt in the customer's mind about purchasing the goods.

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9) **Demonstration of Goods Use:** The entire demonstration of the use of the goods is shown on television to the customer while selling the goods through tele shopping. This doesn't make it difficult for consumers to use the product.

10) **365 days 24 hours shopping:** Tele shopping begins 365 days a year and 24 hours a day. Therefore, the consumer can enjoy buying anytime.

Limitations of tele shopping:

1) **Television sets:** Consumers must have a television set to purchase goods through tele shopping. Nearly 200 million people in India do not have television sets. Therefore, such people do not enjoy tele shopping.

2) **Telephone:** Tele shopping requires a television set as well as a telephone. People who have both of these televisions but do not have telephones do not enjoy buying goods through tele shopping.

3) **Coding:** A specific code number is given to the item to purchase the goods through tele shopping. If this code number is incorrect, it is possible to get the wrong item. This can put both consumers and sellers in trouble

4) **Reduced social interaction:** Buying goods through tele-shopping is reduce social interaction. Because there is no need to go the market for buy things these items are purchased from home. So there is no public relations.

5) **Limited Items:** When shopping goods through tele-shopping, customer purchased goods only shown on the TV screen. He has to rely on retailers for other goods.

6) **Distribution problem:** After ordering the purchase of goods through tele shopping, the goods will not be available immediately. If the address is incorrect, there are many problems with the delivery of the goods. Also, if the given phone number is not in coverage or is dead, there are many problems with the delivery of the goods.

7) **Limited Customers:** This shopping method is useful for very few customers. Because this method is not so useful for low income groups.

8) **Cheats:** In some cases, there is a possibility of fraud through tele shopping. For example the color, quality, and so on. Often you cannot be sure that the item shown on the TV will be exactly what you see it on.

Remedies:

The customer needs to have a television set and a telephone to purchase goods through tele shopping. But today such items can be enjoyed by friends or relatives. This requires good relations between friends and relatives. A code number is given when

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purchasing goods through tele shopping. If you look at the number properly and then place the order, the chances of getting the item wrong are less. It is worth buying some limited items through tele shopping. But for other goods, the sale of goods through television on other channels continues. By searching for it, many items can be purchased by consumers.

Conclusion:

In addition to the use of mobile phones and internet in India, the use of television has also increased. Since the inception of tele-shopping in India, it has increased significantly since today. Consumers now enjoy shopping at home, rather than going to the store. According to the RBI report, sales through tele shopping have increased by 550-500 crore. In General the ratio raised from 20 to 40 percent. Also, considering the benefits of tele shopping, there is no denying the possibility of huge customer creation in the future. The use of tele-shopping in e-marketing will certainly benefited. There is No doubt, tele-shopping will be also an effective marketing tool.

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