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Original Research Article

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Abstract

The aim of this study was to find out the factors affecting customer satisfaction in teleshopping. Researchers hypothesize that perceived value, convenience, and product variety have positive effect on customer satisfaction in teleshopping. The survey was done using convenient sampling from the region of Noida, Uttar Pradesh, India. Sample consisted of 150 respondents of Noida. The data were analyzed using multiple regression analysis. Results suggested that convenience is the only factor that significantly affects the customer satisfaction in teleshopping. The research suggests that product variety available and perceived value show correlation but does not significantly affect customer satisfaction in teleshopping. The research was useful for TV channels like NAPTOL BAZAR as it proves that customers order products from them just because of the convenience they are getting in return. This study is one of the first, at least to the author's knowledge, to empirically examine and confirm the effect of convenience, perceived value, and product variety on customer satisfaction in teleshopping.

Keywords: Product variety, Customer satisfaction, Perceived value; Convenience.

1. INTRODUCTION

Teleshopping channels have emerged as strong distribution networks; over the past few years, they have seen growth at a very fast pace in terms of profit and consumers. Consumer behavior is considered as one of the major influencers that significantly influences sales. Teleshopping channels have emerged as the platform where a host presents its product, giving a complete demonstration in front of the target audience. In India, Naptol Bazar and HomeShop18 happen to be one of the major players of teleshopping industry.

For customers, t-commerce combines the convenience of online shopping with television's familiar interface. Home shopping via t-commerce may be more convenient than phone-based home shopping because it may allow customers to order directly after viewing the advertisement on the TV set quickly and automatically. TechTrends' new report reveals that one in five viewers of TV shopping networks are willing to pay over $3 per month for this more convenient form of home shopping.

Recent articles have shown that convenience has acted as a major driving force while a consumer opts for teleshopping. Among the old age people, loneliness acts a significant element and to kill it they go for teleshopping. With the increasing reach of television in India, it happens to attract a good amount of crowd toward the teleshopping channels.

There have been studies that talk about how product variety (Tang and Yam 1996), perceived value (Dodds *et al.*, 1991; Doyle, 1987; Vantrappen, 1992), and convenience (Morganosky, 1986) play a major driving force when it comes to customer satisfaction. Individually, these variables have been worked upon many times in different environments, be it in reference of online shopping or brick and mortar store shopping

but never within a same field, so this article will be analyzing whether perceived value, product variety, and convenience have a significant impact on customer satisfaction while teleshopping.

2. LITERATURE REVIEW

2.1. Product Variety

It is usually said that consumers focus more on variety (Tang and Yam, 1996). A tendency to look out for more product variety has been observed often in various sectors, that includes fashion (Fisher *et al.*, 1994), computers (Bayus and Putsis, 1999), and automotive (Pil and Holweg, 2004), along with the fast-moving consumer goods (Quelch and Kenny, 1994). The term "product variety" is generally referred as product marketing strategy where the company offers what they are willing to offer to the consumer (MacDuffie *et al.*, 1996). Product variety has achieved "optimizing values," by adding customer value with minimizing cost (Prasad, 1998). Product variety lay down by two attributes: the dimension of the product being offered by the firm to the consumers and the pace by which the present product is replaced with the new one (Fisher *et al.*, 1995). Product variety is related to the desired level of customization for the product, but with an increasing variety, it may blow differently in each business performance (Agarwal *et al.*, 2006; Stavrulaki and Davis, 2010).

Many studies have included product variety as a factor evident in a number of ways. One of the leading examinations is based on economic theory, which states that the introduction of imperfect substitute of a product allows the brand to escape from classic price-based strategies (Lancaster, 1990; Jonsson *et al.*, 2011). So this study works on analyzing the effect product variety has on the customer satisfaction.

2.2. Perceived Value

Consumer today looks out for the value he/she might be receiving in return for the money he/she is paying for a product or a service, thus becoming one of the major concerns for the marketers (Dodds *et al.*, 1991; Doyle, 1987; Vantrappen, 1992). Value can be characterized as a relationship between what consumers receive in return for what the consumers give, implying the value as a correlation of assets and sacrifices (Zeithaml, 1988). Breakdown of proportions of "get" and "give" can be termed as perceived value (Shaw and Sergueeva, 2019). Perceived value is influenced by perceived privacy concerns and significantly swayed by hedonic motivation and perceived value (Shaw and Sergueeva, 2019).

Customer-perceived value is the benefits a consumer perceives from his/her own viewpoint while using the product (Woodruff, 1997).

Perceived value happens to be one of the most emerging influencer for customer satisfaction and it gives a better insight about how the marketers can maintain a long-term relationship with the consumer (Chahal and Kumari, 2012). In case of teleshopping, a customer perceives that he/she will be getting exactly the same product as shown on the television. This perceived value makes them pay for the cost of the product.

2.3. Convenience

Merriam Webster's characterizes convenience as something that sums up to an individual's leisure or saves work, be it any electronic gadget or a service in psychological dimensions. In marketing context, convenience is usually discussed in terms of goods and services. Goods and services that the consumer purchase without doing much of thinking and comparison are known as the convenience goods (Brown, 1989; Chen and Granitz, 2012). If consumers are willing to pay up to $100 an hour for convenience, marketing requires having a more accurate and precise explanation of what convenience is (Brown, 1989). A service provider can work on providing service convenience to its consumers to increase the customer-perceived service quality (Berry *et al.*, 2002b; Liang and Wang, 2006). Convenience can be explained as the capability to perform a task with the loss of minimum amount of human energy and time (Morganosky, 1986).

Convenience is considered to be composed of various components namely, decision convenience, access convenience, transaction convenience, benefit convenience, and post-benefit convenience (Berry *et al.*, 2002a; Colwell *et al*, 2008).

Time has always been considered as a scarce and valuable resource in the human activity (Berry *et al.*, 2002a; Seiders *et al.*, 2000, 2007). However, time and energy saving are the two major points of convenience

(Brown, 1990). Moreover, Berry *et al*. (2002b) explained that time and effort are two main factors that happen to affect customers' convenience when shopping and they also indicated five dimensions of service convenience:

1. access;
2. transaction,
3. decision,
4. benefit, and
5. post-benefit convenience (Lai and Chang, 2011).

From the extensive literature available based on convenience, it becomes evident that convenience has not been explored from the consumer's point of view while teleshopping.

2.4. Customer Satisfaction

Customer satisfaction is one thing that every brand wants to achieve (Broetzmann *et al*., 1995). Oliver (1980) proposed the theory of expectation inconformity explaining that when the consumer receives an experience beyond his/her expectation—a delight experience we call it—the consumer happens to be satisfied.

Oliver (1999) explained the customers' satisfaction as their willingness to stay loyal toward a particular brand by purchasing and repurchasing the same brand without getting influenced by the competitors because of the originality within the good and services that the brand offers.

The level of satisfaction is assumed to be directly related to expectation (Westbrook, 1980). A consumer who is satisfied and delighted with a brand tend to develop positive brand attitude and brand preference toward the brand (Bolton, 1998; Carlson and O'Cass, 2010; Oliver, 1980; Roest *et al*., 1997). Burton *et al*. (2003) argued that a consumer's satisfaction is a combined result of an individual's experience and the external information available, also the consumer's beliefs greatly influence his/her attitude toward a brand (p. 222). According to Lim and Kim (2017), older consumers get satisfied with teleshopping or TV shopping as the old age people suffer and experience from loneliness. Therefore, teleshopping cures their feeling of loneliness and hence eventually influence their satisfaction.

However, little work exists that focuses on perceived value, product variety, convenience, and customer satisfaction in the field of teleshopping. This body of work will find the relation among the respective variables.

2.5. Teleshopping Industry

Home shopping was introduced for the very first time in 1977 using a local radio; its huge success lead to a new concept—the first teleshopping channel in 1982, leading to a huge success and became a national shopping network in 1985 (Lim and Kim, 2017; QVC, 2016). Teleshopping is a medium through which one can communicate and it involves knowledge distribution through technology and hence is a combined service (Yen, 2018). Quality, value, and convenience (QVC), home shopping network (HSN), and liquidation channel (The Channel Inc.), i.e. the teleshopping channels, influence spectators in large number as they advertise several brands and trades in large amount in short period of time (Lim and Kim, 2017).

Television broadcasters very smartly used social relationship networks as a tool to connect with the audience. With the increase in the interaction of audience with the television, technology and program content evolved (Beyer *et al*., 2007). Teleshopping channels are broadcasted 24 hours a day, focusing on a particular range of products, such as jewellery, home and kitchen appliances, clothing, etc., in 1-hour programs (Fritchie and Johnson, 2003).

This study suggests that perceived value, convenience, and product variety have a significant effect on customer satisfaction in teleshopping.

2.6. Hypothesis

Perceived value is considered as the add-ons that the consumer receives when using a product or a service, which in turn creates a delight experience leading to customer satisfaction. Convenience is the major factor that happens to significantly influence customer satisfaction. Product variety happens to be the wide range that is made available to the consumer to make his/her final purchases, which influences customer satisfaction. Thus, this study proposes the following hypothesis:

> **H_1: Perceived value, convenience, and product variety have a significant effect on customer satisfaction in teleshopping.**

3. METHOD(S)

3.1. Sample

This study focuses on residents of India who have ever purchased products after viewing television channels like Teleshopping, Naaptol Bazar, or Home Shop 18. The data were collected using convenient sampling. The questionnaire was sent to almost 170 users (Israel, 1992; Sudnam, 1976), out of which 150 gave valid responses and the effective response rate is 88.23%.

3.2. Measures

This study referred to previous literature to design questionnaire items on perceived value (Sweeney and Soutar, 2001), convenience, product variety (Patel and Jayaram, 2014), and customer satisfaction (Kadic-Maglajlic *et al*., 2018). The study measured the questionnaire items by means of a "Seven-point Likert scale from 1 to 7" rating from strongly disagree to strongly agree.

4. RESULTS

The objective of this research work was to find the effect of perceived value, product variety, and convenience on customer satisfaction while teleshopping. Customer perception for a product changes according to his age, color, race, income, taste, and preferences. In Table 1, the value of R that is 0.663 happens to clearly support the hypothesized relation between the independent and dependent variable. All the independent variables, perceived value, product variety, and convenience, are positively related to customer satisfaction. Furthermore, multiple regression analysis was applied to check the hypothesis.

Table 1 clearly represents a positive correlation (R = 0.663) among the variables perceived value, product variety, convenience, and customer satisfaction. The R^2 shows 44% of the variance that indicates the degree of variation among the variables.

Figure 1. Proposed Conceptual Framework.

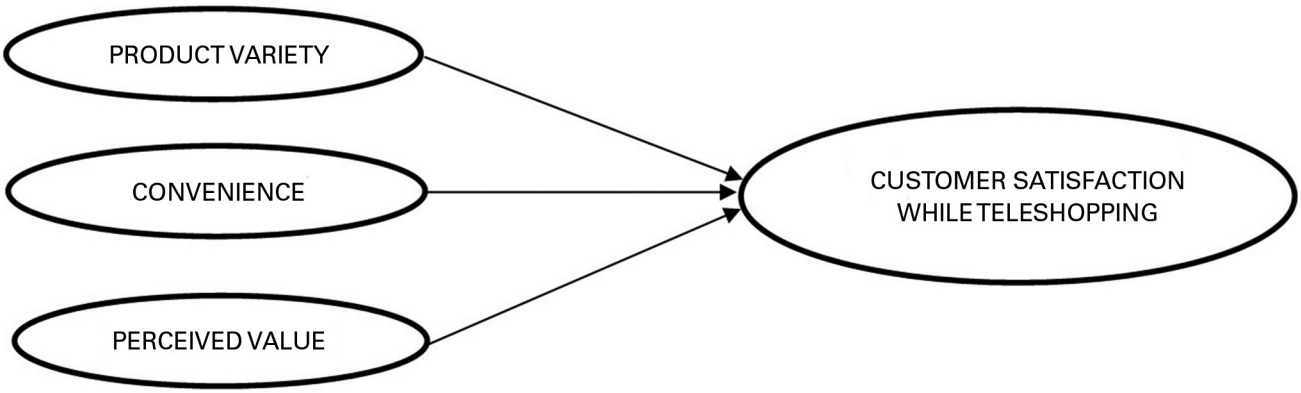

Table 1. Correlation Table.

Model Summary				
Model	**R**	**R^2**	**Adjusted R^2**	**SE of the Estimate**
1	0.663[a]	0.440	0.403	0.816038401

Predictors: (Constant), product variety (X3), perceived value (X1), and convenience (X2)

4.1. Multiple Regression Analysis

Multiple regression analysis was carried out with IBM SPSS version 22.0 to check whether perceived value, convenience, and product variety have a significant impact on customer satisfaction in teleshopping. The results of regression revealed that the model represent 44% of the variance. In addition, the model happens to be a significant predictor of customer satisfaction, as the F value comes out to be 12.03 as shown in Table 2 and the p value is 0.00001, which tells that the F value is significant. The multiple regression analysis as shown in Table 3 suggests that convenience contributed significantly to the model as the B value came out to be 1.248, along with $p < 0.05$, whereas product variety and perceived value did not significantly affect customer satisfaction (B = 0.117, p = 0.405) (B = 0.136, p = 0.484).

The final predictive model is as follows:

Customer Satisfaction = (–2.030) + Convenience × (1.248) + Product Variety × (0.117) + Perceived Value × (0.136)

Table 2 represents the ANOVA analysis with F value coming out to be 12.031, with the degree of freedom being (3,46).

Table 3 shows the B values and the p values, which when compared with the standard values show that there happens to be only one independent factor that significantly influences customer satisfaction. Convenience is the only factor to significantly affect customer satisfaction while teleshopping.

5. DISCUSSION

Shopping in person have always been a way of lifestyle, and people are not ready to accept the risk involved while teleshopping. However, a few people like to shop without leaving their homes, but things are too

Table 2. ANOVA Analysis Table.

ANOVA[a]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	24.034	3	8.011	12.031	0.00001[b]
	Residual	30.632	46	0.666		
	Total	54.667	49			

[a]Dependent variables: C.S(Y).
[b]Predictors: (Constant), product variety (X3), perceived value (X1), and convenience (X2).

Table 3. Multiple Regression Analysis Table.

Coefficients						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	SE	Beta	T	Sig.
1	(Constant)	–2.030	1.169		–1.736	0.089
	Perceived value	0.136	0.192	0.101	0.706	0.484
	Convenience	1.248	0.355	0.528	3.518	0.001
	Product variety	0.117	0.139	0.111	0.841	0.405

Dependent variable: customer satisfaction (Y).

disorganized and too narrow that marketers are unable to make people sit and teleshop (George, 1987). The results revealed that convenience is a significant factor that affects customer satisfaction in teleshopping. Teleshopping saves time, thus making it more convenient (Ferrell, 2005).

In India, almost 197 million homes happen to own a television set and an individual on an average watches television for almost 3 hours 44 minutes every day. Even with such a good reach to the consumer, teleshopping industry struggles in India. A homemaker and/or an old age person can happen to be a perfect consumer. Homemakers spend a lot of time alone at home and for leisure they usually like to watch television. Loneliness is one of the major factor that happens to attract old age people to teleshop (Lim and Kim, 2017).

While analyzing the responses, it was quite evident that the maximum number of the shoppers happened to be female, aged between 28 and 40 years, generally homemakers who get a lot of time in the day to kill once they have finished their house chores. Homemakers can be a perfect target audience for the teleshopping channels who look out to grow their business in India.

5.1. Implications

This study adds on to the extensive literature available about TV shoppers in international and domestic market, who are not completely satisfied with their experience. The study has revealed that marketer and their brands need to focus on their products—the marketing needs have to be understood in such a way that consumers not only shop their products for convenience but also for the variety and the value the brand is offering them. Teleshopping channels in India lag behind in many perspectives—the marketing needs to be improved to gather more and more attention. The research has helped to get better insights and knowledge about the actual consumers of teleshopping channels.

5.2. Limitation and Further Research Directions

The limitations of this research are related to the generalization of the findings as the research was conducted in Noida, UP, India. Thus, further research can be conducted keeping in mind the whole country—it will make the findings more generalized. The research was based on convenience sample with a limited sample size, which makes it prone to errors and bias. No particular teleshopping channel was taken into consideration while conducting the research. Adding a particular teleshopping channel might make the research more interesting.

Furthermore, research can be done to check various other factors that may significantly impact customer satisfaction beyond the three already included in the research. Future research can be done on why only "convenience" is the significant influencer of customer satisfaction in teleshopping.

6. CONCLUSION

The objective of this article was to study the effect of perceived value, convenience, and product variety on customer satisfaction in teleshopping. After the complete analysis, convenience came out to be the major driving factor for customer satisfaction while teleshopping. The results show that respondents are majorly impacted by convenience only. In addition, the major target audience for such TV channels are homemakers who feel bored and like to do shopping in their free time. These homemakers have good education and a good family income and spend quite a lot of time watching television. Teleshopping channels lag behind the capability to develop strong relationships with their customers. When purchasing a product, a consumer tries to associate that product and its features with his/her lifestyle. Somehow, teleshopping channels need to work upon it as these relations are a small step toward the brand trust they require.

The right mix will help in improving the sales done through teleshopping, that the product being offered are at a good discount, they are of good quality, and are they presented in correct manner in front of the consumers so that they find the product attractive enough for buying. When the channels get successful in developing value and credibility in the eyes of the customers, that will be the real victory of teleshopping industry.

Author Contributions
All authors contributed equally.

Conflict of Interest
There is no conflict of interest.

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