

Factors Influencing Customer Purchasing Behavior through Telemarketing

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Abstract: This study aims to analyze the factors influencing customer purchasing behavior through telemarketing and to propose a strategic framework for promoting such behavior within the Thai context. Employing a mixed methods research design, quantitative data were collected from 360 customers who had purchased products via this channel, while qualitative data were obtained through in-depth interviews with 15 executives and industry experts. The structural equation modeling (SEM) analysis confirmed that both the marketing mix and management and service processes exert a strong and statistically significant positive influence on customer purchasing behavior, with a path coefficient of 0.96. Furthermore, confirmatory factor analysis (CFA) revealed that “trust” is the most influential determinant of consumer purchasing behavior. Integration of quantitative and qualitative findings indicated that, despite high levels of customer satisfaction with the purchasing process and repeat purchases, the intention to recommend remained moderate—signaling a gap between satisfaction and proactive advocacy. Another key finding highlighted the paramount importance of the “human factor” among sales personnel, particularly their ability to convey “positive energy” and deep “product knowledge.” Consequently, this research proposes a “Trust-Centric Model” focused on fostering enduring personal relationships and credibility, thereby closing the gap between satisfaction and referrals, and driving sustainable business growth.

Keywords: Telemarketing, Consumer Behavior, Trust-Centric Model, Mixed Methods Research, Structural Equation Modeling, Thailand.

INTRODUCTION

Telemarketing remains a powerful direct marketing strategy even in the advanced digital era, serving as an effective channel for converting potential customers into actual buyers—particularly among demographic segments less familiar with digital technologies, such as elderly consumers in Thailand, who constitute a key telemarketing target group in this study.

However, the effectiveness of telemarketing is not determined solely by technological factors but also by complex, interrelated elements that prior research has rarely addressed comprehensively. This study seeks to fill this gap by presenting a causal model validated through empirical data and expert insights. The proposed “Trust-Centric Model” systematically integrates strategic factors (marketing mix), operational factors (management processes), and customer behavior, making a meaningful contribution to both academic knowledge and related business practices.

The research objectives are as follows:

1. To examine factors influencing customer purchasing behavior via telemarketing.
2. To analyze the impact of management and service processes on the adoption of telemarketing sales technologies in organizations.
3. To propose a model to promote customer purchasing behavior through telemarketing.

METHODS

This study adopted a mixed methods approach comprising quantitative and qualitative phases.

Quantitative phase: Data were gathered from a sample of 360 customers who had purchased via telemarketing, using a five-point Likert scale questionnaire. Descriptive statistics summarized demographic and opinion data, while structural equation modeling (SEM)—including factor analysis and path analysis—was employed to evaluate causal relationships. The SEM comprised two components:

- **Measurement model:** Specifies linear relationships between latent and observed variables. First-order confirmatory factor analysis (CFA) was applied to test construct validity and select indicators with predictive coefficients (R^2) exceeding 0.60.
- **Structural model:** Specifies relationships between latent variables. Path analysis was used to examine both direct and indirect effects, testing hypothesized causal relationships.

Qualitative phase: In-depth interviews were conducted with 15 key informants, including executives and telemarketing business experts. Typological analysis was applied to categorize and interpret the data.

RESULTS

Quantitative findings:

SEM results supported the hypotheses:

- The marketing mix (MM) directly and positively influences customer purchasing behavior (BR) with a path coefficient of 0.96 ($p < 0.05$).
- Management and service processes (SE) directly and positively influence telemarketing techniques (TY) with a path coefficient of 0.96 ($p < 0.05$).

CFA results showed that:

- **Trust** had the highest predictive coefficient (1.00), exerting the greatest influence on purchasing behavior.
- **Price** scored highest (0.88) within the marketing mix components.
- **Self-energizing** among sales personnel scored highest (1.33) within telemarketing techniques, closely followed by **product and service knowledge** (1.31).

Qualitative findings:

Interviews reinforced the quantitative results, emphasizing that:

- The “human factor” of sales staff is crucial, especially their ability to convey “positive energy” and deep “product knowledge.”
- Price functions as a “quality signal,” where transparent and reasonable pricing fosters trust more than the lowest possible price.
- Telemarketing serves as a “safe space” for building personal connections between sales staff and customers.

DISCUSSION

Integrated findings confirm that **trust** is the core driver of purchasing behavior. Qualitative data highlighted that trust emerges from every customer touchpoint. Moreover, price is more than a transaction amount—it signals quality and credibility. The direct influence of the marketing mix underscores the need for clear communication of product value.

Regarding the “human factor,” the study shows that while technology plays a role, sales success depends heavily on human skills—particularly self-motivation and deep product knowledge. The identified gap between satisfaction and advocacy suggests that businesses should develop straightforward and rewarding referral mechanisms to transform satisfaction into proactive customer recommendations.

CONCLUSION

This study reaffirms that telemarketing remains a highly effective channel in niche Thai markets. Its success is not driven solely by price or product features, but by complex causal relationships among the marketing mix, management processes, sales techniques, and purchasing behavior—with trust and the human factor as central elements.

The proposed model offers a conceptual framework for understanding and enhancing telemarketing operations. Practical recommendations for practitioners include: enhancing product quality with compelling narratives, adopting transparent pricing, investing in human resources to position sales personnel as “personal advisors,” and developing effective referral mechanisms.

Limitations and future research include experimental studies on referral mechanisms, further exploration of the relationship between technical knowledge and communication clarity, and comparative studies across different population segments.

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