

A Study on Consumers Perception on DTH in Coimbatore City

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ABSTRACT

Indian telecommunication industry are television broadcast industry, telephone, internet and in the country which is in an ongoing process of transforming into next generation network, employs an extensive system of modern network elements such as digital telephone exchanges, mobile switching centers, media gateways and signaling gateways at the core, interconnected by a wide variety of transmission systems using fiber-optics or Microwave radio relay networks. The access network, which connects the subscriber to the core, is highly diversified with different copper-pair, optic-fiber and wireless technologies. DTH, a relatively new broadcasting technology has attained significant popularity in the Television segment. The introduction of private FM has given a fillip to the radio broadcasting in India.

I. INTRODUCTION

Telecommunication in India has greatly been supported by the INSAT system of the country, one of the largest domestic satellite systems in the world. India possesses a diversified communications system, which links all parts of the country by telephone, Internet, radio, television. According to London-based telecom trade body GSMA, the telecom sector accounted for 6.5% of India's GDP in 2015, or about ₹9 lakh crore, and supported direct employment for 2.2 million people in the country. GSMA estimates that the Indian telecom sector will contribute ₹14.5 lakh crore to the economy and support 3 million direct jobs and 2 million indirect jobs by 2020.

II. OBJECTIVES OF THE STUDY

- To study the awareness Level of different DTH services.
- To study the consumers opinions, preference among the different DTH service.
- To find the problems faced by the consumer using DTH services.
- To study about the consumer satisfaction level of DTH service.

III. STATEMENT OF THE PROBLEM

The DTH services has entered a new phase of development, shifting the emphasis towards improvement in the interactive services and the quality of consumer service they provide to the consumers, thus making people to switch from Cable TV set of box to Private DTH.

IV. SCOPE OF THE STUDY

The study is conducted to find out what consumers feel about their DTH and to gain the information regarding the satisfaction level towards the services used by them. The study is also conducted to find

whether Cable TV Set of box is better than Private DTH or not and to find the most satisfied DTH in Coimbatore city regarding the price & other aspects which is identified as the problem of the study.

V. RESEARCH METHODOLOGY

AREA OF STUDY - Area of the study refers to Coimbatore district.

SOURCE OF DATA- The study has used both primary data and secondary data. Primary data was collected using the questionnaire and the secondary data was collected from the websites and magazines.

SAMPLING DESIGN- The sampling for the study data was collected with the help of Structured Questionnaire from 100 respondents in Coimbatore city. Samples were drawn from common Public in Coimbatore city.

SAMPLING TOOL

The tools used in finding the consumer Perception on DTH include the following tools:

- **Percentage analysis**
- **Chi-square Test**
- **Ranking Analysis**

VI. LIMITATIONS OF THE STUDY

- Due to time constraints the study is limited to Coimbatore city.
- Respondent may fail to express their opinions

VII. REVIEW OF LITERATURE

- I.** The objectives of the study are to find the preference, to identify the reasons for preferring to examine the level of satisfaction towards the DTH services as well as to study the problems faced by the respondents. 150 sample consumers have been selected to analyze the data. The statistical tools like percentage, rank correlation and chi-square test have been used to analyze and interpret the collected data.
- II.** The main objectives of the study are to identify the factors that motivate and affect the purchase attitude of consumers at Villupuram, to assess the extent of influence created by celebrity endorsed advertisements for consumer durables and to ascertain the consumer responses.
- III.** With the objective to understand the factors responsible for different buying behavior of the rural consumers. Rural households are purchasing a wide range of products of cars, mobile, flat screen televisions, DTH, bike, hair oil, toothpastes, shampoo, shaving cream, talcum powder, etc. How these six factors i.e. price, family size, product packaging, age, culture and advertising play an important role in buying decisions.
- IV.** The objective of the study was to identify the factors motivating the consumers to purchase DTH product. He has used the statistical tools i.e. descriptive analysis and chi-square test. The sample has been selected 500 respondents. The study has concluded that the majority of the respondents prefer to buy Tata Sky DTH product because of the best picture quality, reasonable price, various kinds of packages and more channels. The study suggested that the DTH providers must pay attention on consumer service, picture quality, reasonable price rather than other factors to make their business more successful and satisfy the consumers. Journal of Business Management, Commerce & Research Consumers' preference and attitude towards DTH service: Vol.-II, No.-6, December-2013 (ISSN 2319-250X).
- V.** The objectives of the study are to find out the preference of the DTH subscriber, the level of brand loyalty. The study has made convenient random sampling of 230 respondents. The collected data has been analyzed through statistical tools like measures of central tendencies, ranking, chi-square test, percentiles and tabulations.

VIII. ANALYSIS AND INTERPRETATIONS**DIFFERENT KIND OF DTH USERS.**

Different types of DTH	No. of Respondents	Percentage
Airtel	26	26%
Videocon D2h	10	10%
Tata sky	32	32%
Dish Tv	9	9%
Sun Direct	23	23%
DD Free Dish	0	0%
Total	100	100%

INTERPRETATION

From the above table, it is clear that 32% of the respondents are using TATA SKY, 26 % of the respondents are using Airtel DTH, 23 % of the respondents are using Sun direct 10% of the respondents are using Videocon D2h, 9% of the respondents are using Dish TV.

RESPONDENTS OF HOW THEY CONTACT DTH PROVIDERS WHEN CUSTOMER HAVE PROBLEM

No. of way of contacting DTH Provider	No. of respondents	Percentage
Email	9	9%
Customer care	84	84%
SMS	3	3%
Direct Approach	4	4%
Total	100	100%

Source: Primary Data

INTERPRETATION

From the above table, it is clear that 84% of the respondents are call their respective customer care when they have problem, 9% of the respondents contact their DTH provider through Email, 4% of the respondents are directly meet their DTH providers and 3% of the respondent contact their DTH providers through SMS.

REASON FOR USING DTH SERVICES

Reason for Using DTH	No. of Respondents	Percentage
Picture Quality	55	55%
Convenient Prices	24	24%
Attractive Packages	21	21%
Total	100	100%

Source: Primary Data

INTERPRETATION

From the above table, it is clear that 55% of the respondents are using DTH because of Picture Quality, 24% of the respondents are using DTH because of Convenient Prices and 21% of the respondents are using DTH because of Attractive Packages.

CHI-SQUARE ANALYSIS

HYPOTHESIS

H₀ : There is no significant relationship between dependent variable and independent variable.

H₁ : There is significant relationship between dependent variable and independent variable.

Signature value for chi-square is 5% (i.e., 0.05). If the calculated value is less than the table value, it is accepted. Else in other situation it is rejected.

TABLE SHOWING THE RELATIONSHIP BETWEEN THE GENDER AND HOW DO CUSTOMER CONTACT THE DTH PROVIDERS WHEN THEY HAVE PROBLEM.

GENDER	HOW DO CUSTOMER CONTACT THE DTH PROVIDERS WHEN THEY HAVE PROBLEM	EMAIL	CUSTOMER CARE	SMS	DIRECT APPROACH	TOTAL
	MALE		3	52	1	3
FEMALE		6	32	2	1	41
TOTAL		9	84	3	4	100

CALCULATION OF X²

S.NO	OBSERVED VALUE (O)	EXPECTED VALUE (E)	(O - E)	(O - E) ²	(O - E) ² /E
1.	3	5.31	-2.31	5.3361	1.0049
2.	52	49.56	2.44	5.9536	0.1201
3.	1	1.77	-0.77	0.5929	0.3349
4.	3	2.36	0.64	0.4096	0.1736
5.	6	3.69	2.31	5.3361	1.4460
6.	32	34.44	-2.44	5.9536	0.1728
7.	2	1.23	-0.23	0.0529	0.0430
8.	1	1.64	1.36	1.8496	1.1278
TOTAL					4.2495

Degree of Freedom	3
Table value	7.815
Calculated value	4.2495

INTERPRETATION

The calculated value (4.2495) is less than the table value (7.815), H₀ is accepted and hence it is concluded that there is no significant relationship between Genders and how do they contact customer care when they have problem.

AVERAGE RANKING ANALYSIS

TABLE SHOWING THE RANKING ANALYSIS OF DIFFERENT FACTORS OF DTH.

Factors	Rank	1	2	3	4	5	TOTAL	RANK
	Picture Quality	2	3	35	40	20	297	1
	Channel Quantity	7	13	15	42	23	361	3
	Price Packages	5	12	21	23	39	379	4

Signal	7	10	13	25	45	391	5
Customer care responses	3	16	23	34	24	360	2

INTERPRETATION:

The above table states that, the respondents ranked the Picture quality as first, Customer care responses as Second, Channel Quantity as Third, Price Packages as Fourth and Signal as Fifth.

IX. FINDINGS AND SUGGESTIONS

1. 84% of the respondents recharge the DTH Monthly.
2. 68% of the respondents are not faced any problem while using DTH.
3. 84% of the respondents contact Customer care whenever they have problem.
4. 39% of the respondents using the DTH over a period of 1-3 years.
5. 55% of the respondents are using DTH because of the Picture quality.
6. 55% of the respondents said that their DTH service Providers took 1 day for installation.
7. 52% of the respondents do not accept the TRAI rule on DTH.
8. 52% of the respondents feels that Private DTH is better than Cable TV Set of box.
9. 52% of the respondents suggested their DTH to their friends, relatives, neighbors and others.
10. 64% of the respondents says that their main problem is they lost the connection due to bad weather.
11. 57% of the respondents do not heard about new JIO DTH this will be launched in India.
12. 86% of the respondents are said that new JIO DTH will definitely affect other DTH.

CHI – SQUARE ANALYSIS

When comparing the gender and different way of contacting DTH providers the calculated value (4.2495) is less than the table value (7.815), H_0 is accepted and hence it is concluded that there is no significant relationship between Genders and how do they contact customer care when they have problem.

AVERAGE RANKING ANALYSIS

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X. SUGGESTIONS

DTH providers should be shifted to previous Tariff Rate

DTH providers should bring immediate solution for connection lost due to bad weather

Consumers are mostly preferred Monthly so DTH providers should make attractive packages

Some DTH providers took 2 to 3 days for installations. Some customers will accept that and keep the excitement level but customers don't accept

Some customers mentioned that customer care responds are not good. So management need to concentrate on their employees

DTH providers should use Popular celebrities to promote their DTH. So the

XI. CONCLUSION

Today DTH is one of the modes of communication through television. There are number of brands in DTH services. They are available in the market, which differs in price, quality, services and variety of packages, type etc. In the present technology era it can be easily said that all classes of people are using the DTH services to their television for continuous networking. By considering this the DTH producers coming up with different brand names. But the consumers prefer their favorite brands due to various reasons. It can be concluded that the picture quality, advertisement, brand name, channels and price decide the purchase. The present study reveals that the majority of the respondents prefer to buy TATA SKY because of its best picture quality, reasonable price, various kinds of packages and more channels. So the DTH service providers must pay attention on Customer Service, picture quality, reasonable price rather than other factors to make their business more successful and satisfy the consumers.

WEBSITE

Reference: “Subscribers’ Attitude towards DTH Services” by **Nagarajan. N. R & M. J. Senthil Kumar (2012)**

Reference: “A Study on Celebrity Based Advertisements on the Purchase Attitude of Consumers towards Durable Products at Villupuram, TamilNadu, India” by **Sathish S. & A. RajamohanA.(2012)**

Reference: “A Study on the Rural Consumer Buying Behavior in Bihar” by **Jha M. (2013)**

Reference: “Factors Motivating consumers towards DTH Services in Andhra Pradesh” by **Reddy S S K (2015)**

Reference: “A Study on consumer’s Perception towards DTH Services” by **Srikanth R.,&Pannaga V (2017)**