

**A STUDY ON CONSUMER'S PERCEPTION ON DTH SERVICES WITH
REFERENCE TO COIMBATORE CITY**

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ABSTRACT - India presents an interesting case of DTH market where all players deliver almost identical product and service, get very fast with each other and then project clearly with their own power . The entry of players, the advancement of technology, the price reduction, the competition in competition, the benefits of this terrible competition to the customers, are the industry characteristics and the call for digitalizing content by broadcasters is a concept bought by the government. Due to the development and competition of the industry, it became clearer and more effective for the players. In the era of technology, early DTH services offer a different type of TV viewing experience. DTH services have a unique position in the real development of the services sector. Being a component of the DTH service sector, it is responsible for knowing the customer's attitude and satisfaction, distribution channels in service delivery, the quality of service and the competitive advantage of cable television's optional platform. So that researcher has been taken concept of customer satisfaction in this study. Likert's five-point scaling technique, percentage analysis, weighted average method, Chi-square test are the statistical tools used in the study. DTH marketing deals that provide services to meet customer's entertaining needs and desires to satisfy these entertaining needs, subscribers need specific services. Sample random sampling method has been adopted to collect data from subscribers who avails DTH services in their homes television earlier. Considering the resources 110 sample was considered passable. The study DTH (direct to home) provider companies and Census survey was conducted to collect data from 110 active DTH (direct to home) services in Coimbatore city

Key Words: Customer, DTH, channels, monsoon.

INTRODUCTION OF THE STUDY

The industry was turning extremely insistent and all players ferociously fight competition. Not just market boss and challenger but all players in the industry were playing with obsessive interest because of the size of this business in India. The Indian DTH Market is expected to become the world's largest DTH Market in the near future. The regulations that need digitization of television content and signals will also force the sale of this invention in the time to come. The advantage more than cable and satellite service providers that it gives, country and remote transmission because of wireless examine, technological advances similar to electronic program guide that it provides build it an attractive product for subscribers. Review of literature presents the review of DTH services. The previous studies have been categorized to Direct-To-Home Television (DTH)/Direct Satellite Broadcasting (DBS), DTH Service Providers, Subscriber's satisfaction toward DTH services. Due to the development and competition of the industry, it became more clear and effective for the players. In the era of technology, early DTH services offer a different type of TV viewing experience. DTH services have a unique position in the real development of the service sector. Being a component of the DTH service sector, it is responsible for knowing the customer's attitude and satisfaction, distribution channels in service delivery, the quality of service and the competitive advantage of cable television's optional platform. Satisfaction is the evaluation of an emotion. Satisfaction is the outcome of the interaction between the expectation of the customer and the performance of the product or services. Satisfaction is the reward a consumer gets for the sacrifice he or she makes. Customer satisfaction is an emotional and sentimental issue. A customer finally chooses a vendor who provides him more value for his money and with whose product or service is quite satiated or happy. Higher the level of satisfaction better is the emotional and sentimental attachment to that brand and more intense is the relationship between the customer and vendor. It is not only a matter of product and services. What is more is that consumer expects good deal of guidance in solving his problem that crop up at any time. In case his problem or problems are solved by the vender, it is the vender who creates a committed and loyal customer who is instrumental in creating new customers

OBJECTIVES OF THE STUDY

- To study the awareness of customer in different DTH services.

- To study the consumers opinions, preference among the DTH service.

- To find the problems faced by the consumer using DTH services.

- To study about the consumer satisfaction level of DTH service

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. The most common DTH problems are bad weather, install good transponders, better signal, There was a time mwhenIndian was glued to only door darshan for entertainment.

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

RESEARCH METHODOLOGY

Tools and techniques of analysis

This test is one of the simplest and mostly widely used non-parametric tests in Statistical work. It was first used by Karl Pearson in the year 1900. The quantity describes the magnitude of the discrepancy between theory and observation.

$$\chi^2 = \frac{\sum (O - E)^2}{E}$$

E

Where O = Observed frequencies

E = Expected frequencie

Ranking Analysis

A ranking is a relationship between a set of items such that, for any two items, the first is either 'ranked higher than', 'ranked equal to' the second.

LIMITATIONS OF THE STUDY

- Due to time constraints the study is limited to Coimbatore city.
- Respondent may fail to express their opinions.
- due to digital compression techniques many more niche channels are available.
- uninterrupted service.

VII. REVIEW OF LITERATURE

M.Gajalakshmi&Ms.E.Ragini Dec 2018

DTH is the only source which will reach people who live in Hill stations, Rural and Remote Areas. Therefore, there is a scope for DTH operators to proceed by giving strategic package offers for sustaining the growth rate. Advertising the products and explaining the product will help in attracting more and more people. The present study reveals that the majority of the respondents prefer to use Sun Direct because of its best picture quality, reasonable price, various kinds of packages and more channels. Thus DTH service in future should be modernized to suit the entertainment and educative needs of the society successfully.

Mr. Gojiya

Jagdish Hamir& Dr. H. M. Kora nt March 2019

From the researcher it is concluded that the DTH industry is the most rapidly development industry in Indian. Due to the dynamic and developing nature of DTH industry there is an immense opportunity for new entrepreneurs in DTH industry for capturing this recently developed market and to maintain stable growth the business should have provide better services to the customers especially in the semi-urban and rural areas. With the exiting market opportunities, companies have to differentiate not only in the price level but also in services quality. Today's customer is sensitive to price as well as to quality also. The increasing awareness and expectations also make it difference to satisfy the consumer.

Dr.D.Padma&

M.Nithya Dec 2019

perceived (Experienced) by them. And in addition, the unmarried respondents give a higher opinion on service facility and satisfaction level. It is also concluded that extended and nuclear family respondents do not give the same average level of opinion on cost, service facility, and Satisfaction level. If the gap score reduces gradually, the service quality improves leading to more customer satisfaction. A few successful service providers nowadays expand the business by attracting new customers through recommendations and by offering several value-added packs to compete in the field.

Swetha &Sharanya S. Kumari March 2020

The DTH is widely used in the country. The researcher studied about customers' satisfaction level towards different DTH brands. It is found that satisfaction level is not specific to a particular DTH brand but DTH as a whole. The satisfaction level is not affected by the particular DTH brand. The satisfaction level depends on the overall picture quality, price, sound clarity, offers and after sale service of the DTH service providers. As per study, most of the respondents complained that they have technical problems in the setup box and signal problems during rainy season. Therefore, DTH service providers focus on solving these problems.

ANALYSIS AND INTERPRETATIONS

PERCENTAGE

ANALYSIS

DIFFERENT KIND OF DTH
USERS.

Different types	No. of	Percentage
Airtel	30	27%
Videocon D2h	15	14%
Tata sky	32	30%
Dish Tv	10	9%
Sun Direct	23	20%
DD Free Dish	0	0%
Total	110	100.00%

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.

HYPOTHESIS

H_0 : There is no 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.

G E N D E R	HOW DO CUSTOMER CONTACT THE DTH PROVIDERS WHEN THEY HAVE PROBLEM	EMAIL	CUSTOMER CARE	SMS	DIRECT APPROACH	TOTAL
	MALE		3	52	2	3
FEMALE		6	41	2	1	41
TOTAL		9	93		4	110

CALCULATION OF EXPECTED VALUE:

$E = \frac{\text{ROW TOTAL} * \text{COLUMN TOTAL}}{\text{GRAND TOTAL}}$

GRAND TOTAL

CALCULATION OF χ^2

S.NO	OBSERVED VALUE	EXPECTED VALUE	(O - E)	(O - E) ²	(O - E) ² /E
1	3	5.31	-2.31	5.34	1
2	52	49.56	2.44	5.95	0.12
3	1	1.77	-0.77	0.59	0.3349
4	3	2.36	0.64	0.41	0.17
5	6	3.69	2.31	5.34	1.45
6	32	34.44	-2.44	5.95	0.1728
7	2	1.23	-0.23	0.05	0.04
8	1	1.64	1.36	1.85	1.13
	TOTAL				4.25

Degree of Freedom	3
Table value	7.82
Calculated value	4.25

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

A ranking is a relationship between a set of items such that, for any two items, the first is either 'ranked higher than', 'ranked equal to' the second.

TABLE SHOWING THE RANKING ANALYSIS OF DIFFERENT FACTORS OF DTH.

Rank	1	2	3	4	5	TOTAL	RANK
Picture Quality		3	5	40	20	297	1
Channel Quantity		3	5	42	23	361	3
Price Packages		2	1	23	39	379	4
Signal		0	3	25	45	391	5
Customer care responses		6	3	34	4	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.

FINDINGS AND SUGGESTIONS

1. MAJORITY 59% of the respondents are male.
2. MAJORITY 84% of the respondents are under graduation level.
3. MAJORITY 65% of the respondents are Students.
4. MAJORITY 53% of the respondents are under 18 - 25 age category.
5. MAJORITY 42% of the respondents are voted that I am not earned yet.
6. 32% of the respondents are TATA SKY users.
7. MAJORITY 70% of the respondents got

information from Advertisements.

8. MAJORITY 65% of the respondents got advertisement through television.
9. MAJORITY 58% of the respondent's satisfaction level of advertisement is good.
10. MAJORITY 53% of the respondent's opinion about advertisement of DTH is suggestive.
11. MAJORITY 63% of the respondents said that they are satisfied with the DTH price.
12. MAJORITY 69% of the respondents are satisfied DTH after sales service.
13. MAJORITY 51% of the respondents feel that Channel quantity is need more.
14. MAJORITY 84% of the respondents recharge the DTH Monthly.
15. MAJORITY 68% of the respondents are not faced any problem while using DTH.
16. MAJORITY 84% of the respondents contact Customer care whenever they have problem.
17. 39% of the respondents using the DTH over a period of 1-3 years.
18. MAJORITY 55% of the respondents are using DTH because of the Picture quality.
19. MAJORITY 55% of the respondents said that their DTH service Providers took 1 day for in installation.
20. MAJORITY 52% of the respondents do not accept the TRAI rule on DTH.
21. MAJORITY 52% of the respondents feels that Private DTH is better than Cable TV Set of box.
22. MAJORITY 52% of the respondents suggested their DTH to their friends, relatives, neighbors and others.
23. MAJORITY 64% of the respondents says that their main problem is they lost the connection due to bad weather.
24. MAJORITY 57% of the respondents do not heard about new JIO DTH this will be launched in India.
25. MAJORITY 86% of the respondents are said that new JIO DTH will definitely affect other DTH.

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 package
- 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.

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 decides 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.

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