

Customer Preference and Satisfaction towards Tata Play DTH Service with Special Reference Coimbatore City

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ABSTRACT

Now -a -days in the buyer's market today,business concerns have to make a lot of efforts to sell their product and establish their survival.It may be basically due to changes in attitude of consumers towards buying products and changing business world.Every human being is changing time to time according to the change in trends in everyday's life.The biggest changes occurred in consumer products ,new and innovative technology has used to satisfy the consumers.In this content the study is taken up with various DTH service which have considerable share in the market.This paper reveals the customer perception towards DTH services in Coimbatore city and it also helps to analyse the competition exist in the market regarding DTH service.The study is focused on the consumer preference and satisfaction towards tata play DTH service.The number of sample size is 120.The study focus on the customer preference and satisfaction.

Keywords: Customer service,DTH channel ,customer perception.

INTRODUCTION

Marketing process bring new and improved quality goods and consumers, marketing raises the standard of living of the people by satisfying varied and innumerable needs and wants of consumers.DTH stands for Direct To Home Television .DTH is defined as the reception of satellite programs with a personal dish in an individual home. DTH does away with the need for the local cable operator and puts the broadcast directly in touch with the consumer.There is an immense opportunity of DTH in the Indian market.The opportunity in India almost 10 times that is developed countries like the US and Europe.TATA PLAY DTH can also reach the remotest of areas since it does away with the intermediate step of a cable operator and wire (cables) that come from the satellite to our TATA PLAY DTH dish.

STATEMENT OF THE PROBLEM

DTH Market in India is one of the f for forast growing segments of the segmented pay TV Industry and it witnessing growth on account of rising per capital income and government mandate of complete digitalisation,huge market potential has been one of the key factors arguementing the

demand for DTH transmission. In addition, emergence of middle class and increase in discretionary spending also promote the growth of DTH services. Increasing television penetration attractive offers and price war has also been driving the market. With the players in the Indian DTH industry, competition is getting intense. Due to the intensifying competition,installation prices are declining and subscribers have a wide range of options to make choices. Fast and consistent penetration of TATA PLAY DTH services and competition in these markets necessitates the DTH service providers to consider consumer's preference and satisfaction towards DTH service. Therefore in this research and attempt has been made to analyse the preference and satisfaction consumers towards TATA PLAY DTH service

OBJECTIVE OF THE STUDY

- To analysis the respondents preference to words TATA PALY DTH service
- To analysis respondents level of satisfaction two TATA PLAY DTH service
- To identify the factors influence the consumer purchase decision towards TATA PLAY DTH service

- To provide valuable suggestion for enhancement of customers satisfaction towards DTH

SCOPE OF STUDY

The study is done in order to know the customer preference towards tata play uses in Coimbatore. The study has been carried out at Coimbatore City. For studying the customer satisfaction and service quality provided by the Tata play DTH Service provider. The study also covers the key factors which influence the customers to take decision to buy the tata play DTH connection for their television. Thus, in this research work effort has been made to know the customers satisfaction towards TATA PLAY DTH services .

LIMITATION

- The study is conducted with 120 respondents who are the TATA PLAY DTH
- Respondents option are dynamic the keep changing time to time
- The time taken for the study was also limited and it was major constraint to complete the work entirely
- All the respondents of this survey are based on Coimbatore city. The rural part of Coimbatore was not taken up for the study

RESEARCH METHODOLOGY

Research methodology is defined as tools or instrument used to accomplish the goals and attributes of study .

HYPOTHESIS OF STUDY

1. There is no significant relationship between the age of respondents and their level of satisfaction towards Tata Play DTH services
2. There is no significant relationship between income of respondents and their level of satisfaction towards Tata Play DTH service.

METHOD OF DATA COLLECTION

The data was collected for this study is

- Primary data: The primary data collected as fresh for the first time through structured questionnaire.
- Secondary data : Secondary data is collected from journals, magazines and books ,newspaper and internet.

Area of study: This study was conducted in Coimbatore City.

Sample size: The sample size is 120.

Tools used for analysis: Data analysing tools are Simple percentage and Chi-Square test.

Simple Percentage: Percentage base analysis helps to find which factors is significant among a number of factors. Is calculated by taking the frequency in the category divided by the total number of participants and multiplying by 100/.

Chi – square : A chi- square statistic is used to test the measures of expectations compare to actual observes (or) model result.

REVIEW OF LITERATURE

1. M. Gajalakshmi (Dec 2018) Investigated Customer Satisfaction of Home DTH Service in Tiruchirappalli. The study was to achieve organizational objectives of five DTH service providers such as Sun direct, Tata Play, Dish TV, Airteldigital TV and Big TV were undertaken for the study used Both primary and secondary data were used and were collected from 60 respondents by questionnaire method. Simple random percentage analysis is used in the study.

2. Dr.M.Sudhahar, Ms. T. Tamilarasi(2015) InInvestiged The Consumers behaviour towards dth service. The objective of the study was to find out the satisfaction of customers and the quality of service provided by the service providers and how far they are providing the after sale to customers with regard to DTH service. The sample size of the study revealed that most of the respondents would like prefer dth for more quality which is considerably one of the major key success factors for DTH industry.

3. R. Srikanthand V. Pannaga (Jun 2013) the paper is connected with Direct -To-Home (dth) service. Now-a-days everyone is very well aware of DTH service. DTH(Direct-To-Home) television is

one of the recent contributions of science, DTH is defined as the reception of satellite programmers with a personal dish, in an individual home.

4.M. J. Senthilkumar&Dr. R. Nagarajan (Dec 2012) Subscribers Attitude towards DTH service Advancement in science and technology has brought out many types of equipment, machineries and apparatus, which made human life more comfortable and enjoyable.

ANALYSIS AND INTERPRETATION

Demographic profile of the respondents

s.no	Demographic	No of respondents	Percentage
1	Gender	Male	50.83
		Female	49.17
2	Age	15-25	41.67
		26-35	52.50
		36-45	5.00
		Above 46	0.83
3.	Income	Below 10000	14.17
		10000-20000	65.83
		21000-30000	16.67
		Above 30000	3.33
4.	Reason for preferring DTH service	Picture and audio quality	8.33
		Recording	14.10
		Locking	15.38
		Customer services	21.79
		Schedule of program	12.18
		HD channel	25.00
		Price	3.21

5	Satisfaction level of tata play DTH services	Price	67.8
		Installation charge	11.8
		Sms	17.9
		Voice call	22.5
		Recharge facilities	34.1
		Subscription	45.1
		Channel offered	5.6
		Package cost	67.9
		After sales services support	43.9
		Customer services center	12.8
Availability of recharge	32.8		

INTERPRETATION:

Table 1 clearly states the demographic profile of the sample respondents. most of them are male. Most of them age are 26-35. Majority of respondents income level are 10000-20000. Most of the respondents reason for preferring DTH service for HD channel. Majority of respondents satisfaction level of TATA PLAY DTH service for package costs.

Formula : $\chi^2 = \sum(O_i - E_i)^2 / E_i$

Degree of freedom =(r-1) (c-1)

H0-There is no significant relationship between the age of respondents and their level of satisfaction towards Tata Play DTH service.

O	E	(O _i -E _i) ²	(O _i -E _i) ² /E _i
5	9.58	20.97	2.18
5	5	0	0
5	4.16	0.70	0.16

5	3	4	1.33
7	8.3	1.69	0.20
5	2.91	0.18	0.06
1	1.25	0.06	0.04
5	4.58	0.17	0.03
3	4.16	1.34	0.32
5	3.33	2.78	0.83
4	4.16	0.02	4.80
15	12.0	9	0.75
7	6.3	0.49	0.07
5	5.25	0.06	0.01
1	3.15	4.62	1.46
13	10.5	6.25	0.59
2	3.67	2.78	0.75
2	1.57	0.18	0.11
5	5.77	0.59	0.10
5	5.25	0.06	0.01
3	4.2	1.44	0.34
5	5.25	0.06	3.6
3	1.15	1.42	2.97
0	0.6	0.36	0.6
0	0.5	3.25	0.5
0	0.3	0.09	0.3
0	1	1	1
0	0.35	12.25	35
0	0.15	0.02	0.13
1	0.55	0.20	0.36
2	0.5	2.25	4.5
0	0.4	0.16	0.4
0	0.5	0.25	0.5
0	0.19	0.03	0.15

0	0.1	0.01	0.1
0	0.08	6.4	80
0	0.05	2.5	50
0	0.16	0.02	0.12
0	0.05	2.5	50
0	0.02	0.06	0.24
0	0.09	8.1	90
0	0.03	6.4	123.3
0	0.06	3.6	60
0	0.08	0.84	10.5
		Total	619.04

Source: Primary data

Significant : 0.05

Result:

Calculation of the chi square value (619.04) is greater than (3.841) table value hence the hypothesis is rejected. It does not found that there is no significant relationship between age and level of satisfaction towards Tata Play DTH service.

H0- There is no significant relationship between the income of respondents and their level of satisfaction towards Tata Play DTH service.

O	E	$\frac{(O_i - E_i)^2}{E_i}$	$\frac{(O_i - E_i)}{E_i}$
6	3.25	7.56	2.32
5	1.7	10.89	6.40
3	1.41	2.52	1.78
2	0.85	1.32	1.55
1	0.85	2.25	2.64
0	0.99	0.68	0.81
0	0.42	0.98	0.98
0	1.55	0.17	0.40
0	1.41	2.40	1.54

0	1.13	1.98	1.40
0	1.41	1.27	1.12
10	15.14	50.26	35.6
3	7.9	147.3	9.54
7	6.58	0.81	0.10
4	3.95	6.65	1.01
9	13.1	25.50	6.45
7	4.60	37.21	2.84
3	1.97	2.56	0.55
11	7.24	81.5	41.3
10	6.58	7.6	1.04
7	5.26	0.17	0.02
8	6.58	7.50	1.42
4	3.83	6.65	1.01
4	2	0.02	5.22
0	1.66	4	2
0	1	2.75	1.65
10	3.33	81	81
0	1.16	11.0	3.30
0	0.5	1.34	1.15
0	1.83	0.25	0.5
0	1.66	3.34	1.82
1	1.33	0.43	0.25
1	1.66	0.10	0.07
3	0.76	1.79	1.07
0	0.4	0.57	0.75
0	0.33	0.16	0.4
0	0.2	0.10	0.30
0	0.66	0.04	0.2
0	0.01	0.43	0.65
0	0.36	1	100

0	0.33	0.12	0.33
0	0.33	0.10	0.30
0	0.26	0.06	0.23
1	0.33	0.44	1.33
		Total	324.34

Source : Primary

dataSingnificant level :0.05

Result

Calculation of chi square value is (324.34) is greater than (16.919) table value hence the hypothesis is rejected. It does not found that there is no significant relationship between the income of respondents and their level of satisfaction towards Tata Play DTH service.

FINGINGS

- 1.Majority (50.83/) of respondents are male.
- 2.Majority (52.50) of respondents are 26-35 Year of age group of people are using Tata Play DTH.
- 3.Majority (41.67) of respondents are graduate.
- 4.Majority (45.83) of respondents private employee.
- 5.Majority (65.83) of respondents 10,000-20,000 income level of family.
- 6.Majority (53.33) of respondents family members.
- 7.Majority (99.17) of respondents using DTH service.
- 8.Majority (41.67) of respondents came to know about DTH service.
- 9.Majority (91.67) of respondents of your residence.
- 10.Majority (69.17) of respondents using DTH service for 1years -5years.
- 11.Majority (68.12) of respondents offered by HD channels.
- 12.Majority (25.00) of respondents preferring in HD channels.

13. Majority (63.10) of respondents satisfied with the package cost.

14. Majority (70.11) of respondent rank the Tata Play as first rank.

15. Majority (35.51) of respondent are faced the problem while using the Tata Play due to high disturbing.

16. There is no significant relationship between age and satisfaction level.

17. There is no significant relationship between income and satisfaction level.

SUGGESTIONS :

Majority of respondents are in Urban people should prefer also in rural location. Poor sound quality are the problems faced while using Tata Play DTH service. TATA Paly should exanded TV using experience .The costly tariffs should be centrolled. Most of the respondents are using more than 5 years. TATA Play DTH plays an vital role in broadening best service offered to the people.

CONCLUSION :

Today DTH is one of the modes of communication through television. There are number of brands in DTH service. They are available in the market, which differs in price, quality, service and variety of packages, types etc. In the present technology era it can be easily said that all classes of people are using the DTH service to their television for continuous networking. By considering this the DTH produsers coming up with different brand names. It can be concluded that the picture quality, recording, HD channels, customer service. The present study reveals that the majority of the respondents prefer to buy TATA PLAY because of its best picture quality, reasonable price, various kinds of package and more channels.

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