



A Study on Customer Satisfaction Towards DTH Services

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ABSTRACT

Marketing is a total system of business activity designed to plan price, promote and distribute wants satisfying goods and services to the benefit of the present and potential customers to achieve organizational objectives in this study we considered companies such as Sun Direct, Tata Sky, Dish TV, Airtel Digital TV and others. In this study used both primary and secondary data. The data was collected from consumers by questionnaire method and simple random percentage analysis is used in the study for the purpose of analysis, the percentage positions of simple percentage analysis used to analysis the Chi square test and AVOVA to testing hypothesis, it is found that majority of the consumer are aware of DTH services through Friends/neighbor's. It is recommended to the service providers to make a periodical review of such an offer and introduce the changes wherever necessary. This study reveals that majority of the respondents prefer to use TATA sky service because of reasonable charges, own asset, and better schemes. Hence, the providers shall pay special attention on these factors to make their business more successful and satisfying the consumers.

Key Words: Consumers, Preference, Satisfaction, Service & Service Providers

INTRODUCTION

DTH stands for Direct-To-Home television. DTH is defined as the reception of satellite programs with a personal Dish Antenna in an individual home. It is a system, that allows to have a personal Dish Antenna how cable operators do, except it is much smaller in size, this Antenna can be fixed on your terrace receives transmission directly from a satellite, hence it is called as a Direct-To-Home service.

CUSTOMER SATISFACTION

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services. An organization's main focus must be to satisfy its customers. This applies to industrial firms, retail and wholesale businesses, government bodies, service companies, nonprofit organizations, and every subgroup within an organization.

REVIEW OF LITERATURE

Prajapati & Rathod (2013) examined DTH satisfaction in Gujarat cities, focusing on consumer preferences and satisfaction levels. The study aimed to uncover reasons behind DTH industry success in major cities. The sample of 116 respondents from Ahmedabad, Baroda, Rajkot, and Surat were active DTH users at home. Results showed picture quality as the primary brand choice determinant, while fewer respondents prioritized price and channel variety. Over 80% expressed willingness to recommend DTH services, a key factor contributing to the industry's success.

Myilswamy, K. (2013) conducted a study on consumer brand preference towards using DTH service providers in Coimbatore city. Primary data were collected from 100 respondents by convenient sampling method through questionnaire and also by interview method in Coimbatore district. It was found that the DTH service providers should improve the advertisement. The attractive advertisement gives more sales. The company can reduce the price to fulfil the needs for low-income level of people.

RESEARCH METHODOLOGY

The study is intended to analysis the customer satisfaction towards DTH services. Hence, analytical study has been adopted. The survey approach is used during the research. Separate structured questionnaire was used for achieving the object of the study. Sample of 102 respondents were chosen for the study. The task of data collection begins after a research problem have been defined and research design has been found out. The data is collected through

Primary data and Secondary data. In this study a questionnaire comprising 24 questions with multiple choices was framed for the purpose of the study. The questionnaire was distributed among the people. The objective of the study is to know about the level of customer satisfaction towards DTH services.

Objective of the study

- To study the features of the various DTH services.
- To determine the customers satisfaction from various DTH services providers.
- To determine the problems of the customers about different DTH services providers

DATA ANALYSIS

PERCENTAGE ANALYSIS

Percentage analysis for Why do you prefer DTH connection over cable TV

Why do you prefer DTH connection over cable TV

		Frequency	Percent
Valid	Better services	32	31.4
	Easy to manage	29	28.4
	High clarity	37	36.3
	others	4	3.9
	Total	102	100.0

Inference

As the table shows that 36.27% of the respondents prefer high clarity on DTH connection.

Percentage analysis for what marketing scheme attracts you most?

What marketing scheme attracts you most

		Frequency	Percent
Valid	Brand image	16	15.7
	Discount	9	8.8
	Promotional offers	25	24.5
	Services packages	52	51.0
	Total	102	100.0

Inference:

As the table shows that majority (51%) of the respondents were mostly attracted to the service package marketing scheme.

Percentage analysis for Do you have any plan to change your existing DTH service provider

Do you have any plan to change your existing DTH service

		Frequency	Percent
Valid	Yes	48	47.1
	No	54	52.9
	Total	102	100.0

Inference:

As the table shows that majority (53%) of the respondents were having a plan to didn't change their existing DTH service provider.

Percentage analysis for How did you know about DTH services?

How did you know about DTH services

		Frequency	Percent
Valid	Friends/neighbours	70	68.6
	Newspapers adds	15	14.7
	others	7	6.9
	TV adds	10	9.8
	Total	102	100.0

Inference:

As the table shows that majority (69%) of the respondents were came to know about DTH services by their friends/neighbors.

Correlation analysis

To find out the significance relation between the DTH connection at their home and preference of DTH connection over cable TV

Ho: There is no significance relation between the DTH connection at their home and preference of DTH connection over cable TV

H1: There is a significance relation between the DTH connection at their home and preference of DTH connection over cable TV

Correlations

		Which DTH connection do you have at your home	Why do you prefer DTH connection over cable TV
Which DTH connection do you have at your home	Pearson Correlation	1	-.281**
	Sig. (2-tailed)		.004
	N	102	102
Why do you prefer DTH connection over cable TV	Pearson Correlation	-.281**	1
	Sig. (2-tailed)	.004	
	N	102	102

** . Correlation is significant at the 0.01 level (2-tailed).

Inference:

From the above table, we find that the significant value is 0.004, which is smaller than table value 0.05, so the null hypothesis is rejected and alternative hypothesis is accepted.

Therefore, there is a significance relation between the DTH connection at their home and preference of DTH connection over cable TV.

Chi-square analysis

To find out the association between plan to change DTH service provider and feature that respondents don't like about DTH service provider.

Ho: There is no association between plan to change DTH service provider and feature that respondents don't like about DTH service provider.

H1: There is association between plan to change DTH service provider and feature that respondents don't like about DTH service provider.

Test Statistics

	Do you have any plan to change your existing DTH service provider	What are things you really don't like about your DTH service provider
Chi-Square	.353 ^a	11.647 ^b
df	1	3
Asymp. Sig.	.552	.009

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 51.0.

b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 25.5.

Inference:

From the above table, we find that the significant value is 0.552, which is greater than table value 0.05. So the null hypothesis is accepted and alternate hypothesis is rejected.

Thus, association between plan to change DTH service provider and feature that respondents don't like about DTH service provider.

ONE-WAY ANOVA

To find out the difference between the payments for the DTH connection per month and satisfaction level of the DTH connection.

Ho: There is no difference between the payment for the DTH connection per month and satisfaction level of the DTH connection.

H1: There is the difference between the payment for the DTH connection per month and satisfaction level of the DTH connection.

ANOVA

How much do you pay for your DTH connection per month

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.802	3	.267	.499	.684
Within Groups	52.541	98	.536		
Total	53.343	101			

Inference:

From the above table, we find that the significant value is 0.684, which is greater than table value 0.05. So the null hypothesis is accepted and alternate hypothesis is rejected.

Thus, there is no difference between the payment for the DTH connection per month and satisfaction level of the DTH connection.

Findings

- As the table shows majority that 36.27% of the respondents prefer high clarity on DTH connection.
- As the table shows that majority (53%) of the respondents were having a plan to did not change their existing DTH service provider.
- As the table shows that majority (51%) of the respondents were mostly attracted to the service package marketing scheme.
- As the table shows that majority (69%) of the respondents were came to know about DTH services by their friends/neighbors.

Suggestions

- Since a majority of respondents are looking for quality features and high clarity, you might want to focus on improving the picture and audio quality of your DTH service. This could lead to higher customer satisfaction.
- Given that a significant percentage of respondents are attracted to service package marketing schemes, consider designing and promoting attractive service bundles or offers to capture their interest.
- If 53% of respondents are not planning to change their existing provider, it might be worthwhile to diversify your service plans to cater to different needs and preferences. This could attract more customers looking for specific features.
- Since many respondents heard about DTH services from friends and neighbors, consider utilizing word-of-mouth marketing strategies and referral programs to encourage your satisfied customers to spread the word.

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