



A Study on Customer Opinion towards DTH Service in Coimbatore City.

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ABSTRACT:

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. This paper reveals the customer perception towards DTH services in Coimbatore city and it also helps to analyze the competition exist in the market regarding DTH services. The study is focused on the four kinds of DTH services namely, Sun direct, TATA sky, Dish TV, Big TV.

1.1 INTRODUCTION

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 broadcaster directly in touch with the consumer. Only cable operators can receive satellite programs and they then distribute them to individual homes. DTH is defined as the reception of satellite programs with the personal dish in an individual home and an individual set of boxes, empowering you to pick and choose bundles of choice and pay for what you watch. DTH service were first proposed in India in 1996. But they did not pass approval because there were concerns over the national security and a cultural invasion. In 1997 the government even imposed a ban when the Rupert Murdoch-owned Indian sky broadcasting was about to launch its DTH service in India.

1.2 STATEMENT OF THE PROBLEM

- DTH market in India is one of the fast-growing segments of the segmented pay TV industry and it witnessing significant growth on account of rising per capital income and government mandate of complete digitalization, huge market potential has been one of the key factors augmenting 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 accompanied with attractive offers and price war has also been driving the market.

1.3 OBJECTIVES

- To analyze the customer opinion towards DTH services.
- To know the source of awareness and the factors motivating the subscribers to purchase the DTH.
- To analyze the level of satisfaction about DTH services.

1.4 SCOPE OF THE STUDY

The study has been carried out at Coimbatore city. For studying the customer satisfaction and service quality provided by direct to home Service provider five paid DTH operators Airtel, Videocon DTH, Dish TV, Tata sky, Big TV were selected. The study also covers the key factor which influences the consumer to take decision to buy DTH connection for television.

1.5 RESEARCH METHODOLOGY

1. Research Design

- ❖ A research design defines the structure or framework within research is carried out

2. Sampling tools

- ❖ Simple percentage analysis
- ❖ Ranking analysis

1.6 LIMITATIONS OF THE STUDY

- The study is conducted with 100 respondents who are users of DTH.
- Respondent's opinion are dynamics they keep changing time to time.
- The time taken for this study was also limited and it was the major constraint to complete the work entirely.

2.1 REVIEWS OF LITERATURE

1. **Jayashree and sivakumar (2013)** examined the customer perception towards DTH services in Coimbatore city. Their study also analysed the competition that existed in the market regarding DTH services. It was found that, majority of the respondents prefer to buy sun direct because it offers various kinds of packages with best picture quality and reasonable price. The study concluded that DTH service providers should pay attention towards customer service, picture quality and as well as reasonable.
2. **Kumar Natarajan. N.R & M.J.Senthil (2013)** have subscribed attitude towards DTH service to find the preference, to identify the reason for preferring to examine the level of satisfaction towards the DTH services as well as to study the problems faced by the respondents “.75 sample customers have been selected to analysis the data. The statistical tools like percentage, Rank correlation and chi – square test have been used to analysis and interpret the collected data.
3. **Dheeraj (2012)** in his article “Indian DTH Industry. A strategic Analysis” analyzed the industry under the various heads of DTH in India, Industry performance, competitor analysis, access to distribution channels, Brand salience, Government and regulatory interventions, industry growth and challenges faced by the Indian DTH industry. The forces are defined as bargaining power of customers, bargaining power of suppliers, Threat of new entrants, Threat of Substitute product and competitive rivalry earlier TV connection.
4. **Sharul Kamal(2011)**6 their research paper “Potential interference and the rain attenuation at 21.4-22 GHz downlink broadcasting satellite signals” concluded that leads to serious degradation in this DBS received signals. The highest rainfall rate locations experienced the largest attenuation among other locations.
5. **According to Patel (2010)**, the industry is at an early stage of growth and the primary focus of DTH operators is acquiring customers. It is estimated that the major growth could be witnessed in semi-urban areas and smaller towns and village4s where cable services is not as advanced as in the metros and large cities. Due to huge infrastructural costs, DTH players are currently undergoing losses.

4.1 ANALYSIS AND INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS

Simple Percentage Analysis is carried out for all the questions, given in the questionnaire. These analyses describe the classification of the respondents falling under each category. The percentage analysis is used mainly for standardization and comparison. Diagrams and tables depicted are in support of the analysis.

PATICULARS	RESPONSES	PERCENTAGE
GENDER OF RESPONDENTS		
Male	60	60
Female	40	40
AGE OF RESPONDENTS		
16 to 25 years	54	54
26 to 35 years	30	30
Above 35 years	16	16

MOST USING DTH OF RESPONDENTS		
Airtel	19	19
Videocon DTH	42	42
Dish TV	29	29
Tata sky	10	10
ADVERTISEMENT		
Tv ads	22	22
Newspaper	39	39
Neighbors/friends	29	29
Other sources	10	10
PACKAGE IN CHANNELS		
100 to 200	24	24
201 to 300	53	53
301 to 400	19	19
Above 400	4	4
AWARENESS ABOUT TARIFFS		
Yes	81	81
No	19	19
DIFFERENCE BETWEEN DTH AND CABLE CONNECTION		
Picture quality	20	20
Channels offered	67	67
Price	13	13
SATISFICATION LEVEL OF RESPONDENTS		
YES	42	42
NO	58	58
REASON FOR NON-SATISFICATION		
Picture quality	32	32
Signal problem	55	55
Price	13	13
MOST PREFERING DTH		
Airtel	28	28
Videocon DTH	33	33
Dish TV	17	17
Tata sky	19	19
Big Tv	3	3

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 lower than" or "Ranked equal to" the second. In mathematics, this is known as a weak order or total preorder of objects. It is not necessarily a total order of object because two different objects can have the same ranking. The rankings themselves or totally ordered.

1. RANK THE FOLLOWING FEATURES OFFERED BY DTH SERVICES

FEATURES	1	2	3	4	5	total	Rank
Picture & quality	7	14	81	200	45	347	5
Sound	4	12	51	252	45	364	2
HD channels	3	10	57	252	45	367	1
Signal coverage	5	14	66	232	35	352	4
Recording	5	10	60	228	60	363	3

2. TICK YOUR LEVEL OF SATISFACTION DERIVED FROM THE FOLLOWING SERVICE OFFERED BY THE DTH SERVICE PRODUCTS?

Particulars	1	2	3	4	5	Total	Rank
Price	6	38	75	180	25	324	5
Installation	5	28	87	180	35	328	4
SMS	6	16	69	228	30	349	3
Voice call	3	26	51	244	30	354	2
Recharge facilities	5	22	42	252	35	356	1

5.1 FINDINGS

Percentage analysis

- ❖ Majority 60% of the respondents are collected from the male.
- ❖ Majority 54% of the respondents are in the age group of 16-25 years.
- ❖ Majority 42% of the respondents uses VIDEOCON DTH.
- ❖ Majority 39% of the respondents are awared by Newspaper ads.
- ❖ Majority 53% of the respondents get 201-300 channels.
- ❖ Majority 81% of the respondents are collected from Yes.
- ❖ Majority 67% of the respondents are collected from Channels offered.
- ❖ Majority 58% of the respondents are collected from No.
- ❖ Majority 55% of the respondents are collected from Signal problem.
- ❖ Majority 33% of the respondents prefer VIDEOCON DTH.

5.2 SUGGESTIONS

- 1) DTH provider must increase various awareness programs to create brand image.
- 2) DTH service providers should reduce the cost of the product and improve the package by adding more channels by which they retain their customer.
- 3) Advertisement of the DTH should be more effective and attractive the DTH service providers must come up with more existing offers and discounts so that it will get a unique place in the minds of consumers. Introduce new service like Interest, which will make them Unique in their category.

5.3 CONCLUSION

It is concluded from the study that technology is the most critical determinant of structure of the organization. Technology has acted as the prime factor to determine the structure of the broadcasting industry. The DTH industry is gaining popularity very fast and the consumer is also ready to adopt this technology which is helping the companies to gain market share but this thing is to be equally kept in mind that the consumers is easily swayed away by the costs. The focus should be on providing value for money to the consumer with more brands in the economy segment.

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WEBSITES

- ✓ www.dth.com
- ✓ www.dthvindis.wordpress.com
- ✓ Websites of all DTH service brand