



A Study on Consumer Satisfaction Towards DTH Services in Tenkasi

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Abstract

This study reveals the customer satisfaction towards DTH services in TENKASI city and it also help to analyse the competition exists in the market regarding DTH services. The main purpose of this study to examine the relationship between service quality and customer satisfaction in DTH service. DTH television service is that we would not dependent on the cable operator because of their domination over the market and have autonomy of prices and about quality of services. The present study reveals that the majority of respondents prefer to buy sun direct 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 customers.

Keywords: Customer satisfaction, DTH Services, service quality, tenkasi, sun direct, DTH television service

Introduction

Direct-to-Home (DTH) television is a method of receiving satellite television by means of signals transmitted from direct-broadcast satellites. DTH (Direct to Home) is the transmission mode by which satellite TV programming can be received at home. Currently, there are six main DTH providers in India, namely Dish TV, Tata Sky, Big TV, Airtel Digital, Sun Direct and Videocon D2H.

Review of Literature

Dee Pridgen (1985) discussed in her article titled "Satellite Television Advertising and the Regulatory Conflict in Western Europe" that transnational television advertising may increase in Western Europe as a result of advances in direct broadcast satellites and cable television.

Ithiel Do Solo Pool (1998) in his article "Direct broadcasting Satellites and Cultural Integrity" described that the use of direct broadcasting requires that the receiving country allocate one of the few suitable wave bands to that purpose and distribute sets and antennas designed appropriately to receive signal.

Sandeep Varma and Doris John published a Case study: "DTH vs. CableTV:sky Wars in India" the Indian customer would have more options in terms of TV entertainment and the main deciding factor would be service support. The case allows for discussion on the present scenario of home entertainment in India. They highlight the various technological advancements that happened in the field of TV broadcasting and also throw light on various service providers and their services. They discuss the emerging technologies in home entertainment in India.

Objectives of the study

The present study is undertaken with the following specific objectives:

- To study the factors considered at the time of purchasing DTH.
- To study the motivational factors that influence consumers to purchase.
- To know the opinion of consumers about DTH services.

- To find out the problem faced by DTH services.
- To give valuable suggestions to improve public relationship and personal selling among DTH services.

Scope of the study

The scope of the study covers the key factor which influences the consumer to take decision to buy DTH connection for the television. The study has focused five types of DTH services i.e. sun direct, Tata sky, Dish TV, Airtel digital TV and Big TV. The task of the study is to know the Consumer Satisfaction towards DTH services in Tuticorin District.

Collection of data

The data for the study was collected through

1. Primary data: Primary data as collected by framing a questionnaire
2. Secondary data :Secondary data as collected from magazines and internet has also been collected

Sample design

The questionnaire collected was a great source of information. By adopting convenient sampling method a sample of 70 respondents were selected from Tuticorin district and the questionnaire was distributed to get the primary data from them.

Frame work analysis

The data collected through questionnaire were analyzed through tools. The following tools were used

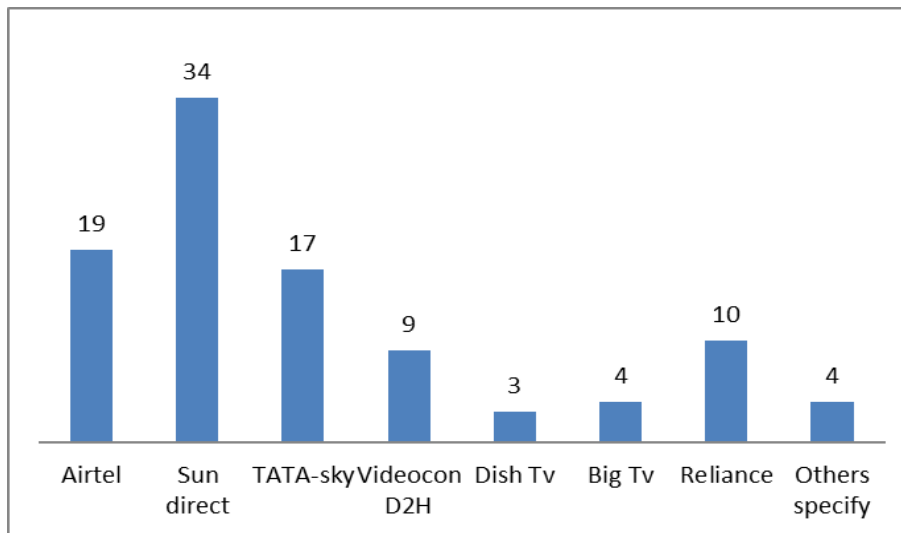
- Use of pie charts
- Bar diagram
- Percentage analysis method
- Ranking method

Data analysis and interpretation

DTH connection are used by customers

Types of DTH connection	No of respondents	Percentage
Airtel	13	19
Sun direct	24	34
TATA-sky	12	17
Videocon D2H	6	9
Dish TV	2	3
Big TV	3	4
Reliance	7	10
Others specify	3	4
Total	70	100

Source: Primary data



Inference

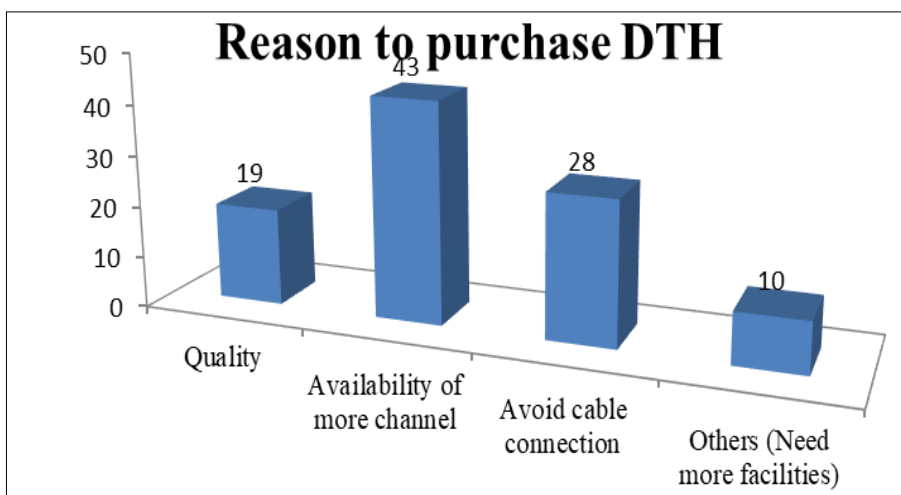
The above chart reveals that 34% of respondents are used Airtel, 19% of respondents are used sun direct, 17% of respondents are used TATA-sky, 9% of respondents are used Videocon, 3% of respondents are used Dish TV, 4% of respondents are used Big TV, 10% of respondents are used

Reliance and 4% of respondents are used other DTH connection. Thus, the majority of respondents are used Airtel.

Reason towards purchase of DTH

Reason to purchase DTH	No of respondents	Percentage
Quality	13	19
Availability of more channel	30	43
Avoid cable connection	20	28
Others (Need more facilities)	7	10
Total	70	100

Source: Primary data



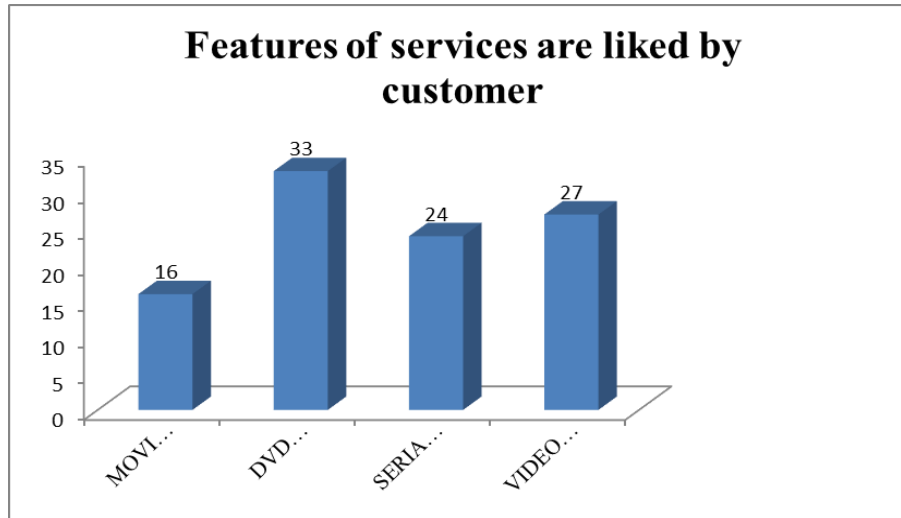
Inference

From the above chart it reveals that 19% of the respondents purchase of DTH for their Quality, 43% of respondents are purchase of DTH for their Availability of more channel, 28%of the respondents are purchase of DTH for their Avoid cable connection and 10% of respondents are purchase of DTH for their Others means Need more facilities. Thus, the majority of respondents are reason to purchase is Quality.

Features of services are liked by customer

Features of DTH services	No of respondents	Percentage
Movies on demand	11	16
DVD picture	23	33
Serials storage	17	24
Video game	19	27
Total	70	100

Source: Primary data



Inference

From the above table 16% of respondents prefer the features of Movies on Demand, 33% of respondents prefer the features of DVD Picture, 24% of respondents prefer the features of Serials storage and 27% of respondents prefer

the features of Videogame. Thus, the majority of 33% respondents prefer DVD Picture.

Channels offered by DTH services

Dth	Opinion of respondent					Total	Total score	Average	Rank
	Ranking								
	(hs)	(s)	(n)	(ds)	(hds)				
Airtel	19	18	5	0	0	70 (100)	182	2.6	Iii
	95	72	15	0	0				
Sun direct	21	9	19	5	0	70 (100)	208	2.97	I
	105	36	57	10	0				
Tata sky	16	10	14	17	8	70 (100)	204	2.91	Ii
	80	40	42	34	8				
Dish tv	1	14	8	12	10	70 (100)	119	1.7	Iv
	5	56	24	24	10				
Big tv	2	8	12	11	6	70 (100)	106	1.5	V
	10	32	36	22	6				
Reliance	2	0	0	3	20	70 (100)	46	0.65	Vii
	10	0	10	6	20				
Others	0	3	10	3	5	70 (100)	53	0.75	Vi
	0	12	30	6	5				

Source: Primary data

Inference

Table shows the opinion of respondents about 'Customer satisfaction towards DTH services' giving First rank for Sun direct. Second rank for TATA- sky, Third rank for Airtel, and 4th rank for Dish TV, Fourth rank for Dish TV, Fifth rank for Big TV, Sixth rank for others and finally seventh rank for Reliance.

Findings

- Majority of respondents (34%) are using sundirect.
- Majority of respondents (43%) have chosen DTH for availability of more channels.
- Thus, majority of (33%) respondents prefer DVD pictures as the most important feature of DTH.
- Thus, majority of respondents (33%) agree that extra facilities provided in DTH are to improve their customer care services.

Suggestions

- **For Dish TV:** Improve audio and video quality.
- **For TATA sky:** Improve signal quality of those channels which does not have good signal reception.
- **For Airtel Digital TV:** Airtel should try to reduce cost of channel packs.
- **For Reliance Digital TV:** Increase Indian film channels.
- **For Sun Direct:** Improve customer care service.
- **For Videocon D2H:** Introduce some interesting interactive channels.
- **For DD Direct+:** Increase number of channels.

Common suggestions: To add services like Internet.

Conclusions

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. This study it is very clear that as far as the awareness, perception, belief and acceptance is concerned DTH has won an Oscar, but with certain areas of concerns and improvements such as., Packages, choice of channels and charges, Prompt information about the services, High quality signal, Continuity of service. DTH has many features such as clear picture quality, better sound quality, uninterrupted entertainment, Guide, interactive services, Radio channels, etc. That is why people now prefer it over cable. The present scenario, we can say that the future of DTH companies is very bright.

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