

# A Study on Customer Satisfaction of Home DTH Services in Tiruchirappalli

M.Gajalakshmi M.Com, M.Phil,

Lecturer, Seethalakshmi Ramaswami College, Tiruchirappalli, India. m.gajalakshmi12@gmail.com

Ms.E.Ragini M.Com,PGDCA,M.Phil.,

Lecturer, Seethalakshmi Ramaswami College, Tiruchirappalli, India.

**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 five DTH service provider such as Sun direct, Tata sky, Dish TV, Airtel digital 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 and simple random percentange analysis is used in the study.

**Key Words:** Customer, DTH, channels, monsoon.

## I. INTRODUCTION

Marketing involves a wide range of activities marketing, to a great extent helps in the development of the standard of products and services and increases the standard of various fields. 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.

### DTH SERVICES PROVIDERS ON OVERVIEW:

A DTH network comprises of a broadcasting centre, satellites, encoders, multiplexers, DTH receivers and others. A DTH service provider is required to lease Ku-band transponders from the satellite. The function of encoder is to convert the audio, video and data signals into the digital signals. These digital signals are then mixed by multiplexer. On the receiving end at user home, the set up includes a small Dish Antenna and Set-Top Boxes which decode these signals and convert them back to audio, video and data signals. Some of the popular DTH providers in India include Tata Sky, Airtel Digital, Videocon D2H, Sun Direct, Dish TV, Big TV and others.

## II. REVIEW OF LITERATURE

Wanis Alfitouri Hasan and Sharul Kamal (2011) in their research paper“Potential interference and rain attenuation at 21.4-22 GHz downlink broadcasting satellite signals” concluded that the attenuation due to rain and interference is a major limitation that leads to serious degradation in the DBS received signals. The highest rainfall rate locations experienced the largest attenuation among other locations.

Irin sutha and Jayanthi (2013) in their study, “Comparative study on the various Direct-To-Homes

(DTH) service providers in Chennai” made an analysis of reasons for going for DTH and its factors and found there is association between reasons for going for DTH and its factors such as more channels, more transparent payments, interactive services, superior video quality, living in a CAS notified area, due to bad services from cable operators.

### OBJECTIVES OF THE STUDY

- To study on the consumer satisfaction of DTH services in Tiruchirappalli.
- To examine the factors that influences the consumer while selecting DTH services.
- To study on after sales services provided by DTH brands

### STATEMENT OF THE PROBLEMS

DTH service is growing throughout India continuously with expanding technology, reliable infrastructure, trustworthy customer service, interactive service and price-competitive offerings. The entry of new players in the Indian DTH industry is intensifying competition. As there is a need to know customer satisfaction. The researcher to attempt to study the perception and beliefs of the customer about the DTH brands and service provided.

### SCOPE OF THE STUDY

The scope of the study also covers the key factor which influences the consumer to take decision to buy DTH connection for his television. The study focused on the DTH services of sun direct, Tata sky, dish TV, Airtel digital TV and big TV and others. The task of the study is to know among these services which service is highly preferred by users in Tiruchirappalli

**LIMITATIONS OF THE STUDY**

- 1) The result can be confined to Tiruchirappalli alone and not generalized for other areas.
- 2) Respondents opinion are dynamic, they keep changing time to time.

**III. METHODOLOGY OF THE STUDY**

**Area of the Study:** The area of the study refers to Tiruchirappalli. The study uses both primary data as well as secondary data. The data was collected from 60 consumers by questionnaire method and simple random technique is used.

**TABLE NO: 1 ANALYSIS**

Demographic profile of the respondents

Age	No.Of.Respondens	% of respondents
Below 20	10	17
21 – 30	15	25
31- 40	16	26
41-50	11	17
Above 50 years	8	15
<b>Total</b>	<b>60</b>	<b>100</b>
Educational Qualification		
Below SSLC	9	15
HSC	8	13
Graduate	32	53
Post Graduate	8	14
Others	3	5
<b>Total</b>	<b>60</b>	<b>100</b>
Family Income (per month)		
Below Rs 20,000	20	33
Rs.20,000 to 50,000	16	27
Rs.50,000 to 75000	14	23
Rs.75000 to 100,000	10	17
<b>Total</b>	<b>60</b>	<b>100</b>

**Source: Primary data**

- From the above chart show that the maximum number of respondents 26% belongs to the age group of below 31- 40 year.
- Maximum 53% of the respondents are graduate.
- 27% of the respondents fall under the monthly income level of Rs 20,000-Rs 50,000.

**TABLE NO: 2 TYPE OF DTH CONNECTION HELD BY RESPONDENTS Source: primary data**

FACTORS	NO.OF.RESPONDENTS	PERCENTAGE (%)
Tata sky	15	25
Sun direct	25	42

Reliance big	4	7
Videocon	5	7
Other	10	17
<b>Total</b>	<b>60</b>	<b>100</b>

This table shows that 42% of the respondents are using the sun direct connection to the maximum of 25 members and the next level 25% use the Tata sky and the least of 7% are the customers of Reliance big and Videocon each.

**TABLE NO: 3 PERIOD OF USING DTH SERVICES BY RESPONDENTS**

FACTORS	NO.OF RESPONDENTS	PERCENTAGE(%)
Below 1 year	13	13
1-3 year	25	42
3-5 year	12	15
Above	10	13
<b>Total</b>	<b>60</b>	<b>100</b>

**Source: primary data**

From the above table we can see that out of 50% respondents 42% are using the DTH services for 1-3 years 25% of them using for 3-5 years and the 13% of the respondents use for below 1 year and above 5 years each.

**TABLE NO: 4 PREFERENCE OF DTH**

FACTOR	NO.OF.RESPONDENTS	PERCENTAGE (%)
Reasonable price	12	20
Good reputation	3	5
Extra services	8	13
Better quality	27	45
Low disturbance	10	17
<b>Total</b>	<b>60</b>	<b>100</b>

**Source: primary data**

These above table shows 45% of respondents prefer DTH services for it is better quality, 20% of respondents prefer for reasonable prices, offered and 5% of the respondents prefer due to the good reputation and extra services.

**TABLE NO: 5 LEVEL OF SATISFACTION ABOUT THE LIST OF CHANNELS OFFERED BY DTH SERVICE**

FACTORS	NO.OF. RESPONDENTS	PERCENTAGE (%)
Yes	52	87

No	8	13
<b>Total</b>	60	100

Source: primary data

From the above table satisfaction of list of channels 87% of respondents are satisfied with their channels, 13% of respondents are not fully satisfied with their channels.

**TABLE NO: 6 SUBSCRIPTION SERVICE OFFERED BY DTH SERVICE**

FACTORS	NO.OF.RESPONDENTS	PERCENTAGE (%)
Highly satisfied	12	20
Satisfied	26	43
Moderate	14	23
Dissatisfied	8	13
Highly dissatisfied	-	-
<b>Total</b>	60	100

Source: primary data

This table shows that maximum of 43% of respondents are satisfied with the subscription services offered and least of 8% of respondents are dissatisfied with the subscription services.

**TABLE NO: 7 AFTER SALES SERVICE**

FACTORS	NO.OF. RESPONDENTS	PERCENTAGE (%)
Highly satisfied	5	8
Satisfied	31	52
Moderate	15	25
Dissatisfied	5	8
Highly dissatisfied	4	6
<b>Total</b>	60	100

Source: primary data

This table shows that maximum of 49% of respondents are satisfied with the after sales services and 3% of respondents are highly satisfied and highly dissatisfied each.

**TABLE NO: 8 OVER ALL SERVICES**

FACTORS	NO.OF.RESPONDENTS	PERCENTAGE (%)
Highly satisfied	5	8

Satisfied	30	50
Moderate	15	25
Dissatisfied	4	6
Highly dissatisfied	5	8
<b>Total</b>	60	100

Source: primary data

This table show that maximum of 50% of respondents are satisfied with the overall services and 25% of respondents feel that the services are moderate and least of 4 % of respondents are dissatisfied with over all services rendered by their respective DTH service providers.

#### IV. FINDINGS

- ✓ Majority 26% of the respondents belong to the age group 21-30 years followed by 25% of respondents are between the age group of 31-40 year. It cover preference of the youngest prefers.
- ✓ 33% of the respondents earn income below Rs.25000 and it represents the views of middle class people.
- ✓ Majority 42% of the respondents are using the sun direct followed by Tata sky.
- ✓ Majority of 42% of the respondents are using DTH service for 1-3 year.
- ✓ 50% of the respondents feel that the overall services of their respective DTH service providers are satisfactory.
- ✓ 43% of respondents give the opinion that they are satisfied with the subscription mode of DTH service and no one is highly dissatisfied with the subscription service of DTH.
- ✓ 52% are satisfied with the after sales services of their respective DTH.

#### V. SUGGESTIONS

- ❖ More channels may be added by offering various economic packages.
- ❖ More educational channels may be given for the benefits of the students. An effective customer care service center with faster and quick response is required. Retaining existing customers and attracting new customers will enhance the value of the product.
- ❖ The respondents feel about the loss of relay during heavy monsoon condition and they felt that after sales services have to be improved.

#### VI. CONCLUSION

DTH is the only source which will reach people who live in Hill stations, Rural and Remote Areas. Therefore, there is a

vast scope for DTH operators to proceed by giving strategic package offers for sustaining the growth rate. Advertising the products and explaining the products elaborately 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.

## REFERENCE

- [1] Wanis Alfitouri Hasan and Sharul Kamal, "Potential Interference and Rain Attenuation at 21.4-22 GHz Downlink Broadcasting Satellite Signals", International Journal of Electronics, Vol.98, No.12, December 2011, pp. 1721-1731.
- [2] Irin Sutha and Jayanthi, "A Comparative Study on the Various Direct-To-Home (DTH) Service Providers in Chennai", Indian Journal of Applied Research, Vol.3, No.7, July, 2013, pp. 146-148.

## WEBSITE

1. [www.sundirect.com](http://www.sundirect.com)
2. [www.bigtv.com](http://www.bigtv.com)
3. [www.airteldigitaltv.com](http://www.airteldigitaltv.com)
4. [www.tatasky.com](http://www.tatasky.com)
5. [www.google.com](http://www.google.com)
6. [www.shodhganga.infilbnet.ac.in](http://www.shodhganga.infilbnet.ac.in)
7. [www.videocon.com](http://www.videocon.com)

