

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.,

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C)],

The American Economic Association's electronic bibliography, EconLit, U.S.A.,

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 4600 Cities in 180 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	IMPACT OF COMPANY'S PERFORMANCE AND GREEN STRATEGY ON ORGANIZATIONAL CULTURE: PHENOMENON OF INDONESIA <i>ASEP ROKHYADI, TULUS HARYONO & WISNU UNTORO</i>	1
2.	THE RELATIONSHIP BETWEEN CORPORATE ENTREPRENEURIAL ORIENTATION AND DUAL INNOVATION: THE MODERATING EFFECTS OF KNOWLEDGE RIGIDITY <i>BAI JINGKUN, XIE MENGZHU, YANGZHI & DONG XIAOHUI</i>	8
3.	FINANCIAL PERFORMANCE OF REAL ESTATE COMPANIES IN ANDHRA PRADESH <i>G. RAMA PRASAD REDDY & DR. P. MOHAN REDDY</i>	14
4.	A STUDY OF PERFORMANCE OF SELECT WOMEN CREDIT COOPERATIVE SOCIETIES <i>SHYAM JIVAN SALUNKHE & DR. (MRS.) M. V. WAYKOLE</i>	20
5.	A STUDY ON CONSUMER PREFERENCE AND SATISFACTION TOWARDS DIRECT-TO-HOME TELEVISION (DTH) SERVICE IN SALEM DISTRICT <i>DR. R. RAJESWARI & R. PAVITHRA</i>	27
6.	JOB STRESS AMONG THE EMPLOYEES OF TIRUPATI CO-OPERATIVE BANK, CHITTOOR DISTRICT, ANDHRA PRADESH <i>M. SANTHI & P. NIRANJAN REDDY</i>	31
7.	EFFECTS ON CONSUMER SALES PROMOTION: A MAJOR DEVELOPMENT IN FMCG SECTOR <i>T. RAJESH & DR. P. ASOKAN</i>	35
8.	OPPORTUNITY COST: DAY IN AND DAY OUT <i>BHAVANI AKKAPEDDI & KOUSHIK S</i>	37
9.	APPLICATION AND CHALLENGES OF INTERNATIONAL FINANCIAL REPORTING STANDARD TO INDIAN CORPORATE <i>BHAVANA K. PATEL & BIJAL M. SHAH</i>	39
10.	HEDGING APPROACHES TO REDUCE FOREIGN EXCHANGE RATE EXPOSURE IN INDIAN PERSPECTIVE <i>AMIT BHATI</i>	41
11.	WOMEN ENTREPRENEURSHIP: GOVERNMENT AND INSTITUTIONAL SUPPORT <i>DR. B. SANDHYA RANI</i>	50
12.	EMOTIONAL LABOUR AS A PREDICTOR OF ORGANIZATIONAL COMMITMENT IN SELECTED CALL CENTRES LOCATED IN CHANDIGARH REGION <i>DR. RENUKA MEHRA</i>	54
13.	A STUDY OF DEMOGRAPHIC FACTORS INFLUENCE ON CONSUMERS' IMPULSE PURCHASE BEHAVIOR <i>VARSHA AGARWAL</i>	59
14.	VALUE CHAIN ANALYSIS OF ONION MARKETING IN SOME SELECTED AREAS OF PABNA DISTRICT <i>MD. DIN-LL-ISLAM & AIRIN RAHMAN</i>	63
15.	IDENTIFYING THE FACTORS RESPONSIBLE FOR SELECTION OF CHOOSING FARMING AS A CAREER <i>DR. KULDEEP CHAUDHARY & ASHA</i>	69
16.	EFFECT OF LIQUIDITY ON THE PERFORMANCE OF SMALL AND MEDIUM ENTERPRISES IN KAKAMEGA TOWN, KENYA <i>WAWERU GRACE MUMBI, POIPOI MOSES WESANG'ULA & WAWIRE PETER</i>	72
17.	GREEN ACCOUNTING: A STUDY ABOUT ITS IMPORTANCE AND CONCEPT <i>DR. R. JAYANTHI</i>	76
18.	MANDATORY CSR AND ITS IMPLICATIONS FOR THE BUSINESS AND SOCIAL SECTOR IN KERALA <i>DR. RENJINI D.</i>	81
19.	INTANGIBLE ASSETS DISCLOSURE: A STUDY OF INDIAN COMPANIES <i>SHWETA NARANG</i>	84
20.	ECONOMIC VALUE ADDED (EVA): A PERFORMANCE MEASURE OF STRATEGIC FINANCE <i>K. NAGARAJAN</i>	89
	REQUEST FOR FEEDBACK & DISCLAIMER	92

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
Chancellor, K. R. Mangalam University, Gurgaon
Chancellor, Lingaya's University, Faridabad
Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana
Former Vice-President, Dadri Education Society, Charkhi Dadri
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

FORMER CO-ORDINATOR

DR. S. GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

DR. BHAVET

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SANJIV MITTAL

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. ABHAY BANSAL

Head, Department of I.T., Amity School of Engineering & Technology, Amity University, Noida

PROF. V. SELVAM

SSL, VIT University, Vellore

PROF. N. SUNDARAM

VIT University, Vellore

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

DR. S. TABASSUM SULTANA

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

DR. JASVEEN KAUR

Asst. Professor, University Business School, Guru Nanak Dev University, Amritsar

FORMER TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled ' _____ ' for possible publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to their inclusion of names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR :

Designation :

Institution/College/University with full address & Pin Code :

Residential address with Pin Code :

Mobile Number (s) with country ISD code :

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :

Landline Number (s) with country ISD code :

E-mail Address :

Alternate E-mail Address :

Nationality :

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

<http://ijrcm.org/in/>

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. ***pdf. version is liable to be rejected without any consideration.***
 - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
 - c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
 - d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
 - e) **Abstract alone will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
 - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
 - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be **bold typed, centered and fully capitalised**.
 3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
 4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
 5. **ABSTRACT:** Abstract should be in **fully italicized text**, ranging between **150 to 300 words**. The abstract must be informative and explain the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full**.
 6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aeaweb.org/econlit/jelCodes.php, however, mentioning JEL Code is not mandatory.
 8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. ***It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.***
 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
 11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably range from 2000 to 5000 WORDS.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** *It should be ensured that the tables/figures are referred to from the main text.*
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, horizontally centered with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word should be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section: Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they are supposed to follow Harvard Style of Referencing. **Also check to make sure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders after the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

A STUDY ON CONSUMER PREFERENCE AND SATISFACTION TOWARDS DIRECT-TO-HOME TELEVISION (DTH) SERVICE IN SALEM DISTRICT

DR. R. RAJESWARI
PRINCIPAL & HEAD OF THE DEPARTMENT OF COMMERCE
SRI SARADA COLLEGE FOR WOMEN (AUTONOMOUS)
SALEM

R. PAVITHRA
RESEARCH SCHOLAR
DEPARTMENT OF COMMERCE
SRI SARADA COLLEGE FOR WOMEN (AUTONOMOUS)
SALEM

ABSTRACT

Advancement in science and technology has brought out many types of equipment, machineries and apparatus, which made human life more comfortable and enjoyable. Direct-to-Home (DTH) is one of the recent addition and has become a major entertainment medium by attracting the minds of everyone. Direct-to-Home (DTH) television is one of the recent contributions of science, which is meant mainly for dissemination of information and it is a remarkable achievement of the human brain. DTH is defined as the reception of satellite programmes with a personal dish, in an individual home and has become a powerful, useful and attractive mass media compared with cinema and cable TV. Emergence of middle class and increase in discretionary spending also promotes the growth of DTH services. Huge market potential has been one of the key factors augmenting the demand for DTH transmission. The objective of the study is to identify the factors influencing the consumer preference towards DTH services and to find the Brand preference and level of satisfaction of consumers towards DTH services. The shortcomings of cable operators had lead to the creation of DTH industry in India. Focus towards exclusive value added services by DTH players have also been a significant uptrend in the market. Hence fast and consistent penetration of DTH services and competition in these markets necessitates to examine consumer's preference and satisfaction towards DTH services.

KEYWORDS

Consumer Preference, Direct-to-Home (DTH), Satisfaction.

INTRODUCTION

The history of Indian television dates back to the launch of Doordarshan, India's national TV network in 1959. In this period television was a luxury and the transmission was in black and white. In 1992, the cable TV industry was started which lead to revolution. Every city in India had a complex web of co-axial cable running through the streets with a new breed of entrepreneurs called as cable wallahs or Local Cable Operators (LCO) taking in charge of distribution. There were simply too many cable operators in the country and the channels had a difficult time in getting its return as the existing system was a non-addressable and the operators could simply give a reduced number of subscribers to a mass profit. This lead to the emergence of country's first DTH services and it has been awarded to Dish TV in 2003 which started its operations in 2004. DTH is the short form of Direct-To-Home technology and is defined as the reception of satellite program with a personal dish in an individual's home. Direct-to-Home (DTH) television is a very popular technology. It is satellite distribution that provided the consumers their first widespread opportunity to enjoy digital television. Since it is a wireless technology and the programmes are sent directly to the subscriber from the satellite, it eliminates the need of the cable infrastructure. DTH can also reach remote areas where terrestrial transmission and cable TV failed to penetrate. Apart from enhanced picture quality, DTH also allows for interactive TV services such as movie-on-demand, active music, active games, active dharsan, active english, active fun learn and so on.

ADVANTAGES IN USING DIRECT-TO-HOME (DTH) TELEVISION

1. **Digital picture:** The picture quality in DTH TV is much better. The quality of picture is uniform across all channels, whereas in cable the quality of picture is inconsistent, some channels are clear but the balance is fuzzy and snowy.
2. **Digital audio:** It provides services with stereophonic sound which leads to better sound effects.
3. **Electronic Programme Guide (EPG):** It is an on-screen guide that shows the programme schedule or listing of all the channels.
4. **Payment modes:** DTH viewers pay only for what they watch and the service charges are paid in advance. Recharge is easy with various sources like the Internet, mobile phones, vouchers from vendors, etc.
5. **Interactive services:** This is one important point which differentiates the broadcasters. All the broadcasters offer interactive TV services. Apart from enhanced picture quality, DTH also allows for interactive TV services such as movie-on-demand, internet access, video conferencing and e-mail.

REVIEW OF LITERATURE

Acharyulu, Raja and Sudhakar (2009) measured the customer preferences towards Direct-To-Home (DTH) Television services in India. They opined that DTH market is witnessing a fierce competition with entry of many new players. Based on this study it was found that quality of service is the key differentiator in DTH service operations. The study expressed that content differentiation may not be possible in the future and companies have to differentiate themselves only at their cost levels and quality of services. The study suggested that in order to increase the market share and to ensure the win-win situation the DTH players should design a good customer service strategy.

Dheeraj (2012) tried to analyse the Indian DTH Industry. He opined that shortcomings of cable operators had lead to the creation of DTH services in India and that served as a better alternative to high-end cable networks. It was found that as television buyers in India gravitate to purchase more of flat panel displays this Direct-to-Home (DTH) satellite television has emerged as the choice of medium. The study suggested that DTH market players should offer latest bouquet of services so that people could be hooked towards DTH services. The study concluded that as DTH TV industry is currently in growth phase, it is expected to attract a large number of subscribers in near future.

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 price.

STATEMENT OF THE PROBLEM

DTH market in India is one of the fast growing segments of the segmented pay TV industry and it is witnessing significant growth on account of rising per capita 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 promotes the growth of DTH services. Increasing television penetration accompanied with attractive offers and price war has also been driving the market. With the entry of new 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 DTH services and competition in these markets necessitates the DTH service providers to examine consumer's preference and satisfaction towards DTH services.

OBJECTIVES OF THE STUDY

The study has been undertaken with the following objectives:

1. To identify the reasons for preferring DTH services.
2. To find the Brand preference/Brand loyalty of consumers towards DTH services.
3. To study the level of satisfaction of consumers in Salem District towards DTH services.

RESEARCH METHODOLOGY

SAMPLING TECHNIQUES

The sample has been selected on the basis of proportionate stratified random sampling technique.

SAMPLE SIZE

Data has been collected from 75 selected sample respondents in Salem District.

AREA OF THE STUDY

The study was conducted in Salem District.

SOURCES OF DATA

PRIMARY DATA: Primary data was collected using a structured questionnaire.

SECONDARY DATA: The secondary data was collected from different sources like newspapers, magazines, journals, books, websites and pamphlets.

STATISTICAL TOOLS USED FOR ANALYSIS

Statistical tools such as Simple percentage analysis and weighted average method have been used for the study.

RESULTS AND DISCUSSIONS

PROFILE OF THE RESPONDENTS

In the course of selection of the respondents, due care has been exercised to cover all the sections of the society like different gender, age, education, occupation and income backgrounds.

TABLE 1: PROFILE OF THE RESPONDENTS

S. No	Demographic Variables	Category	No. of Respondents	Percentage
1.	Age (Years)	21 – 30	12	16.00
		31 – 40	20	26.67
		41 – 50	25	33.33
		Above 50	18	24.00
2.	Gender	Male	54	72.00
		Female	21	28.00
3.	Educational Qualification	SSLC/Martic	8	10.66
		Higher Secondary	14	18.67
		Diploma	9	12.00
		Under Graduation	26	34.67
		Post Graduation	18	24.00
4.	Occupational Status	Business	19	25.33
		Employees	26	34.67
		Professionals	15	20.00
		Agriculturists	12	16.00
		Home Maker	3	4.00
5.	Family Monthly Income	Below 10,000	8	10.67
		10,001 – 20,000	34	45.33
		20,001 – 30,000	18	24.00
		30,001 – 40,000	10	13.33
		Above 40,000	5	6.67

Source : Primary data

From Table 1 it is clear that, 33.33 percent of the respondents are in the age group of 41–50 years, 72 percent of the respondents are male, 34.67 percent of the respondents are Under Graduates, 34.67 percent of the respondents are Employees, 45.33 percent of the respondents' family income is between Rs. 10,001-20,000.

SOURCE OF INFORMATION / PRODUCT AWARENESS

After the need arousal, the consumer tries to solve it by gathering the information about the product. Depending upon the intensity of need, it produces two states in an individual. The first state is called heightened attention when the consumer becomes more receptive to the information regarding the item he needs. He becomes alert to information bearing on the need and its gratification. If a consumer needs to purchase a television, he will pay more attention to TV advertisements. He keeps remembering the remarks made by friends and associates about TVs.

TABLE 2: SOURCES OF AWARENESS

S. No.	Source of Awareness	No. of Respondents	Percentage
1.	Print Ads	12	16.00
2.	TV Ads	26	34.67
3.	Hoardings	9	12.00
4.	Internet	6	8.00
5.	Friends/ Relatives	22	29.33
	TOTAL	75	100.00

Source: Primary Data

Table 2 presents the source from which the respondents gained brand awareness regarding the DTH. 16.00 percent of the respondents opined that they learnt about DTH services from Print advertisements. 34.67 percent of the respondents stated that they came to know about the DTH services through television advertisements. 12.00 percent of the respondents have learnt through hoardings. 8.00 percent of the respondents gathered the information from the Internet whereas, 29.33 percent of the respondents came to know about the DTH services through their friends and relatives.

REASONS FOR PREFERRING DTH SERVICE

DTH services are available even in remote areas and locations however the penetration of cable TV is limited and failed to penetrate. Likewise there are few reasons like Reasonable Price, Superior Video Quality, Affordable Tariffs, Low Disturbance, Extra Services and Good reputation are identified as the reasons for preferring DTH service.

TABLE 3: RANKING ON REASONS FOR PREFERRING DTH SERVICE

Reasons	1		2		3		4		5		Weighted Total	Weighted Average	Rank
	No	Wgt	No	Wgt	No	Wgt	No	Wgt	No	Wgt			
Reasonable Price	26	130	14	56	18	54	12	48	5	5	293	22.10	II
Superior Video Quality	30	150	24	96	12	36	5	10	4	4	296	22.32	I
Affordable Tariffs	12	60	18	72	20	60	15	30	10	10	232	17.50	V
Low Disturbance	22	110	12	48	14	42	18	36	9	9	245	18.48	IV
Extra Services	15	75	25	100	20	60	10	20	5	5	260	19.60	III
Total	105	525	93	372	84	252	60	144	33	33	1326	100	

Source : Primary data

From Table 3 it is inferred that Superior Video Quality has been ranked first by the customers with the average weight of 22.32, Reasonable price has got the second rank with the average weight of 22.10. It is Extra services that have secured third rank.

BRAND PREFERENCE OF DTH

BRAND OF DTH IN USE

Because of arrival of new entrants, this industry has become very competitive which ultimately results in customers getting more benefits and options of latest technology. The major DTH brands in India that offer customized DTH channels and packages to the customers are Dish TV, Reliance Big TV, Sun Direct, Tata Sky, Videocon D2H, Airtel Digital TV, DD Direct plus.

TABLE 4: BRAND OF DTH IN USE

S. No.	BRAND OF DTH IN USE	No. of Respondents	Percentage
1.	Dish TV	16	21.33
2.	Reliance Big TV	10	13.33
3.	Sun Direct	20	26.67
4.	Tata Sky	8	10.67
5.	Videocon D2H	12	16.00
6.	Airtel Digital TV	6	8.00
7.	DD Direct plus	3	4.00
	TOTAL	75	100.00

Source: Primary Data

Table 4 reveals that 21.33 percent of the respondents are using Dish TV, 13.33 percent of the respondents opined that they are using Reliance Big TV, 26.67 percent of the respondents stated they are using Sun Direct in their homes, 10.67 percent of the respondents assured they are using Tata Sky, 16.00 percent of the respondents agreed that they use Videocon D2H, 8.00 percent of the respondents indicated that they are using Airtel Digital TV in their homes, 4.00 percent of the respondents revealed that they use DD Direct plus. It is clear that Sun Direct DTH is the highly preferred brand in DTH.

LEVEL OF SATISFACTION WITH CURRENT DTH SERVICE PROVIDER

The moment a DTH is purchased and used, customers begin to judge it. The level of satisfaction and dissatisfaction depends on how well the DTH performance meets the expectations of customers. If a DTH product or service performs as well as or better than expected, the customers will feel happy. If it falls short of the expectations, customers are not happy.

TABLE 5: LEVEL OF SATISFACTION ABOUT CURRENT DTH SERVICE PROVIDER

DTH Service Provider	Level of Satisfaction										Total	
	Highly Dissatisfied		Dissatisfied		Neutral		Satisfied		Highly Satisfied		N	%
	N	%	N	%	N	%	N	%	N	%		
Dish TV	-	-	3	18.75	3	18.75	4	25.00	6	37.5	16	100
Reliance Big TV	-	-	3	30.00	2	20.00	2	20.00	3	30.00	10	100
Sun Direct	-	-	5	25.00	4	20.00	6	30.00	5	25.00	20	100
Tata Sky	1	12.5	3	37.5	2	25.00	2	25.00	-	-	8	100
Videocon D2H	-	-	2	16.67	3	25.00	3	25.00	4	33.33	12	100
Airtel Digital TV	2	33.33	1	16.67	-	-	2	33.33	1	16.67	6	100
DD Direct plus	2	66.67	1	33.33	-	-	-	-	-	-	3	100
Total	5	6.67	18	24	14	18.67	19	25.33	19	25.33	75	100

Source: Primary data

From Table 5 it is clear that 25.33 percent of the respondents are highly satisfied with their current DTH service provider. 25.33 percent of the respondents stated that they are satisfied with their current DTH service provider whereas, 18.67 percent of the respondents opined that they neither satisfied nor dissatisfied by the current DTH service provider.

FINDINGS

- ❖ 33.33 percent of the respondents are in the age group of 41–50 years, 72 percent of the respondents are male, 34.67 percent of the respondents are Under Graduates, 34.67 percent of the respondents are Employees, 45.33 percent of the respondents’ family income is between Rs. 10,001-20,000.
- ❖ 34.67 percent of the respondents stated that they came to know about the DTH services through television advertisements.
- ❖ 26.67 percent of the respondents stated they are using Sun Direct in their homes.
- ❖ From Table 3 it is inferred that Superior Video Quality has been ranked first by the customers with the average weight of 22.32, Reasonable price has got the second rank with the average weight of 22.10. It is Extra services that have secured third rank.
- ❖ 25.33 percent of the respondents are highly satisfied with their current DTH service provider.

SUGGESTIONS

1. DTH service providers should try to reduce the initial entry cost, and also the cost of additional charges so that it will have a good impact in attracting customers.

2. Installation of Dish and set-top-box could be made free to customers.
3. 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.
4. The DTH service providers should try to come with many outlets and help the customers believe that DTH services are cost-effective.

CONCLUSION

In the second decade of the new millennium, there is no topic closer to the hearts of marketers than customer satisfaction. It is because satisfaction is the key to the long-term relationships that provide benefit to both sides of the buyer-seller equation. The most positive outcome for achieving customer satisfaction is to gain customer loyalty. With the existing regulatory restrictions, increasing content cost and lack of transponders, DTH terrain appears too steep to climb. The increasing consumer awareness and expectations also make it difficult to satisfy the consumer. India being the home of entertainment hungry populace, volumes play the role of a growth driver. Attractively priced and feature rich package targeted at the critical mass is the mantra for sustaining the growth of DTH. Today's customer is sensitive to price as well as to quality. A prudent DTH operator should also take a serious look at the substitutes and complements. The final winner cannot be a pure DTH player but a convergent player who offers all in one to the value-conscious, price sensitive Indian consumer. Hence, in today's competitive environment, to make the DTH business more successful and to satisfy the consumers the DTH service providers will have to strive hard to attract and retain the customers.

LIMITATIONS OF THE STUDY

The following are the limitations of the study:

1. The sample size of the study is 75 and it may not reflect the interest of the whole population.
2. The study is limited to Salem District only.
3. The result can be confined to Salem District alone and cannot be generalized for other areas.
4. Respondents' opinion are dynamic and they may change from time to time.

REFERENCES

1. Acharyulu. G. V. R. K, Raja Shekhar. B, Sudhakar Madhavedi, "Measuring the Customer Preferences of Direct-To-Home (DTH) Television Services in India", International Journal of Business Research, Volume. 9, Issue. 6, 2009, pp. 78-84.
2. Dheeraj Girhotra, "Indian DTH Industry: A Strategic Analysis", International Journal of Marketing, Financial Services and Management Research, Volume. 1, Issue. 3, March 2012, pp. 38-52.
3. Jayashree. J, Sivakumar. A, "A Study on Customer Perception towards DTH Services in Coimbatore City", IOSR Journal of Business and Management, Volume. 8, Issue. 1, January-February 2013, pp. 10-14.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

