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A STUDY ON CUSTOMER BUYING BEHAVIOUR OF DTH SERVICES IN PALAYAMKOTTAI

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ABSTRACT

DTH Services are in a nascent stage in our country. However, there is a stiff competition among the present 6 Service providers. Most of the people are confused with which Service connection can be obtained. Moreover, DTH Service providers are also perplexed with what channel should be given free of cost and what channel should be offered at a price. This study aims at with these.

KEYWORDS

Buying behaviour, service providers, price, channel etc.

INTRODUCTION

DTH stands for Direct-To-Home television. DTH is defined as the reception of satellite programmes 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 programmes and they then distribute them to individual homes. A DTH network consists of a broadcasting centre, satellites, encoders, multiplexers, modulators and DTH receivers. A DTH service provider has to lease Ku-band transponders from the satellite. The encoder converts the audio, video and data signals into the digital format and the multiplexer mixes these signals. At the user end, there will be a small dish antenna and set-top boxes to decode and view numerous channels. On the user's end, receiving dishes can be as small as 45 cm in diameter. DTH is an encrypted transmission that travels to the consumer directly through a satellite. DTH transmission is received directly by the consumer at his end through the small dish Antenna. A set-top box, unlike the regular cable connection, decodes the encrypted transmission.

OPERATIONAL DEFINITIONS**BUYER BEHAVIOR**

Buyer behavior is defined as "all psychological Social and Physical behaviour as potential customers as they become aware of, evaluate purchase. Consume, and tell others about products and Services".

FAMILY

Most consumers belong to a family group. The Family can exert considerable influence in shaping the pattern of consumption and indicating the decision - making roles. Personal values, attitudes and buying habits have been shaped by family influences.

REFERENCE GROUP

The concept of reference group is borrowed from sociology and psychology Buyer behaviour is influenced by the small groups to which the buyer belongs.

SOCIAL CLASS

Sociology points out the relationship between social class and consumption patterns. As a predictor of consumption patterns, marketing management is familiar with social classes.

CULTURE

Culture represents an overall social heritage, a distinctive form of environmental adaptation by a whole society of people, It includes a set of learned beliefs, values, attitudes, morals, customs, habits and Forms of behaviour that are shared by a society and transmitted from generation to generation within that society.

OBJECTIVES OF THE STUDY

India faces an acute increase in DTH service connections. Present study is based on the major objective that to identify the various factors which determine the preference of DTH service. The following are some other objectives of present study.

- To find the level of brand loyalty
- To know the problems faced by the DTH customers and
- To suggest remedial measure to solve the problems.

METHODOLOGY

The present study is an empirical research based on survey method. Primary data were collected directly from the respondents by using questionnaire. The relevant secondary data have been collected from the Journals, and Internet. The researcher has made the convenient random sampling of 120 Respondents in his report. The Collected data were coded, calculated and analyzed with the help of statistical tools like measures of central tendencies, Ranking, chi-square test, percentiles, and tabulation were used. A master table has been prepared to sum up all the information contained in the questionnaire, with the help of the master table, Classification tables have been prepared. Classification tables were taken directly for the analysis.

DIRECT TO HOME (DTH) – AN OVERVIEW

DTH stands for Direct-To-Home television. DTH is defined as the reception of satellite programmes 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 programmes and they then distribute them to individual homes.

SUPERIORITY OF DTH OVER CABLE TV

DTH offers better quality picture than cable TV. This is because cable TV in India is analog. Despite digital transmission and reception, the cable transmission is still analog. DTH offers stereophonic sound effects. It can also reach remote areas where terrestrial transmission and cable TV have failed to penetrate. Apart from enhanced picture quality, DTH has also allows for interactive TV services such as movie-on-demand, Internet access, video conferencing and e-mail. But the thing that DTH has going for it is that the powerful broadcasting companies like Star, Zee, etc are pushing for it.

HISTORY OF DTH

While today's hot DTH marketplace makes for an exciting story, this is an industry with a history unknown to most. It is a story of an industry which was never supposed to exist. An industry born out of the genius of a Stanford University college professor and publicized by ham radio conversations. An industry that defied all odds to grow from the backyards of techies and early adapters to today's multi-billion dollar first-line competitor to the cable monopoly in America. And, it is the story of an industry comprised of thousands of entrepreneurs who kept the dream alive during long periods of traumatic political and marketplace upheaval. Come with us now as we look at the people, the events, and the evolution of the technology.

DTH SERVICE PROVIDERS IN INDIA

DTH services were first proposed in India in 1996. But they did not pass approval because there were concerns over national security and a cultural invasion. In 1997, the government even imposed a ban when the Rupert Murdoch-owned Indian Sky Broadcasting (ISkyB) was about to launch its DTH services in India. Finally in 2000, DTH was allowed. The new policy requires all operators to set up earth stations in India within 12 months of getting a license. DTH licenses in India will cost \$2.14 million and will be valid for 10 years. The companies offering DTH service will have to have an Indian chief and foreign equity has been capped at 49 per cent. There is no limit on the number of companies that can apply for the DTH license. In India till December 2008 there are 7 DTH service Providers are there, they are as follows

- Dish TV
- DD Direct +
- Tata Sky
- Sun Direct
- BIG TV
- Airtel Digital TV
- Videocon d2h

AREA PROFILE

Palayamkottai "Oxford of South India" - is a town in the Tirunelveli district in the South Indian state of Tamil Nadu. It is a part of Tirunelveli Municipal Corporation. It is on the eastern bank of the Thamirabarani River, while its twin city Tirunelveli is on the western bank. The archaic word Palayam in Tamil, means a small administrative region or district. A Kottai is a fort. The word Palayamkottai was hence derived historically from an ancient fort that was in the centre of the region. Today, the fort lies in ruins and is almost camouflaged by its surrounding old residential edifices. To anyone who reads about Palayamkottai for the first time, it may be surprising to see that atlases and other books refer to the city with both, an M or an N (Palayamkottai or Palayankottai). This uncertainty is because the actual Tamil word for the city uses an alphabet that is phonetically between M and N, and sometimes even completely substituted by G (pronounced Palayangkottai in colloquial Tamil). Natively speaking, it is hence correctly pronounced as Palayamkottai. Even historically, during the British Raj, the area was referred to as Palancottah and also Palamkottah. The anglicization of the word was dropped by the locals immediately after independence, and the city is now called both Palayamkottai and Palayankottai according to official government documents and records. For disambiguation, the city is referred to as Palayamkottai in this article. Popularly called the Oxford of South India, Palayamkottai is indeed a splendid little student city. A typical midweek morning traffic jam would be because of thousands of school and college students rushing to their classes. However, traffic jams are rare because the quiet little city does not have too many vehicles on the roads in comparison to the much bigger metropolises of Chennai and Bengaluru (Bangalore).

RESULTS & DISCUSSION**DTH SERVICE WIDELY PREFERRED**

The following table shows the data collected for the purpose of knowing what type of DTH the people prefer the most.

Sl. No.	Name of the DTH Service	No. of respondents	Percentage
1	Sun Direct	64	54
2	Dish TV	26	22
3	Airtel Digital TV	17	14
4	Big TV	8	6
5	DD Direct Plus	5	4
	Total	120	100

Source: Primary Data

The Table shows that among the respondents chosen study 54% are using Sun Direct, 22% respondents are using Dish TV, 14% of the Respondents preferred Airtel Digital TV, 6% have preferred Big TV, 4% of sample DTH users preferred DD Direct Plus. In the study Area of Palayamkottai TATA SKY has not been mostly preferred by the people. In short majority of the respondents have preferred Sun Direct DTH Service.

REASON FOR PREFERRING DTH SERVICE

Next survey is based on the preference of the respondents i.e. what is the main reason for them to watch the DTH connection. The respondents are classified on that basis and tabulated as below:

Sl. No.	Reason for preference	Weighted Average Score	Rank
1	To avoid the cable network monthly charges.	4.08	I
2	To watch more no. of TV channels.	3.40	II
3	As I have no cable Network service in my Area, I preferred DTH	3.00	III
4	To have clear picture as I can have good telecasting.	2.70	IV
5	To watch channels which cable networked does not provide.	1.82	V

Source: Primary Data

The Table shows that out of the selected respondent's majority of the respondents preferred DTH Service in order to avoid monthly charges as it Ranked First among all other reasons. The Second Rank goes to the reason 'to watch more number of TV channels' Third Rank goes to 'Having not Cable Network in the respondents Area', the reason 'To have clear transmission' secured the Fourth Rank and the reason 'To watch channels which other cable network do not provide' secured the Fifth Rank. In short mostly DTH Service was availed mainly due to avoid monthly charges as DTH Service provider collects money for a fixed period of either six months or one year, which is not possible in cable network where the respondents have to pay regularly.

OPINION ON DTH SERVICE PREFERRED

The following table indicates the opinion of the candidates about their DTH service and is show below:

OPINION ON DTH SERVICE REFERRED

Sl. No.	Opinion	No. of respondents	Percentage
1	Highly satisfactory	48	40
2	Satisfactory	62	52
3	Neither satisfied Nor dissatisfied	0	0
4	Dissatisfactory	10	8
5	Highly dissatisfactory	0	0
	Total	120	100

Source: Primary Data

The above table shows that out of the respondents selected for survey 40% of the respondents are highly satisfied with the DTH Service preferred by them, 52% were satisfied with the DTH they have, 8% of the respondents were dissatisfied with the DTH connection they have. However, there is no respondent having high level of Dissatisfaction. In short majority of the respondents are satisfied with the DTH Service they preferred.

CHI – SQUARE TEST

For the calculation of the chi-square test the researcher considered the factors that motivated to prefer DTH on which advertisement, magazines, friends, relatives, salesman and self decision **and for gender male and female**

	Calculated value	Tabled value
Chi-square	4.81	9.48

Hence the Researcher **Accepted** the Hypothesis because the calculated value is **Less** than the table value.

MAJOR FINDINGS

Majority of the respondents who had availed DTH Service were Educated having educational qualification of atleast an under graduate degree

1. Majority of DTH users were in the income group of between 5,000 and 10,000 i.e., DTH service was availed mostly by middle and high income group people. Low income group people did not avail this service widely.
2. Sun Direct DTH Service was the widely preferred DTH Service among all 7 DTH services in Palayamkottai Area.
3. Majority of the respondents opined that Advertisement was an effective factor in making a decision to prefer DTH Service.
4. DTH Service is a recent concept among the people of Palayamkottai as majority of the respondents had the DTH Service only for the past 3 to 6 months.
5. Majority of the respondents are having the DTH service with above 120 channels.
6. Among all the programs available on the DTH service, majority of the respondents 42% select music programs, 16% select serials, 8% choose news, 14% select sports / games, 12% choose movies, 4% select comedy and the remaining 4% selected religious programs.

SUGGESTIONS

DTH Service provider should offer more channels with minimum price, when a new comer enters into market with low price the position of present service providers may be critical. If the DTH Service providers are offering different channels for different prices, they should not charge any money for Music Channel as this was widely watched Channel. They may collect money for other channels. Clarity in service much expected therefore DTH Service providers should try to enhance their clarity through latest Technology.

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