

# INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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**A STUDY ON CUSTOMERS PERCEPTION TOWARDS DTH SERVICES****R. SRIKANTH****LECTURER****DEPARTMENT OF COMMERCE  
SRI AUROBINDO DEGREE & PG COLLEGE  
HYDERABAD****V. PANNAGA****LECTURER****DEPARTMENT OF COMMERCE  
PASHA NOBLE DEGREE & PG COLLEGE  
HYDERABAD****ABSTRACT**

The paper is concerned with Direct-To-Home (DTH) services. Now-a-days every one is very well aware of DTH services. DTH (Direct-To-Home) television is one of the recent contributions of science, DTH is defined as the reception of satellite programmes with a personal dish, in an individual home. DTH has become a powerful, useful and attractive mass media compared with cinema and cable TV. The role of DTH operations is effective and inevitable in our life. It serves not only for viewing of cinemas but also for promoting education and sharing information. In the beginning Doordarshan was the only Government player in the market. Now most of the market is covered by private sector players like Dish TV, Sun Direct, Tata Sky etc. This paper highlights the customer's preference, attitude, perception and their problems. So a study of this kind will help the consumers to know which DTH products will suit their requirements.

**KEYWORDS**

DTH, Dish TV, Service Operators, Set-Top Boxes, Consumer Attitude.

**1. INTRODUCTION**

**D**TH stands for Direct-To-Home television. DTH (Direct-To-Home) television is one of the recent contributions of science, which is meant mainly for the dissemination of information and which is an achievement of the human brain. DTH has become a powerful, useful and attractive mass media compared with cinema and cable TV. The role of DTH operations is effective and inevitable in our life. It is meant not only for viewing cinemas but also for promoting education and sharing information. Direct-to-home (DTH) television is growing rapidly throughout India, with its easy setup, interactive services, and competitive offerings. The Direct-To-Home (DTH) service is a digital satellite service that provides television services directly to subscribers anywhere in the country. DTH helps in keeping broadcasters in direct touch with consumers, thus eliminating the need for cables and cable infrastructure and cable operators. This is particularly valuable in remote places and in areas which are difficult to reach and where cable and in many cases, terrestrial television services are poor or non-existent.

**DEFINITION**

**A.**DTH is defined as the reception of satellite programme with a personal dish, in an individual home.

**B.**DTH Digital TV system receives signal directly from satellite through the dish, decodes it with the Set-Top Box and then sends stunningly clear picture and sound to TV.

**HOW DOES DTH NETWORK WORK?**

The latest technology of DTH Network includes satellites, multiplexers, broadcasting center, modulators, encoders and DTH receivers. Technologically speaking, the process starts with DTH service provider leasing Ku-band transponders from the satellite. Thereafter, encoder gets into the process of converting video, audio, and data signals into the digital format.

Once encoding is done, the multiplexer mixes these signals. Users have to install a small dish antenna and set-top box which decodes these mixed signals and lastly users get to view numerous TV channels. Primarily, dth is an encrypted transmission received directly from the satellite by the consumer at his place with the help of dish antenna.

**LIST OF DTH OPERATORS**

There are seven major DTH providers or operators in India today, all competing for your attention and business: Doordarshan Direct Plus, Airtel Digital TV, Dish TV of Zee Groups, Sun Direct of Sun Networks, Reliance Digital TV, Videocon d2h, and Tata Sky of TATA Industries. Dish TV was the first major provider and has benefited from the early mover advantage. But while Airtel, Reliance, and Videocon matured late, they also offer better technology and more channels. They are more aggressive and flexible and offer the consumers value for money.

**TECHNOLOGY****COMPRESSION TECHNOLOGY**

Better Compression technology enables platforms to be more effective and carry more channels without compromising on quality. Tata Sky and Dish TV promise MPEG-2 compression for their standard television boxes, but new operators like Videocon, Reliance, Sun Direct, and Airtel DTH have brought MPEG-4. Videocon and Airtel also have access to DVB S-2 technology which gives more interactive services.

**RAIN**

With monsoons in summer, it's important to choose a DTH operator that can withstand the rains while keeping signals.

**HD AND 3D**

Almost every provider offers some level of high-definition services. Reliance Digital TV HD leads the race, offering 250 HD-like channels, though Videocon offers the most 'real HD' channels (12 channels). Reliance's set top box has the ability to upgrade content to 1080 p (a higher resolution), higher than competitors' 1080 i functionality. Reliance, Airtel, and Videocon are the only ones with 3D ready option.

**PORTABILITY IN AUTOMOBILES**

While all are oriented around the television, Dish TV and Airtel are the only ones who also give you the comfort of TV portability in automobiles.

**CHANNEL SELECTION****NUMBER OF CHANNELS**

Probably the most important factor for any user is "What are the channels offered?" In the digital world, the scope for these offers has increased which range from entertainment, news, infotainment, Saas Bahu sagas, spectacular sporting events, and classic Hindi and English movies. While Hindi General Entertainment

Channels (GECs) and Hindi movie channels have traditionally dominated what people watch, the growing trend is the interest in depth in the different categories, and access to niche content.

#### ADVANTAGES

What are the advantages of DTH ?

1. Dynamic Program Packages to choose from. You only pay for what you want to watch. It is not an all or nothing proposition like most cable connections. You can watch Premium Channels of your choice which the consumer can select anytime by a simple call to Customer Service Center .
2. Advanced Viewing Control Features like the Electronic Program Guide (EPG) which provides the current and next program on all channels
3. Parental Lock which safeguards your children's viewing options
4. Pre-booked Pay-Per-View and Impulse Pay-Per-View - Watch that boxing or golf match, horse racing or Olympic events you have been waiting to see - in the comfort of your own home.
5. DTH services provide the finest of picture and sound quality, which is considered to be second to none worldwide.

## 2. REVIEW OF LITERATURE

DTH services were first proposed in India in 1996. But they were not approved then because there were concerns over national security and cultural invasion. 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 approx. \$2.14 million and will be valid for 10 years. As of now, number of total customers stand at 14 million whereas total cable TV households number is 75 million. This reflects the huge potential of this industry in the longrun.

## 3. NEED FOR THE STUDY

Miryalguda is a popular Industrial Town. It is the hometown of a key commercial center, town, and mandal & revenue divisional headquarters in the region of Telangana. Miryalguda is a well known town in India and also in the foreign countries for its industrial production of Rice, Cement, Chillies (mirchi), Cotton, Real Estate business and is famous for Food Corporation of India (F.C.I) etc. These industries are providing innumerable employment opportunities. TV is the best medium of entertainment for the people of Miryalguda. They also like to watch different channels with quality picture. So they like subscribing with DTH services. In Miryalguda, the number of dth subscribers is high. Hence, there is a vast scope for research in this area. So a study on the subscriber attitude towards the DTH services has been undertaken.

## 4. STATEMENT OF THE PROBLEM

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 & white. In 1991, Indian economy was liberalized from the Licenses and the Government invited Foreign Direct Investment (FDI) and deregulations of domestic business emerged. In 1992, the cable TV industry started. Later on cable tv network has literally changed the face of public television. This lead to the influx of foreign channels like Star TV and domestic satellite channels like SUN TV and Zee TV. This has virtually destroyed the monopoly held by doordarshan.

DTH offers better quality picture and digital surround sound than cable tv. DTH services are available to the subscriber's with varying features like interactive TV services movie-on-demand, internet access, video conferencing and e-mail. The task of the marketers is to mould the consumer's perception so as to occupy the desired position for their brands. This paper highlights the customer's attitude towards the DTH services.

## 5. OBJECTIVES OF THE STUDY

The researcher has undertaken to study the following objectives.

1. To find out the preference of the DTH Subscriber
2. To find out the level of brand loyalty
3. To identify the reasons for preferring the DTH services
4. To examine the level of satisfaction of the subscribers towards DTH service
5. To study the problems faced by the DTH customers and offering suggestions to them to solve the problems

## 6. HYPOTHESIS

The study has been made with the following hypothesis which have been tested then and there.

#### NULL HYPOTHESIS (Ho)

There is a no relationship between the Advertisement and Subscriber's behavior and perception towards DTH services.

#### ALTERNATIVE HYPOTHESIS(H1)

There is a significant relationship between Advertisement and subscribers attitude towards DTH services.

## 7. RESEARCH METHODOLOGY

The present study relies on practical research experience based on survey method. To fulfill the objectives of the study, the researcher has collected both primary and secondary data.

#### PRIMARY DATA

Primary Data was collected directly from the respondents by using questionnaire. The researcher has made convenient random sampling of 230 respondents in his report and the collected data was analyzed properly by using suitable statistical tools.

#### SECONDARY DATA

The relevant Secondary Data has been collected from various sources like Internet, Journals, Books, Magazines, and News Papers etc., to supplement the primary data in the present study.

#### STATISTICAL TOOLS

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 tabulations.

#### SAMPLE DESIGN

A sample study was undertaken at Miryalguda as the number of respondents is invariably high. The researcher has collected the primary data from different categories of DTH Subscribers. Since the DTH subscribers in Miryalguda are more in number, convenience sampling technique has been adopted and 230 sample customers have been selected for the study.

## 8. RESULTS & DISCUSSION

#### REASONS FOR PREFERRING DTH SERVICES

The DTH provides quality services to the subscriber like picture clarity, effective sound system, more number of channels etc. To ascertain the reasons for preferring DTH services, a study was made and the responses were analyzed by adopting Ranking Techniques. In order to reveal the importance of the variables in the ranking process, weightage has been assigned for five ranks. For the first rank 5 weights, second rank 4 weights and so on. The subsequent results have been shown in the table.



**TABLE 8.1: REASONS FOR PREFERRING DTH SERVICES**

Sl. No.	Ranks	I	II	III	IV	V	Total points	Rank
	Reasons/Weights	5	4	3	2	1		
1	More Channels	86 (430)	69 (276)	41 (123)	20 (40)	14 (14)	883	1
2	Picture Clarity	48 (240)	55 (220)	58 (174)	42 (84)	27 (27)	745	2
3	Effective Sound	37 (185)	59 (236)	62 (186)	31 (62)	41 (41)	710	3
4	Price	33 (165)	35 (140)	37 (111)	62 (124)	63 (63)	603	4
5	Uninterrupted Services	39 (195)	28 (112)	32 (96)	65 (130)	66 (66)	599	5

Source: primary data

The table shows that out of the selected respondent's, majority of the respondents preferred DTH services as it offers more number of channels in various languages and is ranked first among all other reasons. Picture Clarity is ranked second and is better than cable TV which is followed by Effective Sound which has been ranked the third and Price and Uninterrupted Services hold the fourth and fifth rank respectively.

**BRAND PREFERENCE OF DISH**

In the Open Market, various DTH brands are available. The consumers are finding it difficult to choose a particular brand from the numerous brands available in the market. The researcher has also collected the details of dish brand which is the most preferred by the respondents. The results are presented in the following table.

**TABLE 8.2: BRAND PREFERENCE OF DISH**

Sl.No.	Name of the DTH Service	No. of Respondents	Percentage
1	Sun Direct	66	28.70%
2	Dish TV	48	20.87%
3	Tata Sky	42	18.26%
4	Airtel Digital TV	30	13.04%
5	Reliance Big TV	25	10.87%
6	Videocon d2h	19	8.26%
Total		230	100%

Source: primary data

It is obvious from the table that among the respondents chosen for the study 28.70% are using Sun Direct, 20.87% of the of respondents prefer Dish TV, 18.26% of the informants likes Tata Sky, 13.04% of the customers prefer Airtel Digital TV, 10.87% e prefer Reliance Big TV, and another 8.26% of sample DTH users prefer Videocon d2h. In short majority of the respondents have preferred to use Sun Direct DTH Service.

**SATISFACTION LEVEL OF SUBSCRIBERS TOWARDS DTH SERVICES**

Each and every customer wants to get maximum level of satisfaction with the offered product. The customer satisfaction leads to brand loyalty. So the researcher has collected the opinion of the subscribers with regard to their satisfaction towards the services offered by DTH service operators which is being presented in the table below .

**TABLE 8.3: SATISFACTION LEVEL OF RESPONDENT**

Sl.No.	Satisfaction of Operator's service	Level of satisfaction					Total
		Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	
1	More Channels	67	55	48	22	38	230
2	Picture Clarity	58	65	43	27	37	230
3	Effective Sound	44	59	68	33	26	230
4	Price	31	45	54	61	39	230
5	Other Services	26	78	56	36	34	230

Source: primary data

The above table indicates that most of the respondents are highly satisfied with the number of channels offered and picture clarity. The subscribers are satisfied with the sound effect and the level of satisfaction is neutral with the subscription rate and they are dissatisfied with subscription rate. The survey reveals that most of the customers are satisfied with the DTH Operator's Service they preferred.

**PROBLEMS**

The survey further reveals the nature of problems faced by the subscribers after purchasing the DTH. The following table has been designed to present this data.

**TABLE 8.4: NATURE OF PROBLEMS AFTER PURCHASE**

Sl.No.	Problems faced by Subscribers	Number of Respondents	Percentage
1	Installation Problems	24	10.43%
2	Technical Problems	52	22.61%
3	Recharge Problems	57	24.78%
4	Signal Problems	64	27.83%
5	Picture Clarity Problem	33	14.35%
TOTAL		230	100%

Source: primary data

It is a lucid fact from the above table that 10.43% of the respondents are facing Disk Installation Problems, 22.61% of the respondents face technical issues, 24.78% of the respondents face problems with regard to recharge and renewal of subscription fee, 27.83% of the respondents face Signal Problems and the remaining 14.35% of the informants are affected by poor picture clarity .

**AWARENESS ABOUT THE DISH**

Generally Consumers try to collect opinion and information from various sources (like other users or acquaintances) before purchasing any product. Based on the knowledge gained through various sources, the consumer will decide upon the best brand to be purchased. The following table shows the source by which the consumer becomes aware about the Brand.

**TABLE 8.5: AWARENESS ABOUT THE DISH**

Sl.No.	Awareness	Number of Respondents	Percentage
1	Advertisement	97	42.17%
2	Friends	41	17.83%
3	Relatives	58	25.22%
4	Colleague	34	14.78%
TOTAL		230	100%

Source: primary data

**CHI-SQUARE TEST**

For the calculation of the chi-square test the researcher has considered the above factors which have motivated the consumer to prefer his brand of DTH where advertisement includes (print media, Electronic Media, salesman).

**TABLE 8.6: CHI-SQUARE TEST**

Degree of Freedom	Level of significant	Calculated Value	Table Value	Inference
3	5%	41.47	7.815	Rejected

For 3 degree of freedom at 5% level of significant, the table value is 7.815. Since the calculated value (41.47) is more than the table value, the researcher has rejected the hypothesis.

**9. FINDINGS**

1. Majority of DTH service users were in the income group of Rs.10, 000-15,000. i.e., DTH service was mostly availed by middle and high income group people. Low income group people have not availed this service widely.
2. Sun direct DTH service was preferred widely among all DTH services.
3. Majority of the respondents opined that advertisement was an effective factor in making a decision for their preferred DTH.
4. Majority of respondents have DTH services with above 100 channels and are observed to prefer more channels.
5. DTH service is a recent concept among the people of miryalguda.
6. Out of all kinds of programmes in DTH service, majority of the respondents have selected 11% music channels, 34% Daily Serials, 18% News Channels, 16% movie channels, 6% comedy channels and 10% religious channels.
7. In the area where the survey was conducted, most of the people face technical problems and issues with regard to signals.
8. The level of satisfaction of consumers of DTH services in the area surveyed is more with regard to more number of channels and better picture quality.

**10. RECOMMENDATIONS & SUGGESTIONS**

DTH service Operators have to reduce the initial entry cost which will have good impact in attracting customers.

1. DTH Service Operators should offer more Local Channels (mother tongue) with minimum price.
2. Picture Clarity and Effective Sound System like Digital Sound is must in DTH Service. Therefore, DTH service operators should try to enhance the same through latest technology.
3. To attract people from urban areas they have to provide National and International channels with High Definition (HD) system.
4. The company must adopt different promotional strategies or package structures for the Rural and Urban Markets.
5. In the cut-throat open market competition, a new DTH operator can enter the market with low price, differentiate his product from that of his competitors by introducing add on services like movies on demand, interactive programme guides, Internet services and a few complimentary channels to attract more customers.
6. Effective customer care service centres with faster and quick response is required. Retaining existing customers and attracting new customers will enhance the value of the product.
7. Service is a key factor in DTH services. Hence service providers have to reduce the technical glitches by providing better Dish Antenna with water proof coating and strong transmission power.
8. DTH service operators have to provide instant facility to check the balance and validity of service of DTH whenever the subscriber wants to such information.
9. The subscriber should be reminded regarding renewal of services by giving either SMS or a call or an e-mail when it is due.
10. Improve the services of recharge or renewal of DTH service through easy recharge on mobile, internet, physical vouchers etc.,

**11. CONCLUSIONS**

India is the home for entertainment of hungry populace. India has a total television population of close to 135 million, out of which 108 million have access to cable and satellite. The total DTH subscribers are close to 22 millions. According to the prediction on DTH service, India will overtake Japan as Asia's largest DTH and be Asia's leading cable market by 2010 and the most profitable pay-TV market by 2015. The DTH has a market share of approximately 20%. 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 precede by giving strategic package offers for sustaining the growth rate.

**12. SCOPE FOR THE FURTHER REFERENCE**

Mr. P. Chidambaram, Ministry of Finance, In Union Budget 2013-14, has increased cost of set-top boxes: Though the Government has hiked customs duty on the import of set-top boxes (STBs) to boost domestic manufacture, it is likely to add to the cost burden of a majority of Direct-to-Home (DTH) and Multi System Operators (MSOs). The DTH industry is already paying 32 per cent of its revenue as taxes. The doubling of customs duty on set-top boxes could lead to a slowdown in the pace of digitization. The players already offer the boxes to consumers at subsidised rates and bear the burden of multiple taxes. While some players believe this move could lead to a price increase, others pointed out that given the cut-throat competition with the ongoing digitization between cable and DTH companies, it would be difficult for players to pass on the hike to consumers. So, all these changes will impact on the buyers attitude. Hence, Research on DTH services is required further depth study in present situation.

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