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SUBSCRIBERS' ATTITUDE TOWARDS DTH SERVICES

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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 the recent addition and has become a major entertainment medium attracting the mind of everyone. Currently, there are 130 million TV households in the country, while there are only 7-8 million DTH households. Today, the concept of DTH has really become popular in India. People are highly looking forward to acquire one such service to bring entertainment and knowledge into their homes. In this regard, you can see quite a few companies who are endeavoring to provide the best services at some affordable rate. Subscribers' opinion about the DTH is paramount of importance. This paper highlights the subscriber preference, attitude and their problems. So a study of this kind will help the consumers to know which DTH products will suit their requirements.

KEYWORDS

DTH, Cable TV, Dish TV, stereophonic sound.

1.1 INTRODUCTION

DTH (Direct - To - Home) 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. 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 not only for showing cinemas but also for promoting education and pass information. The growth of DTH at the beginning was very slow in India. After the introduction of Doordharshan DTH, the DTH got a remarkable change in our country. When Sun TV entered into the Doordharshan's DD direct plus, the user level increased to a standard place. Each and every one knows pretty well about the DTH not only in the urban areas but also in the rural areas.

1.2. REVIEW OF LITERATURE

John Sinclair and Mark Harrison (1995) have studied on "Globalization and Television in Asia with special reference to India and China". The study had explained that Asian television is in a most volatile period of development. The advent of new subscriber services and the embracing of privatization and deregulation policies are major current development in the television industries.

Atpita Muharjee (2002) had studied India's trade potential in audio – visual services and the gats. The study observed that audio-visual service sector is one of the fastest growing service sectors in India and India's exports of audio – visual products have shown a rapid increase in the past decade. The study has examined India's trade potential in audio – visual services within the GATS frame work.

Minakhide (2004), had made a study on the "Indian satellite for education". She showed that satellite could establish the connectivity between urban educational institutions with adequate infrastructure imparting quality education and the large number of rural and semi urban educational institutions that lack the necessary infrastructure. She had also mentioned that EDUSAT is the first exclusive satellite for serving the educational sector. It covers 2400 Indian villages spread over six states.

1.3 NEED FOR THE STUDY

Sivakasi is a popular industrial town. Sivakasi is a well known small town in India and also in the foreign countries for its industrial production of match works, fireworks and printing works. These industries provide innumerable employment opportunities. TV is the best entertainments media to the Sivakasi people. The Sivakasi people also like to watch different channel with quality pictures. So they like subscribing DTH Services. In Sivakasi the number of DTH subscriber 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.

1.4. STATEMENT OF THE PROBLEM

The history of Indian Television dates back to launch of Doordharshan, the country's national television network in 1959. At that time televisions was a luxury item that could be afforded only by a chosen few. In 1992 Cable TV industry was started. The Cable TV literally changed the way the average Indian watches the Television. Further liberalized Indian Economy leads to influx of foreign channels like Star TV and ZEE TC. This virtually destroyed monopoly held by Doordharshan. DTH offers better quality picture than cable TV. This is because cable TV in India is analog. Despite digital transmission, it is still analog. DTH offers stereophonic sound effects. Apart from enhanced picture quality, DTH also allows for interactive TV services such as movie-on-demand, internet access, video conferencing and e-mail. Now many branded DTH are available to the customers with varying features. The consumers mind can be thought as a geometric space where brands are plotted as points to represent consumer judgments. The task of the marketers is to mould consumer perception so as to occupy the desired position for his brand. This paper highlights the customers' perception towards the DTH services.

1.5. OBJECTIVES OF THE STUDY

The researcher has undertaken the study with the following objectives.

1. To findout the DTH Preference of the subscriber
2. To identify the reasons for preferring DTH Services
3. To examine the subscribers' level of satisfaction towards the DTH services.
4. To study the problems faced by the respondents with their DTH service and offer suitable suggestions.

1.6. HYPOTHESES

The study has been made with the following hypotheses and they have been tested then and there.

1. There is no relationship between the Advertisement and Subscriber attitude towards DTH.

1.7. RESEARCH METHODOLOGY

1.7.1. SOURCES OF DATA

To fulfill the objectives of the study, the researcher has collected both primary and secondary data.

1.7.1.1 PRIMARY DATA

Primary data has been collected from the respondents by means of a pre tested interview schedule. After pre-testing, the interview schedule has been modified in the light of the experience gained and comments given by the experts.

1.7.1.2. SECONDARY DATA

Secondary data has been collected from various studies, books, magazine, journals, internet, newspapers etc to supplement the primary data in present study.

1.7.1.3. TOOLS USED

Data collected from diverse source have been put through various rigorous analyses using the Percentage, Rank correlation, and Chi-Square test.

1.8. SAMPLE DESIGN

A sample study is undertaken at Sivakasi as the number of respondents is invariably high. The researcher has collected the primary data from different categories of DTH Subscriber. Since the DTH Subscriber in Sivakasi are more in number, by adopting convenience sampling technique, 150 sample customers have been selected for the study.

1.9. RESULTS & DISCUSSION

1.9.1 REASONS FOR PREFERRING DISH

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 are analyzed by adopting Ranking technique. In order to reveal importance of the variables in the ranking process, weightage has been assigned for the five ranks. For the first rank 5 weightage, second 4 weightage and the like. The results have been given in table 1.9.1.

TABLE 1.9.1: REASONS FOR PREFERRING DTH SERVICES

S. No.	Reasons	I (5)	II (4)	III (3)	IV (2)	V (1)	Total Points	Rank
1.	More Channels	56 (280)	45 (180)	28 (84)	12 (24)	9 (9)	577	I
2.	Picture Clarity	24 (120)	36 (144)	41 (123)	19 (38)	30 (30)	455	III
3.	Low Cost	32 (160)	36 (164)	37 (111)	26 (52)	19 (19)	506	II
4.	Sound Effect	18 (90)	11 (44)	20 (60)	52 (104)	49 (49)	347	V
5.	Uninterrupted Services	20 (100)	22 (88)	24 (72)	41 (82)	43 (43)	385	IV
Total		150	150	150	150	150		

Source: Primary Data

It is vivid from the above ranking table 1.9.1 that most of the subscriber preferred the DTH services because it offers more number of channels in various languages and this reasons holds it got the first rank, followed by that cost of DTH service is low than the cable TV and it got the second rank, Picture clarity has got the third rank and Uninterrupted Services and Sound Effects hold the fourth and fifth rank respectively.

1.9.2. BRAND PREFERENCE OF DISH

In the Market, various brands DTH are available. So 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 mostly preferred by the respondents. The results are presented in the following table 1.9.2.

TABLE 1.9.2: BRAND PREFERENCE OF DISH

S.No.	Brand Name	Number of Respondents	Percentage
1	DD Direct Plus DTH	16	10.67
2	Airtel	12	8.00
3	Videocon	8	5.33
4	Sun direct	65	43.33
5	Dish TV	16	10.67
6	Reliance Big TV	15	10.00
7	Tata sky	18	12.00
Total		150	100

Source: Primary Data

It is obvious from the table 1.9.2 that 10.67 per cent of the respondents prefer DD Direct Plus DTH and 8 per cent of the customer prepare Airtel Dish, 5.33 per cent of the informants like Videocon services 43.33 per cent of the respondents are using Sundirect and 10.67 per cent of the respondents are using only Reliance Big and 12 per cent of the respondents are using Reliance Big TV and another 12 per cent of the informants are choosing Tata Sky. It is inferred that a majority of the respondents are using Sun-Direct.

1.9.3 AWARENESS ABOUT THE DISH

Before purchasing the DTH the consumer will try to collect Pre-purchase information through various sources. Based on the knowledge gained through various source of information, the consumer will decide to buy a new brand. The following table 1.9.3 shows the mode of getting awareness about the dish

TABLE 1.9.3: AWARENESS ABOUT THE DISH

S.No.	Educational Status	Number of Respondents	Percentage
1.	Advertisement	56	37.33
2.	Friends	22	14.67
3.	Relatives	44	29.33
4.	Colleague	28	18.67
Total		150	100

Source: Primary Data

The table 1.9.3 clearly depicted that 37.33 per cent of the respondents were influenced by the advertisement and 14.67 per cent of the informants are getting information from friends and 29.33 per cent of customers are told that they received the information from Relatives and the remaining informants are influenced by the 28 respondents (18.67 %) are that the got the information from their coworker.

TESTING OF HYPOTHESIS

There is no relationship between the Advertisement and Subscriber attitude towards DTH. To test the hypothesis, the researcher has used Chi square test.

TABLE 1.9.3 (A): CHI SQUARE TABLE

Degree of Freedom	Level of Significant	Calculated Value	Table Value	Inference
3	5%	19.06	7.81	Rejected

For 3 degree of freedom at 5% level of significance, the table value is 7.81. Since the calculated value (19.06) is higher than the table value, the hypothesis is rejected.

RESULT

It is evident from the above hypothesis tested that, there is a significant relationship between the Advertisement and Subscriber attitude towards DTH.

1.9.4. SATISFACTION LEVEL OF SUBSCRIBERS' TOWARDS THE DTH SERVICES

Every customer likes to maximize his satisfaction level. The customer satisfaction leads to brand loyalty. So the researcher collected the information about the subscribers' level of satisfaction towards the DTH service providers. The distribution of the respondents on the basis of their opinion on the satisfaction of Dish Service Provider services are presented in Table 1.9.4.

TABLE 1.9.4: SATISFACTION LEVEL OF RESPONDENT

S. No.	Satisfaction of service provider	Level of Satisfaction					Total
		Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	
1.	Number of Channels	42	36	32	14	26	150
2.	Picture Clarity	34	26	42	35	13	150
3.	Sound Effect	26	37	36	29	22	152
4.	Price	21	28	36	44	21	150
5.	Other Facilities	27	36	42	23	22	150

Source: Primary Data

The above table 1.9.5 table indicates that most of the respondents are highly satisfied with the number of channels offered and picture clarity, the subscriber also satisfied with the sound effect and the level of satisfaction is neutral in the subscription rate and they are dissatisfied with the subscription rate. The survey reveals that most of the customers are satisfied with the DTH Service provider services.

1.9.6. PROBLEMS

The survey further reveals the nature of problems faced by the subscribers after purchasing the DTH. Table 1.9.6 has been designed to present these data.

TABLE 1.9.6: NATURE OF PROBLEMS AFTER INSTALLATION

S.No.	Problems	Number of Respondents	Percentage
1.	Installation Problems	12	8.00
2.	Technical Problems	26	17.33
3.	Recharge Problems	35	23.33
4.	Signal Problems	41	27.34
5.	Picture Clarity	36	24.00
Total		150	100

Source: Primary Data

It is lucid fact from the above table 1.9.6 that 8 per cent of the respondents are facing Disk installation problems 17.33 per cent of the respondents face technical issue problems, 23.33 per cent respondent sustain the problem of paying the renewal subscription fee, 27.34 per cent of the informants are facing the Signal problems and the remaining 24 per cent the subscribed are affected by the picture clarity problems.

RECOMMENDATIONS

1. The initial entry cost should be reduced by the DTH service provider. Even though it affects the profitability of the business in short run, it is a good move to acquire formidable market share.
2. To differentiate their service from the competitors product the DTH service providers introduce add on services like Movie on Demand, Interactive programme Guides and good quality of Build in Game to attract more customers.
3. Service level is the key differentiators in DTH. Although the technical glitches such as rain fade cannot be fully solved. It can be reduced by providing better antenna with water proof coating and by increasing the transmission power.
4. The effective customer service like handle disgruntled customer call with a faster and valid response is must to attract the new customer and to retain the customers.
5. The company must adopt different promotional strategy for rural and urban market as both have different reasons for selecting DTH.
6. Offer different package structure for urban and rural market.
7. To attract the city people provide with more HD channel and introduce more foreign channels.

CONCLUSION

India is the home of entertainment hungry populace. India has a total television population of close to 135 million, out of which about 108 million have access to cable and satellite. The total DTH subscribers are close to 22 million. The DTH has a market share of approximately 20%. The DTH is the only source to reach the people those who live in the hill station and the remote area. So there is a vast scope for the DTH service providers. Alternatively proceed and feature rich package targeted at the critical mass is the mantra for sustaining the growth rate.

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