



CUSTOMER SATISFACTION TOWARDS DTH SERVICES WITH SPECIAL REFERENCE TO COIMBATORE CITY

Dr.M. Kalimuthu

Assistant Professor
Department of commerce with Professional
Accounting
Dr. N.G.P Arts and Science College
Coimbatore

M. Nandhagopal

III year B.Com with Professional Accounting
Department of commerce with Professional
Accounting
Dr. N.G.P Arts and Science College
Coimbatore

ABSTRACT

This study also tries to analyze the factors affecting selection of DTH Brand, Source of Awareness about DTH Services, popularity of selected DTH Services and mode of recharging DTH A/C finally it compares the performance of DTH with cable TV. The growing middle class and rising disposable income coupled with the rising number of television households over the years has assisted growth of investment in this service besides it is costlier than the cable operator. For the study sample of 120 people in Coimbatore city by using a convenience sampling method.

KEY WORDS: *Customer satisfaction, Service facility, opportunity of DTH.*

INTRODUCTION

DTH services were first proposed in India in 1996. The first DTH service in India, was launched by public broadcaster prasar Bharathi in December 2004. The customer is a center point in every business & it is hence important to check or to verify whether the customer are satisfied or not. The present study tires to find out the level of satisfaction of customers regarding some selected DTH companie.

STATEMENT OF PROBLEM

- Customer and buyers plays a vital role in the market. Some of the problems faced by the DTH users are less clarity, high subscription amount, less quality on dish and are, not providing more channels and unable to see the local channels so on. So this study helps to find out the customer attitude towards DTH users.

OBJECTIVE OF STUDY

- Customer and buyers plays a vital role in the market. Some of the problems faced by the DTH users are less clarity, high subscription amount, less quality on dish and are, not providing more channels and

unable to see the local channels so on. So this study helps to find out the customer attitude towards DTH users.

SCOPE OF STUDY

- The scope of the study also covers the key factor which influences the customer to take decision to buy DTH connection for this 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 service which highly preferred by users in Coimbatore city.

RESEARCH METHODOLOGY

DATA COLLECTION METHOD

Data was collected by the primary and secondary method. Primary data was collected through questionnaire from DTH services, while secondary data were collected from the research papers, Articles, Internet Research.

SAMPLING METHOD

To select the sample for the purpose of research a non-profitability sampling technique(convenience) was used on sample size 120 people.



REVIEW OF LITERATURE

Sudheer Kumar (2015) In this study on “ Factors motivating customers towards DTH services in Andra Pradesh” analyzed the reasons for preferring DTH services by adopting ranking technique. In that study, it was found that price was ranked first with the mean score of 2.8 as the reason for preferring the DTH services. With the help of chi-square test it was found that there is significant relationship between advertisement and customer attitude towards DTH. The study highlights that the majority of the respondents prefer to buy Tata Sky because of its best picture quality, reasonable price, various kinds of packages and more channels.

Jayashree and Sivakumar (2014) In their research articles “ A study on customer perception towards DTH services in Coimbatore city” revealed that the majority of the respondents prefer to buy sun direct because of its best picture quality, reasonable price, various kinds of packages and more channels. The author suggested that DTH services provider must pay attention on customer services, picture quality, Factors to make their business more successful and satisfy the customer.

TOOLS FOR ANALYSIS

- Percentage analysis.
- Likert scale analysis
- Rank analysis

SIMPLE PERCENTAGE ANALYSIS

FORMULA

$$\frac{\text{Number of Respondents Percentage}}{\text{Total number of respondents}} \times 100$$

TABLE SHOWING GENDER OF THE RESPONDENTS

S.NO	GENDER	NO,OF RESPONDENTS	PERCENTAGE
1	Male	62	52
2	Female	58	48
	TOTAL	120	100

(Source: Primary Data)

INTERPRETATION

The table shows that 52% of the respondents are male and the 48% of the respondents are female.

Majority 52% of the respondents are male.

TABLE SHOWING OCCUPATION OF THE RESPONDENTS

S.NO	OCCUPATION	NO.OF RESPONDENTS	PERCENTAGE
1	Self Employed	49	41
2	Public Sector	28	23
3	Agriculture	14	12
4	Unemployed	29	24
	TOTAL	120	100

(Source: Primary Data)

INTERPRETATION

The table shows that 41% of the respondents are self employed and the 23% of the respondents are public sector and the 12% of the respondents are agriculture and the 24% are the respondents are unemployed.

Majority 41% of the respondents educational qualification is self employed.



TABLE SHOWING DISTRIBUTION OF RANKING FOR CHANNEL FACTOR OF DTH SERVICES

S.NO	FACTOR	RANK 1	RANK 2	RANK 3	RANK 4	RANK 5	TOTAL	RANK
1	CHANNELS	51(5) 255	18(4) 72	22(3) 66	12(2) 24	17(1) 17	434	1
2	QUALITY	19(5) 95	48(4) 192	20(3) 60	28(2) 56	5(1) 5	408	2
3	OFFER	15(5) 75	20(4) 80	62(3) 186	11(2) 22	12(1) 12	375	3
4	PRICE	9(5) 45	26(4) 104	12(3) 36	59(2) 118	14(1) 14	317	4
5	FEATURES	26(5) 130	8(4) 32	4(3) 12	10(2) 20	72(1) 72	266	5

Source: (primary data)

INTERPRITATION

The table shows that out of 120 respondents, channels in the rank 1, quality is the rank 2, Offers is the rank 3, Price is the rank 4 and features is the rank 5.

FINDINGS

- Majority 52% of the respondents are male.
- Majority 40% of the respondents are 18 years-25 years.
- Majority 45% of the respondents are the under graduate level.
- Majority 41% of the respondents educational qualification is self employed.
- Majority 37% of the respondents are earning Rs15000-Rs25000.
- Majority 52% of the respondents are Married.
- Majority 41% of the respondents come to know about DTH product by Family Members.
- Majority 68% of respondents are used to number of members in a family.
- Majority 36% of respondents to purchasing a selecting product of DTH service.
- Majority 78% of respondents to buy a product in nuclear family.
- Majority 37% of respondents above 1 year customer using this DTH products.
- Majority 37% of respondents 3 months once recharge our subscription.
- Majority 38% of respondents to more offers to provide on selling period sun direct.
- Majority 38% of respondents various offers offered provide annual subscription of DTH services.

- Majority 52% of respondents to various features of favorite channel guide to provide in DTH services
- Majority 34% of respondents lack of signals problems customer faced DTH product.

RANK ANALYSIS

- The table shows that out of 120 respondents, channels in the rank 1, quality is the rank 2, Offers is the rank 3, Price is the rank 4 and features is the rank 5.

LIKERT SCALE ANALYSIS

- Likert scale value is 3 which is greater than the mid value(3), so the respondent are satisfied with the channels of the DTH services.
- Likert scale value is 3 which is slightly greater than the mid value(3), so the respondents are satisfied over the packages given to the DTH.
- Likert scale value is 3 which is greater than the mid value (3), so the respondents are satisfied over the quality given to the DTH
- Likert scale value 2 which is greater than the mid value(2), so the respondents are dissatisfied with the rates & installation of the DTH product.

SUGGESTIONS

- DTH services are a new concept in the market and are fast growing and demanding.
- Here are some suggestions to make it more attractive on the present study.
- As the study reveals that there are vast opportunities as well as challenges for DTH



services in India, due to technological innovations and significant change in demographic profile of customers,

- There is huge market potential lying ahead.
- Hence, in add on packages, installation charges and extra validity was very competitive environment, manufacturing will have to strive to attract and retain customers by introducing innovative products, changing the equality of customer.

CONCLUSION

A comparative study on the DTH service providers in Coimbatore is conducted among both the customers & non-customers in order to understand the reach of DTH among the consumers, their preference, their perception & also their extent of satisfaction. This would help the DTH service providers as a part of their market research. By the end of this study, it is understood that the reach of DTH is more among the general public. The DTH services are ranked below on the basis of their customer base. It has been observed the (DD Free Dish) has only a negligible number of customers & it is not competitive enough. Dish TV, Tata Sky, Airtel HD, Big TV & D2H HD offer a better service than Sun Direct although they have less number of customers than the later. Based on the findings, suggestions have been provided.

REFERENCE

1. **Sudheer Kumar (2015)** In this study on “*Factors motivating customers towards DTH services in Andhra Pradesh*” analyzed the reasons for preferring DTH services.
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