

## *International Journal of Scientific Research and Reviews*

### **Customer's satisfaction towards DTH services in Avinashi taluka**

**S. Vinoth Kumar\***

Department of Commerce Finance, Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore,  
Tamil Nadu, India

Ref.Id DrNGPASC 2019-20 COM028

---

#### **ABSTRACT**

DTH is a new technology and it has matured to its full potential in other parts of the world. There are many application has been found every day for exploitation of benefits of DTH .The word DTH is synonymous with transmission of digital video channel to home subscribers using a small dish antenna. The DTH utilizes a technology which enables a home to receive high speed internet broadband access data communication, voice over internet protocol (IP) telephony and much more using an open standard Digital Video Broadcasting (DVB) technology. In this paper we discuss that motivational factor that influence customer to purchase.

**KEYWORDS:** - Industry in India, Relationship between DTH and Cable, DTH Future I. Introduction DTH is defined as the reception of satellite programs.

---

#### **\*Corresponding Author**

**Mr. S. Vinothkumar**

Assistant Professor

Department of Commerce Finance

Dr.N.G.P. Arts and Science College (Autonomous) Coimbatore, India

Email Id: [vinothkumar0089@gmail.com](mailto:vinothkumar0089@gmail.com)

## **INTRODUCTION**

DTH is defined as the reception of satellite programs with a personal dish in an individual home. And an individual Set Top Box (STB) empowering you to pick & choose you bundles of choice and pay for what you watch. Direct to home connects urban, rural and remote areas of the country and provides desire information communication, education and entertainment at the click of a button. There are five major components involved in a Direct to Home (DTH) satellite system: the programming source, the broadcast center, the satellite, the satellite dish and the receiver. Providers is also one main reason for this substantial growth. The idea of DTH was first provided to India in 1996, but the laws were changed by the year 2000 and thus DTH was allowed [1-2]. 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 license in India will cost \$2.14 million and will be valid for 10 years. The companies offering DTH service in India chief and foreign equity has been capped at 49 percent. There is no limit on the number of companies that can apply for the DTH license. The DTH services play a vital role rather than CAS and STB the CAS stands for conditional access system, which is a digital mode of transmitting TV channels through a set-top box (STB). The transmission signals are encrypted and viewers need to buy a set-top box to receive and decrypt the signal. The STB is required to watch only pay channels, not free-to-air channels, like Doordarshan. The idea of CAS was mooted in 2001, which was followed by furors over charge hikes by channels and subsequently cable operators.

## **WORK OF DTH**

A DTH network consists of a broadcasting center, satellites, encoders, multiplexers, modulators and DTH receivers. A DTH service provider has to lease key-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 view numerous channels. On the user's end, receiving dishes can be as small as 45 cm in diameter.

## **SATELLITE OF DTH**

DTH stands for Direct-To-Home television. DTH is defined as the reception of satellite programs with a personal dish is an individual home. And an individual Set Top Box empowering you to pick & choose you bundles of choice and pay for what you watch.

## **GROWTH OF DTH**

Despite the onslaught of digital streaming platforms, India doesn't seem to be giving up on good old television. According to data from the Telecom Regulatory Authority of India's (Trai) Performance Indicator Report 2019, the direct-to-home (DTH) service sector has displayed significant growth in financial year 2019 with the addition of 4.91 million active subscribers between 1 April 2018 and 31 March 2019. DTH has attained net active subscriber base of around 72.44 million with five pay DTH service providers as on 31 March,2019 as compared to 70.49 million at the end of last quarter. This is in addition to the subscribers of the free DTH services of Doordarshan. The DTH market is dominated by Dish TV (40%) followed by Tata Sky (25%) and Airtel TV (22%). The report further says that there are 328 pay channels in India which include 229 SD (standard definition) pay TV channels and 99 HD (high definition) pay TV channels.

## **RECENT DEVELOPMENTS**

Recent DTH players like SUN DTH and Big TV launched their services with MP4 technology and providing better technical facilities and can accommodate huge number of channels and definitely they've cutting edge advantage over previous players like Dish TV Tata sky. But old players are burning their fingers now after losing their battle at the TRAI and TDSAT. They don't have any other option than replacing the existing boxes with MP4 Boxes in the coming days. But they can't charge the customers for the same, as already they've taken the rent for STB Boxes for the 5 full years in advance.

## **OBJECTIVES OF THE STUDY**

- ❖ To identify the relationship of social economic background of respondents to DTH services.
- ❖ To study the motivational factors that influence customer to purchase.
- ❖ To suggest Avinashi Taluka DTH provider.

## **SCOPE OF THE STUDY**

The present study helps to analyze the competition existing in the market regarding DTH services. 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 five kinds of DTH services i.e. SUN DIRECT, TATA SKY, DISH TV, AIRTEL DIGITAL TV, and BIG TV. The task of the study is to know among these services which service is highly preferred by users in Avinashi Taluka.

## **STATEMENT OF THE PROBLEM**

Today, the concept of DTH has really become popular in India. People are really looking forward to acquire one such service to bring some entertainment to their lives. In this regard, we can see quite a few companies who are endeavoring to provide best services at some affordable rate. However, DD Direct Plus is one such company that is really taking the entertainment to another level. We can enjoy DTH service from DD Direct Plus without paying anything. DD Direct Plus works under the company Doordarshan which is a public television broadcaster. Every human being is changing time to time according to the changing trends in every day's life. The biggest changes occurred in consumer products, new and innovative technology has used to satisfy the customer. More and more models have been introduced by various manufactures. In this content the study is taken up with the various DTH services which have considerable share in the market. Customer and buyers plays a vital role in the market.

## **METHODOLOGY**

### ***Research design***

A research design is the arrangements of conditions for collecting an analysis of data. In a manner that aims to combine relevance to the research purpose with economy in procedure. The research has undertaken a descriptive type of research. This type of study mainly helps to know the past, present and future.

### ***Area of the study***

The area of the study was conducted in and around **AVINASHI TALUKA**. The area is selected by taking into account time and cost.

### ***Sampling design***

On the basis of convenience sampling technique the respondents were chosen. The population elements selected for inclusion in the sample are based on the ease of access, and hence it is convenience sampling.

### ***Sample size***

In the study of **sample size is 220 respondents**. The respondents were of different age of group having different occupational status.

## **METHODS OF DATA COLLECTION**

### ***Primary data***

The research mainly depends on the primary source of data, considering the objectives of study; the required primary data was collected using questionnaire schedule.

### ***Secondary data***

The secondary data's are collected from magazines, newspaper, catalogues, internet, etc.

### ***Statistical tools***

Analysis of variance (ANOVA)

### ***Hypothesis***

Hypothesis means a mere assumption or some supposition to be proved or disproved. Quite often a research hypothesis is a predictive statement, capable of being tested by scientific methods, relates an independent variable to some dependent variable. It can be classified by two types.

#### **Alternative Hypothesis (H<sub>1</sub>)**

#### **Null Hypothesis (H<sub>0</sub>)**

## **LIMITATIONS OF THE STUDY**

- ❖ The respondent's opinion relates only to the particular people of Avinashi Taluka.
- ❖ The data is collected based on the questionnaire schedule the result will be varying according to the opinion of consumers.
- ❖ The study may not be applicable to total customer.

## REVIEW OF LITERATURE

J.Scynthia (2012)<sup>1</sup> all respondents in this study agree that branding the product is important. Satellite TV is the media that made the respondents aware of foreign products. Indian brands excel in giving additional services and benefits, reasonable price and availability while the foreign brands excel in product quality, reliability, styling, packing and labeling. Indian's stance in global market is very strong.

Dr.B.Nagaraja (2014)<sup>2</sup> emphasized that, "The level of utility that is derived from the consumption which is being influenced by the younger generation. The clever and aimmicky advertisements do not work out with rural consumers". Their buying behavior is very much influenced by experience of their own and of neighbor – consumers and his own family and involvement of his own members are exerting maximum influence on his purchases.

## ANALYSIS AND INTERPRETATION OF DATA

**Table-1 Relationship between age and type of DTH**

Ho: There is no significant relationship between age and type of DTH

Sources of Variation	Sum of Square	Degree of Freedom	Mean Square	Variance Ratio	5% Factor Limit
Between column	470	4	117.5	0.1034	3.25
Between row	118	3	39.33	0.02597	3.49
Residual factors	4544	12	4544		

### Between Columns:

Calculated value - 0.02597

Table value - 3.49

Level of significance - 5%

The calculated value of 0.1034 is less than the table value of 3.25 at 5% level of significance. So the null hypothesis is rejected. Hence there is no significant relationship between age and type of DTH.

**Between Rows:**

Calculated value - 0.02597

Table value - 3.49

Level of significance- 5%

The calculated value of 0.0259 is less than the table value of 3.49 at 5% level of significance. So the null hypothesis is rejected. Hence there is a significant relationship between age and type of DTH.

**Table: 2 Relationship between Monthly Income and Type of DTH**

Ho: There is no significant relationship between monthly income and type of DTH

Sources of variation	Sum of square	Degree of freedom	Mean square	Variance Ratio	5% Factor Limit
Between column	387.2	4	96.8	0.2001	3.25
Between row	2010	3	670	1.0388	3.49
Residual factors	1934.8	12	1934.8		

**Between Columns:**

Calculated value - 0.2001

Table value - 3.25

Level of significance - 5%

The calculated value of 0.2001 is less than the table value of 3.25 at 5% level of significance. So the null hypothesis is rejected. Hence there is no significant relationship between age and type of DTH.

**Between Rows:**

Calculated value - 1.0388

Table value - 3.49

Level of significance- 5%

The calculated value of 1.0388 is less than the table value of 3.49 at 5% level of significance. So the null hypothesis is rejected. Hence there is a significant relationship between monthly income and type of DTH.

**Table: 3**Relationship between age and Factors Influences to buy DTH

Ho: There is no significant relationship between age and type of DTH

Sources of variation	Sum of square	Degree of freedom	Mean square	Variance Ratio	5% Factor Limit
Between column	317.08	6	52.85	0.153	2.661
Between row	2547.5	3	849.17	1.23	3.159
Residual factors	2071	18	690.33		

**Between Columns:**

Calculated value - 0.153

Table value - 2.661

Level of significance - 5%

The calculated value of 0.153 is less than the table value of 2.661 at 5% level of significance. So the null hypothesis is rejected. Hence there is no significant relationship between age and factors influences to buy DTH.

**Between Rows:**

Calculated value - 1.23

Table value - 3.159

Level of significance- 5%

The calculated value of 1.23 is less than the table value of 3.159 at 5% level of significance. So the null hypothesis is rejected. Hence there is a significant relationship between age and factors influences to buy DTH.

**SUGGESTIONS**

- ❖ To improve the quality of service like cable connection.
- ❖ Dealers may give more awareness about DTH recent develop purchase to the people.
- ❖ The remote control button options may be improved.



## **CONCLUSION**

Today DTH is one of the modes of communication through television. There are number of brands in DTH services. They are available in the market, which differs in price, quality, services and variety of packages, type etc. In a present technology era it can be easily said that all classes of people are using the DTH (Direct to Home) services to their television for continuous networking. But the consumers prefer their favorite brands due to various reasons. It can be concluded that the picture quality, advertisement, brand name and price decides the purchase. The present study reveals 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. So the DTH service providers must pay attention on quality and support services to make their business more successful and satisfy the customers.

## **REFERENCES**

1. K.Veerakumar, article titled “A Study on Impact of Customer Satisfaction on Brand Loyalty” International Journal of Scientific Research and Modern Education, June, 2016; I(I):661-663.
  2. K. Harishankar & Dr. K. Sirajuddin (2015) “A Study on Customer Preference of Mobile Network Service Providers with Special Reference to Pollachi Taluk”, Global Academic Research Journal, April-2015; III(IV):15-20.
  3. Dr. S. P. Gupta, Statistical methods, Sultan Chand & Sons Educational Publishers, New Delhi – 2006.
  4. C. R. Kothari, Research Methodology methods and techniques, New Age International (P) Ltd., publishing New Delhi. Ed -2004.
-