

Analysis on Customer Opinion Towards DTH Service In Coimbatore City

Rohini B¹, Shankarii Dr S²

^{1,2}Dept of Commerce

^{1,2}Sri Krishna Adithya College Of Arts And Science

Abstract- Direct-to-Home (DTH) defines as Transmission of digital video channel to the subscribers at their Home directly through dish. It was created a revolution in the Television Industry through Digitalisation. DTH directly compete to the cable operators and keep away them by providing the best picture quality by facilitating direct broadcast to consumer. Direct-to-Home (DTH) is one of the recent addition and has become an effective medium of an entertainment through attracting everyone. The drawback of cable operators had lead to the creation of DTH industry in India. Tata sky, Reliance Big tv, Airtel digital tv, Dish tv, Videocon dthetc are the major DTH Service providers in Indian market. DTH players concentrate more on value added services to get market advantage.

Keywords- Technology, customer satisfaction, Invention, Sun direct, Big tv, Sonny, Simple percentage.

I. INTRODUCTION

DTH stands for Direct-To-Home Television. DTH is defined as the reception of satellite Programs 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 programs and they then distribute them to individual homes. In the buyers' market today, business concerns have to make a lot of efforts to sell their product and establish their survival. It may be basically due to changes in Attitude of consumers towards buying products and changing business world. It is also true that consumers vary tremendously in age, income education, living pattern and preference

OBJECTIVES

- To know the demographic characteristics of DTH Service.
- To analyses the customer opinion towards DTH services.
- To know the source of awareness and the factors motivating the subscribers to purchase the DTH

- To analyse the level of satisfaction about DTH services.

RESEARCH METHODOLOGY

SAMPLE SIZE:

The sample size is conducted on 120 respondents from Coimbatore. The respondents are segregates on the basis of different variable such as income, age, occupation, gender, education qualification.

DATA COLLECTION:

The data are collected through structured questionnaires' it is destine to collect all required information from DTH users.

SAMPLING DESIGN:

SAMPLE AREA:

This survey is conducted on Coimbatore city.

SAMPLE TECHNIQUES:

Random sampling techniques

SOURCES OF DATA:

Both primary data and secondary data has been used. Primary data includes questionnaires' survey of despondence from the Coimbatore city. Secondary data is collected from the various published articles from journal book and internet website.

STATISTICAL TOOLS USED:

- Percentage analysis

LIMITATIONS OF STUDY

- The study is limited only 150 response
- The data has been collected from questionnaires
- This study is conducted around Coimbatore city
- Survey is done with limited brands

II. REVIEW OF LITERATURE

Irinsutha and Jayanthi (2016) in their study, “Comparative study on the various DirectTo-Homes (DTH) service providers in Chennai” made an analysis of reasons for going for DTH and its factors and found there is association between reasons for going for DTH and its factors such as more channels, more transparent payments, interactive services, superior video quality, living in a CAS notified area, due to bad services from cable operators. Irinsutha and Jayanthi (2016) in their study, “Comparative study on the various DirectTo-Homes (DTH) service providers in Chennai” made an analysis of reasons for going for DTH and its factors and found there is association between reasons for going for DTH and its factors such as more channels, more transparent payments, interactive services, superior video quality, living in a CAS notified area, due to bad services from cable operators.

WanisAlfitouri Hasan and Sharul Kamal (2017) in their research paper “Potential interference and rain attenuation at 21.4-22 GHz downlink broadcasting satellite signals” concluded that the attenuation due to rain and interference is a major limitation that leads to serious degradation in the DBS received signals. The highest rainfall rate locations experienced the largest attenuation among other locations.

senthil Kumar and Natarajan (2018) in their study on “Subscribers’ attitude towards DTH services” recommended that the initial entry cost should be reduced by the DTH service providers and the company must adopt different promotional strategy for rural and urban market as both have different reasons for selecting DTH.

III. PROFILE OF THE STUDY

DTH is defined as the reception of satellite programs with the personal dish in an individual home, and an individual set top box empowering you to pick & choose bundles of choice and pay for what you watch. DTH service were first proposed in India in 1996. But they did not pass approval because there were concerns over the 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 service in India.

DTH has helped in keeping broad casters in direct touch with consumer there by it eliminate the need of local cable operators. DTH is the reception of satellite programmers with in personal dish in an individual home.

It is a wireless digital audio video service delivered to a consumer through satellite DTH transmission has been received directly on the consumers TV set through decoded by set top box.(STB).The set top box is the drive that has enabled subscribers to view pay channels. This instrument decodes signals from the cable operators to view pay channels. It has monitor the number and duration of channels viewed by subscriber

IV. ANALYSIS AND INTERPRETATION

TABLE 4.1 TABLE SHOWING DTH SERVICE USED BY RESPONDENTS

S No	Particulars	Response	Percentage
1	Airtel	36	30%
2	Videocon DTH	29	24.2%
3	Dish tv	31	25.8%
4	Tata sky	12	10%
5	Sun direct	12	10%
6	Total	120	100%

INTERPRETATION

The above exhibit shows that 30% of respondents belong to Airtel, 24.2% of respondents belong to Videocon Dth, 25.8% belong to Dish tv, 10% of respondents belong to Tata sky, 10% of respondents belong to Sun direct.

Majority 30% of respondents are Airtel

TABLE 4.2 TABLE SHOWING CABLE CONNECTION AND DTH SERVICE

1	Picture quality	39	32.5%
2	Channels offered	48	40%
3	Price	25	20.8%
4	Others	8	6.7%
6	Total	120	100%

INTERPRETATION

The above exhibits shows that 32.5% of respondents belong to Picture quality, 40% of respondents belong to Channels offered, 20.8% of respondents belong to Price, 6.7% of respondents belong to Others.

Majority 40% of respondents are Channels offered

TABLE 4.3 TABLE SHOWING PROBLEMS FACED BY RESPONDENTS WHILE USING DTH

Sno	Particulars	Response	Percentage
1	Poor picture quality	26	21.7%
2	Poor sound quality	23	19.2%
3	Costly tariffs	42	35%
4	High disturbance	23	19.2%
5	Low service quality	6	5%
6	Total	120	100%

INTERPRETATION

The above exhibits show that 21.7% of respondents belong to poor picture quality, 19.2% of respondents belong to poor sound quality, 35% of respondents belong to With costly tariffs, 19.2% of respondents belong to high disturbance, 5% of respondents belong to low service quality.

Majority 35% of respondents are Costly Tariffs.

V. SUGGESTIONS

DTH provider has to increase various awareness programs to create brand image. DTH service providers should reduce the cost of the product and improve the package by adding more channels by which they retain their customer. Advertisement of the DTH should be more effective and attractive the DTH service providers must come up with more existing offers and discounts so that it will get a unique place in the minds of consumers. Introduce new service like Interest, Which will make them Unique in their category. DTH service providers should try to reduce the initial entry cost and also the cost of additional charges so that it will have a good impact in attracting customers

VI. CONCLUSION

It is concluded from the study that technology is the most critical determinant of structure of the organization. Technology has acted as the prime factor to determine the structure of the broadcasting industry. The DTH industry is gaining popularity very fast and the consumer is also ready to adopt this technology which is helping the companies to gain market share but this thing is to be equally kept in mind that the consumers is easily swayed away by the costs. The focus should be on providing value for money to the consumer with more brands in the economy segment.

The result of the study says that as far as the awareness, perception, belief and acceptance is concerned DTH has won an award, but with certain areas of concerns and improvements such as, packages, choice of channels and charges, prompt information about the services, high quality signal, continuity of service. The DTH service brands should increase the awareness for DTH Services and outlets and help the customers believe that DTH services are cost effective. This perception will change into belief, then to demand and finally to loyalty.