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A DIAGNOSTIC STUDY ONPRIVATE DTH SERVICE PROVIDERS IN THANJAVUR CITY

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Abstract *The Indian DTH Market isprojected to become the world's largest DTH Market in the near future.The growth in Indian digital TV has been boosted by the growth in the rural segment which has almost doubled the share of Pay DTH. Customers are ready to pay for affordable services rendered by private DTH providers.The entry of players, advancement of technology,reduction in prices, competition getting fierce, consumers benefitting in thisfierce competition all have been the features of this industry and the call bybroadcasters to digitize the content, an idea bought well by the government,has made the industry growth and competition even more obvious andemphatic for the players. This study focuses on the private DTH service providers and the reasons for the people to opt for such services.*

Keywords:*DTH service, product features, diagnostic study, customer retention*

I. INTRODUCTION

Customer satisfaction has been widely accepted in marketing thoughts and practice as a fundamental concept as well as main goal of all business activities.Organizations must have to focus on to provide quality of services because of two main reasons, first, industry has become so competitive and varieties of alternatives are available to customers. It can be very difficult to win back the customers, if once lost. Second, most of the customers do not complain and simply take their business elsewhere, when experience any difficulties.DTH provides a method of delivering video content directly to an end-user's home via a satellite link into a small TVRO (Television Receive Only).This study mainly focuses on the private DTH service providers and the reasons why people choose them based on the services offered by differentiating their products and price.

OBJECTIVES OF THE STUDY

1. To know the demographic profile of the respondents of Thanjavur city.
2. To understand the reasons to prefer DTH service.
3. To find out the association between DTH Service Providers and selected respondent's demographics.

Null Hypothesis (H_0) for the study

1. There is no significant association between Gender and DTH service providers.
2. There is no significant association between Education level and DTH service providers.
3. There is no significant association between Occupation and DTH service providers.
4. There is no significant association between Monthly Income and DTH service providers.

MATERIALS AND METHODS

The intention of this study is to examine the service provided by DTH service providers and the preference of the respondents. The scope of the study is restricted to the limits of Thanjavur city only. The study is analytical in nature and primary data was collected through a well-designed structured questionnaire using convenient sampling. 450questionnaires were administered to the respondents and 382 filled questionnaires were received and only 350 questionnaires were usable. The demographic profiles were measured through nominal and ordinal scales. The satisfaction level of product features offered by DTH service providers were measured using 5 point Likert scale from Highly Satisfied to Highly Dissatisfied. To check the

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internal reliability of scale, Cronbach's Alpha reliability coefficient was used. The value being 0.856, scale is fairly consistent and reliable.

STATISTICAL TECHNIQUES USED

The data collected were subjected to Percentage analysis, Descriptive Statistics, Mean Based Ranking, Factor analysis and Chi Square test using SPSS Version 17.

TABLE: 1
MEAN BASED RANKING OF REASONS TO PREFER PARTICULAR DTH SERVICE

Reasons to Prefer DTH Service Providers	Mean	Rank
Brand Reputation	3.23	5
Better service	3.08	3
Low installation cost	3.13	4
Product differentiation	2.96	2
Variety of packages	**2.59**	**1**

Source: primary data

Abovetable indicates that respondents prefer variety of packages as their main reason to prefer DTH service. The other reasons include product differentiation, better service, and low installation cost and brand reputation in the order of their dominance. The ranks have been averaged and therefore, lower the mean; better the rank is.

TABLE 2
ASSOCIATION BETWEEN GENDER AND DTH SERVICE PROVIDERS

DTH & Gender Groups		Gender		Total	Pearson Chi Square
		Male	Female		
DTH Service Provider	Sun Direct	41	61	102	**0.015**
	Reliance Big	19	41	60	
	Tata Sky	25	36	61	
	Airtel	20	22	42	
	Dish	32	18	50	
	Videocon	12	23	35	
Total		149	201	350	

Source: primary data

Table 2 that there is a significant association between Gender and DTH service providers since the Pearson Chi Square value is less than 0.05. Therefore, null hypothesis is rejected and alternative hypothesis is accepted.

TABLE: 3
ASSOCIATION BETWEEN EDUCATION AND DTH SERVICE PROVIDERS

DTH & Education Groups	Education					Total	Pearson Chi Square
	School	Diploma	UG	PG	Professional		

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DTH Service Provider	Sun Direct	10	14	35	26	17	102	**0.000**
	Reliance Big	5	15	19	18	3	60	
	Tata Sky	8	23	13	14	3	61	
	Airtel	6	8	9	13	6	42	
	Dish	2	6	8	19	15	50	
	Videocon	0	4	13	10	8	35	
Total		31	70	97	100	52	350	

Source: primary data

Table 3 that there is a significant association between Education and DTH service providers since the Pearson Chi Square value is less than 0.05. Therefore, null hypothesis is rejected and alternative hypothesis is accepted.

TABLE: 4
ASSOCIATION BETWEEN OCCUPATION AND DTH SERVICE PROVIDERS

DTH & Occupation Groups		Occupation					Total	Pearson Chi Square
		Homemaker	Public Sector	Private Sector	Professional	Agriculture		
DTH Service Provider	Sun Direct	25	24	17	26	10	102	**0.000**
	Reliance Big	3	20	17	11	9	60	
	Tata Sky	1	13	23	16	8	61	
	Airtel	2	12	13	14	1	42	
	Dish	7	15	7	16	5	50	
	Videocon	4	9	12	4	6	35	
Total		42	93	89	87	39	350	

Source: primary data

Table 4 that there is a significant association between Occupation and DTH service providers since the Pearson Chi Square value is less than 0.05. Therefore, null hypothesis is rejected and alternative hypothesis is accepted.

TABLE: 5
ASSOCIATION BETWEEN MONTHLY INCOME AND DTH SERVICE PROVIDERS

DTH & Monthly Income Groups		Monthly Income					Total	Pearson Chi Square
		Below Rs. 5K	Between Rs.5 – 10K	Between Rs.10 – 15K	Between Rs.15 – 20K	Above Rs.20K		
DTH Service Provider	Sun Direct	14	16	25	27	20	102	
	Reliance Big	9	20	11	14	6	60	
	Tata Sky	5	15	15	16	10	61	

	Airtel	5	7	14	9	7	42	0.261
	Dish	8	12	11	14	5	50	
	Videocon	2	5	6	17	5	35	
Total		43	75	82	97	53	350	

Source: primary data

Table 5 that there is no significant association between Monthly Income and DTH service providers since the Pearson Chi Square value is more than 0.05. Therefore, null hypothesis is accepted and alternative hypothesis is rejected.

FINDINGS OF THE STUDY

Majority of the respondents are female (57%), unmarried (51%), having own house (50%) and in are in the age group of 40 – 50 years. The sizeable number of respondents have PG education (29%), working in Public Sector (27%) and are in the monthly income between Rs.15, 000 – Rs.20, 000. A sizeable portion of the respondents have preferred Sun Direct as their DTH service provider.

SUGGESTIONS FROM THE STUDY

1. Demographic profiles suggest that most of the respondents belong to middle class family and are affordable to pay. They are also well educated and are having own house. Therefore, the marketers should consider the demographics and should deliver the products accordingly.
2. The respondents mainly prefer DTH service provider based on the variety of packages offered by them. Product differentiation is the key as the competition is more in monopolistic market of DTH industry.
3. The monthly income of the respondents has no association with the preference of DTH service providers. This indicates that the customers are ready to pay a fair and affordable price for the quality service offered and they don't want a less price comprising on quality.
4. Gender plays a key role in deciding DTH service providers. Thus, the marketers should give priority, since the female plays a greater role in choosing which DTH service provider.
5. The customers are highly aware of the services provided by the marketers and tend to compare each provider due to the educational level. Educational level of the respondents and occupation too plays a vital role in deciding upon the DTH service provider.

CONCLUSION

A DTH service is a real gift to customers who look for technical advancement and amusement in their day to day activities. The Indian DTH market is rapidly becoming a key player in the distribution marketplace. Opportunities for DTH in India look great, however, there is a stiff competition among the present six private service providers and they have invested heavily in marketing and advertising to gain higher customer recall. Moreover, due to increased fragmentation and a large number of channels available for consumers and the limitations of cable service providers, customers are moving towards DTH

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services.Consequently, DTH service providers must foresee and should penetrate into market by differentiating the product by service quality and diversified channels at a fair price.

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