

A STUDY ON FACTORS AFFECTING SUBSCRIBERS DECISION TOWARDS DTH SERVICES IN TIRUNELVELI DISTRICT

M.Karthick Kumaravel (Reg No 12185), Dr. J.Stephen Davis

Research scholar & Guest Lecturer, Assistant Professor of Commerce

Department of Commerce, Manonmaniam Sundaranar University, Tirunelveli, Tamilnadu, India., Kamarajar Government Arts College, Surandai, Tamilnadu, India.

Abstract : India is one of the biggest DTH (Direct To Home) service providers in the world. The requirement is very high because of the high population and the increased number of viewers. The low cost of DTH when compared to other local cable providers is also one of the main reasons for this substantial growth. In the buyers' market today, business concerns have to make a lot of efforts to sell their product and establish their survival. TV user experience is becoming more and more demanding day by day. Consumers and buyers play a vital role in the market. So this study helps to find out the subscribers decisions towards DTH services. The main objective of the research is to study the factors affecting subscribers' decision towards DTH services and also, to study the level of satisfaction about DTH services. Sample of 160 DTH householders, are selected on the basis of random sampling method. The primary data were collected directly with the help of an interview schedule from the Tirunelveli district DTH householders. This study takes the account of brand image, price, clarity of picture, number of channels, offers, sound clarity, availability of cable services, drawbacks of cable services, computability, affectability, influence of friends, influence of family, influence of advertisement, states symbol, life upgrade, freedom to decision making, quality of services, DTH customer care services, variety of services package, duration of recharging period, add-on services, mode of recharge and technology advancement as a factors to affect the decisions. The present study reveals that the most of the factors are affecting the subscribers' decisions. And also subscribers are having a good satisfaction level to their decisions.

IndexTerms – DTH services, Subscribers decision.

I. INTRODUCTION

Direct to home (DTH) technology refers to the satellite television broadcasting process which is actually intended for home reception. This technology is originally referred to as direct broadcast satellite (DBS) technology. The technology was developed for competing with the local cable TV distribution services by providing higher quality satellite signals with more number of channels.

In short, DTH refers to the reception of satellite signals on a TV with a personal dish in an individual home. The satellites that are used for this purpose is geostationary satellites. The satellites compress the signals digitally, encrypt them and then are broadcast from high powered geostationary satellites. They are received by dishes that are given to the DTH consumers by DTH providers.

DTH services entered India in 1996. But they did not get approval from government because there were issues related to country's safety, security and cultural threats. In 1997, Government put a ban when the Indian Sky Broadcasting was to launch DTH services in India and ultimately in year 2000 DTH got the approval. As per the new policy all operators required to establish earth stations in India within 1 year of getting license from the government and DTH licenses in India was costing \$2.14 million and was valid for 10 years. Those companies offering DTH service supposed to have Indian origin head and foreign equity should be up to 49 per cent. With the progress of the time, the prices of the set- top box have come down greatly. Due to liberalisation in the policy, the overall investments required for setting up DTH infrastructure dropped and consumer started reaping the benefits of low tariffs. The most important thing that DTH operators are betting on the service that coming during the time when the government was forcing for conditional access system (CAS), which made cable television more costlier, reducing the tariff margin between DTH and cable. Some features of Direct to home are as follows:-

- 1) DTH offers best quality picture than Cable TV.
- 2) DTH can easily reach to remote areas where cable TV failed to penetrate.
- 3) DTH have the potential that allows for interactive television services such as movie on the demand, Internet access etc.

India is one of the biggest DTH service providers in the world. The requirement is very high because of the high population and the increased number of viewers. The low cost of DTH when compared to other local cable providers is also one main reason for this substantial growth.

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. Consumer behaviour is broadly studied field. It lets the companies understand how consumer decides about buying their product or acquiring services. Consumer makes buying decision every day and many people don't even know the factors which derive them to this decision. Usually the factors affecting consumer buying behaviour include psychological, social, cultural and personal. It is also true that, consumers vary tremendously in age, income, education, living pattern and preference. Thus buyer's behaviour plays a key role for the success of any business in today's business life. Consumer buying behaviour is influenced by culture, social, personal and psychological factors. The cultural factors exert the broadest and deepest influence.

In this study we can identify the answer of what are the factors affecting DTH subscribers' decision making?

II. OBJECTIVES

The main objective of the research is to study the factors affecting subscribers' decision towards DTH services and also, to study the level of satisfaction about DTH services.

III. STATEMENT OF PROBLEM

Every human being is changing time to time according to the changing trends in everyday life. Now the biggest changes have occurred in consumer products and services. New and innovative technologies have used to satisfy the consumers. In this context the study is undertaken with the various DTH services which have considerable share in the market. Consumers and buyers play a vital role in the market. So this study helps to find out answer of what are the factors affecting DTH subscribers' decision making?

IV. SCOPE OF THE STUDY

The present study helps to know the DTH subscribers decision making pattern. This study measures on subscribers' satisfaction level about their decisions. The scope of the study area is limited to Tirunelveli district of Tamilnadu. The study is focused on paid DTH services namely Dish TV, Tata Sky, Sun Direct DTH, Reliance BIG TV, and Airtel Digital TV.

V. SIGNIFICANCE OF THE STUDY

This study may be useful by contributing much to the knowledge of readers and other researchers. The DTH marketers can always extract very useful information to be built and implemented through strategies. This study focuses on the selective factors affecting the subscribers' decision regarding DTH Services.

VI. METHODOLOGIES OF THE STUDY

1 Sample Design A sample design is a definite plan for obtaining a sample from a given population, as the researcher cannot be able to collect data from all Tirunelveli district DTH householders. Sample for the study was 160 DTH householders and are selected on the basis of random sampling method.

2 Data collection The study is based on primary and secondary data. The primary data were collected directly with the help of an interview schedule from the Tirunelveli district DTH Householders. The necessary secondary data were collected from books, journals, articles, reports and other relevant websites.

3 Statistical Tools used The collected data were tabulated and analyzed by using different tools such as cross table, simple percentages and mean score. And Cronbach's Coefficient Alpha Reliability Test is used for easy and better understanding.

VII. DATA ANALYSIS AND INTERPRETATION

Table 1 DECISION RELATING TO SELECTION ON SERVICES PROVIDER.

SI No	DTH Services	No of Respondents	Percentage (%)
1	Dish TV	4	5
2	Tata Sky	10	12.5
3	Airtel	24	30
4	Sun Direct	33	41.25
5	Reliance	9	11.25
	Total	160	100

The table 1 shows that 41.25% of the respondents select Sun Direct, 30% of the respondents select Airtel, 12.5% of the respondents select TATA Sky, 11.25% of the respondents select Reliance Big TV and 5 % of the respondents select Dish TV DTH services. Hence it is concluded that, Sun Direct and Airtel DTH services are preferred by most of the respondents.

Table 2 FACTORS AFFECTING SUBSCRIBERS DECISION TOWARDS DTH SERVICES

SI No	Factors	Mean score (Using 5 point scale)
1	Brand image	3.975
2	Price	4.05
3	Clarity of picture	4.2625
4	Number of Channels	4.15
5	Offers	3.775
6	Sound Clarity	3.825
7	Availability of cable services	3.6375
8	Drawbacks of cable services	4.3625
9	Computability	4.025
10	Affectability	4.125
11	Influence of friends	3.275
12	Influence of family	3.95
13	Influence of advertisement	3.7
14	States symbol	4.3875
15	Life upgrade	4.3625
16	Freedom to decision making	4.1125
17	Quality of services	4.4
18	DTH Customer care services	4.0875
19	Variety of services package	4.3875
20	Duration of recharging period	4.125
21	Add-on services	4.025

22	Mode of recharge	4.2
23	Technology advancement	4.425

The table 2 shows the opinion regarding subscribers' acceptance level of factors affecting subscribers' decisions towards DTH services. The mean scores for the brand image, price, clarity of picture, number of channels, offers, sound clarity, availability of cable services, drawbacks of cable services, computability, affectability, influence of friends, influence of family, influence of advertisement, states symbol, life upgrade, freedom to decision making, quality of services, DTH customer care services, verity of services package, duration of recharging period, add-on services, mode of recharge and technology advancement are 3.975, 4.05, 4.2625, 4.15, 3.775, 3.825, 3.6375, 4.3625, 4.025, 4.125, 3.275, 3.95, 3.7, 4.3875, 4.3625, 4.1125, 4.4, 4.0875, 4.3875, 4.125, 4.025, 4.2 and 4.425 respectively.

Table 3 Cronbach's Coefficient Alpha Reliability Test

Numbers of components	23	Reliability is excellent
Sum of the item variances	7.9	
Variance of the total scores	46.01111	
Cronbach's alpha value	0.946631	

From the table 3 it was clear that, the reliability scales used in this study was calculated by Cronbach's coefficient alpha. The coefficient alpha values exceed the minimum standard of 0.70. It's provides good estimates of internal consistency reliability. As shown in the table, to be noted that an alpha of .946631 is probably a reasonable goal. It should also be noted that while a high value for Cronbach's alpha indicates excellent internal consistency of the items in the scale.

Table 4 Satisfaction Level

Sl No	Decisions	Mean score (Using 5 point satisfaction level scale)
1	Price	4.0375
2	Number of Channels	4.4375
3	Offers	3.815
4	Quality of services	4.1645
5	DTH Customer care services	4.075
6	Variety of services package	4.15
7	Duration of recharging period	4.0185
8	Add-on services	3.875
9	Mode of recharge	4.325
10	Technology advancement	3.575

The table 4 shows the respondents satisfaction level about DTH services aspects, like price, number of channels, offers, quality of services, DTH customer care services, variety of services package, duration of recharging period, add-on services, mode of recharge and technology advancement, their satisfaction mean score are 4.0375, 4.4375, 3.815, 4.1645, 4.075, 4.15, 4.0185, 3.875, 4.325 and 3.575 respectively.

VIII. CONCLUSION

Consumer makes buying decision every day and many people don't even know the factors which derive them to this decision. Usually the factors affecting consumer buying behaviour include psychological, social, cultural and personal. 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 and type.

In the present technology era it can be easily said that all classes of people are using the DTH services to their television for continuous net working. By considering this the DTH producers coming up with different brand names. But the consumers prefer their favourite brands due to various reasons, such as brand image, price, clarity of picture and so on. And also subscribers are having a good satisfaction level to their decisions.

REFERENCES

- Kumar D, Yamuna SM, (2015 May), "A study on consumer preference towards DTH service in Coimbatore City", Abhinav International Monthly Refereed Journal of Research in Management and Technology; 4(5), pp 1-7.
- Kishor, N. R. (2013), "A Study on Rural Consumer Behaviour towards Consumer Durable Goods in India", TRANS Asian Journal of Marketing & Management Research, 2(3-4), pp.70-78
- Joshi S, Bhatia S, Puri D, Roy A, Saini J, (2015), "Application of fish be in model using predictive analytics for measuring purchase intention of the DTH consumer", IJIM 5(1- 2), pp 19-36.
- L. SAMPATTH, (2018), "Rural and Urban Consumer Purchase Behaviour towards DTH- A Comparative Study", IOSR Journal of Business and Management (IOSR-JBM) 20.8, pp 40-46.
- Hiren N, Rajesh. (2013), "An in-depth study on customer satisfaction of DTH services users in Mehsana District", International Journal of Marketing and Technology, Jan; 3(1), pp 193- 202.
- Malarvizhi V, Geetha KT, (2014 Jun), "Customer's satisfaction on DTH and cable TV services. A comparative study in Coimbatore City", Indian Journal of Applied Research, 4(6), pp 1-3.
- Jayashree J, Sivakumar A, (2013 Jan -Feb), "A study on customer perception towards DTH services", IOSR Journal of Business and Management, 8(1), pp 10-14.

8. Hitesh D. Vyas. (2010), “*Consumer purchase of consumer durables: a factorial study*”, International Journal of Management & Strategy, 1(1), pp.1-9.
9. Sridurga M. (2015 Mar), “*A study on consumer behavior and satisfaction towards sun direct DTH with special preference to Erode District*”, IJMSS, 3(3): pp 1–6.
10. Kaur K, Kumar A. (2012 Jan/Jun), “Direct to home television: A review”, IJAER.; 2(1).
11. Northern Sky Research, “*Global Direct-to-Home Markets*”, 6th Ed, Available from: <http://www.nsr.com>.
12. V. Vijay Anand, R. Renganathan, (July 2016), “*A Study on Consumer Brand Preference with Reference to DTH in Rural Area*”, Indian Journal of Science and Technology, Vol 9(27).
13. Milind Vora, “*An investigation of selective factors affecting the buying decision about Direct-to-Home Services*”, International e-Journal of commerce and management.

