

MARKET SHARE OF DTH SERVICE PROVIDERS IN TIRUNELVELI DISTRICT- A MICRO STUDY

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Abstract: The television population of India is approx. 145 million and 80% of this population has to access to cable and satellite. By 2015, DTH enjoyed market share of 40%, digital cable 40% and analog cable with only 20% market share. The DTH service market in India has emerged as one of the most lucrative markets that have successfully launched DTH services was first proposed in India in 1996. But they did not pass approval because there were concerns over national security and a cultural invasion. The study is taken up with the various DTH services which have considerable share in the market. Consumers and buyers play a vital role in the market. This study is focused to find out the market share of DTH service providers in Tirunelveli district at India. Sample of 160 Tirunelveli DTH Householders are selected by disproportionate stratified random sampling method. Total populations are divided into 16 Taluks, and then 10 samples drawn from each Taluk. 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 DTH Householders. The present study reveals that the majority of the respondents prefer to buy sun direct in Tirunelveli market. But, in India the market share of Sun direct differs. That way the market share of DTH service providers differ from area to area.

IndexTerms – DTH services, Market share, Subscribers decision.

INTRODUCTION

DTH is an acronym for *Direct to Home* service. DTH is a digital satellite services that provide television viewing services directly to subscribers through satellite transmission anywhere in the country. In this a dish is located outside a home which helps in receiving the signals and broadcasting the transmission onto a television. The signals are digital by nature and are received directly from the satellite. The digital signals provide optimum quality in all features and make viewing an absolute pleasure. It gives many features like Wide Aspect Ratio, fine Digital Picture Quality and HDD Sound add to the incredible experience of television viewing.

The first satellite television signal was relayed from Europe to the Telstar satellite over North America in 1996. The first geosynchronous communication satellite, Syncom 2, was launched in 1963. The world's first commercial communication satellite, called Intel satellite was launched in to synchronous orbit on April 6, 1965. The first national network of satellite television, called orbita, was created in Soviet Union in 1967 and was based on the principle of using the highly elliptical molniya satellite for re-broadcasting and delivering of TV signal to ground through unlink stations. The television population of India is approx. 145 million and 80% of this population has to access to cable and satellite. By 2015, DTH enjoyed a market share of 40%, digital cable 40% and analog cable with only 20% market share. The DTH service market in India has emerged as one of the most lucrative markets that have successfully. Currently, the Indian DTH market is being served by six private players - Dish TV, Tata Sky, Sun Direct, Big TV, Airtel Digital TV and Videocon D2H. Doordarshan is also available but this is a free DTH service provider. All

providers are investing huge amounts of money in the promotion and marketing of DTH services in the country.

DTH services were first proposed in India in 1996. In December 2008 there are 7 DTH service Providers are there, they are as follows, DD Direct, Dish TV, TATASky, Sun Direct, Reliance Big TV, Airtel Digital TV and VideoconD2H.

Since its introduction in the year 2003, Indian DTH service has recorded a phenomenal growth. During the quartile end 31st March, 2018, there are 5 pay DTH service providers as compared to 6 pay DTH service providers reported in the previous quarter. During the quarter, intimation of merger of M/s Videocon d2h Ltd with M/s DISH TV India Ltd has been received.

MARKET SHARE OF PAY DTH OPERATORS

Indian rural market has a vast size and demand base. Considering this huge potential markets, companies started to concentrate more on this markets (Vijay & Renganathan, 2016). DTH has attained net pay active subscriber base of around 67.53 million (KPMG – FICCI Indian Media and Entertainment Industry Report 2018) in quartile end 31st March, 2018. This is in addition the subscribers of free DTH services of Doordarshan. The important service providers in market are Dish TV, Tata sky, Airtel, Videocon, Sun direct and Reliance. Its offers many advantages to consumers (Sampath & Rajender, 2018.)

S.No	Pay DTH Operators	Market Share
1	Dish TV	43%
2	Tata Sky	25%
3	Airtel	21%
4	Sun Direct	10%
5	Reliance	1%

Sources: TRAI. Retrieved 31st March. 2018.

OBJECTIVES OF THE STUDY Primary Objective

- To measure market share of DTH service providers in Tirunelveli District.

Secondary Objectives

- To find out the market shares of DTH service providers on demographic basis. To assess the market shares of DTH service providers on geographical basis.

STATEMENT OF THE PROBLEM

The rapid growth of satellite television in India has propelled an exodus from cabled homes; the need to measure viewership in this space is more than ever. Consumers play a vital role in every market. The study is taken up with the various DTH services which have considerable share in the market.

SCOPE OF THE STUDY

The present study helps knowing the DTH services in Indian market. This study measures on market share of DTH services in Tirunelveli. The scope of the study also segmented the market shares on

geographical and demographic bases. The study is focused on paid DTH services namely Dish TV, Tata Sky, Sun Direct DTH, Reliance BIG TV, and Airtel Digital TV.

METHODOLOGIES OF THE STUDY

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 DTH Householders. Sample for the study was 160 Tirunelveli DTH Householders selected by disproportionate stratified random sampling method. Total populations are divided into 16 Taluks then 10 samples are drawn from each Taluk.

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

The collected data were tabulated and analyzed by using different tools such cross table, simple percentages mean score and chi-square test for easy and better understanding.

DATA ANALYSIS AND INTERPRETATION 1. Market shares of Pay DTH Services Providers

Table 1

SI No	Pay DTH Services Providers	No of Respondents	Percentage (%)
1	Dish TV	8	5.00
2	Tata Sky	20	12.50
3	Airtel	48	30.00
4	Sun Direct	66	41.25
5	Reliance	18	11.25
	Total	160	100

The table 1 shows that 41.25% of the respondents are having Sun Direct, 30% of the respondents are having Airtel, 12.5% of the respondents are having TATA Sky, 11.25% of the respondents are having Reliance Big TV and only 5 % of the respondents are having Dish TV. Hence it is concluded that, Sun Direct and Airtel DTH Services providers are playing major role in Tirunelveli DTH market.

Table 3 Demographical Segment - Gender Wise

Gender	Dish TV	Tata Sky	Airtel	Sun Direct	Reliance	Total
Male	8(7.5%)	12(11.3%)	34(32.1%)	36(34%)	16(15.1%)	106(100%)
Female	0(0%)	4(9.1%)	14(31.8%)	24(54.5%)	2(4.6%)	44(100%)
Third Gender	0(0%)	4(40%)	0(0%)	6(60%)	0(0%)	10(100%)
Monthly Income	Income Wise					
Below RS.10,000	6(37.5%)	0(0%)	0(0%)	6(37.5%)	4(25%)	16(100%)
Rs.10,000 – Rs.25,000	2 (2.6%)	0 (0%)	32 (41%)	40 (51.3%)	4 (5.1%)	78(100%)
Rs.25,000 – Rs.50,000	0 (0%)	8 (17.4%)	14 (30.4%)	20 (43.5%)	4 (8.7%)	46(100%)

2. Demographic based market shares of DTH service providers

	0(0%)			20(100%)		
Above Rs.50,000		12(60%)	2(10%)	0(0%)	6(30%)	
Family Type	Family Type Wise					
Joint Family	0(0%)	6(10.7%)	10(17.9%)	40(71.4%)	0(0%)	56(100%)
Nuclear Family	8(7.7%)	14(13.5%)	38(36.5%)	26(25%)	18(17.3%)	104(100%)
Mother Tongue	Mother Tongue Wise					
Tamil	0(0%)	20(13.5%)	48(32.4%)	66(44.6%)	14(9.5%)	148(100%)
Other than Tamil	8(66.7%)	0(0%)	0(0%)	0(0%)	4(33.3%)	12(100%)
Education	Education Wise					
Illiterate	4(33.3%)	0(0%)	0(0%)	8(66.7%)	0(0%)	12(100%)
School Level	4(16.7%)	0(0%)	4(16.7%)	16(66.6%)	0(0%)	24(100%)
Graduate	0(0%)	2(3.8%)	20(38.6%)	28(53.8%)	2(3.8%)	52(100%)
Post Graduate	0(0%)	6(16.7%)	14(38.9%)	12(33.3%)	4(11.1%)	36(100%)
Professional	0(0%)	12(33.3%)	10(27.8%)	2(5.6%)	12(33.3%)	36(100%)
Total	8(5%)	20(12.5%)	48(30%)	66(41.25%)	18(11.25%)	160(100%)

The table 2 shows the DTH service providers' market share on demographical segment wise like Gender, Income, Family Type, Mother Tongue and Education. . Vijay et al.,(2016) reveals that there is association between the demographic factors viz., age, area, monthly income of the respondents with the Consumer Brand Preference . It supported our research result.

The above table is ascertained that Tata Sky and Sun Direct DTH providers cover all gender segments and also Sun Direct has more market share on all gender segments.

Sun Direct and Reliance DTH providers cover all income segments and Sun Direct also has more market share on all income segments.

Tata Sky, Airtel and Sun Direct DTH providers cover all type of family. Sun Direct covers 71.4% of the Joint family segment markets and Airtel covers 36.5% of joint family segment market. Dish TV has no market on Tamil language segment, but Dist TV and Reliance TV covers the segment of other languages.

Sun Direct covers 66.7% of the illiterate segment share, 66.6% school studied segment and 53.8% graduate segment. The market share of post graduates are mostly covered by Airtel than Sun Direct, professional segment market is covered by Tata Sky, Airtel and Reliance.

Hypothesis:**Table 3**

Hypothesis	Chi square value	Degrees of freedom	Table value at 5% level	Result
Gender	162.2225	8	15.507	Rejected
Income	512.7675	12	21.026	Rejected
Family Type	760.76	4	9.488	Rejected
Mother Tang	202.99	4	9.488	Rejected
Education	525.88	16	26.296	Rejected

- ☐ Ho= There is no significant difference so far as DTH service providers market share on different gender segments.
- ☐ Ho= There is no significant difference so far as DTH service providers market share on different income segments.
- ☐ Ho= There is no significant difference so far as DTH service providers market share on Family type segments.
- ☐ Ho= There is no significant difference so far as DTH service providers market share on different Mother Tang segments.
- ☐ Ho= There is no significant difference so far as DTH service providers market share on different Education segments.

Table 4 give the result of all null hypothesis are rejected. That means, demographical variables are playing some sort of signification to DTH service providers coverage.

4. Geographical based market shares of DTH service providers

Table 5 Geographical Segment						
Taluks	Dish TV	Tata Sky	Airtel	Sun Direct	Reliance	Total
Tirunelveli	2 (20%)	2 (20%)	1 (10%)	2 (20%)	3 (30%)	10 (100%)
Palayamkottai	3 (30%)	2 (20%)	1 (10%)	1 (10%)	3 (30%)	10 (100%)
Sankarankovil	0 (0%)	0 (0%)	6 (60%)	4 (40%)	0 (0%)	10 (100%)

Shenkottai	1 (10%)	3 (30%)	1 (10%)	1 (10%)	4 (40%)	10 (100%)
Ambasamudram	0 (0%)	1 (10%)	3 (30%)	6 (60%)	0 (0%)	10 (100%)
Nanguneri	0 (0%)	1 (10%)	2 (20%)	5 (50%)	2 (20%)	10 (100%)
Kadayanallur	0 (0%)	1 (10%)	5 (50%)	4 (40%)	0 (0%)	10 (100%)
Alankulam	0 (0%)	0 (0%)	5 (50%)	5 (50%)	0 (0%)	10 (100%)
Sivagiri	0 (0%)	3 (30%)	2 (20%)	5 (50%)	0 (0%)	10 (100%)
Veerakeralampudur	0 (0%)	0 (0%)	2 (20%)	6 (60%)	2 (20%)	10 (100%)
Tenkasi	2 (20%)	3 (30%)	3 (30%)	2 (20%)	0 (0%)	10 (100%)
Thiruvengadam	0 (0%)	0 (0%)	4 (40%)	5 (50%)	1 (10%)	10 (100%)
Manur	0 (0%)	0 (0%)	3 (30%)	7 (70%)	0 (0%)	10 (100%)
Cheranmahadevi	0 (0%)	0 (0%)	3 (30%)	6 (60%)	1 (10%)	10 (100%)
Radhapuram	0 (0%)	1 (10%)	5 (50%)	4 (40%)	0 (0%)	10 (100%)
Tisaiyanvilai	0 (0%)	3 (30%)	2 (20%)	3 (30%)	2 (20%)	10 (100%)
Total	8(5%)	20(12.5%)	48(30%)	66(41.25%)	18(11.25%)	160(100%)

Table 4 shows the DTH service providers market share on Taluk wise in Tirunelveli Dist. It is ascertained that, Airtel and Sun Direct have market share on all taluks in Tirunelveli. Out of 16 taluks Tata Sky has a market share in 10 taluks, Reliance has a market share in 8 taluks and Dish TV has a market share in 4 taluks only. Karthick Kumaravel(2019) 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.

CONCLUSION

Today DTH is one of the significant modes of communication through television. There are many number of brands in DTH services. They are available in the market, which differs in price, quality, services and variety of packages and types.

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. The present study reveals that the majority of the respondents prefer to buy Sun direct in Tirunelveli market. But, in India the market share of Sun direct is differ. That way the market share of DTH service providers differ from area to area. The service providers have to adopt different strategies to attract the rural consumers and urban consumers.

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