

“A Study of Customer Satisfaction of Selected DTH Services with Special Reference to Rajkot district”.

Mr. Gojiya Jagdish Hamir
Lecturer
Shree Mahila college khamta

Dr. H. M. Korant
Principal ,
Sheth T.C. Kapadiya arts and
commerce college. Bodeli.
Chhota Udepur

Abstract: India presents an interesting case of DTH market where all players deliver almost identical product and service, get very fast with each other and then project clearly with their own power. The entry of players, the advancement of technology, the price reduction, the competition in competition, the benefits of this terrible competition to the customers, are the industry characteristics and the call for digitalizing content by broadcasters is a concept bought by the government. Due to the development and competition of the industry, it became more clear and effective for the players. In the era of technology, early DTH services offer a different type of TV viewing experience. DTH services have a unique position in the real development of the services sector. Being a component of the DTH service sector, it is responsible for knowing the customer's attitude and satisfaction, distribution channels in service delivery, the quality of service and the competitive advantage of cable television's optional platform. So that researcher has been taken concept of customer satisfaction in this study. Likert's five point scaling technique, percentage analysis, weighted average method, Chi-square test and one way ANOVA are the statistical tools used in the study. DTH marketing deals that provide services to meet customer's entertaining needs and desires to satisfy these entertaining needs, subscribers need specific services. Sample random sampling method has been adopted to collect data from subscribers who avails DTH services in their homes television earlier. Considering the resources 100 sample was considered passable. The study covers the six DTH (direct to home) provider companies and Census survey was conducted to collect data from 100 active DTH (direct to home) services in Rajkot district.

Key words: customer satisfaction, DTH (direct to home) services, services provider, customers uses services motive factor, preferences

Introduction

In early 2000's, India saw its 1st Direct To Home (DTH) Company come into in the form Essel Group's Dish TV Network. Tata Sky as an offering from the house of Tata's came in 2006. Later on five more

players connected the industry. By 2010 the industry was turning extremely insistent and all players ferociously fight competition. Not just market boss and challenger but all players in the industry were playing with obsessive interest because of the size of this business in India. The Indian DTH Market is expected to become the world's largest DTH Market in the near future. The regulations that need digitization of television content and signals will also force the sale of this invention in the time to come. The advantage more than cable and satellite service providers that it gives, country and remote transmission because of wireless examine, technological advances similar to electronic program guide that it provides build it an attractive product for subscribers. Review of literature presents the review of DTH services. The previous studies have been categorized to Direct-To-Home Television (DTH)/Direct Satellite Broadcasting (DBS), DTH Service Providers, Subscriber's satisfaction toward DTH services.

Due to the development and competition of the industry, it became more clear and effective for the players. In the era of technology, early DTH services offer a different type of TV viewing experience. DTH services have a unique position in the real development of the service sector. Being a component of the DTH service sector, it is responsible for knowing the customer's attitude and satisfaction, distribution channels in service delivery, the quality of service and the competitive advantage of cable television's optional platform. Satisfaction is the evaluation of an emotion. Satisfaction is the outcome of the interaction between the expectation of the customer and the performance of the product or services. Satisfaction is the reward a consumer gets for the sacrifice he or she makes. Customer satisfaction is an emotional and sentimental issue. A customer finally chooses a vendor who provides him more value for his money and with whose product or service is quite satiated or happy. Higher the level of satisfaction better is the emotional and sentimental attachment to that brand and more intense is the relationship between the customer and vendor. It is not only a matter of product and services. What is more is that consumer expects good deal of guidance in solving his problem that crop up at any time. In case his problem or problems are solved by the vender, it is the vender who creates a committed and loyal customer who is instrumental in creating new customers.

Literature Review

Dr.Dumber G. M. & Prof. Kaldante K. H. (Oct 2014) The present study tries to find out the level of satisfaction of customers regarding some selected DTH companies.

R. Srikanth and V. Pannaga (Jun 2013) the paper is concerned with Direct -To - Home (DTH) services. Now - a- days everyone is very well aware of DTH services. DTH (Direct - To - Home) television is one of the recent contributions of science, DTH is defined as the reception of satellite programmers with a personal dish, in an individual home

M. J. Senthilkumar& Dr. N. R. Nagarajan (Dec 2012) Subscribers Attitude towards DTH Services
Advancement in science and technology has brought out many types of equipment, machineries and apparatus, which made human life more comfortable and enjoyable

Prof. Mr. S.Madankumar&Mr. M.Vignesh worked study is based on the satisfaction of SUN Direct DTH industry among the customer.

Dr.Malarvizhi. V&K.T.Geetha's developed concept of DTH has really become very popular in India and people are looking forward to acquire such services in order to bring entertainment and knowledge into their homes.

J.Jayashree, & A.Sivakumar was worked on this subject A Study on Customer Perception towards DTH Services in Coimbatore City.

Dr. Bandhuv Jena & A.Sivakumar the present paper is concerned with consumers' preference and attitude towards Direct-To-Home (DTH) television services. Now, everybody is very well known of DTH services.

Mahesh Patel and Mitesh Patel the study is to undertake a comparative study of consumer satisfaction and perception of urban and rural consumer for DTH services. This research had been conducted in 2011.

Statement of the Problem

The researcher has chosen to analyze the customer satisfaction of selected DTH (direct to home) services with special references to selected districts in the saurashtra. The research problem under taken for the study has been selected after review the existing literature in the library, the deep discussion with guide. Researcher is also interested in this field. Researcher has been selected this problem to highlight new facts in this field; the problem has been selected after considering the customers satisfactions factors like, the availability of time, cost ,information, tools and techniques for data analyses and other related factors. The true research problem is first and foremost important step in the research process.

Objective of the study

1. To evaluate the level of consumer satisfaction of selected DTH service provider.
2. To find out the DTH preference of the subscriber.
3. To evaluate the problem faced by the subscriber their DTH service.
4. To evaluate the various DTH service attribute for consumer satisfaction.
5. To study the factors affecting selected of the DTH brand.

Research Design

The entire research is carried out by descriptive research design. It helps to study the customers' satisfaction on DTH (direct to home) services. In this study population size is 1000 respondent all respondent are living in the saurashtra. DTH services provider companies are as Tata sky, Dish TV, Airtel TV, Videocon, Big TV and Sun direct. Researcher has been taken demographic factor taken for becoming easily research design.

Universe of Study:

The present study carried out on a micro level because it is not possible for the researcher to conduct it at a macro level. As such the sample the present study is restricted with reference to selected respondents of Rajkot districts. In present time, there are six DTH service providers providing their in the saurashtra. DTH services Provider Company as Tata sky, Dish TV, Airtel TV, Videocon, Big TV and Sun direct. Accordingly, the DTH users in this district of the state constituted the study population.

Data Collection

The study was based on both primary as well as secondary data. Secondary data included review of existing literature on customer satisfaction, reports of then government organizations and companies, magazines, various journals and websites of various national and international institutions. Primary data for the research was collected with the help of well structured questionnaire, specially designed to achieve research objectives.

Hypotheses of the Study:

1. H_0 = there is no association between gender and customer satisfaction of DTH service.
2. H_0 = there is no significant differences between demographic factor and customer satisfaction of DTH service.

Tools and Techniques of Analysis

A. Percentage analysis:

Percentage Analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding. A percentage frequency distribution is a display of data that specifies the percentage of observations that exist for each data point or grouping of data points. It is a particularly useful method of expressing the relative frequency of

Chi-square:

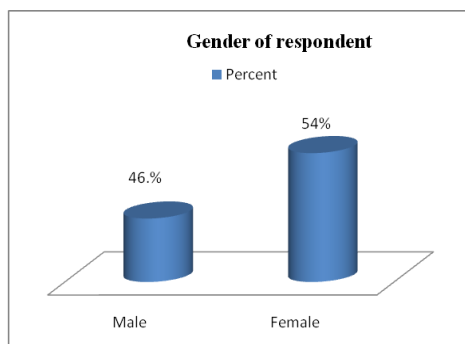
Chi-square distribution is use to obtain confidence interval estimate of unknown population variance. The Chi-square test is intended to test how likely it is that an observed distribution is due to chance. It is also called a "**goodness of fit**" statistic, because it measures how well the observed distribution of data fits with the distribution that is expected if the variables are independent. This is also an important question to tackle, of course. Using a statistical test without having a good idea of what it can and cannot do means that you may misuse the test, but also that you won't have a clear grasp of what your results really mean.

$$X^2 = \sum_{i=1}^n \frac{(O_i - E_i)^2}{E_i}$$

Major findings

Table: Classification of respondents according to the Gender

		Percent	Valid Percent	Cumulative Percent	Frequency
1 2	Male	46	46	46	46
	Female	54	54	100	54
	Total	100	100		100

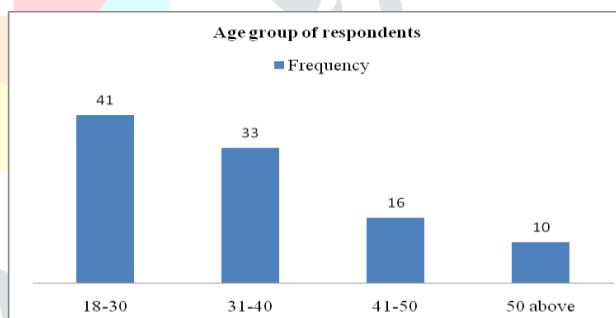


Source; primary data

The above table and graph show the gender statistics, majority (54%) respondents are female and the proportion of male respondents is (46%). This alertly shows that female respondents are higher than the male respondents. The above table explains that the data of gender in which total 100 respondents are survey has been taken of researcher. Which cover female are 54 and male covered 46 out of 100 respondents.

Table: Classification of according to the age group

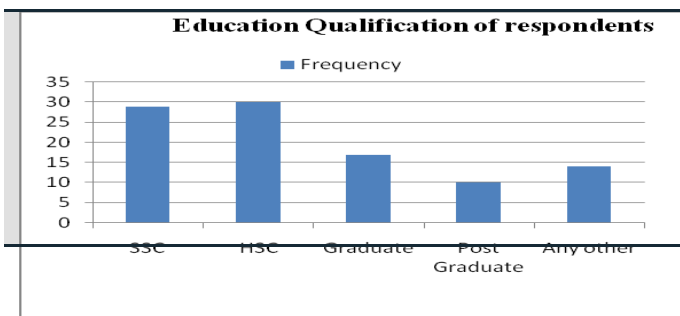
Education	Frequency	%	Cumulative Percent
18-30	41	41	41
31-40	33	33	74
41-50	16	16	90
50 above	10	10	100
Total	100	100	



The above table and chart show the age group of the respondents. Out of 100 respondents, there are 41 respondents include in the group of 18 to 30years, 33 respondents includes in the age group of 31to 40 years. 16 respondents include in the age group of 41 to 50 years and 10 respondents are including in the age group of 50 above years. Each age group is given good resonance of researcher.

Table and chart: Classification of according to the education qualification

	Frequency	Valid Percent	Cumulative Percent
SSC	29	29	29
HSC	30	30	59
Graduate	17	17	76
Post Graduate	10	10	86
Any other	14	14	100



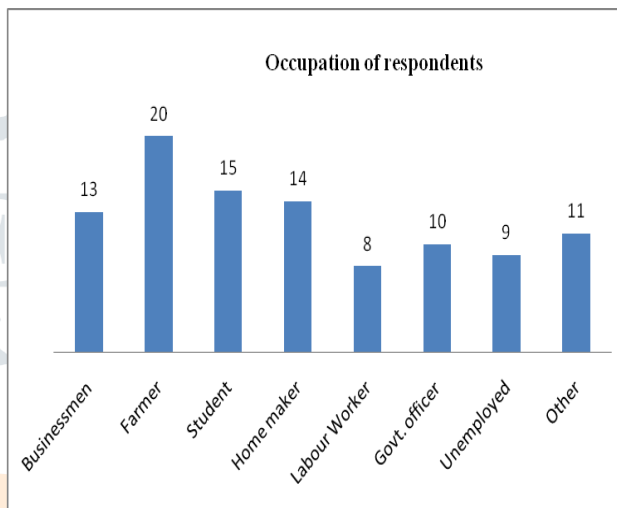
Total	100	100
-------	-----	-----

Source; primary data

The above table and chart represent the education qualification of respondent out of 100 respondents, there are 29% respondents education qualification SSC or below and Illiterate 30% respondents education qualification HSC, 17% respondent’s education qualifications are graduation different faculty, there. 10% respondents are post graduate in the different faculties, 14% other education qualification.

Classification of according to the occupation of respondents

	Frequency	Valid Percent	Cumulative Percent
Businessmen	13	13	13
Farmer	20	20	33
Student	15	15	48
Home maker	14	14	62
Labour Worker	8	8	70
Govt. officer	10	10	80
Unemployed	9	9	89
Other	11	11	100
Total	100	100	

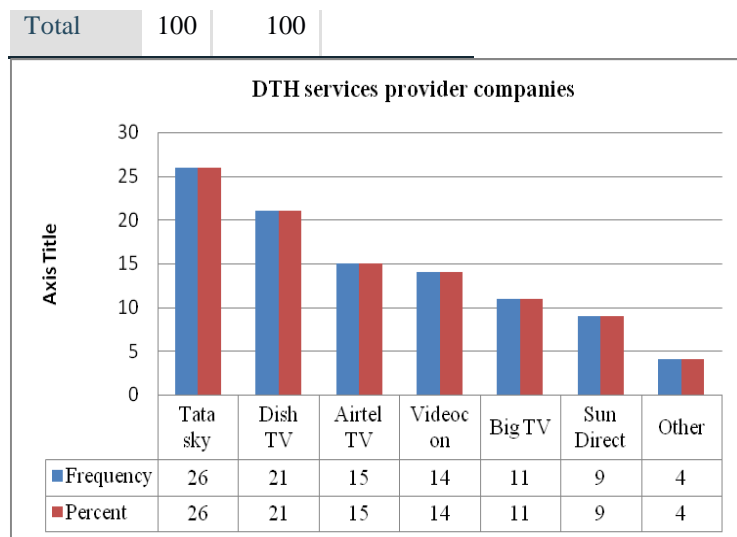


Source; primary data

The above table and chart show the occupation of respondent. Out of 100 respondents, there are 13% respondent includes in category of businessmen, 20% respondents are famer so that all occupations in higher respondent firmer group. 18% respondents are student group (student group are different faculty in the Rajkot) total number of student in the respondents 18. Most of female group of respondents are home maker its percentage are 14% female are home maker total female respondent 54 out of 14 female are home maker8 % respondents are labor worker. 10% respondents are government officer in different government department. And 9% respondents are unemployed. And 11% respondents are other occupation (other occupation like porter, gambler, cobbler, painter etc...).

User of DTH services Provider Company

	Frequency	Percent	Cumulative Percent
Tata sky	26	26	26
Dish TV	21	21	47
Airtel TV	15	15	62
Videocon	14	14	76
Big TV	11	11	87
Sun Direct	9	9	96
Other	4	4	100



Source; primary data

The above table and chart are explanation about DTH services Providers Company. More respondent are user of TATA sky DTH services 26%. Total 100 of respondents in 26 respondents are user of TATA sky DTH service used in different aria in the Rajkot. 21% respondents are user dish TV DTH services total 21 respondents are use of Dish TV. 15% of respondents are user of Airtel TV DTH services. 14% respondents are used Videocon DTH services. BIG TV and Sun direct DTH services are used 11%and 9% respondent 4% other DTH services user (other DTH services provider company like DD Direct, and other company). Above chart researcher analysis uses are higher of the respondents' entire then TATA sky user of DTH services. And lowest user of DTH services sun direct. (All the above of detail are given base on data collection through the questionnaires. This analysis' are based on use respondent of their home DTH services).

Findings on Hypotheses testing on chi-square

A chi- square is a statistical test that can determine if there is an association difference between two groups on dependent variable. In this study, independent samples Gender and customer satisfaction were affected for customer satisfaction and uses of DTH services.

1. H₀= there are no association between gender and customer satisfaction on DTH services.

Table: cross tabulation on Gender and customer satisfaction on DTH services

			Customers satisfied with the services of DTH services provider					Total
			H S	S	N	D S	H D S	
Gen der	Ma le	Count	9	20	6	5	6	46
		Expected Count	9.66	20.24	5.98	5.06	5.06	46
	Fe mal e	Count	12	24	7	6	5	54
		Expected Count	11.34	23.76	7.02	5.94	5.94	54
Total		Count	21	44	13	11	11	100
		Expected Count	21	44	13	11	11	100

Chi-square test at 5% significance level

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.483 ^a	4	.075
Likelihood Ratio	8.593	4	.072
Linear-by-Linear Association	.157	1	.692
N of Valid Cases	1000		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.06.

The statistically relationship between the categorical variable gender and customer satisfaction on DTH services observed to come across for associations. A chi-squared test with 4 degrees of freedom was performed resulting in a test statistic of chi-square value is 8.483 at 5% significant level. This result in an asymptotic p value is 0.075 which is more than 0.05 and therefore we have strong evidence to accept the null hypothesis that Gender and customer satisfaction of DTH services. And there is therefore some association between the variables. So that H_0 = accept and H_1 reject no significance between two variables. There is no statistically association between gender and customer satisfaction on DTH services ($X^2= 8.483$, 4 df. P value is $0.075 = >0.05$), therefore we accept the null hypothesis. Here p value is higher than association value 0.05. So that null hypothesis accepted there is no association between gender and customer satisfaction on DTH services.

H_0 = Null hypothesis accepted, H_1 = Rejected

2. **H_0 = There is no significant differences between DTH services and customer satisfaction of DTH service.**

Descriptive

Which company's DTH services do you use

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
High Satisfaction	22	3.06	1.702	.114	2.83	3.28	1	7
Satisfaction	57	3.00	1.714	.072	2.86	3.14	1	7
Neutral	14	3.55	1.985	.166	3.22	3.87	1	7
Dissatisfaction	4	3.42	1.810	.294	2.83	4.02	1	7
Highly Dissatisfaction	3	3.60	1.826	.365	2.85	4.35	1	7
Total	100	3.12	1.768	.056	3.01	3.23	1	7

ANOVA

If Yes, Which company's DTH services do you use?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.391	4	1.098	3.549	.007
Within Groups	307.796	95	3.093		
Total	312.184	99			

A one way ANOVA is a statistical test that can determine if there is a relationship between two groups on dependent variable. DTH (direct to home) services provider companies and customer satisfaction. Services provider companies like Tata sky, Dish TV, Airtel TV, Videocon, Big TV and Sun direct. On applying independent samples one way ANOVA for examining relationships between DTH (direct to home) services provider companies and customer satisfaction, H_0 is rejected and thus it can be concluded that there is highly significant difference between customer satisfaction and DTH services provider companies. The value of calculate ANOVA was F value 3.549 which was significant at 5% level of significance. Customer satisfaction and DTH services provider company total mean square made 1.098 and statistically total Std. Error is 0.056 it means standard error are lower. 95% Confidence Interval for Mean total lower bound 3.01 and made total Upper Bound 3.23. Sum of Squares between Groups are 4.391. And degree of freedom is 4 and Mean Square 1.098 f-value is 3.549. So that H_0 is rejected there highly statistical Significant deference between DTH services and customer satisfaction.

Suggestions

- Customer expected higher satisfaction and better services so provide best DTH (direct to home) services.
- Today the existing market opportunities, companies have differentiate not only in the prices level but also facility, number of channels in packages, good picture clarity, good sound and voice clarity, variety of channel packages, more then 1 or 2 years warranty, no. interruption while watching programmed, extension of validity period, electronic program guide, add-free channels, remainders, number of regional channels.
- This study also suggest ways for enhancement in the customer satisfaction of DTH (direct to home) services users which are very useful to all DTH (Direct to home) services provider.
- This study is useful to verify and to detect whether the customer are satisfied by the services provided by DTH (direct to home) services providers.
- DTH (direct to home) services providers companies improves services, clarity of channels and provide more free channels in the packages.

Scope for Further Research

- Present research has been conducted to study the psychology of customer satisfaction. This is the study in part in the sense that customer satisfaction is just one component of satisfaction that takes

place. Thus, the overall behavior of customers in general can be studied so as to derive widely applicable conclusions.

- This study has its limited geographic coverage as it studies the customer satisfaction on DTH services in Rajkot district. The same study can be extended to state level or national level so as to study the customer satisfaction wider perspective.
- So far as analysis of the collected data is concerned, mainly independent samples percentages analyses, weighted average method, chi-square and ANOVA are the main statistical tests used for the hypothesis testing. Further study can be conducted using some advanced statistical and analytical tools and methods so as to establish relationships between few more variables to enhance the practical scope of the research.

Conclusion

From the researcher it is concluded that the DTH industry is ne the most rapidly development industry in Indian. Due to the dynamic and developing nature of DTH industry there is an immense opportunity for new entrepreneurs in DTH industry for capturing this recently developed market and to maintain stable growth the business should have provide better services to the customers especially in the semi-urban and rural areas. With the exiting market opportunities, companies have to differentiate not only in the price level but also in services quality. Today's customer is sensitive to rice as well as to quality also. The increasing awareness and expectations also make it difference to satisfy the consumer.

Bibliography

1. Chandrasekar K.S, "*Marketing Management*", Services Marketing, New Delhi: Tata McGraw Hill Education Private Limited, 2010, p.364.
2. Christopher Lovelock et al, "*Services Marketing: People, Technology, Strategy*", Distributing services, New Delhi: Dorling Kindersley (India) Pvt Ltd., 2006, p.193.
3. David Mercer, "*Marketing*", United Kingdom: Blackwell Publishers Ltd.,2000, p.193.
4. Donald R Cooper and Pamela S Schindler, "*Business Research Methods*", Nonparametric Significance Test, 9th Edition, New Delhi: Tata McGraw-Hill Publishing Company Limited, 2007, pp.665-666.
5. Garrett, H.E. and Woodwort, R.S., "*The scaling of Mental tests and other psychological Data: in Statistics, in Psychology and Education*", Bombay: Vakils, Feffer and Simsons Pvt. Ltd., pp.309-336.
6. Kothari C.R., "*Research Methodology*", New Delhi: New Age International Publisher, 2011, pp.307-308.
7. Charles Dalfen, "International Legal Problems of Direct Satellite Broadcasting", *The University of Toronto Law Journal*, Vol.20, No.3, 1970, pp. 314-332.
8. Dalfen, C.M., "Direct Satellite Broadcasting: Towards International Arrangement to Transcend and Marshal the Political Realities", *The University of Toronto Law Journal*, Vol.20, No.3, 1970, pp. 366-374

9. Richard N. Cardozo, (august 1965) on “an experimental study of customer effort, expectation and satisfaction” published in the “journal of marketing research”; vol. II; pp.244-249
10. Rolph E. Anderson (February 1993) on “consumer dissatisfaction: the effect of disconfirmed expectancy on perceived product performance” published in the “journal of marketing research” vol. X; pp.37-44
11. Kendall C.L and Russ F.A (April 1975) on “warranty and complaint polices: an opportunity for marketing management” published in the journal of marketing; vol. 39; pp. 36-43
12. Nancy C. peat (1979); conceptual and methodological issues in “consumer satisfaction research: advances in consumer research” vol. 6 William L. Wiilkie, ed. Ann arbor; MI; association for consumer research; pp.431-437.
13. <https://www.scribd.com/doc/28243763/Marketing-Mix>. 26th December2016. 5:00PM
14. <http://www.rediff.com/money/2004/mar/23spec.htm>. 10th August 2016 2:39pm.
15. <http://www.rediff.com/money/2004/mar/23spec.htm>.10th November 2016. 10:15Am.
16. <https://main.trai.gov.in/>
17. <https://main.trai.gov.in/broadcasting/tv-broadcasters>
18. <https://main.trai.gov.in/consumer-info/broadcasting/service-provider-info>
19. <https://www.tatasky.com/wps/portal>
20. <http://www.dishtv.in/>
21. <http://www.sundirect.in/>

