



A Study on Customer Satisfaction towards DTH Service in Salem District

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Abstract: Over the past decade, Direct-to-Home (DTH) services have significantly transformed television viewing patterns by offering a wide range of channels, flexible pricing, and improved service accessibility. The rapid expansion of the DTH sector has intensified competition among service providers, shifting their strategic focus from customer acquisition to customer satisfaction and retention. In this highly competitive environment, understanding the relationship between service quality and customer behavioral responses has become essential for the sustainable growth of DTH operators. This study examines customer awareness and satisfaction towards DTH service providers in the Salem District, with particular emphasis on key service quality dimensions such as pricing, channel variety, signal quality, customer support, and recharge convenience. Using a descriptive research design, primary data were collected from DTH subscribers through a structured interview schedule. Appropriate statistical tools were employed to analyze the influence of service quality on customer satisfaction and subsequent behavioral outcomes, including continued usage and recommendation intentions. The findings reveal that higher perceived service quality leads to increased customer satisfaction, which in turn positively influences customer retention and word-of-mouth promotion. The study provides valuable insights for DTH service providers to enhance service delivery, strengthen customer relationships, and sustain competitive advantage in the evolving digital television market.

Keywords: Customer Satisfaction, Direct-to-Home (DTH) Services, Service Quality, Consumer Awareness, Subscriber Retention, Behavioral Intention, Digital Television Services, Socio-Economic Factors, Customer Perception, Indian DTH Industry

I.INTRODUCTION

Over the last decade, DTH services have transformed the way people view and consume content on television. First, it is the DTH players who created the competitive environment, and second, it is the DTH subscribers who experience the channel selection options and pay only for the channels they want to enjoy. In today's highly competitive market, DTH service providers focus not only on quality of service and customer satisfaction, but also on achieving the desired outcomes of action. We also find that DTH companies are increasingly focused on retaining existing subscribers [1]. Therefore, knowing the relationship between quality of service and behavioral response is fundamental to the growth and survival of any DTH business. When customers experienced the service quality, they may respond differently. If one is satisfied with service quality, he may continue use that service and recommend the service to other [2].

DTH in India : In view of the fact that, the beginning of TV, the world of visual communications changed forever. Entertainment playing an important part uninterrupted facilities were required to perform this business. At this time, the concept of satellite television, i.e., Best DTH in India was introduced. This provided a range of choices, including live feeds, thousands of channels, and services on request [3]. The facilities that can be known as the communication facility for television are the DTH or

“Direct to Home.” This best DTH service brings us our favourite channels. All that is required is a dish antenna and a set-top box, and depending on your tastes, you can view several channels. The demand has expanded tremendously in India over the years since the introduction of DTH Services. DTH or Direct-to-Home services are a way to receive satellite television through direct-broadcast satellites. The following are the top DTH service provides in India like Dish TV, TATA Sky, Airtel Digital TV, Videocon D2H, DD Direct Plus, Sun Direct, Jio DTH, Zing Digital [4].

DTH Industry Growth : According to a research report "Indian DTH Market Forecast to 2012", direct-to-home (DTH) industry in India has been witnessing tremendous growth for the past few years. Such a stupendous growth is mainly due to the continuous drop in setup and service costs of DTH. Further, decline in the prices of Set-Top Box (STB) has made DTH a viable option for the Indian users. It is anticipated that, the DTH market will post 28% CAGR growth during 2011-2014, thus positioning India as one of the most favorable destinations for industry investments [5]. "Indian DTH Market Forecast to 2012" highlights certain key marketing strategies along with the current industry trends. These marketing strategies could serve as a benchmark for the anticipated future growth of the Indian DTH market. DTH service providers have seen phenomenal growth over

last one decade. It has grown multi-fold and attained net active subscriber base of 69.3 million [6].

DTH in Tamil Nadu : The Government of India allowed distributing the satellite television signals in November 2000. Few years after the first DTH service in India as well as Tamil Nadu was launched by dish TV on 2nd October 2003. The Ministry of Information and Broadcasting issued a notification on 11th November 2011, setting 31st March 2015 as the deadline for complete shift from analogue to digital systems. In December 2011, Parliament passed The Cable Television Networks (Regulation) Amendment Act to digitize the cable television sector by 2014. Chennai, Delhi, Kolkata and Mumbai had to switch by 31st October 2012. The second phase of 38 cities, including Bangalore, Chandigarh, Nagpur, Patna, and Pune, was to switch by 31st March, 2013. The remaining urban areas were to digitize by 30th November, 2014 and the rest of the country by 31st March, 2015. [7] [8]

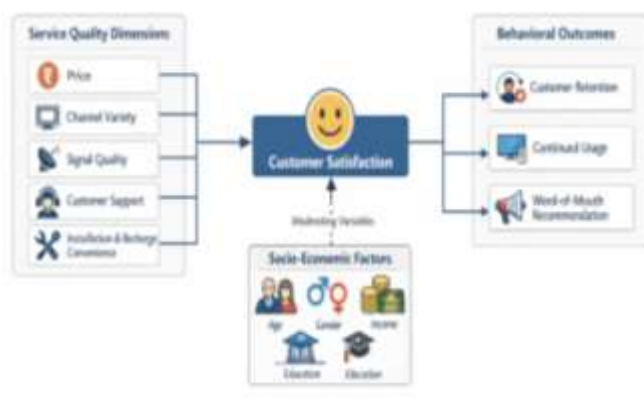


Figure 1: Conceptual Framework of Customer Satisfaction towards DTH Services

Everyone changes from time to time as their daily lives change. Today, the biggest changes are happening in consumer goods and services. New and innovative technologies are used to keep consumers happy [9]. In this context, surveys are conducted using various DTH services to learn more about customer perceptions and customer satisfaction with Salem District DTH service providers. Consumers and buyers play an important role in the market. So does this survey help you find the factors that influence the satisfaction of your DTH subscribers?

This research can be useful by adding a lot to the knowledge of readers and other researchers. DTH marketers can always extract very useful information that can be built and implemented through strategies. This survey will make a significant contribution to the DTH TV sector as service stakeholders learn about customer perceptions and customer satisfaction with DTH service providers in Salem District. With this information, businesses can tackle shortcomings and keep consumers satisfaction[10] [11].

With the digitization of cable services, cable operators only need to send digitized signals. Cable operators need to provide STBs to each subscriber, resulting in upfront investment for consumers. DTH players leave no problems to encourage consumers to switch from analog to digital DTH services. They were prepared in every way to secure a sufficient number of STBs, increase the workforce, and train them to install STBs and strengthen their backbends. This survey will make a significant contribution to the DTH TV sector as service stakeholders learn about customer

perceptions and customer satisfaction with DTH service providers in Salem District.

Objectives of the Study are,

- To analyze the customer awareness towards Direct to Home Brands in Salem Districts.
- To study the satisfaction level towards DTH services providers.

Hypotheses of the Study are,

- There is no significant association between awareness level towards DTH service providers and socio economic profile of the customers.
- There is nix relationship between satisfaction level towards DTH service providers and socio economic profile of the customers.

The remainder of this paper is organized as follows. **Section II** presents a brief review of relevant literature related to customer satisfaction, service quality, and Direct-to-Home (DTH) services. **Section III** describes the research methodology, including the research design, data collection methods, sampling technique, and statistical tools used for analysis. **Section IV** provides the analysis and interpretation of the collected data, highlighting key findings related to customer awareness and satisfaction towards DTH service providers in the Salem District. **Section V** discusses the major findings and offers practical suggestions for improving service quality and customer satisfaction. Finally, **Section VI** concludes the paper by summarizing the key insights, outlining the limitations of the study, and suggesting directions for future research.

II. RELATED WORKS

Reviewing the literature is a very important aspect of any research report. Without these, no investigation report should be made. Literature reviews help researchers draw appropriate research-related variables. Further research will be conducted based on the literature research. Therefore, this study is a literature review related to the DTH industry. **Sudheer Kumar (2015)** in this study on “Factors motivating customers towards DTH services in Andhra Pradesh” analyzed the reasons for preferring DTH services by adopting ranking technique. In that study, it was found that price was ranked first with the mean score of 2.8 as the reason for preferring the DTH services. With the help of chi-square test it was found that there is significant relationship between advertisement and customer attitude towards DTH. The study highlights that the majority of the respondents prefer to buy Tata Sky because of its best picture quality, reasonable price, various kinds of packages and more channels [12] [13]. **Shukla (2015)** in their research work on “Service Quality and Behaviour Intensions of DTH Users”. The result of the research find out a strongest association between service quality and Network Quality, propensity to recommend and Tangibles, switching intentions and price and customers' complaining behaviour and Service Operations[14] [15]. **Raj (2015)** found Service quality and customer satisfaction in DTH Services in Kangra, Himachal Pradesh, that nine dimensions are positively associated with DTH service quality and the main predictors of the DTH service quality are Assurance, Empathy, Network Quality, Convenience and Tangibles. Empathy was found as the best predictor of service quality in DTH services[16] [17]. **Jayashree and Sivakumar (2014)** in their research articles “A study on customer perception towards DTH services in Coimbatore city” revealed that the majority of the respondents prefer to buy sun direct because of its best

picture quality, reasonable price, various kinds of packages and more channels. The author suggested that DTH services provider must pay attention on customer services, picture quality, Factors to make their business more successful and satisfy the customer[18] [19]. **Tapaswini Panigrahi (2016)** in her study titled” Customer Satisfaction in Videocon DTH and Its Post Purchase Service”. The purpose of the paper is to retain existing customers while targeting non customers. The researcher collected 175 questionnaires and they have been handed over to the DTH users. The outcome of the study emphasized the DTH Industries to provide more reliable services to their customers[20] [21].

III. RESEARCH METHODOLOGY

a. Research Design

The descriptive study design describes the characteristics of the target group. All characters used in the survey report are described, including age, gender, region, educational background, and recruitment behavior. Therefore, this survey report is based on a descriptive survey design. The convenient sampling under non probability sampling technique were adopted for the study

b. Method of Data Collections

Two data methods were collected for the study. Primary and secondary data. Primary data collected directly from customers used in the DTH service in the Salem District Survey Area using the Interview Schedule. There are 200 collected responses taken for the study. Secondary data was collected from the research journals, books, and related websites presented.

c. Data Collection Instrument

Tools for data collection are an important tool for any researcher to focus on this perspective. The interview schedule was created for research.

d. Pre-test and Pilot Study

Whenever a researcher begins a study, the constructed questionnaire / interview plan is tested by conducting pre-tests and pilot studies. Intentionally, the pretest was conducted on 10 customers and irrelevant information was removed from the interview schedule . In addition, a pilot survey has been conducted on 30 customers and the interview schedule has taken the necessary precautions[22] [23].

e. Statistical Tools Used

For the purpose of finding out the solution to a particular identified research problem for the study, the following statistical tools has been used namely one sample t-test, t-test, One-way ANOVA, Friedman rank correlation and Chi-Square analysis.

Analysis and Interpretation of Data

Demographic Variables	No. of Respondents	Percent
Gender		
Male	131	65.5
Female	69	34.5
Total	200	100.0
Marital Status		

Married	103	51.5
Unmarried	97	48.5
Total	200	100.0
Location		
Rural	87	58.0
Urban	63	42.0
Total	150	100.0
Age Group		
Young Age	61	30.5
Middle Age	88	44.0
Old Age	51	25.5
Total	200	100.0
Educational Qualification		
Below Secondary Level	33	16.5
Secondary Level	61	30.5
Under Graduate	53	26.5
Post Graduate	33	16.5
Diploma/ITI	10	5.0
Others	10	5.0
Total	200	100.0
Monthly Income		
Low Income	51	25.5
Average Income	98	49.0
High Income	51	25.5
Total	200	100.0
Nature of Employment		
Government Employee	24	12.0
Private Employee	87	43.5
Own Business	28	14.0
Agriculturist	61	30.5
Total	200	100.0
Type of channels		
Tamil Channels	123	61.5
English Channels	37	18.5
Sports Channels	31	15.5
Others	9	4.5
Total	200	100.0
Monthly Expenditure		
Less than 250	94	47.0
251 to 350	69	34.5
351 to 450	27	13.5
Above 451	10	5.0
Total	200	100.0
Payment to get new connection		
2,600	68	34.0
2,800	76	38.0
30,00	42	21.0
3,200	14	7.0
Total	200	100.0
Current DTH		
Tata Sky	30	15.0
Dish TV	33	16.5
Airtel Digital TV	29	14.5
Videocon D2H	25	12.5
Reliance Digital TV	14	7.0
Sun Direct	55	27.5
DD Free Dish	12	6.0
Others	2	1.0
Total	200	100.0

Source: Primary Data

Above the table shows that the no. of respondents involved and their percentages.

One-Sample Statistics for Awareness Level towards DTH Service Providers

H₀: There is no difference between population mean score and the sample mean score with awareness level towards DTH service providers.

Variables	N	Mean	Std. Deviation	P-Value
Price of the packages	200	4.18	.721	0.001
Installation Charges for new connections	200	3.86	.827	0.001
Sound Quality of the product	200	3.98	.833	0.001
Availability of Value Added Services	200	3.70	.957	0.001
Availability of package varieties	200	3.83	1.094	0.001
Number of channel availability	200	3.50	.908	0.001
Due date for recharge	200	3.64	.962	0.001
Quality of Dish Antenna	200	3.70	.951	0.001
Variety of language	200	3.62	1.035	0.001
Recharge mode	200	3.64	1.013	0.001
Smart Card System	200	3.87	.968	0.001
Customer follow up after sales	200	3.47	1.056	0.001
Set of box Quality	200	3.62	.922	0.001
Price of Set of Box	200	3.48	.844	0.001
Scheme of Recharge and Service Centre	200	3.72	.942	0.001

Sources: Primary Data

Above the table shows that the one sample of tests related to DTH service provider awareness. Here, all values are statistically significant for the study and the entire variable is suitable for further analysis.

Marital Status Vs dominating factors influencing while purchase DTH services

H₀: There is no discrepancy among marital status of the customers with regards to dominating factors influencing while purchase DTH services

Marital Status	N	Mean	t-Value	P-Value	H ₀
Married	103	37.2621	-1.369	0.173	Accepted
Unmarried	97	38.0515			
Total	200				

Sources: Primary Data

Above the table shows that the P value is 0.173. The null hypothesis is accepted at the 5% significance level because the required p-value is greater than 0.05. Therefore, it can be concluded that there are no marriage status discrepancies regarding the key factors that influence the purchase of DTH services.

Gender and Awareness Level towards DTH Service Providers

H₀: There is nix relationship between awareness level towards DTH service providers and male and female customers.

Gender	Awareness Level				Chi-Square	P-Value	H ₀
	Low	Medium	High	Total			
Male	40	51	40	131	6.896 ^a	0.032	Accepted
	30.5%	38.9%	30.5%	100.0%			
Female	22	37	10	69			
	31.9%	53.6%	14.5%	100.0%			
Total	62	88	50	200			

Sources: Primary Data

A table 4.14 show that the P-value is 0.032 because the required P-value is greater than 0.05 and the null hypothesis is not accepted at the 5% significance level. Therefore, it can be concluded that the levels of awareness of DTH service providers and male and female customers are not comparable.

Age Group and Overall Satisfaction towards DTH Services

H₀: There is no significant association between satisfaction level towards DTH services and age group of the customers.

Age Group	Overall Satisfaction			Chi-Square	P-Value	H ₀
	Low	High	Total			
Young Age	33	28	61	0.853 ^a	0.653	Accepted
	54.1%	45.9%	100.0%			
Middle Age	51	37	88			
	58.0%	42.0%	100.0%			
Old Age	32	19	51			
	62.7%	37.3%	100.0%			
Total	116	84	200			

Sources: Primary Data

Specifically, Table presents an analysis of overall satisfaction with DTH services for different age groups of customers. Compared to other age groups, the younger age group is very satisfied with 45.9%. According to the P-value, the value in the table (0.653) is above the specified value of 0.05, so the formulated null hypothesis is accepted at the 5% significance level. Therefore, it was judged that

there was no significant relationship between the satisfaction level of DTH service and the age group of customers.

Monthly Income and Overall Satisfaction towards DTH Services

H₀: There is no significant association between satisfaction level towards DTH services and monthly income of the customers.

Monthly Income	Overall Satisfaction towards DTH Services			Chi - Square	P - Value	H ₀ : Accepted/Rejected
	Low	High	Total			
Low Income	32	17	49	1.470 ^a	0.479	Accepted
	65.3%	34.7%	100.0%			
Medium Income	55	45	100			
	55.0%	45.0%	100.0%			
High Income	29	22	51			
	56.9%	43.1%	100.0%			
Total	116	84	200			

Sources: Primary Data

Above the table an analysis of overall satisfaction with DTH services, taking into account different ranges of customer monthly income by calculating other categories. The middle-income group is very satisfied with 45.00%. According to the P-value, the value in the table (0.479) is above the specified value of 0.05, so the formulated null hypothesis is accepted at the 5% significance level. Therefore, it could be judged that there is no significant relationship between the satisfaction level of the DTH service and the monthly income of the customer.

Findings

- It is originate that the majority of the customers are male who are using DTH services (65.5).
- It is originate that the majority of the customer are married who are using DTH services (51.8 per cent).
- It is originate that the majority of the rural customers are using DTH services (58.00 per cent).
- It is originate that most of the DTH customers fall in the category of middle age group (44.00 per cent).
- It is originate that most of the customers completed school level education who are using DTH (30.5 per cent
- It is originate that the majority of DTH customer earned medium level of income (49.00 per cent).
- It is originate that most of the DTH customers are private employees (43.5 per cent).
- It is originate that the majority of the DTH customers are watching Tamil channels (61.5 per cent).
- It is originate that most of the DTH customers spent less than 250 for their monthly expenditure (47.00 per cent).
- It is originate that most of the DTH customers spent to get a new connection about Rs. 2,400 (38.0 per cent).

Suggestions

- This research report will help you better understand customer satisfaction with DTH services. There are many DTH brands on the market, which makes it easy for customers to shop at reasonable prices.
- DTH service, the customer stated that the rainy season signal issue would affect the DTH service. Meanwhile,

customers faced some technical issues with the Set of Box. From this point of view, the DTH industry needs to solve the rainy season problem. Otherwise, customers will probably not like these DTH brands.

- Young customers who prefer DTH service most to analyze their ultimate goal of DTH service satisfaction, depending on their age group. Therefore, each DTH company needs to offer more packages and focus on customers of all ages.

IV.CONCLUSION

This research report explores a better understanding and provides some valuable insights based on the dignified goals of the field of study. To this end, four goals were set, all goals were tested with appropriate statistical tools, and main lessons were drawn from the study. Many customers are satisfied with the DTH service, although they are aware of the DTH services offered by various companies and be repentant some problems when using the DTH service. It needs to be fixed and only DTH companies need to pass in the current market situation. All recommendations and insights are derived from research and should help DTH companies implement innovative systems and guidelines for their customers. This research report focuses only on customer awareness and satisfaction with DTH services. In the future, it may be expanded as a comparative study of two parts of the city. In addition, the same survey can be conducted on quality of service expectations related to customer behavior for DTH services.

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