

# CONSUMERS' BRAND PREFERENCE TOWARDS USING DIRECT-TO-HOME (DTH) SERVICE – A STUDY IN ERODE CITY

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## ABSTRACT

DTH – direct to home is a digital technique of entertainment where analog signals are being used for broadcasting the varied channels. Today, DTH in India has made its favorable image while offering quality service in all major aspect of cable satellite. Best picture and sound clearance are the key features of DTH service in India. As with rising demand of DTH in India, the service providers have also been raised where at present Videocon DTH, Dish TV DTH, Zee DTH, Sun TV DTH, Tata sky DTH, Doordarshan DTH and Airtel DTH are some of the major DTH service providers in India. All DTH service providers in India comprised of difference package in respect of price, number of channels offer, package, quality of service and many more. Thus, it is suggested that before selecting and availing the DTH service in India get check the list of channels offer and package being offered by different DTH providers. Videocon DTH offers different channels as compare to other DTH providers where as Airtel DTH offers best quality and customer service as compare to Tata sky or Videocon or Sun or Reliance DTH. Similarly, Reliance and Sun DTH offers maximum offer and package. Thus, be sure to confirm with each and every points regarding DTH in India. In this aspect, the study has made an attempt to analyse the consumers' brand preference towards using DTH service in Erode city.

## INTRODUCTION

In earlier days, there was only one TV channels in India the “Doordarshan”, channel Doordarshan was owned and operated by government of India. In those eras, every home which had a TV set used to have its own antenna to capture the signals. The cable television ordinance law was passed in January 1995. This enabled cable operators to feel channels and later on private companies were allowed to air their own channels and this led to the explosive growth in number of TV channels and number of cable operators. The growth of TV channels and cable operators created a big industry and market opportunities.

Until few years back, there were as many as 1,00,000 cable operators across India. However, the services provided by cable operators were poor. The strikes, increase in tariff plan, selective broadcast and poor service were major cause of dissatisfaction among the customers. This has created an opportunity for DTH, which serves an immediate threat to the high-end cable networks. Some of the key players in the industry are Dish TV by Zee group, Tata sky joint venture of Tata and star TV, Big TV by Anil Dhirubhai Ambani Group, Digital TV by Bharti Tele media, sun Direct from the promoters of Sun TV. There are some other companies who are contemplating to start their own DTH like Videocon. The Indian market was till now dominated by the presence of local cable TV operators and had complete monopoly over it. DTH opened an option for Indian consumers to opt for the satellite service to obtain television channels director to their homes without any intermediaries.

The way DTH reaches a consumer's home is different from the way cable TV does. In DTH, TV channels would be transmitted from the satellite to a small dish antenna mounted on the window or rooftop of the subscriber's home. So, the broadcaster directly connects to the user. The middlemen like local cable operators are not there in the picture. DTH can also reach the remotest of areas since it does away with the intermediate step of a cable operator and the wires (cable) that come from operator to house, DTH signal directly from the satellite to DTH dish.

DTH offers better quality picture than cable TV, this is because cable TV in India is analog. Despite digital transmission and reception, the cable transmission is still analog. DTH offers stereophonic sound effects. It can also reach remote areas where terrestrial transmission and cable TV have failed to penetrate. Apart from enhanced picture quality, DTH has also allows for interactive TV services such as movie-on-demand, internet access, video conferencing and e-mail. But the thing that DTH has going for it is that the powerful broadcasting companies like star, zee, etc are pushing for it. In DTH, the payment will be made directly by the subscriber to the satellite company offering the service. A big problem that broadcasters face in India is the issue of under reporting of subscribers by cable operators. In this context, the present study has been made to know the consumers' brand preference towards DTH service in Erode city.

## **STATEMENT OF THE PROBLEM**

Every human being is changing time to time according to the changing trends in every day's life. The biggest changes have been occurred mainly in consumer products. In this era, the entertainment sector is not an exception. Now-a-days, most of the people set their mind as watching television will entertain them. DTH has proved its worthy while bringing the revolution in the country like India where the major section of the revenue comes from

entertainment sector. Today, almost every telecommunication and broadcasting company offer DTH service in India. DTH is growing throughout India with continuously with expanding technology, reliable infrastructure, trustworthy customer service, interactive service and price-competitive offerings. The entry of new players in the Indian DTH industry is intensifying competition. Based on the above background, the present study has made an attempt to analyse the consumers' brand preference towards using DTH service in Erode city. This study provides answer for the following questions:

- How far the respondents have awareness on the DTH service?
- What are the factors influencing the consumers to prefer the DTH service?
- What is the level of satisfaction of the respondents towards DTH service?
- What are the problems faced by the respondents towards DTH service?

### **OBJECTIVES**

- To know the factors influencing the consumers' brand preference towards DTH service.
- To study the consumers' satisfaction regarding DTH service.
- To identify the problem faced by the consumer towards DTH service.
- To offer suitable suggestions based on the study.

### **SCOPE OF THE STUDY**

The study has been undertaken to examine the consumers' brand preference regarding DTH service in Erode city. The scope of the study is restricted with the objectives of the studying the profile of the respondents, factors influencing the consumers' preference and satisfaction level of the respondents regarding DTH service.

### **RESEARCH METHODOLOGY**

The study on consumers' brand preference regarding DTH service has been limited to the respondents located in Erode city only. In order to realise the objectives, the primary data is used. The required primary data have been collected through a survey method from the respondents during the period of December 2017 and January 2018. The convenient sampling technique was employed in the selection of the sample. The number of items selected from the total population constitutes the sample size. Sample of 100 respondents were selected to carry out the present study in Erode city. The collected primary data has been analysed by applying important statistical tools such as Percentage Analysis, Chi-square Test and Weighted Average Score Ranking Technique.

## LIMITATIONS OF THE STUDY

- The result and the analysis made in this study depends fully on the information given by the respondents.
- The data given by the respondents are limited to their own perception, opinion, emotion, knowledge, feelings and awareness.
- The data collected for the studies are quantitative being subject to personal bias of the respondents.
- Due to time constraint, the sample size was limited to 100 respondents and the findings might not be applicable to the total population.

## RESULTS AND DISCUSSION

### PROFILE OF THE RESPONDENTS - SIMPLE PERCENTAGE ANALYSIS

In order to have knowledge on the profile of the respondents, it has been analysed by employing simple percentage analysis. The profile of the respondents has been classified as socio-economic profile and profile based on study related variables.

The socio-economic profile of the respondents based on their demographic factors such as Gender, Age, Marital Status, Educational Qualification, Occupational Status, Monthly Family Income, Nature of the Family, Size of the Family and Area of Residence.

The profile of the respondents are also analysed on the basis of study related variables such as sources of awareness, preference of DTH service, place of purchase, reason for preference, period of using the DTH service, type of package, amount spent on DTH service, preference of channels, opinion about the cost of DTH service, problems faced while using DTH service in normal season and problems faced while using DTH service in rainy season are considered as variables in the present study. It is shown in Table 1.1.

**TABLE 1.1**

<b>Gender</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Male	47	47
Female	53	53
<b>Total</b>	<b>100</b>	<b>100</b>
<b>Age</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Upto 20 years	18	18
21 - 30 years	29	29
31 - 40 years	26	26
Above 40 years	27	27

<b>Total</b>	<b>100</b>	<b>100</b>
<b>Marital Status</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Married	56	56
Unmarried	44	44
<b>Total</b>	<b>100</b>	<b>100</b>
<b>Educational Qualification</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Illiterate	16	16
School level	16	16
Graduate	40	40
Professional	28	28
<b>Total</b>	<b>100</b>	<b>100</b>
<b>Occupational Status</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Student	24	24
Business	15	15
Employed	21	21
Professional	23	23
Others	17	17
<b>Total</b>	<b>100</b>	<b>100</b>
<b>Monthly Family Income</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Upto Rs.20,000	27	27
Rs.20,001 - Rs.40,000	37	37
Above Rs.40,000	36	36
<b>Total</b>	<b>100</b>	<b>100</b>
<b>Nature of the Family</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Joint family	46	46
Nuclear family	54	54
<b>Total</b>	<b>100</b>	<b>100</b>
<b>Size of the Family</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Below 3 members	16	16
3 - 5 members	52	52
Above 5 members	32	32
<b>Total</b>	<b>100</b>	<b>100</b>
<b>Area of Residence</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Rural	24	24
Semi – Urban	41	41
Urban	35	35
<b>Total</b>	<b>100</b>	<b>100</b>
<b>Sources of Awareness</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Electronic Media	18	18
Print Media	20	20
Friends/Relatives	43	43

Others	19	19
<b>Total</b>	<b>100</b>	<b>100</b>
<b>Preference of DTH service</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Sun direct	21	21
Big Tv	16	16
Dish Tv	16	16
TATA Sky	15	15
Videocon	15	15
Others	17	17
<b>Total</b>	<b>100</b>	<b>100</b>
<b>Place of purchase</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Electronic show room	31	31
Dealers	28	28
Online	23	23
Others (specify)	18	18
<b>Total</b>	<b>100</b>	<b>100</b>
<b>Reason for preference</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Less cost	16	16
Providing many channels	16	16
Easy recharge	15	15
Offers	16	16
Picture and sound clarity	19	19
Others	18	18
<b>Total</b>	<b>100</b>	<b>100</b>
<b>Period of using DTH service</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Upto 5 years	36	36
6 to 10 years	33	33
Above 10 years	31	31
<b>Total</b>	<b>100</b>	<b>100</b>
<b>Type of DTH packages</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
One months	15	15
Three months	21	21
Six months	38	38
One year	26	26
<b>Total</b>	<b>100</b>	<b>100</b>
<b>Amount spent on DTH service</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Upto Rs2,000	33	33
Rs. 2,001 – Rs. 3,000	36	36
Above Rs. 3,000	31	14.5
<b>Total</b>	<b>100</b>	<b>100</b>
<b>Preference of channels</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>

English channel	18	18
Tamil channel	29	29
Kids channel	15	15
Sports channel	18	18
All the above	20	20
<b>Total</b>	<b>100</b>	<b>100</b>
<b>Opinion about the cost of DTH service</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Reasonable	23	23
Economical	26	26
Moderate	32	32
No idea	19	19
<b>Total</b>	<b>100</b>	<b>100</b>
<b>Problem faced while using DTH service in normal season</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Yes	49	49
No	51	51
<b>Total</b>	<b>100</b>	<b>100</b>
<b>Problems while using DTH service in rainy season</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Yes	60	60
No	40	40
<b>Total</b>	<b>100</b>	<b>100</b>

**The socio-economic profile of the respondents reveals that,**

- The majority (53%) of the respondents are female.
- The majority (29%) of the respondents comes under the age group of 21-30 years.
- The majority (56%) of the respondents are married.
- The majority (40%) of the respondents are graduates.
- The majority (24%) of the respondents are student.
- The majority (37%) of the respondents' monthly income ranges from Rs. 20,001 – Rs. 40,000.
- The majority (54%) of the respondents belongs to the nuclear family.
- The majority (52%) of the respondents belongs to the family size of 3-5 members.
- The majority (41%) of the respondents are in semi-urban area.

**The profile of the respondents based on study related variables reveals that,**

- The majority (43%) of the respondents are aware of the DTH service through friends and relatives.
- The majority (21%) of the respondents prefer sun direct DTH service.
- The majority (31%) of the respondents are purchasing DTH service in electronic show room.

- The majority (19%) of the respondents prefer DTH service for picture and sound quality.
- The majority (36%) of the respondents are using DTH service for upto 5 years.
- The majority (38%) of the respondents are preferring six month package.
- The majority (36%) of the respondents are spending the amount of Rs. 2,001-Rs.3,000.
- The majority (29%) of the respondents prefer Tamil channels.
- The majority (32%) of the respondents opinion about the cost of DTH service is moderate.
- The majority (51%) of the respondents are not facing any problem while using DTH service in normal season.
- The majority (60%) of the respondents are facing problem while using DTH service in rainy season.





## FACTORS INFLUENCING THE CONSUMERS' PREFERENCE TOWARDS DTH SERVICE – WEIGHTED AVERAGE SCORE RANKING ANALYSIS

The factors influencing the consumers' preference towards DTH service is then analysed by applying weighted average score ranking technique. It is shown in Table 1.2

**TABLE 1.2**

Weighted score Point(W)		7	6	5	4	3	2	1	Total Score $\sum WX$	Weighted Average Score ( $\bar{X}_w$ )	Rank
Rank Factors		I	II	III	IV	V	VI	VII			
More channels	X	14	24	13	9	10	7	23	380	13.57	V
	WX	98	144	65	36	30	14	23			
Superior Video quality	X	18	12	23	9	11	19	8	428	15.28	I
	WX	126	72	115	36	33	38	8			
Due to bad Service from Cable operators	X	13	15	4	21	50	14	18	376	13.42	VI
	WX	91	90	20	84	45	28	18			
Discount (or) offers	X	21	16	10	13	14	9	17	422	15.07	II
	WX	147	96	50	52	42	18	17			
Cost Effectiveness	X	7	11	23	11	10	26	12	368	13.14	VII
	WX	49	66	115	44	30	52	12			
To choose Selected channels	X	13	15	13	16	20	6	17	399	14.25	III
	WX	91	90	65	64	60	12	17			
Due to non availability of cable service	X	14	7	14	21	20	19	5	397	14.17	IV
	WX	98	42	70	84	60	38	5			
<b>Total</b>		100	100	100	100	100	100	100			

### FACTORS INFLUENCING CONSUMER'S PREFERENCE TOWARDS DTH SERVICE -WEIGHTED AVERAGE SCORE RANKING ANALYSIS

From the above Table, the weighted average score ranking analysis predicts that the superior video quality, discount (or) offers and to choose selected channels are the main factors influencing the sample respondents in their preference towards DTH service.

### SATISFACTION LEVEL OF THE RESPONDENTS TOWARDS DTH SERVICE – CHI – SQUARE TEST

The satisfaction level of the respondents towards DTH service has been analysed with various factors by classifying as low, medium and high by employing chi-square test at 5% level of significance. It is identified that the majority (41%) of the respondents have medium level of satisfaction towards DTH service.

## Association between independent variables and satisfaction level of the respondents towards DTH service.

- There is no significant association between gender, educational qualification, occupational status, monthly family income, nature of the family and satisfaction level of the respondents towards DTH services.
- There is a close association between age, marital status and satisfaction level of the respondents towards DTH service.

## SUGGESTIONS

The following suggestions are made based on the findings of the present study:-

- It is found that, the majority of the respondents prefer Sun Direct DTH service. Hence, it is suggested that the other DTH operators also providing additional features with the reasonable price for attracting new customers.
- The study reveals that, most of the respondents are aware of DTH service through friends and relatives. Therefore, it is suggested that the DTH operators building more attractive advertisement to create more awareness.
- It is found from the analysis, the majority of the respondents have medium level of satisfaction towards DTH service .Hence, it is suggested that, in order to get high level of satisfaction, the DTH operators provide picture and sound quality, price offer, channel packages and also value added services.
- From the analysis, the superior video quality, discount (or) offers, to choose selected channels are the main factors influencing the consumer to prefer the DTH Service. Therefore, it is suggested that the DTH operators should focus more on the video quality and discount (or) offers to retain their consumer and also to attract new consumers.
- Now-a-days, the people are crazier about the internet and cell phone. It will play an important role in future. So, it will be a big threat to DTH services. Hence, the DTH players should use advanced technology to retain their market.

## CONCLUSION

Indian DTH industry is a growth stage. 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, type etc. 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 favorite brands due to various reasons like picture quality, advertisement, brand name, number of channels and price.

Therefore, the study reveals 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 superior video quality, discount (Or) offers and to choose selected channels are the main factors influencing the sample respondents in their preference towards DTH service.

Further, the study reveals that the most of respondents have medium level of satisfaction towards DTH service. However, It can be concluded that the high quality of services and continuously quality improvement in the DTH service will definitely bring immense success to this sector and also better services always attract more customers.

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