

A COMPARATIVE STUDY OF DTH AND CABLE TV NETWORK SERVICES IN COIMBATORE CITY

**Submitted by
KARTHIKA.J
11PEC04**

**A Thesis Submitted to Avinashilingam Institute for Home Science and
Higher Education for Women, Coimbatore-641043.**

**In Partial Fulfillment of the Requirements for the Degree of
Master of Arts in Economics**

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Certified as Bonafide Research Work

P. Anandappa, D.A./S.S. 13

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CHAPTER I

INTRODUCTION

The idea of television existed long before the actual invention of television. Several inventors were working on the creation of a technology which could transmit sound as well as visuals. Though many pioneers have contributed to make it possible, John Baird is generally regarded as the father of television. British Broadcasting Corporation (BBC) of Britain began the first television service in 1936. If you have a satellite or cable connection, you will be able to watch BBC, the world's oldest television broadcaster. By 1939, television broadcasts began in the United States also. These two countries were clearly ahead in the race. Other countries began television broadcasting on a wide scale only by the 1950s. Though the Second World War slowed down the rapid development of the new medium, the post war years made up for it. The early television broadcasts were all black and white. The first successful programme in colour was transmitted by Columbia Broadcasting System (CBS) in USA in 1953. The television set became one of the important mediums of entertainment with the advent of several popular shows. Television gradually matured as a medium during the next two decades. From being "radio with pictures" it acquired a unique style of its own. As a result of this, this phase is often called the "golden age" of television. In today's world, television has become one of the most powerful means of mass communication. It can

impart education, information and entertainment. Television has become an integral part of our lives.

HISTORY OF TELEVISION IN INDIA

Television in India is a huge industry which has thousands of programmes in many languages. The small screen has produced numerous celebrities, some even attaining national fame. As of 2010, the country has a collection of free and subscription services over a variety of distribution media, through which there are over 515 channels of which 150 are pay channels. Terrestrial television in India started with the experimental telecast starting in Delhi on 15 September 1959 with a small transmitter and a makeshift studio. The regular daily transmission started in 1965 as a part of All India Radio. The television service was extended to Bombay (now Mumbai) and Amritsar in 1972. Up until 1975, only seven Indian cities had a television service. Television services were separated from radio in 1976. National telecasts were introduced in 1982. In the same year, colour TV was introduced in the Indian market. Indian small screen programming started off in the early 1980s. At that time there was only one national channel Doordarshan, which was government owned. By the late 1980s more and more people started to own television sets. Though there was a single channel, television programming had reached saturation. Hence the government opened up another channel which had part national programming and part regional. This channel was known as DD 2 later DD Metro. Both channels were broadcast terrestrially.

The central government launched a series of economic and social reforms in 1991 under Prime Minister Narasimha Rao. Under the new policies the government allowed private and foreign broadcasters to engage in limited operations in India. This process has been pursued consistently by all subsequent federal administrations. Foreign channels like CNN, STAR TV and private domestic channels such as Zee TV, ETV and Sun TV started satellite broadcasts. Starting with 41 sets in 1992 and one channel, by 1995, TV in India covered more than 70 million homes giving a viewing population of more than 400 million individuals through more than 100 channels. There are at least five basic types of television in India: broadcast or "over-the-air" television, unencrypted satellite or "free-to-air", Direct-to-Home (DTH), cable television, and IPTV.

Over-the-air and free-to-air TV is free with no monthly payments while Cable, DTH, and IPTV require a monthly payment that varies depending on how many channels a subscriber chooses to pay for. Channels are usually sold in groups or a la carte.

Broadcast Television

Broadcast television is Indian Government through state-owned Prasar Bharati Corporation, with the Doordarshan group of channels being the only broadcaster. As such, cable television is the primary source of TV programming in India.

Cable Television

As per the TAM Annual Universe Update - 2010, India now has over 134 million households (out of 223 million) with television sets, of which over 103 million have access to Cable TV or Satellite TV, including 20 million households which are DTH subscribers. In Urban India, 85 percent of all households have a TV and over 70 percent of all households have access to Satellite, Cable or DTH services. TV owning households have been growing at between 8-10 percent, while growth in Satellite/Cable homes exceeded 15 percent and DTH subscribers grew 28 percent over 2009. It is also estimated that India now has over 500 TV channels covering all the main languages spoken in the nation.

With the launch of the Tamil Sun TV (India) in 1992, South India saw the birth of its first private television channel. With a network comprising more than 20 channels in various South Indian languages, Sun TV network recently launched a DTH service and its channels are now available in several countries outside India. Following Sun TV, several television channels sprung up in the south. Among these are the Tamil channel Raj Television and the Malayalam channel Asianet, both launched in 1993. These three networks and their channels today take up most of the broadcasting space in South India. In 1994, industrialist N. P. V. Ramasamy Udayar launched a Tamil channel called GEC (Golden Eagle Communication), which was later acquired by Vijay Mallya and renamed as Vijay TV. In Telugu, Telugu daily newspaper Eenadu started with its own channel called ETV in 1995 later diversified into other Indian languages. The same year, another Telugu channel called Gemini TV was launched which was later acquired by the Sun Group in 1998. Throughout the 90's, along with a multitude of Hindi-language channels, several regional and English language channels flourished all over

India. By 2001, international channels HBO and History Channel started providing service. In 1999–2003, other international channels such as Nickelodeon, Cartoon Network, VH1, Disney and Toon Disney entered the market. Starting in 2003, there has been an explosion of news channels in various languages; the most notable among them are NDTV, CNN IBN and Aaj Tak. The most recent channels/networks in the Indian broadcasting industry include UTV Movies, UTV Bindass, Zoom, Colours, 9X and 9XM. There are several more new channels in the pipeline, including Leader TV.

Conditional Access System

CAS or conditional access system is a digital mode of transmitting TV channels through a set-top box (STB). The transmission signals are encrypted and viewers need to buy a set-top box to receive and decrypt the signal. The STB is required to watch only pay channels. The idea of CAS was mooted in 2001, due to a furore over charge hikes by channels and subsequently by cable operators. Poor reception of certain channels; arbitrary pricing and increase in prices; bundling of channels; poor service delivery by Cable Television Operators (CTOs); monopolies in each area; lack of regulatory framework and redress avenues were some of the issues that were to be addressed by implementation of CAS. It was decided by the government that CAS would be first introduced in the four metros. It has been in place in Chennai since September 2003, where until very recently it had managed to attract very few subscribers. It has been rolled out recently in the other three metros of Delhi, Mumbai and Kolkata. As of April 2008 only 25 per cent of the people have subscribed the new technology. The rest watch only free-to-air channels.

Digital switchover

The Ministry of Information and Broadcasting issued a notification on 11 November 2011, setting 31 March 2015 as the deadline for complete shift from analog to digital systems. In December 2011, Parliament passed The Cable Television Networks (Regulation) Amendment Act to digitize the cable television sector by 2014. Digitization, on cable and terrestrial, will be carried out in four phases, in a 3-year transition starting from 31 October 2012, and finishing on 31 March 2015. The four metros of Delhi, Mumbai, Kolkata and Chennai have to shift to digital addressability by 31 October 2012. The second phase will include 38 cities in 15 states, such as Patna,

Chandigarh, Pune and Bangalore by 31 March 2013. All urban areas are expected to digitize by 30 November 2014 and the remaining areas by 31 March 2015.

Phase (Planned Date)	City/Region	Date of Switchover
Phase I (31 October 2012)	Delhi	31 October 2012
	Kolkata	15 January 2013
	Mumbai	31 October 2012
Phase II (31 March 2013)	Chennai	Not completed
	38 cities in 15 States	31 March 2013
Phase III (30 September 2014)	All remaining Urban Areas	
Phase IV (31 December 2014)	Rest of India	

Source: Indicates the date when analogue signals were switched off and not necessarily the date when 100% digitization was achieved.

Satellite television

As of 2010, over 500 TV Satellite television channels are broadcast in India. This includes channels from the state-owned Doordarshan, News Corporation owned STAR TV, Sony owned Sony Entertainment Television, Zee TV, Sun Network and Asianet. Direct To Home service is provided by Airtel Digital TV, BIG TV owned by Reliance, DD Direct Plus, DishTV, Sun Direct DTH, Tata Sky and Videocon D2H. DishTV was the first one to come up in Indian Market, others came only years later. These services are provided by locally built satellites from ISRO such as INSAT 4CR, INSAT 4A, INSAT-2E, INSAT-3C and INSAT-3E as well as private satellites such as the Dutch-based SES, Global-owned NSS 6, Thaicom-2 and Telstar 10. DTH is defined as the reception of satellite programmes with a personal dish in an individual home. As of July 2012, India had roughly 35 million DTH subscribers. DTH does not compete with CAS. Cable TV and DTH are two methods of delivery of television content. CAS is integral to both the systems in delivering pay channels.

Cable TV is through cable networks and DTH is wireless, reaching direct to the consumer through a small dish and a set-top box. Although the government has ensured that free-to-air channels on cable are delivered to the consumer without a set-top box, DTH signals cannot be received without the set-top box. India currently has 7 major DTH service providers and a total of over 35 million subscriber households in mid

2011. DishTV (a ZEE TV subsidiary), Tata Sky, Videocon D2H, Sun Network owned 'Sun Direct DTH', Reliance Digital TV, Bharti Airtel's DTH Service 'Airtel Digital TV' and the public sector DD Direct Plus. As of 2010, India has the most competitive Direct-broadcast satellite market with 7 operators vying for more than 135 million TV homes. India is set to overtake the USA as the world's largest Direct-broadcast satellite market by 2012. The rapid growth of DTH in India has propelled an exodus from cabled homes; the need to measure viewership in this space is more than ever; aMap, the overnight ratings agency, has mounted a people meter panel to measure viewership and interactive engagement in DTH homes in India.

Internet Protocol Television (IPTV)

There are currently five IPTV Platforms available for Subscription in India in the main cities as Broadband Internet penetration is confined to urban areas of the country, they are; i). IPTV A joint venture between MTNL and BSNL also in association with Aksh Optifiber a company that also provides FTTH and VoIP services available in some of the main cities in India such as Mumbai which has about 200 Television Channels on offer with Time Shift TV in a number of Basic and Premium Packages including Movies On Demand offered at various Basic, Premium and Pay Per View Rates and other services such as an Interactive Karaoke channel, The IPTV Operator uses the UTStarcom Rolling Stream IPTV Solution as its end-to-end Delivery Platform. ii). Airtel IPTV available in some of the main cities in India such as New Delhi and Bangalore which has about 175 Television Channels on offer with Time Shift TV in a number of TV Packages and a small number of Television Channels offered on Premium Subscription Rates including Movies On Demand offered at Premium and Pay Per View Rates SVOD and other services such as Digital Radio and Games, The IPTV Operator uses the UTStarcom Rolling Stream IPTV Solution as its end-to-end Delivery Platform. lii). Smart TV Group also Operates an IPTV Platform based on the Sea-Change International IPTV and Cisco IPTV Standards in many parts of India with the following services. iv). 185 TV channels on various basic and premium packages. v). 40 TV channel Catch up TV service. vi). 250 Hour Personal Video Recorder. vii). A 5000+ Hour Movie Library. viii). Digital Radio and Karaoke Service.

GROWTH OF DTH

The DTH subscriber base has grown to 23.77 million viewers by the end of June quarter from 21.3 million users in the previous quarter, sectoral regulator the Telecom Regulatory Authority of India (TRAI) said today. According to TRAI, six DTH licensees (excluding DD Direct) reported subscriber base of 23.77 million (for the quarter ended June 2010) as against 21.3 million at the end of March 2010, indicating an increasing penetration of the service. The DTH subscriber base stood at 15.17 million in the quarter ended June 2009. Apart from the free DTH service of Doordarshan, there are six private DTH licensees -- Dish TV, Tata Sky, Sun Direct, Airtel digital TV, Reliance BIG TV and Videocon d2h. On installation of set-top boxes in Conditional Access System (CAS) notified areas in the four metros, TRAI said 7,70,519 boxes had been installed till June 30 this year. On the mushrooming of television channels in the country, the regulatory body said there was a total of 150 pay channels as of June 30, based on the data received from 24 broadcasters and their distributors across the country. Total number of channels registered with Ministry of Information and Broadcasting has increased from 503 in March 2010 to 515 in June this year. The number of private FM Radio stations in operation stood at 248 at the end of June 2010, it added.

CHALLENGES FACED BY THE INDUSTRY

Being a nascent industry, there are lots of teething issues with the current policy framework and the way it is regulated in reality. Some of the notable challenges faced are as below.

Lack of Exclusive Content: In the global DTH market, competition is mostly on providing niche content. In India TRAI does not allow broadcaster to offer content exclusively to a specific player. Hence content differentiation as USP is not possible currently in the Indian scenario. TRAI has clearly indicated that exclusivity can be provided only when DTH market matures and there is perfect competition in the market place. But DTH operators are feeling that without content differentiation, the competition can only be on price which may even cannibalize the industry.

Cap on Foreign Investment: The total foreign equity including FDI/NRI/OCB/FII cannot exceed 49% and within that FDI component cannot exceed 20%. This would reduce the interest of foreign investors as they cannot get a controlling stake in the company in

spite of a heavy investment. On the contrary, up to 74% of foreign equity, with no limit on FDI, is allowed in the Cable industry.

Cap on Cable Company/ Broadcaster Investment: The current regulations restrict the cap on Broadcasting/Cable company investment in the DTH venture to 20% and also prevent the DTH firm to hold more than 20% in a Broadcasting/Cable company. As one can see, DTH operators are able to overcome this challenge by spinning of new companies. But removing this rule would reduce the bureaucracy involved and also reduce the content cost for an operator due to the synergies created between him and the broadcaster.

The Rule of “Must carry”: DTH Operator is obliged to carry all the channels provided by every broadcaster on a non-discriminatory basis. However, with the capacity constraints in place, this is not feasible. So in cases, where the operator is willing to broadcast only the popular channels, the broadcasters either deny giving the entire bouquet or charge prices for the complete bouquet.

Interoperability issues: TRAI mandates an open architecture for STB's to ensure technical interoperability but in reality this is not being implemented. However, with increasing consumer awareness, the dilution of this rule would soon be corrected. TRAI also wants to try out the commercial interoperability (The ability to return a purchased STB or lease a STB) route. Although this is good from the consumer point of view, DTH operators cannot build a switching cost for the end user.

Non-availability of Transponders: A Ku transponder can be used for 12 to 20 channels depending on the compression (MPEG 2 or MPEG 4) technology used in the satellite. A DTH operator will at least need 5 to 8 transponders to compete in the market. Right now, ISRO has INSAT 4B in the orbit with 12 ku transponders each. The next in the line is INSAT 4CR due in September 2007, which will open up another 12 Ku transponders. INSAT 4 G will be launched in 2009-2010 with a capacity of 18 Ku transponders. Also with the launch of INSAT 4 G, ISRO would have used up the entire spectrum that was allotted to it by WARC, ITU. Even with 54 transponders by 2010, with 7 operators, the demand supply gap is huge with each operator getting approximately 150 channels. Also, if any of these launches fail like INSAT 4 C, it may spoil the plans of DTH operators.

IMPROVEMENT IN CABLE NETWORK TECHNOLOGY HAS REDUCED COMPETITIVE ADVANTAGE OF DTH

DTH broadcasting services represent a faster way of acquiring subscribers than building a cable network. DTH services also benefit from increasing channel capacity owing to digital compression, which also helps in reducing cost of hiring transponder capacity. Technological advancements over the years have been reducing the required DTH dish size, thus reducing its cost. The dish can be installed in the apartment buildings and requires a much lesser area compared with C-band dishes. The DTH broadcast service also boasts of higher reliability compared with a cable service and is a superior service for coverage of rural and hilly areas. In India, a DTH platform would attract television channels who are not able to generate sufficient pay revenues currently to sustain their business due to unorganized structure and arm twisting tactics of local cable operators. However, threat to viability of DTH broadcasting services is on the increase as many cable networks around the world are being modernized and upgraded. Hybrid Fibre-coaxial (HFC) networks would considerably increase a cable system's ability to compete with satellite providers. The additional capacity associated with upgraded networks allows for more video channels to be distributed and the additional bandwidth can be used for digital data transmission and digital telephony. Once the networks are upgraded to high capacity two-way capable systems, the cable would be able to offer a variety of value added video services like Pay-Per-View (PPV), Near Video-on-Demand (NVOD), e-mail, e-commerce and online gaming.

New alternated delivery mechanisms like Broadband Internet would also pose a threat to DTH broadcast services, since, technically, all the television channels that exist today can be made available on the Internet. Thus the channels can be accessed by people anywhere in the world instead of being limited to the satellite footprint. India is following an open architecture for the set-top-box, which can access all DTH platforms. This raises a question about who would be willing to subsidise the dish and set-top box for the consumer. Conditions like cloudy weather and rain will have an impact on DTH broadcasting services, thus limiting their effective delivery in many parts of India.

DTH VS DIGITAL CABLE TV

- **Economical point of view:** a) Set top box: Set top boxes of most of the leading DTH companies cost around Rs 1600/- (including installation charges). Whereas the set top box of a cable TV should cost around Rs 800/- to 1000/- (including installation charges). b) Packages: The cheapest base packages of most of the DTH companies start from Rs 150 for South Indian packs & Rs 200/- for rest of India which obviously does not include all channels. But the cable operators will charge only Rs 100/- for their cheapest base packs as soon as CAS (Conditional Access System) comes into effect & now they charge a nominal rate of Rs 200/- to 250/- for all the channels which varies in different areas.
- **Disruptions:** a). Due to bad weather: The most severe drawback of DTH service are that signals don't reach the set top box & pictures go off when there is slight to heavy rainfall in your area or even in very cloudy conditions. There is no such drawback in Digital Cable connection. b). Due to power cut-off: If there is power cut-off in your area then also you will be able to watch TV with DTH if you have a personal generator or inverter as the DTH service providers beams pictures 24/7. The pictures in Cable TV fade off when there is power cut-off in your area most of the time. This may vary from place to place.
- **Managing packages:** All the DTH operators have 24/7 customer care & their own websites which gives you a clear idea of the package rates & channels included. You can even manage your own DTH account, drop/add/change a channel or package anytime at your will. The cable TV operators lack this robust infrastructure. Most of them don't have a 24/7 customer care or a proper website till date.
- **Quality:** a) Set top box: The set top box of the DTH companies comes with a 1 year warranty & both the firmware & hardware are of very good quality. The set top box of the cable TV operators also comes with a year warranty but are not of such a good quality. Video/Audio: The picture & the sound quality of both DTH & Digital Cable TV are more or less same. In fact DTH can be put a little bit ahead in the race, but only just.
- **Service:** The service & response to customer problems & grievances of most of the DTH companies are fabulous & quick. They have 24/7 customer care to help

you & addresses most of the problem within 24hrs. The cable TV operators lack such organized service & in most cases are reluctant to help customers quickly & are also not available to hear you 24/7.

- **Portability:** The DTH providers provide relocation services all over India. In case you shift from one place to the other, you don't need to buy a new set top box or any accessories of your DTH. This is useful for people who have a transferable job. The cable TV operators do not provide any such services & you may even have to buy a new set top box for your new place.
- **Payment:** DTH is a prepaid service. So you can choose not to recharge your account if you are out of station. This is useful for people who mostly have to stay out for work or other purpose. Using Cable TV you have to pay irrespective of the fact that you were at home or some other place.
- **Regional channels:** DTH has got much less regional channels than cable. But you can watch your own regional channels even if you don't stay in your own state. So this is beneficial for those who don't stay in their native place. Cable TV operators provide many more regional channels. But if you are a person who doesn't stay in your native place then you won't get much of your own regional channels as cable operators mostly beam the local regional channels.
- **Pause/Record/Rewind live TV:** DTH companies provide these services at no extra cost. You just have to buy a set top box with storage capacity which is a bit costly. Cable TV operators are yet to provide such services. So, here was a vivid idea of the DTH service providers & Digital Cable TV. Now you have to weigh the pros & cons and make the ultimate decision to choose the medium that suits you the best. In case, you have any more queries feel free to write to us & it will be our pleasure to help you.

STATEMENT OF PROBLEM

Every human being is changing time to time according to the changing trends in every day's life. The biggest changes occurred in consumer products, New and innovative technology has tried to satisfy the growing needs of the consumers. The average Indian's disposable income and purchasing power has risen to never before levels. Consumers and buyers play a vital role in the market. In the buyer's 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. It is also true that consumers vary tremendously in age, income, education, living pattern and preference. Thus buyer's behavior plays a key role for the success of any business in today's business life. Consumer buying behavior is influenced by culture, social, personal and psychological factors. The cultural factors exert the broadest and deepest influence. Television holds an important place in our lives. Its impact is being seen amongst all sections and groups of the society. In India TV industry has a remarkable history. It has grown from terrestrial televisions to today's satellite broadcasting or digital television. DTH is one of the new technologies providing varied facilities to its viewers. Today, India has 9.5 million DTH homes and every day the subscribers to DTH TV are increasing. Some of the problems faced by the DTH users are poor quality of the dish and not providing more free channels, less clarity, high subscription amount and unable to see the local channels and so on. With this back ground a study on the **"A Comparative study of DTH and Cable TV network Services in Coimbatore City"** is undertaken.

Objectives of the Study

- To study the socio economic background of the DTH and Cable TV Users.
- To analyze the source of awareness and the level of satisfaction about the DTH and Cable TV Users.
- To find out the factors motivating the subscribers to purchase the DTH and Cable TV Services.
- To identify the problems faced by the Users and suggest remedial measures.

Hypothesis of the Study

- The push factors for preferring various modes of network connection is number of channels; clarity of picture and facility for easy recharge.
- The satisfaction of DTH users is influenced by the availability of channels, clarity and uninterrupted services and factors determining.
- The reason for preferring DTH service depends on price, uninterrupted signal and maximum number of channels.

- The major problem in using DTH services and high subscription amount, extra payment for channels, non-availability of local channels, service interruption due to remain and poor customer service.

The findings of the study would help the DTH and Cable TV network industry to introduce new strategies to attract huge customers. After knowing the market environment it would be suitable time for the DTH and Cable TV network providers to initiate appropriate modifications in their services.

CHAPTER II

REVIEW OF LITERATURE

Eaton and Lipsey (1980) relax this assumption and investigate actions of the incumbent when capital is non-durable in a dynamic setting. The empirical setting studied in this article most closely matches a dynamic model of preemption through adoption of new technology presented in Fudenberg and Tirole (2001). The model assumes that the incumbent and entrant have access to the same technology, actions are observable, and the products offered by both incumbent and entrant are perfect substitutes and entry results in Bertrand competition. The technology needed to upgrade a cable TV system is widely available, and upgrades are observable. The products are substitutes in that there is little differentiation between cable systems, and consumer will not pay for cable TV service provided by two different providers. Evidence suggests that duopolistic competition in the cable TV industry is fierce, particularly in mixed duopoly situations.

Parasuraman, et. al., (1985) define service quality as “The discrepancy between consumers’ perceptions of services offered by a particular firm and their expectations about firms offering such services”. If what is perceived is below expectation, consumer

judges quality as low and if what is perceived is meets or exceeds expectation then consumer sees quality to be high. Critical component of service quality identified are; consumer's expectation which is seen as what they feel service provider should offer and this is influenced by his/her personal needs, past experience, word-of-mouth and service provider's communications, Parasuraman et. al., (1985). However, this meaning of expectation is that of service quality literature which is different from expectation in the customer satisfaction literature which defines expectation as predictions made by consumer about what is likely to happen during an impending transaction. Consumers' perception of performance is what he/she experiences (Parasuraman, et. al., 1988).

Atkin and LaRose (1991) in a research concluded that general viewership of cable TV is higher among larger, younger, non-white families. Chaudhry A. W. has criticized that cable TV in Pakistan has already taken children in its grip. Beginning with the more innocuous looking Cartoon Network, they can choose from a wide selection of Indian movies on most of the channels like ZEE Cinema, Sony, Star Plus, and Star Movies. Parents are worried that at this rate, their children will become completely obsessed with watching TV instead of utilizing their time in studies or spending it in the playground.

John Sinclair and Mark Harrison (1995) have studied on "Globalization and Television in Asia with special reference to India and China". The study had explained that Asian television is in a most volatile period of development. The advent of new subscriber services and the embracing of privatization and deregulation policies are major current development in the television industries.

Shariffadin (1995) in his research looks at some of the major economic, cultural and social issues faced by the developing countries arising from the new technology. He concludes in his study that the new communication era should not be perceived as purely technological phenomenon. Its ultimate impact is social and cultural, although technological advancement is the key enabler. This new era invites a change in social and cultural patterns. While according to Zohoori (1988), children and adolescents are the ones that are mostly prone to get acculturated by the television messages as they lack in the ability to evaluate messages.

Anjum Zia (2004) with the expansion of Cable Television service to much of the nation over the past six years, concern has grown about the Cable TV watching habits of the youth in Pakistan. This study is aimed at collecting precise data to analyze the "opinion", preferences and requirements of the youth in Lahore regarding their Cable TV watching habits. The results can be generalized over the young population of Pakistan. For this purpose, students of both genders of different colleges and universities have been contacted so that people belonging to all sections of the society can be reached. From the 300 respondents in totality the results show that young people only acquire entertainment from the cable TV and not any productive motive is behind the reason of "liking" cable TV, yet they wish to have access to only those selected channels that do not promote immorality and untraditional indecency.

Minakhide (2004) had made a study on the "Indian satellite for education". She showed that satellite could establish the connectivity between urban educational institutions with adequate infrastructure imparting quality education and the large number of rural and semi urban educational institutions that lack the necessary infrastructure. She had also mentioned that EDUSAT is the first exclusive satellite for serving the educational sector. It covers 2400 Indian villages spread over six states.

Balaji (2005) examined the consumer attitude towards DTH services & to know the micro profiling of Chennai, Bangalore and Cochin & customer awareness of the product. The objective is to identify the market share of dish TV in India. Therefore a research is conducted to give an exposure to this case. The study is an attempt to know what the exact expectation of customers is. The survey was based on a formal interview and the responses are obtained through questionnaires. The sample size for the customer was 100 and existing customer was 150. The city selected is Chennai, Bangalore, Cochin and convenience sampling was adopted to conduct the survey. The main aim of the project is to the study about the DTH service with reference to dish TV and suggests a suitable marketing strategy to help it become the market leader. The data collected was analyzed through using statistical tools like chi – square, spearman's rank correlation, k – s test & kendall's coefficient of concordance. The market study on DTH in India helped to know the status of DTH. Also has revealed the requirement of

the dealer and customer of Dish TV. Dish TV is having a good market share in the total DTH market in India.

Sandeep Varma and Doris John (2006) have analyzed that Home entertainment in India had come a long way from the days when there was only one national channel, Doordarshan, to the age of satellite television and, now, the latest development called DTH (Direct to Home) technology. With the Government of India having set the end of 2006 as the deadline to introduce CAS (Conditional Access System), in selected metros and later all over India, the scene would become more competitive. Cable operators have started pressurizing the Indian Government to speed up the process of changing the analog technology to digital. Once cable is digitized, cable operators would also be in a position to provide programs in high quality as like DTH. Apart from DTH, new emerging technological advancements in TV viewing like Internet Protocol Television (IPTV) and Cell Phone TV would also compete among themselves to get their share of the market in the Indian home entertainment industry. The Indian customer would have more options in terms of TV entertainment and the main deciding factor would be service support. The case allows for discussion on the present scenario of home entertainment in India. They highlight the various technological advancements that happened in the field of TV broadcasting and also throw light on various service providers and their services. They discuss the emerging technologies in home entertainment in India.

Gartner (2007) believes that IPTV will struggle in India for following reasons Cable TV users pay almost half of what digital subscribers pay Low broadband penetration will inhibit IPTV uptake;2007 is a critical year for pay TV, with CAS being mandated in a phased manner, and more players are moving into DTH, which is growing. IPTV will be priced at the same price as digital cable or DTH, so no price differentiation. As the numbers of broadband users are increasing in urban and semi urban cities IPTV can pose serious threat to DTH player in long run.

Jetling Yellosa (2007) reported that Doordarshan since long time saying it would going to increase channels from 33-60, but it is not so far keeping its promise. As one of the readers rightly pointed out that SUN Network shortly may launch its own brand of DTH, it is owned by powerful people from the Tamil Nadu politics and they also controlling the centre, they are due to their business or vested interested not allowing

growing of Doordarshan DTH. It is high time that people at the helm should keep their promises.

Mr. Channel (2007) looked into the Doordarshan DTH; it is a pretty ordinary village oriented dish. Cheap as well, compared to the Dish TV thing. There are no pool channels any were on this service, mostly because it is focused on being mostly free, so there are no premium paid channels, all Doordarshan regional channels are there, DD sports, DD news etc. and whatever free stuff is there, like the new news channels etc. good signal quality, better than DishTV actually, pretty nice, clear picture and nice sound as well. No features on the STB, it is very rustic. This is one Dish that can stand any season, try kicking it, it will move about a bit but the signal won't deter. So, concluding, must say that Doordarshan DTH is definitely not up for competition with TATA and Dish TV but nevertheless it is a great option for our village counter parts to watch TV with.

Narad (2007) reported that the DD DTH is going to remain for while in coma (or suspend animation) or whatever you call it. This is because SUN network is going to start their DTH, just understand that the sun TV is run by politicians in Tamil Nadu and they share power in Delhi.

Ravi (2007) focused on dish TV offers DTH package of Doordarshan as a part of their offer. So, even if you do not subscribe to Dish TV network you can watch all the channels of the DD platform + listen to select AIR FM & AM channels- at no monthly charges (compare this with world space receiver which charges nearly Rs. 150 pm for radio channels alone). FM radio channels are with CD quality and are too addictive- especially if you are outside any big city. Dish TV distributor will try to push u for subscription but you have to buy only the equipment (currently Rs. 2950+200/- installation). As a bonus you can enjoy free preview of all channels of Dish TV package for a week and an unlimited news update from Dish Interactive.

Robert Jensen and Emily Oster (2007) defined Cable and satellite television have grown rapidly throughout the developing world. The availability of cable and satellite television exposes viewers to new information about the outside world, which may affect individual attitudes and behaviors. This paper explores the effect of the introduction of cable television on gender attitudes in rural India. Using a three-year

individual-level panel dataset, the study finds that the introduction of cable television is associated with improvements in women's status. The study finds significant increases in reported autonomy, decreases in the reported acceptability of beating and decreases in reported son preference. They also find increases in female school enrollment and decreases in fertility (primarily via increased birth spacing). The effects are large, equivalent in some cases to about five years of education in the cross section, and move gender attitudes of individuals in rural areas much closer to those in urban areas. They argue that the results are not driven by pre-existing differential trends. These results have important policy implications, as India and other countries attempt to decrease bias against women.

Sivasundaram Umapathy (2007) analyzed the challenges and opportunities present for the DTH industry within the Indian context. An environment analysis done using the Porter's five forces model and the various challenges faced by the industry identified. Finally the study looks at the possible suggestions taking a long term view. With the existing regulatory restrictions, Increasing content cost and lack of transponders, DTH terrain too steep to climb. With content differentiation not happening in the near future, companies have to differentiate only the service and cost levels. The increasing consumer awareness and expectations also make it difficult to satisfy the consumer. Today's consumer is sensitive to price as well as the quality. Apart from the volumes business, a prudent DTH operator should also take a serious look at the substitutes and complements. He should diversify and create his presence in the entire spectrum of broadcasting and telecommunication services. The final winner cannot be a pure DTH player but a convergent player who offers all in one to the value-conscious, price sensitive Indian consumer.

Urvashi Makkar (2008) analyzed that Opportunities for Direct-To-Home (DTH) services in India are exploding and leading to the entry of multiple players in this segment. The potential in the market is huge and promises lucrative returns to all the players. This paper is an attempt to explore the present scenario prevailing in India regarding the current awareness levels about DTH television services and to know the factors and their relationship, which influence the attitude and perception of consumers towards DTH services. Further an effort has been made to know how the

advertisements have changed the attitude of the consumer towards DTH services in the Ghaziabad region. The primary data has been collected from the sample of customers and dealers, which further has been analyzed to study the impact of reinforcement advertisements on various DTH players and to study, which media is effective to create awareness about reinforcement advertisement and also to know the consumer preference towards various services. This paper is expected to help service providers to pay attention to the areas which are key to customer satisfaction and provide insights into the formulation of further strategies by the company to their advantage, enabling them to convert their potential customers to users.

Rai et. al, (2009) identified tangibility (seating, lighting, signage, and parking) competence (Knowledge and ability), responsiveness (willingness and adherence), safety (confidence), communication (content and quality) and understanding customers (approach towards customer) as important dimensions of service quality.

Robert C. Seamans (2010) investigates the use of technology upgrades by incumbent firms in response to potential entry by government firms. Using a dataset of over 3000 US cable TV systems, the article presents evidence consistent with entry deterrence theory. Incumbent cable systems are more likely to upgrade when located in a market with a potential government-owned entrant. However, the same systems are then less likely to offer new products enabled by the upgrade. Understanding the extent to which managers of incumbent private firms respond to potential entry from government firms is especially important in light of recent US government entry into several industries.

Srinvisan (2011) examined that DTH is one of the new technologies providing varied facilities to its viewers. Today, India has 9.5 million DTH homes and every day the subscribers to DTH TV are increasing. Television holds an important place in our lives. Its impact being seen amongst all sections and groups of the society. Digital Television in rural India is three-fold higher than in urban areas. Nearly 80 percent of households in urban areas have television sets, more than double the 38 per cent in rural areas; the adaptation of technology has been much faster in the latter. Nearly 90 per cent of the digital TV market has dominated by Direct to Home (DTH) service providers. The rest were being catered to by digital cable operators. The Indian DTH

market has reached the inflexion point and is set to overtake the United States earlier than expected, in another two months.

Dheeraj girhotra (2012) examined that the television population of India is approx.135 million and 80% of this population have access to cable and satellite. As per the statics, DTH has a 20% market share with more than 22 million DTH subscribers. The subscriber's base for DTH has grown very rapidly in past 5 years. It can be evident from the fact that Dish TV was the only players in 2005 and now there are over 10 DTH service providers that have commenced their operations in DTH that served as a better alternative to high-end cable networks. Some of the major players that have identified the market potential their DTH services include Tata Sky (joint venture of Tata &Star TV), Digital TV (Bharti Telemedia), Dish TV (Zee group), Reliance Digital (Anil Dhirubhai Ambani Group) and Sun Direct (Sun TV).

M. J. Senthil kumar and N. R. Nagarajan (2012) Advancement in science and technology has brought out many types of equipment, machineries and apparatus, which made human life more comfortable and enjoyable. Direct to Home (DTH) is the recent addition and has become a major entertainment medium attracting the mind of everyone. Currently, there are 130 million TV households in the country, while there are only 7-8 million DTH households. Today, the concept of DTH has really become popular in India. People are highly looking forward to acquire one such service to bring entertainment and knowledge into their homes. In this regard, you can see quite a few companies who are endeavoring to provide the best services at some affordable rate. Subscribers' opinion about the DTH is paramount of importance. This paper highlights the subscriber preference, attitude and their problems. So a study of this kind will help the consumers to know which DTH products will suit their requirements.

Mitesh Kanubhai Patel and Mahesh Patel (2012) Growing middle class, media exposure and changing lifestyle of Indian population has put India in global pie as a promising market for a business houses to enter and flourish and DTH is not an exception. Future growth in this industry is largely depended on the player's ability to provide customized services which requires a deep understanding of consumer perception and satisfaction for DTH services. The basic objective of 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. Various tools like factor analysis, chi-square analysis, ANNOVA test and Z-test were used in this study. The study found that Consumer demographics like age, income, occupation and gender would not have any bearing on their level of satisfaction and they are unrelated to each other in both rural and urban area. Consumers across rural and urban areas perceives that DTH is costly than that of cable network. Consumer is having a favorable perception for picture quality in comparisons with cable in both urban and rural consumer. Rural and urban consumers are similar on their effect of demographics on satisfaction.

Rahman, Muhammad Sabbir (2012) finds out the determinants that are significantly influencing telecom customer's perception in Bangladesh. The study surveyed 450 telecom customers in Bangladesh from Dhaka city to determine the key influential factors that significantly influence on their perception. The data analyses were conducted by exploratory factor analysis, confirmatory factor analysis and structural equation modeling to test the hypothesis. The results of the statistical analysis reflected that most of the telecom customers are highly concerned about service quality followed by corporate image. Few studies have explored over the years under this market regarding this research issue. Moreover, this is a relatively new issue that remains largely undiscovered by researchers under underdeveloped country's telecom operator's perspective. It is hoped that the findings may assist the mobile phone operators in production of their services and promotion of their services.

Uday singh Rajput (2012) Globalization has made drastic changes in world economy and it has offered loads of opportunities for business houses and industries specifically hospitality services. DTH is one of the new technologies providing varied facilities to its viewers. Today, India has 9.5 million DTH homes and every day the subscribers to DTH TV are increasing. It is holds an important place in our lives and impact being seen amongst all sections and groups of the society. This paper investigates the various dimensions of service quality and how these dimensions determine customer satisfaction in DTH telecommunication industry. Using Service performance (Servperf) model, the survey was undertaken in Gwalior and Chambal Sambhag region on the sample of 460 respondents to test dimensionality of servperf by

using construct validity and reliability test. Servperf model proved to be four dimensional in context of DTH telecom industry. Further multivariate regression analysis was used to see the impact of service quality dimensions on customer satisfaction. Reliability and service interaction were found to be significant variables to customer satisfaction in India.

J.Jayashree, and A.Sivakumar (2013) analyzed that in the buyer's 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. Every human being is changing time to time according to the changing trends in every day's life. The biggest changes occurred in consumer products, new and innovative technology has used to satisfy the consumers. In this content the study is taken up with the various DTH services which have considerable share in the market. This paper reveals the customer perception towards DTH services in Coimbatore city and it also helps to analyze the competition exist in the market regarding DTH services. The study is focused on the four kinds of DTH services namely, Sun direct, TATA sky, Dish TV, Big TV. The task of the study is to know the preference of the users in Coimbatore city among these various services. Various tools used to analyze the data. The present 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. So the DTH service providers must pay attention on Customer Service, picture quality, reasonable price rather than other factors to make their business more successful and satisfy the consumers.

Myilswamy (2013) investigated that Marketing includes all activities which are concerned with effecting changes in the ownership and position of goods and services". Direct marketing involves by passing the retailer in regarding in reaching the customer. . In this study there are five companies were included those are Sun Direct, Big TV, Digital TV, Dish TV, TATA Sky . Primary data were collected from 100 respondents by convenient sampling method through questionnaire and also by interview method in Coimbatore district. 15 respondents were selected to pilot study and based on their suggestions necessary modifications were made in the actual questionnaire. This study consists of simple percentage analysis to done keeping in mind the objectives of the

study, chi – square parameters were employed to test the hypothesis spelt out in the study. Garrett ranking techniques was used to rank the preference of the respondents on different aspects of the study, the percentage position of each rank thus obtained into scores by referring to the table given by Henry E. Garrett. Analysis of variance to make two estimates of population variance those based on between sample variance and the other based on within variance are compare with F – test table. The present study reveals that majority of the respondents preferred Big TV for more channels because they can pay for what they want to watch. The company can reduce the price to fulfill the needs for low-income level of people.

CHAPTER- III

METHODOLOGY

The methodology for the present study on “A Comparative study of DTH and Cable TV Network Services in Coimbatore City” is discussed under the following heads:

- I. Area of the study
- II. Selection of the sample
- III. Data base and the period of the study
- IV. Quantitative Tools Used

I. Area of the study

Coimbatore also known as Kovai is the second largest city in the state of Tamil Nadu. It is the administrative headquarters of Coimbatore District. Known as Manchester of Southern India, it is also a part of Kongu Nadu region of Tamilnadu. Situated on the banks of the Noyyal River, Coimbatore is known for its textile factories, engineering firms, automobile parts manufacturers, healthcare facilities, educational institutions, pleasant weather, and hospitality and for its Kongu Tamil. The district has a

geographical area of 7469 sq.kms. With the formation of Tiruppur district in 2008, the geographical area of Coimbatore shrank to 4,849.89 sq.kms. The district is divided into three revenue divisions, nine taluks, 19 blocks and 482 revenue villages. Coimbatore district has a population of about 34.73 lakhs (Census in 2011). The decadal growth rate of population during 1981-91 was 14.65 percent and during 1991-2001, it was 18.46 percent. Nearly 40 percent of the workers are in agriculture as cultivators, and agricultural labourers, 3 percent in household industry and 56 percent come under the census category of other workers. There are 1, 77,211 construction workers, 3, 97,614 agricultural workers, 70,255 workers in household industries and 13, 24,252 other workers (Census, 2001). The work participation rate is 46.62 percent. As per the estimates of Government of Tamil Nadu, the share of Coimbatore in GSDP (Gross State Domestic Product) of Tamil Nadu is estimated to be about 10 percent in 2006-07. Coimbatore District comprises major towns of Mettupalayam, Pollachi, Udumalpet, and Palladam. It is number one revenue district in the state of Tamil Nadu with revenues crossing more than ` 6000 Crores per annum.

Coimbatore has a well connected communications infrastructure. Till the 1990s the state owned Bharat Sanchar Nigam Limited (BSNL) was the only telecommunication service provider in the city. In the 1990s, private telecom companies too started offering their services. Currently besides BSNL, fixed line telephone services are offered by Reliance Communications and Bharti Airtel. Dial up internet connections were first introduced (by HCL and BPL) in 1996 and broadband internet (by BSNL) in 2005. As of 2010, BSNL, Reliance Communications, Bharti Airtel, Tata Teleservices all offer broadband service through fixed lines and mobiles; MTS offers mobile broadband alone. Cellular telephony was first introduced in 1997. Coimbatore is the headquarters of the Tamil Nadu circle of cellular service providers. The telecom company Aircel is headquartered in the city. Mobile telephone services available in the city include both CDMA and GSM connections. Currently television reception is through DTH or by cable, while Doordarshan reception is still available using an external antenna. In 2005, Doordarshan opened its studio in Coimbatore. In this context, an attempt is made to examine an "A Comparative study of DTH and Cable TV Network Services in

Coimbatore city” along with their socio-economic conditions. Hence, Coimbatore city was selected as the area of study.

II. Selection of the Sample

The sample for the current attempt had been collected from Saibaba Colony and K.K.Pudur of Coimbatore. Among the users of DTH and Cable TV network 50 of each service users were selected by adopting purposive sampling since all the users of either DTH or cable TV network were not mentally prepared to respond to the questionnaires.

III. Database and period of the study

A well structured questionnaire was prepared and was pre-tested. After incorporating the necessary changes in the pre-tested questionnaire, it was administered and required information about DTH and Cable TV usage were collected from the respondents. The period of the study is taken during November 2012 to January 2013. The finalized questionnaire used in the study is given in Annexure-I

IV. Quantitative tools Used

Apart from percentages, the following tools were applied to analyze the data.

i). Chi-square test

The χ^2 test is one of the simplest and most widely used non-parametric test in statistics. The quantity χ^2 describes the magnitude of the discrepancy between theory and observation and is symbolized as:

$$\chi^2 = \frac{\sum (O-E)^2}{E}$$

where O refers to observed frequency and E refers to expected frequency.

In the present study, Chi-square test was applied to find the association between the type of users with demographic factors like age, marital status, type of family, education, occupation and monthly income.

ii). Garrett's Rating Scale

To determine the intensity of problems faced by the DTH and Cable TV users and to rank the reasons for having DTH /Cable TV connections at home, The Garrett's

Rating Scale was used. Initially the percent position was arrived at by using the following formula.

$$\text{Percent position} = 100 * (R-0.5)/N$$

where R_i is the rank given by the i^{th} respondent for the reasons for taking up the DTH and Cable TV users and N is the number of items ranked. Based on percent position, the individual scores were determined, on a scale of 100, by using Garrett' scoring table. (Garrett, 2005).

iii). Likert's Summated Scale

The Likert's Summated Scale was used to scale the characteristics of DTH and Cable TV users' satisfaction and problems in using either DTH or Cable TV. In the Likert scale, the sample was asked to respond to each of the statements in terms of five degrees of agreement or disagreement. (Highly Satisfied; 5 Satisfied; 4 Neutral; 3 Not Satisfied; 2 Highly dissatisfied; 1). The application of this tool would yield a total score which would in turn indicate the favorableness of the sample towards the problems using either DTH or Cable TV networks.

iv). Factor Analysis

Factor analysis is a multivariate statistical analysis whose objective is to define the underlying structure in the data matrix. To identify the underlying pattern of relationship between the various dimensions of factors motivated to buy for DTH/ Cable TV and the level of satisfaction in using the DTH/ Cable TV services by the users and to group the factors concerned in terms of a composite variables, the study had adopted factor analysis.

Limitations of the Study

- The primary data was collected using memory recall method which has memory bias particularly in the case of illiterate and semi-literate population.
- Besides memory lapses, deliberate under-statement, over-statements or erosion of information may have affected the quality and reliability of the data collected.

- Further, the findings and conclusion could only be applicable to similar set of socio-economic situations.

But these limitations in no way negate the findings of the study and offer scope for further research in future.

CHAPTER IV RESULTS AND DISCUSSIONS

The findings of the current study are presented and discussed under the following heads:

- I. Socio- Economic Profile of the Respondents**
- II. Sources of Awareness and Level of Satisfaction of the DTH Users**
- III. Preference towards Categories of Channels**
- IV. Factors Motivated to buy for DTH**
- V. Problems Faced by the DTH and Cable TV Users**

I. Socio-Economic Profile of the Selected Respondents

In the traditional and structural society, socio-economic factors play a significant role in shaping the personality and characteristics of an individual. Hence, to develop a proper perspective analysis, all the components of social and economic environment must be considered. The general notion is that the social environment is a combination of factors such as religion, caste, family structure, marital status, size of family and age,

while economic environment is made up factors such as education, occupation, income and expenditure. A clear insight into the socio-economic factors is of paramount significance to establish the influence of these factors on the life and activities of the respondents.

Out of 100 respondents surveyed 50 percent of them were having DTH connection and the remaining 50 percent of them were having Cable connection. Thus, the respondents having DTH and Cable connection were giving equal preference to both. The socio-economic characteristics of the respondents are presented in the table 4.1.

TABLE 4.1
SOCIO-ECONOMIC PROFILE OF THE RESPONDENTS

Socio- Economic Factors	Characteristics	DTH (%)	Cable (%)	Total (%)
Age	20-30	6.0	6.0	6.0
	30-40	28.0	24.0	31.0
	40-50	62.0	48.0	55.0
	50 & above	4.0	12.0	8.0
Marital Status	Married	96.0	98.0	97.0
	Unmarried	4.0	2.0	3.0
Education	Illiteracy	6.0	2.0	4.0
	Primary	4.0	4.0	4.0
	Secondary	56.0	78.0	67.0
	High Secondary	20.0	6.0	13.0
	College	14.0	10.0	12.0
Occupation	Government Sector	6.0	10.0	8.0
	Private Sector	32.0	28.0	30.0
		62.0	62.0	62.0
Family Income	Rs.5,000/- 10,000/-	66.0	66.0	66.0
	Rs.10,000/-15,000/-	12.0	14.0	13.0
	Rs.15,000/-20,000/-	6.0	6.0	6.0
	Rs.20,000/-25,000/-	16.0	14.0	15.0
Type of House	Rented	28.0	38.0	33.0
	Leased	6.0	2.0	4.0
	Owned	66.0	60.0	63.0
Television	Yes	100.0	100.0	100.0
	No	0.0	0.0	0.0

Source: Field Survey, 2012

Age

The table 4.1 presents the age wise distribution of the users. Sixty two percent of the users are in the age group of 40-50 years, 28 percent between 30-40 years, 6

percent belong to the age group of 20-30 years and the remaining 4 percent above 50 years. Among the cable TV users, majority (48 percent) are of the age group of 40-50 years, 34 percent 30-40 years, 12 percent above 50 years and the remaining 5 percent belong to the age group of 20-30 years. Thus the maximum preference for both DTH and cable TV users are seen among population aged between 40-50 years (55 percent). The proportion of using DTH and Cable TV by the customers are equal in the age group of 20-30 years.

Marital Status

Marital status of the individual is quite important in any socio-economic study. Majority of the respondents were married both among the DTH (96 percent) and cable TV (98 percent) users. The next category comprised of unmarried DTH and cable TV users, the percentage being 4 percent and 2 percent respectively. Thus the study revealed that married customers certified a high percentage of representation in both the services.

Education

Education plays a dominant role to take decision regarding the subscription of the services. Majority (96 percent) of the users are literates. Twelve percent of the users are graduates. Four percent of them are illiterates. Thus, there is preference among the literates for both Cable TV and the DTH services.

Type of Family

Among the users, 92 percent belong to nuclear family and remaining 8 percent of them are in joint family system. Thus the nuclear family is a predominant feature among the DTH and Cable TV users.

Occupation

Occupation is the major determinant factor of the individuals or households. Among the respondents, majority (62 percent) of them are self employed. Thirty percent of them are placed in private sector institutions and the remaining 8 percent are employed in government. Sector-wise, subscribers generally belonged to self employed category among both the networks.

Income of the Family

Monthly income plays an important role for choosing the network connections. Among both the users majority (66 percent) of them earned between Rs.5000/-

Rs.10,000/-, 15 percent of the users earned Rs.20,000/- Rs.25,000/-, 13 percent of the users earned Rs.10,000/- Rs.15,000/- and the remaining of them (6 percent) earned Rs.15,000/-Rs.20,000/-. Thus the users generally belong to the lower income strata.

Type of House

Among the respondents, majority (63 percent) of them have own house, 33 percent live in the rented house and the remaining (4 percent) of them live in leased house.

Television

Among the surveyed population 100 percent of them have television in their house. In the fast growing mechanical world every one wants to entertain themselves. It is a very important partner for every person who is living in this mechanical world. Further in Tamil Nadu, the Government scheme of distributing free TV among the households may also be another reason for all the households possessing TV.

Chi-Square Test

The demography characteristics of DTH and Cable TV customers were analyzed by using chi-square test and the results are presented in Table 4.2. The null hypothesis framed is shown below.

TABLE 4.2
ASSOCIATION OF TYPE OF USERS WITH SOCIO-ECONOMIC FACTORS

Variables	Chi square Value	Degrees of Freedom	Significant Level	Inference
Age	3.181	3	0.365	Accept
Marital Status	0.344	1	0.558	Accept
Education	6.909	4	0.141	Accept
Type of Family	0.000	1	1.000	Accept
Occupation	0.633	2	0.729	Accept
Income	0.44	3	0.986	Accept

Source: calculated value

Ho: There is no association between the type of user and Socio- economic variables.

H₁: There is association between the type of user and Socio Economic variables.

From the above table it is evident that the demographic characteristics of DTH users did not differ significantly from that of cable TV users. Irrespective of their socio-

economic background all the respondents are users of some form of TV network connection.

Mode of Payment

The table 4.3 represents mode of payment adopted by the respondents to pay their subscriptions.

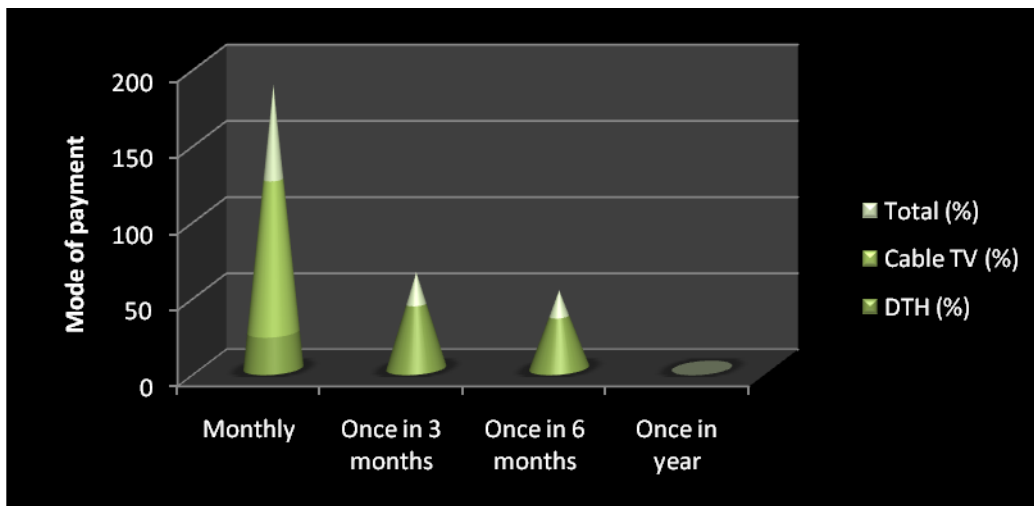
**TABLE 4.3
MODE OF PAYMENT**

Mode of payment	Percentage of the Respondents		
	DTH (%)	Cable TV (%)	Total (%)
Monthly	24.0	100.00	62.00
Once in 3 months	42.0	0.00	21.00
Once in 6 months	34	0.00	17.00
Once in year	0.00	0.00	0.0
Total	100.00	100.00	100.00

Source: Field Survey, 2012

Among the cable TV users, everyone (100 percent) paid their subscription on monthly basis, whereas among the DTH users the majority (42 percent) paid subscription once in three months, 34 percent once in six months and the remaining 24 percent on a monthly basis. Thus DTH users adopted various convenient mode of payment to pay subscription unlike the Cable TV users. The mode of the payment adopted by the users' shows below in figure 4.1

**FIGURE 4.1
MODE OF PAYMENT**



Availability of Channels

The table 4.4 shows that the availability of the channels in the cable TV network.

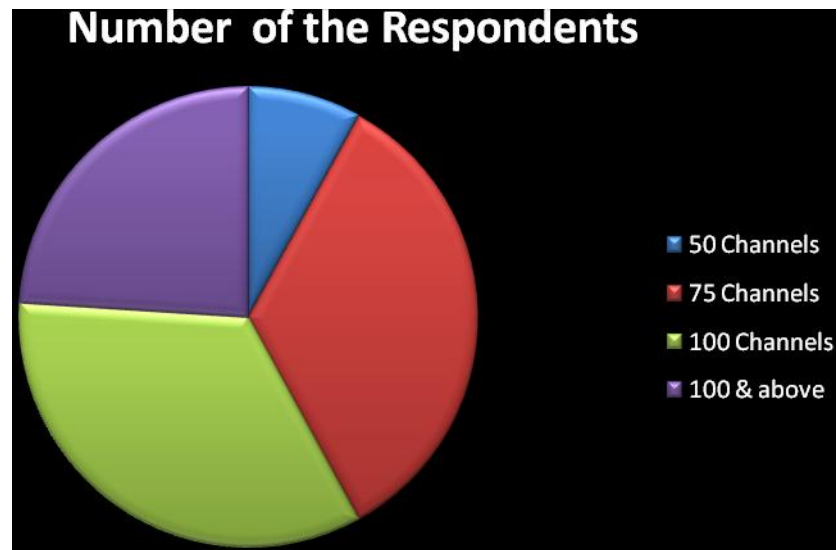
TABLE 4.4
AVAILABILITY OF CHANNELS

No. of Channels	Number of the Respondents
50 Channels	4(8.0)
75 Channels	17(34.0)
100 Channels	17(34.0)
100 & above	12(24.0)
Total	50(100.0)

Source: Field Survey, 2012

Majority (34 percent) of the respondents have more than 75-100 channels in their connections, 12 percent have more than 100 channels and the remaining 4 percent have 50 channels in their cable TV connections. Therefore, the cable TV operators should concentrates on their service to the subscribers to get all the available channels. All the respondents were not satisfied with cable TV operators as they do not provide good quality services to the subscribers and the operators give a grace period to disconnect the service provided by them. The availability of the channels in the cable TV network shows below in figure 4.2.

FIGURE 4.2
AVAILABILITY OF CHANNELS



DTH Services

The DTH connections come into force in the year 1995. Though widespread, the DTH service is still away from villages. Table 4.5 summarizes the details of the usage of DTH services by the respondents.

**TABLE 4.5
DTH SERVICES**

Duration	Number of the Respondents
Less than 1 year	28(56.0)
1-5 years	22(44.0)
Above 5 years	0(0.0)
Total	50(100.0)

Source: Field Survey, 2012

About 56 percent of the users have been using the services for a period of less than a year and the remaining 44 percent have been using the services between 1 to 5 years. Thus, majority of the respondents are using the services for past few years, signifying the growing acceptance of the DTH services among the surveyed population.

Brand Preference of DTH

In the market, various brands of DTH are available. Therefore, the consumers are finding it difficult to choose a particular brand from the numerous brands available in the market. The respondents have collected the details of DTH brand which is mostly attracted by the users. The findings are summarized in the following Table 4.6.

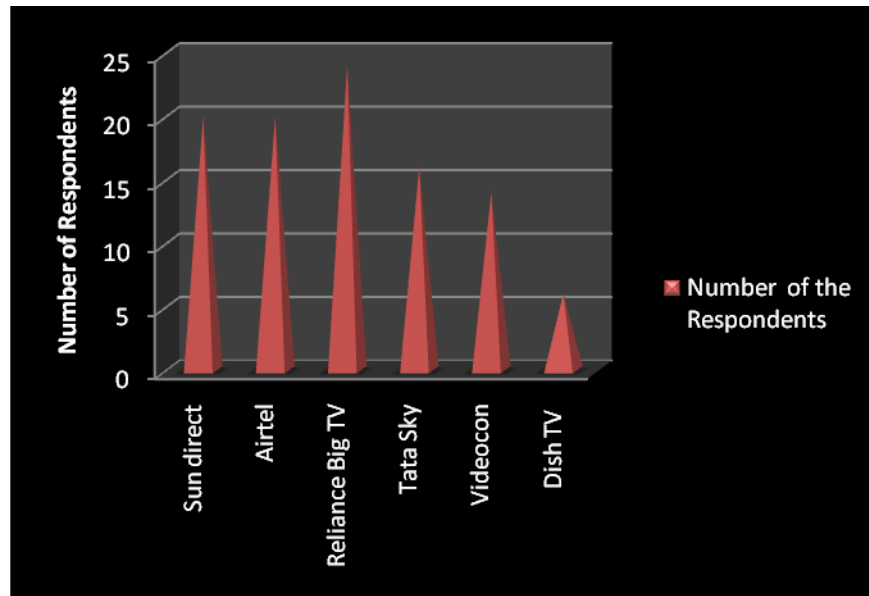
**TABLE 4.6
BRAND PREFERENCE OF DTH**

Network	Number of the Respondents
Sun direct	10(20.0)
Airtel	10 (20.0)
Reliance Big TV	12(24.0)
Tata Sky	8(16.0)
Videocon	7(14.0)
Dish TV	3(6.0)
Total	50(100.0)

Source: Field Survey, 2012

Majority of (24 percent) of the users were attracted to Reliance Big TV connections; 20 percent of them have either Sun direct or Airtel connections; 16 percent of them have Tata Sky; 14 percent of them have Videocon and the next of them 6 percent are using Dish TV network connections. Thus the study revealed that majority of the users is attracted to Big TV, Sun Direct and Airtel network connections which provide better services. The findings are also summarized in the following figure 4.3.

**FIGURE 4.3
BRAND PREFERENCE OF DTH**



Advance Paid by the Users

To get the DTH connections an advance amount has to be paid. The advance amount may vary from network to network. The details of amount paid by the users are summarized below in table 4.7.

**TABLE 4.7
ADVANCE PAID BY THE USERS**

Advance Amount	Number of the Respondents
Rs.2000/- To Rs.3000/-	28(56.0)
Rs.3000/- To Rs.4000/-	22(44.0)
Total	50(100.0)

Source: Field Survey, 2012

Fifty six percent of the population have paid an advance amount of Rs.2,000/- to Rs.3,000/- and 44 percent of them paid an advance Rs.3000/- to Rs.4000/-. Thus the study reveals that an amount must be paid by the customers to get better service.

II. AWARENESS ABOUT THE DTH SERVICES

Before purchasing a new product the consumer will try to collect pre-purchasing information through various sources. Based on the knowledge gained through various sources of information, the consumer will decide to buy a new brand. The following table 4.8 shows the source of getting information about the DTH.

**TABLE 4.8
SOURCES OF AWARENESS**

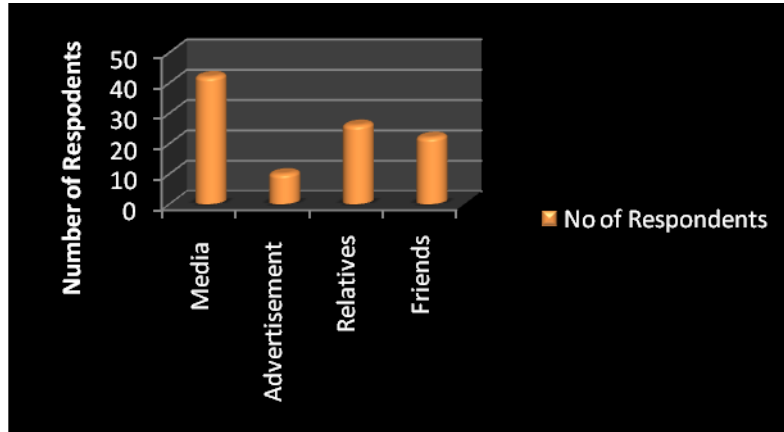
Sources of Awareness	No of Respondents
Media	21(42.0)
Advertisement	5(10.0)
Relatives	13(26.0)
Friends	11(22.0)
Total	50(100)

Source: Field Survey, 2012

The table 4.8 depicts that 42 percent of the respondents are influenced by the media like newspaper, magazines, etc; 26 percent of them got awareness through their relatives; 22 percent of them got information through friends and the remaining (10 percent) of them are influenced by the advertisement. Thus the major source of information for the respondents about the DTH service was there newspapers and

magazines. The following figure 4.4 shows the source of getting information about the DTH.

**FIGURE 4.4
SOURCES OF AWARENESS**



Disconnection of Service

All the respondents should pay for activation of DTH connections. In case of non-payment of subscription amount on the prescribed date. The information about the subscription amount varies among the DTH service providers. The details of disconnection service are summarized in table 4.9.

**TABLE 4.9
DISCONNECTION OF SERVICE**

Particulars	Number of the Respondents
Immediately	0(0.0)
Expiry date Display in Screen	50(100.0)
Grace Period	0(0.0)
Total	50(100.0)

Source: Field Survey, 2012

All the users opined that the users continue the expiry of DTH services was displayed in TV screen. The users who did not pay their subscription towards the service were being cut off immediately.

Hours of Watching Television

It is common practice to watch TV either for long or for short duration, so an attempt has been undertaken by the researcher to calculate the duration of watching television. The related information is presented in table 4.10.

**TABLE 4.10
HOURS OF WATCHING TELEVISION**

Hours of Watching TV	Number of the Respondents
Less than 5	26(52.0)
More than 5	24(48.0)
Total	50(100.0)

Source: Field Survey, 2012

Table 4.10 reveals the fact that 52 percent of the sample selected used to watch TV around 5 hours per day. About 48 percent of them had the habits of watching TV for more than 5 hours per day.

Paid for Extra Channels

These days it is known fact that people at home have different taste in watching TV too. In other words each one has a special preference for specific channels. To enjoy this habit they are prepared to make extra payment for the provision of extra channels. The related information is presented in table 4.11.

**TABLE 4.11
PAID FOR EXTRA CHANNELS**

Payment	Number of the Respondents
Yes	50(100.0)
No	0(0.0)
Total	50(100.0)

Source: Field Survey, 2012

It is quite interesting to note that the total sample (i.e.) 100 percent of the sample had paid additional amount to have extra channels.

Reasons for Choosing DTH and Cable TV Services

The Cable TV and DTH provides quality services to the subscribers like picture clarity, low payment, easy to recharge, more number of channels etc. To ascertain the reasons for choosing Cable TV and DTH services, a present study analyzed the reasons for choosing both services by adopting ranking technique. In order to reveal the importance of the variable in the ranking process, weightage has been assigned for the 7 item. The results have been given in table 4.12.

**TABLE 4.12
REASONS FOR CHOOSING DTH SERVICES**

RATIONALE	DTH		CABLE		ALL	
	Average Score	Rank	Average Rank	Rank	Average Rank	Rank
Low payment	51.18	5	51.06	5	51.12	5
Good Clarity	60.88	2	61.68	2	61.28	2
More no of Channels	64.3	1	64.14	1	64.15	1
Easy to Pay Recharge	53.66	3	53.66	3	53.02	3
Availability of All Language Channels	51.24	4	51.24	4	51.24	4
Good Customer Service	39.88	6	40.08	6	39.98	6

Source: Field Survey, 2012

The major push factor has been 'more no of free channels' (1st rank), followed by 'good clarity' (2nd rank), 'easy to pay and recharge' (3rd rank) and 'availability of all languages' (4th rank) and 'low payment' (5th rank). These are the significant factors for motivating the respondents for choosing the network. It is interesting to note that 'good customer service' was least priority in choosing the services. There is no difference in opinion expressed by the DTH and Cable TV users on using the network connections.

III. Preference Towards Categories of Channels

The DTH provides various categories/ areas of entertainment like sports, movies, news ect. Detailed information regarding the various categories of channels preferred by the users of DTH is given in table 4.13.

TABLE 4.13

PREFERENCE TOWARDS CATEGORIES OF CHANNELS

Categories of Channels	Average Score	Ranks
Sports	58.78	2.5
Tamil	60.24	1
Devotional	58.78	2.5
News	56.3	4
Movies	44.78	6
English	43.54	7
Animal Planet	42.82	8
Discovery	45.42	5
Hindi	31.9	9

Source: Field Survey, 2012

The table reveals that among the various of entertainment Tamil channel dominated and secured maximum score (1st rank) followed by 'devotional and sports channel'. The study reveals that south Indians show less interest in watching Hindi channels.

Satisfaction Level of DTH Connection

Factor analysis was used in the present study to identify the underlying pattern of relationship between various factors determining that the satisfactory level is very high in DTH connection by comparing to cable connection and whether these progresses can be grouped in terms of a composite variable. The Cronbach's alpha to test the reliability or internal consistency of the scale, gave a value of 0.826 greater than the norm of 0.70 indicating good scale reliability. Finally to determine the appropriateness of applying factor analysis, the KMO and Bartlett's test measure were computed and the results are presented in table 4.14.

TABLE 4.14

KMO AND BARTLETT'S TEST MEASURES

KMO and Bartlett's Test	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.753
Bartlett's Test of Sphericity Approx. Chi-Square	93.672

Degrees of freedom	55
Significance level	.001

Source: Calculated Value

KMO statistics is .753 which is signifying higher than acceptable adequacy of sampling. The Bartlett's test of Sphericity was also found to be significant at one percent level providing evidence of the presence of relationship between variables to apply factor analysis.

The communalities for each variable were assessed to determine the amount of variance accounted by the variable to be included in the factor rotations. All the variables had value greater than 0.50 signifying substantial portions of the variance accounted by the factors. Table 4.15 enlists the Eigen values, their relative explanatory powers and factor loadings for 11 linear components identified within the data set.

TABLE 4.15

ROTATED COMPONENT MATRIX

Reasons	Components		
	1	2	3
Adequate no of Channels		.606	
Satisfactory no of Channels	.843		
No Payment for Extra Channels		.736	
Rewinding Options	.695		
Uninterrupted services	.754		
Low Subscription Amount			.673
Eigen Value	2.461	1.168	1.045
Percentage of Variance	30.758	14.599	13.056
Cumulative percentage	30.758	45.358	58.414

Source: Estimation based in Field Survey, 2012

Extraction method: principal component analysis

Rotated method: Varimax with Kaiser Normalization, rotation converged in 5 iterations

The Kaiser rotated component matrix presented in table 4.15 reveals that factor one had significant loadings on 3 dimensions namely, 'satisfactory no of channel', 'rewinding option and 'uninterrupted services' and explains nearly 31 percent of the variance. Factor 2 had significant loadings on two dimensions namely 'adequate no of channels' 'no payment for extra channels', and explains only 15 percent of the variance. Factor 3 had significant loadings on one dimension namely 'low subscriptions amount' and explains 13 percent of variance.

IV. Factors Motivated to buy for DTH

Factor analysis was used in the present study to identify the underlying pattern of relationship between various factors motivated to buy for DTH and whether these progresses can be grouped in terms of a composite variable. The Cronbach's alpha to test the reliability or internal consistency of the scale, gave a value of 0.906 greater than the norm of 0.70 indicating good scale reliability. To determine the appropriateness of applying factor analysis, the KMO and Bartlett's test measure were computed and the results are presented in table 4.16.

TABLE 4.16
KMO AND BARTLETT'S TEST MEASURES

KMO and Bartlett's Test Measure	Value
Kaiser-Meyer-Olkin Measure of Sampling	.803
Bartlett's Test of Sphericity Approx. Chi-Square	87.042
Degrees of Freedom	55
Significant level	.001

Source: Estimation based in Field Survey, 2012

KMO statistics in .803 which is signifying higher than acceptable adequacy of sampling. The Bartlett's test of sphericity was also found to be significant at one percent level providing evidence of the presence of relationship between variable to apply factor analysis.

The communalities for each variable were assessed to determine the amount of variance greater than 0.50 signifying substantial portions of the variance accounted and factor loadings for 11 linear components identified within the data set.

TABLE 4.17
ROTATED COMPONENT MATRIX

Reasons	Component		
	1	2	3
Price	.813		
Signal	.794		
Special offer		.766	
Services offered		.698	
Reliability		.639	
More channels			.852
Own asset	.739		
Less amount			.779

Easy to recharge	.636		
Eigen value	2.255	1.980	1.596
Percentage of variance	20.497	17.997	14.509
Cumulative percentage	20.497	38.493	53.002

Source: Estimation based on Field Survey, 2012

Extraction method: principal component analysis

Rotation method: Varimax with Kaiser Normalization, rotation converged in 5 iterations

The Kaiser rotated component matrix presented in table 4.17 reveals that factor one had significant loadings on four dimensions namely 'price', 'signal and' own asset 'Easy to Recharge', and it explains 21 percent of the variance. Factor 2 had significant loadings on three dimensions namely 'Special Offer'. 'Services offered'. 'Reliability and explains only 18 percent of the variance. Factor 3 had significant, loadings on two dimensions namely 'more channels' and less amount' and explains 15 percent of variance.

V. Problems Faced by DTH Users

The study further reveals the nature of problems faced by the subscribers after purchasing the DTH like extra payment, poor performance during rainy seasons, poor picture clarity etc.

TABLE 4.18
PROBLEMS FACED BY DTH SERVICES

Problems	Average Score	Ranks
Extra payment for additional channels	63.54	1
Poor customer service	55.14	6
Poor picture clarity	59.78	4
Unable to see local channels	58.32	5
Poor performance during rainy seasons	60.74	2.5
Huge subscription amount	43.58	7
High subscription amount	43.58	8
Problems faced by rainy seasons	60.74	2.5

Source: Field Survey

Among the various problems maintained by DTH services users 'Extra Payment for additional Channels' happened to be the major problem faced by the users (1st rank), 'Huge amount of Subscriptions' is placed as the (6th rank) by the users.

CHAPTER V

SUMMARY AND CONCLUSION

In today's world, television has become one of the most powerful means of mass communication. It can impart education, information and entertainment. Television has become an integral part of our lives. As of 2010, the country has a collection of free and subscription services over a variety of distribution media, through which there are over 515 channels of which 150 are pay channels. It is estimated that India now has over 500 TV channels covering all the main languages spoken in the nation. DTH broadcasting services represent a faster way of acquiring subscribers than building a cable network. DTH services also benefit from increasing channel capacity owing to digital compression, which also helps in reducing cost of hiring transponder capacity. Technological advancements over the years have been reducing the required DTH dish size, thus reducing its cost. The dish can be installed in the apartment buildings and requires a much lesser area compared with C-band dishes. The DTH broadcast service

also boasts of higher reliability compared with a cable service and is a superior service for coverage of rural and hilly areas.

The average Indian's disposable income and purchasing power has risen to never before levels. Consumers and buyers play a vital role in the market. In the buyer's 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. 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. Some with this back ground **“A Comparative Study of DTH and Cable TV Network Services in Coimbatore City”** is undertaken with the following objectives.

- To study the socio economic background of the DTH and Cable TV Users.
- To analyze the source of awareness and the level of satisfaction about the DTH and Cable TV Users.
- To find out the factors motivating the subscribers to purchase the DTH and Cable TV Services.
- To identify the problems faced by the Users and suggest remedial measures.

Hypothesis

- The push factors for preferring various modes of network connection is number of channels, clarity of picture and facility for easy recharge.
- The satisfaction of DTH users is influenced by the availability of channels, clarity and uninterrupted services and factors determining.
- The reason for preferring DTH service depends on price, uninterrupted signal and maximum number of channels.
- The major problem in using DTH services and high subscription amount, extra payment for channels, non-availability of local channels, service interruption due to remain and poor customer service.

Methodology

The sample for the current attempt had been collected from Saibaba Colony and K.K.Pudur of Coimbatore. Among the users of DTH and Cable TV network 50 of each were chosen as samples from the selected area by adopting purposive sampling since all the users of either DTH or cable TV network were not mentally prepared to respond our questionnaires. A well structured questionnaire was prepared and was pre-tested. After incorporating the necessary changes in the pre-tested questionnaire, it was administered and required information about DTH and Cable TV usage were collected from the respondents. The period of the study is taken during November 2012 to January 2013. Besides averages, percentages and graphs, techniques like Chi-square test, Garrett's rating scale, Likert's summated scale and factor analysis are used.

Empirical Findings

Socio-Economic Profile

- The maximum preference for both DTH and cable TV users are seen among population aged between 40-50 years (55 percent). The proportion of using DTH and Cable TV by the customers are equal in the age group of 20-30 years.
- The study revealed that married customers certified a high percentage of representation in both the services.
- The literates (92 percent) prefer both Cable TV and the DTH services.
- Monthly income plays an important role for choosing the network connections. The users generally belong to the lower income strata.
- Television is a very important partner for every person who is living in this mechanical world. Hence 100 percent of the population have television in their house.

Chi-Square Test

- Irrespective of their socio-economic background all the respondents are users of some form of TV network connection.

Mode of Payment

- DTH users adopted various convenient mode of payment to pay subscription unlike the Cable TV users.
- Majority (34 percent) of the respondents have more than 75-100 channels in their connections.
- About 56 percent of the users have been using the services for a period of less than a year and the remaining 44 percent have been using the services between 1 to 5 years.
- The study revealed that majority of the users is attracted to Big TV, Sun Direct and Airtel network connections which provide better services.

Source of Awareness

- 42 percent of the respondents got awareness through media like newspaper, magazines.
- All the users opined that the users continue the expiry of DTH services was displayed in TV screen. The users who did not pay their subscription towards the service were being cut off immediately.
- 52 percent of the sample selected used to watch TV around 5 hours per day. About 48 percent of them had the habits of watching TV for more than 5 hours per day.
- 100 percent of the sample had paid additional amount to have extra channels.

Reasons for Choosing the Networks

- The major push factor has been 'more no of free channels' (1st rank), followed by 'good clarity' (2nd rank), 'easy to pay and recharge' (3rd rank) and 'availability of all languages' (4th rank) and 'low payment' (5th rank). There is no difference in opinion expressed by the DTH and Cable TV users on using the network connections.

Preference towards Categories of Channels

- Among the various of entertainment Tamil channel dominated and secured maximum score (1st rank) followed by 'devotional and sports channel'. The study reveals that south Indians show less interest in watching Hindi channels.

Factor Analysis

- Factor one had significant loadings on 3 dimensions namely, 'satisfactory no of channel', 'rewinding option and 'uninterrupted services' and explains nearly 31 percent of the variance. Factor 2 had significant loadings on two dimensions namely 'adequate no of channels' 'no payment for extra channels', and explains only 15 percent of the variance. Factor 3 had significant loadings on one dimension namely 'low subscriptions amount' and explains 13 percent of variance.
- Factor one had significant loadings on four dimensions namely 'price', 'signal and' own asset 'Easy to Recharge', and it explains 21 percent of the variance. Factor 2 had significant loadings on three dimensions namely 'Special Offer'. 'Services offered'. 'Reliability and explains only 18 percent of the variance. Factor 3 had significant, loadings on two dimensions namely 'more channels' and 'less amount' and explains 15 percent of variance.

Problems Faced by the Users

- Among the various problems maintained by DTH services users 'Extra Payment for additional Channels' happened to be the major problem faced by the users (1st rank), 'Huge amount of Subscriptions' is placed as the (6th rank) by the users.

CONCLUSION

It is concluded that to maintain stable growth in the business better services should be provided to the customers especially in the city and metropolitan areas. The increasing consumer awareness and expectations also make it difficult to satisfy the consumer. With the existing market opportunities, companies have to differentiate not only at the price level but also in service quality. India being the home of entertainment hungry populace, volumes play the role of a growth driver. 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 type of services 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 networking. By considering this the DTH producers are coming up with different brand names. But the consumers prefer their favorite brands due to various reasons. It can be concluded that the picture quality, advertisement, brand name, channels and price decides the purchase. The present study reveals that the majority of the respondents prefer to buy DTH services because of its picture quality, reasonable price, various kinds of packages and more channels. So the DTH service providers must pay attention on customer service, picture quality, reasonable price rather than other factors to make their business more successful and satisfy the consumers. DTH industries have a very bright future.

SUGGESTIONS

DTH services are a new concept in the market and are fast growing and demanding. Here are some suggestions to make it more attractive based on the present study.

- ❖ As the study reveals that there are vast opportunities as well as challenges for DTH services in India, due to technological innovations and significant change in demographic profile of customers, there is huge market potential lying ahead. Hence, in today's competitive environment, subscribers will have to strive to attract and retain customers by introducing innovative products, enhancing the quality of customer service and marketing a variety of products through diverse channels targeted at specific customer groups. They have to meet the customer expectations on various DTH services.
- ❖ The study shows that the awareness level of DTH services is restricted to only a certain section of the society. Hence, subscribers must concentrate on the needs and demands of various customers depending on their requirements. Advertising the products and explaining the products elaborately will help in attracting more and more people.

- ❖ Service level is the key differentiators in DTH. Although the technical glitches such as rain fade cannot be fully solved, it can be reduced by providing better antenna with water proof coating and by increasing the transmission power.
- ❖ The effective customer service like handle disgruntled customer call with a faster and valid response is a must to attract the new customer and to retain the customers.
- ❖ The company must adopt different promotional strategy for rural and urban markets as both have different reasons for selecting DTH.
- ❖ Offer different package structure for urban and rural markets.
- ❖ To attract the city people provide with more HD channel and introduce more foreign channels.

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APPENDIX-I
INTERVIEW SCHEDULE ON A COMPARATIVE STUDY OF DTH
AND CABLE TV NETWORK SERVICES IN COIMBATORE CITY

1. Name :
2. Address :
3. Age :
4. Marital Status :
5. Educational qualification :
6. Type of family :
7. Family background :

Name	Relation to the Respondent	Gender	Age	Educational Qualification	Occupation	Monthly Income (Rs)

8. Occupation :
9. Monthly income (Rs) :
10. Any other sources of Income :
11. Type of house :
12. Do you have television at home?
 Yes No

CABLE CONNECTION DETAILS:

13. Do you have connection?
 Yes No

14. Did you pay any advance amount for television cable TV connection?

Yes No

15. On what basis do you pay for the cable TV?

Monthly Once in 3 months Once in 6 months

Once in a year

16. Is the amount of payment feasible?

Yes No

17. How many channels available in cable TV connection?

18. Does the connection provides quality service?

19. If delay in payment the operators disconnect the service?

Immediately Give Grace period Cut the amount from advance

20. Reasons for having cable connection? (rank them)

a) Low payment

b) Good clarity

c) More number of free channels

d) Easy to pay

e) Availability of all language channels

f) Good Customer Service

g) Other reasons if any

DTH Network:

21. Do you have DTH connection?

Yes No

22. When did you have the connection? (years)

23. Which DTH Network do you have?

Sun Direct Airtel Big TV Reliance

TATA Sky Videocon Digital TV Any others

24. Have you paid any advance to get the DTH connection?

Yes No

25. If yes, how much amount do you paid?

26. On what basis do you pay for the cable TV?

Monthly 3 months 6 months yearly

27. How many channels available in DTH connections?

28. Source of awareness?

Advertisement Friends News paper Magazine

Relatives others

29. Having they charging for activation?

Yes No

30. If there is any delay in payment will the DTH disconnect?

Immediately

Expiry date display in screen

Give grace period

31. Have you changed the DTH connection?

Yes No

32. Reason for taking DTH or cable connection?

1. Low payment

2. Good clarity

3. More no. of channels

4. Easy to recharge

5. Availability of all language channels

6. Good customs service

7. Other reasons if any

33. Hours of watching television ?

34. Have you paid for extra channels?

Yes No

35. List the channels which you give more prefer (rank them)

Type Of Channels	Rank
Tamil	
English	
Malayalam	
Kannada	
Telugu	
News	
Sports	
Kids	
Movies	
Discovery	
Hindi	
Animal planet	

36. What are the factors motivated to buy the DTH?

Factors	SA	A	N	DA	SDA
Price/cost					
Signal quality					
Special offers					
Network infrastructure					
Services offered					
Reliability					

More number of channels					
Feel own asset					
Less subscription amount					
Easy to recharge					
Others					

37. Levels of satisfaction

Factors	SA	A	N	DA	SDA
Adequate number of channels					
Satisfactory number of channels					
No payment for extra channels					
Rewinding options					
Clarity (screen picture)					
Digital picture					
Uninterpreted services					
Low subscription amount					

38. Problems faced by the DTH connection (Rank them)

1. Less quality
2. Canvass to pay
3. Extra payment for channels
4. Not providing more free channels
5. Not providing better service
6. Less clarity
7. Unable to see local channels
8. High subscription amount
9. Problems faced while in rainy seasons
10. Poor customer service