



## Customer's Satisfaction on DTH and Cable TV Services : A Comparative Study in Coimbatore City

## KEYWORDS

Satisfaction, Subscribers, Network, Package

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## ABSTRACT

Today, the concept of DTH has really become very popular in India and people are looking forward to acquire such services in order to bring entertainment and knowledge into their homes. The present study throws lights on to study the socio economic background of the Users and to analyze the reasons and satisfaction level about the DTH and Cable TV Users. The data collected from each 50 customers of DTH and Cable TV services residing in Saibaba Colony and K.K.Pudur in Coimbatore city. The 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. Hence 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.

## INTRODUCTION

Today, the concept of DTH has really become very popular in India and people are looking forward to acquire such services in order to bring entertainment and knowledge into their homes. 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. DTH offers better quality picture than cable TV. Despite digital transmission and reception, the cable transmission is still analog. DTH offers stereophonic sound effects. It can also reach remote areas where terrestrial transmission and cable TV have failed to penetrate. Apart from enhanced picture quality, DTH also allows for interactive TV services such as movie-on-demand, internet access, video conferencing and e-mail. Thus, a comparative study on the cable and DTH service providers in Coimbatore was conducted among the customers in order to understand the customers perspective on service quality, their preference and the extent of satisfaction experienced by the customers.

## Objectives of the Study

- To study the socio economic background of the DTH and Cable TV Users.
- To analyze the reasons and satisfaction of DTH and Cable TV Users.

## Hypothesis of the Study

- 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.

## EARLIER STUDIES

Robert Jensen and Emily Oster (2007) observed that 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.

Dheeraj Girhotra (2012) examined that the television population of India is approx.135 million and 80 percent of this population have access to cable and satellite. As per the statistics, DTH has a 20 percent 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 of 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).

## METHODOLOGY

The data for the current attempt had been collected from customers residing in Saibaba Colony and K.K.Pudur in Coimbatore city. Among the users of DTH and Cable TV network 50 users from each were selected by adopting purposive sampling. Prior to data collection, well structured questionnaire was prepared and was pre-tested to check for conciseness and accuracy of the information. 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 selected respondents. Data was collected during November 2012 to the January 2013.

## SOCIO-ECONOMIC PROFILE OF THE SELECTED RESPONDENTS

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 hav-

ing cable connection. Thus, the respondents having DTH and Cable connection were giving equal preference to both. The maximum preference for both DTH and cable TV users are seen among population aged between 40-50 years (55 percent). The study revealed that married customers certified a high percentage of representation in both the services. Majority (96 percent) of the users are literates. Among the users, 92 percent belong to nuclear family and remaining 8 percent were in joint family system. Sector-wise, subscribers generally belonged to self employed category among both the networks. The users generally belong to the lower income strata. Among the respondents, majority (63 percent) of them have own house. Among the surveyed population 100 percent of them have television in their house. In the fast growing mechanical world every one wants some form of entertainment to survive in this mechanical world.

**CHI-SQUARE TEST**

The demography characteristics of DTH and Cable TV customers were analysed by using chi-square test and the results are presented in Table- 1. The null hypothesis framed was:

H<sub>0</sub>: There is no association between the type of user and Socio- economic variables.

H<sub>1</sub>: There is association between the type of user and Socio Economic variables.

**TABLE- 1 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: Field Survey

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.

**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 ect. 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 - 2.

**TABLE- 2 REASONS FOR CHOOSING CABLE & DTH SERVICES**

Reasons	DTH		Cable		All	
	Average Score	Rank	Average Score	Rank	Average Score	Rank
Low payment	51.18	5	51.06	5	51.12	5
Good Clarity	60.88	2	61.68	2	61.28	2
More number 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 number of free channels' (1<sup>st</sup> rank), followed by 'good clarity' (2<sup>nd</sup> rank), 'easy to pay and recharge' (3<sup>rd</sup> rank) and 'availability of all languages' (4<sup>th</sup> rank) and 'low payment' (5<sup>th</sup> 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 differences in opinion expressed by the DTH and Cable TV users on using the network connections.

**SATISFACTION LEVEL OF DTH AND CABLE TV SERVICES**

Factor analysis was used in the present study to identify the underlying pattern of relationship between various factors determining the satisfaction level experienced by customer's using DTH and cable connections and whether these constructs 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. KMO statistics was 0.753 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 6 enlists the Eigen values, their relative explanatory powers and factor loadings for 11 linear components identified within the data set.

**TABLE- 3 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 6 reveals that factor one had significant loadings on 3 dimensions namely, 'satisfactory number 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 number 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.

**CONCLUSION**

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. 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.

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