AN IN-DEPTH STUDY ON CUSTOMER SATISFACTION OF DTH SERVICES USERS IN MEHSANA DISTRICT

Mr. Nitin Patel∗

Dr. Hiren Patel∗∗

Mr. Rajesh Patel∗

Abstract

Customer is considered to be a king of market. The aim of marketing is to know and understand the customer so well that the product and service fits him and sell itself. The present business environment is very competitive. It is undergoing drastic change. There is uncertainty and risks everywhere. Over and above due to liberalization and globalization cut-throat competition is being faced in every sector of economy in India and abroad. To understand the business environment and carry out the business effectively and efficiently it has become inevitable to satisfy customer and to measure their satisfaction level so that certain hidden psychological traits of customers can be known.

In this research paper, sincere efforts have been put to study and analyze the satisfaction towards DTH Services from different dimensions like Quality, Price, Staff Behavior, and distribution and promotion policy of this organization. Care has been taken to apply different kinds of statistical tools (research techniques) to enhance the vitality of this research paper.

Keywords: Conditional Access System, Direct - To - Home, Headend-In-The-Sky, Internet Protocol Television, Motion picture expert group.

∗ Assistant Professor, Smt. S. B. Patel Institute of Business Management, Visnagar, North Gujarat, India.

∗∗ Associate Professor, V M. Patel Institute of Management, Ganpat University, Mehsana (Kherava), India.

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1. Introduction

The marketing philosophy is mainly concerned with the exploration and the analysis of customer needs and wants and meeting them. Essentially marketing philosophy revolves around the consumer and the consumer satisfaction. But one essential point that the company should remember is that the needs, wants, and the level of satisfaction of consumer is different based on their attitudes, preferences, and tastes. The utilization of services by consumers depends on number of factors like Age, income, occupation, personality, attitudes, lifestyle, and reference group etc. plays important role in identifying purchasing pattern of consumer.

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. With the Indian economy booming at a GDP growth rate of 9.4%, there is a sense of growth prevailing everywhere. The average Indian's disposable income and purchasing power has risen to never before levels.

1.2 What is DTH Service?

Direct to Home (DTH) which has become the buzz word few years back and with full of controversies finally paved a way for revolution to the customer of how they want to watch the television. Since this gives independence for the customer to choose how many they want to watch for any no of days.

Direct to Home is a service provided by different players in the market where in a customer is provided different channels for which they pay a rental and this rental differs on the package they take. The service provided is very good and digital transmission is provided.

DTH stands for Direct-To-Home television. DTH helps in keeping broadcasters in direct touch with consumers thus, eliminating the need of local cable operators. DTH technology works through direct reception of satellite programmes with a personal dish. The basic technology of

dth network includes satellites, multiplexers, broadcasting center, modulators, encoders and dth receivers. Technologically speaking, the process starts with dth service provider leasing Ku-band transponders from the satellite. Thereafter, encoder gets into the process of converting video, audio, and data signals into the digital format.

2. Literature Review

Parasuraman, Zeithaml, and Berry (1988) found in terms of customer satisfaction, that a customer will tend to be satisfied with the service and the service provider, if acceptable quality range is provided with in a service Furthermore, the relation between customer satisfaction and customer loyalty on the other hand is not proportional.

Customer satisfaction is another important key for service organizations in Television Broadcasting and it is also highly related with service quality (Arasli 2005; Boltonand Drew, 1991; Croninand Taylor, 1994).

As service quality improves, the possibility of customer satisfaction increases (Arasli2005). Likewise, Lovelock, Wirtz, Kehand Lu (2005, p.56) stated: "satisfaction can be defined as an attitude – like judgment following a purchase actor series of consumer product interactions. It is a function of positively disconfirmed expectations, or better than expected, and positive affect".

Many companies are orderly measuring customer satisfaction and the factors which help shaping it (Kotler and Keller, 2006, p.137).

In relation with service quality, customer satisfaction is another important key for service companies (Lopez, Hart, Rampersad, 2007).

Researchers from 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.

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Industry analyst Sivasundaram Umapathy published his literature "Industryanalysis-DTH industry in India" in 2007. In this paper he analyzed the challenges and opportunities present for the DTH industry within the Indian contest.

3. Research Methodology

The present study was undertaken among the DTH Users who are belonging from the Mehsana region. To collect the primary data, well-structured questionnaires were used and it was distributed to the people. In this questionnaire different types of closed- ended as well as open – ended questions were used to capture the relevant information from the people about the various DTH services providers. For this study, with the help of convenient sampling method, 300 questionnaires were distributed. Analysis of the collected primary data was done with the help of a statistical software SPSS.16. In the analysis of the data, different descriptive Statistics, Graphs, Chi-Square test and ANOVA test were used.

3.1 Objective of Study

In the present market conditions, many private DTH services providers are exposed with the better services and facilities and Customer satisfaction have been changing from time to time. Hence it becomes very much difficult for the DTH services provider to compete these private players and changing mood of the Customers. Thus, the intention of this study is

- To find out level of satisfaction of various DTH services users.

3.2 Types of Data Required For Study

We have used two kinds of data for my study, primary and secondary. The primary data are those which are collected afresh and for first time and thus, they are original in nature. The secondary data on the other hand are those which have already been collected by someone else and which have already been passed through statistical process.

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We have collected primary data through structured questionnaire. For secondary data referred various magazines, journals, articles, websites, and books.

3.3 Sampling Process

3.3.1 Target Population

Before undertaking research it is essential that research define population. In statistical usage the term population is applied to any finite or infinite collection of individuals. In our research have selected Mehsana district as population.

3.3.2 Sample Size

A part of population or a subset from a set of units, which is provided by some process or other usually by deliberate selection with the object of investigating the properties of the population. Sample size must be sufficient so that it represent the characteristics of population. We have selected 300 samples in this research.

3.3.3 Sampling Design:

For this study, We have used non probability sampling method, especially convenience sampling. Convenience sampling, as the name implies, is based on the convenience of the researcher who is to select a sample. A researcher may stand at a certain prominent point and interview all those or selected people who pass through that place. A survey based on such a sample of respondents may not be useful if the respondents are nor representative of the population. So to avoid this problem We personally visited different area of Mehsana region and collected data.

3.4 Research Hypothesis

H01: There is no statistically significant difference between various companies of DTH service provider and various

     Variables of satisfaction.

H02: There is no significant association between DTH service providers and gender of respondents.

H03: There is no significant association between DTH service providers and age of respondents.

4. Testing of Hypothesis

H01: There is no statistically significant difference between various companies of DTH service provider for various

Variables of satisfaction.

Sr. No.	Test of Homogeneity of Variances	Levene Statistic	df1	df2	Sig.
	Table - 1				
1.	The DTH service provider has up-to-date equipments (dish, Set –top box, cable, remote) and its outlook.	3.762	5	294	.003
2.	The DTH service provider's product installation is satisfactory.	2.985	5	294	.012
3.	When I have problem, a service provider show sincere interest in solving it.	.915	5	294	**.472**
4.	Customer service staff (Technical) have knowledge to answer customer question and demonstration.	.202	5	294	**.961**
5.	The services provider has crystal clear picture quality.	2.428	5	294	.035
6.	My DTH system receives proper signals and maintains picture quality in rainy season.	2.954	5	294	.013
7.	The service provider has high fidelity sound quality.	3.959	5	294	.002
8.	DTH system's remote functions are easy to operate on TV screen.	2.046	5	294	.072
9.	DTH service provider offers the best possible plan to meet my needs for channel packages.	.950	5	294	**.449**
10.	DTH service provider provides book-let which is informative and very helpful for consumer for easy self - operating.	.681	5	294	**.638**
11.	The service provider offers latest On-demand content like game, live darshan, Astro, bolly/Hollywood movies etc.	3.877	5	294	.002

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12.	The service provider offers overall superior best pricing plan compare with other DTH service providers.	.529	5	294	**.754**
13.	DTH services provider has proper no. of out-lets for easy sales-service and recharge.	1.039	5	294	**.395**
14.	DTH services provider has good option for recharge i.e. monthly, quarterly, half yearly, and yearly.	4.288	5	294	.001
15.	DTH services provider offer many convenient options for mode of payment like online, mobile, cash.	1.133	5	294	**.343**
16.	DTH services provider effectively promote its offers for customer through E-mail, SMS, On-screen alerts!	.505	5	294	**.773**
17.	By using my DTH services that I am using now would make me feel good.	2.538	5	294	.029
18.	I try to use this service provider whenever I need to switch over from digital DTH to HD DTH.	5.059	5	**294**	.000
19.	I say positive things about this DTH service provider to other people.	2.347	5	294	.041

Above Table; 1 shows the result of homogeneity of variance test. To proceed further, homogeneity of equal variance is required. In above table p value with bold letter shows equal variance. The variables which achieve the homogeneity of variance are used for ANOVA as under.

Table – 2 indicates, ANOVA test which shows significant difference between various DTH Services provider companies. Sr. no. 1 to 8, in responses of these questions there is no significant difference because it is more than 0.05, so we accept the null hypothesis. It means there is no effect of various dth service providers on specific variable of satisfaction.

H02 : There is no significant association between DTH services providers and gender of respondents.

Table – 3		
Which DTH service do you use? * Gender Cross tabulation	Gender	Total

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		Male	Female	
Which DTH service do you use?	Airtel digital TV	59	17	76
	Sun Direct	17	5	22
	Tata sky	46	19	65
	Dish TV	53	20	73
	Reliance Big TV	19	7	26
	Videocon d2h TV	29	9	38
Total		223	77	300

Table – 4			
Chi-Square Tests	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.180a	5	.947
Likelihood Ratio	1.183	5	.946
Linear-by-Linear Association	.178	1	.673
N of Valid Cases	300		

There is no significant association between DTH services provider and gender of respondents because significant difference is 0.95 which is greater than 0.05 that means null hypothesis accepted. It means there is no effect of various dth service providers on Gender variable for satisfaction.

H03: There is no significant association between DTH services providers and age of respondents.

Table – 5			
Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.519a	20	.220
Likelihood Ratio	27.363	20	.125
Linear-by-Linear Association	.032	1	.857
N of Valid Cases	300		

There is on significant association between DTH services provider and age of respondents because significant difference is 0.22 which is greater than 0.05 that means null hypothesis accepted. It means there is no effect of various dth service providers on age variable for satisfaction.

5. Findings

In this study we have found based on hypothesis testing that there is no difference between age groups for satisfaction level among DTH service provider. That means all age groups have equal satisfaction level with all DTH service providers.

We have found that other demographic variable, gender has no effect on satisfaction level among DTH service providers. That means gender variable have equal preference on all DTH services providers.

We have also found that such satisfaction variables like Customer care, Technical information and product demonstration, channel packages, product pricing, Service outlets, modes of payment, promotion activities have no difference. That means customer are equal satisfy with these variables among all DTH service providers.

6. Conclusion

Direct − To − Home (DTH), a satellite broadcasting system is rapidly rising industries is suffering from different problems. So if qualitative services and product innovation are provided to them automatically, some or all of its problems can be solved.

In the DTH service sector, many private players come with the additional facilities according to the requirements of Users. In the modern era, it becomes inevitable for the government and private DTH service provider to take care of customers.

It is concluded that if the operational strategies being looked upon are implemented the problems could be minimized and the satisfaction level of the users can be increased to a good level.

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