A Study on Consumer Preferences & Their Satisfaction on Direct-to-Home (DTH) Services in Jaipur City of Rajasthan

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Abstract: Indian service sector had witnessed many revolutionary changes and rapid growth that resulted to competition among players. All the major players from DTH sector are highly concentrating on their strategies towards improving service quality and increasing customer satisfaction. At present, it has become necessary for all service providers to construct and modify their marketing policies of on-going or upcoming services keeping focus on existing or potential customer’s requirements, and paying proper attention to service quality perception, customer satisfaction and their behavioral responses. This study is focused on to identify the core factors influenced the buying behavior of the customers, their preferences and extent of satisfaction. Initially this study was conducted among few respondents through the questionnaire. Analysis and Interpretation is done using Chi-square method and ANOVA. It was observed that people prefer a DTH service due to various factors such as Picture & Sound quality, Quality of Service, Recharge facilitation etc. By which a DTH service provider can make their business more successful and satisfy the customers.

Keywords: DTH sector, Service quality, Customer Satisfaction etc.

INTRODUCTION
DTH is a new technology and it has matured to its full potential in other parts of the world. There are many application has been found every day for exploitation of benefits of DTH. The word DTH is synonymous with transmission of digital video channel to home subscribers using a small dish antenna. The DTH utilizes a technology which enables a home to receive high speed internet broadband access data communication, voice over internet protocol (IP) telephony and much more using an open standard Digital Video Broadcasting (DVB) technology. DTH platforms worldwide are focusing on increasing ARPU (Average Revenue Per User) by pushing premium services, the NSR report predicts that global DTH industry revenues will grow from $70 billion in July 2010 just $100 billion in 10 years, i.e., by 2018. DTH service was launched in India back in 2004 with the launch of Dish TV by Essel Group's Zee Entertainment Enterprises. Dish TV uses NSS-6 to broadcast its programmers. NSS-6 was launched on 17 December, 2002 by European-based satellite provider New Skies. India is very popular emerging market for DTH services with a large television viewing population. Specially, the number of DTH subscribers in India is forecasted to grow at a compound annual growth rate of 38.9 percent from 2007 to 2012. Today, DTH services are getting popularity in India because of direct to home technology, which is emerging as the leading digital TV transmission platform in India, DTH services in India are very flexible and on time. DTH providers here are listed as:- Airtel, Videocon, Tata sky, Sun direct, Dish TV and Reliance. Direct-to-Home (DTH) companies are busy seeking for innovative VAS (value-added services)-based model to fetch the demands of the new target audience consisting of social networking freaks, housewives, students, farmers, kids and businessmen. So, while Tata Sky has introduced a device to turn the iPhone and iPad into a universal remote for television to help the subscriber network and watch TV at the same time, Airtel Digital has made the offering to farmers in rural areas. Most of these services are free of cost for now. The industry analysts feel that designing a new VAS-based innovation model is the need of the hour for the service providers, to stay a step ahead of their competitors. The DTH subscriber base in India increased by 134.44% in a period of two years, as on March, 35.56 million DTH subscribers are registered with private service providers. December 2010 encountered a 21.21% increase in terms of subscriber base which is the maximum for the given time period. The average growth rate has been 12.99%. Major DTH service providers include Dish TV, Airtel, Reliance, Tata Sky, Videocon and Sun Direct TV. Direct to home technology refers to the satellite television broadcasting process which is actually intended for home reception. This technology is originally referred to as direct broadcast satellite (DBS) technology. The technology was developed for competing with the local cable TV distribution services by providing higher quality satellite signals with more number of channels. In short, DTH refers to the reception of satellite signals on a TV with a personal dish in an individual home. The satellites that are used for this
purpose is geostationary satellites. The satellites compress the signals digitally, encrypt them and then are beamed from high powered geostationary satellites. They are received by dishes that are given to the DTH consumers by DTH providers. Though DBS and DTH present the same services to the consumers, there are some differences in the technical specifications. While DBS is used for transmitting signals from satellites at a particular frequency band [the band differs in each country], DTH is used for transmitting signals over a wide range of frequencies [normal frequencies including the KU and KA band]. The satellites used for the transmission of the DTH signals are not part of any international planned frequency band. DBS has changed its plans over the past few years so as to include new countries and also modify their mode of transmission from analog to digital. But DTH is more famous for its services in both the analog and digital services which includes both audio and video signals.

LIST OF DTH PLAYERS
Dish TV of Zee Group
Tata Sky – Joint venture between Tata and STAR
Sun Direct from Sun Network
Reliance digital TV
Airtel Digital TV
D2H from Videocon group.

REVIEW OF LITERATURE
A considerable body of literature in a range of different disciplines exists on consumption, consumer behavior, and consumer decision-making process. Research in economics, business, marketing, psychology and sociology domains studies consumer behavior from different theoretical premises: “for economists, consumption is used to produce utility; for sociologists, it is a means of stratification; for anthropologists – a matter of ritual and symbol; for psychologists – the means to satisfy or express physiological and emotional needs; and for business, it is a way of making money (Fine 1997).

Westbrook (1981) reported that overall satisfaction is the outcome of customer's evaluation of a set of experiences that are linked with the specific service provider. It is observed that organization's concentration on customer expectations resulted into greater satisfaction (Peters and Waterman, 1982). Kotler (2000) defined satisfaction as a person's feelings of pleasure or disappointment resulting from the comparison of product's perceived performance in reference to expectations. Customers' feelings and beliefs also affect their satisfaction level. It is said that satisfaction is a function of customer's belief about fair treatment (Hunt, 1991). Satisfaction is a post purchase evaluative judgment associated with a specific purchase decision (Churchil and Suprenant, 1992). Yi (1990) defined customer satisfaction as a cumulative outcome of perception, evaluation and psychological thinking of customers when they utilize any service.

Satisfied customer is the real asset for any organization that ensures long-term profitability even in the era of great competition. It is found that satisfied customer repeat his/her experience to buy the products and also creates new customers by communication of positive message about it to others (Dispensa, 1997).

Myilsamy (2010) in his research study consumer brand preference towards using DTH services has found that majority of the respondents were using DTH services because of more channels. He has suggested that DTH providers have to increase various awareness programmers to create brand image through attractive advertisement.

OBJECTIVES OF THE STUDY
To understand customer's changing preferences of DTH service in Jaipur city.
To examine the factors that influence the consumer while selecting DTH services.
To study consumer perceptions of the different DTH services in Jaipur city.
To examine the level of customer satisfaction and understand the current market scenario in DTH sector in Jaipur city.

SCOPE OF THE STUDY
This study would help in identifying the reach of DTH among customers of various categories. The study would also highlight the various expectations of the customers from the DTH service providers.

LIMITATIONS OF THE STUDY
Reliability of the study depends greatly on the reliability of information provided by the respondents. The personal bias of the respondents is another limiting factor.
The area of study will not be out of the Jaipur city, Rajasthan.

RESEARCH METHODOLOGY
Research Design: Descriptive adoptive has been followed in the study as it is invested to produce accurate descriptive of various relevant to the decision faced without demonstrating that some relationship exist within variable. It is used to measure the behavior variables of people of subject who are under the study.
Area of the study: The study is conducted in Jaipur City, Rajasthan. Jaipur is better known for its tourist places, marble statues and cultural celebrations. The capital city of Rajasthan is an important part of India's tourism industry. According to Census of India, Population of Jaipur in year 2017 is estimated to be 3,653,927. The city records a descent growth in its population and is the most populous city of Rajasthan. Today an approximate 79% population is direct or indirect touch with DTH service and cable industry.

Sources of Data: Both primary data and secondary data have been used for the study purpose. The primary data has been collected directly from the respondents through the questionnaire. The secondary data has been collected by referring to Journals, Articles, and Magazines and various relevant websites.

Sample size and Sampling method: The sample of 200 respondents was chosen for the study. For purpose of the study, convenient random sampling technique is adopted.

STATISTICAL TOOLS
Chi-square analysis.
ANOVA (Analysis of variance)

DATA ANALYSIS & INTERPRETATION

CHI-SQUARE TEST
To determine whether there is association between reasons for going for DTH & its factors (Video Quality, Due to CAS, Pre Paid Payments as per Use, Poor quality of Cable Operator and Interactive Services).

Step 1:
H₀: There is no association between reasons for going for DTH & its factors.
H₁: There is association between reasons for going for DTH & its factors.

Step 2:
Level of significance: 0.05
Degrees of freedom: 4

TABLE – 1 CHI-SQUARE ANALYSIS ON REASONS FOR GOING FOR DTH

<table>
<thead>
<tr>
<th>Reasons</th>
<th>Observed</th>
<th>Expected</th>
<th>Residual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video Quality</td>
<td>72</td>
<td>40</td>
<td>32</td>
</tr>
<tr>
<td>Due to CAS</td>
<td>35</td>
<td>40</td>
<td>-5</td>
</tr>
<tr>
<td>Pre-Paid Payments as per Use</td>
<td>36</td>
<td>40</td>
<td>-4</td>
</tr>
<tr>
<td>Poor Quality &amp; Service of Cable Operator</td>
<td>41</td>
<td>40</td>
<td>1</td>
</tr>
<tr>
<td>Interactive Services</td>
<td>16</td>
<td>40</td>
<td>-24</td>
</tr>
</tbody>
</table>

Inference
Chi-square value: 41.05, Tabulated value: 9.48, since Calculated value > Tabulated value

Therefore, H₀ is rejected. Hence there is association between reasons for going for DTH & its factors.

ONE WAY ANALYSIS OF VARIANCE
To determine whether there is any significant difference between the various attributes as far as customer's preference is concerned.
H₀: There is no significant difference between the various attributes as far as customer's preference is concerned.
H₁: There is significant difference between the various attributes as far as customer's preference is concerned.

TABLE – 2 CUSTOMER PREFERENCES WITH RESPECT TO VARIOUS ATTRIBUTES

<table>
<thead>
<tr>
<th>Factors</th>
<th>Importance</th>
<th>Importance</th>
<th>Video Quality</th>
<th>Due to CAS</th>
<th>Pre-Paid Payments as per Use</th>
<th>Poor Quality of Cable Operator</th>
<th>Interactive Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entry Price with Free Viewing Period</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>47</td>
<td>153</td>
<td>415</td>
<td>420.25</td>
</tr>
<tr>
<td>Monthly Recharge Cost</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>38</td>
<td>160</td>
<td>360</td>
<td>305.25</td>
</tr>
<tr>
<td>Number of Channels</td>
<td>0</td>
<td>4</td>
<td>12</td>
<td>31</td>
<td>153</td>
<td>415</td>
<td>420.25</td>
</tr>
<tr>
<td>Picture Quality</td>
<td>0</td>
<td>0</td>
<td>5</td>
<td>43</td>
<td>153</td>
<td>415</td>
<td>420.25</td>
</tr>
<tr>
<td>Sound Quality</td>
<td>0</td>
<td>0</td>
<td>18</td>
<td>38</td>
<td>150</td>
<td>415</td>
<td>420.25</td>
</tr>
<tr>
<td>Customer Care Response</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>26</td>
<td>173</td>
<td>415</td>
<td>420.25</td>
</tr>
<tr>
<td>After Sales Service</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>24</td>
<td>276</td>
<td>415</td>
<td>420.25</td>
</tr>
<tr>
<td>Easy Recharge Facilities</td>
<td>3</td>
<td>6</td>
<td>22</td>
<td>33</td>
<td>136</td>
<td>415</td>
<td>420.25</td>
</tr>
<tr>
<td>Universal Remote Facility</td>
<td>38</td>
<td>37</td>
<td>42</td>
<td>38</td>
<td>43</td>
<td>415</td>
<td>420.25</td>
</tr>
<tr>
<td>Value Added Services</td>
<td>59</td>
<td>54</td>
<td>42</td>
<td>23</td>
<td>24</td>
<td>415</td>
<td>420.25</td>
</tr>
</tbody>
</table>

ANOVA (Analysis of Variance)

F = Variances between varieties / Variances within varieties = 43.29 (calculated value)
Tabulated value = 2.58, since calculated F > Tabulated F, Null hypothesis is rejected.
Hence accept Alternate hypothesis. So, there is significant difference between the various attributes as far as customers' satisfaction is concerned.

To determine whether there is any significant difference between the various attributes as far as customers' satisfaction is concerned.
H₀: There is no significant difference between the various attributes as far as customers' satisfaction is concerned.
H₁: There is significant difference between the various attributes as far as customers' satisfaction is concerned.

TABLE – 3 SATISFACTION OF RESPONDENTS

Analysis of various tables:

F= Variances between varieties / Variances within varieties = 43.29 (calculated value)
Tabulated value = 2.58, since calculated F > Tabulated F, Null hypothesis is rejected.
Hence accept Alternate hypothesis. So, there is significant difference between the various attributes as far as customers' preference is concerned.
To determine whether there is any significant difference between the various attributes as far as customers' satisfaction is concerned.
H₀: There is no significant difference between the various attributes as far as customers' satisfaction is concerned.
H₁: There is significant difference between the various attributes as far as customers' satisfaction is concerned.
WITH RESPECT TO VARIOUS ATTRIBUTES

<table>
<thead>
<tr>
<th>Factors</th>
<th>Very Good</th>
<th>Good</th>
<th>Neutral</th>
<th>Bad</th>
<th>Very Bad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entry Price with Free Viewing Period</td>
<td>49</td>
<td>53</td>
<td>44</td>
<td>11</td>
<td>23</td>
</tr>
<tr>
<td>Monthly Recharge Cost</td>
<td>47</td>
<td>52</td>
<td>44</td>
<td>16</td>
<td>21</td>
</tr>
<tr>
<td>Number of Channels</td>
<td>63</td>
<td>53</td>
<td>13</td>
<td>15</td>
<td>20</td>
</tr>
<tr>
<td>Picture Quality</td>
<td>53</td>
<td>61</td>
<td>41</td>
<td>27</td>
<td>10</td>
</tr>
<tr>
<td>Sound Quality</td>
<td>53</td>
<td>56</td>
<td>48</td>
<td>26</td>
<td>19</td>
</tr>
<tr>
<td>Customer Care Response</td>
<td>39</td>
<td>49</td>
<td>55</td>
<td>31</td>
<td>16</td>
</tr>
<tr>
<td>After Sales Service</td>
<td>39</td>
<td>39</td>
<td>59</td>
<td>19</td>
<td>30</td>
</tr>
<tr>
<td>Easy Recharge Facility</td>
<td>38</td>
<td>48</td>
<td>16</td>
<td>10</td>
<td>20</td>
</tr>
<tr>
<td>Unsatisfied Remote Facility</td>
<td>44</td>
<td>50</td>
<td>72</td>
<td>14</td>
<td>16</td>
</tr>
</tbody>
</table>

F = Variances between varieties / Variances within varieties = 0.013 (calculated value)
Tabulated value = 2.58, since calculated F < Tabulated F, Null hypothesis is accepted.

So, there is no significant difference between the various attributes as far as customer's satisfaction is concerned.

FINDINGS

There is association between reasons for going for DTH & its factors (Superior Video Quality, Due to CAS Implications, Easy Pre Paid Payments as per Use, Poor quality of Cable Operator and Good Interactive Services).

There is significant difference between the various attributes as far as customer's preference is concerned.

There is no significant difference between the various attributes as far as customer's satisfaction is concerned.

SUGGESTIONS

**After Sales services:** Approx 65% of the respondents have the opinion that DTH service providers are providing better after sales services. So the manufacturer can concentrate on after sales services.

**Entry Price & Monthly Recharge:** Airtel & TATA Sky can offer their services at a slightly lesser price in order to attract new customers.

**Promotion:** More promotional activities are needed by all DTH service providers to convert non-users into users.

**Customer Care:** Customers always want easy approaching interaction with company to encounters problems due to technology either while transacting business on-site or off site. When customers file complaint, it must be resolved immediately. So concentrate on the customer care.

**Quality of Services:** Customers want and feel delighted by getting superior Picture quality and Sound quality from the service providers. Quality of product creates maximum impression on the satisfaction of the customers. So it is very important factor taken care by the company.

**Number of Channels:** It is very much required that DTH providers should complete the need of the customers of different channels in various categories like (Entertainment, Movies, News, Sports, Kids, Music, Devotional and Regional etc.) at reasonable cost.

**CONCLUSION**

This study accomplished on the various DTH service providers in Jaipur City, Rajasthan. This is conducted among both the customers & non-customers of the DTH services to understand the penetration of DTH among the consumers, their preference factors, & also their satisfaction level. This study would help the DTH service providers to take decisions and understand the customer's wants and expectations. By this study, it is understood that various DTH services are as ranked below on the basis of their customer base:

1. Tata Sky
2. Airtel Digital TV
3. Videocon D2H
4. Dish TV
5. Reliance Digital TV
6. Sun Direct

**REFERENCES**


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