



## AN ANALYSIS ON THE QUALITY OF SERVICES OFFERED BY VARIOUS DTH's IN COIMBATORE CITY

S.Renuka Devi\* Dr.P.Rengarajan\*\*

\*Assistant Professor, Department of Commerce, Kongunadu Arts & Science College, G.N Mills, Coimbatore.

\*\*Assistant Professor, Department of Commerce, Poompuhar College, Melaiyur, Nagapattinam.

### Abstract

In the modern business world, Customers are the key players and they have to be satisfied to retain the business. In the recent years, the taste and preferences of the customers become different due to the existence of more competitors. The present study was attempted to examine the DTH end-user's perception on satisfaction and quality of services. Customer's satisfaction towards DTH service in Coimbatore City. There are more major DTH service providers in Indian television industry. The competitors are Dish TV, Airtel Digital TV, Dish TV of Zee Groups, Sun Direct DTH of Sun Networks, Reliance Digital TV, Videocon d2h of Videocon Company and Tata Sky of the TATA Industries. Adopting an appropriate and reasonable price and quality of service of the DTH service ensures that the effective utilization of the DTH service in Coimbatore city. Hence, the study concludes that the various DTH services has been developing and humanizing by providing more customer satisfaction, quality service to the customer in Coimbatore city.

**Keywords:** Awareness, Customer Service, DTH Channels, Schemes Etc.,

### Introduction

The Direct-To-Home telecom segment plays an instrumental role in the lives of people. The DTH service provides more television channels with innovative thoughts and it differs from the Cable Television (TV) connections in India. 9.5 million People using DTH in homes and in India, day by day the users are increasing. The latest technology of DTH networks includes satellites, broadcasting center, encoders, modulators and DTH receivers for broadcasting the television services. Technically, every process starts with DTH service provider hiring Ku-band transponders from the antenna and the satellite. The quality service is considered very important because it leads to higher customer satisfaction, reduced cost, profitability, customer loyalty and retention. The quality service has become a significant subject because of its impact on the customer satisfaction. Business firms not only hold their existing customers, but also enlarge their market share with expanding higher sales and services. DTH has become a powerful, useful, attractive mass media compared with cinema and cable TV. The role of DTH operations is effective and inevitable in our life.

### Objectives of the Study

- To analyze their satisfaction towards quality of services provided by the DTH service providers.
- To study the source of awareness among the people about the DTH and its services.
- To provide suitable suggestion on the basis of the results of the study.

### Statement of the Problem

The customer satisfaction and service quality are very important concepts that DTH service provider must understand in order to remain best competitive in this developing business. It is very important for DTH companies to know how to measure these constructs from the consumers' perception in order to better understand their needs and hence satisfy them. Service quality has become a significant subject because of its impact on customer satisfaction. By satisfying customers through high quality service, business firms not only retain their current customers, but also increase their market share. Therefore, service quality is mainly focused on meeting the customer's needs and also how good the service offered meets the customer's expectation of it. This study offers awareness about DTH services and brand preferences by customers and the facing problems in the market.

### Scope of the Study

The present study helps to analyze the competition in the market regarding DTH services in Coimbatore city. The study is focused on the six major kinds of DTH services namely Dish TV, Tata Sky, Sun Direct DTH, Reliance BIG TV, Airtel Digital TV and the Videocon D2H. Various tools are used to analyze the data. The study reveals that the majority of the respondents' preference to buy some DTH services because of its best picture quality, reasonable price, various kinds of packages and more channels. So the DTH service providers paying attention on Customer Service, Picture quality, Reasonable price rather than other factors to make their business more successful to satisfy the consumers.



### Research Methodology and Research Design

The present study carried out by the researcher is an empirical study on descriptive method. The perception of the sample respondents on the various aspects of the DTH were collected by means of interviewing the respondents with the help of the interview schedule.

The secondary information's were collected from different sources like newspapers, magazines, journals, books, websites, pamphlets during the second stage of data collection. The researcher had approached various institutions like Bharathiar University Library, PSG School of Management, and Coimbatore and further discussed with the officials of the concerned DTH service providers in Coimbatore District with a view to obtain a clear picture on the functioning and the various services offered by them to their customers.

### Sampling Design

300 sample respondents were selected for the study and the sample selected includes different types of DTH users of the respective DTH. Simple random technique by using the Tippets Random Numbers is used.

### Limitation of the Study

The following are the limitations of the present study

- a) The study is confined only to the DTH which are functioning in Coimbatore District
- b) The study covers only the Coimbatore District and hence the results may not be generalized to other parts of the country as there exists difference in the socio-economic profile of the respondents and the nature of functioning of these DTH.

### Statistical Tools Used For Analysis

The statistical tests are conducted at 5 per cent and 1 per cent level of significance. The following statistical tools are used.

- Descriptive Analysis.
- Chi-square test.
- ANOVA.

### Hypotheses

Hypotheses have been formulated with various independent variables relating to the sample respondents such as age, sex group of the respondents, marital status, occupational status, residing area, period of usage, package preference, favorite interactive service, frequent of recharge, mode of payment made and offers provided by the DTH service provider do not significantly influence the following dependent variables:

- a) The perception of the respondents on the DTH.
- b) The level of satisfaction derived by the respondents on the various aspects of the DTH.

### Analysis & Interpretation

**Table – 1: Source of Awareness about the DTH of Respondents and Level of Quality Service**

| Source of Awareness   | Number of Respondents | Mean Score | Range          | Level of Quality service |                |                |
|-----------------------|-----------------------|------------|----------------|--------------------------|----------------|----------------|
|                       |                       |            |                | Poor                     | Fair           | Good           |
| Advertisement         | 118<br>(39.30%)       | 79.12      | 58.00 to 98.00 | 28<br>(23.70%)           | 65<br>(55.10%) | 25<br>(21.20%) |
| Friends and Relatives | 61<br>(20.30%)        | 82.46      | 61.00 to 93.00 | 3<br>(4.90%)             | 44<br>(72.10%) | 14<br>(27.90%) |
| Newspaper Agent       | 82<br>(27.30%)        | 82.52      | 56.00 to 98.00 | 12<br>(14.60%)           | 51<br>(62.20%) | 19<br>(23.20%) |
| Personal Decision     | 39<br>(13.00%)        | 76.94      | 61.00 to 93.00 | 14<br>(35.90%)           | 23<br>(59.00%) | 2<br>(5.10%)   |
| Total                 | 300                   | 80.44      | 56.00 to 98.00 | 57                       | 183            | 60             |

Source: Survey data



The above Table-1 indicates that the mean perceptionscore of the respondents and source of awareness of the respondents of the DTH service in Coimbatore city. Thetable-39 further indicates that the percentage of respondents (4.90%) with poor level of quality service is the poorest and the percentage of respondents (27.90%) with good level of quality service is the goodness among the respondents aware about the DTH servicesby their friends and relatives. The result of the source of awareness is consistent for the study and it can be inferred that the relationship between the various source awareness of the DTH service by the respondents. So, the level of quality service derived by them on the services of the DTH service is significant. The overall performance of advertisements is reached the various customers. Most of the respondents, know the perception of quality service of DTH services by their friends and relatives. After that they are consider to subscribe the best DTH services in their home.

**Table – 2: Using DTH Services in Home by the Respondents and Level of Quality service**

| Using DTH Services in Home | Number of Respondents | Mean Score | Range             | Level of Quality service |                |                |
|----------------------------|-----------------------|------------|-------------------|--------------------------|----------------|----------------|
|                            |                       |            |                   | Poor                     | Fair           | Good           |
| Sun direct                 | 94<br>(31.30%)        | 82.73      | 61.00 to<br>98.00 | 8<br>(8.50%)             | 66<br>(70.20%) | 20<br>(21.30%) |
| Big TV                     | 31<br>(10.30%)        | 76.50      | 56.00 to<br>94.00 | 13<br>(41.90%)           | 10<br>(32.30%) | 8<br>(25.80%)  |
| Digital TV                 | 53<br>(17.70%)        | 86.33      | 66.00 to<br>98.00 | 2<br>(3.80%)             | 29<br>(54.70%) | 22<br>(41.50%) |
| Dish TV                    | 23<br>(7.70%)         | 79.20      | 62.00 to<br>98.00 | 4<br>(17.40%)            | 17<br>(73.90%) | 2<br>(8.70%)   |
| Tata sky                   | 72<br>(24.00%)        | 74.88      | 58.00 to<br>96.00 | 28<br>(38.90%)           | 39<br>(54.20%) | 5<br>(6.90%)   |
| Videocon D2H               | 27<br>(9.00%)         | 81.33      | 63.00 to<br>93.00 | 2<br>(7.40%)             | 22<br>(81.50%) | 3<br>(11.10%)  |
| Total                      | 300                   | 80.44      | 56.00 to<br>98.00 | 57                       | 183            | 60             |

Source: Survey data

The above table-2 indicates that the mean perception score of the respondents the DTH services in their home. The Digital TV has more perception towards the quality of servicein this DTH service is good than that of the remaining DTH services of the respondents. Hence, the respondents have more perception on Digital TV in Coimbatore city. Table-40 further indicates that the percentage of respondents (3.80%) with Poor level of quality service is the poorest and the percentage of respondents (41.50%) with good level of quality service is the goodness among the DTH services of Digital TV of the respondents. As the result is consistent, it can be inferred that the relationship between the using existing DTH services of Digital TV by the respondents and the level of quality service derived by them on the services of the DTH service is significant. The Digital TV and sun direct DTH services have main important function to providing more quality services to new and existing customers of the DTH service.

**Table - 3: Significance Changes in Quality of Service and the Mean Scores within and Between the Groups – Analysis of Variance (ANOVA)**

| S.No | Variables      | Sources of Variation | Sum of Squares | D.F | Mean score | 'F' Value | Table 'F' Value* | Significance           |
|------|----------------|----------------------|----------------|-----|------------|-----------|------------------|------------------------|
| 1    | Gender         | Between Groups       | 11.842         | 1   | 11.842     | .112      | .738             | <i>Not Significant</i> |
|      |                | Within Groups        | 31476.194      | 298 | 105.625    |           |                  |                        |
|      |                | Total                | 31488.037      | 299 |            |           |                  |                        |
| 2    | Age Group      | Between Groups       | 305.159        | 2   | 152.580    | 1.453     | .235             | <i>Not Significant</i> |
|      |                | Within Groups        | 31182.877      | 297 | 104.993    |           |                  |                        |
|      |                | Total                | 31488.037      | 299 |            |           |                  |                        |
| 3    | Marital Status | Between Groups       | 2.684          | 1   | 2.684      | .025      | .873             | <i>Not Significant</i> |
|      |                | Within Groups        | 31485.353      | 298 | 105.656    |           |                  |                        |
|      |                | Total                | 31488.037      | 299 |            |           |                  |                        |
| 4    | Literacy Level | Between Groups       | 1870.417       | 4   | 467.604    | 4.657     | .001             | Significant            |
|      |                | Within Groups        | 29617.620      | 295 | 100.399    |           |                  |                        |
|      |                | Total                | 31488.037      | 299 |            |           |                  |                        |



|    |                                   |                |           |     |          |        |      |                 |
|----|-----------------------------------|----------------|-----------|-----|----------|--------|------|-----------------|
| 5  | Occupational Status               | Between Groups | 741.291   | 4   | 185.323  | 1.778  | .133 | Not Significant |
|    |                                   | Within Groups  | 30746.746 | 295 | 104.226  |        |      |                 |
|    |                                   | Total          | 31488.037 | 299 |          |        |      |                 |
| 6  | Type of Family                    | Between Groups | 8.250     | 1   | 8.250    | .078   | .780 | Not Significant |
|    |                                   | Within Groups  | 31479.786 | 298 | 105.637  |        |      |                 |
|    |                                   | Total          | 31488.037 | 299 |          |        |      |                 |
| 7  | Size of the Family                | Between Groups | 27.400    | 2   | 13.700   | .129   | .879 | Not Significant |
|    |                                   | Within Groups  | 31460.637 | 297 | 105.928  |        |      |                 |
|    |                                   | Total          | 31488.037 | 299 |          |        |      |                 |
| 8  | Monthly Family Income             | Between Groups | 489.971   | 3   | 163.324  | 1.560  | .199 | Not Significant |
|    |                                   | Within Groups  | 30998.065 | 296 | 104.723  |        |      |                 |
|    |                                   | Total          | 31488.037 | 299 |          |        |      |                 |
| 9  | Source of Awareness DTH           | Between Groups | 1287.738  | 3   | 429.246  | 4.207  | .006 | Significant     |
|    |                                   | Within Groups  | 30200.299 | 296 | 102.028  |        |      |                 |
|    |                                   | Total          | 31488.037 | 299 |          |        |      |                 |
| 10 | Area of Residence                 | Between Groups | 116.402   | 2   | 58.201   | .551   | .577 | Not Significant |
|    |                                   | Within Groups  | 31371.635 | 297 | 105.628  |        |      |                 |
|    |                                   | Total          | 31488.037 | 299 |          |        |      |                 |
| 11 | Using DTH in home                 | Between Groups | 5096.098  | 5   | 1019.220 | 11.354 | .000 | Significant     |
|    |                                   | Within Groups  | 26391.939 | 294 | 89.768   |        |      |                 |
|    |                                   | Total          | 31488.037 | 299 |          |        |      |                 |
| 12 | Reason for using DTH              | Between Groups | 2600.189  | 6   | 433.365  | 4.395  | .000 | Significant     |
|    |                                   | Within Groups  | 28887.847 | 293 | 98.593   |        |      |                 |
|    |                                   | Total          | 31488.037 | 299 |          |        |      |                 |
| 13 | Opinion about Overall DTH Service | Between Groups | 1432.542  | 2   | 716.271  | 7.078  | .001 | Significant     |
|    |                                   | Within Groups  | 30055.495 | 297 | 101.197  |        |      |                 |
|    |                                   | Total          | 31488.037 | 299 |          |        |      |                 |

\* Table value at 5% Level

The above table-3 shows the results of Analysis of Variance (ANOVA) indicate that there exists a significant difference between the quality of service and the mean scores among the factors given in the table. The literacy level of the respondents has significant changes on the basis of quality of service by their DTH services in this study. It helps the respondents to select the DTH service with the quality services. The source of awareness provides more quality DTH services and to know the competitive in the DTH services of respondents like newspaper agents and media advertisements. It has more changes in the source of awareness in the study. The respondent using DTH services in their home providing more changes to pay and add-on more service in consumer DTH service. The reasons for choosing DTH services of respondents have significant changes in the study and it could increase the purchase of DTH products at home. The opinion of respondents has been changed by the different DTH services and the service provider's offer and discounts in business. The ANOVA table describes that the variables in the study has significant changes based on the quality service of DTH service providers.

**Table - 4: Factors Influencing the Perception of the Respondents on the Quality of Services Offered by the DTH Services in Coimbatore City - Chi-Square Test**

| Sl.No | Variables               | Calculated Value | Table Value* | D.F | Significant     |
|-------|-------------------------|------------------|--------------|-----|-----------------|
| 1     | Gender                  | 1.001            | 0.211        | 2   | Significant     |
| 2     | Age group               | 3.767            | 1.064        | 4   | Significant     |
| 3     | Marital Status          | 0.592            | 0.211        | 2   | Significant     |
| 4     | Literacy Level          | 34.069           | 26.124       | 8   | Significant     |
| 5     | Occupational Status     | 16.060           | 15.507       | 8   | Significant     |
| 6     | Type of Family          | 0.033            | 0.020        | 2   | Significant     |
| 7     | Size of the family      | 6.372            | 7.779        | 4   | Not Significant |
| 8     | Monthly Income          | 15.128           | 15.033       | 6   | Significant     |
| 9     | Source of Awareness DTH | 21.474           | 20.791       | 6   | Significant     |
| 10    | Area of Residence       | 4.519            | 1.064        | 4   | Significant     |
| 11    | Using DTH in home       | 67.842           | 29.588       | 10  | Significant     |



|    |                                   |        |        |    |                 |
|----|-----------------------------------|--------|--------|----|-----------------|
| 12 | Reason for using DTH              | 53.814 | 32.909 | 12 | Significant     |
| 13 | Period of Using the DTH           | 52.157 | 22.458 | 6  | Significant     |
| 14 | Preferred Package in Home         | 63.525 | 29.588 | 10 | Significant     |
| 15 | Available Interactive Services    | 9.135  | 8.558  | 6  | Significant     |
| 16 | Frequency of Recharge             | 32.459 | 22.458 | 6  | Significant     |
| 17 | Mode of Payment                   | 8.090  | 8.558  | 6  | Not Significant |
| 18 | Offers received by Customer       | 17.800 | 13.816 | 2  | Significant     |
| 19 | Opinion about Overall DTH Service | 9.746  | 9.488  | 4  | Significant     |

\*Table value at 5% Level

The above table-4 shows that the result of Chi-square test indicates that factors such as gender, age group, marital status, literacy level, occupational status, family type, monthly income, source of awareness of the DTH, area of residence, using DTH in home, reason for using DTH's, period of using the DTH's, preferred package in their home, available interactive services, frequency of recharge, offers and opinion of the respondents significantly influence the satisfaction derived by the respondents on the services offered by the DTH service provider. These are the factors influencing of quality service provide by the DTH services in Coimbatore city. The literacy level of respondents is highly significantly used the DTH services for learning and other informative things in their home. The channel packages are always differently chosen by the various respondents in this study. But the above table shows that most of the respondent's age, gender, education and income are also determine the preference of the DTH services with higher cost.

### Suggestions

#### A. Establish a Service Centre for DTH Services

The researcher suggests that the DTH service provider should establish service centre for the DTH services. Now a days the DTH service provider appointing some other distributors for sale of their products except some DTH service provider. It makes an opportunity to provide quality service to their customer directly. The service quality is always determines to the products quality to install the product in customers home.

#### B. Introducing Extra Facilities to Customer

The DTH service provides more channels and internet facilities for their customer. But it not enough for creating customer satisfaction of the products. The DTH service providers should introduce an extra service for their satisfaction and quality service provide by them. The extra services chatting and phone callings provide more satisfaction in their customer home television.

#### C. Adopting User Friendly Technology

Introducing new technologies in the banking industry offer benefits for both customers and the banks. The adoption of sophisticated technologies results in reducing the cost of transaction to banks and time savings to the customers. Customers can update the launch of new products and services in timely, compare prices instantly and switch products easily. As a result, there is a reduced rate of response from the customers with regard to the employment of technology. Hence it is suggested that the banks adopt user friendly technologies results in securing increased customers response will improved means of utilization of the technologies by the customers.

#### D. Provide Translation Service to Illiterates

The DTH service should provide their television service with customer's language, because the present DTH services always provide service by English language. It is not understandable one to illiterates and rural area people. If the DTH service provides television services by region wise language would create more satisfaction of customer and it reach all category people.

#### E. Consider Customer Expectations

In this competitive environment the DTH services and other business people focus on the customers' needs beyond providing various DTH products or service. The considerations of customer expectation in DTH business provide more satisfaction and new subscribers come into that DTH service. The rewards and customer friendly approach meets more customer satisfaction. Through direct interactions with customers DTH services can easily find the customers pulse. It will result in offering higher levels of satisfaction to the customers by offering various products and services by the DTH service.





#### **F. Customer Retention of the DTH Service Provider**

The customer retention is an important element of DTH services. The cost incurred for acquiring new customers is high when it is compare to the retention of the existing customers. When there is no effective customer relationship followed by their DTH services the customer will stop using it. Hence, it is suggested that the DTH services should concentrate the customer satisfaction and to provide solutions to the problems of the customers. It results in higher sales, higher profitability, lower costs of acquiring new clients and word-of-mouth recommendations. These benefits can all contribute to the survival of that DTH service and ensure greater success in their business.

#### **G. Providing Quality of Services to the Customer**

Most of the DTH services can candidly attract various customers by offering quality services such as SMS services, payment reminders service, and some alert service for customers' convenience. Providing value added services leads to more customer satisfaction and result in achieving in the competitive environment. Hence, it is suggested that the value added services must be offered by the DTH services to meet out the various need and wants of the customers. This will result in creating an intention in the minds of the customers that the DTH service offer quality of services and the same will result in enhancing customers' satisfaction on the services offered by the DTH services.

#### **Conclusion**

Now a day, the DTH services are very competitive one and it is primordial for firms to know what consumers expect and perceive from the television service. The study reveals that, the customers are mostly preferred by the clarity picture and the brand loyalty of the DTH services. The quality of services and improving the satisfaction of their customers on DTH services are providing more positive results to the DTH Company. The DTH service products and services are mostly enjoyed by discounts and offers to the customers. Adopting an appropriate and reasonable price and quality of service of the DTH service ensures that the effective utilization of the DTH service in Coimbatore city.

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