

# A Study on Customer Satisfaction and Perception towards DTH Services

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**Abstract:** *Direct-to-Home (DTH) television is a method of receiving satellite television by means of signals transmitted from direct-broadcast satellites. India is one of the biggest DTH service providers in the world. The requirement is very high because of the high population and the increased number of viewers. The objective of the study is to study the source of awareness about the DTH service and to study about the consumer satisfaction level of DTH service. The data was collected from 110 respondents by questionnaire method. The tools used for analyse and interpretation is percentage analysis and Chi-square test( $X^2$ ). This study concludes that the majority of the respondents prefer to buy AIRTEL services and most of the customer says that DTH services are better than the cable TV set of boxes.*

**Keywords:** DTH Service

## I. INTRODUCTION DTH SERVICES

India is one of the biggest DTH service providers in the world. The requirement is very high because of the high population and the increased number of viewers. The low cost of DTH when compared to other local cable providers is also one main reason for this substantial growth. Consumers worldwide enjoy digital television from many sources today: terrestrial broadcasts, cable and satellite system, high-speed internet connections and a variety of recorded and pre-recorded media such as DVDs. It is satellite distribution that provided consumers their first widespread opportunity to enjoy digital television. In India the DTH requirement is more than in any country as the population of viewers is at very high rate.

### 1.1 Objectives of the Study

- To study the source of awareness about the DTH service.
- To study about the consumer satisfaction level of DTH service.

## II. RESEARCH METHODOLOGY

### Sources of Data

- **Primary Data:** The primary data were collected based on the structured questionnaire with the help of Google Form.
- **Secondary Data:** The secondary data for the study have been collected from books, magazines, articles and websites.

**Sampling Technique:** The sampling techniques used for the study is simple random sampling.

**Sampling Size:** The sample size was collected from 110 respondents.

### Limitation of the Study:

- Due to time constraints the study is limited to Coimbatore city.
- Findings of the study assume of the respondents have disclosed in the questionnaire



**Tools Used for the Study:**

The SPSS package used for the study

- Percentage Analysis
- Chi – Square Test

**III. DATA ANALYSIS**

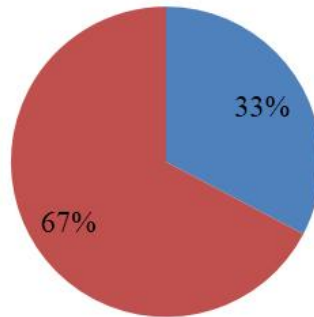
**3.1 Percentage Analysis**

**Table 1: Gender**

GENDER	NO. OF RESPONDENTS	PERCENTAGE
Male	36	32.7
Female	74	67.3
<b>TOTAL</b>	<b>110</b>	<b>100</b>

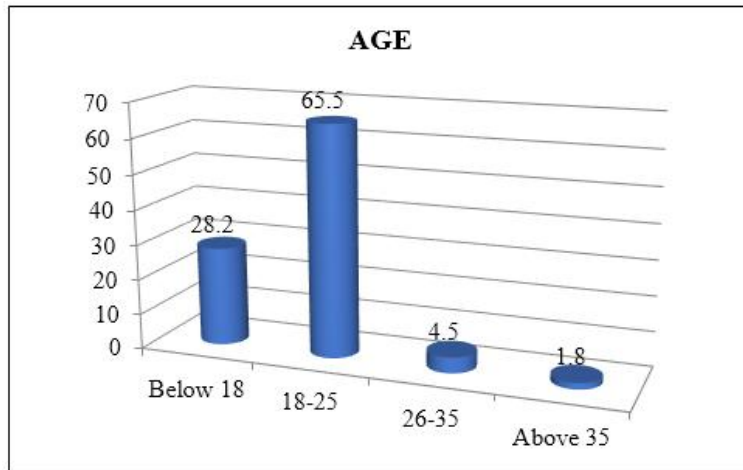
**GENDER**

■ Male ■ Female



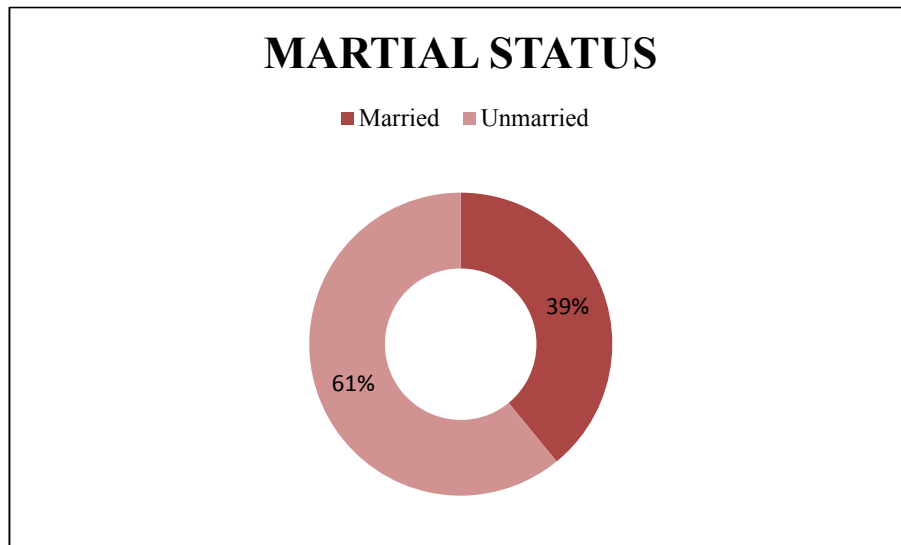
**Table 2: Age**

AGE	NO. OF RESPONDENTS	PERCENTAGE
Below 18 years	31	28.2
18-25 years	72	65.5
26-35 years	5	4.5
Above 35 years	2	1.8
<b>TOTAL</b>	<b>110</b>	<b>100</b>



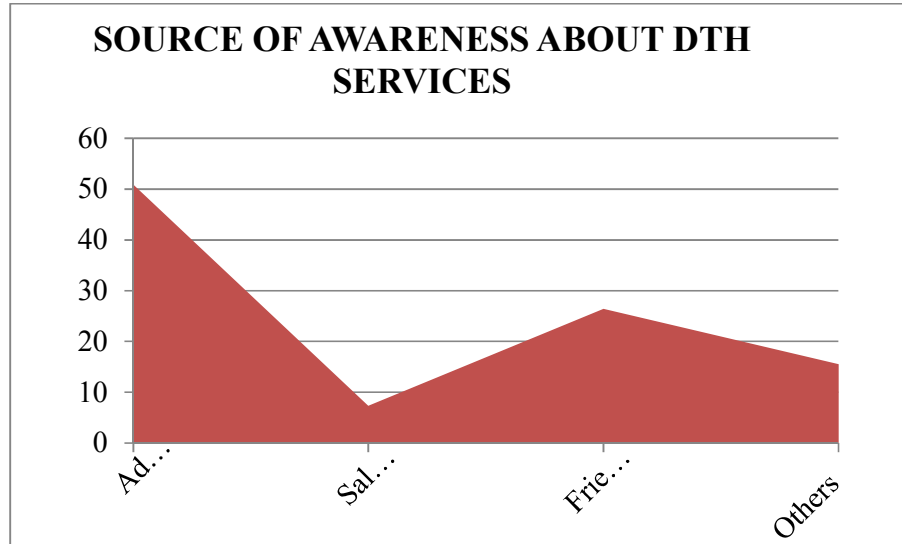
**Table 3: Martial Status**

MARITAL STATUS	NO. OF RESPONDENTS	PERCENTAGE
Married	43	39.1
Unmarried	67	60.9
<b>TOTAL</b>	<b>110</b>	<b>100</b>



**Table 4: Source of Awareness about DTH Services**

SOURCE OF AWARENESS ABOUT DTH SERVICES	NO. OF RESPONDENTS	PERCENTAGE
Advertisements	56	50.9
Sales representatives	8	7.3
Friends and relatives	29	26.4
Others	17	15.5
<b>TOTAL</b>	<b>110</b>	<b>100</b>



### 3.2 Chi-Square Test:

**Null hypothesis (H<sub>0</sub>):** There is no significant relationship between age and level of satisfaction of DTH services.

FACTORS	CALCULATED VALUE	D.F	P.VALUE
Picture quality	18.498 <sup>a</sup>	12	0.101
Warranty	10.025 <sup>a</sup>	12	0.614
Ad-free channels	8.224 <sup>a</sup>	12	0.767
Voice of clarity	22.432 <sup>a</sup>	12	0.033
Extension of validity	9.516 <sup>a</sup>	12	0.658

## IV. FINDINGS

### 4.1 Findings from Percentage Analysis

- Majority (67.3%) of the respondents are female.
- Majority (65.5%) of the respondents are between the age group of 18-25
- Majority (60.9%) of the respondents are unmarried.
- Majority (50.9%) of the respondents are source of aware about DTH services by advertisements.

### 4.2 Finding from Chi-Square Test

- There is no significant relationship between age and level of satisfaction of DTH services.

## V. CONCLUSION

DTH services is growing at rabid speed. 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 variety of packages, type 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 coming up with different brand names. But the consumers prefer their favourite brands due to various reasons. It can be concluded that the picture quality, advertisement, brand name, channels and price decide the purchase. Most of the customer are satisfied with their DTH service provider. Most of the customers are ready to spent for DTH services on monthly basis. The present study reveals that the majority of the respondents prefer to buy AIRTEL because of its best picture quality, reasonable price, various kinds of packages and more channels. Most of the customers are suggested their DTH services to others. Most of the customer says that DTH services are better that the cable tv set of boxes. 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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