



ATTITUDE AND BEHAVIOURAL INTENTIONS OF CONSUMERS TO USE SUN DIRECT DTH IN COIMBATORE DISTRICT

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KEYWORDS :

1. INTRODUCTION

Sun Direct DTH is the best TV viewing experience with up to 5 times more detail, incredibly vibrant colors, and Dolby Digital 5.1 surround sound. Though, it is an entertainment system there is a need to understand that the users acceptance of the serviced and the factors affecting the respondents behavioral intentions to use Sun Direct DTH services. The results of the study will help the service provider to redesign the existing differences and create user friendly gadget as per the usage of customers. There is more advantage in the service of Sun Direct DTH HD pack which gives a cutting edge hi-definition entertainment currently available with more intense viewing experience in the offering. The Sun Direct DTH HD SET TOP BOX ensures the viewers HDTV system which is receiving over the air HD signals properly and the same is displayed in the HDTV without any loss of signals, accompanied by crystal clear images and DVD quality sound. High-definition (HD) is the top of the line that delivers programs in a crystal clear, wide screen format with CD quality sound which ensures the television viewing experience of the customers to achieve the perceived enjoyment.

Currently each of the DTH service provider existing in the market of Tamil Nadu and especially in Coimbatore District are competing with each other to prove their cutting edge technology, therefore to stamp the brand and its image in the market and the minds of the customers. A strong brand has been described as one of the most valuable assets which serve as a primary source of differentiation (Grace & O'Casey, 2005a). As such, a powerful brand may enable an organization to gain a sustainable competitive advantage that leads to long-term profitability based on increased market share, reduced marketing costs, positive word-of-mouth and price premiums charged (Aaker, 1996; Chaudhuri & Holbrook, 2001; Jacoby & Chestnut, 1978). The study aims to find the level of acceptance of technology among customers of Sun Direct DTH Services in Coimbatore District. Hence, this study is a maiden attempt by the researcher to examine the Technology Acceptance Model (TAM) of Sun Direct DTH Services based on the customers' perception with respect to different dimensions such as Perceived Usefulness, Perceived Ease of Use, Perceived Enjoyment, Perceived Attitude and their Behavioral Intentions to Use Sun Direct DTH Services.

2. STATEMENT OF THE PROBLEM

The present study measures the Technology based services and its level of Acceptance among customers with respect to Sun Direct DTH which is measured to find the usefulness of the product and services, ease of use of the product and services, level of enjoyment from the product and service offered by Sun Direct and their attitude towards the accepting the technology and services of Sun Direct DTH. Further, the behavioural intentions to use the services make the difference which is the dependent factor to explore all the explanatory category considered for the study. Though the supply of Sun Direct DTH system which is the physical aspect of goods, the limitations of conceptualizing brands mainly in terms of physical products and service offered to satisfy with the existing Technology, demonstrates strong empirical testing of validation from the consumer point of view. The relationship between the all perceived dimensions viz. Usefulness, Ease of Use, Enjoyment and Attitude is

measured with the Behavioral Intention to use Service and identify the problems and complaints from the customers using Sun Direct DTH in Coimbatore region. Therefore, it becomes important to measure how far the customers feel usefulness of Sun Direct and also easy to use the products and services? Did the services leads to achieve the perceived level of enjoyment? Whether the Usefulness, Ease of Use and Enjoyment paved way for a positive Attitude towards using Sun Direct DTH services? and finally, whether the Attitude leads to Behavioural Intentions to use Sun Direct DTH presently and in future?

3. HYPOTHESES

- There is no significant relationship between Explanatory Variables (Perceived Usefulness, Ease of Use and Enjoyment) and Dependent Variable (Attitude)
- There is no significant relationship between Perceived Attitude and Behavioural Intention to use Sun Direct DTH

4. OBJECTIVES OF THE STUDY

The objectives are

- i. To evaluate the influence of advertisement media among customers towards Sun Direct DTH
- ii. To examine the customers technology acceptance with respect to Perceived Usefulness, Ease of Use, Enjoyment, Attitude and Behavioural Intentions.
- iii. To find the association between Attitude and Behaviour
- iv. To suggest measure for policy implications.

5. METHODOLOGY

This study is descriptive research based on survey method. Both primary and secondary data have been used in this study. The required primary data was collected using a well structured questionnaire which is pre-tested to ensure error free while distributing for data collection from the respondents having minimum educational background of H.Sc. and maximum Professionals were only considered for the study in Coimbatore City. The required secondary data have been collected from the different sources like Books, Periodicals, Websites, etc. The sample size of the present study is 228 respondents using Sun Direct DTH Services in Coimbatore City. 270 respondents were initially considered for data collection was filtered to 240 due to incomplete data and irrelevant information in many parts of the questionnaire and further 12 more samples were excluded to achieve the normality. Hence, the final sample size was concluded to 228 respondents. The tools for analysis are Percentage analysis, Weighted Average, Garret Ranking Method, Correlation and Multiple Regression used in the study. Cronbach's alpha is used to find the reliability (0.7) of the constructs.

6. ANALYSIS AND RESULTS

6.1. Demographic variables

The demographics variables of the customers involved in using Sun Direct DTH Services are considered for the study based on their gender, age, marital status, educational qualification, occupation and monthly income are presented in the Table 1.

Table 1: Demographics Variables of the Respondents

Sl. No.	Demographic Variables	Respondents (228 Nos.)	Percentage (100 %)
1.	Age		
	Below 25 years	72	31.6
	26 to 50 years	85	37.3
	Above 50 years	71	31.1
2.	Gender		
	Male	161	70.6
	Female	67	29.4
3.	Marital Status		
	Married	163	71.5
	Unmarried	65	28.5
4.	Educational Qualification		
	UG / PG	149	65.4
	Professionals	24	10.5
	Others (Schooling, Technical Education, etc.)	55	24.1
5.	Occupation		
	Government Employee	41	18.0
	Private Employee	67	29.4
	Business	96	42.1
	Professionals	24	10.5
6.	Monthly Income		
	Upto Rs.25,000	34	14.9
	Rs.25,001 to 50,000	109	47.8
	More than Rs.50,000	85	37.3

Source: Computed from Primary Data

From the table it is understood that as high as 37.3% of the respondents are in the age group between 26 and 50 years, followed by 31.6% of the respondents are below the age group of 25 years and the remaining 31.1% of the respondents belonged to the age above 50 years. It is evident that majorities (70.5%) of the respondents are male and 29.4% of the respondents are female. It is clear that majorities (71.5%) of the respondents are married and 28.4% of the respondents are unmarried. It is evident that most (65.4%) of the respondents studied upto under graduation / post graduation, 24.1% of the respondents had other qualifications such as Schooling, Technical Education, etc. and the remaining 10.5% of the respondents are professionally qualified. It is found that less than half (42.1%) of the respondents are engaged in business, while, 29.4% of the respondents are working in Private Sector, 18% of the respondents are working in Government Sector and the remaining 10.5% of the employees are occupied in their own profession. It is understood that nearly half (47.8%) of the respondents are having income between Rs.25,001 and Rs.50,000 per month, 37.3% of the respondents are having income more than Rs.37.3% and the remaining 14.9% of the respondents are having income upto Rs.25,000.

6.2. Garrett Ranking Method

Table 2: Level of Advertisement influence to opt for Sun Direct DTH Services

Influence	Garrett Score	Garrett Mean	Rank
Electronic Media (Television, Websites, etc.)	15932.97	69.88	1
Social Media (Whatsapp, Twitter, Facebook, etc.)	10280.80	45.09	3
Brand Promoters (Door to Door Marketing, Mobile / Direct Marketing, Roadshows, etc.)	10114.80	44.36	4
Paper Media (Newspaper, Magazine, Paper Inserts, Handouts, etc.)	14332.57	62.86	2

Wellwishers (Friends, Relatives, Neighbours, Colleagues, etc.)	8581.60	37.64	6
Others (FM Radio, Hoardings, Wall Papers, etc.)	9149.67	40.13	5

Source: Primary Data

The above table shows that based on the rating of the respondents to opt Sun Direct DTH Services based on the advertisement influence was high with regard to Electronic Media (Television, Internet Websites, etc.) with the mean of 69.88, followed by Paper Media (Newspaper, Magazine, Paper Inserts, Handouts, etc. occupied second position with the mean of 62.86, third rank was for Social Media (Whatsapp, Twitter, Facebook, etc.) with the mean of 45.09, fourth rank was for Brand Promoters (Door to Door Marketing, Mobile / Direct Marketing, Roadshows, etc.) with the mean of 44.36, Fifth rank was for other attributes such as FM Radio, Hoardings, Wall Papers, etc. with the mean of 40.13 and finally, the least rank was for Well wishers (Friends, Relatives, Neighbours, Colleagues, etc.) with the mean of 37.64 which had influenced the respondents to opt Sun Direct DTH.

6.3. Descriptive Statistics and Reliability

Table 3: Descriptive Statistics and Reliability

Factors	N	Mean	Std. Deviation	Items	Reliability
Perceived Usefulness	228	14.55	2.852	4	0.824
Perceived Ease of Use	228	14.17	2.805	4	0.794
Perceived Enjoyment	228	14.83	2.258	4	0.809
Perceived Attitude	228	14.47	2.877	4	0.814
Behavioural Intention	228	14.60	2.327	4	0.885

Source: Primary Data

From the above table the descriptive statistics shows that the mean ranged from 14.17 to 14.83 and the Standard Deviation from 2.327 to 2.877 for the factors selected for the study in which the highest perception was for Perceived enjoyment with the mean of 14.83 (SD:2.258) and the least perception was for Perceived Ease of Use with the mean of 14.17 (SD:2.805). When testing the reliability of the constructs it was found that all dimensions were found to be consistent and reliable with the value above 0.7 from which the highest was 0.885 towards Behavioural Intentions and the least was 0.794 towards Perceived Ease of Use dimension.

6.4. Correlation and Regression

Table 4: Inter-Correlation between all the sub dimensions

Factors		Perceived Attitude	Perceived Usefulness	Perceived Ease of Use	Perceived Enjoyment
Perceived Attitude	Pearson Correlation	1	.787**	.727**	.664**
	Sig. (2-tailed)		.000	.000	.000
	N	228	228	228	228
Perceived Usefulness	Pearson Correlation	.787**	1	.625**	.572**
	Sig. (2-tailed)	.000		.000	.000
	N	228	228	228	228
Perceived Ease of Use	Pearson Correlation	.727**	.625**	1	.487**
	Sig. (2-tailed)	.000	.000		.000
	N	228	228	228	228
Perceived Enjoyment	Pearson Correlation	.664**	.572**	.487**	1

	Sig. (2-tailed)	.000	.000	.000	
	N	228	228	228	228

** Correlation is significant at the 0.01 level (2-tailed).

Initially, it was attempted to measure the inter correlation considering Attitude of the Respondents towards Sun Direct DTH and other variables as explanatory variables in which it was observed that there is strong correlation between Perceived Usefulness and Perceived Attitude towards Sun Direct DTH Services ($r=0.787$, Sig.0.000), followed by strong and significant correlation between Perceived Ease of Use and Perceived Attitude ($r=.727$, Sig.0.000) and finally, it is understood that there is a positive moderate correlation between Perceived Enjoyment and Perceived Attitude towards Sun Direct DTH Services ($r=.664$, Sig.0.000). To determine the power contribution of the factors a regression analysis is done in the following table 5.

Table 5: Regression Analysis measuring the relationship between Explanatory and Dependent Variable

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.533	.671		2.284	.023
	Perceived Usefulness	.437	.047	.433	9.345	.000
	Perceived Ease of Use	.341	.045	.332	7.633	.000
	Perceived Enjoyment	.325	.053	.255	6.153	.000

Dependent Variable: Perceived Attitude

Table 6: Model Summary showing the relationship between Explanatory and Dependent Variable

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.867a	.752	.749	1.4425

Predictors: (Constant), Perceived Enjoyment, Perceived Ease of Use, Perceived Usefulness

From the model summary it is understood that there is a strong positive significant correlation between the explanatory variables (Perceived Usefulness, Perceived Ease of Use and Perceived Enjoyment) and the dependent variable Perceived Attitude ($r=0.867$, Sig.0.000) with the contribution of $R^2=75.2\%$. It is also evident from results based on Critical Ratio which was found to be above the p.value (1.96) to reject the null hypothesis. Therefore, it is clear that all the three variables had significantly influenced the respondents to opt for Sun Direct DTH Services. Further, correlation and regression was done to measure the Perceived Attitude and Behaviour Intention to use Sun Direct DTH in the Table 7 and 8 respectively.

Table 7: Inter-Correlation between Attitude and Behavioural Intention

		Behavioural Intention	Perceived Attitude
Behavioural Intention	Pearson Correlation	1	.755**
	Sig. (2-tailed)		.000
	N	228	228
Perceived Attitude	Pearson Correlation	.755**	1
	Sig. (2-tailed)	.000	
	N	228	228

** Correlation is significant at the 0.01 level (2-tailed).

Further, it is attempted to measure the inter correlation considering

Attitude of the Respondents as independent variable and Behavioural Intention to use Sun Direct DTH as Dependent variable which proved strong correlation between Perceived Attitude and Behavioural Intention to use Sun Direct DTH Services ($r=0.755$, Sig.0.000). To determine the power contribution of the factor, regression analysis is done in the following table 8.

Table 8: Model Summary showing the relationship between Explanatory and Dependent Variable

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.764	.521		11.065	.000
	Perceived Attitude	.610	.035	.755	17.287	.000

a. Dependent Variable: Behavioural Intention

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.755a	.569	.567	1.530	

a. Predictors: (Constant), Perceived Attitude

It is observed from the results that there is a strong positive significant correlation between the Perceived Attitude and Behavioural Intentions ($r=0.755$, Sig.0.000) with the contribution of $R^2=56.9\%$. It is also evident from results based on $t=17.287$, Sig.0.000 more than the p.value (1.96) to reject the null hypothesis. Therefore, it is concluded that the relationship between Perceived Attitude of the respondents and their Behaviour Intentions to use Sun Direct DTH Services was positively associated to reject the null hypothesis.

7. SUMMARY OF THE RESULTS

7.1. Demographic Variables

- 37.3% of the respondents are in the age group between 26 and 50 years,
- Majority (70.5%) of the respondents are male
- Majority (71.5%) of the respondents are married
- Most (65.4%) of the respondents studied upto under graduation / post graduation,
- Less than half (42.1%) of the respondents are engaged in business,
- Nearly half (47.8%) of the respondents are having income between Rs.25,001 and Rs.50,000 per month

7.2. Rank on Advertisement Influence

- It is observed from the Garrett Ranking results that the rating of the respondents to opt Sun Direct DTH Services based on the advertisement influence was high with regard to Electronic Media (Television, Internet Websites, etc.) and the least rank was for Well wishers (Friends, Relatives, Neighbours, Colleagues, etc.) which had influenced the respondents to opt Sun Direct DTH.

7.3. Correlation and Regression

- Inter correlations shows that there is a strong positive correlation between Perceived Usefulness and Attitude, Perceived Ease of Use and Perceived Attitude, also Moderate Positive correlation between Perceived Enjoyment and Perceived Attitude. When considering the regression results all the beta coefficients shows significant results to conclude that the explanatory variables have positively contributed towards Perceived Attitude in influencing the respondents towards Sun Direct DTH Services.
- It is also evident that there is a strong significant and positive correlation between Perceived Attitude and Behavioural Intentions to use Sun Direct DTH Services. Further, it is proved

from the regression analysis based on the R2 results there is a significant variance, which means the relationship between the independent and dependent variables were found to positive and significant to reject the null hypothesis.

8. SUGGESTIONS

- It is evident from the rating of the respondents about the source of media influence was high with regard to electronic media and paper media whereas, the word of mouth based on friends relatives, neighbours, colleagues, etc. occupied the least position in the ranking. It is recommended that the policy makers of Sun Direct DTH shall take initiatives by offering gifts, vouchers, surprise packages for the unknown marketing source who can be motivated with these fancies shall be a big boost and assistance for company's marketing to achieve necessary target. Electronic media shall help to visualize the content available for their usage, therefore, celebrity endorsement in this regard shall help promoting the product to a greater extent.
- From the results of the study it is also observed that few of the respondents disagreed and strongly agreed about the perceived ease of use which was further analyzed and found the same among the different age group respondents belonged to slightly upper middle aged and old aged respondents who found it difficult to handle gadget of Sun Direct DTH. Therefore, it is recommended that the product shall be customized accordingly for the easy use of all category people.
- Few of the respondents reported dissatisfaction with respect to cost factor and the quality of service as compared to that of its competitors like Reliance, Tata Sky, Airtel DTH, etc. are a few to mention which can be considered by the policy makers to find solutions like discounts, festival offers kind of schemes and also the enhancement in quality of the service to justify the customers.

9. CONCLUSION

Perceived Enjoyment and Perceived Attitude were found to have significantly achieved the level of satisfaction to continue with the Sun DTH Services which has been proved through the Behavioural Intentions to use Sun DTH Services. It is concluded that the service provider shall consider all the negative aspects closely into consideration for further improvement of services to retain the customers. Therefore, a satisfied customer today will become a loyal customer tomorrow.

Even though, the customers feel Sun Direct DTH product and service are useful, the easy of use was the only concern needed immediate attention and rectification. However, there is a significant influence with respect to enjoyment and the overall aspects of perception leading towards positive attitude eventually, achieving significance with regard to positive Behavioural Intentions of the customers to use Sun Direct DTH forever.