

Factors motivating customers towards DTH services in Andhra Pradesh



Management

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ABSTRACT

The tastes and preferences of every human being is changing time to time according to the changing trends in every day's life. The biggest changes occurred in consumer products, new and innovative technology has used to satisfy the consumers. In this content the study is taken up with the various DTH services which have considerable share in the market. This paper reveals the customer perception towards DTH services in Andhra Pradesh and it also helps to analyze the competition exist in the market regarding DTH services. The study is focused on the four kinds of DTH services namely, Sun Direct, Tata sky, Dish TV, Big TV. The task of the study is to know the preference of the users in Andhra Pradesh among these various services. Various tools used to analyze the data. The present study reveals that the majority of the respondents prefer to buy Tata Sky because of its picture quality, various kinds of packages and more channels at reasonable prices.

Introduction

Advancement in science and technology has brought out many types of equipment, machineries and apparatus, which made human life more comfortable and enjoyable. Direct to Home (DTH) is the recent addition and has become a major entertainment medium attracting the mind of everyone. DTH (Direct - To - Home) television is one of the recent contributions of science, which is meant mainly for dissemination of information and it is a remarkable achievement of the human brain. DTH is defined as the reception of satellite programmes with a personal dish, in an individual home. DTH has become a powerful, useful and attractive mass media compared with cinema and cable TV. The role of DTH operations is effective and inevitable in our life. It is not only for showing cinemas but also for promoting education and pass information. The growth of DTH at the beginning was very slow in India. After the introduction of Doordharshan DTH, the DTH got a remarkable change in our country. When Sun TV entered into the Doordharshan's DD direct plus, the user level increased to a standard place. Each and every one knows pretty well about the DTH not only in the urban areas but also in the rural areas. Currently, there are 130 million TV households in the country, while there are only 7-8 million DTH households. Today, the concept of DTH has really become popular in India. People are highly looking forward to acquire one such service to bring entertainment and knowledge into their homes.

Review of Literature

John Sinclair and Mark Harrison (1995) have studied on "Globalization and Television in Asia with special reference to India and China". The study had explained that Asian television is in a most volatile period of development. The advent of new subscriber services and the embracing of privatization and deregulation policies are major current development in the television industries. Atpita Muharjee (2002) had studied India's trade potential in audio - visual services and the gats. The study observed that audio-visual service sector is one of the fastest growing service sectors in India and India's exports of audio - visual products have shown a rapid increase in the past decade. The study has examined India's trade potential in audio - visual services within the GATS frame work. Minakhide(2004) had made a study on the "Indian satellite for education". She showed that satellite could establish the connectivity between urban educational institutions with adequate infrastructure imparting quality education and the large number of rural and semi urban educational institutions that lack the necessary infrastructure. She had also mentioned that EDUSAT is the first exclusive satellite for serving the educational sector. It covers 2400 Indian villages spread over six states.

Objectives of the Study

- To identify the factors motivating the customers to purchase the DTH.

Sources of Data

The study is mainly based on primary data. The primary data

was collected through the questionnaire. Primary data has been collected from the respondents by means of a pre tested interview schedule. After pre-testing, the interview schedule has been modified based on the comments given by the experts.

Sampling Techniques

The sample has been selected on the basis of convenient random sampling technique. For the purpose of analysis, the data has been collected from five hundred customers from the selected sampled Respondents in Andhra Pradesh.

Statistical Tools Used For Analysis

The following statistical tools are used.

- Descriptive Analysis.
- Chi-square test.

Analysis & Interpretation

Reasons for Preferring DTH Services

The DTH provides quality services to the subscriber like picture clarity, effective sound system, more number of channels etc. To ascertain the reasons for preferring DTH services, a study was made and the responses are analyzed by adopting Ranking technique. In order to reveal importance of the variables in the ranking process, weightage has been assigned for the five ranks. The results have been given in table 1.

TABLE 1: REASONS FOR PREFERRING DTH SERVICES

Factors	Total Score	Mean Score	Rank
More Channels	1254	2.5	2
Picture Clarity	1150	2.3	3.5
Price	1400	2.8	1
Sound Effect	650	1.3	5
Uninterrupted Services	1150	2.3	3.5

Source: Primary Data

The table 1 reveals the reasons for selecting the DTH. Price was ranked first by the selected sample respondents with the total score of 1400 and mean score of 2.8. More Channels was ranked second with the total mean score of 1254 and mean score of 2.5. Picture clarity and Uninterrupted Services occupied same position with the total score of 1150 and mean score of 3.5. Sound Effect occupied fifth with the total score of 650 and mean score of 5.

About Brand Preference

In the Market, various brands of DTH are available. So the consumers are finding it difficult to choose a particular brand from the numerous brands available in the market. The details of dish brand which is mostly preferred by the respondents are presented in the below table 2.

TABLE 2: Brand Preference of DTH

Brand Name	Number of Respondents	Percentage
Sun Direct	157	31.4
Tata sky	203	40.6
Dish TV	95	19.0
Big TV	45	9.00

Source: Primary Data

It is obvious from the table 2 that 31.4 per cent of the respondents prefer Sun Direct DTH and 40.6 per cent of the customer prepare Tata sky, 19.0 per cent of the informants like Videocon services and 9 per cent of the respondents are using only Reliance Big TV . It is inferred that a majority of the respondents are using Tata sky.

TESTING OF HYPOTHESIS

There is no relationship between the Advertisement and cus-

tomers attitude towards DTH.

To test the hypothesis, Chi square test was used.

TABLE 4 CHI SQUARE TABLE

Calculated Value	Degrees of Freedom	Sig-value	Inference
154.45	21	0.685	Rejected

For 21degree of freedom at 5% level of significance, the chi-square value is 154.45 and the sig value is 0.685 hence the hypothesis is rejected.

Conclusion

The present study reveals that the majority of the respondents prefer to buy Tata Sky because of its best picture quality, reasonable price, various kinds of packages and more channels. So 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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