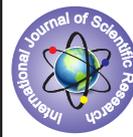


## BRAND PREFERENCE OF DTH SERVICE IN ERODE DISTRICT - A STUDY



Commerce

KEYWORDS:

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### ABSTRACT

DTH is one of the wildest growing industries in India. The DTH services were first offered in the year 1996. But they were not approved then because there were concerns over national security and cultural invasion. Finally in 2000, DTH was allowed. There are six service providers in the DTH industry, Dish TV, Reliance Big TV, Airtel Digital TV, Sun Direct, Videocon d2h and Tata Sky. DTH is the only source that comes to people who live in the hill stations, rural and remote areas. Thus, there is huge scope for DTH operators to continue providing a strategic package of proposals to maintain growth. In this paper the factors influenced to prefer a particular DTH brand are analyzed in detail.

### Introduction

The Direct-To-Home (DTH) service is a digital satellite service that provides television services directly to subscribers anywhere in the country. The DTH television is one of the recent contributions of science, which is meant mainly for the dissemination of information and which is an achievement of the human brain. DTH has become a powerful, useful and attractive mass media compared with cinema and cable TV. The roles of DTH operations are effective and inevitable in our life. It is meant not only for viewing cinemas but also for promoting education and sharing information. Direct-to-home (DTH) television is growing rapidly throughout India, with its easy setup, interactive services and competitive offerings.

### Objectives of the Study

- To find out the brand preference of the DTH Subscribers.
- To identify the factors influencing the preference of a particular brand of DTH.

### Research Methodology

#### Primary Data

Primary Data was collected directly from the DTH respondents by using interview schedule. The data collected were analyzed properly using suitable statistical tools.

#### Sample Design

The study has been conducted in Erode district of Tamil Nadu. Large number of households is using DTH services in this district. Purposive-cum multistage random sampling technique has been employed to select sample households in Erode district, the universe of the study. A sample of 450 respondents was selected from 6 taluks, 14 blocks and 375 villages of Erode district. The researcher administered interview schedule to all the 450 sample and collected data.

#### The brand Preference of the DTH Subscriber

Respondents use different brands of DTH depending on their taste and preference. The researchers attempted to collect data relating to the brands of DTH used by the respondents and the details were presented below.

**Table - 1** Brand preference of DTH

Factors	Dish TV		Reliance Big TV		Airtel digital TV		Sun Direct		Videocon d2h		Tata Sky		Total	
	Mean Score	Rank	Mean Score	Rank	Mean Score	Rank	Mean Score	Rank	Mean Score	Rank	Mean Score	Rank	Mean Score	Rank
Brand Images	58.24	II	48.72	VIII	55.13	III	58.05	III	48.83	IX	58.68	II	54.57	III
Picture Clarity	71.56	I	71.30	I	69.04	I	68.35	I	68.22	I	68.58	I	69.38	I
Audio Effectiveness	56.73	IV	65.39	II	57.06	II	58.57	II	56.86	II	55.14	IV	58.45	II

Service Provider	Number of Respondents	Percentage (%)
Dish TV	55	12.22
Reliance Big TV	76	16.89
Airtel digital TV	84	18.67
Sun Direct	98	21.78
Videocon d2h	72	16.00
Tata Sky	65	14.44
<b>Total</b>	<b>450</b>	<b>100.00</b>

Source: Primary Data

It is observed from Table - 1 that out of the total 450 sample respondents selected for the study, 12.22 per cent of the respondents were having Dish TV in their home, 16.89 per cent of the respondents were having Reliance Big TV in their home, 18.67 per cent of respondents were having Airtel digital TV in their home, 21.78 per cent of the respondents were having sun direct in their home, 16.00 per cent of the respondents were having Videocon d2h in their home and 14.44 per cent of the respondents were having Tata Sky in their home.

#### Factors Influenced the Preference of DTH Brands

The respondents expect more service qualities from the DTH service providers. The researcher attempted to identify the factors that influenced the respondents to prefer their respective brand of DTH service. Brand Images, Picture Clarity, Audio Effectiveness, Offers and Discount, Initial subscription price, Easy payment / Recharge facility, Quick renewals of lapsed recharge, Accessibility of dealer, Warranty / Guarantee, Parental Locking, Recording, Timer, HD Channels and after sales service were identified as the factors that influenced the respondents.

Moreover, to rank the factors, Garrett Ranking technique was employed. By referring the Garrett's Table, the per cent position estimated is converted into scores. Then for each factor, the scores of each respondent are added and then mean score value is calculated. The factor which has the highest mean score is considered to be the first and thus all the fourteen factors were ranked and analyzed and presented below.

**Table - 2** Factors influenced to prefer DTH brands

Offers and Discount	53.87	V	53.99	IV	50.71	VI	52.94	IV	50.14	V	56.48	III	52.88	IV
Initial subscription price	49.33	VII	48.37	IX	46.95	IX	51.05	VI	47.29	X	51.00	V	49.01	VII
Easy payment / Recharge facility	48.95	VIII	47.47	X	48.13	VII	51.76	V	51.56	IV	49.34	VI	49.63	VI
Quick renewals of lapsed recharge	46.02	IX	39.95	XII	46.46	X	51.03	VII	47.21	XI	44.85	XI	46.19	X
Accessibility of dealer	51.20	VI	39.64	XIII	45.65	XI	45.14	IX	44.54	XIII	41.72	XIII	44.46	XII
Warranty / Guarantee	57.82	III	50.01	VII	52.15	V	43.32	XII	52.43	III	46.29	X	49.76	V
Parental Locking	35.31	XIII	41.29	XI	40.93	XIII	44.00	X	49.49	VII	46.82	VIII	43.19	XIII
Recording	33.18	XIV	55.17	III	47.21	VIII	43.64	XI	50.01	VI	48.15	VII	46.65	IX
Timer	41.89	XII	50.09	VI	44.39	XII	40.21	XIII	49.40	VIII	44.54	XII	44.96	XI
HD Channels	43.24	XI	51.09	V	54.10	IV	47.88	VIII	46.88	XII	46.80	IX	48.70	VIII
After sales service	45.67	X	30.50	XIV	35.07	XIV	37.06	XIV	30.14	XIV	34.62	XIV	35.17	XIV

Source: Primary Dat

From Table - 2, it is understood that there were fourteen major factors that influenced respondents to prefer the Dish TV service and the factors have been ranked according to their magnitude by using Garrett technique. Out of fourteen factors "Picture clarity" ranked first with a mean score of 71.56, "Brand Images" ranked second with 58.24 as mean score, "Warranty / Guarantee" ranked third with 57.82 as mean score, "Audio Effectiveness" ranked fourth with 56.73 as mean score, "Offers and discount" ranked fifth with 53.87 as mean score, "Accessibility of dealer" ranked sixth with 51.20 as mean score, "Initial subscription price" ranked seventh with 49.33 as mean score, "Easy payment / Recharge facility" ranked eighth with 48.95 as mean score, "Quick renewals of lapsed recharge" ranked ninth with 46.02 as mean score, "After sales service" ranked tenth with 45.67 as mean score, "HD channels" ranked eleventh with 43.24 as mean score, "Timer" ranked twelfth with 41.89 as mean score, "Parental Locking" ranked thirteenth with 35.31 as mean score and "Recording" ranked fourteenth with 33.18 as mean score. It is thus understood that "Picture clarity", "Brand Images", and "Warranty / Guarantee" were the major factors influenced to prefer Dish TV connection.

In the case of Reliance Big TV, out of fourteen factors "Picture clarity" ranked first with a mean score of 71.30, "Audio Effectiveness" ranked second with 65.39 as mean score, "Recording" ranked third with 55.17 as mean score, "Offers and Discount" ranked fourth with 53.99 as mean score, "HD Channels" ranked fifth with 51.09 as mean score, "Timer" ranked sixth with 50.09 as mean score, "Warranty / Guarantee" ranked seventh with 50.01 as mean score, "Brand Images" ranked eighth with 48.72 as mean score, "Initial Subscription Price" ranked ninth with 48.37 as mean score, "Easy Payment / Recharge Facility" ranked tenth with 47.47 as mean score, "Parental Locking" ranked eleventh with 41.29 as mean score, "Quick Renewals of Lapsed Recharge" ranked twelfth with 39.95 as mean score, "Accessibility of Dealer" ranked thirteenth with 39.64 as mean score and "After Sales Service" ranked fourteenth with 30.50 as mean score. It is thus understood that "Picture clarity", "Audio Effectiveness", and "Recording" were the major factors influenced to prefer Reliance Big TV connection.

In the case of Airtel digital TV, out of fourteen factors "Picture clarity" ranked first with a mean score of 69.04, "Audio Effectiveness" ranked second with 57.06 as mean score, "Brand Images" ranked third with 55.13 as mean score, "HD Channels" ranked fourth with 54.10 as mean score, "Warranty / Guarantee" ranked fifth with 52.15 as mean score, "Offers and Discount" ranked sixth with 50.71 as mean score, "Easy Payment / Recharge Facility" ranked seventh with 48.13 as mean score, "Recording" ranked eighth with 47.12 as mean score, "Initial Subscription Price" ranked ninth with 46.95 as mean score, "Quick Renewals of Lapsed Recharge" ranked tenth with 46.46 as

mean score, "Accessibility of Dealer" ranked eleventh with 45.65 as mean score, "Timer" ranked twelfth with 44.39 as mean score, "Parental Locking" ranked thirteenth with 40.93 as mean score and "After Sales Service" ranked fourteenth with 35.07 as mean score. It is thus understood that "Picture clarity", "Audio Effectiveness", and "Brand Images" were the major factors influenced to prefer Airtel digital TV connection.

In the case of Sun Direct, out of fourteen factors "Picture clarity" ranked first with a mean score of 68.35, "Audio Effectiveness" ranked second with 58.57 as mean score, "Brand Images" ranked third with 58.05 as mean score, "Offers and Discount" ranked fourth with 52.94 as mean score, "Easy Payment / Recharge Facility" ranked fifth with 51.76 as mean score, "Initial Subscription Price" ranked sixth with 51.05 as mean score, "Quick Renewals of Lapsed Recharge" ranked seventh with 51.03 as mean score, "HD Channels" ranked eighth with 47.88 as mean score, "Accessibility of Dealer" ranked ninth with 45.14 as mean score, "Parental Locking" ranked tenth with 44.00 as mean score, "Recording" ranked eleventh with 43.64 as mean score, "Warranty / Guarantee" ranked twelfth with 43.32 as mean score, "Timer" ranked thirteenth with 40.21 as mean score and "After Sales Service" ranked fourteenth with 37.06 as mean score. It is thus understood that "Picture clarity", "Audio Effectiveness", and "Brand Images" were the major factors influenced to prefer Sun Direct connection.

In the case of Videocon d2h, out of fourteen factors "Picture clarity" ranked first with a mean score of 68.22, "Audio Effectiveness" ranked second with 56.86 as mean score, "Warranty / Guarantee" ranked third with 52.43 as mean score, "Easy Payment / Recharge Facility" ranked fourth with 51.56 as mean score, "Offers and Discount" ranked fifth with 50.14 as mean score, "Recording" ranked sixth with 50.01 as mean score, "Parental Locking" ranked seventh with 49.49 as mean score, "Timer" ranked eighth with 49.40 as mean score, "Brand Images" ranked ninth with 48.83 as mean score, "Initial Subscription Price" ranked tenth with 47.29 as mean score, "Quick Renewals of Lapsed Recharge" ranked eleventh with 47.21 as mean score, "HD Channels" ranked twelfth with 46.88 as mean score, "Accessibility of Dealer" ranked thirteenth with 44.54 as mean score and "After Sales Service" ranked fourteenth with 30.14 as mean score. It is thus understood that "Picture clarity", "Audio Effectiveness", and "Warranty / Guarantee" were the major factors influenced to prefer Videocon d2h connection.

In the case of Tata Sky, out of fourteen factors "Picture clarity" ranked first with a mean score of 68.58, "Brand Images" ranked second with 58.68 as mean score, "Offers and Discount" ranked third with 56.48 as mean score, "Audio Effectiveness" ranked fourth with 55.14 as mean score, "Initial Subscription Price" ranked fifth with 51.00 as mean

score, "Easy Payment / Recharge Facility" ranked sixth with 49.34 as mean score, "Recording" ranked seventh with 48.15 as mean score, "Parental Locking" ranked eighth with 46.82 as mean score, "HD Channels" ranked ninth with 46.80 as mean score, "Warranty / Guarantee" ranked tenth with 46.29 as mean score, "Quick Renewals of Lapsed Recharge" ranked eleventh with 44.85 as mean score, "Timer" ranked twelfth with 44.54 as mean score, "Accessibility of Dealer" ranked thirteenth with 41.72 as mean score and "After Sales Service" ranked fourteenth with 34.62 as mean score. It is thus understood that "Picture clarity", "Brand Images", and "Offers and Discount" were the major factors influenced to prefer Tata Sky connection.

The computations based on the opinion of all the respondents regarding the factors influenced to prefer their DTH service provider revealed that "Picture clarity" ranked first with a mean score of 69.38, "Audio Effectiveness" ranked second with 58.45 as mean score, "Brand images" ranked third with 54.57 as mean score, "Offers and Discount" ranked fourth with 52.88 as mean score, "Warranty / Guarantee" ranked fifth with 49.76 as mean score, "Easy Payment / Recharge Facility" ranked sixth with 49.63 as mean score, "Initial Subscription Price" ranked seventh with 49.01 as mean score, "HD Channels" ranked eighth with 48.70 as mean score, "Recording" ranked ninth with 46.65 as mean score, "Quick Renewals of Lapsed Recharge" ranked tenth with 46.19 as mean score, "Timer" ranked eleventh with 44.96 as mean score, "Accessibility of Dealer" ranked twelfth with 44.46 as mean score, "Parental Locking" ranked thirteenth with 43.19 as mean score and "After Sales Service" ranked fourteenth with 34.62 as mean score. It is thus understood that "Picture clarity", "Audio Effectiveness", and "Brand Images" were the major factors influenced to prefer total respondents DTH service connection.

### Suggestions

1. DTH service operators should try to enhance Picture Clarity and Effective Sound System through latest technology.
2. The company must adopt different promotional strategies or package structures for the Rural and Urban Markets.
3. Sincere efforts should be taken to ensure effective customer care service.

### Conclusion

DTH is one of the fastest growing industries in today's era. DTH is the only source that comes to people who live in the hill stations, rural and remote areas. Thus, there is huge scope for DTH operators to continue providing a strategic package of proposals to maintain growth. People also prefer picture clarity, quality audio, attractive tariff structure and still more. Better attention by the DTH operators on the expectation of the customers will not only satisfy them but also help the DTH operators to improve their market share.

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