



## A Study On Customer Satisfaction Towards Cable TV Services With Special Reference To Thirumangalam, Madurai District

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### ABSTRACT

*Being a monopolist is very difficult in today's business environment where there is a stiff competition in almost all industries. Cable business is one among the few businesses which enjoys the power of monopoly right from the beginning. But, due to the government intervention DTH which was a distant competitor then, has emerged as a close competitor. This research gives an understanding regarding the various factors affecting the customer satisfaction, so that they can face competition from DTH. The researchers also made an attempt in comparing the services provided by the cable operators and DTH so that the service quality can be improved. The researchers applied statistical tools such as chi-square test, ANOVA, ranking method, kolmogorov-smirnov D test and percentage analysis for the purpose of analysis.*

**Keywords : Customer satisfaction, customer preferences**

### Introduction

From the time when TV came into existence, there were different types of antennas that helped people to view the channels. When there was only DD (Doordarshan), the traditional yogi-uda antenna was used. In the south Tamil Nadu, there was an option to view Roopavahini channel of Sri Lanka and an extra high antenna was fitted for the same. It was quite difficult at those times because we cannot rely upon the signal of the transmission. In times of rain and wind, we have to keep adjusting the antennas and there are chances that the antenna changes direction even when a crow sits on it and there were only a few channels. And when lightning struck the first thing to be done is to remove the antenna connection.

### Statement of the problem

The era of domination of popular player in the cable business has come to an end as the industry has been brought under the control of Government of Tamilnadu. At this juncture, various problems especially limited number of channels and poor quality of broadcasting created dissatisfaction among the customers. This tends to a change in customer preference to dish, which is going to be a threat to the cable TV operators. Knowing the customer satisfaction level and understanding their preference becomes the need for the operators to retain their power of monopoly.

### Objectives of the study

1. To know the customer satisfaction level towards the services provided by the cable TV operators.
2. To compare the services provided by the cable TV operators with dish services.
3. To find out the customer preferences on various services provided by both.

### Research Design

The researcher has applied the Descriptive research design for the study. A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample. The population for the study includes all the cable and dish customers in Thirumangalam, Madurai district. Sample size for the study was taken as 600 which include 500

cable customers and 100 dish customers.

In this study, the researcher has adopted convenience sampling method for the purpose of data collection.

The research consists of the application of both primary and secondary data. Primary data was collected by administering questionnaire cum interview schedules to the customers. The secondary data was collected through websites and from various journals and magazines. The collected data was analyzed by using the following tools:

- Chi-square test
- ANOVA
- Kolomogorov-Smirnov D test
- Ranking method
- Simple average
- Weighted average
- Percentage analysis

### Limitations of the study

1. Some of the respondents hesitated to give negative opinion about the cable operators as they have good relationship with them.
2. Few of the respondents gave false data regarding the number of television sets as the cable operators may charge more.

### ANALYSIS

#### Chi-square test

Null hypothesis: There is no significant relationship between income level and the number of television sets.

**Table 1**  
Chi-square analysis for income level and number of television sets

Income level (Rs.)	One	Two	More than two	Total
Less than 10000	69	14	2	85
10000 - 15000	133	76	13	222
15000 - 20000	89	62	16	167
Above 20000	46	62	18	126
<b>Total</b>	<b>272</b>	<b>199</b>	<b>129</b>	<b>600</b>

Chi-square = 110.61

Degree of freedom = (r - 1) (c - 1)

$$= (4 - 1) (3 - 1)$$

$$= 6$$

The table value of Chi-square for 6 Degree of freedom at 5% significance level is 12.6.

**Interpretation**

Since the calculated value is greater than the table value, the hypothesis is rejected. So, there is significant relationship between income level and the number of television sets.

**Analysis of Variance (ANOVA)**

Hypothesis: There is significant difference among the customers between satisfaction level of services towards cable TV and dish.

**Table 2**  
Satisfaction level of services towards cable TV and dish

Satisfaction level of Services	Cable TV	Dish	Total
Highly satisfied	183	6	189
Satisfied	149	15	164
Neutral	115	9	124
Dissatisfied	34	25	59
Highly dissatisfied	19	45	64
<b>Total</b>	<b>500</b>	<b>100</b>	<b>600</b>

Sum of all the variables in the samples T = £x1 + £x2  
= 500 + 100 = 600

Correction factor = T<sup>2</sup> / N = 600<sup>2</sup> / 10 = 36000  
Total sum of squares (SST) = £X1<sup>2</sup> + £X2<sup>2</sup> - T<sup>2</sup> / N  
= 500<sup>2</sup> + 100<sup>2</sup> - 36000 = 224000

Sum of squares between the samples (SSC) = (£X1)<sup>2</sup> / N + (£X2)<sup>2</sup> / N - T<sup>2</sup> / N  
= (500)<sup>2</sup> / 5 + (100)<sup>2</sup> / 5 - 36000 = 16000

Sum of squares within the samples (SSE) = SST - SSC  
= 224000 - 16000 = 208000.

**Table 3**  
ANOVA Table for satisfaction level of services towards cable TV and dish

Source of variation	Sum of squares	Degrees of freedom	Mean square	Value
Between sample	16000	V1 = (c - 1) = 1	16000 / 1 = 16000	26000 / 16000 = 1.625
Within sample	208000	V2 = (n - c) = 8	208000 / 8 = 26000	
<b>Total</b>	<b>224000</b>	<b>9</b>		

For V1 = 1, V2 = 8, Table value = 5.3177

Calculated value = 1.625

**Interpretation**

Since the calculated value is less than the table value, the hypothesis is accepted. So, there is significant difference among the customers between satisfaction level of services towards cable TV and dish.

**Kolmogorov - Smirnov D test**

Null hypothesis: There is no difference in customer satisfaction level towards the services provided by the cable TV operator.

**Table 4**  
Kolmogorov - Smirnov table for satisfaction level of the

**respondents**

Satisfaction level	Observed Number	Observed Proportion	Observed Cumulative Proportion	Null Proportion	Null Cumulative Proportion	Absolute Difference
Highly Satisfied	183	0.37	0.37	0.5	0.5	0.13
Satisfied	149	0.30	0.67	0.5	1.0	0.33
Neutral	115	0.23	0.90	0.5	1.5	0.6
Dissatisfied	34	0.07	0.97	0.5	2.0	1.03
Highly Dissatisfied	19	0.04	1.00	0.5	2.5	1.5

From the above table, it is observed that, the largest absolute difference is 1.5, which is known as the Kolmogorov - Smirnov D value.

For a sample size of more than 35, the critical value of D at an alpha of 0.05 is 1.36/√n.

As sample size is 600,

$$D = 1.36 / \sqrt{600} = 1.36 / 24.494 = 0.056$$

As the calculated D value exceeds the critical value of 0.136, the hypothesis is rejected.

So, there is difference in customer satisfaction level towards the services provided by the cable TV operator.

**Ranking method**

To find out the preferences of the customers on the various factors towards cable TV services.

**Table 5**  
Analysis on customer preferences towards various factors of cable TV services

Sl. No	Factors	1	2	3	4	Σ f x	No of Respondents	Mean	Rank
1.	Service	204	143	89	64	1487	500	2.97	II
2.	Cost	186	174	96	44	1502	500	3.0	I
3.	Good relationship	123	202	64	111	1337	500	2.67	III
4.	Convenience	98	117	181	104	1209	500	2.41	IV

Source: Primary data

Rank	1	2	3	4
Value(x)	4	3	2	1

**Interpretation**

Among the various factors, cost is the most preferred factor to choose cable TV services as it receives the first rank with highest mean of 3, next preferred factor is the service as it receives rank 2, followed by factors like good relationship and convenience that receives ranks 3 and 4 respectively.

**Ranking method**

To find out the customer preferences towards various factors to choose dish services.

**Table 6**  
Analysis on customer preferences towards various factors of dish services

Sl. No	Factors	1	2	3	4	Σ f x	No of Respondents	Mean	Rank
1.	No interruption in case of power failure	18	31	26	25	242	100	2.42	III
2.	Available as a free with other products	38	26	27	9	293	100	2.93	I

3.	Clarity	34	22	18	26	264	100	2.64	II
4.	Low cost	16	21	34	29	224	100	2.24	IV

Source: Primary data

<b>Rank</b>	1	2	3	4
<b>Value(x)</b>	4	3	2	1

#### Interpretation

From the above table, it is interpreted that majority of the customers buy dish as it is available as a free with other products, since it receives the first rank with a highest mean of 2.93, the next preferred factors are clarity, no interruption in case of power failure and low cost that receives ranks 2, 3 and 4 respectively.

#### Findings

1. The majority (37 per cent) of the respondents' income level lies in the range of Rs.10000 to 15000.
2. 45 per cent of the respondents selected for the study have only one television set, 33 per cent have two television sets and 22 per cent have more than two television sets.
3. From the study, it is observed that 40 per cent of the service men possess very good technical knowledge.
4. Majority of the respondents use dish as it is given as a free with other products like television, refrigerator etc.
5. It is found that in the cable TV services, there is a price differentiation in the study area though the services are same.
6. Only 30 per cent of the respondents are satisfied with the services provided by DTH.

7. 90 per cent of the respondents are satisfied with the services provided by cable TV operators.

8. 78 per cent of the respondents have said that they will recommend the DTH service to others.

#### Suggestions

1. During the survey the researcher found that though there is a competition from dish TV, the cable operators enjoy monopoly power in the study area. Satisfying the existing customers will definitely help them to face the competition in the future.
2. The study area contains heterogeneous group of people i.e. people from Kerala, Karnataka, Andhra, etc. Providing necessary channels to satisfy the needs of different groups will increase the customer loyalty.
3. Training may be given to the service men as they are not much aware of the importance of customer relationship.
4. The price discrimination may be avoided.
5. To retain the power of monopoly the cable operators have to maintain good customer relationship.

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