

## A COMPARATIVE STUDY OF VARIOUS DTH SERVICE PROVIDERS

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### ABSTRACT

Direct-to-Home (DTH) defines as Transmission of digital video channel to the subscribers at their Home directly through dish. It was created a revolution in the Television Industry through Digitalisation. DTH directly compete to the cable operators and keep away them by providing the best picture quality by facilitating direct broadcast to consumer. Direct-to-Home (DTH) is one of the recent addition and has become an effective medium of an entertainment through attracting everyone.. DTH players concentrate more on value added services to get market advantage.

The Indian Media and Entertainment (M&E) industry is a sunrise sector for the economy and is making high growth strides. By proving its resilience to the world, the Indian M&E industry is on the cusp of an intense phase of growth, backed by rising consumer demand and improving advertising revenues. The industry is primarily driven by increasing digitization. The mass media in the present era have assumed vital importance in daily life. Television is one of the major mass media of India and is a huge industry and has thousands of programs in all the [states of India](#)

**Keywords:** Consumer demand, Digitization, subscription, Mass Media

### INTRODUCTION

The Government of India has supported M&E industry's growth by taking several initiatives such as digitising the cable distribution sector to attract more significant institutional funding, increasing FDI limit from 74 per cent to 100 per cent in cable and DTH satellite platforms. Also, granting industry status to the film industry for easy access to institutional finance ([www.ibef.org](http://www.ibef.org)). So this study made an attempt to know the Comparative study of various DTH services in Coimbatore District.

### REVIEW OF LITERATURE

**Irinsudha and Jayanthi (2013)** carried out a study on 'Comparative Study on the Various Direct-To-Homes Service Providers in Chennai'. The study attempted to compare the services offered by several DTH service providers. Hence, the data consisted of a sample of 300 respondents. Several statistical tools, such as Chi-square, ANOVA, were applied to the collected data. In summary, the study concluded that there is an association among the reasons for going for DTH and the factor that more channels, transparent payment, interactive service, and superior video quality add value to the service.

**Tiwari (2014)** in the study entitled "A Comparative Study of Sales Promotion Strategies of DTH Service Providers". The study aimed at identifying the sales promotion strategy, which was the critical factor in a customer choosing the service provider. The extent of spread and popularity of DTH was limited to several groups. Also, the impact of DTH services and adds on among several groups of subscribers and the role of technology in the selection of service provider was highly appreciable. The total numbers of questionnaires distributed to the respondents were 400. Out of which 230 had been chosen for the study. Furthermore, two-fold questionnaires were designed to collect data from Direct-To-Home service subscribers and potential subscribers. The satisfaction level of the users was measured on three and five-point Likert Scale. From the study, it was found that the interactive services, number of channels, and price of the DTH services were the factors considered by subscribers for the selection of the DTH service provider.

Dish TV and Tata Sky were the top two DTH service providers which were preferred by the respondents. Overall, the

monthly tariff plan was the most preferred tariff plan amongst the respondents covered under the study.

**Raj (2019)** conducted a study on ‘A Comparative analysis between Airtel Digital TV & Tata Sky DTH Services in Nagpur, Maharashtra’. The study attempts to compare the customer’s perceptions, quality and number of channels offered by Airtel Digital TV and Tata Sky in the study area. Also, the study also compared market range, viewership and sales growth of Airtel Digital TV and Tata Sky. A simple random sampling technique was used. A Sample of 120 users of Airtel Digital TV and Tata Sky were equally collected. The collected data were analyzed to use chi-Square test, a comparative table of the market range, viewership and sales growth and customer’s perceptions, quality content and number of channels for Airtel Digital TV and Tata Sky. Furthermore, the study found that gender, marital status, monthly income and place of residence had not influenced the level of satisfaction of the respondents towards product features of Airtel Digital TV and Tata Sky services. Moreover, the study revealed that Airtel Digital TV was better than Tata Sky in almost every area. Also, hardware and software are the same in both DTH services. Overall, the user interface is also the same, but Airtel Digital TV has some plus points such as universal remote and more TV channels which make Airtel DTH better than Tata Sky.

### STATEMENT OF THE PROBLEM

The biggest changes have occurred in consumer a product by new & innovative technology has used to satisfy the consumers. More models have been introduced by various manufactures in this content. This study is taken up in the various DTH which have considerable share in the market. This study will help to find out about the Comparative analysis of various DTH services, its advantages, features etc. and also suggestions to improve the product.

### OBJECTIVES

1. To Show the growing preference of various DTH service providers.
2. To compare the various DTH service providers.

### Hypothesis

1. All the respondents, irrespective of their personal profile give positive opinion on the satisfaction construct
2. Constructs are positively correlated.

### SAMPLE SIZE

The study was carried out in the Coimbatore city. The respondents were the customers of DTH users. Total 342 customers were interviewed.

### DATA COLLECTION

A well structured questionnaire was developed under able guidance of research supervisor and experts to collect relevant data.

### TOOLS USED

The following tool is used to analyses the data

- i. Cross tabulation

### ANALYSIS AND INTREPRETATION

#### Cross Tabulation

Cross Tabulation finds the relationship between service facilities offered by DTH provider and DTH subscriber’s opinion towards the service providers. In this technique, the DTH subscribers were asked to give an opinion about the given attributes.

**Table 1**

**Friendly Customer Service Offered by DTH Service Provider and DTH Subscribers Opinion (Cross Tabulation)**

DTH Service Providers		Friendly Customer Service					Total
		HDS	DS	N	S	HS	
Dish TV	Count	0	0	26	58	0	84

	% of Total	0.0%	0.0%	7.6%	17.0%	0.0%	24.6%
Sun Direct	Count	0	0	0	63	16	79
	% of Total	0.0%	0.0%	0.0%	18.4%	4.7%	23.1%
Big TV	Count	0	0	0	10	9	19
	% of Total	0.0%	0.0%	0.0%	2.9%	2.6%	5.6%
Airtel	Count	4	0	0	31	0	35
	% of Total	1.2%	0.0%	0.0%	9.1%	0.0%	10.2%
Videocon	Count	0	4	0	29	0	33
	% of Total	0.0%	1.2%	0.0%	8.5%	0.0%	9.6%
Tata Sky	Count	0	0	0	29	63	92
	% of Total	0.0%	0.0%	0.0%	8.5%	18.4%	26.9%
<b>Total</b>	Count	4	4	26	220	88	342
	<b>Percentage of Total</b>	1.2%	1.2%	7.6%	64.3%	25.7%	100.0%

Source: Computed Data \*multiple responses

HDS-Highly Dissatisfied DS-Dissatisfied N-Neutral S-Satisfied HS-Highly satisfied

Table 1 shows the Cross-tabulation of the Service provider of DTH and Opinion on service facility offered by DTH provider. It reveals that friendly customer service offered by the ‘Dish TV’ DTH service providers 58 (17%) are satisfied. DTH Subscribers, who are using ‘Sun Direct’ 63 (18.4%), have given a satisfying opinion. Big TV 10 (2.9%), DTH subscribers are also satisfied. Airtel 31 (9.1%) and Videocon 29 (8.5%), DTH subscribers are satisfied and Tata Sky 63 (18.4%), DTH subscribers are highly satisfied with friendly customer service. Tata Sky 63 (18.4%), DTH subscribers are highly satisfied with friendly customer service.

**Table 2**  
**Response to Complaints by DTH Service Provider and DTH Subscribers Opinion (Cross-Tabulation)**

DTH Service Providers		Response to Problem				
		DS	N	S	HS	Total
Dish TV	Count	0	80	4	0	84
	% of Total	0.0%	23.4%	1.2%	0.0%	24.6%
Sun Direct	Count	0	32	43	4	79
	% of Total	0.0%	9.4%	12.6%	1.2%	23.1%
Big TV	Count	5	0	10	4	19
	% of Total	1.5%	0.0%	2.9%	1.2%	5.6%
Airtel	Count	0	35	0	0	35
	% of Total	0.0%	10.2%	0.0%	0.0%	10.2%
Videocon	Count	0	29	4	0	33
	% of Total	0.0%	8.5%	1.2%	0.0%	9.6%
Tata Sky	Count	4	26	58	4	92
	% of Total	1.2%	7.6%	17.0%	1.2%	26.9%
<b>Total</b>	Count	9	202	119	12	342
	<b>Percentage of Total</b>	2.6%	59.1%	34.8%	3.5%	100.0%

Source: Computed Data \*multiple responses

Cross-tabulation of the Service provider of DTH and opinion on service facility offered by DTH providers' response to complaints reveal that the DTH subscribers who are using 'Dish TV' 80 (23.4%), Airtel 35 (10.2%) and Videocon 29 (8.5%), opinion is Neutral in service facility offered by DTH provider for a response to the complaint. Customers who are using 'Sun Direct' 43 (12.6%), 'Tata Sky' 58 (17.0%), have a satisfied opinion. Big TV-10 (2.9%), DTH subscribers are also satisfied. DTH Subscribers are highly satisfied with the response to complaints. 'Tata Sky' 58 (17.0%), customers are satisfied with the response to complaints.

**Table 3**

**Quality of Audio and Video Offered by DTH Service Provider and DTH Subscribers Opinion (Cross Tabulation)**

DTH Service Providers		Quality of Audio and Video					
		HDS	DS	N	S	HS	Total
Dish TV	Count	0	0	4	80	0	84
	% of Total	0.0%	0.0%	1.2%	23.4%	0.0%	24.6%
Sun Direct	Count	4	32	4	4	35	79
	% of Total	1.2%	9.4%	1.2%	1.2%	10.2%	23.1%
Big TV	Count	0	0	0	10	9	19
	% of Total	0.0%	0.0%	0.0%	2.9%	2.6%	5.6%
Airtel	Count	0	0	0	31	4	35
	% of Total	0.0%	0.0%	0.0%	9.1%	1.2%	10.2%
Videocon	Count	0	0	4	29	0	33
	% of Total	0.0%	0.0%	1.2%	8.5%	0.0%	9.6%
Tata Sky	Count	0	0	0	59	33	92
	% of Total	0.0%	0.0%	0.0%	17.3%	9.6%	26.9%
<b>Total</b>	Count	4	32	12	213	81	342
	<b>Percentage of Total</b>	1.2%	9.4%	3.5%	62.3%	23.7%	100.0%

Source: Computed Data \*multiple responses

Cross-tabulation of Quality of audio and video of the service facility offered by DTH provider and DTH Subscribers Opinion towards the service providers reveals that 'Dish TV' 80 (23.4%), 'Big TV' 10 (2.9%), 'Airtel' 31 (9.1%) and 'Tata Sky' 59 (17.3), 'Videocon' 29 (8.5%) satisfied, 'Sun Direct' 35 (10.2%) dissatisfied the quality of audio and video.

Tata Sky 59 (17.3) and Dish TV 80 (23.4%) DTH subscribers are satisfied with the quality of audio and video.

**Table 4**

**Channel Availability Offered by DTH Service Provider and DTH Subscribers Opinion (Cross Tabulation)**

DTH Service Providers		Channel Availability				
		DS	N	S	HS	Total
Dish TV	Count	26	0	54	4	84
	% of Total	7.6%	0.0%	15.8%	1.2%	24.6%
Sun Direct	Count	0	4	59	16	79
	% of Total	0.0%	1.2%	17.3%	4.7%	23.1%
Big TV	Count	5	5	5	4	19
	% of Total	1.5%	1.5%	1.5%	1.2%	5.6%

Airtel	Count	0	4	31	0	35
	% of Total	0.0%	1.2%	9.1%	0.0%	10.2%
Videocon	Count	4	0	29	0	33
	% of Total	1.2%	0.0%	8.5%	0.0%	9.6%
Tata Sky	Count	0	4	59	29	92
	% of Total	0.0%	1.2%	17.3%	8.5%	26.9%
<b>Total</b>	Count	35	17	237	53	342
	<b>Percentage of Total</b>	10.2%	5.0%	69.3%	15.5%	100.0%

Cross-tabulation of channel availability of the service facility offered by DTH provider and customers' opinion towards the service providers reveal that 'Dish TV' 54 (15.8%), Airtel 31 (9.1%) and Tata Sky 59 (17.3), Videocon 29 (8.5), 'Sun Direct' 59 (17.3%) satisfied the quality of audio and video. 'Dish TV' 54 (15.8%), 'Tata Sky 59' (17.3%) and 'Sun Direct' 59 (17.3%) DTH subscribers are satisfied on the 'channel availability'.

**Table 5**

**Educational Interactive Channel Offered by DTH Service Provider and DTH Subscribers Opinion (Cross Tabulation)**

DTH Service Providers		Educational Interactive Channel					
		HDS	DS	N	S	HS	Total
Dish TV	Count	26	0	28	30	0	84
	% of Total	7.6%	0.0%	8.2%	8.8%	0.0%	24.6%
Sun Direct	Count	0	0	36	31	12	79
	% of Total	0.0%	0.0%	10.5%	9.1%	3.5%	23.1%
Big TV	Count	5	5	0	0	9	19
	% of Total	1.5%	1.5%	0.0%	0.0%	2.6%	5.6%
Airtel	Count	0	0	35	0	0	35
	% of Total	0.0%	0.0%	10.2%	0.0%	0.0%	10.2%
Videocon	Count	0	0	0	29	4	33
	% of Total	0.0%	0.0%	0.0%	8.5%	1.2%	9.6%
Tata Sky	Count	0	0	26	4	62	92
	% of Total	0.0%	0.0%	7.6%	1.2%	18.1%	26.9%
<b>Total</b>	Count	31	5	125	94	87	342
	<b>Percentage of Total</b>	9.1%	1.5%	36.5%	27.5%	25.4%	100.0%

Source: Computed Data \*multiple responses

Cross-tabulation of the interactive educational channel and video of the service facility offered by DTH provider and DTH Subscribers opinion towards the service providers reveals that 'Tata Sky 62' (18.1) 'Big TV 9'(2.6%) Highly satisfied, 'Airtel35'(10.2%) 'Sun Direct' 36 (10.5%) Neutral, 'Dish TV' 30 (8.8%), 'Videocon 29' (8.5%) satisfied, with the Educational interactive channel. 'Tata Sky 62' (18.1), 'Big TV 9' (2.6%) DTH subscribers are highly satisfied with an interactive educational channel.

**Table 6**  
**Matrimonial Services Offered by DTH Service Provider and DTH Subscribers Opinion (Cross Tabulation)**

DTH Service Providers		Matrimonial Services					
		HDS	DS	N	S	HS	Total
Dish TV	Count	26	0	32	26	0	84
	% of Total	7.6%	0.0%	9.4%	7.6%	0.0%	24.6%
Sun Direct	Count	0	4	27	36	12	79
	% of Total	0.0%	1.2%	7.9%	10.5%	3.5%	23.1%
Big TV	Count	5	0	0	5	9	19
	% of Total	1.5%	0.0%	0.0%	1.5%	2.6%	5.6%
Airtel	Count	0	4	31	0	0	35
	% of Total	0.0%	1.2%	9.1%	0.0%	0.0%	10.2%
Videocon	Count	0	0	0	33	0	33
	% of Total	0.0%	0.0%	0.0%	9.6%	0.0%	9.6%
Tata Sky	Count	0	0	0	56	36	92
	% of Total	0.0%	0.0%	0.0%	16.4%	10.5%	26.9%
<b>Total</b>	Count	31	8	90	156	57	342
	<b>Percentage of Total</b>	9.1%	2.3%	26.3%	45.6%	16.7%	100.0%

Source: Computed Data \*multiple responses

Cross-tabulation of matrimonial services offered by DTH provider and DTH Subscribers opinion towards the service providers reveal that ‘Big TV 9’ (2.6%) Highly satisfied, ‘Videocon 33’ (9.6%) ‘Sun Direct’ 36 (10.5%) ‘Tata Sky 56’ (16.7%) satisfied, ‘Airtel 31’ (9.1%) ‘Dish TV 32’ (9.4%) feel Neutral about the matrimonial services.

‘Big TV’ 9 (2.6%) highly satisfied, and ‘Videocon’ 33 (9.6%) ‘Sun Direct’ 36 (10.5%) ‘Tata Sky’ 56 (16.7%) satisfied, DTH subscribers are highly satisfied with the matrimonial services.

**Table 7**  
**Special Channel for Children Offered by DTH Service Provider and DTH Subscribers Opinion (Cross Tabulation)**

DTH Service Providers		Special Channel for Children				
		HDS	N	S	HS	Total
Dish TV	Count	0	26	28	30	84
	% of Total	0.0%	7.6%	8.2%	8.8%	24.6%
Sun Direct	Count	0	63	8	8	79
	% of Total	0.0%	18.4%	2.3%	2.3%	23.1%
Big TV	Count	10	0	4	5	19
	% of Total	2.9%	0.0%	1.2%	1.5%	5.6%
Airtel	Count	0	4	31	0	35
	% of Total	0.0%	1.2%	9.1%	0.0%	10.2%
Videocon	Count	0	0	29	4	33
	% of Total	0.0%	0.0%	8.5%	1.2%	9.6%
Tata Sky	Count	0	29	4	59	92
	% of Total	0.0%	8.5%	1.2%	17.3%	26.9%

<b>Total</b>	Count	10	122	104	106	342
	<b>Percentage of Total</b>	2.9%	35.7%	30.4%	31.0%	100.0%

Source: Computed Data \*multiple responses

Cross-tabulation of Special channel for children and video of the service facility offered by DTH provider and DTH Subscribers opinion towards the service providers reveal that ‘Dish TV’ 30 (8.8%) ‘Tata Sky’ 59 (17.3%) highly satisfied, ‘Airtel’ 31 (9.1%), ‘Videocon’ 29 (8.5%) Satisfied, ‘Sun Direct’ 63 (18.4%) neutral and ‘Big TV’ 10 (2.9%) are highly dissatisfied in special channel for children.

‘Dish TV’ 30 (8.8%) ‘Tata Sky 59’ (17.3%) DTH subscribers are highly satisfied with a special channel for children.

**Table 8**  
**Special Channel Service for Elders Offered by DTH Service Provider and DTH Subscribers Opinion (Cross Tabulation)**

<b>DTH Service Providers</b>		<b>Special Channel for Elders</b>					
		<b>HDS</b>	<b>DS</b>	<b>N</b>	<b>S</b>	<b>HS</b>	<b>Total</b>
Dish TV	Count	26	0	26	32	0	84
	% of Total	7.6%	0.0%	7.6%	9.4%	0.0%	24.6%
Sun Direct	Count	0	32	31	4	12	79
	% of Total	0.0%	9.4%	9.1%	1.2%	3.5%	23.1%
Big TV	Count	0	0	0	9	10	19
	% of Total	0.0%	0.0%	0.0%	2.6%	2.9%	5.6%
Airtel	Count	0	0	4	31	0	35
	% of Total	0.0%	0.0%	1.2%	9.1%	0.0%	10.2%
Videocon	Count	0	0	0	29	4	33
	% of Total	0.0%	0.0%	0.0%	8.5%	1.2%	9.6%
Tata Sky	Count	4	0	0	84	4	92
	% of Total	1.2%	0.0%	0.0%	24.6%	1.2%	26.9%
<b>Total</b>	Count	30	32	61	189	30	342
	<b>Percentage of Total</b>	8.8%	9.4%	17.8%	55.3%	8.8%	100.0%

Source: Computed Data \*multiple responses

Cross-tabulation of the special channel for elders and video of the service facility offered by DTH provider and Customers’ opinion towards the service providers reveal that ‘Big TV 10’ (2.9%) Highly satisfied,’ Videocon 29’ (8.5%), ‘Airtel 31’ (9.1%), ‘Dish TV’ 32 (9.4%), ‘Tata Sky 84’ (24.6%) satisfied, and ‘Sun Direct’ 32 (9.4%)- dissatisfied with the Special channel for elders.

Big TV 10 (2.9%) highly satisfied, Videocon 29 (8.5%), Airtel 31 (9.1%), Dish TV 32 (9.4%) Tata Sky 84 (24.6%) DTH subscribers are highly satisfied on a special channel for elders.

## **FINDINGS**

### **Friendly Customer Service Offered by DTH Provider and DTH Subscribers’ Opinion towards the Service Providers**

Friendly customer service offered by the DTH service providers who are using ‘Dish TV’ 58 (17%) satisfied in opinion about the service facility offered by DTH provider for friendly customer service. DTH subscribers who are using ‘Sun Direct.’ 63 (18.4%), have given a satisfying opinion. BigTV 10 (2.9%), DTH subscribers are also satisfied. Airtel 31 (9.1%) and Videocon 29 (8.5%), DTH subscribers are satisfied and Tata Sky 63 (18.4%), DTH subscribers are highly satisfied with

Friendly customer service. **Tata Sky63 (18.4%)**, DTH subscribers are highly satisfied with Friendly customer service.

### **Response to Complaints by DTH Provider and DTH Subscribers' Opinion**

DTH subscribers who are using 'Dish TV' 80 (23.4%), Airtel35 (10.2%) and Videocon 29 (8.5%), opinion is neutral in service facility offered by DTH provider for a response to the complaint. DTH subscribers who are using 'Sun Direct' 43 (12.6%), TataSky58 (17.0%), have a satisfied opinion. Big TV10 (2.9%), DTH subscribers are also satisfied. DTH subscribers are highly satisfied with the response to complaints. **'Tata Sky' 63 (18.4%)**, DTH subscribers are highly satisfied with the response to complaints

### **Quality of Audio and Video Offered by DTH Provider and DTH Subscribers' Opinion**

'Dish TV', 80 (23.4%)', Big TV10 (2.9%), Airtel 31 (9.1%) and Tata Sky 59 (17.3%), Videocon29 (8.5%) satisfied, 'Sun Direct'35 (10.2%) dissatisfied with the Quality of audio and video. **Tata Sky59 (17.3%) and Dish TV 80 (23.4%)** DTH subscribers are satisfied with the quality of audio and video.

### **Channel Availability Offered by DTH Provider and DTH Subscribers' Opinion**

'Dish TV'-'54 (15.8%)', Airtel 31 (9.1%) and Tata Sky59 (17.3), Videocon 29 (8.5), 'Sun Direct'59 (17.3%) satisfied the quality of audio and video. 'Dish TV' 54 (15.8%), 'Tata Sky'59 (17.3%) and 'Sun Direct'59 (17.3%) DTH subscribers are satisfied on the **'channel availability'**.

### **Educational Interactive Channel Offered by DTH Provider and DTH Subscribers' Opinion**

'Tata Sky' 62(18.1%), 'Big TV'9 (2.6%) DTH subscribers are highly satisfied with Educational interactive channel.

### **Matrimonial services Offered by DTH Provider and DTH Subscribers Opinion**

'Big TV 9' (2.6%) highly satisfied, and 'Videocon 33' (9.6%) 'Sun Direct.' 36(10.5%) 'Tata Sky 56' (16.7%) satisfied; DTH subscribers are highly satisfied with the **matrimonial services**.

### **Special Channel for Children Offered by DTH Provider and DTH Subscribers' Opinion**

'Dish TV' 30(8.8%) 'Tata Sky' 59 (17.3%) DTH subscribers are **highly satisfied** with **creating** a unique channel for children.

### **Special Channel service for Elders Offered by DTH Provider and DTH subscribers' opinion**

Big TV10 (2.9%) Highly satisfied, Videocon29 (8.5%) Airtel 31 (9.1%), Dish TV32 (9.4%) **TataSky84 (24.6%)** DTH subscribers are highly satisfied with creating a Special channel for elders.

## **SUGGESTIONS**

After conducting this research in Comparative study of various DTH Service providers, the following are some vital suggestions offered to the DTH industry for maintaining and improving their customer satisfaction and for capturing more market share. The DTH industry is gaining popularity very fast, and the DTH subscribers are also ready to adopt this technology which is helping the companies to gain market share. However, this thing is to be equally kept in mind that the DTH subscribers are easily swayed away by the costs. The focus should be on providing value for money to the consumer with more brands in the economy segment. DTH Subscribers are expecting more special channel for children and elders. Therefore, the DTH service providers may concentrate on increasing the number of channels according to the age group of the family members.



**CONCLUSION**

This paper has made an attempt Comparative study of various DTH services. Customer behaviour was changing from time to time and influenced in different angles of bifurcating from purchasing decision of DTH product. Demand continued development of DTH, and it provides the wide thinking of rural people which helps to develop the culture of society DTH connects to every part of the country and provides desire information communication, education and entertainment to next level with just a click of a button. Technology is the most critical determinant of the structure of the organisation. Technology has acted as the prime factor to determine the structure of the broadcasting industry. Through DTH services, the service sector has facilitated enormous benefits in terms of quality service and stress less life. The reason for this high growth in DTH subscriber base can be attributed to the fact that the quality of service delivered by DTH is superior compared to cable or any other medium.

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