A STUDY ON CUSTOMER ATTITUDE AND PREFERENCE ON DTH SERVICE PROVIDERS

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ABSTRACT

A recent development in marketing theory centers around the effects of technology on marketing products. Social networking is a relatively new form of communication, when people discuss a product via email, Face book pages, Twitter accounts and other electronic means, a product may "go viral," or start to sell more units with no direct advertising, public relations or promotions on the part of the company. This is why more companies are participating in social networking sites hoping consumers will then take their goods or services viral. And every human being holds thousands of attitudes, including those about family and friends, political figures, abortion rights, terrorism, preferences for music, and much more. Each of our attitudes has its own unique characteristics, and no two attitudes come to us or influence us in quite the same way. Research has found that some of our attitudes are inherited, at least in part, via genetic transmission from our parents (Olson, Vernon, Harris, & Jang, 2001). Hence this study tries to find out the Attitude and preference level of service facility of DTH.
Keywords: Technology, Attitude, Direct advertising, consumer preference.

INTRODUCTION

DTH (Direct- To- Home) service is the decoding of satellite, encoded with a small personal dish at very user's premises. DTH service is basically a satellite service that provides the subscribers to enjoy the infotainment services through satellite transmission anywhere. DTH provides strong signals with lesser service break downs. DTH provides high picture and sound quality. A customer's behavior is affect by the perception and beliefs that he holds of. This study has to understand the opinion and beliefs of the customers about the DTH services

REVIEW OF LITERATURE

Senthil and Nagarajan (2012) conducted a study on 'Subscriber Attitude towards DTH Service'. The study attempted to examine the subscriber level of satisfaction and the problems faced by the subscribers. In connection with this study, sample data was collected from 150 respondents. Furthermore, percentage, rank correlation, chi-square test were applied to the collected data. The study concluded that the satisfaction level of the subscribers leads to brand loyalty. Overall, most of the respondents were highly satisfied with the number of channels and picture quality. Also, the subscribers were also satisfied with the sound effect and rate.

Kumar (2013) carried out a study entitled 'Factors Motivating Customers towards DTH Service in Andhra Pradesh'. The study discussed the factors that customers put forward in buying a DTH. The data were obtained from 500 DTH users based on convenient random sampling technique descriptive. Also, the chi-square test was applied in this study. Consequently, it was found that the reason for preferring DTH Service were price, channels, picture clarity, uninterrupted services, and sound effect.

Muthukumar (2008) in his article "Consumer satisfaction towards DTH services in New Delhi", has revealed that the availability of Direct to Home (DTH) service has brought down cable subscription fees. DTH has made the market more competitive, compelling the Local Cable Operators

(LCO) to charge less from their subscribers, says a survey conducted by the Telecom Regulatory Authority of India(TRAI) on Cable TV.

Myilsamy (2010) in his research study consumer brand preference towards using DTH services has found that majority of the respondents were using DTH services because of more channels. He has found the majority of them were using Big TV because of 900 services. He has suggested that DTH providers have to increase various awareness programmers to create brand image through attractive advertisement.

Joteswari et al. (2014) conducted a study entitled, 'Awareness, Perception about DTH Services in Kanchipuram'. The data consisted of a sample of 240 DTH users. The sample was done by non-probability convenience sampling, and the technique which is used is the descriptive research design tool, used for analysis. In conclusion, the study reveals that the DTH service brand should increase the awareness of DTH services. Moreover, outlets and help the customer believe the DTH services are cost-effective. This perception would change into a belief than to demand and finally to loyalty.

OBJECTIVES
1. To understand the attitude of the customers.
2. To evaluate the performance of the DTH service.
3. To know about the expectations of the customers.

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
WEIGHTED AVERAGE and CHI-SQUARE TEST

ANALYSIS AND INTREPRETATION
FACTORS CONSIDERED WHILE CHOOSING DTH SERVICE (WEIGHTED AVERAGE)
The weighted average is a calculation that takes into account the varying degrees of importance of the numbers in a data set. In calculating a weighted average, each number in the data set is multiplied by a predetermined weight before the final calculation is made. A weighted average can be more accurate than a simple average in which all numbers in a data set are assigned an identical weight.

Table 1.1
Factors Considered While Choosing DTH Service

Particulars	ML	L	M	DL	MDS	Total Score	Weighted Average	Rank
Percentage Position	5	4	3	2	1			
Choice of Channel	49	137	96	60	-	1021	2.98	1
	245	548	288	120	-			
Features	31	97	104	47	63	1012	2.95	2

	155	388	312	94	63			
Service Quality	27	102	82	39	92	959	2.80	**3**
	135	408	246	78	92			
Clarity	64	79	13	63	123	924	2.70	**4**
	320	316	39	126	123			
Value for Money	27	34	127	117	37	923	2.69	**5**
	135	136	381	234	37			

Source: Primary Data

ML-Most like L-Like M-Moderate DL-Dislike MDS-Most Dislike

Tables 1.1 reveals the rank assigned to the factors considered while choosing DTH service. Based on a 5 point scale, the weight is assigned, and the weighted average is computed. 'choice of channel' with an average score of 2.98, which is the highest factor, is considered while choosing DTH service. It is followed by 'features' (2.95), 'service quality' (2.80), 'clarity' (2.70), and 'value for money' (2.69) are the least factor considered while choosing DTH service.

In conclusion, the 'choice of channel' (2.98) is the highest factor considered for choosing a DTH service.

Table 1.2
Factors Considered While Purchasing a DTH Service

Particulars	HI	I	N	LI	NI	Total	Weighted	Rank
Percentage Position	5	4	3	2	1	Score	Average	
Video Quality	188	138	16	-	-	1540	4.50	**1**
	940	552	48	-	-			
Price	224	39	79	-	-	1513	4.42	**2**
	1120	156	237	-	-			
Continued Service	170	123	49	-	-	1489	4.35	**3**
	850	492	147	-	-			
Ease of Purchase	133	189	16	-	4	1473	4.30	**4**
	665	756	48	-	4			
Ease of Payment	120	210	12	-	-	1476	4.31	**5**
	600	840	36	-	-			
Number of Channels	136	168	33	-	5	1456	4.25	**6**
	680	672	99	-	5			
Sound Quality	226	108	4	4	-	1582	4.25	**6**
	1130	432	12	8	-			
Educational Interactivity Channels	149	151	12	30	-	1445	4.22	**7**
	745	604	36	60	-			
Helpline	131	145	61	-	5	1423	4.16	**8**
	655	580	183	-	5			
Quick Response to Complain	136	135	59	12	-	1421	4.15	**9**
	680	540	177	24	-			
Record Program	183	55	39	61	4	1298	3.79	**10**
	915	140	117	122	4			
Special Channels for Elderly	87	155	57	12	31	1281	3.74	**11**

people	435	620	171	24	31			
Special Channels for Children	56	167	63	30	26	1223	3.57	**12**
	280	668	189	60	26			

Source: Primary Data

HI-Highly Important I- Important N-Neutral LI –Less Important NI-Not at all Important

      Table 1.2 reveals the rank assigned to the essential factors considered while choosing DTH service. Based on a 5 point scale, the weight is assigned. The weighted average is computed. 'video quality' with an average score of 4.50 is the highest important factor considered while choosing a DTH service. It is followed by 'price' (4.42), 'continued service' (4.35), 'ease of purchase' (4.30), 'ease of payment' (4.31), 'Number of Channels and 'sound quality' (4.25), 'educational interactivity channels' (4.22), 'helpline' (4.16), 'quick response to complain'(4.15), 'record program' (3.79), 'special channels for elderly people' (3.74), 'special channels for children' (3.57) is a least important factor consider while choosing DTH service.

      In conclusion, 'video quality' (4.50) is the highest factor considered for choosing a DTH service.

CHI-SQUARE TEST

Chi-square test is applied to test the significant difference between observed and Expected values. i.e. to find on which item or factor under study, the majority of the Respondents have given their preference or opinion. In this research, data were collected from the DTH users on different aspects, Service provider offer add on services, Promotion scheme attracted by customers and so on. Hence chi-square is applied to find out the opinion of the DTH users on the certain aspects.

SERVICE PROVIDER OFFER ADD ON SERVICES

The value-added or interactive services are multiple entertainment options and expansion of DTH .it compelled to offer services ranging from music, movies, gaming and learning that make them stand out. Add-on is to engage the customer. At this point, an attempt is made to find out the service provider offer add on services to sustain the customer. By applying Chi-square technique opinion given by the majority of the customers is found.

Null Hypothesis (H0): service provider offer add on services chosen for this study are equally consider by the DTH users.

Alternative Hypothesis (H1): service provider offer add on services chosen for this study are not equally consider by the DTH users.

Table 1.3 - services offered by service provider

Particulars	Observed N	Expected N
Movies on demand	51	57
Live telecast	**126**	**57**
Games facility	18	57
Extra news and edutainment channels	117	57
Extra radio channels	16	57
Video games	14	57
Total	342	

Table 1.3(a) Test Statistics - services offered by service provider

Chi-Square	291.757[b]
df	5

Sig.	.000

     Table 1.3 and Table 1.3 (a) Reveals the aware of the customers about the services offered by the service providers and the chi-square result for given data respectively. The table significance value is (0.000) which is less than the level of significance (0.05) the null hypothesis is rejected. Which means services offered by add on service are not equally considered by the respondent By comparing observed and expected values it is concluded that the majority of the respondents respond that "**Live telecast**".

PROMOTION SCHEME ATTRACTED BY CUSTOMER

     Promotion is a key element in putting across the benefits of product or service to the customers. Well-designed marketing and promotional strategies ensure long-term success, bring in more customers and ensure profitability for businesses. Promotion is the voice of business which send out brand's message loud and clear to the audience. Various ways can be used to promote brand. At this point, an Endeavour is made to find out the promotion scheme is attracted by customer. By applying Chi-square technique opinion given by the majority of the customers is found.

Null Hypothesis (H0): Promotion scheme attracted by customer chosen for this study are equally consider by the DTH users.
Alternative Hypothesis (H1): Promotion scheme attracted by customer chosen for this study are not equally consider by the DTH users.

Table 1.4 - Promotion Scheme Attracted By Customer

Particulars	Observed N	Expected N
Discount	**117**	**85.5**
Motional offers	73	85.5
Service package	73	85.5
Brand image	79	85.5
Total	342	

Table 1.4 (a): Test Statistics - promotion scheme attracted by customer

Chi-Square	15.754[c]
df	3
Sig.	.001

     Table 1.4 and Table 1.4(a) disclose the promotion scheme attracted by customer and the Chi-square results for given data respectively. Since the table significance (0.001) is less than the level of significance (0.05) the null hypothesis is rejected which means all reasons for promotion scheme attracted by customer are not equally considered. By comparing, the observed and expected values, it is concluded that "**Discount**" is the major promotion scheme is attracted by customer**.**

FAVOURITE INTERACTIVE SERVICE

     It may attract viewers, and it may reason to retain customer. But these value-added services, , can help players increase their ARPU (Average Revenue per User) moderately to significantly. And with it is a good consumer base. At this point, an attempt is made to find out the Favorite interactive

services for customer. By applying Chi-square technique opinion given by the majority of the customers is found.

Null Hypothesis (H0): Favorite interactive services chosen for this study are equally considered by the service providers.

Alternative Hypothesis (H1): Favorite interactive services chosen for this study are not equally considered by the DTH users.

Table 1.5- Favorite interactive services

Particulars	Observed N	Expected N
Movies on demand	110	85.5
Learning lifestyle	**172**	**85.5**
Games	43	85.5
Serial storage	17	85.5
Total	342	

Table 1.5(a): Test Statistics - Favorite interactive services

Chi-Square	181.139[e]
df	3
Sig.	.000

Table 1.5 and Table 1.6(A) Reveals the Favorite interactive services and the Chi-square results for given data respectively. Since the table significance (0.000) is less than the level of significance (0.05) the null hypothesis is rejected which means all reasons for Favorite interactive services are not equally considered. By comparing, the observed and expected values, it is concluded that "**Learning life style**" is Favorite interactive services for customers.

RECOMMENDATION TO COMPANY

Consumers perceive a product's quality relative to competing products. Understanding customers is the key to giving them good service which in turn results into strong customer relationships and new sales through positive word-of-mouth recommendation. Therefore, an attempt is made to find out the recommendation to company by the customers. By applying Chi-square technique opinion given by the majority of the customers is found.

Null Hypothesis (H0): All the reasons of recommendation to company chosen for this study are equally consider by the DTH users

Alternative Hypothesis (H1): All the reasons of recommendation to company chosen for this study are not equally consider by the DTH users

Table 1.6 - Recommendation to company

Particulars	Observed N	Expected N
Improve their customer care	29	85.5
Intro new scheme	80	85.5
Find new way to advertise	**119**	**85.5**

Intro new service like internet	114	**85.5**
Total	342	

Table 1.6(a): Test Statistics - Recommendation to company

Chi-Square	**60.316ᶜ**
Df	3
Asymp. Sig.	.000

Table 5.12(a) and Table 5.12(b) States the Recommendation to company and the Chi-square results for given data respectively. since the table significance (0.000) is less than the level of significance (0.05) the null hypothesis is rejected which means all reasons are not equally considered for recommendation to company chosen for this study. By comparing the observed and expected values it is concluded that majority of the customers recommended that "**Find New Way to advertise**".

FINDINGS
Factors Considered While Choosing DTH Service (Weighted Average)
'**Choice of channel**' with an average score of 2.98, which is the highest factor, is considered while choosing DTH service. It is followed by 'features' (2.95), 'service quality' (2.80), 'clarity' (2.70), and 'value for money' (2.69) are the least factor considered while choosing DTH service.
Important Factors While Purchasing a DTH Service
The rank assigned to the essential factors considered while choosing DTH service. Based on a 5 point scale, the weight is assigned. The weighted average is computed. '**video quality** 'with an average score of 4.50 is the highest important factor considered while choosing a DTH service. It is followed by 'price' (4.42), 'continued service' (4.35), 'ease of purchase' (4.30), 'ease of payment'(4.31), 'the number of channels and 'sound quality' (4.25), 'educational interactivity channels' (4.22), 'helpline' (4.16), 'quick response to complain' (4.15), 'record program' (3.79), 'special channels for elderly people' (3.74), 'special channels for children' (3.57) is a least important factor consider while choosing DTH service.

CHISQUARE TEST
The aware of the customers about the services offered by the service providers and the chi-square result for given data respectively. The table significance value is (0.000) which is less than the level of significance (0.05) the null hypothesis is rejected. Which means services offered by add on service are not equally considered by the respondent By comparing observed and expected values it is concluded that the majority of the respondents respond that "**Live telecast**".
Promotion scheme attracted by customer and the Chi-square results for given data respectively. Since the table significance (0.001) is less than the level of significance (0.05) the null hypothesis is rejected which means all reasons for promotion scheme attracted by customer are not equally considered. By comparing, the observed and expected values, it is concluded that "**Discount**" is the major promotion scheme is attracted by customer**.**
Favorite interactive services and the Chi-square results for given data respectively. Since the table significance (0.000) is less than the level of significance (0.05) the null hypothesis is rejected which means all reasons for Favorite interactive services are not equally considered. By comparing, the observed and expected values, it is concluded that "**Learning life style**" is Favorite interactive services for customers
The Recommendation to company and the Chi-square results for given data respectively. since the table significance (0.000) is less than the level of significance (0.05) the null hypothesis is rejected

which means all reasons are not equally considered for recommendation to company chosen for this study. By comparing the observed and expected values it is concluded that majority of the customers recommended that "**Find New Way to advertise**".

CONCLUSION

Increasing consumer awareness and expectations make it challenging to satisfy the consumer. The consumer always prefers high quality for a lesser amount of money. Only attractively priced and feature-rich packages will sell. The final winner cannot be a DTH player but a convergent player who offers all in one to the value-conscious, price-sensitive Indian consumer looking at the pace of growth, they will overtake the US within the first three months of next calendar year. There are entertainment taxes that differ from state to state Partnerships with movie distributors, combined retail of LCDs and DTH connection along with technological Though DTH has certain advantages such as better picture sound quality, better customer service. Hence, in today's competitive environment, service providers will have to strive to attract and retain subscribers by introducing products, enhancing the quality of subscriber service and marketing a variety of products through diverse channels targeted at specific subscribers group.

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