

Customer Awareness and Opinion about DTH Services in Bharatpur District Rajasthan

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Abstract: DTH (Direct- To- Home) service is the decoding of satellite, encoded with a small personal dish at every 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 breakdowns. DTH provides high picture and sound quality. A customer's behavior is affected 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. From the analysis and interpretations, it is observed that awareness, perception, belief, opinion and acceptance is concerned with experience of DTH services, but with certain areas of concerns and improvements such as, Channel Buckets, Choice of Contents and their Charges, Customer Care Services, High Quality Signals, After Sales Services etc. DTH brands provide customized packages and add-on channels. DTH industry is a competitor of Cable TV since it came directly in touch with the consumers. Hence This paper explains about the Players in DTH industry and a comparative performance of DTH and Cable. This paper emphasizes on the awareness about DTH services in Bharatpur District.

Keywords: DTH (Direct- To- Home), Customer, Quality, Service, Awareness, Opinion etc.

INTRODUCTION

PROFILE OF INDIAN DIRECT-TO-HOME (DTH) INDUSTRY

DTH service was launched in India in 2004 with the launch of Dish TV by Essel Group's Zee Entertainment Enterprises. India is very popular emerging market for DTH services with a large television viewing population. Specially, the number of DTH subscribers in India is forecasted to grow at a compound annual growth rate of 38.9 percent from 2007 to 2012. Today, DTH services are getting popularity in India because of direct to home technology, which is emerging as the leading digital TV transmission platform in India. DTH services in India are very flexible and on time.

Direct-to-Home (DTH) companies are busy seeking for innovative VAS (value-added services)-based model to fetch the demands of the new target audience consisting of social networking freaks, housewives, students, farmers, kids and businessmen. So, while Tata Sky has introduced a device to turn the iPhone and iPad into a universal remote for television to help the subscriber network and watch TV at the same time, Airtel Digital has made the offering to farmers in rural areas. The industry analysts feel that designing a new VAS-based innovation model is the need of the hour for the service providers, to stay a step ahead of their competitors. Direct to home technology refers to the satellite television broadcasting process which is actually intended for home reception. This technology is originally referred to as direct broadcast satellite (DBS) technology. The technology was developed for

competing with the local cable TV distribution services by providing higher quality satellite signals with more number of channels. DTH is more famous for its services in both the analog and digital services which includes both audio and video signals. The dishes used for this service is also very small in size. List of players in the Broadcasting industry as on 2019:

- Dish TV - of ZEE group,
- Tata Sky – Joint venture between Tata and Rupert Murdoch's Sky TV,
- Sun Direct - of Sun Network,
- BIG TV - of Reliance Anil Dhirubhai Ambani Group,
- Airtel digital TV - of Bharati telemedia and
- Videocon d2h - of Videocon Industries.

This research paper measures consumer awareness and opinion for DTH services at Bharatpur District of Rajasthan state.

OBJECTIVES OF THE STUDY

1. Explain the awareness level of mass for DTH services in Bharatpur District.
2. Compare the experience of DTH services and Cable TV.
3. Analyze the customer priorities for DTH services in Bharatpur District.
4. Evaluate the awareness and opinion about various DTH brands.

Research Design: Descriptive Research Design

Sampling Methods: Non probability Convenience Sampling Technique

Sample Size: 200

Method of Data Collection: Survey Questionnaire Method and Personal Interaction.

LIMITATIONS OF THE STUDY

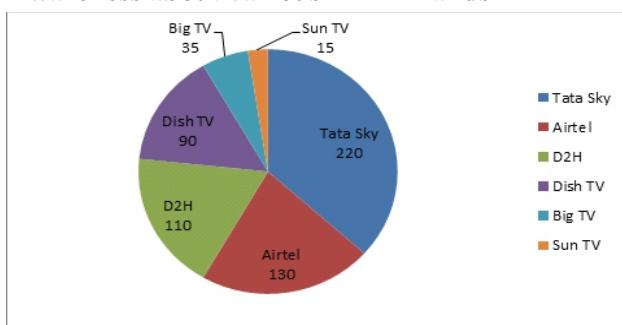
- All the respondents of this survey are based from Bharatpur District only.
- The sample size is limited to 200.

ANALYSIS AND INTERPRETATIONS

By measure the awareness about the DTH services in Bharatpur District, 92% of the people are aware about the DTH brands and services. It results that by many mediums of communication, people are aware about the DTH services and service providers.

In addition to the above, 64% of respondents use DTH television service and strongly agree to continue with the existing television service.

Awareness about various DTH Brands

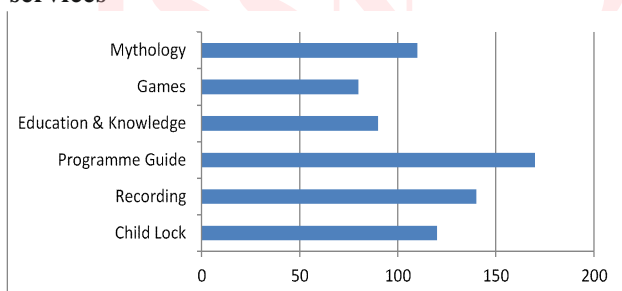


Above graph clearly explains about awareness about various DTH service brands available in the industry. Tata Sky is on top of the list followed by Airtel, D2H, Dish TV, Big TV and Sun Direct.

As far as awareness is concerned, almost all the brands in it but the percentage of it differs because of the geographical area, channels offered, advertisement, publicity etc.

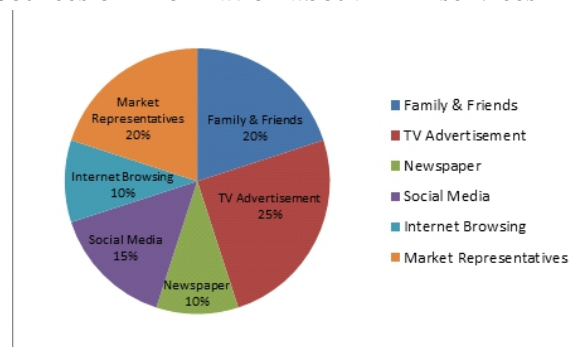
Respondents concerned about the preference due to reasons such as Region-based packages and offers, Add-On services, Interactive services, Picture quality, Installation and connection, After Sales Services, Multi Connection Facility and Discounts offered.

Awareness about the Interactive services of DTH services



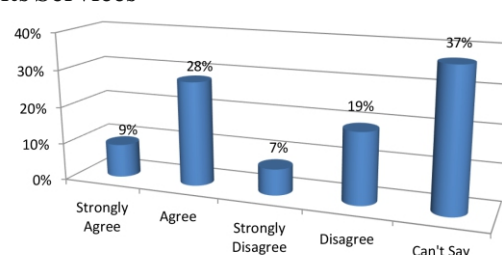
At the very first level, we are able to understand that people are very well aware about the DTH services. They are aware about various added features and advantages provided by the DTH services over and above the services provided by the Cable TV channels. Some of them are to be willing to stick on to the Cable TV because to watch the Local channels. 76% of the respondents have said that they would not prefer that. So we are able to understand that people have convinced to adopting the new technology for more benefits and higher utility.

Sources of Information about DTH services



While analyze to understand the source of information about various DTH brands and Services, 25% of the respondents got it from Advertising in Television, 20% of them get the information from their Family, Friends and relatives. 20% of them get the information from Local market representatives, 15% from Social Media and Through Newspaper 10% and Internet browsing 10% of them are getting to know about DTH services. The sources of information and publicity chosen by the DTH service providers are suitable but they can increase it for better awareness.

DTH Services are Value for Money and Reasonable for its Services



As per above analysis, we can judge that 37% percent of the respondents are not sure about DTH services are value for money or not. 37% of the respondents are convinced about to invest in DTH services. 26% of the respondents are sure to compare monthly charges collected by DTH companies are at high level. So DTH market players have to attempt to reduce cost to

change this Customer perception to attract more customers into their market

Comparative Preference of DTH and Cable



- **Picture Quality:** DTH has got a very strong place in the minds of the customers regarding the Quality of the television services, picture quality, entertainment, Infotainment and all the other added benefits in DTH.
- **After Sales services:** Nearly 80% percent of the respondents are happy with the services provided by the DTH Companies.
- **Offers and Schemes:** Cable TV service providers does not provide any other add-on services to the customers, on the other hand, DTH service providers extend seasonal discounts, add-on channels, movies, etc.,
- **Number of Channels:** As number of channels are concerned both DTH and Cable has scored good score. But this does not take into consideration the 3D and HD channels offered by the DTH service providers.
- **Starting price:** As far as Starting prices concerned, the Cable customers are paying less than DTH customers. Reason and area wise it is concerned for the customers. As DTH companies provides more articles at the time of new connection like Mini Dish, LNBF etc. it cost higher but these are the quality concern and good durable installation.
- **Monthly Charges:** As far as the monthly charges are concerned, respondents view is that DTH companies charging little more than Cable TV due to Interactive services, Internet based services and HD channels. Customers agree for that but, this is an Area of concern for DTH service providers.

As far as publicity is concerned, creating awareness about DTH is an objective for the companies. As per

the analysis, 92 percent of the people of Bharatpur district are aware about the DTH services.

In addition to the above, nearly 75 percent of the respondents are committed to continue using DTH services. This shows that there is a strong Customer base available for the DTH industry. Specifically, Tata Sky and Airtel DTH are topping in the list in awareness among the customer and have attained their preference too.

CONCLUSION

A customer's behavior is influenced by the experience that he holds of by the awareness and opinion. This study has attempted to study the awareness, perception and opinion of the customers about the DTH brands and services provided. Infotainment industry connects every person at homes in India directly. DTH has won loads of success that it has slowly taking his place from the Cable TV market. The school of thought typified by Joan Woodward says that, "Technology is the most critical determinant of structure of the organization." Technology has acted as the prime factor to determine the structure of the broadcasting industry. Customers have started demanding for better technology and

As per the this study it is very clear that as far as the awareness, perception and opinion is concerned DTH has taken good place, but with certain areas of concerns and improvements such as., Packages, choice of channels and charges, Prompt information about the services, High quality signal etc., The DTH service brands should increase the awareness for DTH services and outlets and help the customers believe that DTH services are cost-effective. This perception will change into belief, then to demand and finally to loyalty.

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