A STUDY ON KEY SUCCESS FACTORS OF DTH SERVICES IN SELECTIVE CITIES OF GUJARAT

Prof. Sandip G. Prajapati  
Assistant Professor  
S.V. Institute of Management- Kadi  
Sarva Vishwavidyalaya University  
Gandhinager

Dr. Khuman L. Rathod  
Associate Professor  
M.B.A – Department  
Hemchandracharya North  
Gujarat University, Patan

ABSTRACT

DTH is one of the fastest growing industries in today’s era. There are various big players already in the DTH industry like Reliance [Reliance Digital TV], Sun Network, TATA SKY, Airtel [Airtel Digital] etc. The basic objective of the study is to know the preference and satisfaction level of consumers regarding DTH services and find out the reasons behind the success of DTH Industry in major city. Here researchers collect primary data of users of DTH services at different cities of gujarat through surveys where both open & close ended questionnaire where used. Some of the key findings are Picture quality and Network consistency are extremely important parameters while Monthly charges, Channel packages offered and customer care services are less important in the mind of consumers. Majority of the respondents would like to recommended others regarding DTH services which is considerably one of the major key success factor for DTH industry.

Keywords: Consumer Behavior, DTH Services, Entertainment Industry and Consumer perception & Satisfaction.
INTRODUCTION

Television as an experiment began in India on 15th September 1959. There were only two one-hour Programmes a week, each of one hour duration. All India Radio handled these initial broadcasts. In 1976, Doordarshan, which was All India Radio’s television arm until then became a separate department. The Indian government used the American satellite ATS-6 to broadcast educational programmes to Indian villages. In 1982 doordarshan set milestone by providing national coverage of asian games through the satellite INSAT 1A. Also, for the first time, the transmission was in color. Doordarshan monopoly broken in 1990s with the arrival of private channels. The coverage of the Gulf War by the American news channel, Cable News Network (CNN) propelled the arrival of satellite television in India. Satellite dishes were used to catch the signals and cable operators took to satellite broadcasting immediately.

The DTH (Direct To Home) service is basically a digital satellite service that provides satellite television programming directly to subscribers home anywhere in the country. A DTH network comprises of a broadcasting centre, satellites, encoders, multiplexers, DTH receivers and others. Here are key players of Indian DTH Operators.

India’s DTH pay TV market ended 2011 with almost 44.4 million subscribers, 30 million of which were on a net basis. This is equivalent to 25-30 per cent average market share, according to Media Partners Asia’s (MPA) latest research findings. Dish TV continues to lead with a market share of 28.2 per cent, while late entrant Videocon D2H has seen robust additions to surpass Big TV. Tata Sky and Airtel Digital TV have 19 per cent and 16 per cent market share, respectively.
LITERATURE REVIEW

A research work done by Jitendra (2008) reveals that the largest number of respondents went in or would go in for DTH because of ‘Bad service from cable operators’. The direct implication was that consumers were looking for better service from DTH operators. Also, ‘Transparency of payments’ was the primary reason for choosing DTH. Both of these are customer service aspects.

According to Patel (2010), the industry is at an early stage of growth and the primary focus of DTH operators is acquiring customers. It is estimated that the major growth could be witnessed in semi-urban areas and smaller towns and villages where cable services is not as advanced as in the metros and large cities. Due to huge infrastructural costs, DTH players are currently undergoing losses.

Avani and krutika (2009) produced a research paper on “Opinion of the Nuclear families regarding their usage of DTH TV” DTH TV is the next significant improvement since the invention of cable television. To know the opinions of the nuclear families regarding their usage of DTH TV, 80 families were selected as a sample of the study. Questionnaire was used as a tool for collection of the data. The majority of the families selected DTH TV because it provides high quality of picture and sound. DTH T.V. has enhanced the TV viewing experience of the families.

According to Vejani (2009), Tata Sky is in the numero Uno position with respect to provision of interactive Services as compared to other players like Airtel Digital TV, Dish TV and Big TV. Airtel Digital TV is in the second position only after Tata Sky with respect to the Variety of interactive services was provided. Dish TV is the only DTH player among the above players that does not provide Gaming option. Rest all the players are well equipped with the gaming feature.

A study conducted by Chintan (2009) says that Tata Sky is trying to convince the users by showing Tata Sky’s special features of pausing live cricket and that of recording TV shows. All effort is to introduce Tata Sky+ in the market, which has MPEG4 technology, and an in-built personal video recorder that enables us to record live TV, play back a recorded programme and pause & rewind live TV. Advertising Strategies: TATA Sky, in a bid to create awareness for its brand, is set to embark on an aggressive advertising strategy

RESEARCH METHODOLOGY

Research Objectives
Most important objective behind this research is to know the reasons behind the success of DTH services at major cities of Gujarat. DTH is the fastest growing industry in today’s era. The effort is made to understand how the DTH services are having huge impact on cable TV and why the consumers are moving towards DTH services.
Research Methodology

Doing this research descriptive research design in that Single cross sectional research design is used. Where both primary and secondary data was collected, Primary Data is collected through a pre tested structured Questionnaire. Sample size is kept 116 where respondents were chosen from Ahmadabad, Baroda, Rajkot and Surat. Peoples who are using DTH services in their home were research sample unit. Non-probability sampling technique, in that convenience sampling is used. Initially, the sample size was kept around 200 but due to reluctance & urgency of the respondents, some responses were not up to the mark and removed so as not to diminish the quality of research. Analytical tools like chi square and factor analysis was done.

FINDINGS & DISCUSSION

Among the various respondents, majority of them use Airtel Digital is leading with 35 Percent of them and second highest is Tata Sky with 26% of the respondents. Most of our respondents come to know about DTH services through TV ad (66%) and Newspaper paper ad (64%) and from friends/relatives (38%). 76 Percent of total respondents were using cable TV and 24 Percent were with Terrestrial Television before becoming DTH subscribers. where 76 Percent of respondents choose the DTH brand based on picture quality while 40 Percent of respondents consider less price and many channels as their selection criteria. Picture quality and Network consistency are extremely important parameters while Monthly charges, Channel packages offered and customer care services are less important in the mind of consumers. Most of respondents are dissatisfied with parameters like network consistency, channel package offered, customer care services, warranty and other promotional offers from their previous service providers. 64 Percent of our total respondents feel that VAS makes value addition in DTH services.

RELIABILITY TEST

Cronbach’s $\alpha = 0.790$, which is greater than 0.6. It says that the test on number of factors effecting customer satisfaction with their current service provider is reliable in nature.

Hypothesis Testing

1) Ho: The selection of DTH service provider is independent of less price, many channels, Picture quality and Network consistency. H1: The selection of DTH service provider is dependent of less price, many channels, Picture quality and Network consistency.

Here p-value is 0.035, which is less than significance alpha 0.05. So reject the null hypothesis. Hence H1 is accepted, there is a dependency between selection of DTH service provider & less price, many channels, Picture quality and Network consistency.

2) Ho: The selection of DTH service provider is independent on after sale service. H1: DTH service provider is dependent on after sale service.
Here p-value is 0.003, which is less than significance alpha 0.05. So reject the null hypothesis. Hence H1 is accepted, there is a dependency between after sales service and selection of DTH service provider.

3) H0: DTH service provider having best channel or network consistency is preferred. H1: The selection of DTH service provider is not dependent on channel or network consistency.
Here p-value is 0.138, which is greater than significance alpha 0.05. So the null Hypothesis fails to reject.

4) H0: DTH service provider having best value added services is preferred. H1: The selection of DTH service provider is not dependent on value added services.
Here p-value is 0.135, which is greater than significance alpha 0.05. so the null Hypothesis fails to reject.
Hence, there is no dependency between value added services on DTH services.

FACTOR ANALYSIS:

### TABLE 1 KMO AND BARTLETT’S TEST

| Kaiser-Meyer-Olkin Measure of Sampling Adequacy | .568 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 217.905 |
| df | 36 |
| Sig. | .000 |

The kaiser-meyer-olkin measure of sampling adequacy is 0.568, which indicates the scale is appropriate and helps in extracting the factor.

### TABLE 2 ROTATED COMPONENT MATRIX

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer care services, Value added services, Warranty</td>
<td>Customer focused factor</td>
</tr>
<tr>
<td>Monthly charges, Channel package offered, Behavior of service provider</td>
<td>Charges and customer relation factor</td>
</tr>
<tr>
<td>Picture Quality, Network / Channel consistency</td>
<td>DTH core factor</td>
</tr>
<tr>
<td>Promotional schemes</td>
<td>Advertising oriented factor</td>
</tr>
</tbody>
</table>
It is clear from the factor analysis that Warranty parameter is the most important among the consumers which has been considered as Customer focused factor. And the other factors emerged from the analysis reveal about the DTH core benefits, charge & Customer relation and Advertising oriented factors which are Essential to build strong bonding with customers.

CONCLUSION

DTH is one of the fastest growing industries in today’s era. There are various big players already in the DTH industry like Reliance [Reliance Digital TV], Sun Network [SUN TV], TATA SKY, Airtel [Airtel Digital] etc. Picture quality and Network consistency are extremely important parameters while Monthly charges, Channel packages offered and customer care services are less important in the mind of consumers. With previous service provider, most of our respondents are dissatisfied with parameters like network consistency, channel package offered, customer care services, warranty and other promotional offers from their previous service providers. Respondents of Ahmedabad city are very much satisfied with all the parameters like network consistency, channel package offered, customer care services, warranty and other promotional offers from their current service providers which are also the key success factor for DTH services. Majority of our respondents choose the DTH brand based on picture quality while only few number of respondents consider less price and many channels as their selection criteria. Majority of our total respondents feel that VAS makes value addition in DTH services. More than 80% of our total respondents would like to recommend others regarding DTH services which is considerably one of the major key success factor for DTH industry.

REFERENCES

6) To find opportunities for TATA sky, given consumer satisfaction with existing products on fixed
7) Parameters for evaluation and importance of each parameter for evaluation of those products (October 2008).
8) Vejani, J. D. (2009). To study the interactive services cable TV consumers review on DTH.

BOOKS
