

A Study on Consumer Awareness of DTH Service

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ABSTRACT

This paper reveals the consumer awareness of entertainment concept through Direct To Home (DTH) technology in Pollachi taluk. The study is focused on the six kinds of brands of providers DTH service namely, Dish TV, TATA sky, Sun Direct, Reliance big TV, Airtel Digital TV, Videocon d2h. For the study, 146 sample consumers are selected in pollachi taluk by adopting convenience sampling method. Primary data have been collected through a well structured questionnaire. Pilot study has been conducted and for based on their opinion necessary modifications were made in the actual questionnaire. The collected information were reviewed and consolidated into a master table for the purpose of analysis. The data were further processed with the help of the statistical tools for getting meaning full out come. The Chi-square tools to be used. The study shows that the awareness level of DTH services is restricted to only a certain section of the society. Hence, Manufacturers must concentrate on the needs and demands of various customers depending on their requirements.

1. Introduction

In this world, the inventions were born because of need. Advancement in science and technology has brought out many types of equipment, machineries and apparatus, which made human life more comfortable and enjoyable. To satisfy the peoples' entertainment and information need "TELEVISION" is the primary instrument that came in the market. Slowly, the satellite channel age came in. Direct To Home (DTH) is the recent addition and has become a major entertainment medium attracting the mind of everyone. DTH television is one of the recent contributions of science, which is meant mainly for dissemination of information and it is a remarkable achievement of the human brain. In short, DTH refers to the reception of satellite signals on a TV with a personal dish in an individual home. The satellites that are used for this purpose is geostationary satellites. The satellites compress the signals digitally, encrypt them and then are beamed from high powered geostationary satellites. They are received by dishes that are given to the DTH consumers by DTH providers. .

2. DTH players in India

As per the recent reports, India is all set to become the largest DTH market of the world by year 2012 and it will host largest number of DTH viewers. The arrival of DTH services in India has led to the emergence of many DTH service providers who are offering various value added services at competitive prices. India currently has 7major DTH service providers and a total of over 5 million subscriber households. The players are 1.DD Direct Plus, 2.Dish TV, 3.TATA sky, 4.Sun Direct, 5.Reliance big TV, 6. Airtel Digital TV, 7.Videocon d2h.

3. Statement of the problem

The younger generation spends more time in entertainment either by watching TV or playing in a computer. When there is power failure, TV watching is disturbed, for want of power in the cable operator room to relay the channels. If the cable connection is not proper, viewers will not get either

audio or video. To overcome these difficulties, new technology, Direct-To-Home was introduced in India. But this concept is not introduced in all places and also many are not aware of it. People shy away to this due to high cost of installation. Under these circumstances, it is decided to make a study on DTH to answer the following questions. What type of consumer either rural or urban are using DTH? What is their awareness level towards DTH?

4. Objectives

The objective is to study the consumer awareness of DTH service.

5. Methodology

The task of data collection begins after research problems have been defined and research design chalked out. Data is the foundation for all marketing research. The researcher obtained data from both Primary source and Secondary source.

6. Period of study

The study relates to the period from 2013 to 2014.

7. Sampling design

The universe of the study area is Pollachi Taluk, which is quite large. It is therefore decided to use convenience sampling for identifying the respondents. To study consumer awareness and preference towards direct to home (DTH) television in pollachi taluk.150 questionnaires were issued to collect data, out of which 4 questionnaires were not in usable form and thus the final sample constitutes 146.

8. Significance of the study

In the initial year only few private players entered into this segment. They indetified huge business potential in this mode of delivering entertainment content to viewers. But due to high

initial investment for set top box and dish people are hesitant to adopt this concept. Only a small segment of population is using DTH, but there are more number of players offering DTH service. Under this situation, this study helps to identify whether customers are aware of this mode of service. The findings of the study will help the service provider to understand customer's awareness level and their problems. Based on this study, they can initiate steps to improve the awareness level, sort out the problems, able to provide better and improved service.

9. Framework of analysis

The collected information were reviewed and consolidated into a master table for the purpose of analysis. The data was further processed with the help of the following statistical tools for getting meaning full out come. The Chi-square Test is to be analyzed.

10. Limitations of the study

The result of the study is based upon the opinion given by the consumers in and around Pollachi taluk. Hence any limitation that is applicable to an opinion survey is equally applicable to this study.

Age and Awareness

H₀: Age does not influence Awareness

Age	Aware	Not Aware	Total
Upto 25 Years	20 (69.00%)	9 (31.00%)	29 (19.9%)
26 to 50 Years	78 (91.80%)	7 (8.20%)	85 (58.2%)
Above50 Years	22 (68.80%)	10 (31.30%)	32 (21.9%)
Total	120	26	146

df: 2 Calculated χ^2 Value:12.738

Table Value: Five per cent level: 5.991

The percentage of consumers with high level of awareness is found to be high with that age group between 26 to 50 years. The percentage of not aware is found to be high

11. Review of literature

Jotheshwari¹, Gunasekaran,Lakshmana and Chandra Moha (2014)" Customer Awareness and P SRM University, Kattankulathur, Chennai, erception about DTH services in Kanchipuram District Tamil Nadu India". The main objectives of the study were to explain the awareness level of people for DTH services in Kanchipuram District and to examine the awareness about various DTH brands. The awareness is concerned DTH has won an Oscar, but with certain areas of concerns and improvements such as., Packages, choice of channels and charges, Prompt information about the services, High quality signal, Continuity of service etc., The DTH service brands should increase the awareness for DTH services and outlets and help

12. Consumer awareness of DTH service

The chapter deals with consumer awareness towards DTH nine variables have been taken to examine the awareness of Direct to Home television, namely gender, age, marital status, area of residence, educational qualification, occupation, nature of family, size of family, family income and monthly income.Consumer awareness has been measured by one question. It is compared with ten variables. The following hypothesis have been framed and tested.

with those with the age group of above 50yrs. Thus it can be said that age does influence the awareness of DTH.

Marital Status and Awareness

H₀: Marital Status does not influence Awareness

Marital Status	Aware	Not Aware	Total
Married	80 (82.50%)	17 (17.50%)	97 (66.4%)
Unmarried	40 (81.60%)	9 (18.40%)	49 (33.6%)
Total	120	26	146

df: 1 Calculated χ^2 Value:0.016

Table Value: Five per cent level: 3.841

There exists no significant association between marital status and awareness.

Area of Residence and Awareness

H₀: Area of Residence does not influence Awareness

Area of Residence	Aware	Not Aware	Total
Urban	31 (79.50)	8 (20.50)	39 (26.7%)
Semi-urban	24 (85.70%)	4 (14.30%)	28 (19.2%)
Rural	65 (82.30%)	14 (17.70%)	79 (54.1%)
Total	120	26	146

df: 2 Calculated χ^2 Value:0.433

Table Value: Five per cent level: 5.991.

The percentage of consumers with high level of awareness is found to be high with that semi urban area. The percentage of not aware is found to be high with those in the

urban area. Thus it can be said that area does not influence the awareness of DTH.

Educational Qualification and Awareness

H_0 : Educational Qualification does not influence Awareness

As the calculated chi square value is greater than the table value at five per cent level, the null hypothesis is rejected. There exists a significant association between educational qualification and awareness.

Educational Qualification	Aware	Not Aware	Total
Illiterate	7 (50.00%)	7 (50.00%)	14(9.6%)
Up to SSLC	11 (78.60%)	3 (21.40%)	14 (9.6%)
H.Sc.,	27 (73.00%)	10 (27.00%)	37(25.3%)
Graduate	67 (91.80%)	6 (8.20%)	73 (50.00%)
Diploma	8 (100.00%)	0 (0.00%)	8(5.5%)
Total	120	26	146

df: 4

Calculated χ^2 Value: 18.505

Table Value: Five per cent level: 9.488

Occupation and Awareness

H_0 : Occupation does not influence Awareness

Occupation	Aware	Not Aware	Total
Home Maker	14 (60.90%)	9 (39.10%)	23 (15.8%)
Business	33 (86.80%)	5 (13.20%)	38 (26.0%)
Agriculturists	20 (76.90%)	6 (23.10%)	26 (17.8%)
Employee	41 (91.10%)	4 (8.90%)	45 (30.8%)
Professional	12 (85.70%)	2 (14.30%)	14 (9.6%)
Total	120	26	146

df: 4

Calculated χ^2 Value: 10.763

Table Value: Five per cent level: 9.488

The percentage of consumers with awareness is found to be high with that employee group. The percentage of not awareness is found to be high with those with the group of home maker.

Nature of Family and Awareness

H_0 : Nature of Family does not influence Awareness

Nature of Family	Aware	Not Aware	Total
Joint	22 (100.00%)	0 (00.00%)	22 (15.1%)
Nuclear	98 (79.00%)	26 (21.00%)	124 (84.9%)
Total	120	26	146

df: 1

Calculated χ^2 Value:5.612

Table Value: Five per cent level: 3.841

There exists a significant association between nature of family and awareness.

Size of Family and Awareness

H_0 : Size of family does not influence Awareness

Family Members	Aware	Not Aware	Total
Two	10 (66.70%)	5 (33.30%)	15(10.3%)
Three	52 (82.50%)	11 (17.50%)	63 (43.2%)
Above Three	58 (85.30%)	10 (14.70%)	68 (46.6%)
Total	120	26	146

df: 2

Calculated χ^2 Value:2.922

Table Value: Five per cent level: 5.991

There exists no significant association between size of family and awareness.

Monthly Income and Awareness **H_0 : Monthly Income does not influence Awareness**

Monthly income	Aware	Not Aware	Total
Upto Rs. 10000	37 (80.40%)	9 (19.60%)	46 (31.5%)
Rs. 10001 to Rs. 20000	45 (81.80%)	10 (18.20%)	55 (37.7%)
Above Rs. 20000	38 (84.40%)	7 (15.60%)	45 (30.8%)
Total	120	26	146

df: 2

Calculated χ^2 Value:0.258

Table Value: Five per cent level: 5.991

There exists no significant association between monthly income and awareness.

Family Income and Awareness **H_0 : Family Income does not influence Awareness**

Family income	Aware	Not Aware	Total
Upto Rs.15000	62 (82.70%)	13 (17.30%)	75(51.4%)
Rs.15001 to Rs. 30000	41 (82.00%)	9 (18.00%)	50 (34.2%)
Above Rs. 30000	17 (81.00%)	4 (19.00%)	21 (14.4%)
Total	120	26	146

df: 2

Calculated χ^2 Value:0.035

Table Value: Five per cent level: 5.991

There exists no significant association between family income and awareness.

Among nine variables selected, four variables have influence over awareness i.e., age, educational qualification, occupation, nature of family. Marital status, area of residence, size of family, monthly income and family income does not influence the awareness.

13. Conclusion

The manufacturing organizations, service organizations also face problems of marketing. The use of single promotional

tool or combination of tools is normally determined by various factors such as market conditions, market forces, behavioral pattern of consumer etc. The study shows that the awareness level of DTH services is restricted to only a certain section of the society. Hence, Manufacturers must concentrate on the needs and demands of various customers depending on their requirements. Advertising the products and explaining the products elaborately will help in attracting more and more people.

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