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## Consumer behaviour towards direct to home (DTH) in Cuddalore district

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### Abstract

The article tries to find out the consumer behaviour towards direct to home (DTH) in Cuddalore district. One objective of this study is reached through proper methodology. Sample size was 800 in all obtained through convenience sampling technique in Cuddalore district. Researcher designed questionnaire is with 5 point scale in the continuum of agreeing. Reliability of this tool is 0.80 and 0.92. Frequency analysis, percentage analysis, one way ANOVA analysis and multiple regressions were used for data analysis. The results of the multiple regression analysis revealed that cost benefits not influenced on buying behaviour. This study concluded that the considerable reduction in erection charges may increase the number of new entrants to the DTH services.

**Keywords:** DTH, buying behavior, Cuddalore district, multiple regression and convenience sampling technique

### Introduction

#### Buying Behaviour

Buying behaviour is increasing day-by-day as an area of marketing. Marketers must understand the factors influencing customers purchase decision before offering their products or services to the customers. The factors include social group, culture, and many other factors that are both intrinsic and extrinsic to the customer. Understanding these factors helps Marketers to draw effective marketing strategies in order to satisfy the needs and wants of the customers and retains them.

The importance to the study of consumer buying behaviour has deepened due to various reasons; one such reason is conditions of fierce competition in the market. There are a number of companies sprouting in the same industry offering similar kind of products and services; hence marketers need to target and tap the right segment.

Another important factor leading to the importance of analyzing buying behaviour is the fast pace of globalization that led to the changes in customer attitude of shopping for products and services as they have more choices. The paybacks of globalization have been an increase in product variety for consumers, lower prices and enhanced quality of products, etc. Due to globalization, marketers operate in more than one country; hence they have to pay a close attention to the difference in expectations, culture, taste, lifestyle and many other factors that determine the divergent buying behaviour of customers from different countries. Thus it is very vital to target all the customers from different geographical areas.

#### Direct To Home (DTH)

Direct to home service is a commercial enterprise that provides work performed in expert manner by an individual or by a team for the mutual benefit of its customers and themselves. A typical service business provides intangible products such as accounting, banking, consulting, clearing, land scapping, education, insurance, treatment or transportation. The DTH service also belongs to the service sector.

Early decades of 21<sup>st</sup> century had been showing very great development both in the quality and quantity of DTH service. DTH services are the winner over cable TV service. Direct to home is abbreviated to DTH services. In this process the signals are sent to the satellite; these signals are resent to a larger earth surface with very feeble grounding processes.

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These signals which are collected by a dish in the open space of the house is condensed by an electronic device to the set top box through coaxial cable of about 70-75 ohms resistance; from this set top box the output signals are fed to the television to view the desired programmed. In modernized DTH service all the signals are digitalized to view and hear better audio visual performances; since related signals are form space the reach ability is greater even in dead locked areas also. In addition to enhanced audio and video quality, DTH also make it possible to choose and play movies, internet accessibility, FM radio services, games and other facilities at our demand. Except during rainy seasons these are better in performance but the cable TV can be viewed even in heavy rains. Since every operations in cable TV are internal.

### Review of Literature

Jakrapan anurit (2000) <sup>[1]</sup> investigates the buyer behavior towards the acquisition of latest luxury cars in 2 culturally distinct countries: the United Kingdom and Thailand; the comparative study of similarities and distinction between United Kingdom of Great Britain and Northern Ireland and Thai client perceptions of BMW and Mercedes, and insights into whole selling of their cars within the 2 Countries. 2 objectives and 2 Hypotheses were framed during this study. 2 structured Questionnaires were framed and one form for dealers and another for automotive house owners. Strategies of qualitative knowledge assortment enclosed observation focus teams, and face-to-face interviews, that was content analyzed. Seventy five questionnaires were issued with every cluster of automotive house owners, fifty five questionnaires were completed by face to - face Interviews and twenty questionnaires were completed by communicating. Discriminate analysis, correlation analysis, Frequencies, Cross-Tabulations and Chi-Square check was utilized in this study. The study showed that client perceptions of latest BMW and Mercedes cars within the 2 countries were completely different. lastly, Mercedes customers were a lot of loyal than BMW customers in Asian country, whereas BMW customers were a lot of loyal than Mercedes customers within the United Kingdom of Great Britain and Northern Ireland, as a result of client loyalty varies as a perform of variations in cultural dimensions.

Adithya (2003) <sup>[2]</sup> undertook "An empirical study on shopper behavior towards refrigerators in urban center city" and also the study was undertaken in urban center town. 5 objectives were framed during this study. The dimensions of the sample was a hundred and fifty. Convenient sampling technique was utilized in this study. The collected information were analyzed through share analysis, chi-square check, average score analysis and analysis of variance. This study shows that Godrej was the foremost most well-liked whole for icebox whereas Whirlpool was most well-liked by the center financial gain teams. Marketers ought to create a lot of efforts to produce elements at affordable costs and improve the once sales service facilities. It absolutely was urged that these companies ought to offer importance to attend the issues, once sales.

Mallikarjuna reddy (2005) <sup>[3]</sup> analyzed "consumers' behavior towards two-wheeler motor bikes" and also the information were collected in Hyderabad and Secunderabad. Sample was one hundred shoppers WHO had choosing 2 wheeler motor bikes i.e. Hero Honda, Yamaha, and TVS bikes. Information was collected through structured form. The study shows that

hr of the Purchasers of Hero Honda were the scholars, whereas four-hundredth of the purchasers of TVS were the workers. Which means Hero Honda bike was a lot of fashionable the scholars, TVS was a lot of fashionable the workers and Yamaha was a lot of fashionable the Business men. Forty five respondents have opted Yamaha supported its technology compared to Hero Honda that forty respondents possibility was supported its technology and fifteen respondents opted TVS. This study compared three corporations among that Hero lead ahead followed by Yahama departure TVS back.

Saikat Banerjee (2010) <sup>[6]</sup> studied shopper shopping for behavior throughout purchase of a second automobile and also the sample size was a hundred. Correlation analysis and frequency analysis were utilized in this study. Twenty five measurable characteristics were wont to establish influencing factors behind choice of a second automobile. Twenty five measurable characteristics were divided in to seven factors. They were effectiveness, Image Equalizer, practiced wizard, Social Appreciation, Favorite Fondness, Family 1st and Inclination towards promoting Efforts. The findings show that those seven factors can influence the customers for getting second automobile.

Mateja Kos Kokli, *et al.* (2009) <sup>[4]</sup> did analysis on "A strategic home purchase: shopper house shopping for behavior." The study was beta analysis of the abstract model. Six factors were mentioned during this study. Non-random basis sampling technique was used. The sample was composed of households with two to four members from totally different areas of European nation. additionally to the individual characteristics of the client, his/her personal state of affairs and environmental factors, the role of feelings, experience, subconscious factors, desires and goals ought to be taken under consideration for higher understanding of this sort of higher cognitive process.

Jagwinder Singh, *et al.* (2009) <sup>[5]</sup> had undertaken a study on "mobile French telephone shopping for behavior of various age and gender teams." The study was studied in India and 240 shoppers were chosen, of that 122 were male and 118 were feminine. They were more classified into 3 teams supported their age. These 3 teams were 18-30 years, 30-50 years, and fifty years and higher than. There have been ninety six respondents (48 male and forty eight female) of 18-30 years cohort, seventy eight (40 male and thirty eight female) of 30-50 years cluster, and sixty six (34 male and thirty two female) of fifty years and higher than cohort. Convenience sampling methodology was utilized in this study. Two-way analysis of variance was used for knowledge analysis. The study showed that the mobile French telephone users getting on cluster of 18-30 years weren't 'price' sensitive than shoppers of alternative groups; rather they contemplate 'physical appearance', 'brand', 'value intercalary features', and 'core technical features' a lot of necessary than users of the other age teams. On the contrary the shoppers getting on cluster fifty years and higher than have given larger importance to cost than shoppers of alternative age teams. There have been vital variations between age teams. The distinction was highest for the 'brand' closely followed by 'core technical features' of the French telephone. Gender variations additionally existed for these factors.

### Scope of the Study

This study helps in understanding the current market

scenario of DTH and it also helps to understand the strengths and weakness of the product competitors and brand loyalty.

### Statement of the Problem

Consumers have already reputable the basic criteria for evaluating the product and the different brands in the category. However, they have not fully recognized preferences regarding a select group of brands. Their search for further information is more like fine modification. They must gather extra brand information to categorize among the various brands. Consumers have some knowledge with the product and also have well recognized set of criteria with which they assess the brands by situation in their evoked sets. In some situations, they may search for a small amount of extra information. Keeping in this view, the study felt that there is a need to study about consumer behavior towards DTH with the following specific objectives:

### Objectives of the study

- To find out the various factors influencing consumer behavior towards DTH
- To find out the preferred brands of DTH purchased by the consumer.

### Hypothesis of the study

- Consumer opinion does not differ among income groups with respect to influencing factors towards buying behavior of DTH in Cuddalore district.
- Consumer opinion does not differ among earning members groups with respect to influencing factors towards buying behavior of DTH in Cuddalore district.
- There is no influence of influencing factors on buying behavior of DTH in Cuddalore district.

### Scope of the Study

Scope of the study is as follows

1. The study is centered at Cuddalore district.
2. Study is related only with DTH.

### Questionnaire Construction

Using a self-designed questionnaire with 5 Point scale was adopted to collect primary data thought convenient random sample were selected in Cuddalore district within the sample frame.

### Sample size

Sample size was 800. The standard deviation for this was 0.52. The sampling areas were Cuddalore district.

### Data collection

Data are primary and these usable data were collected.

### Sample method

Convenient random sampling was opted to collect Data.

### Sampling frame

The convenient random sampling was performed in the major villages and semi-urban and urban areas where DTH was functioning within the Cuddalore dist.

### Pilot Study Reliability

For all the items in the questionnaire design, the alpha values ranged from 0.80 and 0.92. This indicates high reliability of the items in the questionnaire. With these results, consistency, dependability and adoptability are confirmed.

### Tools for data analysis

Frequency analysis, percentage analysis, one way ANOVA analysis and multiple regressions were used for data analysis.

### Analysis and interpretation

**Table 1:** showing Rank analysis of DTH Brand

S.	Brand	Rank	Frequency	Percentage
1	Sun direct	1	339	42.4
2	Tata sky	2	127	15.9
3	Dish TV	3.5	88	11.0
4	Reliance	3.5	88	11.0
5	Airtel digital TV	5	68	8.5
6	DD direct	6	67	8.4
7	Videocon d2h	7	23	2.9
Total			800	100.0

*Source:* Primary Data

The first factor is brand which includes seven popular brands. Among these brands Tata sky gets the second sector with 127 (15.9) customer whereas sun direct gets the maximum customers of 339 (42.4) out of 800.

### Table 2 Interpretation

Above table shows the relationship between the five factor and the four income groups of the respondents. The respondents are grouped in to four groups for statistical purpose. The group which earn Rs. 20001 to 30000 forms the major group with 376 (7.0) respondents then the group with Rs. 10001-20000 forms the next major group with 301 (37.6) respondents. The group below Rs. 30001 from 67 (84) making 800 (100.0). It has already been found out that the middle & high income groups avail DTH service by Srikanth (2013) and Samson (2012) in the sampling areas Odisha and Palayankottai.

### H<sub>0</sub> influencing factors of the four income groups are equal

To under the consumer behaviour of the four different income group in relation to the 1st elemental factor 'brand properties' the analysis is performed both descriptively and inferentially. The total mean for this factor is 4.2705 and sides 0.7950 as the mean more than three there is a slight slant towards better consumer behaviour of DTH services. The total standard deviation is less than one indicating the proximity of responses around the total mean. The f-ratio is 53.327 at 1% level of significance. This can be stated that the differences do exist among the respondents towards brand properties which are the first factorial representation of customer consumer behaviour.

Customer's income shows significant difference towards the influencing factors towards Brand Properties, Output Quality, Cost Benefit, Reliable Service and Technology Support.

**Table 2:** Showing F test among influencing factors and income in relation to consumer behavior towards DTH

Factors	Income	N	Mean	SD	F	Sig.	DMRT
Brand Properties	Below Rs10,000	56	3.7071	1.21683	53.327	.000	20001 to 30000,
	Rs 10,000 to 20,000	301	4.2963	.58528			10000 to 20000>
	Rs 20,001 to 30,000	376	4.4862	.59797			Below 10000,
	Above Rs 30,000	67	3.4149	1.24429			Above 30000
	Total	800	4.2705	.79500			
Output Quality	Below Rs10,000	56	1.8482	.63903	6.623	.000	20001 to 30000,
	Rs 10,000 to 20,000	301	2.2807	.72348			10000 to 20000>
	Rs 20,001 to 30,000	376	2.3125	.91583			Above 30000>
	Above Rs 30,000	67	2.0597	.73093			Below 10000
	Total	800	2.2469	.82399			
Cost Benefit	Below Rs10,000	56	4.3393	.59456	9.144	.000	Above 30000,
	Rs 10,000 to 20,000	301	3.8416	1.02072			Below 10000>
	Rs 20,001 to 30,000	376	3.9778	1.00772			20001 to 30000,
	Above Rs 30,000	67	4.4080	.53441			10000 to 20000
	Total	800	3.9879	.97329			
Reliable Service	Below Rs10,000	56	1.3333	.34230	12.848	.000	20001 to 30000,
	Rs 10,000 to 20,000	301	1.8638	.85608			10000 to 20000>
	Rs 20,001 to 30,000	376	1.8830	.82510			Above 30000,
	Above Rs 30,000	67	1.4577	.40963			Below 10000
	Total	800	1.8017	.80403			
Technology Support	Below Rs10,000	56	3.4375	1.14440	105.145	.000	Above 30000>
	Rs 10,000 to 20,000	301	1.5797	.93557			Below 10000>
	Rs 20,001 to 30,000	376	2.0120	.97938			20001 to 30000,
	Above Rs 30,000	67	3.4776	1.17239			10000 to 20000
	Total	800	2.0719	1.17126			

Source: Primary Data Significant at 1%

**Ho Influencing factors of the three earning members groups are equal**

Brand properties when statistically treated for finding the differences among the three groups of earning members, One earner family is 550 (68.8) two earner are 29 (28.6) more than three members are 21 (2.6) the total mean is 4.270 and standard deviation is 0.7900 since this value is greater than three, the whole groups tends to lob towards right side the satisfied state of the majority of the respondents. The f-ratio is 14.233 at 1% level of significance since the level of confidence is 99% it can be stated that the difference exist among the three groups of earning members about the attitude they have towards the brand properties which is one

among the factor towards consumer behaviour of DTH services.

**Table 3 Interpretation**

Above table shows the relationship of the factors and the earning members towards the consumer behavior of DTH service.

Earning members show significant difference towards the influencing factors such as brand properties, output quality, cost benefit and reliable service and does not differ towards technology support with respect to earning members of the consumers.

**Table 3:** Showing F test among influencing factors and earning members in relation to consumer behavior towards DTH

Factors	Earning	N	Mean	SD	F	Sig.	DMRT
Brand Properties	One	550	4.1793	.85346	14.233	.000**	Two>
	Two	229	4.5031	.57479			One,
	More than 3	21	4.1238	.78607			More
	Total	800	4.2705	.79500			
Output Quality	One	550	2.4582	.84126	79.688	.000**	More>
	Two	229	1.7162	.52795			One,
	More than 3	21	2.5000	.00000			Two
	Total	800	2.2469	.82399			
Cost Benefit	One	550	3.9642	.93534	36.864	.000**	Two,
	Two	229	4.1921	.90749			One>
	More than 3	21	2.3810	1.11198			More
	Total	800	3.9879	.97329			
Reliable Service	One	550	1.8673	.79206	21.184	.000**	More>
	Two	229	1.5750	.79707			One>
	More than 3	21	2.5556	.24343			Two
	Total	800	1.8017	.80403			
Technology Support	One	550	2.1118	1.14788	2.996	.051 NS	
	Two	229	2.0284	1.26450			--
	More than 3	21	1.5000	.00000			
	Total	800	2.0719	1.17126			

Source: Primary Data

\*\* Significant at 1% level NS Not Significant

**Table 4:** Multiple regression showing influencing factors influence over buying behaviour towards DTH

R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
.800	.641	.638	7.50612	283.087	.000**

S. No	Factor	B	SE	Beta	t	Sig.
	Constant	40.105	2.245		17.862	.000**
1.	Brand Properties	-4.319	.370	-.275	-11.662	.000**
2.	Output Quality	4.045	.338	.267	11.952	.000**
3.	Cost Benefit	-.373	.299	-.029	-1.248	.212 NS
4.	Reliable Service	5.459	.353	.352	15.475	.000**
5.	Technology Support	5.496	.250	.516	21.989	.000

Source: Primary Data

### H<sub>0</sub> Influencing factors (Brand Properties, Output Quality, Cost Benefit, Reliable Service and Technology Support) do not influence over buying behaviour towards DTH services

Above table shows the model summary of the factors in relation to consumer behavior towards DTH services. R is 0.800 which is the product moment correlation co-efficient when squared gives 0.641 as  $r^2$  value which is called as co efficient of determination. If the  $r^2 = +1$  it is a perfect estimator, this result is 0.641; it can be accepted as a good estimation even though not perfect.  $R^2$  measure the variation of dependent variable of the customer consumer behaviour. In percentage form it is explained as 64.1% so, 64.1 percent of the variation is explained and the rest are not explained. The  $r^2$  value is 0.641 and the  $r^2$  (adjusted  $r^2$ ) is 0.638 these values are equal when the decimals are corrected for 2 places. This proves that sample sizes of the independent variables are sufficient for the study (Sivastava and Rego 2008) the standard error of estimate is 7.50612 this is a measure of variability or scatter of the observed values around the regression line. The f value is 283.087 and is significant at 1% level.

Co-efficient is tabulated to get more information about the UN standardized and standardized consumer behavior towards DTH service. These are independent factor which influence the customer consumer behaviour. The constant is related to the predictor line, its b value is 40.105, with a standard error of estimate 2.245 is value is 17.862 and is significant at 1% level. It means that influence of independent factors over the dependent factio consumer behaviours significant at 1% level.

If brand properties are raised for one unit the consumer behavior result -4.319 units with the standard error of estimate. 370 these results are for UN standardized co efficient. When the scores are expected in sigma value or scaled by standard deviation from the mean it becomes beta value. Beta value is -0.275 and the t value is -11.662 significant at 1% level.

In UN standardized score of output quality b value is 4.045 it means that if 1 unit of output quality is raised the consumer behavior will be 4.045 units. The standard error of estimate is 0.338 this shows that the observed value of output quality is somewhat deviated from the predictor line. The beta value is 0.267 and the t value is 11.952 significant at 1% level it means that the predictor line is positive which means that the influence of factor output quality over the consumer behaviours significant.

The unstandardised score of cost benefit is negative by prediction. The b co efficient value is -0.373 with the unstandardised error of estimate 0.299. This value 0.299

indicates the deviation from the predictor line; the value is low indicating very slight scatter. The unstandardised beta co efficient is 0.029 and the t value is -1.248 the sigma value or p-value is 0.212. This is more than 0.01 so there is no significance. This means that the influence of cost benefit is not significant over the dependent variable customer consumer behaviour.

The unstandardised co efficient of factor 'reliable service', b value is 5.459 and the standard error of the estimate is 0.353 this predictor line is positive with minimal deviations of observed values over the expected predicted value. The standardized co efficient of beta value is 0.352 with t value of 15.475 is significant at 1% level. This means that 1 unit of increment is given at 'reliable service' the consumer behaviours influenced y 5.459 units.

The factor technological support with the p value is 5.496 with standard error of estimate 0.250. This predictor line of the regression line is positive. With least error than all the factors; which means that the observed data are very close to the line of regression? The standedised beta value is 0.516 with t value 21.989 which the highest value among the all five t values is significant at 1% level. If one unit of change is brought about in the b value in technological support, the consumer behaviour will get altered by 5.496 units.

Except reliable service factor all the four factors significantly influence the customer consumer behaviour. It is the tendency of the people to get maximum service or benefit with a very low investment; if possible trying to get a fruit without any efforts, it may not be a wonder that 'cost benefits' don't have any significant influence over the customer consumer behaviour.

### Findings

- Tata sky gets the second sector with 127 (15.9) customer whereas sun direct gets the maximum customers of 339 (42.4) out of 800.
- Customer's income shows significant relationship with all the component factors towards consumer behavior.
- Except the factor technological support all the other factors shows significant relationship with the member of earning members towards consumer behavior.
- The independent variables and its factors explain 64.1% of the influence the customers' satisfaction rest of 35.9% is left unexplained. Unexplained influences are through influencing factors other than the factors of customers' satisfaction, any how this shows significant influence.
- Results of coefficients lead to find out that except the factor cost benefits all the other four are significantly influencing the customers' satisfaction.

### Recommendations

- Below Rs. 10000 and above 30000 groups seems to be less perceived output quality. This can be well observed to take efficient steps to gain their satisfaction also.
- Only one earner families are in majority; so considerable reduction in erection charges may increase the number of new entrants to the DTH services.

### Conclusion

The article tries to find out the consumer behaviour towards direct to home (DTH) in Cuddalore district. One objective of this study is reached through proper methodology. Sample size was 800 in all obtained through convenience sampling technique in Cuddalore district. Researcher designed

questionnaire is with 5 point scale in the continuum of agreeing. Reliability of this tool is 0.80 and 0.92. Frequency analysis, percentage analysis, one way ANOVA analysis and multiple regressions were used for data analysis. The results of the multiple regression analysis revealed that cost benefits not influenced on buying behaviour. This study concluded that the considerable reduction in erection charges may increase the number of new entrants to the DTH services.

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