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An analysis of factors affecting subscribers' decision towards DTH services in Tiruvannamalai town

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Abstract

In this paper study the origin and growth of the Direct – to Home (DTH) services in India. However further analysis the factors affecting subscribers' decision towards DTH services in Tiruvannamalai Town with conclude that on the basis of the ranks assigned by the sample respondents, the reasons for factors affecting subscribers' decision towards DTH services are analyzed through Garrett's Ranking Technique. It is evident from above table reveals that the price (71.62 score) was the main factors affecting subscribers decision towards DTH service followed by Duration of Recharge Period (61.46), Quality of Services (59.41), Influence of Friends (57.61), Brand Image (57.52), Number of Channels (54.04), Clarity of Picture (53.56), Customer Care Services (53.55), Variety of Service Package (53.53) and Effects of Sounds (52.78). As on 31 December 2019, there were 69.98 million active pay DTH subscribers in the country. These figures do not include subscribers of free DTH services. As of 31 March 2021, the Indian market is serviced by 4 paid DTH providers and one free DTH provider.

Keywords: DTH (Direct – to – home), Indian sky broadcasting, public broadcaster Prasar Bharati, 'over the top' and nascent industry

Introduction

DTH services were first proposed in India in 1996. The proposal was not approved due to concerns over national security and negative cultural influence. In 1997, the Government of India banned DTH services when Rupert Murdoch – owned Indian Sky Broadcasting (ISkyB) was about to launch its DTH services in the country. After deliberations among groups of ministers, DTH services were permitted by the NDA Government in November 2000. The first DTH service in the country was launched by Dish TV on 2nd October 2003, when Zee group, pioneer in Indian media industry, launched first DTH service Dish TV. It had the DTH market only to itself till 2006; then came to other operators like Tata Sky, Reliance Big TV and Airtel Digital TV among others, the marketplace suddenly got crowded and competition increased in 2007-08 time period. Besides there is DD Free Dish, the first free DTH service in India, was launched by public broadcaster Prasar Bharati in December 2004.

What is DTH?

DTH stands for Direct-To-Home television, DTH are defined as the reception of satellite programmes with a personal dish in an individual home. DTH does away with the need for the local cable operator and puts the broadcaster directly in touch with the consumer. Only cable operators can receive satellite programmes and they then distribute them to individual homes.

Literature Review

1. Senthil Kumar and Nagarajan (2012) ^[8] in their study on “Subscribers’ attitude towards DTH services” recommended that the initial entry cost should be reduced by the DTH service providers and the company must adopt different promotional strategy for rural and urban market as both have different reasons for selecting DTH. They further indicated the effective customer service like handle disgruntled customer call with a faster and valid response is must to attract the new customer and to retain the customers.

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2. Dr. A. Rethinapandy and Dr. M. Selvakumar (2013) ^[7] in their research article "Analysis of Factors Influencing the Preference for the Selection of Cosmetics Products by the Respondents Using Garrett's Ranking Technique". There are seven factors were identified for the purpose of studying the factors influencing the preference for the selection of brands of cosmetic products by the respondents. The factors are fragrance, quality, brand image, attractive package, reasonable price, status symbol and health care. Among the factors of talcum powder, fragrance stood at first rank.
3. Swetha, Sharanya S. kumara and Dr. Umesh Maiya (2020) ^[9], in their articles studied Customers play a vital role in the market. In the customers market today business concern have to make a lot of effort to satisfy their customers. Measuring the satisfaction level of service can be very difficult exercise. It may be due to changes in the trends and technology. Every human being is changing time to time according to the changing trends and technology in every day's life. In this context the study is conducted about customers' satisfaction level towards DTH service. This paper reveals the customer satisfaction towards DTH services in UDUPI District and it also helps to analyze the problems faced by the customers. The study is focused on five kinds of DTH services namely Airtel, Dish TV, Sun Direct, Videocon D2H, TATA sky.

Statement of the Problem

Despite this development, DTH faces a number of difficulties, including the threat of cable television and the increasing use of bandwidth, which is driving customers to internet TV. The only way for DTH providers to survive is to adapt to the new data and internet era.

Objectives of the Study

This study is undertaken with the following objectives:

1. To trace the origin and growth of DTH Service in India
2. Analysis of factors affecting subscribers' decision towards DTH service
3. To summarize the findings and provide conclusion.

Research Methodology

Sampling Design

The Research design for the study is descriptive and analytical in nature. For the purpose of this study 100 sample respondents were selected from different parts of Tiruvannamalai Town, the present study is restricted to only in Tiruvannamalai Town. The convenience sampling technique is adapted to select the factors affecting

subscribers' decision towards DTH service for the study.

Source of Data

The present study is based on primary and secondary data. The primary data collected by the way of interview schedule and secondary data collected from journals, periodicals, publications and websites.

Period of Study

The present study covers a period of 3 months from October 2021 to December 2021.

Statistical Techniques

By virtue of a mass of data obtained from research survey, as well as data from secondary sources collected and presented in the present report, descriptive and analytical was considered most appropriate for the study. The research problems and questionnaire were all framed accordingly. To analyze the collected data, Garrett's Ranking Technique was used.

Garrett's Ranking Technique

Garrett's Ranking Technique was applied to study the preference, change of orders of constraints and advantages into numerical scores. The prime advantage of this technique over simple frequency distribution is that the constraints are arranged based on their severity from the point of view of respondents. The value of R_{ij} is then multiplied by the Garrett Value to determine the Total Garrett Score. The average Garrett Score is then calculated by dividing the Total Garrett Score by the amount of alternatives. The alternative ranking is done based on the highest average value. Henry Garrett's ranking technique, these techniques was used to evaluate the problems faced by the researchers. The orders of merit given by the respondents were converted in to rank by using the formula. To find out the most significant factor which influences the respondent, Garrett's ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula:

$$\text{Percentage Position} = \frac{100 (R_{ij} - 0.5)}{N_j}$$

Where R_{ij} = Rank given for the i^{th} variable by j^{th} respondents, N_j = Number of variable ranked by j^{th} respondents.

Table 1: Statistical details about the DTH Service providers in India

S. No.	Service Provider	Launch Date	Subscribers	Ownership
1.	Dish TV d2h Zing Digital	October 2003	18.06 million	Yes Bank (25.63%) Deutsche Bank (6.2%) Jawahar Goel (Promoter & Managing Director) family (5.93%) Housing Development Finance Corporation (4.7%) IndusInd Bank Ltd., (3.8%)
2.	DD Free Dish	December 2004	40.0 million	Prasar Bharati
3.	Tata Sky	August 2006	23.44 million	Tata Sons (60%) The Walt Disney Company (30%) Temasek Holdings (10%)
4.	Sun Direct	December 2007	11.60 million	Sun Group (80%) Astro Group (20%)
5.	Airtel Digital TV	October 2008	17.86 million	Bharati Airtel (80%) Warburg Pincus (20%)

Source: https://en.wikipedia.org/wiki/Direct-to-home_television_in_India

Table 2: Leading DTH (Direct-to-Home) operators in India as of June 2021, by subscription market share

S. No.	Major Players in India	Market Share in Percentage
1.	Tata Sky	33.38
2.	Bharti Tele media	25.76
3.	Dish TV	23.45
4.	Sun Direct TV	17.41
	Total	100.00

Source: <https://www.statista.com/statistics/712999/india-dth-market-distribution-by-operator/>

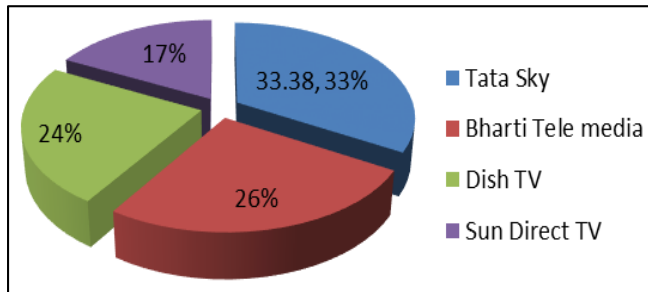


Fig 1: Leading DTH (Direct-to-Home) operators in India as of June 2021, by subscription market share

Tata Sky, a company within the Tata Group, recorded the highest share in the DTH market in India over the first half of 2021, with about 33.38 percent. The operator was ahead of Airtel during the measured time period, followed by Dish TV and Sun Direct except for Dish TV that saw a decline in its market shares, the remaining DTH operators further consolidated their hold over the market in that year.

Table 3: Number of Direct – to Home (DTH) subscribing Households in India from financial year 2011 to 2020

Year	Number of DTH Subscriber (In Millions)
2011	27.06
2012	28.90
2013	32.69
2014	37.19
2015	41.15
2016	58.53
2017	63.61
2018	67.53
2019	72.44
2020	70.26
Total	332.37

Source: <https://www.statista.com/statistics/713033/india-number-of-dth-subscribers/>

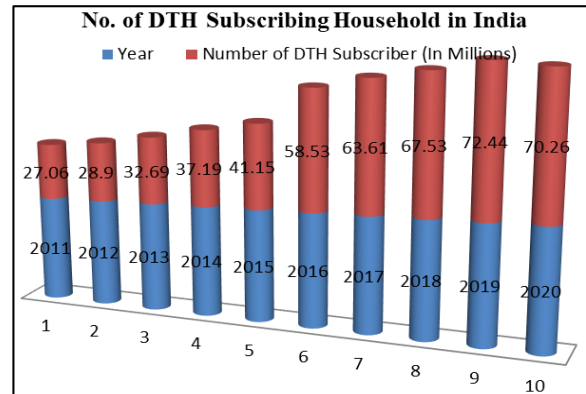


Fig 2: Number of DTH subscribing Households in India from financial year 2011 to 2020

Table 4: Percentage Positions and their corresponding Garrett's Table Values

Rank	Percentage Position	Garrett's Table Value	
1	100 (1-0.5) / 10	5	82
2	100 (2-0.5) / 10	15	71
3	100 (3-0.5) / 10	25	64
4	100 (4-0.5) / 10	35	58
5	100 (5-0.5) / 10	45	53
6	100 (6-0.5) / 10	55	48
7	100 (7-0.5) / 10	65	43
8	100 (8-0.5) / 10	75	37
9	100 (9-0.5) / 10	85	30
10	100 (10-0.5) / 10	95	19

Table 4 shows the percentage positions for the ranks 1, 2, 3, 4, 5, 6, 7, 8, 9, and 10 their corresponding Garretts Table Values. For Rank 1, the calculated percentage position is 5 the table value is 82. This value is given in the Garretts Ranking table for the percentage 4.92, which is very near 5 (see Garrett Ranking Conversion Table), the remaining table values are calculated like so on

Table 5: Factors affecting subscribers' decision towards DTH services

S. No	Factors Affecting Subscribers Decision towards DTH services	Rank										No. of Respondents	Total Score	Mean Score	Rank
		1	2	3	4	5	6	7	8	9	10				
1.	Price	31	17	15	9	5	4	5	6	3	5	100	7162	71.62	1
2.	Brand Image	20	14	11	8	14	8	7	7	5	6	100	5752	57.52	5
3.	Clarity of Picture	15	12	12	11	10	6	4	11	10	9	100	5356	53.56	7
4.	Number of Channels	12	13	10	12	11	11	10	8	7	6	100	5404	54.04	6
5.	Effects of Sounds	11	11	12	11	8	10	12	9	12	4	100	5278	52.78	10
6.	Influence of Friends	21	12	16	9	7	6	8	9	7	5	100	5761	57.61	4
7.	Quality of Services	26	18	8	9	7	5	8	7	5	7	100	5941	59.41	3
8.	Customer Care Services	12	13	13	10	10	11	7	8	7	9	100	5355	53.55	8
9.	Variety of Service Package	11	10	13	14	10	9	10	10	8	5	100	5353	53.53	9
10.	Duration of Recharge Period	22	18	14	11	12	8	5	4	3	3	100	6146	61.46	2

On the basis of the ranks assigned by the sample respondents, the reasons for factors affecting subscribers' decision towards DTH services are analyzed through Garrett's Ranking Technique. It is evident from above table

reveals that the price (71.62 score) was the main factors affecting subscribers decision towards DTH service followed by Duration of Recharge Period (61.46), Quality of Services (59.41), Influence of Friends (57.61), Brand Image

(57.52), Number of Channels (54.04), Clarity of Picture (53.56), Customer Care Services (53.55), Variety of Service Package (53.53) and Effects of Sounds (52.78).

Conclusion

DTH provide clear picture quality than cable TV. DTH offers stereophonic sound effects. Apart from enhanced picture quality, DTH also have some advance features like movie-on-demand, internet access, video conferencing and e-mail. Now many branded DTH are available to the customers with varying features.

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