

# A STUDY ON FACTORS INFLUENCING DIRECT TO HOME (DTH) SERVICES IN KARUR DISTRICT, TAMILNADU

Dr.V.KANNAN

ASSISTANT PROFESSOR, PG & RESEARCH DEPARTMENT OF COMMERCE, ARIGNAR ANNA GOVERNMENT ARTS COLLEGE, ATTUR – 636 121, SALEM DISTRICT

## Abstract

In this paper study the factors influencing Direct to Home (DTH) services in Karur District, Tamil Nadu. The Government of India allowed distributing the satellite television signals in November 2000. Few years after the first DTH service in India as well as Tamil Nadu was launched by dish TV on 2<sup>nd</sup> October 2003. A large amount of customers are aware about DTH services provided by various companies and a good number of customer are satisfied with their DTH services, even though the customer regret some problems while using DTH services. It must be rectified, then only the DTH companies should sustain in the current market scenario. All the recommendations and findings were derived from the study and those should be useful for the DTH companies for the implementation of new schemes and polices to their customers.

**Key Words:** Satellite, Socio – Economic Factors, Mann-Whitney U-test, Kruskal-Walli Test, analogue to digital systems) and Direct to Home (DTH).

Article Received: 10 August 2020, Revised: 25 October 2020, Accepted: 18 November 2020

## Introduction

The Government of India allowed distributing the satellite television signals in November 2000. Few years after the first DTH service in India as well as Tamil Nadu was launched by dish TV on 2<sup>nd</sup> October 2003. The Ministry of Information and Broadcasting issued a notification on 11<sup>th</sup> November 2011, setting 31<sup>st</sup> March 2015 as the deadline for complete shift from analogue to digital systems. In December 2011,

Parliament passed The Cable Television Networks (Regulation) Amendment Act to digitize the cable television sector by 2014. Chennai, Delhi, Kolkata and Mumbai had to switch by 31<sup>st</sup> October 2012. The second phase of 38 cities, including Bangalore, Chandigarh, Nagpur, Patna, and Pune, was to switch by 31<sup>st</sup> March, 2013. The remaining urban areas were to digitize by 30<sup>th</sup> November, 2014 and the rest of the country by 31<sup>st</sup> March, 2015

**Table No.1**

Phases of DTH Services in India

Phase (planned date)	City/Region	Date of switchover <sup>†</sup>
Phase I (31 October 2012)	Delhi	31 October 2012
	Mumbai	31 October 2012
	Kolkata	15 January 2013
	Chennai	Not completed
Phase II (31 March 2013)	38 cities in 15 states	31 March 2013
Phase III	All	31 March

(30 September 2014)	remaining urban areas	2016
Phase IV (31 December 2014)	Rest of India	31 December 2016

**Source:** [https://en.wikipedia.org/wiki/Television\\_in\\_India](https://en.wikipedia.org/wiki/Television_in_India)

<sup>†</sup>Indicates the date when analogue signals were switched off and not necessarily the date when 100% digitization was achieved.

## Objectives of the Study

The following objectives have been framed for the purpose of analyzing the research.

1. To examine the origin and growth of Direct to Home Industry.

2. To study the Socio – Economic Factors of Direct to Home Industry in Karur District Level.
3. To study the factors influencing to buy the Direct to Home Product.
4. To offer valuable suggestion to improve the sales and services of Direct to Home.

**Methodology**

Descriptive research design has been describes the characteristics of group of target population. It has been describes all the characters used in the research reports such as age, gender, area, educational qualifications, and attitude behaviors and more. Therefore this research report based on descriptive research designs. Sampling method directs a right way to the research to draw a sample from the selected population in keeping this view the convenient sampling has been used under the non-probability sampling method. There are two methods of data had been collected for the study such as primary data and secondary data, the primary data directly collected by customers those are used in DTH services in the study area of Karur District with the help of through questionnaire;the secondary data had been collected through the referred research journals, books and relevant websites. For the purpose of finding out the solution to a particular identified research problem for the study, the following statistical tools has been used namely one sample T-test, Mann-Whitney U-test, Kruskal-Wallis Test, t-test, One-way ANOVA, Friedman rank correlation and Chi-Square analysis.

**Analysis and Interpretation:**

**Table No - 2**

**Profile of the Socio – Economic Factors**

Socio – Economic Factors		No. of Respondents	Percentage
Gender	Male	101	67.30
	Female	49	32.70
	<b>Total</b>	<b>150</b>	<b>100.0</b>
Age	Young Age	48	32.00
	Middle Age	65	43.30
	Old Age	37	24.70
	<b>Total</b>	<b>150</b>	<b>100.00</b>
	Below Secondary	22	14.70

Educational Qualification	Level		
	Secondary Level	43	28.70
	Under Graduate	42	28.00
	Post Graduate	28	18.70
	Diploma/ITI	8	5.30
	Others	7	4.70
	<b>Total</b>	<b>150</b>	<b>100.00</b>
Occupation	Government Employee	16	10.70
	Private Employee	69	46.00
	Businessman	22	14.70
	Farmers	43	28.70
	<b>Total</b>	<b>150</b>	<b>100.00</b>
Monthly Income	Low Income	39	26.00
	Medium Income	74	49.30
	High Income	37	24.70
	<b>Total</b>	<b>150</b>	<b>100.00</b>
Marital Status	Married	77	51.30
	Unmarried	73	48.70
	<b>Total</b>	<b>150</b>	<b>100.00</b>
Area	Rural	87	58.00
	Urban	63	42.00
	<b>Total</b>	<b>150</b>	<b>100.00</b>

Source: Primary Data

The above Table shows that, **Gender Wise:** 67.3 per cent of the male customers are using DTH services and 32.7 per cent of the female customers are using DTH services. It clearly stated that majority of the customers are male, they are using DTH services (67.3), **Age Wise:**43.3 percent of the DTH customers come under the middle age group, 32.0 per cent of the DTH customers fall in the category of young age group, and 24.7 per cent of the DTH customers come under the old age group. According to the age group of the customers, most of the DTH customers fall in the category of middle age group (43.3 percent), **Educational Qualification Wise:**28.7 percent of the customers completed secondary level who are using

DTH, 28.0 per cent of the customers pursued under graduate who are using DTH, 18.7 per cent of the customer qualification is post graduate who are using DTH, 14.7 per cent of the customers education qualification is below secondary level who are using DTH, 5.3 per cent of the customers completed diploma/ITI who are using DTH, and 4.7 percent of the customers have other type of qualifications who are also using DTH. This table vividly shows us that most of the customers are post graduates who are using DTH, **Occupational Wise:**46.0 per cent of the DTH customers are privates employees, 28.7 per cent of the DTH customers are farmers, 14.7 per cent of the DTH customers are doing their own business and 10.7 per cent of the customers are government employees. It evidently shows that most of the DTH customers are private employees (46.0 percent), **Monthly Income Level:**49.3 per cent of the customers are using DTH services whose monthly income is medium level,26.0 per cent of the customers are using DTH services whose monthly income is low level, and 24.7 per cent of the customer are using DTH services whose monthly income is high income. It clearly shows that majority of DTH customer earned medium level of income (49.3 percent), **Marital Status Level:**51.3 percent of the married customers are using DTH services and48.7percent of the unmarried customers are using DTH services. It clearly stated that majority of the customers are married, using DTH services (51.3 percent) and **Area Level:**4.3 that 58 per cent of the rural customers are using DTH services, although 42 per cent of the urban area customers are using DTH service. It is clearly stated that majority of the rural customers are using DTH services (58 percent).

**Chi-square Analysis**

Chi –square analysis has applied to examine the association between the profile of the socio-economic factors and Direct to Home service providers. To achieve the objectives, the following null hypotheses are framed and tested.

1. There is nix relationship between awareness level towards DTH service providers and socio economic profile of the customers.
2. There is nix considerable variation between the influencing factors while purchasing of DTH services with regard to socio-economic profile of the customers.

3. There is nix considerable variation between the various problems faced by the customers related to DTH Services and their socio economic profile.
4. There is nix relationship between satisfaction level towards DTH service Providers and socio economic profile of the customers.

**Table No - 3**

Personal Factors	DTH service providers		
	Chi-Square	P-Value	H <sub>0</sub> : Accepted/Rejected
Gender	1.841 <sup>a</sup>	0.398	Accepted
Age	6.271 <sup>a</sup>	0.180	Accepted
Educational Qualification	3.092 <sup>a</sup>	0.979	Accepted
Occupational Status	1.791 <sup>a</sup>	0.938	Accepted
Monthly Income	12.659 <sup>a</sup>	0.013	Accepted
Marital Status	1.015 <sup>a</sup>	0.602	Accepted
Area Wise	0.042 <sup>a</sup>	0.979	Accepted

**Source:** Primary Data; Significant at 5% level

The above table exhibits that the **Gender Wise:** P-value is 0.398. Since the prescribed P-value is more than 0.05, and the null hypothesis is not rejected at 5% level of significance. Hence it is concluded that the awareness level towards DTH service providers and male and female customers exhibitnil similarities. **Age Wise:**P-value is 0.180. Since the prescribed P-value is more than 0.05, and the null hypothesis is not rejected at 5% level of significance. Hence, it is concluded that there is nix relationship between awareness level towards DTH service providers and different level of age group customers, **Educational Qualification Wise:**P-value is 0.979. Since the prescribed P-value is more than 0.05, and the null hypothesis is not rejected at 5% level of significance. Hence, it is concluded that there is nix relationship between awareness level towards DTH service providers and different ranges of education qualification of the customers, **Occupational Status:**P-value is 0.938. Since the prescribed P-value is more than 0.05, and the null hypothesis is not rejected at 5% level of significance. Hence, it is concluded that there is nix relationship between awareness level

towards DTH service providers and different types of occupational status of the customers, **Monthly Income Level Wise:**P-value is 0.013. Since the prescribed P-value is less than 0.05, and the null hypothesis is rejected at 5% level of significance. Hence, it is concluded that there is a relationship between awareness level towards DTH service providers and different ranges of education qualification of the customers, **Marital Status Wise:**P-value is 0.602. Since the prescribed P-value is more than 0.05, the null

hypothesis is not rejected at 5% level of significance. Hence it is concluded that there is nix relationship between awareness level towards DTH service providers, and married and unmarried customers and **Area Wise:**P-value is 0.979. Since the prescribed P-value is more than 0.05, and the null hypothesis is not rejected at 5% level of significance. Hence, it is concluded that there is nix relationship between awareness level towards DTH service providers and different areas of the customers.

**Table No - 4**

**Influencing Factors while Purchasing of DTH Services**

Personal Factors		N	Mean Rank	Mann-Whitney U	P- Value	H <sub>0</sub> Accepted/ Rejected
Gender	Male	101	75.35	2459.500	0.952	Accepted
	Female	49	75.81			
	Total	150				
Age	Young Age	48	81.09	1.222	0.543	Accepted
	Middle Age	65	73.52			
	Old Age	37	71.72			
	Total	150				
Educational Qualification	Below Secondary Level	22	75.41	1.303	0.935	Accepted
	Secondary Level	43	78.70			
	Under Graduate	42	71.37			
	Post Graduate	28	78.46			
	Diploma/ITI	8	79.75			
	Others	7	64.21			
	Total	150				
Occupational Status	Government Employee	16	94.69	3.903	0.272	Accepted
	Private Employee	69	73.57			
	Businessman	22	68.27			
	Farmers	43	75.16			
	Total	150				
Monthly Income	Low Income	39	60.22	8.904	0.012	Rejected
	Medium Income	74	85.30			
	High Income	37	72.01			

	Total	150				
Marital Status	Married	77	74.74	2752.000	0.825	Accepted
	Unmarried	73	76.30			
	Total	150				
Area	Rural	87	76.21	2679.000	0.814	Accepted
	Urban	63	74.52			
	Total	150				

Source: Primary Data

**Findings based on influencing factors while purchasing of DTH Services:**

**1. Influencing Factors while purchasing of DTH Services and Gender**

In concerned with the gender, the female customers means rank is high. Therefore the female customers are influenced more when compared with male customers.

**2. Influencing Factors while purchasing of DTH Services and Age Group**

Through analyzing the age group of the customers, the young age group dominated other age group, while purchasing the DTH

**3. Influencing Factors while purchasing of DTH Services and Educational Qualification**

When compared with educational qualification of the customers, the Diploma/ITI holders are influenced more than the other.

**4. Influencing Factors while purchasing of DTH Services and Occupational Status**

According to the occupational status of the customers the, farmers are influenced more than the others.

**5. Influencing Factors while purchasing of DTH Services and Monthly Income**

By undergoing the monthly income, the middle ranges of income earners influenced more compared with others.

**6. Influencing Factors while purchasing of DTH Services and Marital Status**

In order to analyze the marital status, the unmarried mean rank is high. Therefore the unmarried customers have beaten up the married customers.

**7. Influencing factors while purchasing of DTH Services and Area**

Through the view of area of the customers, the rural customers influenced more when compared with urban customers.

**Conclusion**

This research report will explore the better understanding and deliver some worthy findings based on the framed objectives for the study area. For the purposes, four objectives have been framed, all the objectives have been tested with appropriate statistical tools, and then the important findings are derived from the study. A large amount of customers are aware about DTH services provided by various companies and a good number of customer are satisfied with their DTH services, even though the customer regret some problems while using DTH services. It must be rectified, then only the DTH companies should sustain in the current market scenario. All the recommendations and findings were derived from the study and those should be useful for the DTH companies for the implementation of new schemes and polices to their customers.

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