
**A STUDY ON CONSUMER BEHAVIOUR AND SATISFACTION TOWARDS SUN DIRECT DTH WITH
SPECIAL PREFERRENCE TO ERODE DISTRICT**

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ABSTRACT:

In today's world of marketing, everywhere you go you are being marketed to in one form or another. Marketing is with you each second of your walking life. From morning to night you are exposed to thousands of marketing messages every day. Television is the fastest growing segment with the penetration of television sets increasing year on year. The DTH service market in India has emerged as one of the most lucrative markets. The Indian DTH industry has already crossed the 30 Million-mark for subscriber base as the quality of service delivered by DTH is superior, compared to cable or any other medium. The Indian DTH Industry is currently in the growth phase and expected to attract a large number of subscribers in near future. Multiple compliant to the Sun direct DTH and does not proper response to the customer. The researcher has adopted convenience sample techniques in this survey. A sample of 120 respondents was taken for the study. This is followed by a brief history of the DTH segment and an explanation regarding the DTH functioning process. The overview of the DTH market including its market size and growth as well as the market share of major players is listed. The competition section starts with a price, feature and service comparison across different DTH players. Majority of the respondents are preferred the type of sun direct DTH only. Hence the producer of the sun direct DTH can utilize the market opportunity by the improve the quality of the product and increase the sales promotion technique to increase the sales of sun direct DTH.

KEYWORDS:

Marketing, DTH, Sun direct, Television, Subscribers, Customers, Satellite, Network

INTRODUCTION:

In today's world of marketing, everywhere you go you are being marketed to in one form or another. Marketing is with you each second of your walking life. From morning to night you are exposed to thousands of marketing messages every day. Marketing is something that affects you even though you may not necessarily be conscious of it.

Television is the fastest growing segment with the penetration of television sets increasing year on year. Terms which were once alien to Indians like DTH, Digital Cable, IPTV are suddenly finding presence in the country's journals. India is expected to overtake Japan as Asia's largest Direct to Home market.

The Indian DTH Industry is currently in the growth phase and expected to attract a large number of subscribers in near future.

STATEMENT OF THE PROBLEM:

Sun Direct DTH is not taking steps to solve the complaints. Very poor customer service at during rainy time and no signals, no response from customer care. Multiple complaint to the Sun direct DTH and does not proper response to the customer.

OBJECTIVES OF THE STUDY:

- ✓ To find out the customer behavior and satisfaction of Sun direct DTH.
- ✓ To find out the brand preference of the customers.
- ✓ To know the problems faced by the DTH customers and
- ✓ To suggest remedial measure to solve the problems.

RESEARCH METHODOLOGY

A research design is purely and simply basic frame work or plan For a study that guides the collection of data and analysis of the data in customer surveys, I adopted descriptive research design in collecting and analysis of the data.

SAMPLE DESIGN

The study has adopted convenience sampling method in this survey. In this method, the respondents are chosen primarily on accordance with the researcher's convenience.

SAMPLING TECHNIQUES

The researcher has adopted convenience sample techniques in this survey. In this method, the sampling units are chosen primarily in accordance with the respondent's convenience.

SAMPLE SIZE

A sample of 120 respondents was taken for the study. Sample size refer to the number of items selected from the universe to constitute and sample should neither be excessive large, nor too small. It has to be optimum.

STATISTICAL TOOLS USED

Percentage is the statistical tool used in this project. These are briefly explained on the following.

LIMITATIONS OF STUDY:

- ❖ The study is applied only to Erode district alone and not to any areas.
- ❖ The findings and suggestions of this can be used for only customer.
- ❖ This study mainly focuses on the activities relating to customer satisfaction.

REVIEW OF LITERATURE

John Sinclair and Mark Harrison (1995) have studied on "Globalization and Television in Asia with special reference to India and China". The study had explained that Asian television is in a most volatile period of development. The advent of new subscriber services and the embracing of privatization and deregulation policies are major current development in the television industries.

Atpita Muharjee (2002) had studied India's trade potential in audio – visual services and the gats. The study observed that audio-visual service sector is one of the fastest growing service sectors in India and India's exports of audio – visual products have shown a rapid increase in the past decade. The study has examined India's trade potential in audio – visual services within the GATS frame work.

COMPANY PROFILE

Sun Direct is an Indian direct broadcast satellite service provider. Its satellite service, launched in 2007, transmits digital satellite television and audio to households in India. Sun Direct uses MPEG-4 digital compressionSun Direct technology, transmitting HD Channels on INSAT 4B Sun Direct hyderabad 8520941444at 93.5°E.^[1] and SD Channels on MEASAT-3 at 91.5°E.^[2] It is the

country's first MPEG-4 technology DTH service provider and the first Regional (**TAMIL**) HD Channels Provider. It is the major DTH service provider in South India. Sun Direct is a joint venture between the Maran's Sun Network family and the Astro Group of Malaysia. Sun TV entered into an MoU with the Astro group in January 27, 1997, when Aircel was not in existence, but since the government of India did not allow the use of KU band transponders for DTH services the project was put on hold, the firm said in a statement. **Sun Direct HD**



Sun direct Dish antenna

Sun Direct is also the first to provide high-definition television services in India. It provided the HD beam from Measat 3 at 91.5. Starting with two HD channels, National Geographic Channel HD and Tamil/Telugu HD Service. Now the HD beam is from INSAT-4B. It is the first DTH service provider to show IPL 3 in HD format and has tie up with Dolby Digital Sun Direct.

ANALYSIS AND INTERPRETATION

AGE NO OF RESPONDENTS	Less than 20 years 36	21-30 years 56	31-40 years 14	Above 40 years 14	
GENDER NO OF RESPONDENTS	Male 44	Female 76			
MONTHLY INCOME NO OF RESPONDENTS	Less than 10000 48	10000-20000 48	20000-30000 16	Above 30000 8	
DTH SERVICE NO OF RESPONDENTS	Sun direct DTH 102	TATA sky 6	Dish TV 12	Big TV -	Digital TV -
PERIOD OF USING NO OF RESPONDENTS	Below 1 year 22	1-3 year 62	3-5 year 20	Above 5 year 16	
PROBLEMS NO OF RESPONDENTS	Poor after sales services 20	Non response to compliant 14	Improper rate system 22	No signal 50	Inconvenient payment 14
TV CHANNELS	Below 75	Rs. 75 to 100 channels	Rs. 100 to 150 channels	Above 150	

NO OF RESPONDENTS	52	48	12	8	
PERIOD OF INSTALLATION	1 day	2-3 days	3-6 days	More than a week	
NO OF RESPONDENTS	38	48	12	22	
REASON TO CHANGE	Reasonable price	Clarity of channels	Extra service	Good reputation	Poor signal at rainy time
NO OF RESPONDENTS	34	44	26	12	4
COMPARISON OF OTHER DTH SERVICE	Clarity of channels	Amble package of system	More facilities at reasonable price	Good reputation	
NO OF RESPONDENTS	70	10	36	4	
PACKAGE SYSTEM	Regional package	Entertainment package	Sports package	Extra news package	
NO OF RESPONDENTS	8	78	12	22	
PRICES PAID	Costly	Moderate	Reasonable		
NO OF RESPONDENTS	22	48	50		
RECHARGE	Monthly	Quarterly	Half yearly	Yearly	
NO OF RESPONDENTS	44	16	28	32	
PAYMENT PAY	Through cell phones	Through internet	Through bank account	Through cash	
NO OF RESPONDENTS	36	28	12	54	
PROBLEMS	Poor after sales services	Non response to compliant	Improper rate system	No signal	Inconvenient payment
NO OF RESPONDENTS	20	14	22	50	14

FINDINGS:

The majority (46%) of the respondent are under the age group of 21-30 years. The majority (64%) of the respondents are female. The majority (40%) of the respondents had their monthly income between less than Rs. 10000 and Rs 10000-20000. The majority (100%) of the respondents are using sun direct DTH. The majority (44%) of the respondents are getting below 75 channels. The majority (52%) of the respondents are using the period 1-3 years. The majority (40%) of the respondents are installation for 2-3 days. The majority (58%) the respondents are giving their opinion clarity of channels. The majority (66%) of the respondents are preferred entertainment package. The majority (42%) of the respondents are feeling about the prices paid for reasonable. The majority (36%) of the respondents are recharge in our account monthly. The majority (44%) of the respondents are payment to pay through cash. The majority (42%) of the respondents are problem

faced at no signal. The majority (74%) of the respondents are facing the problem through to customer care. The majority (40%) of the respondents are satisfied and good about the customer care service.

CONCLUSION

The study concludes that the premium offer and schemas of sun direct DTH is good to increase the sales of the product. The company should take care of concentrated the following schemes such as coupon buy back allowance, free etc. The company should focus the consumer problem. And it has to full fill entire satisfaction of the consumer then only the company can service permanently in the word.

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