

## **A Study On Consumer Brand Preference Towards Using Dth Service Providers In Coimbatore City**

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**Abstract:** “Marketing includes all activities which are concerned with effecting changes in the ownership and position of good and services”. Direct marketing involves by passing the retailer in regarding in reaching the customer. . In this study there are five companies were included those are Sun Direct, Big TV, Digital TV, Dish TV, TATA Sky . Primary data were collected from 100 respondents by convenient sampling method through questionnaire and also by interview method in Coimbatore district. 15 respondents were selected to pilot study and based on their suggestions necessary modifications were made in the actual questionnaire. This study consists of simple percentage analysis to done keeping in mind the objectives of the study, chi – square parameters were employed to test the hypothesis spelt out in the study. Garrett ranking techniques was used to rank the preference of the respondents on different aspects of the study, the percentage position of each rank thus obtained into scores by referring to the table given by Henry E. Garrett. Analysis of variance to make two estimates of population variance those based on between sample variance and the other based on within variance are compare with F – test table. The present study reveals that majority of the respondents preferred Big TV for more channels because they can pay for what they want to watch. The company can reduce the price to fulfill the needs for low-income level of people.

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### **I. Introduction:**

Marketing analysis includes finding out what group of potential customer exist, what group of customers you prefer to, what their needs are, what products or services you might develop to meet their needs, how the customers might prefer to use the products and services, what your competitor are doing, what pricing you should use and how you distribute products and services to your target markets.

#### **Need For The Study**

- 1) The growth of the economy contributes to the increased per capita income of the individuals.
- 2) In this project it is proposed to make on attempts to analyze the customer satisfaction.
- 3) The researcher would have like to recognize this separate set of customer and identify the factors, which gives them satisfaction.
- 4) Advertisement is the major role for improving the DTH services.

#### **Statement Of Problems**

The biggest changes have occurred in consumer a product by new & innovative technology has used to satisfy the consumers. More models have been introduced by various manufactures in this content. This study is taken up in the various DTH which have considerable share in the market. This study will help to find out about the consumer preference towards DTH, its advantages, features etc. and also suggestions to improve the product.

#### **Objectives Of The Study**

- 1) To find out the factors considered by the DTH users at the time of purchase.
- 2) To evaluate the performance of the DTH service.
- 3) To know about the expectations of the customers.
- 4) To understand the attitude of the customers.
- 5) To providing possible suggestion to improve the service.

### **II. Research Methodology**

“The procedures by which researchers go about their work of describing, explaining and predicting phenomena are called methodology”.

**SAMPLING TECHNIQUE:** When the population elements are selected for inclusion in the sample based on the ease of access, it can be called convenience sampling.

**TYPE OF RESEARCH:** This study is descriptive in nature. The descriptive research is one that describes something the demographic characteristics of the consumers who use the products.

**DATA SOURCES:** The major source, which was used for this study, was primary and the secondary data source.

**PRIMARY DATA:**The primary data collected with the help of structured questionnaires and interview method.Thequestionnaire was administrated to selected DTH users.

**SECONDARY DATA:**Secondary data was collected from various books, journals, and websites pertaining to this study.

**TOOLS FOR ANALYSIS:**In this study the collected data were analyzed by using percentage analysis, chi square test, ANOVA, Garrett ranking technique.

**SAMPLE SIZE:** The sample size is 100 respondents constituting all categories of people from Coimbatore district.

**PILOT STUDY:** Pilot study was conducted to test questionnaire. Based on the information given by 15 respondents, necessary modifications were made in the actual questionnaire.

**AREA OF STUDY:**This Study was conducted in Coimbatore city.

**PERIOD OF STUDY:** Period during November 2010 to April 2011

### Limitations Of The Study

- 1) The result can be confined to Coimbatore city alone and not generalized for other areas.
- 2) Respondents opinion are dynamics, they keep changing time to time.
- 3) The time taken for this study was also limited and it was the major constraint to complete the work entirely.

### Analysis And Interpretation Personal Factors

S.No	Source	Factors	No . of respondents	%	Total
1	GENDER	Male	66	66	100%
		Female	34	34	
2	CLASSIFICATION ON AGE GROUP	upto 20 years	20	20	100%
		21 years- 35 years	39	39	
		36 years- 50 years	25	25	
		above 51 years	16	16	
3	OCCUPATION OF RESPONDENTS	Business men	22	22	100%
		Professional	28	28	
		Agriculture	10	10	
		Employed	40	40	

### PRODUCT DETAILS

S.No	Source	Factors	No . of respondents	%	Total
4	BRAND OF DTH USING	Sun Direct	32	32	100%
		Big TV	49	49	
		Digital TV	2	2	
		Dish TV	6	6	
		TATA Sky	5	5	
5	SATISFIED WITH THE CHANNELS	Yes	68	68	100%
		No	32	32	
6	TYPE OF CHANNELS	English channel	32	32	100%
		Tamil channels	45	45	
		Sports channels	12	12	
		Others	11	11	
7	PURPOSE OF USING	Easy recharge	40	40	100%
		Less charge	39	39	
		Providing many channels	12	12	
		Others	09	09	

8	OPINION ABOUT COST	Reasonable	30	30	100%
		Economical	39	39	
		Moderate	12	12	
		No idea	19	19	
9	COMPARISON OF WORKING	Satisfied	40	40	100%
		Moderate	48	48	
		Dissatisfied	12	12	
10	OPINION ABOUT THE CUSTOMER CARE	Very good	58	58	100%
		Good	37	37	
		bad	05	05	
11	PROBLEM WHILE NORMAL SEASON	Yes	69	69	100%
		No	31	31	
12	PROBLEM WHILE RAINY SEASON	Yes	100	100	100%
		No	0	0	
13	OPINION ABOUT AFTER SALES SERVICE	Excellent	47	47	100%
		Good	42	42	
		Average	9	9	
		Bad	2	2	

- 1) Majority 66% of the respondents are male.
- 2) Majority 39 % of the respondents age between 21years-35 years.
- 3) Majority 40% of the respondents comes under employed category
- 4) Majority 49% of them are using Big TV
- 5) Majority 68% of the respondents satisfied with channels
- 6) Majority 45% of them prefer Tamil channels.
- 7) Majority 40% of them prefer easy recharge
- 8) Majority 39% of them told cost of brand is economical.
- 9) Majority 48% of them told comparison of working is moderate.
- 10) Hence it can be concluded that majority 58% of the respondents are opined very good about customer care.
- 11) Majority 69% of the respondents are told they are facing problem while normal season.
- 12) 100% of the respondents are facing problem in rainy season.
- 13) Majority 47% of the respondent's opinion about after sales service is Excellent.

### TESTING OF HYPOTHESIS

#### Chi – Square Test ( $\chi^2$ )

- 1)  $H_0$  : There is no significant relationship between the gender & satisfaction with channel provided by DTH services
- 2)  $H_0$  : There is no significant relationship between the gender and type of channels provided by DTH services

	CALCULATED VALUE	TABLE VALUE	DEGREE OF FREEDOM	RESULT OF 5% LEVEL
1	0.920	3.841	1	Significant
2	0.458	7.815	3	Significant

Source : Primary Data

- 1) Hence the test proved significant relationship between gender and satisfaction with channels and hence the null hypothesis should be rejected at 5% level.
- 2) Hence the test proved significant relationship between gender and type of channels and hence the null hypothesis should be rejected at 5% level.

#### Anova Table

#### Relationship Between Opinion Regarding Working And Gender

$H_0$ : There is no significant relationship between opinion regarding working and gender

SOURCE OF VARIANCE	SUM OF SQUARE	DEGREE OF FREEDOM	MEAN SQUARE	VARIANCE RATIO (F-RATIO)	5% FACTOR LIMIT
Between columns	170.667	1	170.67	13.474	18.51
Between rows	357.333	2	178.67	14.105	9.55
Residual	25.333	2	12.67		

Source : Primary Data

**Between Columns:**The calculated value of 13.474 is less than the table value of 18.51 at 5% level of significance. So the null hypothesis is accepted.

**Between Rows:**The calculated value of 14.105 is more than the table value of 9.55 at 5% level of significance. So the null hypothesis is rejected.

### Relationship Between Opinion About Cost And Occupation

H<sub>0</sub>: There is no significant relationship between opinion about cost and occupation

SOURCE OF VARIANCE	SUM OF SQUARE	DEGREE OF FREEDOM	MEAN SQUARE	VARIANCE RATIO (F-RATIO)	5% FACTOR LIMIT
Between columns	106.5	3	35.5	2.719	3.86
Between rows	117	3	39	2.987	3.86
Residual	117.5	9	13.06		

Source : Primary Data

**Between Columns:**The calculated value of 2.719 is more than the table value of 3.86 at 5% level of significance. So the null hypothesis is rejected.

**Between Rows:**The calculated value of 2.987 is more than the table value of 3.86 at 5% level of significance. So the null hypothesis is rejected.

### Garrett Ranking Technique Factors To Select Brand

S.NO	FACTORS	TOTAL SCORES	MEAN SCORES	RANK
1	Price	5050	50.50	III
2	Good clarity	4600	46.00	V
3	Offers	5722	57.22	I
4	Sound clarity	5717	57.17	II
5	Channels	4689	46.89	IV

Source: Primary Data

The table shows that the factors to select the brand of DTH service “Offers” was ranked first with total score of 5722 and mean score of 57.22. “Sound clarity” occupied second position with the total score of 5717 and mean score of 57.17. “Price” occupied third position with the total score of 5050 and mean score of 50.50. “channels” occupied fourth position with the total score of 4689 and mean score of 46.89. “Good clarity” occupied fifth position with the total score of 4600 and mean score of 46.00. It can be concluded that the factor offer was ranked as first.

### III. Suggestions

- 1) DTH provider has to increase various awareness programs to create brand image
- 2) Improve the package of the DTH and add more channels.
- 3) DTH service providers should reduce the cost of the product by which they can ask to retain their customer.
- 4) Advertisement of the DTH should be more effective and attractive

### IV. Conclusion

It is concluded from this study that the DTH service providers should improve the advertisement. The attractive advertisement give more sales. The company can reduce the price to fulfill the needs for low-income level of people. Add more packages and same more Tamil channels make your child genius. The present study reveals that majority of the respondents preferred Big TV for more channels because they can pay for what they want to watch.

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- [2] [www.bigtv.com](http://www.bigtv.com)
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