

A Study on Consumer Satisfaction towards DTH Services in Tenkasi District

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Abstract

The television broadcasting landscape has undergone a radical shift over the last decade, driven by the rise of Direct-to-Home (DTH) services. This evolution has introduced viewers to personalized channel selections, versatile payment plans, and broader service reach. As the DTH market becomes increasingly saturated, service providers have transitioned their strategic focus from merely growing their subscriber base to prioritizing customer satisfaction and long-term retention. This study explores the connection between service quality and consumer behavioural patterns among DTH subscribers in the Tenkasi District. It specifically evaluates how factors such as pricing structures, channel variety, signal reliability, customer support efficiency, and the ease of the recharging process influence the user experience. Using a descriptive research design, primary data were collected through structured interviews with active subscribers. Statistical analysis was applied to assess how these service dimensions impact overall satisfaction and subsequent loyalty indicators, including continued service usage and the likelihood of peer recommendations. The findings suggest that superior perceived service quality is a primary driver of satisfaction, which significantly enhances customer loyalty and positive word-of-mouth. These results offer actionable insights for DTH operators looking to refine their service delivery and maintain a competitive edge in a rapidly changing digital media environment.

Keywords: *Direct-to-Home (DTH), Customer Satisfaction, Service Quality, Consumer Behavior*

Introduction

Marketing encompasses a broad spectrum of strategic operations that play a vital role in elevating the quality of products and services across various industries. More than just a sales tool, marketing serves as a comprehensive business framework intended to conceptualize, price, advertise, and deliver value-driven solutions. By aligning these activities with the needs of both current and future consumers, organizations can effectively satisfy market demands while simultaneously achieving their long-term corporate goals.

Review of Literature

SUDHEER KUMAR (2015) In his analysis of DTH adoption, identified price as the highest ranking factor influencing consumer choice. His study established a significant relationship between creative advertising and positive customer attitudes, particularly favouring brands that offer a balance of “more channels” and picture clarity.

MALARVIZHI (2014) in her study entitled that a comparative study conducted in Coimbatore city revealed DTH users reported higher satisfaction levels compared to traditional cable users. The primary drivers for switching included that pay-per-view flexibility and the variety of customized channel bouquets.

Objectives

- To evaluate and compare the service delivery and operational efficiency of various DTH providers.
- To gauge the general attitudes and opinions of subscribers regarding their current DTH services.
- To determine the primary channels and touch points through which consumers gain awareness of DTH brands.
- To identify the key motivational factors and triggers that influences a consumer's decision to select a specific DTH provider.
- To measure the overall levels of satisfaction among DTH users and identify areas for service improvement.

Scope and Significance of the Study

The primary focus of this research is to provide a comprehensive analysis of the prevailing competitive landscape within the Direct-to-Home (DTH) sector. By investigating the market rivalry between leading service providers, the study seeks to illuminate how these entities differentiate themselves in an increasingly crowded digital space. A significant portion of this inquiry is dedicated to identifying and evaluating the determinant factors—ranging from cost-efficiency and signal reliability to brand reputation—that fundamentally drive a consumer's final decision to invest in a specific DTH connection. Geographically, the study is concentrated on Tenkasi City, a significant urban hub with diverse consumer demographics.

The ultimate objective of this investigation is to determine the hierarchy of consumer preference among these providers. By analyzing user behaviour and satisfaction levels in Tenkasi, the study aims to pinpoint which service currently commands the highest market favour and the underlying reasons behind its dominant position. This data will serve as a vital resource for service providers looking to refine their regional strategies and improve customer acquisition models.

Statement of the Problem

While public relations and personal selling may not always yield immediate, quantifiable sales spikes, they serve as vital instruments for cultivating a favourable psychological disposition among consumers. In the context of the DTH industry, these promotional tools are instrumental in shaping brand perception and building long-term consumer trust. By leveraging these touch points, service providers can create a subtle yet profound influence on the target audience's decision-making process. Consequently, there is significant scholarly and practical value in investigating the promotional mix employed by DTH operators. This study aims to dissect how these marketing efforts correlate with customer attitudes and overall satisfaction levels. By analyzing these dynamics, the research seeks to determine how effectively promotional activities translate into positive brand sentiment and sustained user engagement in a competitive digital market.

Research Methodology

The research methodology serves as the systematic framework for acquiring knowledge and addresses the study's objectives through scientific inquiry. It outlines the structural approach used to investigate and resolve the research problem.

Study Area

The geographical focus of this investigation is Tenkasi City. This location was selected due to its diverse urban population and the high penetration rate of digital television services among its residents.

Sampling Design and Size

The primary data was collected from the customers in the Tenkasi district. Secondary data was collected from various journals, magazines, newspapers, and web sources and a convenient sampling technique has been applied to select 524 samples.

Research Instrument

Data was elicited from the respondents using a structured questionnaire. This tool was designed to capture specific insights into consumer preferences, satisfaction levels, and behavioral intentions regarding their DTH providers.

Analysis and Findings of the Study

Awareness Level towards DTH Service Providers

H₀ : There is no difference between population mean and the sample mean score.

A one sample t test was conducted to determine the significant difference in awareness level towards DTH service providers. The result is presented in below table

Table. 1 Awareness Level Towards DTH Service Providers

Dimensions	N	Mean	Standard Deviation	t- value	P – value
Price of the packages	524	3.3817	1.39630	6.257	0.001
Installation charges	524	3.3969	1.40297	6.477	0.001

Sound quality of the product	524	2.6947	1.48874	4.695	0.001
Availability of value added service	524	3.4198	1.40990	6.817	0.001
Availability of package variety	524	3.3740	1.28135	6.682	0.001
Number of channel availability	524	3.1145	1.33573	1.962	0.002
Due date for recharge	524	2.8168	1.31937	3.179	0.001
Quality of dish antenna	524	2.5878	1.38757	6.800	0.001
Various language	524	2.8015	1.45510	3.122	0.002
Recharge mode	524	2.7557	1.33258	4.196	0.000
Set of box quality	524	2.6947	1.35986	5.140	0.000

Source: Computed Primary Data

The above table presents the result of one sample t test , which examined the significant difference in awareness level towards DTH service providers. The result shows that “price of the packages”(t value = 6.271 and p value = 0.001) followed by “Installation charges” (t value= 6.477 and p value= 0.001), “sound quality” (t value = 4.695 and p value= 0.001), value added services (t value= 6.817 and p value = 0.001) , package variety (t value = 6.682 and p value = 0.001), channel availability (t value = 1.962 and p value = 0.002) , due date for recharge (t value 3.179 and p value= 0.001), antenna quality (t value= 6.800 and p value = 0.001) various languages (t value = 6.800 and p value = 0.001) recharge mode (t value = 4.196 and p value = 0.000) and set of box quality (t value = 5.140 and p value 0.000) all factors exhibited p values less than 0.005, hence the null hypothesis is rejected and indicating a significant relationship between population mean score and sample mean score.

Rank the Following Features Offered by DTH Services

The researcher has select the following features offered by DTH services such as picture quality, sound and HD channels, signal quality, direct satellite transmission, interacting service offering, consumer centric customisation, digital recording and hybrid integration.

The percentage position of each rank is converted into scores using the Garrett table

TABLE. 2 Social Media for Product Search

Factors	Rank scale value	I	II	III	IV	V	VI	VI I	VI I	IX	X	Total score	Garr ett mea n score	Me an ran k
	X	82	70	63	58	52	48	42	37	30	18			
Picture quality	F	51	52	58	63	57	56	64	42	41	40	269	51.47	I
	Fx	41	36	36	36	29	26	26	15	12	72			
Sound	F	53	59	49	48	62	65	64	32	48	44	267	51.13	III
	Fx	43	41	30	27	32	31	26	11	14	79			
Hd channels	F	63	55	62	42	38	32	55	67	54	56	262	50.16	V
	Fx	51	38	39	24	19	15	23	24	16	10			
Signal quality	F	57	50	56	54	61	62	41	57	44	42	268	51.31	II
	Fx	46	35	35	31	31	29	17	21	13	75			
Satellite transmiss ion	F	41	63	65	54	54	48	54	52	51	42	265	50.73	IV
	Fx	33	44	40	31	28	23	22	19	15	75			
Service offereing	F	62	61	44	46	32	29	66	49	65	70	256	48.94	VI
	Fx	50	42	27	26	16	13	27	18	19	12			
Custome r centric customis ation	F	39	43	53	65	65	55	42	48	46	68	254	48.62	VII I
	Fx	31	30	33	37	33	26	17	17	13	12			

Digital recording	F	58	60	48	37	65	64	57	53	52	30		48.23	IX
	Fx	47	43	30	21	33	30	23	19	15	54	252		
Efficient billing	F	58	40	41	58	28	46	38	70	68	77		47.28	X
	Fx	47	28	25	33	14	22	15	25	20	13	247		
Hybrid integration	F	42	41	48	57	62	67	43	54	55	55		48.71	VII
	Fx	34	28	30	33	32	32	18	19	16	99	255		
		44	70	24	06	24	16	06	98	50	0	28		

Source: Primary Data

It is evident from the above table that with the highest mean score of 51.47, “picture quality” has been ranked 1st by the respondents. “Signal quality” and “Sound” has been ranked 2nd and 3rd respectively.

Suggestions

1. Operators should expand their channel offerings based on direct subscriber feedback and viewing trends, ensuring that channel bouquets align more closely with diverse audience he finf
2. Technical infrastructure should be upgraded to minimize downtime and ensure consistent signal strength, particularly during adverse weather conditions, to match or exceed the reliability of traditional wired connections.
3. Efforts should be made to bridge the gap between DTH and cable services by offering zero latency channel switching and localised service support for technical issues.

Conclusion

The findings of this research indicate that technological innovation is the primary driver in shaping organisational framework, particularly within the media and broadcasting landscape. In the current market, technology has become the cornerstone for determining how the industry operates and evolves. while the DTH sector is experiencing rapid expansion and high rates of consumer adoption – allowing operators to capture significant market share – the study highlights a critical caveat; consumer loyalty is highly sensitive to pricing structures.