

Customer Satisfaction about Select Direct-To-Home Brands in Silchar Town: A Comparative Study

Dinesh Kumar Pandiya

Dean, Mahatma Gandhi School of Economics and Commerce, Assam (Central) University,
Silchar, Assam, India

Kingshuk Adhikari

Assistant Professor, Department of Commerce, Assam (Central) University, Silchar, Assam,
India

&

Kuldeep Goala

Post Graduate Student, Department of Commerce, Assam (Central) University, Silchar,
Assam, India

Abstract:

Direct-To-Home (DTH) service provides a TV viewer a variety of options of programmes. People pay for that and get the service. Not to say that like many other services for this service too there remains a fierce competition in Indian market as we not only practice democracy in our political and other walks of life but also believe in market economy. Just wish to have a higher sale will not attract customers. In order to lure more customers the manufacturers and the sellers are expected to know the customers' specific preferences, likings and complaints about the specific components of goodness of a commodity or a service. Since the Silchar town of Assam was conveniently selected as the population area, the primary survey of it revealed that largely five DTH brands are available in the market of Silchar town. The results of the said survey helped in setting the agenda and the objectives of this study which finally was culminated in identifying the specific components of goodness of DTH service on the basis of a component wise comparison of the selected five DTH brands, which are Tata Sky, Dish TV, Sun Direct, Videocon D2H and Airtel Digital TV in order to know the basis of customer satisfaction.

Keywords: *DTH, Silchar, Customer's satisfaction.*

Introduction:

Earlier there was only one TV channel in India the "Doordarshan". As it known to us the channel Doordarshan was owned and operated by government of India. The Cable Television Ordinance Law was passed in January 1995. This enabled the cable operators to feed channels and in course of time the private companies were allowed to float their own channels which finally led to the 'explosive' growth in number of TV channels and number of cable operators. The growth of TV channels & cable operators created a big industry and market opportunities. The history of the growth of cable operators reveal that even though the number of cable operators kept on increasing, the services provided by them did not improve matching to the expectations of the customers. Increase in tariff plan, selective broadcast and poor services were major causes of dissatisfaction among the customers. This

has created an opportunity for DTH, which serves an immediate threat to the cable networks. Some of the key players in the DTH industry are Dish TV by Zee Group, Tata Sky joint venture of Tata & Star TV, Big TV by Anil Dhirubhai Ambani Group, Digital TV by Bharti Tele media and SUN Direct from the promoters of Sun TV.

Indian market almost till recently was dominated by the presence of local cable TV operators. DTH opened an option for Indian consumers to opt for the satellite service to obtain television channels direct to their homes without any intermediaries. It also provided several value added services to enhance their television watching experience. As DTH was a relatively new category most people were hesitant to experiment the same. Interestingly despite the fact that Indian consumers were not fully satisfied with their cable services, yet many of them did not switch over to any other means of entertainment. It was therefore imperative for companies such as Tata Sky, Dish TV, Reliance BIG TV, SUN Direct, AIRTEL Digital TV, DD Direct+ and Videocon D2H to educate the consumers about the benefits of the service and in turn create an urge to invest in it. Under the changed circumstances the industry is ready to enter into the second stage of growth powered by the twin engines of technology i.e., availability of quality infrastructure and the accelerated penetration of digital connection. Since the today's market entails in it a variety of players, it was considered useful to have a comparative study of all these based on the customers' experience.

Conceptual Framework

Customer satisfaction is the degree to which customer expectations of a product or service are not met or exceeded. Armstrong and Kotler have defined Customer Satisfaction in the following words. "Customer satisfaction depends on the product's perceived performance relative to a buyer's expectations. If the product's performance falls short of expectations, the customer is dissatisfied. If performance matches expectations, the customer is satisfied. If on the other hand, performance exceeds expectations, the customer is highly satisfied and delighted." (Armstrong and Kotler: 2010). Nigel Hill and Jim Alexander have defined Customer Satisfaction as follows: "Customer Satisfaction is a measure of how your organisation's total product performs in relation to a set of customer requirements" (Nigel Hill and Jim Alexander: 2000). According to Greg Roche, Nigel Hill and Rachel Allen "Customer Satisfaction or, dissatisfaction, is the feeling a customer has about the extent to which his experiences with an organization have met their needs." (Greg Roche and et.al: 2007). Oliver, Zeithaml and Bitner have quoted "Customer Satisfaction is the customer's evaluation of services after purchase as opposed to their expectations" (Oliver and et.al.: 1997). Anderson, Fornell and Lehmann have opined that "Customer Satisfaction is the overall experience customers have when purchasing and consuming products and services." (Anderson and et.al.: 1994)

Thus, Customer Satisfaction is a measurement or indicator of the degree to which customers or users of an organization's products or services are pleased with those products or services. In short, customer satisfaction is the level of satisfaction provided by the goods or services of a company to a customer as measured by the number of repeated customers. In a competitive market place, customer satisfaction is a key differentiator and therefore has increasingly become a key element of business strategy. Within organizations, customer satisfaction ratings can have powerful effects. Furthermore, when a brand has loyal customers, it gains positive word-of-mouth marketing, which is both free and highly effective. Therefore, it is essential for businesses to effectively manage customer satisfaction. To do this, firms need reliable and representative measures of satisfaction.

Review of Literature

Umapathy, Sivasundaram (2007) studied the opportunities and threats present in the DTH industry of India by using the Potter's five forces model. He said that companies have to improve the service quality and reduce the cost levels in order to grab the customers. The increasing consumer awareness has also made it difficult to satisfy the consumers. He inferred that today's consumers are sensitive to price as well as the quality. So, according to him the DTH operator should also take a serious look at these factors. Finally, he concluded that if a DTH player wants to be successful, it must offer all in one service to the value-conscious, price sensitive Indian consumer.

Balaji, V. (2005) conducted a research in India to find the opinion of consumers about DTH. He found that Dish TV is more viewed among the earners of Rs.10000 and above per month. Further he also found that 91% of families preferred Dish TV. Almost half of them had chosen Dish TV for its quality picture and digital sound. His findings also included that 40% of people were highly satisfied with the Dish TV.

Adak, Barun (2010) made a study to analyze the factors which influence the decision of the people on switching over from cable to DTH service and also to analyze the opportunities of Indian DTH industry. Using descriptive analysis he found that among the users of current DTH players in Ghaziabad region, the users of Reliance Big TV & Videocon D2H were more dissatisfied with the service provided. Whereas that of Tata Sky, Airtel Digital TV, Dish TV & Sun Direct had 11.9%, 13%, 6.3% and 0% dissatisfied customers respectively. He also found that maximum customers of DTH were strongly influenced by picture quality.

Jayashree J. and Sivakumar A. (2013) made a research to analyze the perceptions of users towards DTH services in Coimbatore city and to study the level of satisfaction about DTH service. Using Chi-square test, Garrett Ranking Techniques and Reliability test they found that majority of the respondents prefer to buy Sun Direct because of its best picture quality, reasonable price, various kinds of packages and more channels. So the DTH service providers must pay attention on Customer Service, picture quality and reasonable price rather than other factors to make their business more successful and satisfy the consumers.

Objectives of the Study

1. To measure the level of satisfaction of the users of the DTH brands in Silchar town of Assam.
2. To compare the component wise satisfaction of customers of different DTH brands in Silchar town.
3. To recommend the measures to the concerned brands for the improvement of DTH service on the basis of feedback provided by the respondents.

Research Methodology

In order to address the objectives of the study, only five DTH brands viz. Tata sky, Dish TV, Sun Direct, Videocon D2H and Airtel Digital TV, were decided to be offered as options for the study. The factor wise respondents' level of satisfaction was measured on a five point scale i.e., Fully Satisfied, Moderately Satisfied, Neither Satisfied nor Dissatisfied, Moderately Dissatisfied and Fully Dissatisfied. In addition to discover their level of satisfaction count wise the overall satisfaction of the customers was also noted on a five point scale.

The target population of the survey constitutes the TV households in Silchar. Even though Silchar town, which is divided in twenty eight municipal wards, was chosen as the geographical area for selection of samples, the respondents were picked up conveniently largely from the seven, municipal wards of Silchar i.e., Rangirkhari, Public School Road, Sonai Road, Link Road, Kanakpur Road, College Road and Das Colony, which were also

chosen conveniently. After collecting the data with the help of structured questionnaires, only frequency, percentage and weighted average score have been used to arrive at the findings of the study.

The present study is an attempt to probe the level of customer satisfaction over the selected DTH brands on the grounds of such factors which are ordinarily considered as important for making a choice for DTH connections. The size of the sample respondents is only 65 in number and therefore it may not be a true representative of the total population in Silchar Town, though this is also a fact that to identify the size of the population/universe using DTH in any city/town of the country is a cumbersome exercise. Thus the size of the sample is a limiting factor for measuring the goodness of the DTH brands and the same is applicable with this study.

The present study is an attempt to probe the level of customer satisfaction over the selected DTH brands on the grounds of such factors which are ordinarily considered as important for making a choice for DTH connections. The size of the sample respondents is only 65 in number and therefore it may not be a true representative of the total population in Silchar Town. The target population of the survey constitutes the TV households in Silchar. Even though Silchar town, which is divided in twenty eight municipal wards, was chosen as the geographical area for selection of samples, the respondents were picked up conveniently largely from the seven, municipal wards of Silchar i.e., Rangirkhari, Public School Road, Sonai Road, Link Road, Kanakpur Road, College Road and Das Colony, which were also chosen conveniently. The factor wise respondents' level of satisfaction was measured on a five point scale i.e., Fully Satisfied, Moderately Satisfied, Neither Satisfied nor Dissatisfied, Moderately Dissatisfied and Fully Dissatisfied. Besides discovering their level of satisfaction count wise the overall satisfaction of the customers was also noted on a five point scale. After collecting the data with the help of structured questionnaires, only frequency, percentage and weighted average score have been used to arrive at the findings of the study.

Level of Customers' satisfaction about DTH

In order to measure the level of customers' satisfaction over the selected DTH brands, twelve factors have been selected which are ordinarily considered as important in determining the choice for DTH brands. Based on the responses of customers, the level of satisfaction is as follows:

Table 1: Overall Level of Satisfaction

Level of Satisfaction	Number of Respondents	Percentage of Respondents
Fully Dissatisfied	0	0.00
Moderately Dissatisfied	1	1.54
Neither Satisfied Nor Dissatisfied	4	6.15
Moderately Satisfied	49	75.38
Fully Satisfied	11	16.92
Grand Total	65	100.00

Source: Field Survey

Table 1 shows the overall level of satisfaction of the customers of the five DTH brands viz. Tata Sky, Dish TV, Sun Direct, Videocon D2H and Airtel Digital TV. Table reveals that none of the respondents have been fully dissatisfied with the overall services rendered by the DTH brand they are using and only 1.54% has been moderately dissatisfied. Therefore, the group which is dissatisfied includes only 1.54% of the total respondents. Further, the table shows that 6.15% of the respondents have registered that they are neither satisfied nor dissatisfied with the overall service. Out of the total respondents, 75.38% have registered that they are moderately satisfied whereas, only 16.92% of the respondent have

been found fully satisfied with the overall services. Therefore, the satisfied group includes only 92.20% of the total respondents.

Table 2 shows level of customer satisfaction regarding transmission during rough weather. Table reveals that 29.23% of the respondents have been fully dissatisfied with the services rendered during rough weather and 21.54% have been moderately dissatisfied. Therefore, the group which is dissatisfied includes 50.77% of the total respondents. Further, the table shows that 9.23 % of the respondents have registered that they are neither satisfied nor dissatisfied with the service provided during rough weather. Out of the total respondents, 29.23% have registered that they are moderately satisfied whereas, only 10.77% of the respondent have been found fully satisfied with the service provided during rough weather. Therefore, the satisfied group includes only 40% of the total respondents.

Table 2 depicts level of customer satisfaction regarding price of the basic plan. Table reveals that 4.62% of the respondents have been fully dissatisfied with the price of the basic plan and 12.31% have been moderately dissatisfied. Therefore, the group which is dissatisfied includes 16.93% of the total respondents. Further, the table shows that 7.69 % of the respondents have registered that they are neither satisfied nor dissatisfied with the price set for the basic plan. Out of the total respondents, 55.38% have registered that they are moderately satisfied whereas, only 20% of the respondent have been found fully satisfied with the price of the basic plan. Therefore, the satisfied group includes only 75.38% of the total respondents.

Table 2: Component Wise Satisfaction level of DTH Users

Components	Fully Dissatisfied	Moderately Dissatisfied	Neither Satisfied Nor Dissatisfied	Moderately Satisfied	Fully Satisfied
Transmission during Rough Weather	19	14	6	19	7
Price of the Basic Plan	3	8	5	36	13
Price of the Additional Package	4	9	25	20	7
Installation Facilities	2	6	11	24	22
After Installation Service	6	8	16	19	16
Customer Care	4	4	8	26	23
Channel Availability in Basic Plan	2	6	6	29	22
Sound Clarity	0	1	1	16	47
Offers	4	7	25	19	10
Value Added Services	9	5	29	16	6
On Demand Service	3	6	30	14	12
Retailers' Response	2	2	8	22	31

Source: Field Survey

Table 2 portrays level of customer satisfaction regarding price of the additional plan. Table reveals that 6.15% of the respondents have been fully dissatisfied with the price of the additional plan and 13.85% have been moderately dissatisfied. Therefore, the group which is dissatisfied includes 20% of the total respondents. Further, the table shows that 38.46 % of the respondents have registered that they are neither satisfied nor dissatisfied with the price of the additional plan. Out of the total respondents, 30.77% have registered that they are moderately satisfied whereas, only 10.77% of the respondent have been found fully satisfied

with the price of the additional plan. Therefore, the satisfied group includes only 41.54% of the total respondents.

Table 2 depicts level of customer satisfaction regarding installation facility. Table reveals that 3.08% of the respondents have been fully dissatisfied with the installation facility and 9.23% have been moderately dissatisfied. Therefore, the group which is dissatisfied includes 12.31% of the total respondents. Further, 16.92% of the respondents are neither satisfied nor dissatisfied with the installation facility. Out of the total respondents, 36.92% have registered that they are moderately satisfied whereas, only 33.85% of the respondents have been found fully satisfied with the installation facility. Therefore, the satisfied group includes only 70.77% of the total respondents.

Table 2 reveals level of customer satisfaction regarding after installation service. 9.23% of the respondents have been fully dissatisfied with after installation service and 12.31% have been moderately dissatisfied. Therefore, the group which is dissatisfied includes 21.54% of the total respondents. Further, 24.62% of the respondents have registered that they are neither satisfied nor dissatisfied with after installation service. Out of the total respondents, 29.23% have registered that they are moderately satisfied whereas, only 24.62% of the respondents have been found fully satisfied with after installation service. Therefore, the satisfied group includes only 53.85% of the total respondents.

Table 2 portrays level of customer satisfaction regarding customer care. Table reveals that 6.15% of the respondents have been fully dissatisfied with customer care and 6.15% have been moderately dissatisfied. Therefore, the group which is dissatisfied includes 12.30% of the total respondents. Further, 12.31% of the respondents are neither satisfied nor dissatisfied with customer care. Out of the total respondents, 40% have registered that they are moderately satisfied whereas, only 35.38% of the respondent have been found fully satisfied with customer care service. Therefore, the satisfied group includes only 40% of the total respondents.

Table 2 discloses level of customer satisfaction regarding channel availability in basic plan. 3.08% of the respondents have been fully dissatisfied with the channel availability in basic plan and 9.23% have been moderately dissatisfied. Therefore, the group which is dissatisfied includes 12.31% of the total respondents. Further, the table shows that 9.23% of the respondents are neither satisfied nor dissatisfied with the channel availability in basic plan. Out of the total respondents, 44.62% have registered that they are moderately satisfied whereas, only 33.85% of the respondent have been found fully satisfied with the channel availability in basic plan. Therefore, the satisfied group includes only 78.47% of the total respondents.

Table 2 demonstrates level of customer satisfaction regarding sound clarity. The table reveals that there no respondents who are fully dissatisfied with the services rendered through sound clarity. The numbers of respondent who have been moderately dissatisfied are 1.54%. Therefore, the group which is dissatisfied includes only 1.54% of the total respondents. Further, the table shows that 1.54% of the respondents are neither satisfied nor dissatisfied with sound clarity. Out of the total respondents, 24.61% have registered that they are moderately satisfied whereas, only 72.31% of the respondent have been found fully satisfied with the service provided through sound clarity. Therefore, the satisfied group includes only 96.92% of the total respondents.

Table 2 reveals level of customer satisfaction regarding offers. 6.15% of the respondents have been fully dissatisfied with the offers provided and 10.77% have been moderately dissatisfied. Therefore, the group which is dissatisfied includes 16.93% of the total respondents. Further, the table shows that 38.84% of the respondents are neither satisfied nor dissatisfied with the offers provided. Out of the total respondents, 29.23% have registered that they are moderately satisfied whereas, only 15.38% of the respondent have

been found fully satisfied with the offers provided. Therefore, the satisfied group includes only 44.61% of the total respondents.

Table 2 portrays level of customer satisfaction regarding value added services. 13.85% of the respondents have been fully dissatisfied with value added services and 7.69% have been moderately dissatisfied. Therefore, the group which is dissatisfied includes 21.54% of the total respondents. Further, 44.62 % of the respondents are neither satisfied nor dissatisfied with value added services. Out of the total respondents, 24.62% have registered that they are moderately satisfied whereas, only 9.23% of the respondent have been found fully satisfied with value added services. Therefore, the satisfied group includes only 33.85% of the total respondents.

Table 2 also depicts level of customer satisfaction regarding on demand services. The table reveals that 4.62% of the respondents have been fully dissatisfied with the on demand services rendered and 9.23% have been moderately dissatisfied. Therefore, the group which is dissatisfied includes 13.85% of the total respondents. Further, the table shows 46.15 % of the respondents have registered that they are neither satisfied nor dissatisfied with the on demand services. Out of the total respondents, 21.54% have registered that they are moderately satisfied whereas, only 18.46% of the respondent have been found fully satisfied with the on demand services. Therefore, the satisfied group includes only 40% of the total respondents.

Table 2 shows level of customer satisfaction regarding retails' response. Table reveals that 3.08% of the respondents have been fully dissatisfied with the services rendered by the retails and 3.08% have been moderately dissatisfied. Therefore, the group which is dissatisfied includes 6.16% of the total respondents. Further, the table shows that 12.31% of the respondents have registered that they are neither satisfied nor dissatisfied with the retail's response. Out of the total respondents, 33.85% have registered that they are moderately satisfied whereas, only 47.68% of the respondent have been found fully satisfied with the retail's response. Therefore, the satisfied group includes only 81.53% of the total respondents.

Component wise comparison of different brands of DTH service in Silchar Town

This section includes the analyses and discussions relating to the second objective of the study i.e. to identify the specific components of goodness of DTH service on the basis of component wise comparison of the selected five DTH brands. The analyses and the discussions covered in this section are as follows.

Table 3: Component Wise Degree of Satisfaction Users of Different DTH Brands in Silchar Town

Components	Tata Sky	Dish TV	Sun Direct	Videocon D2H	Airtel Digital TV	Average Score
Transmission during Rough Weather	2.63	2.97	2.98	2.98	2.69	2.85
Price of the Basic Plan	3.71	4.33	2.67	2.67	3.64	3.40
Price of the Additional Package	3.04	3.78	3.33	2.33	3.45	3.19
Installation Facilities	3.96	4.11	3.67	3.66	3.77	3.83
After Installation Service	3.61	3.55	2.67	2.66	3.50	3.20
Customer Care	4.00	4.33	3.34	3.00	3.86	3.71
Channel Availability in Basic Plan	3.71	4.67	4.33	4.33	3.91	4.19
Sound Clarity	4.75	4.78	4.33	4.33	4.64	4.57
Offers	3.32	4.33	3.67	3.00	3.04	3.47

Value Added Services	3.00	3.78	3.67	3.00	3.04	3.30
On Demand Service	3.54	3.33	4.00	3.67	3.13	3.53
Retailers' Response	4.18	4.22	4.67	3.67	4.23	4.19

Source: Field Survey

Table 3 shows the component wise comparison of satisfaction level of customers of different DTH brands. The average score on the component 'Transmission during rough weather' is 2.85. Tata Sky and Airtel Digital TV have provided satisfaction below the average score whereas, Sun Direct and Videocon D2H have the highest satisfaction score of 2.98 followed by Dish TV scoring 2.97 in providing customers satisfaction through transmission during rough weather.

The average score on the component 'Price of the basic plan' is 3.40. Dish TV has the highest satisfaction score of 4.33 followed by Tata Sky and Airtel Digital TV scoring 3.71 and 3.64 respectively. But Sun Direct and Videocon D2H have the lowest satisfaction score of 2.67 on the count 'price of the basic plan'.

The average score on the component 'price of the additional package' is 3.19. Dish TV has the highest satisfaction score of 3.78 followed by Airtel Digital TV, Sun Direct and Tata Sky scoring 3.45, 3.33 and 3.04 respectively. Videocon D2H has the lowest satisfaction score of 2.33 on the count 'additional package'.

The average score on the component 'installation facilities' is 3.83. Dish TV has the highest satisfaction score of 4.11 followed by Tata Sky (3.96). Whereas, Airtel Digital TV (3.77), Sun Direct (3.67) and Videocon D2H (3.66) score below the average mean in providing satisfaction to customers through installation facilities.

The average score on the component 'after installation facilities' is 3.20. Tata Sky has the highest satisfaction score of 3.61 followed by Dish TV and Airtel Digital TV scoring 3.55 and 3.5 respectively, which is above the average mean. On the other hand, Sun Direct and Videocon D2H score below the average mean 2.67 and 2.66 respectively in providing satisfaction to customers through after installation facilities.

The average score on the component 'customer care' is 3.71. Tata Sky has the highest satisfaction score of 4.71 followed by Airtel Digital TV scoring 3.86. In comparison with the average mean which is 3.71, Sun Direct and Videocon D2H score below the average mean 3.34 and 3 respectively in providing satisfaction to customers through Customer Care.

The average score on the component 'Channel availability in basic plan' is 4.19. Dish TV has the highest satisfaction score of 4.67 followed by Sun Direct and Videocon D2H scoring 4.33. In comparison with the average mean, Airtel Digital TV and Tata Sky has scored below the average mean, securing only 3.91 and 3.71 respectively in providing satisfaction to customers through Channel availability in basic plan.

The average score on the component 'sound clarity' is 4.57. Dish TV has the highest satisfaction score of 4.78 followed by Tata Sky and Airtel Digital TV scoring 4.75 and 4.64 respectively. In comparison with the average mean, it was also found that Sun Direct and Videocon D2H has scored below the average mean, securing only 4.33 in providing satisfaction to customers through sound clarity.

The average score on the component 'offer' is 3.47. Dish TV has the highest satisfaction score of 4.33 followed by Sun Direct scoring 3.67. In comparison with the average mean, it was also found that Tata Sky, Airtel Digital TV and Videocon D2H have scored below the average mean, securing only 3.32, 3.04 and 3 respectively in providing customers satisfaction through offers.

The average score on the component 'value added service' is 3.3. Dish TV has the highest satisfaction score of 3.78 followed by Sun Direct scoring 3.67. In comparison with the average mean, it was also found that Airtel Digital TV, Tata Sky and Videocon D2H have

scored below the average mean, securing only 3.04, 3 and 3 respectively in providing customers satisfaction through value added services.

The average score on the component 'on demand service' is 3.53. Sun Direct has the highest satisfaction score of 4 followed by Videocon D2H scoring 3.67. In comparison with the average mean, it was also found that Airtel Digital TV, Tata Sky and Dish TV have scored below the average mean, securing only 3.13, 3.54 and 3.33 respectively in providing customers satisfaction through on demand service.

The average score on the component 'retailers response' is 4.19. Tata Sky and Videocon D2H have provided satisfaction below the average mean scoring only 4.18 and 3.67 respectively. Whereas, Sun Direct has the highest satisfaction score of 4.67 followed by Airtel Digital TV and Dish TV scoring 4.23 and 4.22 respectively in providing satisfaction to customers retails' response.

Brand Wise Overall satisfaction of the customers

Table 4 shows the overall level of satisfaction score and mean of different brands of DTH as used by the customers. The table shows that in comparison with standard mean which is 4.12, Tata Sky, Airtel Digital TV and Sun Direct have provided overall satisfaction below the average mean scoring only 4.11, 4 and 3.95 respectively. Whereas, Videocon D2H has the highest satisfaction score of 4.33 followed by Dish TV scoring 4.22 in providing overall level of satisfaction to customers through its overall service

Table 4: Brand Wise Overall Level of Satisfaction

Name of the Brand	Satisfaction Score
Tata Sky	4.11
Dish TV	4.22
Sun Direct	4
Videocon D2H	4.33
Airtel Digital TV	3.95
Average Score	4.12

Source: Field Survey

Feedback provided by the customers for the improvement of DTH service

As the questionnaire consisted mainly of close ended questions, so, a chance was given to the respondents through an open ended question which asked them to suggest some steps to be initiated by the DTH brand they are using, to enhance maximum satisfaction to the customers. Accordingly the respondents suggested one or two step(s) which they felt the DTH brand should immediately in order to enhance better customer satisfaction. The feedback provided by the customers of Silchar Town for the improvements of the DTH service are shown in Table 5 as follows:

Table 5: Suggestions of the Respondents

Serial No.	Suggestions	No. of Respondents
1	Reducing the prices of both basic and additional plan.	27
2	Better customer care support.	3
3	Availability of more channels in the basic plan.	12
4	Better offers relating to additional packages, recharges etc.	5
5	Availability more regional languages in every channel.	2
6	Availability of Local Channels.	4
7	Better Value added services.	4

8	Better installation facility.	4
9	Recharge through Coupon should be available.	1
10	Providing grace period on the expiry of validity.	4
11	Better picture quality and sound clarity.	3

Source: Field Survey, .Note: Figures are non additive.

Summary of the Major Findings

The study was taken up with the objective to find out the level of Customer Satisfaction of DTH service in terms of various factors. For this purpose a structured questionnaire was prepared and information was collected from 65 respondents. After analysing their response, the findings are summarized as:

- 1) 16.92% respondents are fully satisfied with DTH service where only 1.54% of the respondents are dissatisfied with the overall services rendered by the DTH brand.
- 2) The highest percentage (72.31%) of fully satisfied respondents is in the factor, Sound Clarity whereas transmission during rough weather secured the highest percentage (29.23%) of fully dissatisfied respondents.
- 3) Tata sky has provided highest level of satisfaction in after installation service (3.61); whereas Dish TV in price of the basic plan (4.33), customer care service (4.33), price of the additional package (3.78), installation facilities (4.11), channel availability in basic plan (4.67), sound clarity (4.78), offers (4.33) and value added service (3.78). Sun Direct and Videocon D2H have the highest level of satisfaction in transmission during rough weather (2.98). Videocon D2H has also provided highest level satisfaction in on demand service (3.67).
- 4) In providing overall level of satisfaction, Videocon D2H had the highest point of 4.33; followed by Dish TV, Tata Sky ranked and Sun Direct scoring 4.22, 4.11 and 4.00 respectively. While Airtel Digital TV which had the lowest overall satisfaction scores of 3.95 was ranked fifth.
- 5) In response to lone open ended question, where suggestions were asked by the respondents, maximum number of respondents i.e., 27 suggested that the prices of both basic and additional plan should be reduced while 12 respondents suggested that the number of channels in basic pay should be increased.

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