

A Comparative Study on Customer Satisfaction at Airtel Digital TV and Dish TV DTH Service Providers

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ABSTRACT

The Direct-to-Home (DTH) services acquired a key position in Indian TV broadcasting Industry in the last decade. The primary objective of this study is to introduce the key players in the Indian DTH broadcast industry. This study also introduces the benefits of DTH services over conventional cable TV services, and how they become a key competitor to DTH providers by digitizing their services.

KEYWORDS: *bhumi, veerya, drug, season, collection*

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INTRODUCTION

DTH stands for Direct-To-Home television. DTH is defined as the reception of the satellite signal in their home with the help of an individual dish. DTH does away the need of the local cable operator and puts the broadcaster directly in touch with the consumer. Only cable operators can receive satellite signals and then they distribute them to individual homes.

NEED OF THE STUDY

The need helps to understand and analyze the level of satisfaction among the customers of Airtel Digital Tv and Dish Tv Dth Service Providers in Anantapur city.

OBJECTIVES OF THE STUDY

- To study the level of satisfaction of respondents features and services provided by AIRTEL DIGITAL TV AND DISH TV.
- To Identify the change in preferences of customer of AIRTEL DIGITAL TV AND DISH TV.
- To examine the demographic factors of respondents of AIRTEL DIGITAL TV AND DISH TV.

SCOPE OF THE STUDY

The study covers customer satisfaction towards Airtel Digital Tv and Dish Tv Dth Service Providers at Anantapur.

RESEARCH METHODOLOGY

➤ Primary data

The primary data is collected through a structured questionnaire.

➤ Secondary data

Secondary data is collected through books, company website.

➤ Sample Size: 145

➤ Sampling technique: Convenience sampling

➤ Research instrument: Questionnaire

➤ Mode of survey: Online

TOOLS AND TECHNIQUES

➤ T- Test

Charts

➤ Bar chart

➤ Tables

Software

➤ MS-Excel

LIMITATIONS OF THE STUDY

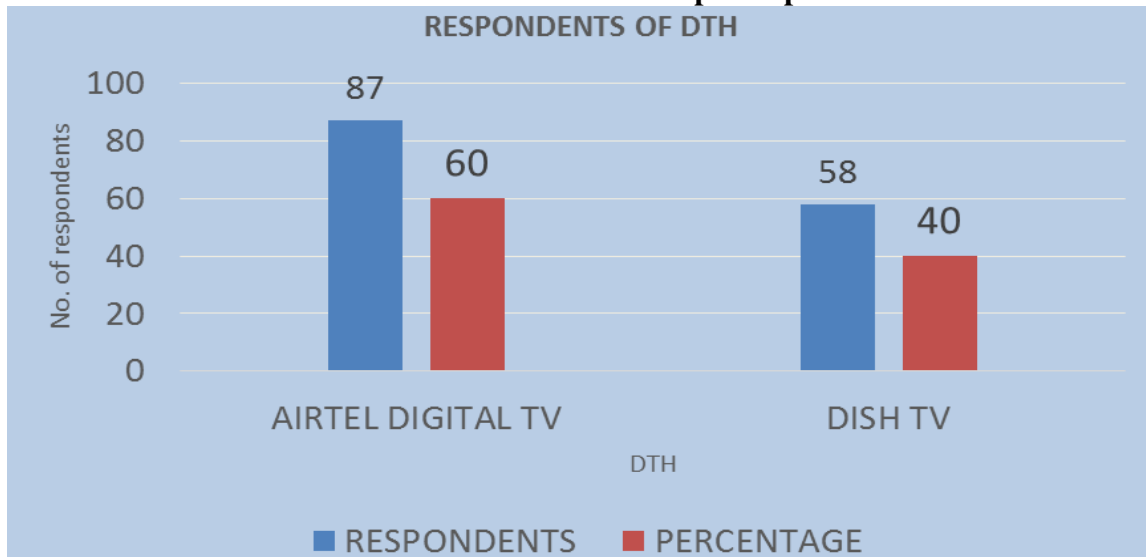
- Data is restricted to Anantapur only.
- The study is limited to a sampling size of 145 respondents only.

DATA ANALYSIS

Table 4.1: DTH selection of sample respondents

DTH	RESPONDENTS	PERCENTAGE
AIRTEL DIGITAL TV	87	60
DISH TV	58	40
TOTAL	145	100

Chart 4.1: DTH selection of sample respondents



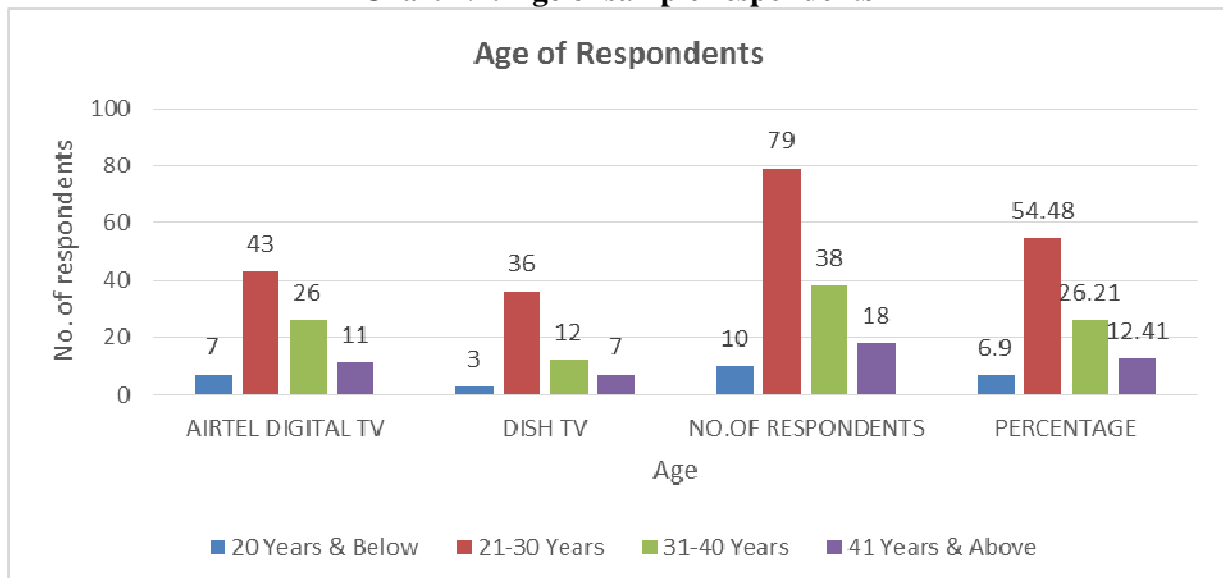
INTERPRETATION

From the above graph it is observed that 60% of the respondents are from AIRTEL DIGITAL TV and 40% of the respondents from DISH TV.

Table 4.2: Age of sample respondents

AGE	AIRTEL DIGITAL TV	DISH TV	NO. OF RESPONDENTS	PERCENTAGE
20 years and below	7	3	10	6.90
21-30 years	43	36	79	54.48
31-40 years	26	12	38	26.21
41 years and above	11	7	18	12.41
Total	87	58	145	100

Chart 4.2: Age of sample respondents



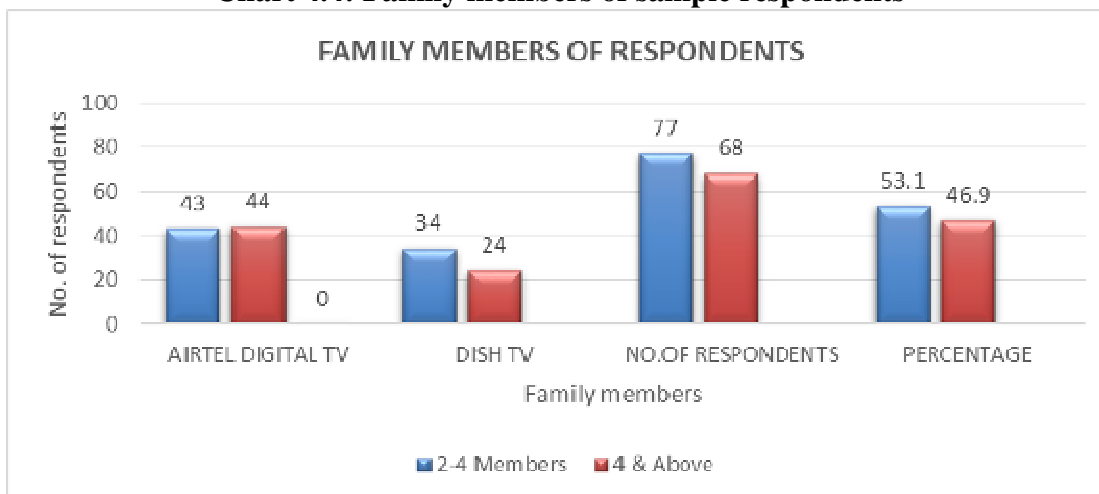
INTERPRETATION

From the above graph it is observed that more respondents are belongs to 21-30 years age group 43 respondents from AIRTEL DIGITAL TV and 36 respondents from DISH TV.

Table 4.4: Family members of sample respondents

FAMILY MEMBERS	AIRTEL DIGITAL TV	DISH TV	NO. OF RESPONDENTS	PERCENTAGE
2-4 members	43	34	77	53.10
4 & above	44	24	68	46.90
Total	87	58	145	100

Chart 4.4: Family members of sample respondents



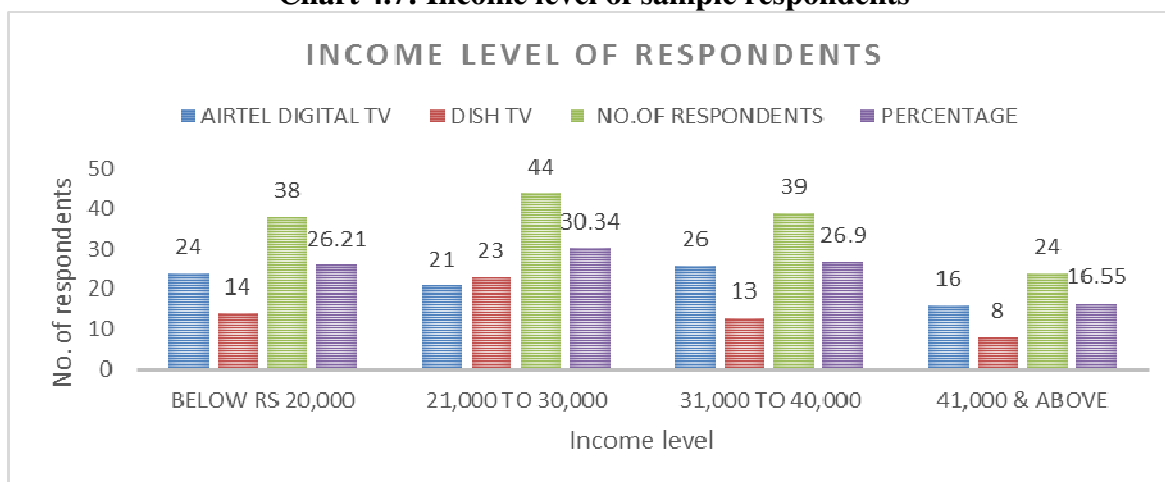
INTERPRETATION

From the above graph it is observed that most of the respondents (44) belongs to 4&above family members are using AIRTEL DIGITAL TV and most of the respondents (43) belongs to 2-4 family members also using AIRTEL DIGITAL TV.

Table 4.7: Income level of sample respondents

INCOME LEVEL	AIRTEL DIGITAL TV	DISH TV	NO. OF RESPONDENTS	PERCENTAGE
Below Rs 20,000	24	14	38	26.21
21,000 To 30,000	21	23	44	30.34
31,000 To 40,000	26	13	39	26.9
41,000 & above	16	8	24	16.55
Total	87	58	200	100

Chart 4.7: Income level of sample respondents



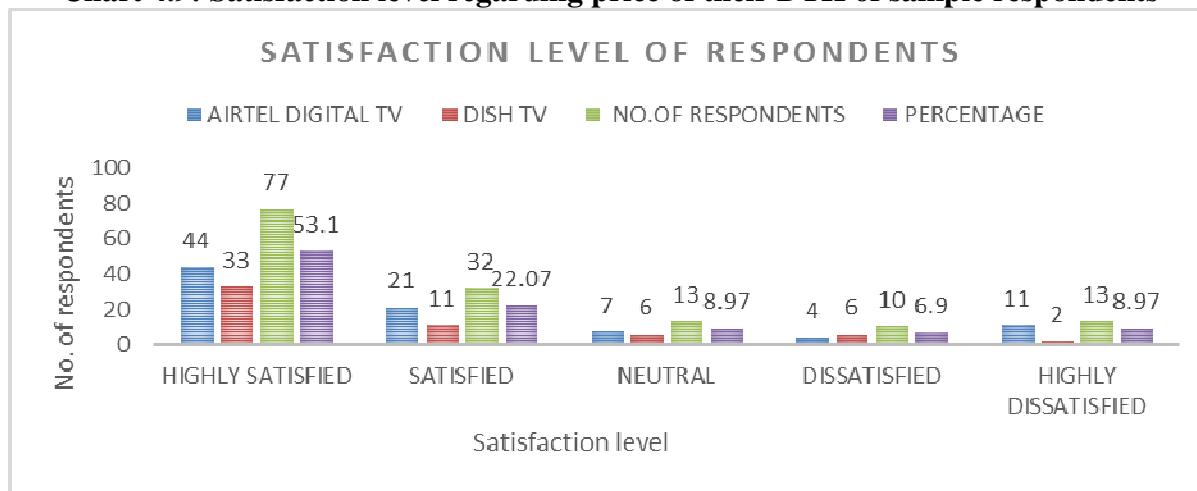
INTERPRETATION

From the above graph it is observed that most of the respondents from AIRTEL DIGITAL TV and DISH TV salary range lies between 21,000 TO 30,000.

Table 4.9: Satisfaction level regarding price of their DTH of sample respondents

SATISFACTION LEVEL	AIRTEL DIGITAL TV	DISH TV	NO. OF RESPONDENTS	PERCENTAGE
Highly satisfied	44	33	77	53.1
Satisfied	21	11	32	22.07
Neutral	7	6	13	8.97
Dissatisfied	4	6	10	6.9
Highly Dissatisfied	11	2	13	8.97
Total	87	58	145	100

Chart 4.9: Satisfaction level regarding price of their DTH of sample respondents



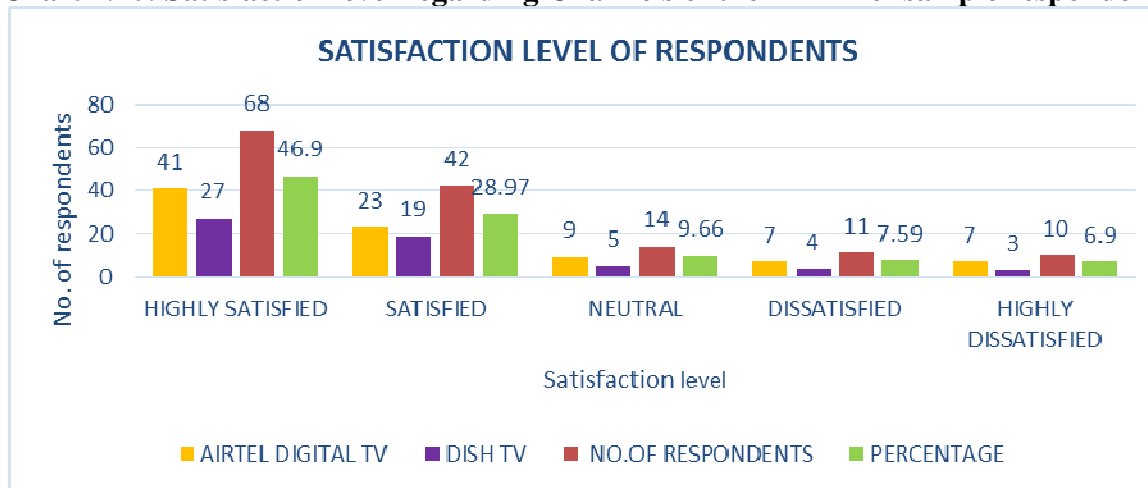
INTERPRETATION

From the above graph it is observed that about 44 respondents from AIRTEL DIGITAL TV and 33 respondents from DISH TV are Highly satisfied with price.

Table 4.10: Satisfaction level regarding Channels of their DTH of sample respondents

SATISFACTION LEVEL	AIRTEL DIGITAL TV	DISH TV	NO. OF RESPONDENTS	PERCENTAGE
Highly satisfied	41	27	68	46.9
Satisfied	23	19	42	28.97
Neutral	9	5	14	9.66
Dissatisfied	7	4	11	7.59
Highly Dissatisfied	7	3	10	6.9
Total	87	58	145	100

Chart 4.10: Satisfaction level regarding Channels of their DTH of sample respondents



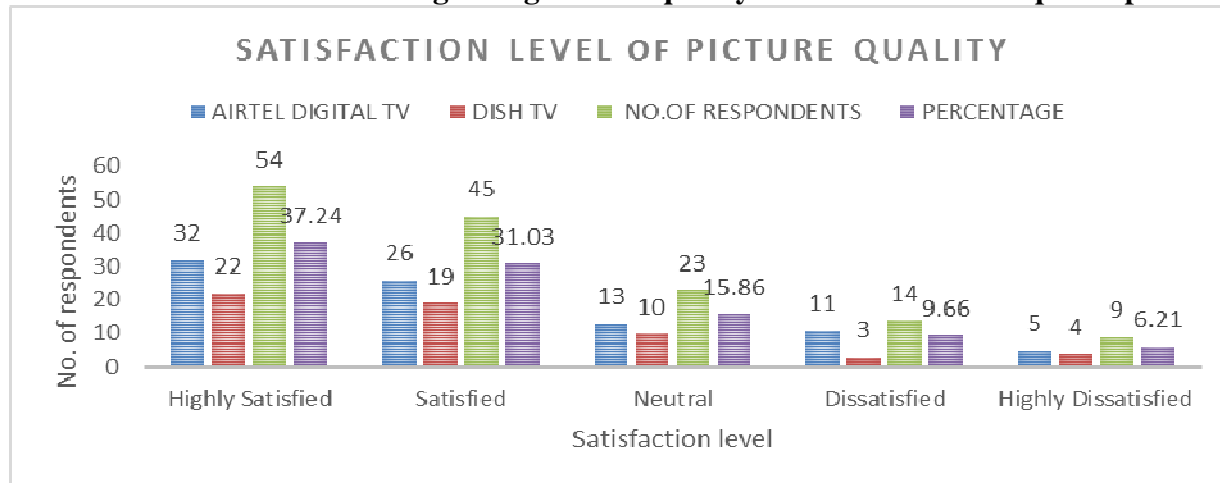
INTERPRETATION

From the above graph it is observed that 41 respondents from AIRTEL DIGITAL TV and 27 respondents from DISH TV are Highly satisfied with no. of channels.

Table 4.11: Satisfaction level regarding Picture quality of their DTH of sample respondents

SATISFACTION LEVEL	AIRTEL DIGITAL TV	DISH TV	NO. OF RESPONDENTS	PERCENTAGE
Highly satisfied	32	22	54	37.24
Satisfied	26	19	45	31.03
Neutral	13	10	23	15.86
Dissatisfied	11	3	14	9.66
Highly Dissatisfied	5	4	9	6.21
Total	87	58	145	100

Chart 4.11: Satisfaction level regarding Picture quality of their DTH of sample respondents



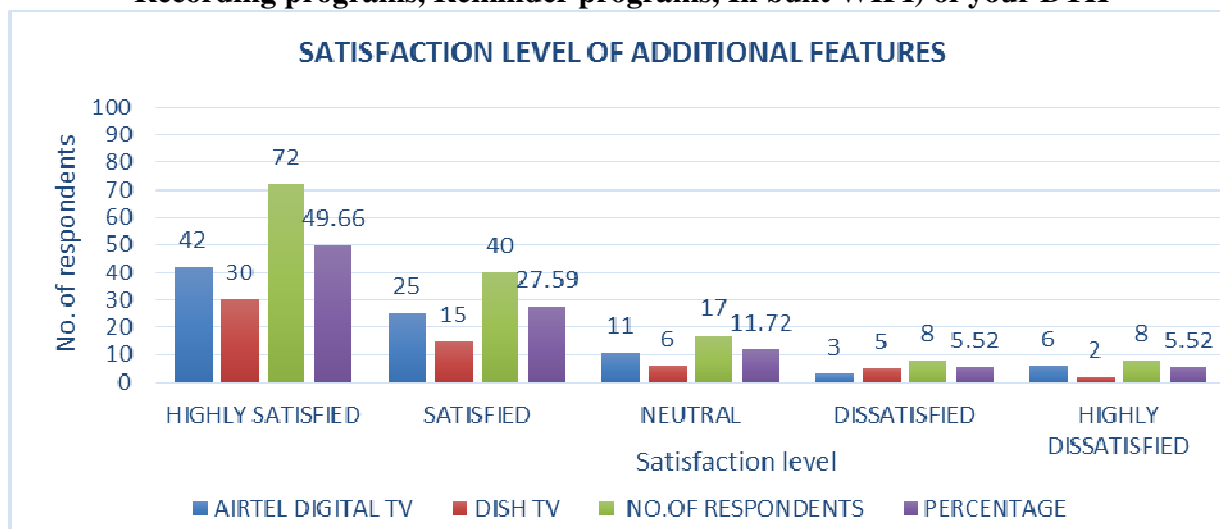
INTERPRETATION

From the above graph it is observed that 32 respondents are Highly satisfied with picture quality of AIRTEL DIGITAL TV and 22 respondents are Highly satisfied with picture quality of DISH TV.

Table 4.14. satisfaction level of Respondents regarding to Additional Features (Dolby audio, Recording programs, Reminder programs, In built WIFI) of your DTH

SATISFACTION LEVEL	AIRTEL DIGITAL TV	DISH TV	NO. OF RESPONDENTS	PERCENTAGE
Highly satisfied	42	30	72	49.66
Satisfied	25	15	40	27.59
Neutral	11	6	17	11.72
Dissatisfied	3	5	8	5.52
Highly Dissatisfied	6	2	8	5.52
Total	87	58	145	100

Chart 4.14. satisfaction level of Respondents regarding to Additional Features (Dolby audio, Recording programs, Reminder programs, In built WIFI) of your DTH



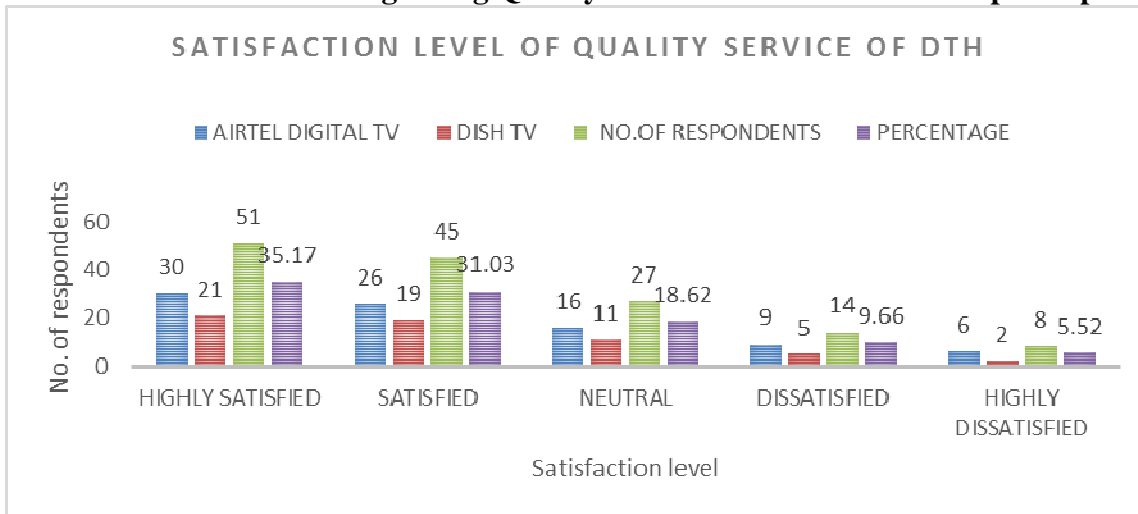
INTERPRETATION

From the above graph it is observed that 42 respondents from AIRTEL DIGITAL TV and 30 respondents from DISH TV are Highly satisfied with additional features.

Table 4.15: Satisfaction level regarding Quality Service of their DTH of sample respondents

SATISFACTION LEVEL	AIRTEL DIGITAL TV	DISH TV	NO. OF RESPONDENTS	PERCENTAGE
Highly satisfied	30	21	51	35.17
Satisfied	26	19	45	31.03
Neutral	16	11	27	18.62
Dissatisfied	9	5	14	9.66
Highly Dissatisfied	6	2	8	5.52
Total	87	58	145	100

Chart 4.15: Satisfaction level regarding Quality Service of their DTH of sample respondents



INTERPRETATION

From the above graph it is observed that 30 respondents from AIRTEL DIGITAL TV and 21 respondents from DISH TV are Highly satisfied with quality service.:

Hypothesis Testing:

t-Test: Two-Sample Assuming Equal Variances		
	Variable 1	Variable 2
Mean	1.4	3.80689655
Variance	0.24166667	1.39300766
Observations	145	145
Pooled Variance	0.81733717	
Hypothesized Mean Difference	0	
df	288	
t Stat	-22.668658	
P(T<=t) one-tail	2.68E-66	
t Critical one-tail	1.65016166	
P(T<=t) two-tail	5.36E-66	
t Critical two-tail	1.96823517	

INTERPRETATION

T-test is performed to test the difference between the quality service of AIRTEL DIGITAL TV and DISH TV. From the table it is observed that the significant value is greater than 0.05. Hence, we accept null hypothesis is accepted ($0.05 < 5.36E-66$). (No significant difference by providing the quality service of AIRTEL DIGITAL TV & DISH TV.) and reject alternate hypothesis.

FINDINGS

- Most of the respondents (44) from AIRTEL DIGITAL TV are Highly satisfied regarding Price in comparison of DISH TV respondents (33).
- About (41) respondents from AIRTEL DIGITAL TV are Highly satisfied regarding no. of channels in comparison of DISH TV respondents (27).
- Most of the respondents (32) from AIRTEL DIGITAL TV are Highly satisfied regarding picture quality in comparison of DISH TV respondents (22).
- Most of the respondents (42) from AIRTEL DIGITAL TV are Highly satisfied regarding Additional features in comparison of DISH TV respondents (30).
- About (30) respondents from AIRTEL DIGITAL TV are Highly satisfied regarding Quality service in comparison of DISH TV respondents (21).
- Most of the respondents (79) are 21-30 years age group.
- Most of the respondents (82) are female.
- About 44 respondents' income level ranges 21,000-30,000.

SUGGESTIONS

- Both AIRTEL DIGITAL TV & DISH TV need to improve their customer service regarding their issues.
- DISH TV need to improve satisfaction of customers regarding additional features.
- DISH TV need to improve their picture quality by increasing Bandwidth of signals.

- Both AIRTEL DIGITAL TV & DISH TV have to provide discounts and offers while recharging channel package.
- Both AIRTEL DIGITAL TV & DISH TV need to identify non-DTH users and make them DTH users by providing initial offers

CONCLUSION

A comparative study on customer satisfaction at AIRTEL DIGITAL TV and DISH TV DTH service providers in Anantapur is conducted among the customers in order to understand the reach of DTH their preference, their perception & and also different features and options and also their extent of satisfaction. AIRTEL DIGITAL TV respondents are most satisfied with their DTH when compare to DISH TV respondents. This would help the above service providers as a part of their market strategies and customer feedback regarding improving their DTH services.

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