

A STUDY ON CUSTOMER ATTITUDE AND PREFERENCE ON DTH SERVICE PROVIDERS

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ABSTRACT

A recent development in marketing theory centers around the effects of technology on marketing products. Social networking is a relatively new form of communication, when people discuss a product via email, Face book pages, Twitter accounts and other electronic means, a product may “go viral,” or start to sell more units with no direct advertising, public relations or promotions on the part of the company. This is why more companies are participating in social networking sites hoping consumers will then take their goods or services viral. And every human being holds thousands of attitudes, including those about family and friends, political figures, abortion rights, terrorism, preferences for music, and much more. Each of our attitudes has its own unique characteristics, and no two attitudes come to us or influence us in quite the same way. Research has found that some of our attitudes are inherited, at least in part, via genetic transmission from our parents (Olson, Vernon, Harris, & Jang, 2001). Hence this study tries to find out the Attitude and preference level of service facility of DTH.

Keywords: Technology, Attitude, Direct advertising, consumer preference.

INTRODUCTION

DTH (Direct- To- Home) service is the decoding of satellite, encoded with a small personal dish at very user's premises. DTH service is basically a satellite service that provides the subscribers to enjoy the infotainment services through satellite transmission anywhere. DTH provides strong signals with lesser service break downs. DTH provides high picture and sound quality. A customer's behavior is affect by the perception and beliefs that he holds of. This study has to understand the opinion and beliefs of the customers about the DTH services

REVIEW OF LITERATURE

Senthil and Nagarajan (2012) conducted a study on ‘Subscriber Attitude towards DTH Service’. The study attempted to examine the subscriber level of satisfaction and the problems faced by the subscribers. In connection with this study, sample data was collected from 150 respondents. Furthermore, percentage, rank correlation, chi-square test were applied to the collected data. The study concluded that the satisfaction level of the subscribers leads to brand loyalty. Overall, most of the respondents were highly satisfied with the number of channels and picture quality. Also, the subscribers were also satisfied with the sound effect and rate.

Kumar (2013) carried out a study entitled ‘Factors Motivating Customers towards DTH Service in Andhra Pradesh’. The study discussed the factors that customers put forward in buying a DTH. The data were obtained from 500 DTH users based on convenient random sampling technique descriptive. Also, the chi-square test was applied in this study. Consequently, it was found that the reason for preferring DTH Service were price, channels, picture clarity, uninterrupted services, and sound effect.

Muthukumar (2008) in his article “Consumer satisfaction towards DTH services in New Delhi”, has revealed that the availability of Direct to Home (DTH) service has brought down cable subscription fees. DTH has made the market more competitive, compelling the Local Cable Operators