



DOI: [10.5575/nairjssh.2022.9.5.4](https://doi.org/10.5575/nairjssh.2022.9.5.4)

IMPACT OF DIRECT TO HOME (DTH) SERVICE ON RURAL CUSTOMERS WITH REFERENCE TO SATARA DISTRICT

***MR.BANASODE NAGANATH DNYANOBA**

**Research Student, Rayat Institute of Research and Development, Satara. Department of Commerce and Management, Shivaji University, Kolhapur*

ABSTRACT: *The main purpose of the present research work is to study the perception of DTH service of rural customers. In India seven number of DTH service providers are provides their DTH Television service through the satellite service. Every company are providing their service unique and special but, the in especially rural areas people/users/viewers are using their DTH services from number of years and value-added- service. The present studies researchers are trying to find out the rural customers are how they opined with their DTH service DTH service providers are more popular among the all DTH providers. We are also trying to find out which DTH services are attracting the customers, company are offering more service to the customers as well as customers satisfaction of every service provider. For conducting the research work, researchers are using the convenient sampling technique for data collection. Researchers are selected 350 DTH subscribers for this study namely Impact of DTH television service of rural customers with reference to Satara District.*

KEYWORDS: *DTH service, Customer Perception, Unique DTH Service.*

1. INTRODUCTION: 1996, Indian viewers had been exposed to more than 50 stations, up from two in 1991. Almost overnight, software providers arose to meet the demand for programming. Some came from the film industry, some from advertising, and still others from journalism. The increasing expansion of DTH in India has prompted a migration away from cabled households, necessitating the installation of a people metre panel by a Map, the night-time ratings agency, to track viewership and interactive participation in DTH homes in India. This comprises Doordarshan, News Corporation's STAR TV, Sony's Sony Entertainment Television, Zee TV, Sun Network, and Asia Net, among others. Airtel Digital TV, Reliance's BIG TV, DD Direct Plus, Dish TV, Sun Direct DTH, Tata Sky, and Videocon D2H all offer Direct to Home services. Dish TV was the first to enter the Indian market. Dish Television (DTH) services are offered by locally made satellites from ISRO. Satellite television was established in India after a study of the country's ongoing popularity. Satellite broadcasting is a natural fit for India's vast landmass and satellites' capacity to transcend natural limitations.

2. REVIEW OF LITERATURE:

Shu- Chu Sarrina Li (2010) published research article in journal broadcasting and electronic media entitled 'exploring the tractors influencing the adoption of interactive cable television services Taiwan'. Researcher examines d factors that influencing the adoption of interactive cable television in Taiwan. Hit x literature review and identifies 5 factors like innovative attributes, technology ownership, innovativeness, demographics, he collected data 1012 respondents and also make telephonic survey with valid interviews

Elzbieta Traple (2011) research article entitled TV signal delivery to cable operators and DTH platform operators published in journal of intellectual property information technology and electronic commerce law. Author focus on new models' transmission television programs on some factors like initial comments, media service provider, supply of television signals to users for further transmission, model for cooperation between media service providers and access facility operators then researcher also focus on model for transmission of programs, hi also focus on traditional model broadcaster and new model broadcaster model highlights cable operator and DTH satellite operators and their uses.

Divyang Tiwari (2015) published paper entitled 'Overview of Indian DTH service Industry' he studied the history of Indian DTH service industry he stated that the DTH system how it works with technical aspects. He also highlights subscribers and service providers in India mike Dish TV tata Sky DD Direct Plus sun Direct reliance Big TV ltd airtel digital TV Videocon d2h. It's numbers of subscribers and its uses and about the plans of DTH.

Dr. Lekh Raj (2015) published research article on 'the service quality and customer satisfaction in DTH services in Kangra, Himachal Pradesh', published in international journal of research in computer application and Management, hi examine that the relationship between and customer satisfaction in DTH service hi sampling method the data from 180 customers of 6 paid DTH service providers in District Kangra Himachal Pradesh. Researcher also highlights the growth of DTH service subscribers in India.

3 OBJECTIVES AND HYPOTHESIS:

1. To study the DTH service providers.
2. To study the Impact of DTH service on rural customers and the users.
3. To give the necessary suggestions if any related to research area.

4 RESEARCH METHODOLOGY: Present study is based on both primary as well as secondary data. The primary data was collected from the DTH users by using questionnaire through 350 respondents. Secondary data was collected through reports of the government organizations and companies, various journals, magazines and websites of various institutions.

4.1 SAMPLE SIZE: This research was carried out in Satara district of western Maharashtra, which is most Versatile district of the state, Satara District, in the Pune region is a district of Maharashtra with its administrative headquarters located at Satara city. According to 2011 census, the district encompasses a geographical area of 10480 sq km and has a population of 30,03,741 (persons) including 15,10,842 (males) and 14,92,899 (females). The district has a sex ratio of 988 (females for every 1000 males). The major religions in the district are Hindu (89.62%) and Muslim (4.89%) of the total population respectively. Sample size for present study was selected 50 respondents of seven DTH service providers that is 350 which were selected conveniently from rural area of Satara District.

4.2 DATA COLLECTION: For the present study, questionnaire method was used to collect the primary data. The questionnaire has been developed and designed to address the issues of Direct to Home (DTH) sector and to investigate awareness and customers satisfaction. present survey questionnaire, were measured by using multiple

statements on a five-point Likert scale. The present research, researchers used the SPSS software and Microsoft excels for statistical calculations.

4.3 STATISTICAL TOOLS: In the present study researchers calculate mean, Standard Deviation, Percentage and other through the use of Microsoft excel and SPSS Version-16.0.

5. DATA ANALYSIS: In order to achieve the research objectives researchers analysed the collected through following steps.

5.1. DEMOGRAPHIC ANALYSIS: In this demographic analysis researchers are select the demographic parameters in 1 column and its sub-parameters in Column 2, 3 columns represent the statistics F= Frequency and P=Percentage, column 4 Tata Sky, 5 Sun Direct, 6 Airtel Digital, 7 Videocon d2h, 8 Reliance Digital Big TV, 9 Dish TV, 10 DD Direct Plus and last column is Total of frequency and percentage.

GENDER WISE ANALYSIS:

Table No. 01
Classification of DTH Users

Sr. No.	DTH Service Providers	Male	Percentage	Female	Percentage	Total
1	Tata Sky	38	76	12	24	50
2	Sun Direct	25	50	25	50	50
3	Airtel Digital	27	54	23	46	50
4	Videocon d2h	37	74	13	26	50
5	Reliance Big Digital	36	72	14	28	50
6	Dish TV	21	42	29	58	50
7	DD Direct Plus Free	43	86	7	14	50
Total		227	65	123	35	100

(Source: Data Compiled by Researcher)

Above Table Number 1 shows that the classification of DTH users. 65% respondent are from Male category and 35% Female Give their responses to this study. the detailed classification of the all the DTH service provider is 76% respondents are made from Tata Sky uses, 24% users are female of Sun Direct networks, 50% respondent Sun Direct networks are equally responded that is male and female category. 54% respondents of mail from Airtel and 74% respondents of Videocon D2H 72% respondents of Reliance Digital 42% respondents of Dish TV and 86% respondents of the direct plus are from mil category it means that the major it up users are male give their opinion for this study

AGE GROUP WISE ANALYSIS.

Table No. 2
Classification of Age group

Age Group	Respondents	Percentage
18-30	69	19.71
31-40	82	23.43
41-50	86	24.57
51-60	42	12.00
61-70	48	13.71

Above 71	23	6.57
Total	350	100

(Source: Data Complied by Researcher)

About Table Number 2 shows that the classification of each group of the DTH television users there are 6 is groups. 24.7 respondents are from the age group of 41 to 50, 23.43% respondents are from 2nd age group that is 31 to 40. 19.7% respondents are from the age group of 18 to 30 they also give their opinion. only 6.57 respondents are from the senior citizen category that is above 71 ages.

ANALYSIS OF RESPONDENTS EDUCATIONAL QUALIFICATION

Table No. 3

Classification Respondents according to Educational Qualification

Education	No of Respondents	Percentage
Illiterate	9	2.57
Primary	67	19.14
Secondary	94	26.86
HSC	109	31.14
Graduation	56	16.00
Post-Graduation	15	4.29
Total	350	100.00

(Source: Data Complied by Researcher)

About Table Number 3 shows that the classification of respondent according to their educational qualification. Here are six parameters of educational level of the respondents. 31.4% respondents are learning up to HSC, 26.86% respondents are up to secondary level of education, 19.14% respondents are learning up-to primary level, only 2.57 respondents are illiterate, and 4.29% of the respondents are post graduated. It means that the measure tape users are Learn up-to primary to graduation level.

ANALYSIS OF RESPONDENTS ACCORDING TO OCCUPATION

Table No. 4

Classification of Respondents according to Occupation

Occupation	No of Respondents	Percentage
Govt. service	12	3.43
Own Business	15	4.29
House wife	24	6.86
Farmer	124	35.43
Farm Worker	85	24.29
Private Job	26	7.43
Student	21	6.00
Shopkeeper	24	6.86
Self Employed	19	5.43

Total	350	100.00
--------------	------------	---------------

(Source: Data Compiled by Researcher)

About Table Number 4 shows that the classification of respondent according to occupation. in this classification researcher select the nine parameters of the occupation. 35.43% respondents are from farmers occupation. 24.29% are farmworker. 6% respondents are students as well as housewife and shopkeepers are up to 7%. it is concluded that the number of users occupation are given their opinion for this particular research study. but measuring tape respondents are from the farmer and the farming related all the agricultural sectors. because of this study is related to rural area that is why the farmers and the farm workers are selected as a respondent of power study.

For the analysis of impact of DTH service on television customers researcher selected six parameters. Improves your knowledge. Improves your Living of standards. Improves your family members’ knowledge. Improves the family members’ Livings standards. DTH service is positively effects on your family. Improves the positive energy due to DTH service. Awareness of Social issues. Awareness of Current affairs.

IMPACT OF DTH SERVICES ON TELEVISION CUSTOMERS

Table No. 5
DTH TV Service impact

Sr. No.	How do DTH TV Service impact	Stat	SDA	DA	Neutral	Agree	SA	Total	Mean	SD	Var
1	Improves your knowledge.	F	30	46	31	103	140	350	3.95	1.2	1.4
		P	8.57	13.1	8.86	29.4	40	100			
2	Improves your Living of standards.	F	19	40	42	104	145	350	4.04	1.1	1.1
		P	5.42	11.4	12	29.7	41.4	100			
3	Improves your family members’ knowledge.	F	51	25	61	103	110	350	3.55	1.4	1.9
		P	14.57	7.14	17.4	29.4	31.4	100			
4	Improves the family members’ Livings standards.	F	65	48	12	103	122	350	3.06	1.4	2
		P	18.57	13.7	3.43	29.4	34.9	100			
5	DTH service is positively effects on your family.	F	45	36	81	103	85	350	4.1	1.2	1.3
		P	12.86	10.3	23.1	29.4	24.3	100			
6	Improves the positive energy due to DTH service	F	60	54	35	103	98	350	3.03	1.5	2.3
		P	17.14	15.4	10	29.4	28	100			
7	Awareness of	F	52	62	31	101	104	350	4.1	1.2	1.3

	Social issues	P	14.86	17.7	8.86	28.9	29.7	100			
8	Awareness of Current affairs.	F	52	36	50	110	102	350	4.17	1.1	1.3
		P	14.86	10.3	14.3	31.4	29.1	100			

(Source: Primary Data)

Table Number 5 shows that the DTH TV service how impacted on television customers. 29.4 percent respondent of DTH users are says that they are agreed about the statement. It means they are improving their knowledge because of DTH television services. 40 percent respondents are also strongly agreed about the statement. It means they are also increase they're of the improve their knowledge. But 13.1 percent respondents are disagreed about this statement. The mean agreeing score of Improves users' knowledge of DTH is 3.95 with a variance 1.36 and SD 1.17, which shows that most of the respondents agree with the Improves users' knowledge. The standard deviation of the awareness score of Improves users' knowledge of DTH is 1.17. It means that awareness score of Improves users' knowledge may deviate by 1.17 from the mean value.

41.4 percent respondent are also strongly agreed about the improve their living of standards. 29.7 percent respondents are agreed about the DTH service are helpful to improve their living of standard. The mean agreeing score of Improves your Living of standards is 4.04 with a variance 1.13 and SD 1.06, which shows that most of the respondents agree with the Improves your Living of standards. The standard deviation of the awareness score of Improves your Living of standards of DTH is 1.06. It means that awareness score of Improves your Living of standards may deviate by 1.06 from the mean value.

31.4 percent users are strongly agreed about the DTH service improves their family members knowledge as well as 29.4 percent respondents are also agreed about this DTH service are improve the family members knowledge regarding various and different kinds of aspects. But 7.14 percent respondents are disagreed about this statement it means they don't improve their family members knowledge and 14.57 percent responders are strongly disagreed about this statement. It means that the near about 23 percent respondents are says that they don't improve their family member knowledge. The mean agreeing score of Improves users' family members' knowledge is 3.55 with a variance 1.9 and SD 1.38, which shows that most of the respondents agree with the Improves users' family members' knowledge. It means that awareness score of Improves users' family members' knowledge may deviate by 1.38 from the mean value.

34.9 percent respondents are also strongly agreeing about their DTH service are improves the family members living standards and 3.43 percent respondents are neutral about this statement. 13.7 percent responders are disagreed about this statement and 18.57 percent respondents are says that their DTH service cannot be increase family members living standard. Users' family members and family disagree about this statement only 7.47 percent that the DTH service cannot be improve the family about this statement. The mean agreeing score of Improves users' family members' knowledge is 3.06 with a variance 1.99 and SD 1.41, which shows that most of the respondents agree with the Improves the family members' Livings standards. The standard deviation of the awareness score of Improves the family members' Livings standards of DTH is 1.41. It means that awareness score of Improves the family members' Livings standards may deviate by 1.41 from the mean value.

24.3 percent users are strongly agreed about the statement that this DTH service cannot be improves the positive energy in their family members are the users top 29.4 percent respondents are agreed about this statement. The mean agreeing score of DTH service is positively effects on users' family is 4.1 with a variance 1.33 and SD 1.15, which shows that most of the respondents agree with the DTH service is positively effects on users' family. The standard deviation of the awareness score of DTH service is positively effects on users' family of DTH is 1.15. It

means that awareness score of DTH service is positively effects on users' family may deviate by 1.15 from the mean value.

29.7 percent responding's are strongly agreed about their DTH service are makes awareness about the social issues in the user's mind. 28.9 percent respondents are also agreed about this statement it means the DTH service are creates social awareness are the related to the social issues. 17.7 percent respondents disagreed about this statement. The mean agreeing score of Awareness of Social issues is 4.1 with a variance 1.34 and SD 1.16, which shows that most of the respondents agree with the Awareness of Social issues. The standard deviation of the awareness score of Awareness of Social issues of DTH is 1.16. It means that awareness score of Awareness of Social issues may deviate by 1.16 from the mean value.

29.1 percent users are strongly agreed about their DTH service are creates awareness of current affairs. 31.4 percent respondents are agreed about this statement it means majority of users are says that their DTH service are agree about awareness of current affairs. But 14.86 percent respondents are strongly disagreed about this statement it means their DTH service can't make aware about current issues and current affairs in the global. The mean agreeing score of Awareness of Current affairs is 4.14 with a variance 1.27 and SD 1.13, which shows that most of the respondents agree with the Awareness of Current affairs. The standard deviation of the awareness score of Awareness of Current affairs of DTH is 1.13. It means that awareness score of Awareness of Current affairs may deviate by 1.13 from the mean value.

6. FINDINGS:

1. It is found that 24.7% respondents are from the age group of 41 to 50, 23.43% respondents are from 2nd age group that is 31 to 40. It means that number of respondent's are from the younger group category.
2. It is observed that 31.4% respondents are learns up to HSC, 26.86% respondents are learning up to secondary level of education. It means that the measure tape users are Learn up-to primary to graduation level
3. Majority of respondents 35.43% are from farmers occupation. 24.29% are farmworker. It is concluded that the number of users occupation for this particular research study. This study is related to rural area and that is why the farmers and the farm workers are selected as a respondent of power study.
4. 41.4 percent respondent are also strongly agreed about the improve their living of standards.
5. 31.4 percent users are strongly agreed about the DTH service improves their family members knowledge
6. 34.9 percent respondents are also strongly agreeing about their DTH service are improves the family members living standards
7. 24.3 percent users are strongly agreed about the statement that this DTH service cannot be improves the positive energy in their family members are the users top 29.4 percent respondents are agreed about this statement. The mean agreeing score of DTH service is positively effects
8. 29.7 percent responding's are strongly agreed about their DTH service are makes awareness about the social issues in the user's mind
9. 29.1 percent users are strongly agreed about their DTH service are creates awareness of current affairs. 31.4 percent respondents are agreed about this statement it means majority of users are says that their DTH service are agree about awareness of current affairs.

7. SUGGESTIONS:

1. DTH service providers try to streaming the various programmes related to the farmers.
2. DTH service providers should offer the affordable packs or the users.
3. Company should try to retain the existed customers because of number of DTH users are think to switch over the service.
3. DTH service providers also improve the picture quality and provide the prompt service to the DTH users.

4. This service also try to increase the special service like offers various innovative TV channels.
5. All DTH services try to make advertisement of their various value-added services because the numbers of DTH users are not aware of those services.

8. CONCLUSION:

This research paper has analysed the reasons of Satara Rural areas DTH users for selecting the DTH service in that the numbers reasons are discovered from this study. DTH offers more numbers of channels, More Transparent Payment, Interactive Services, High Video Quality, Affordable Price, Easy handing, Sound Quality, Ease of Payment, Video on demand, Audio quality, Picture Quality. These all aspects positively affected to buy the DTH service. DTH users are given their opinion regarding to DTH Service providers staff is polite DTH Service gives individual attention, DTH Service provides the good network, Modern and upgraded technology, receive prompt service, Billing/Recharge system is accurate, DTH Service offers value for money, Convenient to change plan time to time, think about switch to other DTH, DTH charges reasonable price, DTH service is quite costly. All the DTH service providers are always think about the user's satisfaction.

9. REFERENCES

1. Edvardsson Bo (1988), Service quality in customer relationships: A study of critical incidents in mechanical engineering companies. *The Service Industries Journal*, Vol. 8, 4, pp. 427- 445.
2. Johnston R (2001), Linking complaint management to profit, *International Journal of Service Industry Management*, Vol. 12, No. 1, pp. 60-69.
3. Keaveney SM (1995), Customer switching behavior in service industries: an exploratory study. *Journal of Marketing*, Vol. 59, pp. 71-82.
4. Khan S and Raj L (2013), A study on direct to home service quality with special reference to Mandi district of Himachal Pradesh. *International Journal of Education & Management Studies*, Vol.3, No.4, pp. 431-436.
5. Lee R and Murphy J (2005), From loyalty to switching: Exploring determinants in the transition, ANZMAC 2005, Perth, Australia, December. 2005.
6. Morton A and Scott D (2007), The association between perceived audit firm service quality and behavioural intentions, *The Journal of Contemporary Issues in Business and Government*, Vol. 13, No. 2, pp. 17-30.
7. Parasuraman A, Zeithaml VA and Berry LL (1988), SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*. Vol. 64. 15.
8. Liu R, Raymond, McClure and Peter (2001), Recognizing cross-cultural differences in consumer complaint behavior and intentions: An empirical examination, *Journal of Consumer Marketing*, Vol. 18, No. 1, pp. 54-74.
9. Raj L (2015), Service quality and customer satisfaction in DTH Services in Kangra, Himachal Pradesh. *International Journal of Research in Computer Application & Management*. Vol. 5, No. 1, pp. 111-115.
10. Reddy SSK (2013), Factors motivating customers towards DTH services in Andhra Pradesh. *IJSR - International Journal of Scientific Research*, Vol. 2, No. 7, pp. 256-257.
11. <http://www.census2011.co.in/census/district/237-solan.html>