CHAPTER 7
RECOMMENDATIONS AND FUTURE DIRECTIONS
This chapter presents the recommendations to solve the problem undertaken in the present study. It also gives direction for future investigations on related topic. It helps to fill the research gap identified in the study. Here an insight was made to various recommendations emerged after the completion of this study.

7.1 Recommendations for Managers

In this section, recommendations for managers are discussed because a study is not considered complete without recommendations. It provides an insight to various recommendations emerged after the completion of this study. Managers of DTH companies always try to organize their offerings in order to achieve their corporate goals, accordingly empirical findings of the present study acts as practical implications for them.

In order to improve service quality in order to induce greater customer satisfaction and to alleviate negative behavioural response and to attain higher level of favourable response, following recommendations are made for DTH service providers.

7.1.1 This research gives an idea about the main determinants of the DTH service quality and provides the managers with the comprehensive model of the factors that influence the perception of DTH service quality and consequently with the specific priorities to increase customer satisfaction and desired behavioural responses.

7.1.2 Dimensions of Assurance, Network Quality, Empathy, Convenience and Service Operations are significant predictors of DTH service quality. Therefore, in order to improve the DTH service quality it is very important to pay high attention on these five aspects of service quality.

7.1.3 Policy maker have to be concerned with Tangibles, Network Quality, Price and Service Operations aspects of service quality as they are found to be significant in customer satisfaction. By focusing on these four dimensions, DTH service providers can improve the level of customer satisfaction.
7.1.4 In case of recommending behaviour, dimensions of Tangibles, Service Operations, Price and Network Quality are the strong factors. So, in order to increase the customers’ tendency to recommend the DTH services, service providers have to put their efforts on enlisted parameters.

7.1.5 Regarding the switching behaviour of customer, managers should make attempt to improve Assurance and Network Quality. It is very important to develop a sense of trust and confidence among customers and to work on the enhancement of employees’ knowledge about the products and services, and to make them polite and courteous. Network Quality requires managers’ concern to provide better network coverage and superior audio-video signals even in bad weather conditions.

7.1.6 Price has been found a significant predictor in determining complaining behaviour and managers have to make efforts to provide services at reasonable price and to meet budget objectives of the subscribers.

7.1.7 It was found that service quality perception varies across the different DTH service providers which create an alarming situation for all DTH service providers because if their existing customers are not satisfied with them, they may shift to any other competitor. So, in order to retain the existing customer, service providers have to make attempt to increase the level of satisfaction.

7.1.8 Network Quality was found as the significant predictor in service quality perception, customer satisfaction, recommending behaviour and switching intension. So, the managers of DTH companies have to be highly concerned with on the improvement of Network Quality and this can be done by ensuring better network coverage and providing the superior audio and video signals without any breakage, even in bad weather conditions.

7.1.9 The dimensions of Assurance, Tangibles, Price and Service Operations were also found to be the most important factor in the study. Assurance is significant in service quality perception along with switching intensions, Tangibles is the predictor of customer satisfaction and recommending behaviour, Price is important in recommending behaviour
as well as in complaining behaviour, while Service Operations is significant in service quality perception and in recommending behaviour. Therefore, these four dimensions should be putted on priority while framing the business policies for DTH sector.

7.1.10 The managers should emphasis on developing a good work culture in their organizations and to provide knowledge to their employees about the services and the products offered. Managers should provide proper training to the staff, so that staff can handle the customers in a better way.

7.1.11 DTH service providers should try to provide modern and upgraded technology and equipments to their subscribers. It is very important to pay attention on the physical facilities and the material which is used for communication like appealing sign, symbol, advertisement board and other artifacts.

7.1.12 Managers have to develop strategies that would increase positive behavioural outcomes and prohibit negative ones. Such strategies should include keeping the customer informed, creating feeling of credibility and honesty, presenting detail knowledge about service and products, providing evidence of the care and attention by improving the appearance of the physical facilities, personnel and communication materials. In addition, service providers could gain the competitive advantages by providing the services at reasonable price, ensuring accurate billing system, and increasing the customer contact point in the market.

7.1.13 Managers should be aware about the key dimensions of DTH service quality and customer satisfaction. It was found that service quality perception varies across the different service providers. So, it is important to be conscious about the determinants of the service quality of different DTH companies.

7.1.14 Service quality issue must be addressed regularly because the dimensions of Assurance, Tangibles and Network Quality were found as the significant predictors of service quality of all the six DTH operators. Furthermore, Empathy and Convenience also have significant role in service quality perception. Therefore, managers have to employ their resources to improve these dimensions on priority basis.
7.1.15 During the survey, many respondents have suggested to show local TV channel on DTH platform, so, as per popular demand, this thing must be take into consideration while building channel packages for subscribers.

7.1.16 Providing DTH services at reasonable price, to aware the customers about new services and plans, and to provide adequate facilities to get account recharge increases the level of customer satisfaction.

7.2 Directions for Future Research

Present study has explained the relationship between service quality and customer satisfaction, but there are some more issues which needs to be discussed in the future. This section contains some suggestions for future research that are as follow:

In future, more efforts should be made by the researchers in building a much broader conceptual model of the determinants that influence perceived DTH service quality. This can be attained by including some other variables such as value added services (VAS) provided and customers’ interaction with the technology which is employed by DTH service providers. Present study has investigated the relationship between service quality and customer satisfaction on nine dimensions. There may be some other dimensions that may influence DTH service quality. Therefore, these dimensions need to be incorporated in future study.

In nut shell, this chapter provided a discussion on managerial implication and areas of opportunity for future research. If these recommendations implemented properly, it will lead to an improvement in service quality, and will enhance the level of customer satisfaction in order to attain desirable behavioural responses. Thus, it can be said that this research is an attempt to make contribution in the field of service quality and customer satisfaction of DTH customers, which further contribute to the growth of society and economy as DTH sector is one of the fastest growing industry in India.