CHAPTER – IX

SUMMARY OF FINDINGS, SUGGESTIONS
AND CONCLUSION

9.1 Introduction
9.2 Findings of the Study
9.3 Suggestions
9.4 Conclusion
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SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

9.1 INTRODUCTION

In early 2000’s, India saw its first Direct To Home (DTH) Company emerges in the form Essel Group’s Dish TV Network. Tata Sky as an offering from the house of Tata’s came in 2006. Later on five more players joined the industry. By 2010 the industry was turning very aggressive and all players fiercely fought competition. Not just market leader and challenger but all players in the industry were playing with keen interest because of the size of this industry in India. The Indian DTH Market is projected to become the world’s largest DTH Market in the near future. The regulations that necessitate digitization of television content and signals will also drive the sale of this product in the time to come. The advantage over cable and satellite service providers that it gives, rural and remote transmission because of wireless service, technological advances like electronic program guide that it provides makes it an enticing product for subscribers.

Because of the inherent potential in the industry and aggression with which players chase it, the industry is all set to see its introduction, growth and maturity in a span of just a decade to overpower US market to occupy first position in DTH markets worldwide. India presents an interesting case of DTH market where all the players deliver almost the same product and service, match each other out very fast and even then project themselves distinctly with vigor. The entry of players, advancement of technology, reduction in prices, competition getting fierce, consumers benefitting in this fierce competition all have been the features of this industry and the call by broadcasters to digitize the content, an idea bought well by the government, has made the industry growth and competition even more obvious and emphatic for the players.
The dawn in the era of technology is DTH services, which provide a different kind of TV viewing experience. DTH services have a unique position in the real development of service sector. DTH being a component of service sector, it is accountable to know the subscriber’s attitude and satisfaction, distribution channels in service delivery, quality of service and know it holds competitive advantage over the alternative platform of cable television.

9.2 FINDINGS OF THE STUDY

9.2.1 Introduction and Design of the study

DTH refers to the reception of satellite signals on a TV with a personal dish in an individual home. The satellites that are used for this purpose is geostationary satellites. The satellites compress the signals digitally, encrypt them and then are beamed from high powered geostationary satellites. They are received by dishes that are given to the DTH consumers by DTH providers.

Early satellite television was broadcast in C-band - radio in the 3.4-gigahertz (GHz) to 7-GHz frequency range. Digital broadcast satellite transmits programming in the Ku frequency range (10 GHz to 14GHz). The provider selects programs and broadcasts them to subscribers as a set package. Basically, the provider’s goal is to bring dozens or even hundreds of channels to the subscriber’s television in a form that approximates the competition from Cable TV. Unlike earlier programming, the provider’s broadcast is completely digital, which means it has high picture and stereo sound quality.

There are five major components involved in a direct to home (DTH) satellite system: the programming source, the broadcast center, the satellite, the satellite dish and the receiver.
Programming sources are simply the channels that provide programming for broadcast. The provider (the DTH platform) does not create original programming itself; it pays other companies (HBO, for example, or ESPN or STAR TV or Sahara etc.) for the right to broadcast their content via satellite. In this way, the provider is kind of like a broker between the subscriber and the actual programming sources. (Cable television networks also work on the same principle.)

The broadcast center is the central hub of the system. At the broadcast center or the Play out and Uplink location, the television provider receives signals from various programming sources, compresses using digital compression, if necessary scrambles it and beams a broadcast signal to the satellite being used by it.

The satellites receive the signals from the broadcast station and rebroadcast them to the ground. The subscriber’s dish picks up the signal from the satellite (or multiple satellites in the same part of the sky) and passes it on to the receiver in the subscriber’s house. The receiver processes the signal and passes it on to a standard television.

DTH services were first proposed in India in 1996. But it was not approved because there were concerns over national security and cultural invasion. In 1997, the government imposed a ban when Rupert Murdoch owned Indian Sky Broadcasting (ISKYB) was about to launch its DTH services in India. Finally, in 2000 DTH services were allowed in India.

India has seen promising entertainment and value for money with seven service providers. They attract the subscribers through advanced technology, marketing strategies and better services. And they have nationwide standardization of the Customer Premises Equipment (CPE). Distributors and Dealers acts as an indirect intermediary in the service delivery of DTH services.
The people of Virudhunagar district highly depend on television, where the recreational activities are limited. A DTH service is the game changer in the market though the analog cable television holds the major market share in the district. Moreover, an attempt has been made to study services marketing of DTH service providers. The study cover attitude of the subscribers towards product, price and promotions of the service providers, dimensions of quality of DTH services and to compare the opinion of the subscribers over the cable TV services. The study shows the opinion of the distributors and dealers about the marketing practices in the area of the study. The findings will provide adequate information for the service providers to better understand the subscribers, enable the intermediaries to penetrate into and capture the market and to know the subscribers’ willingness to adopt the future digitalization.

The specific objectives of the study are

- To study the conception, workings and advantages of DTH services in India.
- To frame marketing mix for DTH services and to know the profile of the DTH service providers in India and to identify their timeline.
- To have a profile of DTH subscribers in Virudhunagar district and to analyze the subscribers’ attitude towards product features, price, promotion of DTH service providers.
- To know the level of satisfaction of subscribers towards product features of DTH service providers.
- To identify the channels of services delivery in marketing of DTH services in Virudhunagar district and to analyze the problems faced by the distributors and dealers in marketing of DTH services in Virudhunagar district.
To examine the subscribers’ perception under various dimension of service quality of DTH services.

To bring to light the service quality perception across various private DTH service providers.

To compare the opinion of the subscribers related to cable television and DTH services.

To give constructive suggestions based on the findings of the study.

Convenient sampling method has been adopted to collect data from subscribers who avails DTH services in their homes and had cable television earlier. Considering the resources 530 sample was considered adequate. The study covers the six distributors and 205 dealers. Census survey was conducted to collect data from 205 active STB dealers in the Virudhunagar district.

Mean, Standard deviation, Garrett ranking technique, Likert’s five point scaling technique, Chi-square test, Factory analysis, Wilcoxon signed test, Kruskal wallis test, Kendall’s co-efficient of concordance are the statistical tools used in the study.

9.2.2 Review of Literature

Review of literature presents the review of DTH services. The previous studies have been categorized to Direct-To-Home Television (DTH)/Direct Satellite Broadcasting (DBS), DTH Service Providers, Subscriber’s attitude toward DTH services, Marketing of DTH services, Service Quality of DTH services, Cable Television vs. DTH services.

9.2.3 Marketing mix for DTH services

DTH marketing deals with providing services to satisfy subscribers’ recreational needs and wants. To satisfy these recreational needs, subscribers want specific services. All the techniques and strategies of
marketing are used so that ultimately they induce the subscriber to avail the services of particular service providers. Service marketing mix plays an important role in DTH marketing. It helps in differentiating services of particular DTH service providers from its competitors.

**9.2.4 Profile of the DTH service providers**

The DTH service attracts the eyeballs of the television viewers in India. Slowly but steadily the DTH service have started to capture the minds and households of Indians. In India both the Government owned DD Direct Plus and private owned service providers such as Dish TV, Tata Sky, Sun Direct, Reliance Big TV, Airtel Digital TV and Videocon d2h are playing prominent role in subscriber service. Direct-To-Home Television subscribers reach 55 million approximately in India. The market share of private DTH service providers in India accounts for Dish TV 28 per cent, Tata Sky 19 per cent, Airtel Digital TV 19 per cent, Sun direct 13 per cent, Videocon d2h 13 per cent and Reliance Big TV 8 per cent. The market share of DTH service providers in Virudhunagar district accounts for Dish TV 3%, Tata Sky 4 per cent, Reliance Big TV 5 per cent, Sun direct 50 per cent, Airtel Digital TV 7 per cent, Videocon d2h 3 per cent and DD DTH 28 per cent.

The timeline of the service providers indicated their growth along with product details, packages plan for south and of rest of India, value-added-services and others services offered by the various service providers in India. Every often service providers’ offerings are subject to changes with new initiative to attract the subscribers. Subscribers and potential customers may cater their need from various competitive edges.

**9.2.5 Subscribers’ Profile and their Attitude**

Today, the success of the service marketing is largely based on the customers’ attitude towards their intangible product or services. DTH is a technical and subscriber oriented service industry, where the subscriber in
focus and subscriber service are differentiating factors. It is growing rapidly throughout India, with its easy setup, interactive services, and competitive offerings. The DTH is a digital satellite service that provides television services directly to subscribers anywhere in the country. Every day the subscribers’ base are increasing and largely the activities of the market depends upon subscriber’s attitude.

This chapter has four sections to analyze the study

- The first section deals with the demographic characteristics of the respondents

- The second section gives details about the respondent’s holding of brand service providers, nature of STB and their relationship with the service providers etc.

- The third section analyzes the opinion of subscribers about product features, price and promotions of service providers.

### 9.2.5.1 Demographic Characteristics

- Out of 530 respondents, 58.87% of the respondents are males and the remaining 41.13% are females.

- Out of 530 respondents, 30.57% of the respondents fall in the age group of 30-40 years, 28.86% are in the age group of 40-50 years, 25.66% comes under the age category of 20-30 years, 14.91% fall in the age group of above 50 years.

- It has been found that 64.91% of the respondents are married.

- It is inferred that 33.58% of the respondents are under graduates, 23.77% of them are educated up to school level, 17.93% are post graduates, 16.23% have studied professional courses and 10.38% of the respondents are diploma holders. It reveals the high literacy level.
➢ Out of 530 respondents, 34.15% of the respondents are employed, 23.58% are entrepreneur, 18.68% of them are home makers, 16.23% of the respondents are professionals and 7.36% of the respondents are students and retired. It is observed that DTH service reaches the each and every class of working community.

➢ Regarding the monthly income-wise classification, 28.68% of the respondents have the income of ranged between ₹ 10,000 and ₹ 15,000, 25.85% ranged between ₹ 5,000 and ₹ 10,000, 18.30% of the respondents have the income up to ₹ 5,000, 13.77% ranged between ₹ 15,000 and ₹ 20,000 and 13.40% ranged above ₹ 20,000. It is found that monthly income is not the barrier to enjoy DTH service.

➢ Concerning the family size of the respondents, 63.96% of the respondents have 3-6 members, 20.19% have below 3 members and 15.85% have above 6 members.

➢ It has been found that 55.66% of the respondents reside in their own house, 33.58% resides in rented house and the remaining 10.76% have leased the house.

➢ Regarding place of residence of the respondents, 58.30% of the respondents’ residences are in municipal area and the remaining 41.70% of the respondents’ residence are in panchayat area.

9.2.5.2 Subscribers’ attitude on brand of service providers, nature of STB and relationship with the service providers

➢ Concerning the subscribers availing DTH services, 72.08% of the respondents have availed services from private DTH service providers and the remaining 27.92% have availed DD DTH. Among the private players, Sun Direct had positioned with the highest subscriber base of 50%. Because it had better suitability for South
India and its vast array of channels has largely been influenced by the regional favour existent.

- In the study, the private service holders have highlighted that limited number of channels; uninteresting DD programmes and restricted choices are the prominent reasons for not using DD DTH.

- Out of 382 respondents, 42.15% of them have 2-4 years of relationship with service providers, 40.58% of respondents have less than 2 years of relationship, 11.52% have 4-6 years of relationship and the remaining 5.75% respondents have more than 6 years of relationship with service providers. Nearly 40.58% have less than 2 years of relationship which indicates their change of service platform and switchover.

- From the analysis it is understood that out of 382 respondents, 186 respondents have standard set-top-box, 135 respondents have HD digital set-top-box and 61 respondents have HD Digital Video Recorder set-top-box. Majority of the respondents are aware of type of television and nature of set-top-box to be selected.

- Regarding the purpose of holding standard set-top-box, it is found that 36.02% and 28.50% of the respondents hold it for number of channels and variety of packages respectively.

- It is inferred that quality of audio and video, experiencing the theatre effect are considered as the main purpose of holding HD Digital set-top-box.

- The study also resulted that 32.79% and 24.59% holds HD Digital video recorder because of the availability of the HDTV screen and watch one and record one feature respectively.

- From the analysis, it is found out that the respondents who avail the service from the market leader sun direct 47.55% holds standard set-
top-box, 35.85% per cent holds HD Digital set-top-box and HD Digital video recorder is experienced by 16.60% of the respondents.

- Nearly 37.7% of the respondents have switched over to other brand of service providers, 68.05% of them have changed their brand only once and 56.94% of the respondents took more than 24 month for switchover. Need of Better service (38.19%) is the main reason to switch over.

- Out of 382 respondents, 186 respondents have not less than two televisions and out of which only 81 respondents have DTH connection to entire television sets and out of 186 respondents only 59 respondents have preferred multiple TV connection.

- It has been found that 90.05% of the respondents availed DTH services at their home.

- From the analysis of the factors influencing the selection of particular DTH service providers, it is understood that lower installation and activation cost influence the respondents (3.45, Rank I), reputation of brand ranked second (3.19), better service is ranked third (2.94). Variety of packages and product differentiation have ranked fourth and fifth with the mean score of 2.90 and 2.52 respectively.

- Out of analysis it is found out that entertainment is the influencing factors and it secured the first position and its mean score is 63.32 and it is followed by price, regional channels, infotainment, movie, number of channels, news, kids, devotional and lifestyle and their mean score are 58.35, 55.87, 54.00, 53.90, 51.23, 48.42, 44.44, 39.82, 39.75 respectively. The study revealed that price of the packages is considered as second factor but where the entertainment is the dominating factor.
- It is found that 49.74% of the respondents have preferred monthly pack because 45.30% of the respondents felt it is financially convenient, 22.00% are not interested to recharge monthly, and 17.40% have an idea to change the package and 15.30% are aware about the availability of add-on-pack.

- Almost 40.58% of the respondents have preferred long term pack and 45.16% recharge the STB for every 12 months under the long term scheme. Where 29.03% took 6 months, 17.42% took 3 months for recharging their STB. Only 5.81% and 2.58% had utilized the benefits of long term scheme. Add-on-pack and al-a-carte pack is preferred by 6.01% and 3.67% respectively. It is come to know that respondents are not aware of al-a-carte scheme.

- The analysis makes clear that the respondents are mainly aware of value-added-services such as movie-on-demand, games, health and fitness tips and educational services. The respondents are highly unaware of value-added-services such as matrimonial service, daily astrology and market information to farmers.

- It is also clear that, almost 90% of the respondents are not willing to utilize value-added-services though they are aware of it. Availability of other technologies insisted 39.78% and 32.24% of the respondents not to utilize the interactive services such as shopping and health and fitness tips respectively. Almost 40% of the respondents did not utilize value-added-services because of its non-availability with their service providers. Some reasons highlighted by the respondents were differential price for each service, non-availability of package and high cost of the channel packs.
9.2.5.3 Subscribers’ attitude towards product features, price and promotions of DTH service providers

- Level of opinion of respondents was also analyzed by the researcher using chi-square test and it is found that 14.14% of the respondents had high level of opinion, 64.40% of the respondents had medium level of opinion and the remaining 21.46% had low level of opinion. Majority of the respondents falls under the category of medium level.

- From the analysis it has been resulted that gender, marital status, monthly income and place of residence did not influenced the level of satisfaction towards product features of DTH services. Age, educational qualification, occupation, family size and nature of residential house have influenced the level of satisfaction towards product features of DTH services.

- A factor analysis also used to find out the opinion of subscribers towards the product features of DTH services and also it shows the factor loadings, eigen values and variance of opinion of subscribers. These factors together explained 58.84% of the variance in the total opinion of subscribers. The first factor named as functional facilities explain the opinion towards product features among the subscribers of 15.39%. Four out of the sixteen variables are clustered in this factor.

- The second factor that consisted of three variables and it explains 12.63% of variance and it is named as additional features. Technical features are the third important factor explaining 11.25% variance. The fourth factor which accounted for 10.44% of the total variance consisted of two variables and it is named as special features. The fifth factor consisting of three variables named as package features and it is accounted for 9.32% of the total variance.
- With regard to recharging facilities, 43.72% preferred to recharge through dealers, 22.99% preferred mobile recharging and 13.61% preferred net banking. Voucher recharging facilitated 10.47% of the respondents.

- The usage of Kendall’s co-efficient of concordance indicated that there is 64.4% agreement between respondents in rating of the opinion about price of DTH services. At 5% of level of significance the table value is 349.8, which is lower than value ‘S’, therefore the null hypothesis is rejected. It is found that there is agreement among the opinion of the subscribers about price of DTH services.

- The analysis makes clear that 51.05% of the respondents are aware of DTH services via television/radio, friends and relatives have influenced 20.68% of the respondents.

- It is observed that television and dealers had created awareness about product packages, offers and price.

- Out of 36 respondents who are retired and students, 13 (36.11%) have watched advertisement more than thrice in a day and out of 79 respondents who are homemaker, 28 (35.44%) have watched it more than thrice in a day. This shows the reach of advertisement via, home maker, retired and students.

- Using the ranking analysis it is found that Sun direct is the best and attractive brand advertiser with an average score of (63.53). The Airtel Digital TV have ranked second (58.18), Tata sky have ranked third (52.87), the fourth and fifth rank is secured by Reliance Big TV (51.61) and Dish TV (51.59) respectively. Videocon d2h (42.97) and DD DTH (26.24) have secured sixth and seventh position.

- It is inferred that the regression co-efficient of variables like Brand name, Duration of relationship with the service providers, Nature of
set-top-box, Times of watching television advertisement, Place of availing DTH services, Type of television, Age, Educational qualification are -0.213, -0.020, -0.034, -0.110, -0.004, -0.003, -0.0467 and 0.198 respectively. The result indicates that if the service providers fail to create positive impact on the brand name the opinion of the respondent’s decreases by 1.070. It is clear from the estimates that, if there is no repeat assertion, the reinforcement falls by 0.075. The results highlight that opinion of the respondents about advertisement decreases by 0.081 for every additional year of age attained by the individual which is because of their lack of interest in viewing advertisement.

9.2.6 Distribution channels of DTH services

- Out of 205 respondents, 92 (44.88%) respondents fall under the age group of 30-40 years.
- Almost 50.73% of the respondents are undergraduates.
- Out of 205 respondents, it is interesting to note that 149 (72.68%) respondents’ earning ranges from ₹ 5,000 - ₹ 10,000.
- It has been found that 40.49% of the respondents have more than 6 years of experience and 36.09% of them have 2-4 years of experience.
- Among 205 respondents, 139 (67.81%) respondents do it as side business.
- Almost 73.17% of the respondents stated that, no training is available to them from the distributors.
- More than half of the respondents, 92 (44.88%) attend annual meeting organized by the distributors.
It is interesting to note that 116 (56.59%) respondents felt that maintenance of subscriber database do not support in achieving marketing strategy.

Regarding the effective promotional technique, 73 (35.61%) of the sample respondents’ preference is advertisement and 42 (20.48%) respondents’ preference is word of mouth.

From the survey it is found that 72.70% of the respondents handle 20-40 complaints in a month, 34.63% and 20.97% of the complaints are about account related and no signal respectively. It is also found that 54.63% of the respondents took 1 day for resolving complaints.

Regarding dealers’ recommendation of brand to potential customers, profit margin is first and foremost factor with a mean score of 43.17 and followed by quality and package plan with a mean score of 32.36 and 24.47 respectively.

Concerning the essentials of dealers from the distributors’ view, create demand, technical knowledge, knowledge about service providers, knowledge about competitors were the most essentials of dealers with a mean score of 4.83, 4.67, 4.50 and 4.33 respectively.

From the dealers’ view, technical knowledge is ranked first with a mean score of 92.90, knowledge about competitors; knowledge about service providers and knowledge about subscribers have secured second, third and fourth rank with a mean score of 90.42, 88.79 and 88.45 respectively.

Nearly 24.39% of the respondents stated that recharging facility in nearby petty shop is one of the ways to retain inactive subscribers.

From the analysis it is clear that dealers are satisfied with timely settlement of claims with an average score of 4.20 and followed by 3.96 for after sales service.
Out of the analysis it is found that competition from cable TV services is the prime problem of dealers, it occupied the first position and its mean score is 4.75 and it is followed by competitive price, poor market design, lack of subscribers’ participation, lack of service recovery, lack of interest about services, lack of advertisement, lack of interest among dealers, sudden changes in package plan and their mean score are 4.25, 3.86, 3.40, 3.36, 3.30, 3.16, 3.14, 3.09 respectively.

Also the problems faced by the distributors at the time of marketing were analyzed. According to them the main problems are competitive price, profit margin, sudden changes in package plan, competition from the Cable TV services, poor marketing design and lack of subscribers’ participation. There is no much variation among the market intermediaries relating to problem at the time of marketing.

9.2.7 Subscribers’ perception towards service quality

A factor analysis is used to find out the dimensions of service quality of DTH services and also it shows the factor loadings, eigen values and variance of perception of subscribers. These factors together explained 72.74% of the variance in the total perception of subscribers. The first factor Reliability explains the perception towards service quality among the subscribers to the extent of 12.41%. Six out of the thirty two variables are clustered in this factor.

The second factor Assurance consisted of five variables and it explains 11.86% variance.

Network Quality is the third factor explaining 11.22% variance and four variables are loaded under this factor. Convenience is the fourth
factor which accounted for 9.89% of the total variance consisted of six variables.

- The fifth factor Tangibles consisting of three variables and it is accounted for 7.39% of the total variance. Responsiveness is the sixth factor explaining 7.24% variance and four variables are loaded under this factor.

- Empathy and Credibility are the seventh and eighth factors that explain 6.49% and 6.21% variance respectively.

- It is also resulted from the analysis about DD DTH is that ‘Right service at first time’ with a factor loading of .758, ‘Connection formalities are simple’ with a factor loading of .891, ‘Feel safe in dealing with service provider’ with a factor loading of .864 and ‘DTH connect me where I am’ with a factor loading of .802 are the variables with the highest factor loadings under factors F1 (Reliability), F2 (Convenience), F3 (Assurance) and F4 (Network Quality) respectively. The variable ‘Working condition of the equipment’ is loaded high with .800 under F5 (Tangibles). The variables ‘Prompt service’ with the highest factor loading of .814 and ‘Service providers have good reputation’ with the highest factor loading of .832 are included under F6 (Responsiveness) and F7 (Credibility) respectively. ‘Maintenance of subscriber database’ with the highest factor loading of .719 constitute under F8 (Empathy).

- From the Factor Analysis, it could be understood that similarity found in the choice of listed variables and rotated variables of DD DTH subscribers and all the subscribers contained under the study. Variables such as ‘connection formalities are simple’ and ‘service provider has a good reputation’ have received the highest loadings in the case of the DD DTH subscribers and the overall subscribers.
under the dimension Convenience and Credibility. The analysis shows that every dimension influences the subscribers’ perception about service quality.

- Regarding service quality perception across various private service providers, using Kruskal Wallis test it is found there were significant differences among the private service providers in offering quality of services to their subscribers. It is found that though all the six service providers provide relative advantages to the subscribers there are significant differences among them in offering quality of services.

### 9.2.8 Cable Television vs. DTH services

- From the analysis of reasons for changing to DTH services by the respondents, it is learned that picture clarity is ranked first (65.42), poor service of cable operator is ranked second (52.76), flexible price is ranked third (48.72), special offers is ranked fourth (48.26), wireless service is ranked fifth (46.39), channel packages is ranked sixth (43.68) and value added service is ranked seventh (41.78). It is observed that they are in need of only the quality service.

- It is inferred that 61.10% of the respondents feel that the DTH is not a costlier service than cable television.

- Out of 530 respondents, 216 respondents have both DTH service and Cable connection in order to view local channels (55.60%) and other reasons are optimality of cost (19%), afford to make late payment (13.40%) and to avoid momentary signal disruption (12%).

- It has been found that the prime promising element of cable television and DTH services are After sales services and Worthiness of subscription with the mean score of 60.41 and 61.18 respectively. In case of cable television, Localized content remains as second promising element with an average score of 59.54. Better service is
the second promising element of DTH services with the mean score of 60.88.

- The highest rating given by the subscribers about cable television service is ‘Most popular transmission service’ with the mean score of 3.89, followed by ‘Long standing transmission service’ with an average score of 3.83.

- The highest rating is given by the subscribers about DTH services is ‘Application of latest technology’ with the mean score of 4.40 followed by ‘Highly advance payment option’ with an average score of 4.07.

- Using the Wilcoxon signed rank test, it is found that there is significant difference among the subscriber’s opinion before and after experiencing the DTH services.

- The study reveals that 62.64% of the respondents have highlighted the scope of future growth and prominent position of DTH service over cable television.

9.3 SUGGESTIONS

9.3.1 Suggestions to Service Providers

Product

- Service providers have to concentrate on the regional channels content on the needs and demands of various subscribers depending their requirements of channels and packages. Demand for High Definition STB has been raised. The numbers of High Definition channels have to be increased in the regional content.

- Instead of seeding the STB in the market, it is required to retain the subscribers and reactivate the inactive subscribers by offering special renewal packs.
Service providers have to avoid addition and deletion of channels in the packages offered without the acceptance of the subscribers.

Service providers have to include the education in the category break-up of channels.

Initiatives have to be taken by the service providers to introduce distance education services in the DTH platform with the aid of Universities to facilitate and target the segment of Home makers.

**Price**

Service providers have to reduce the cost of service to further widen the market and compete with the cable TV.

Opportunities have to be created to the subscribers to experience the interactive services, movie-on-demand *etc.*, by offering at free of cost along with the packages subscribed by the subscribers.

Profit margin for the distributors have to be increased because they are required to maintain cordial relationship with dealers and offer a good commission for promoting the brand of service in the dealers outlet.

**Place**

Outlets have to be established in remote villages by encouraging petty shop owners in the villages.

**Promotion**

Advertisements should be designed to explain the product features elaborately to attract and educate the subscribers.

Advertisement campaign may be organized to reach the potential customers in the remote villages. It can be conducted by service providers with the help of distributors in Virudhunagar district.
From the distributor’s view they are expecting timely supply of High Definition set-top-boxes to meet the demand of potential customers. If the service providers fail to do so, it may create negative impact on the service provider’s brand image. Hence, the service providers have supply High Definition set-top-boxes in time and maintain the balance in demand and supply.

**People**

- Service providers have to increase the number of service engineers for each and every district in the ration of 1:250 subscribers, which aid to attend the complaints that cannot be resolved by the distributors and dealers.

- The training is required to the dealers and service employees, which helps for resolving complaints and reduce the dependability on the service engineers.

**Process**

- For effective function of customer care, service providers have to set up call center for every district or by combining one or more district. It helps for effective complaint resolving.

- The service providers have to make the availability of voucher recharge card and recharging facilities even in petty shops and give grace period to recharge the subscribers’ account after alerting them as which is possible to reduce the delay of subscribing the service.

- Service providers have to reduce the subscribers’ participation at the service delivery, regarding the functions of STB at the time of recharging. Therefore, subscriber’s complaint related to non-rechargeable can be avoided.
Physical Evidence

- The technology of peripherals have to be improved to avoid the problems like Rain fade.

9.3.2 Suggestions to Government

- Government has to increase the number of private regional channels with minimum monthly subscription and introduce the services that are provided by the private service providers in the market. It would help to reach the maximum number of people.

- Government has to educate the subscribers about the rights against the service providers.

- They have to insist the service providers to introduce distance education services in the platform of DTH.

- They have to include the education in the category breakup of channels in all regional channels.

- Government has to increase the number of private regional channels with minimum monthly subscription and introduce the services that are provided by the private service providers in the market. It would help to reach the maximum number of people.

- Government has to take necessary steps to popularize the DD DTH through advertisement and create awareness on the purchasing places of the services.

- Government may open outlet in every district to introduce DTH technology in the remote area of the district.
9.3.3 Suggestions to Distributors and Dealers

- Distributors and dealers have to explain the terms and conditions relating to rental of STB, package details and other services offered etc. to subscribers at the time of transaction.

- Distributions have to insist the dealers to have good relationship with the subscribers and patience in the complaint handling enquiry about the product and services.

9.3.4 Suggestions to Subscribers

- Subscribers have to clearly explain the nature of problem to the concerned representative.

- Subscribers have to be conscious about the service provider’s terms and conditions.

- They have to follow the instruction as per the communication of distributors and dealers at the time of service delivery.

9.4 CONCLUSION

DTH services a symbiosis of technology and entertainment service is the hottest area of development in the service sector. Television is the main source of entertainment to the people of the Virudhunagar district. Through DTH services, the service sector has facilitated enormous benefits in terms of quality service and stress less life. As the study reveals that there are vast opportunities as well as challenges for DTH services in Virudhunagar district, due to technological innovations and significant change in demographic profile of the potential customers, there is huge market potential lying ahead. Hence, in today’s competitive environment, service providers will have to strive to attract and retain subscribers by introducing products, enhancing the quality of subscriber service and marketing a variety of products through diverse channels targeted at specific subscribers.
group. They have to meet the subscribers’ expectation on various aspects of the DTH services. The success of entire market depends upon the marketing efforts of service providers, distributors and dealers. The mandated digitalization would be just a matter of time to change the mindset of the folks of Virudhunagar district to replace the existing cable television services and the enjoy the benefits and win the competitive advantages that will burst out of rivals between DTH services and digital cable television in the near future.

**Further Research to be carried out**

1. “Entry and Exit of Market Players in Marketing of Direct-To-Home Television Services” – A study with reference to Virudhunagar District.
4. Innovative Approaches of Direct-To-Home Television Services: A platform for Entertainment and Education.
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