Chapter- 2

RESEARCH METHODOLOGY

Research Methodology is a procedure designed to the extent to which it is planned and evaluated before conducting their enquiry and the extent to which the method for making decision is evaluated. Research Methodology constitutes research methods used in context of research study and explanation of using a particular method or techniques, so that research results are comparable and evaluated by the researcher himself or by any other person who have keen interest in the study.

2.1 NATURE OF RESEARCH

The nature of research would be applied for it would be aims at finding a solution for an existing problem facing by home Direct To Home service Providers in National Capital Region. This research is based on primary and secondary data

2.1.1 Primary Data

The primary data would be collected through a well designed questionnaire and schedule. The query is both open and close ended featuring the information to be sought from the both subscribers and service providers. The total numbers of questionnaire will be distributed to 400 respondents. The questionnaire will be distributed in area of national capital region where the cluster of subscribers is large and heterogeneous. In case of service provider a detail schedule will be provided to concern authorities of DD direct plus, Dish TV, Tata sky and Videocon D2h.
2.1.2 Secondary Data

The secondary data would be compiled from the information collected from reputed journals, magazines’, e-magazines, website of DTH service providers, and TRAI and newspapers and from books.

2.2 Data Analysis

The collected primary and secondary data would be analyzed through the application of statistical tools chi-square test.

2.3 Sample Selection

The sample for the present research consists of public and private DTH service providers. The public sector’s DTH service provider DD Direct plus is the only Government Company. Regarding respect to private players there are six DTH service providers in DTH arena. These are namely Dish TV, Tata Sky, Sun Direct, Big TV, Digital TV, D2h TV.

The present research work will take into account one public sector service provider, DD Direct Plus, and three private sector’s DTH service providers namely Dish TV, Tata sky and Videocon’s D2h. These providers are selected on the basis of revenue generation and subscriber coverage as on 1 January 2008. The new entrant of Videocon’s D2h has been selected on the basis of advance technology incorporated which by passed all the other DTH service providers due to better performance and comparatively low price.

2.4 AREA OF THE STUDY

The area of present research work is National capital region comprising of states/Union territory like-New Delhi, Uttar Pradesh, Haryana and some part of Rajasthan. The area covered consists of largest number of DTH service provider in both
public and private sector and at the same time the total number of subscriber is large. The area provides heterogeneity in character due to demographic pattern and population.

2.5 PERIOD OF THE STUDY

The present research work comprise of the period between 2008-2012. The reason that can be attributed for this is that many of the private sector DTH service providers started their operations during this period and at the same time the new entrant of Videocon’s D2h in 2009 with the new technology had compelled to limit the period of research.