



A study on the Market Acceptance of DTH in Patna with Special Reference to Tata Sky

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Abstract : *With the change in the government policy with regard to the regulation of the satellite channel, the entertainment industry has undergone a sea change. Now that the Direct To Home has been made compulsory for the reception of the signal from the satellite channel, more and more service providers have joined the bandwagon. The study attempts to analyze how the television viewers in Patna have accepted this change and what drives them to settle down for a particular Direct To Home service provider.*

Key words: *Direct To Home, Market Acceptance, Freebies, Market Position.*

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Introduction :

DTH Service was first proposed in India in 1996. But it did not get approval because there were concerns about cultural invasion. In 1997 the government even imposed a ban when Rupert Murdoch-owned Indian Sky Broadcasting (Sky B) was about to launch its DTH services in India. Finally in 2000 DTH was allowed (www.dishtv.com).

The development of the Direct to Home sector has experienced a major process of transformation in terms of its growth, technological content and market structure in the last decade.

India currently has 6 major DTH Service providers and a total of over 5 million subscriber households. Tata Sky is the main market share holder.

Tata Sky was launched in the year 2006. Tata Sky includes a number of HD Channels and interactive services.

Tata Sky is the most famous brand and occupies good reputation among the target customers. This is due to a strong brand image.

Objectives :

The objectives of the study are:

1. To find out the market share of Tata Sky vis-à-vis other DTH Service Providers.
2. To assess the customer satisfaction level of DTH users in Patna.
3. To compare different DTH Service Providers with Tata Sky.

Hypotheses :

TaTasky is considered to be market leader among the DTH services present in market.

Picture quality is main factor for preferring DTH Services.

Monthly rent of TaTasky is affordable with comparison to other DTH Service available in the market.

Methodology :

Methodology plays an important role in any type of research work. The methodology adopted for eliciting the data required for the study was survey method.

The study is based on both primary and secondary sources for the purpose of data collection. For collecting the primary data, 100 respondents were covered. The respondents were the users of DTH service in Patna.

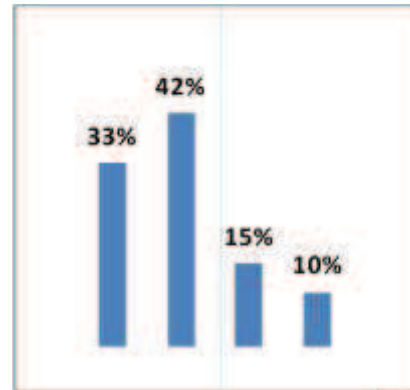
The sampling procedure considered for the study was Stratified Random Sampling. The population considered for the study was heterogeneous. The secondary data was collected from the various documentary sources and relevant websites.

Major findings of the Research :

1. Type of connection being used :

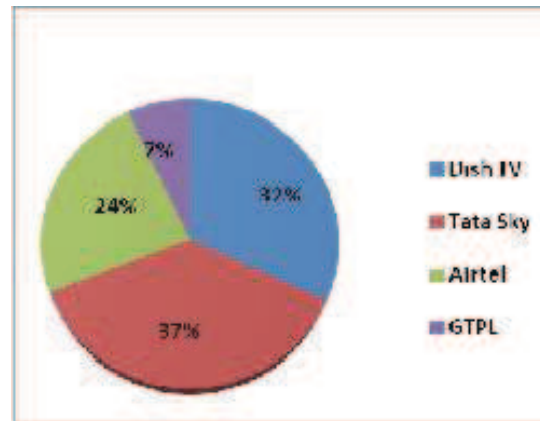
Maximum respondents preferred DTH and cable connection.

Figure 1



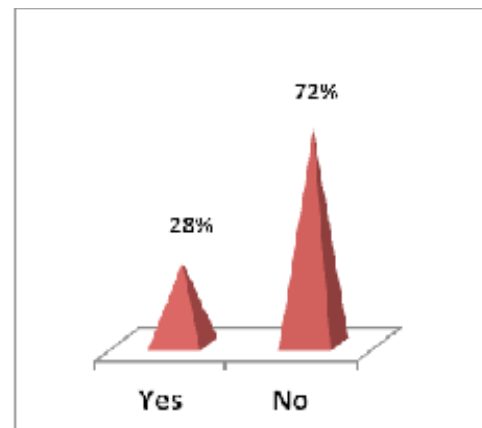
2. DTH Network Subscription - Tata Sky is the market leader, closely followed by Dish TV.

Figure 2



3. Preference of HD facility : The HD facility in DTH connection is not very popular among the respondents.

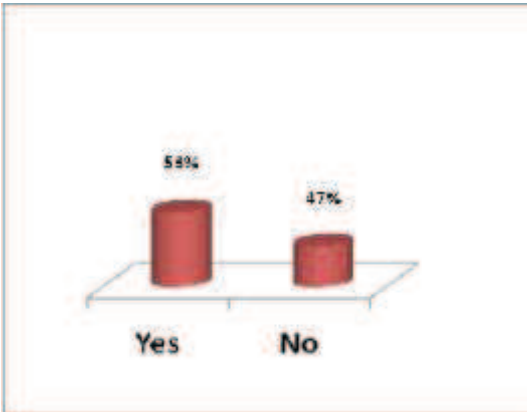
Figure 3



4. Promptness in attending to complaints :

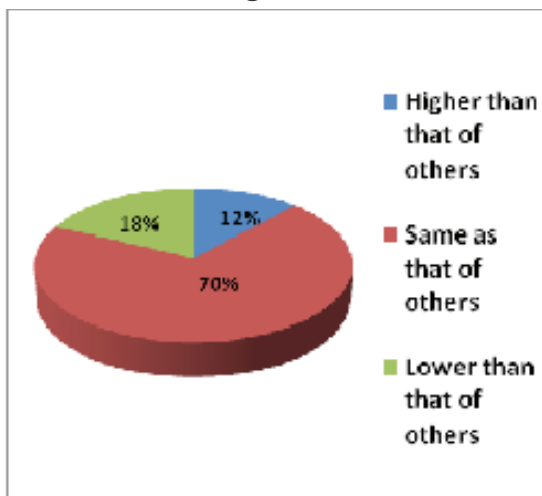
Majority of the respondents' complaints have been attended promptly.

Figure 4



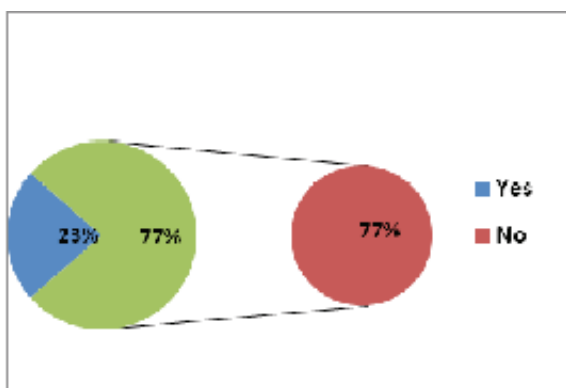
5. **Monthly rental** : Monthly rent of Tata Sky is same as other DTH service providers.

Figure 5



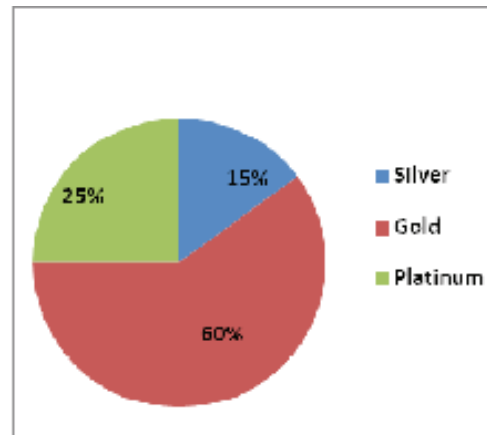
6. **Freebies offered** : DTH service providers do not offer any freebies to the respondents.

Figure 6



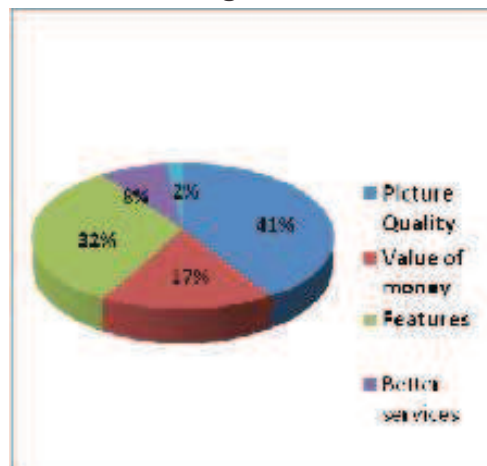
7. **DTH package availed** : The gold package is more popular as compared to platinum and silver package.

Figure 7



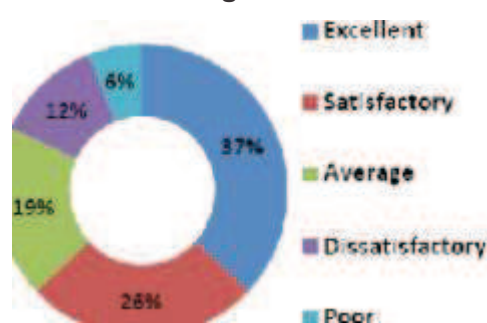
8. **Preferred Features of DTH Service** : Most viewers look for good picture quality rather than other things.

Figure 8



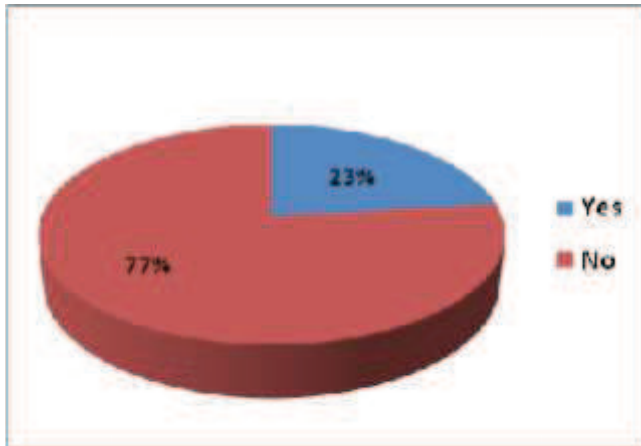
9. **Communication between company and consumer** : Respondents are satisfied with their communication with the company.

Figure 9



10. **Switch over to other service providers** : The respondents did not want to switch over to another service provider.

Figure 10



Impression :

Tata sky is the undisputed leader in the DTH market in Patna. To further consolidate its market position it should undertake aggressive promotional schemes and maintain superior service quality.

Kotler Philip, Keller Kevin (pg. 136). If the performance falls short of expectations, the customer is dissatisfied and if it matches, customer is satisfied and if exceeds, the customer is highly satisfied.

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