

# A Comparative Study on Tata Sky and Videocon D2H Service Providers

Dalavai Vineeth<sup>1</sup>, Dr. B. C. Lakshmana<sup>2</sup>

<sup>1</sup>Student, <sup>2</sup>Assistant Professor,

<sup>1,2</sup>School of Management Studies JNTUA, Anantapur, Andhra Pradesh, India

## ABSTRACT

The Direct-to-Home (DTH) services acquired a key position in Indian TV broadcasting Industry in the last decade. The primary objective of this study is to introduce the key players in the Indian DTH broadcast industry. This study also introduces the benefits of DTH services over conventional cable TV services, and how they become a key competitor to DTH providers by digitizing their services. This study also examines the changes that occur by the introduction of digital broadcasting technology. Keywords: DTH Services, Satellite Technology, India's DTH platforms, Mass Communication, Communication Technology.

**KEYWORDS:** *Satellite technology, mass communication*

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## INTRODUCTION

DTH stand for direct-to-home television. DTH is defined as the reception of satellite programmes with a personal dish in an individual home. DTH does away with the need for the local cable operators can receive satellite programmes and they then distribute them.

## NEED OF THE STUDY

1. This study is useful to verify and to detect whether the customers are satisfied or not by the service providers TATA SKY AND VIDEOCON D2H.
2. This study useful to find out the factors which influence the customers purchasing decisions.

## SCOPE OF THE STUDY

This study deals with the fundamental elements of marketing services of DTH. The scope of the study covers the people of Anantapur city. It deals with the availability of the DTH service providers who involved in the marketing of services through distributors in the study area.

## OBJECTIVES OF THE STUDY

- To study the level of satisfaction of respondents features and services provided by TATA SKY AND VIDEOCON D2H.
- To Identify the change in preferences of customer of TATA SKY AND VIDEOCON D2H.
- To examine the demographic features of respondents in the study area.

## RESEARCH METHODOLOGY

### ➤ Primary data

The primary data is collected through a structured questionnaire.

### ➤ Secondary data

Secondary data is collected through books, company website.

- Mode of survey: Online
- Sample Size: 200
- Sampling technique: simple random
- Research instrument: Questionnaire

## TOOLS AND TECHNIQUES

- One way ANOVA Test

## Charts

- Bar chart
- Tables

## Software

- MS-Excel

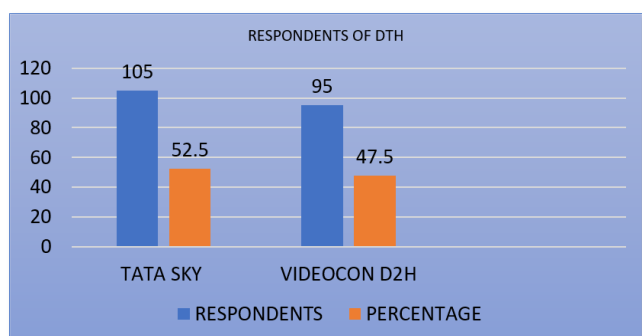
## LIMITATIONS OF THE STUDY

- Data is restricted to Anantapur city only.
- Limited time to focus on customers.
- The study is limited to a sampling size of 200 respondents only.

**Table 4.1: DTH selection of sample respondents**

DTH	RESPONDENTS	PERCENTAGE
TATA SKY	105	52.5
VIDEOCON D2H	95	47.5
TOTAL	200	100

**Chart 4.1: DTH selection of sample respondents**



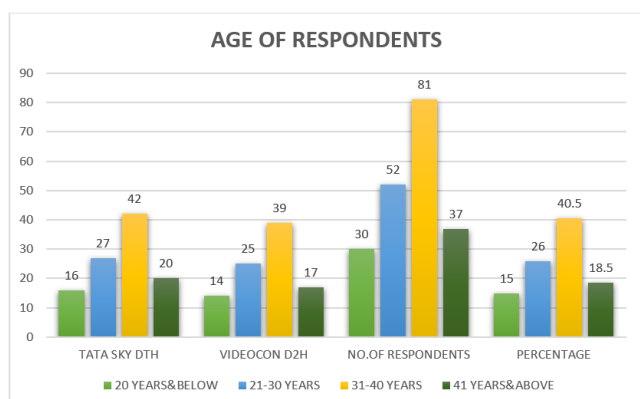
## INTERPRETATION

From the above graph it is observed that 52.5% of the respondents are from TATA SKY DTH and 47.5% of the respondents from VIDEOCON D2H.

**Table 4.2: Age of sample respondents**

AGE	TATA SKY DTH	VIDEOCON D2H	NO. OF RESPONDENTS	PERCENTAGE
20 years below	16	14	30	15
21-30 years	27	25	52	26
31-40 years	42	39	81	40.5
41 years and above	20	17	37	18.5
Total	105	95	200	100

**Chart 4.2: Age of sample respondents**



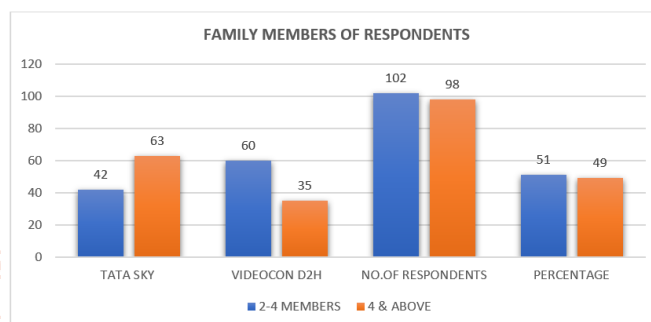
## INTERPRETATION

From the above graph it is observed that more respondents are belongs to 31-40 years age group 42 respondents from TATA SKY and 39 respondents from VIDEOCON D2H.

**Table 4.4: Family members of sample respondents**

FAMILY MEMBERS	TATA SKY	VIDEOCON D2H	NO. OF RESPONDENTS	PERCENTAGE
2-4 members	42	60	102	51
4 & above	63	35	98	49
Total	105	95	200	100

**Chart 4.4: Family members of sample respondents**



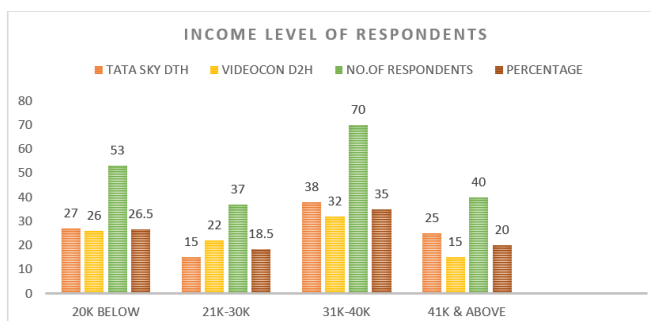
## INTERPRETATION

From the above graph it is observed that most of the respondents (63) belongs to 4&above family members are using TATA SKY DTH and most of the respondents (60) belongs to 2-4 family members are using VIDEOCON D2H.

**Table 4.7: Income level of sample respondents**

INCOME LEVEL	TATA SKY	VIDEOCON D2H	NO. OF RESPONDENTS	PERCENTAGE
20k below	27	26	53	26.5
21k-30k	15	22	37	18.5
31k-40k	38	32	70	35
41k & above	25	15	40	20
Total	105	95	200	100

**Chart 4.7: Income level of sample respondents**



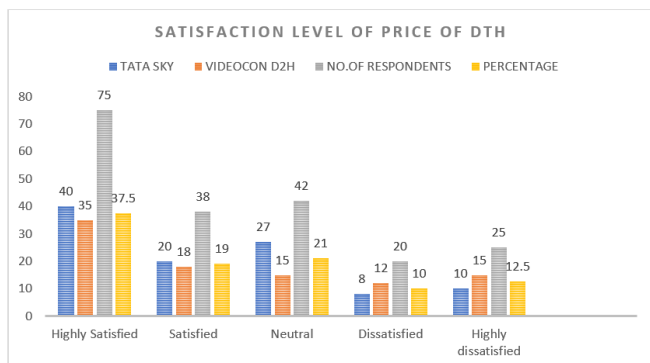
## INTERPRETATION

From the above graph it is observed that most of the respondents from TATA SKY AND VIDEOCON D2H salary range lies 31-40k.

**Table 4.9: Satisfaction level regarding price of their DTH of sample respondents**

SATISFACTION LEVEL	TATA SKY	VIDEOCON D2H	NO. OF RESPONDENTS	PERCENTAGE
Highly satisfied	40	35	75	37.5
Satisfied	20	18	38	19
Neutral	27	15	42	21
Dissatisfied	8	12	20	10
Highly Dissatisfied	10	15	25	12.5
Total	105	95	200	100

**Chart 4.9: Satisfaction level regarding price of their DTH of sample respondents**



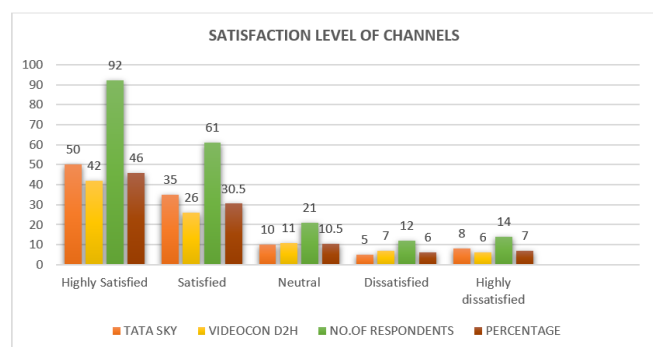
**INTERPRETATION**

From the above graph it is observed that about 40 respondents from TATA SKY DTH and 35 respondents from VIDEOCON D2H are Highly satisfied with price.

**Table 4.10: Satisfaction level regarding Channels of their DTH of sample respondents**

SATISFACTION LEVEL	TATA SKY	VIDEOCON D2H	NO. OF RESPONDENTS	PERCENTAGE
Highly satisfied	47	45	92	46
Satisfied	35	26	61	30.5
Neutral	10	11	21	10.5
Dissatisfied	5	7	12	6
Highly Dissatisfied	8	6	14	7
Total	105	95	200	100

**Chart 4.10: Satisfaction level regarding Channels of their DTH of sample respondents**



**INTERPRETATION**

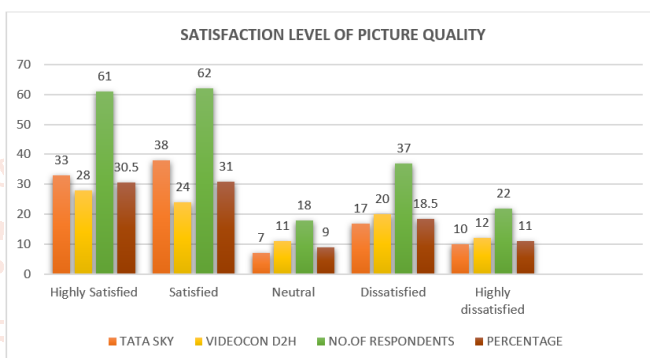
From the above graph it is observed that 47 respondents from TATA SKY DTH and 45

respondents from VIDEOCON D2H are Highly satisfied with no. of channels

**Table 4.11: Satisfaction level regarding Picture quality of their DTH of sample respondents**

SATISFACTION LEVEL	TATA SKY	VIDEOCON D2H	NO. OF RESPONDENTS	PERCENTAGE
Highly satisfied	33	28	61	30.5
Satisfied	38	24	62	31
Neutral	7	11	18	9
Dissatisfied	17	20	37	18.5
Highly Dissatisfied	10	12	22	11
Total	105	95	200	100

**Chart 4.11: Satisfaction level regarding Picture quality of their DTH of sample respondents**



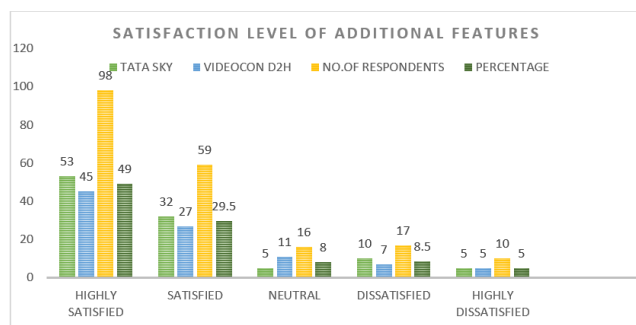
**INTERPRETATION**

From the above graph it is observed that 38 respondents are Satisfied with picture quality of TATA SKY DTH and 28 respondents are Highly satisfied with picture quality of VIDEOCON D2H.

**Table 4.14. satisfaction level of Respondents regarding to Additional Features (Dolby audio, Recording programs, Reminder programs, In built WIFI) of your DTH**

SATISFACTION LEVEL	TATA SKY	VIDEOCON D2H	NO. OF RESPONDENTS	PERCENTAGE
Highly satisfied	53	45	98	49
Satisfied	32	27	59	29.5
Neutral	5	11	16	8
Dissatisfied	10	7	17	8.5
Highly Dissatisfied	5	5	10	5
Total	105	95	200	100

**Chart 4.14. satisfaction level of Respondents regarding to Additional Features (Dolby audio, Recording programs, Reminder programs, In built WIFI) of your DTH**



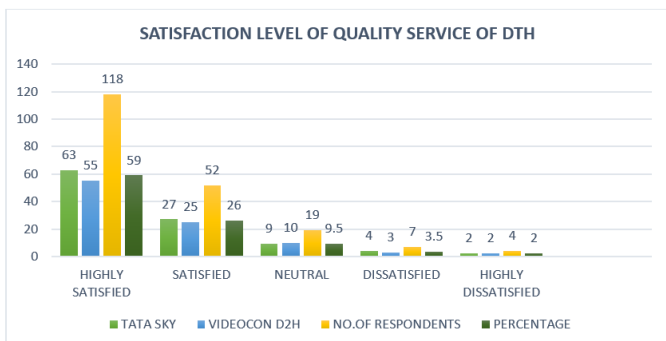
### INTERPRETATION

From the above graph it is observed that 53 respondents from TATA SKY DTH and 45 respondents from VIDEOCON D2H are Highly satisfied with additional features.

**Table 4.15: Satisfaction level regarding Quality Service of their DTH of sample respondents**

SATISFACTION LEVEL	TATA SKY	VIDEOCON D2H	NO. OF RESPONDENTS	PERCENTAGE
Highly satisfied	63	55	118	59
Satisfied	27	25	52	26
Neutral	9	10	19	9.5
Dissatisfied	4	3	7	3.5
Highly Dissatisfied	2	2	4	2
Total	105	95	200	100

**Chart 4.15: Satisfaction level regarding Quality Service of their DTH of sample respondents**



### INTERPRETATION

From the above graph it is observed that 63 respondents from TATA SKY DTH and 55 respondents from VIDEOCON D2H are Highly satisfied with quality service.

#### Hypothesis Testing:

Respondents who are Highly satisfied & Satisfied by the following Attributes of Both TATA SKY & VIDEOCON D2H:

ATTRIBUTES	TATA SKY	VIDEOCON D2H
Price	40	35
No of channels	47	45
Picture quality	33	28
Additional features	53	45
Quality service	63	45

Groups	Count	Sum	Average	Variance
Column 1	5	236	47.2	134.2
Column 2	5	198	39.6	60.8

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	144.4	1	144.4	1.48102564	0.25829414	5.317655072
Within Groups	780	8	97.5			
Total	924.4	9				

### INTERPRETATION

The test statistic is the F value of 1.4810 Using an  $\alpha$  of 0.05, we have  $F_{0.05; 1, 8} = 5.3176$ . since the test statistic is smaller than critical value, we

accept null hypothesis (no significant difference in providing the quality service, features by TATA SKY & VIDEOCON D2H) and reject alternate hypothesis.

### FINDINGS

- Most of the respondents (40) from TATA SKY DTH are Highly satisfied regarding Price in comparison of VIDEOCON D2H respondents (35).
- About (47) respondents from TATA SKY DTH are Highly satisfied regarding no. of channels in comparison of VIDEOCON D2H respondents (45).
- Most of the respondents (33) from TATA SKY DTH are Highly satisfied regarding picture quality in comparison of VIDEOCON D2H respondents (28).
- Most of the respondents (53) from TATA SKY DTH are Highly satisfied regarding Additional features in comparison of VIDEOCON D2H respondents (45).
- About (63) respondents from TATA SKY DTH are Highly satisfied regarding Quality service in comparison of VIDEOCON D2 respondents (45).
- Most of the respondents (81) are 31-40 years age group.
- Most of the respondents (119) are female.
- About 70 respondents' income level ranges 31k-40k.

### SUGGESTIONS

- Both TATA SKY & VIDEOCON D2H need to improve their customer service regarding their issues.
- VIDEOCON D2H need to improve satisfaction of customers regarding additional features.
- VIDEOCON D2H need to improve their picture quality by increasing Bandwidth of signals.
- Both TATA SKY & VIDEOCON D2H have to provide discounts and offers while recharging channel package.
- Both TATA SKY & VIDEOCON D2H need to identify non-DTH users and make them DTH users by providing initial offers

### CONCLUSION

A comparative study on the TATA SKY & VIDEOCON D2H service providers in Anantapur city is conducted in order to understand the reach of customers of DTH their preference, their perception & and also Additional features satisfaction level and also Quality service. TATA SKY respondents are most satisfied with their DTH when compare to VIDEOCON D2H respondents. This would help the above service providers as a part of their market strategies and customer feedback regarding improving their DTH services.

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