

PROBLEMS FACED BY DTH CUSTOMERS IN TENKASI DISTRICT

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Abstract: This study examines the problems faced by DTH customers in Tenkasi District. The study is descriptive in nature and is based on primary data collected from 120 DTH customers through a structured questionnaire using convenience sampling. Frequency and percentage, mean score and ranking, and Chi-square test were used for analysis. The findings show that frequent signal problems are the major issue faced by DTH customers, followed by high monthly recharge cost and delay in complaint resolution. The Chi-square results reveal a significant association between the problems faced by customers and gender and monthly income, while no significant association is found with age, educational qualification and occupation. The study suggests that DTH service providers should improve signal quality, offer affordable recharge plans and strengthen complaint resolution mechanisms to improve customer satisfaction.

Keywords: DTH Services, DTH Customers, Customer Problems, Service Quality

1. Introduction

Direct-to-Home (DTH) service has become an important source of television entertainment and information for households. It provides a wide range of television channels with easy access and better picture and sound quality. The availability of different DTH service providers has also given customers more choices based on their needs, preferences and affordability.

However, DTH customers may face various problems such as signal interruption, service charges, recharge issues, installation problems and delays in complaint handling. These problems may affect customer satisfaction and influence their choice of service provider. Therefore, the present study focuses on the problems faced by DTH customers in Tenkasi District and examines the major issues experienced by them. The study also attempts to provide suitable suggestions for improving DTH services.

Statement of the Problem

DTH services have become an important source of television entertainment for many households, but customers may face various difficulties while using these services. Issues related to signal quality, service charges, channel availability, technical problems and complaint handling may affect the overall user experience. The nature and level of these problems may also differ among customers based on their personal characteristics and usage pattern. However, there is limited information on the specific problems faced by DTH customers in Tenkasi District. Therefore, the present study focuses on understanding the usage pattern of DTH services, identifying the major problems faced by customers, examining their association with selected customer characteristics and suggesting suitable measures for improving DTH services.



2. Review of Literature

Ms. Kamalpreet Kaur and Dr. Amar Inder Singh (2017) have studied "*Problems and Grievance Handling System in DTH TV Services*". A study examined customer satisfaction with the grievance redressal system of DTH services and the problems faced by DTH users in Punjab. The study covered both urban and rural areas and collected primary data through a structured questionnaire. Frequency, percentage and Garrett ranking techniques were used for analysis. The study found that signal problems were the major issue faced by DTH users. It also highlighted the need for better grievance handling and customer service by DTH providers.

Dr. G. Kalaivanan and Mrs. K.G. Umayambigai (2017) have studied "*A Study on Problems Faced by the DTH Subscribers in Erode District*". Now-a-days, the concept of DTH has really become very popular in India and people are looking forward to acquire such services in order to bring entertainment and knowledge into their homes. Consumer prefer DTH than Cable TV because of its clarity and easy availability. But DTH subscribers are facing problems like high installation expenses, high tariff and delayed response to complaint etc. In this paper the problems faced by the subscribers are analyzed in detail.

Research Gap

The existing studies have mainly focused on the general problems and customer service issues faced by DTH users, such as high cost, signal problems and delayed complaint handling. However, limited attention has been given to the usage pattern and problems faced by DTH customers specifically in Tenkasi District. Hence, the present study attempts to understand the usage pattern of DTH services, identify the major problems faced by customers and examine whether these problems are associated with their selected characteristics.

Significance of the Study

DTH Customers

The study helps customers understand the common problems and service issues associated with different DTH providers in Tenkasi District. This may help them make a better choice when selecting or changing their DTH service provider.

DTH Service Providers

The study helps DTH service providers understand the major problems faced by their customers in Tenkasi District. This enables them to identify areas for improvement and take suitable measures to provide better services and retain customers.

Government

The study provides information about the problems faced by DTH customers in Tenkasi District. This may help the government and regulatory authorities take suitable measures to protect customer interests and improve service standards in the DTH sector.

Society

The study contributes to the socio-economic development of society by highlighting the need for accessible, reliable and affordable DTH services. Better DTH services can support wider access to information and entertainment, thereby improving consumer welfare.

Objectives of the Study

- ❖ To study the usage pattern of DTH services among customers in Tenkasi District.
- ❖ To identify the major problems faced by DTH customers in Tenkasi District.
- ❖ To examine the association between selected customer characteristics and the problems faced by them.

- ❖ To suggest suitable measures to improve DTH services.

3. Research Methodology

The study is descriptive in nature and is based on both primary and secondary data. Primary data were collected from DTH customers in Tenkasi District using a structured questionnaire. The questionnaire covered the demographic profile, usage pattern and problems faced by DTH customers.

A total of 120 DTH customers were selected for the study using the convenience sampling method. The collected data were classified, tabulated and analysed using suitable statistical tools.

Frequency and percentage analysis were used to study the demographic profile and usage pattern of the respondents. Mean score and ranking were used to identify the major problems faced by DTH customers. Chi-square test was used to examine the association between selected customer characteristics and the problems faced by them.

Profile of DTH Customers

Table No. 1

Demographic Profile of DTH Customers

Variable	Categories	Frequency	Percentage
Gender	Male	72	60
	Female	48	40
Age	Below 25 years	20	16.7
	25–35 years	40	33.3
	36–45 years	35	29.2
	Above 45 years	25	20.8
Educational Qualification	School level	30	25
	Undergraduate	38	31.7
	Postgraduate	32	26.7
	Others	20	16.7
Occupation	Government Employee	25	20.8
	Private Employee	32	26.7
	Business / Self-employed	35	29.2
	Others	28	23.3
Monthly Income	Below ₹15,000	25	20.8
	₹15,001–₹30,000	42	35
	₹30,001–₹50,000	33	27.5
	Above ₹50,000	20	16.7

Source: Primary Data

The table shows that 60.0 % of the respondents are male, while 40.0 % are female. The majority of the respondents (33.3 %) belong to the age group of 25–35 years, followed by 29.2 % in the age group of 36–45 years, 20.8 % above 45 years and 16.7 % below 25 years. The highest proportion of respondents (31.7 %) are undergraduates,

followed by postgraduates (26.7 %), school-level educated respondents (25.0 %) and those with other qualifications (16.7 %). 29.2 % of the respondents are engaged in business or self-employment, followed by private employees (26.7 %), respondents under other occupations (23.3 %) and government employees (20.8 %). The majority of the respondents (35.0 %) have a monthly income of ₹15,001–₹30,000, followed by 27.5 % earning ₹30,001–₹50,000, 20.8 % earning below ₹15,000 and 16.7 % earning above ₹50,000.

Usage Pattern of DTH Services

Table No. 2
Usage Pattern of DTH Services

Variables	Categories	Frequency	Percentage
DTH Service Provider	Tata Play	34	28.3
	Sun Direct	38	31.7
	Dish TV	26	21.7
	Others	22	18.3
Duration of Using DTH Service	Below 2 Years	28	23.3
	2–5 Years	52	43.3
	Above 5 Years	40	33.3
Monthly Recharge Amount	Below ₹250	30	25
	₹250–₹400	56	46.7
	Above ₹400	34	28.3

Source: Primary Data

The table shows that 31.7 % of the respondents use Sun Direct, followed by 28.3 % using Tata Play, 21.7 % using Dish TV and 18.3 % using other DTH service providers. The majority of the respondents (43.3 %) have been using DTH services for 2–5 years, followed by 33.3 % who have been using the service for more than 5 years and 23.3 % who have been using it for less than 2 years. The highest proportion of respondents (46.7 %) spend ₹250–₹400 per month on DTH recharge, followed by 28.3 % who spend above ₹400 and 25.0 % who spend below ₹250.

Problems Faced by DTH Customers

Table No. 3
Major Problems Faced by DTH Customers

Problems	Mean score	Rank
Frequent Signal Problems	4.12	I
High Monthly Recharge Cost	3.98	II
High Installation and Maintenance Charges	3.26	VI
Limited Channel Availability	3.54	IV
Frequent Service Interruptions	3.41	V

Delay in Complaint Resolution	3.76	III
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Source: Computed Data

The table shows that frequent signal problems rank first with the highest mean score of 4.12, indicating that signal-related issues are the major problem faced by DTH customers. High monthly recharge cost ranks second with a mean score of 3.98, followed by delay in complaint resolution with a mean score of 3.76. Limited channel availability (3.54), frequent service interruptions (3.41) and high installation and maintenance charges (3.26) occupy the fourth, fifth and sixth rank respectively.

Association between Problems Faced by DTH Customers and Selected Personal Characteristics

Table No.4

Chi-square Test for Association between Problems Faced by DTH Customers and Selected Personal Characteristics

Dependent variable	Independent Variables	Chi square value	df	P value	Result
Problems faced by DTH customers	Gender	8.426	3	0.038	Significant
	Age	12.684	9	0.177	Not Significant
	Educational Qualification	10.937	9	0.279	Not Significant
	Occupation	15.762	9	0.072	Not Significant
	Monthly income	18.593	9	0.029	Significant

Source: Computed Data

The table shows the results of the Chi-square test conducted to examine the association between the problems faced by DTH customers and their personal characteristics. The p-value is greater than 0.05 for three variables, namely age (0.177), educational qualification (0.279) and occupation (0.072). Hence, the null hypothesis is accepted for these variables. However, the p-value is less than 0.05 for gender (0.038) and monthly income (0.029), indicating a significant association with the problems faced by DTH customers. Therefore, the study concludes that there is no significant association between the problems faced by DTH customers and their personal characteristics, except for gender and monthly income.

4. Findings

- ★ The majority of the respondents (60.0%) are male.
- ★ The highest proportion of respondents (33.3%) belongs to the 25–35 years age group.
- ★ The highest proportion of respondents (31.7%) is Undergraduates.
- ★ The highest proportions of respondents (29.2%) are Business/Self-employed.
- ★ The highest proportion of respondents (35.0%) earns a monthly income of ₹15,001–₹30,000.
- ★ The highest proportion of respondents (31.7%) uses Sun Direct as their DTH service provider.
- ★ The majority of the respondents (43.3%) have been using DTH services for 2–5 years.

- ★ The highest proportion of respondents (46.7%) spends ₹250–₹400 per month on DTH recharge.
- ★ Frequent signal problems rank first among the major problems faced by DTH customers, with a mean score of 4.12.
- ★ The Chi-square test shows a significant association between problems faced and gender ($p = 0.038$) and monthly income ($p = 0.029$).

Suggestions

- ☞ DTH service providers should improve signal quality and minimise frequent signal interruptions to provide a more reliable viewing experience.
- ☞ Affordable and flexible recharge plans should be introduced, particularly for customers with lower and middle income levels.
- ☞ Customer complaint handling should be strengthened by providing quick response and faster resolution of service-related issues.
- ☞ DTH providers should offer better channel packages and service options based on customers' needs and usage patterns, thereby improving customer satisfaction and retention.

5. Conclusion

The study concludes that DTH services have become an important part of television usage among customers in Tenkasi District. The findings show that Sun Direct is the most commonly used service provider, while most respondents have been using DTH services for 2–5 years and spend ₹250–₹400 per month on recharge. Among the major problems, frequent signal problems were found to be the most important issue faced by the respondents, followed by high monthly recharge cost and delay in complaint resolution.

The study also shows that gender and monthly income have a significant association with the problems faced by DTH customers, while age, educational qualification and occupation do not show a significant association. Therefore, DTH service providers should focus on improving signal quality, offering affordable recharge plans and providing faster complaint resolution. Addressing these issues can improve customer satisfaction and help service providers retain their customers in the long run.

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