BRAND PREFERENCE OF DIRECT TO HOME (DTH) – A COMPARATIVE STUDY ON RURAL AND URBAN CONSUMERS IN KOLLAM DISTRICT

***Chandanraj S.M. **Bindu. V ***Treesa Antony ****Annie K.T**

***Assistant Professor, Post Graduate Department of Commerce, Siena College of Professional Studies, Edakochi – 682010**

****Assistant Professor, Nirmala College of Arts and Science, Meloor**

*****Assistant Professor, Nirmala College of Arts and Science, Meloor**

******Assistant Professor, Nirmala College of Arts and Science, Meloor**

Abstract

Telecommunication is one of the most important sector used by the peoples all over the world. **DTH** is a digital satellite service that provides television viewing services directly to subscribers through satellite transmission anylocation in the country. For a dish is placed outside a home which helps in receiving the signals and broadcasting the transmission onto a television .So the study focused on the brand preference on DTH in Kollam district. 400 samples were taken from 5 taluks of Kollam district and Garrett's ranking method was applied for data analysis.

I. INTRODUCTION

India Direct-To-Home (DTH) market is projected to exhibit a CAGR of around 10% during through 2023, on the back of increasing government efforts towards encouraging the adoption of set-top box services across the country. Moreover, ease of bill payment through online payment systems, growing penetration of DTH across the rural parts of the country and increasing emergence of technologically advanced televisions are expected to positively influence the Direct-To-Home (DTH) market in India over the coming years. Market growth is also anticipated to be driven by increasing number of partnerships between DTH operators and OTT providers over the course of next five years.

Customers prefer a particular brand of DTH depends upon its price, Picture quality, brand name, etc. So the study focused on comparative study of rural and urban consumers regarding the bran preference of DTH in Kollam district of Kerala.

II. STATEMENT OF THE PROBLEM

Telecommunication is one of the most important sector for the peoples all over the world. In India, the direct-to-home (DTH) technology was started in 2003 and since then, it has grown phenomenally. According to a TRAI report, the number of active subscribers has increased from 41 million users in September 2015 to 65.31 million in June 2017. At present, in the distribution industry, DTH holds 33 per cent market share, and digital cable constitutes 29 per cent and about 38 per cent is dominated by analogue cable.

Brand preference of DTH in urban and rural peoples may differ. Some buyers are totally brand loyal, buying only one brand in a product group. Most of the buyers switch over to other brands.

These reasons made the researches to take up the research study entitled "Brand Preference of Direct to Home –A Comparative Study of Rural and Urban Customers in Kollam District in Kerala".

III. OBJECTIVES OF THE STUDY

The main objectives of the present study is as follows.

- To analyze the Socio-Economic status of Rural and Urban respondents in Kollam District of Kerala.
- To study the factors influencing the brand preference of Direct To Home (DTH) operator among rural and urban respondents in Kollam district of Kerala.

IV. METHODOLOGY

The study is based on both primary and secondary data. For the collection of primary data Questionnaire cum interview schedule method were used. Secondary data were collected from books, journals, articles, newspapers and websites.

V. SAMPLE DESIGN

The Kollam District consisted of 5 taluks. From these 5taluks total of 400 samples were taken. 200 respondents from rural areas and 200 respondents from urban areas. Convenient method of sampling were used to choose samples. For the present study the researcher select five popular DTH operators in Kollam District of Kerala. The famous DTH

ISSN: 2278-4632
Vol-10 Issue-5 No. 7 May 2020

operators Which are currently operating in Kollam district are Tata Sky, Sun Direct , Airtel Digital TV, Videocon d2H and Doordarshan DTH.

VI. FRAMEWORK OF ANALYSIS

The collected data were processed with the help of appropriate statistical tools in order to fulfil the objectives of the study. For the present study simple percentage analysis and Garrett's Ranking Technique were adopted.

VII. ANALYSIS INTERPRETATION

This part analyses the socio-economic profile, brand preference, reasons for the selection of particular brand of milk among rural and urban consumers in Kollam District of Kerala in various aspects.

1. GENDER OF THE RESPONDENTS

The following table shows the gender wise distribution of respondents.

Table 1 :Gender of the respondents

Gender	Rural		Urban		Total	
	No. of Respondents	Percent	No. of Respondents	Percent	No. of Respondents	Per cost
Male	130	65.00	140	70.00	270	67.50
Female	70	35.00	60	30.00	130	32.50
Total	200	100	200	100	400	100

Source: Primary data

It is clear from the table that out of 200 rural consumers 130 (65.00%) are male and 70 (35.00%) c are female. Thus majority of the consumers are male in rural area.

Among the 200 urban consumers 140 (70.00%) consumers are male and 60 (30.00%) consumers are female. Thus majority of the consumers are male in urban area.

Among the total 400 respondents 270 (67.50%) consumers are male and 130 (32.5%) consumers are female. Thus majority of the consumers are male.

2. AGE OF THE RESPONDENTS

The following table shows the age wise distribution of respondents.

Table 2 :Age of the respondents

Particulars	Rural		Urban		Total	
Age (in years)	**No. of Respondents**	**Percent**	**No. of Respondents**	**Percent**	**No. of Respondents**	**Percent**
Less than 20	7	3.50	11	5.50	18	4.50
21 – 40	105	52.50	88	44.00	193	48.25
41 – 60	70	35.00	71	35.50	141	35.25
61 and above	18	9.00	30	15.00	48	12.00
Total	200	100	200	100	400	100

Source: Primary data

It is clear from the table, among the rural respondents 7(3.50%) respondents age is less than 20 , 105(52.50%) respondents age ranges between 21-40,70(35.00%) respondents age ranges between 41-60and the remaining 18(9.00%) respondents age is more than 61 and above. most of the rural consumers' age ranges between 21 – 40 years .

The table also shows, among the urban consumers 11(5.50%) respondents age is less than 20,88(44.00%) respondents age ranges between 21-40,71(35.50%) respondents ranges between 41-60 and the remaining 30(15.00%)respondents age is more than 61 and above. Thus Most of the urban consumer's age ranges between 21-40.

Among the total 400 consumers 18(4.50%) respondents age is less than 20,193(48.25%) respondents age ranges between 21-40,141(35.25%) respondents ranges between 41-60 and the remaining 48(12.00%) respondents age is more than 61 and above. Thus Most of the consumer's age ranges between 21-40.

3. OCCUPATION OF THE RESPONDENTS

The following table shows the occupation of respondents.

Table 3 :Occupation of the respondents

Occupation	Rural		Urban		Total	
	No. of Respondents	**Percent**	**No. of Respondents**	**Percent**	**No. of Respondents**	**Per cent**
Government Employee	15	7.50	32	16.00	47	11.75
Private	55	27.50	88	44.00	143	35.75

Employee						
Businessmen	7	3.50	39	19.50	46	11.50
Farmer	112	56.00	12	6.00	124	31.00
Others	11	5.50	29	14.50	40	10.00
Total	200	100	200	100	400	100

Source: Primary data

It is clear from the table 3, among the rural DTH consumers 15(7.50%) respondents have Government job, 55(27.50%) respondents have private job, 7 (3.50%) respondents are businessmen, 112(56.00) are farmers and the remaining 11(5.50%) respondents have other jobs. Thus majority of the rural consumers are farmers.

Regarding urban DTH consumers, 32(16.00%) respondents have Government job, 88(44.00%) respondents have private job, 39(19.50%) respondents have own business 12(6.00%) respondents are farmers and the remaining 29(14.50%) respondents have other jobs. Thus, majority of the urban consumers are private employees.

Regarding the total DTH consumers, 47(11.75%) respondents have Government job, 143(35.75%) respondents have private job, 46(11.50%) respondents have own business 124(31.00%) respondents are farmers and the remaining 40(10.00%) respondents have other jobs. Thus, most of the consumers are private employees.

4. MONTHLY INCOME OF THE RESPONDENTS

The following table depicts monthly income of respondents

Table 4 : Monthly Income of the Respondents

Monthly Income	Rural		Urban		Total	
	No. of Respondents	Per cent	No. of Respondents	Per cent	No. of Respondents	Per cent
Below 5000	38	19.00	3	1.50	41	10.25
5001 – 10000	75	37.50	32	16.00	107	26.75
10001 – 15000	48	24.00	78	39.00	126	31.50
15001 – 20000	25	12.50	61	30.50	86	21.50
Above Rs. 20000	14	7.00	26	13.00	40	10.00
Total	200	100	200	100	400	100

ISSN: 2278-4632
Vol-10 Issue-5 No. 7 May 2020

Source: Primary data

It is clear from table 4 that, among the rural DTH consumer's 38(19.00%) respondents have monthly income less than Rs.5000, 75(37.50%) respondents' income ranges between Rs.5001-10000, 48(24.00%) respondents have income ranges between10001-15000, 30(15.00%) respondents have income betweenRs.15001-20000 and the remaining 14(7.00%) respondents have income more than Rs.20000 per month.

Among the urban DTH consumers 3(1.50%) respondents have monthly income less than Rs.5000, 32(16.00%) respondents' income ranges between Rs. 5001-10000, 78(39.00%) respondents have income ranges between Rs.10001-15000, 61(30.50%) respondents have income between Rs.15001-20000 and the remaining 26(13.00%) respondents have income more

Among the total DTH consumers 41(10.25%) respondents have monthly income less than Rs.5000, 107(26.75%) respondents' income ranges between Rs. 5001-10000, 126(31.50%) respondents have income ranges between Rs.10001-15000, 86(21.50%) respondents have income between Rs.15001-20000 and the remaining 40(10.00%) respondents have income more than Rs.20000 per month.

5. DTH CHOICE OF RESPONDENTS

Table 5 : Brand choice of the respondents

Brand name	Rural		Urban		Total	
	No. of Respondents	Percent	No. of Respondents	Percent	No. of Respondents	Per cent
TATA SKY	38	19.00	45	22.50	83	20.75
SUN DIRECT	63	31.50	55	27.50	118	29.50
VIDEOCON D2H	33	16.50	34	17.00	67	16.75
DOORDAR-SHAN DTH	36	18.00	10	5.00	46	11.50
AIRTEL DIGITAL TV	30	15.00	56	28.00	86	21.50
Total	200	100	200	100	400	100

Source: Primary data

It is clear from the Table No. 5, among the rural DTH consumers thirty eight (19.00%) respondents are choose Tata Sky DTH, 63(31.50%) respondents choose Sun Direct,33 (16.50%) respondents choose Videocon D2H ,36(18.00%) respondents choose Doordarshan DTH and the remaining 30(15.00%) respondents prefer Airtel Digital TV. Thus, majority of the rural consumers are selected Sun Direct DTH.

Among the urban consumers 45 (22.50%) respondents choose Tata Sky, 55(27.50%) respondents choose Sun Direct, 34 (17.00%) respondents choose Videocon D2H, 10(5.00%) respondents choose Doordarshan DTH and the remaining 56(28.00%) respondents choose Airtel Digital TV. Thus, majority of the urban consumers are preferring Airtel Digital TV.

Among the total 400 consumers 83 (20.75%) respondents choose Tata Sky, 118(29.50%) respondents choose Sun Direct, 67 (16.75%) respondents choose Videocon D2H, 46(11.50%) respondents choose Doordarshan DTH and the remaining 86(21.50%) respondents choose Airtel Digital TV. Thus, majority of the DTH consumers are preferring Sun Direct DTH.

6. REASON FOR CHOOSING PARTICULAR BRAND OF DTH AMONG RURAL CUSTOMERS

Table 6 : Reasons for choosing particular brand of DTH among Rural Consumers

Sl. No.	Reasons	Garrett's Mean score	Rank
1	Good Picture Quality	61.43	II
2	Availability of more number of SD & HD Channels	75.34	I
3	Easy availability	52.34	V
4	Reasonable price	45.25	III
5	Brand name	38.32	VII
6	Better Customer Care Support	47.48	VI
7	Offers and Discount	59.43	IV

Source: Primary data

It is clear from the table number 6, that majority of rural consumers prefer the particular brand of DTH because of Availability of more number of SD & HD channels with mean score 75.34 (ranked first),followed by Good Picture Quality with mean score 61.43(ranked 2nd),Reasonable Price with mean score 45.25 (ranked 3rd),Offers and Discount with mean score 59.43 (ranked 4th),Easy Availability with mean score 52.34 (ranked 5 th), Better Customer Support with mean score 47.48 (ranked 6th)and Brand Name with mean score of 38.32 (ranked 7 th).

Thus, majority of the rural consumers prefer particular brand of DTH because of Availability of more number SD and HD channels, Good Picture Quality and Reasonable Price.

7. REASONS FOR CHOOSING PARTICULAR BRAND OF DTH AMONG URBAN CUSTOMERS

Table 7 : Reasons for choosing particular brand of among Urban Customers

Sl. No.	Reasons	Garrett's Mean score	Rank
1	Best Picture Quality	65.25	I
2	Availability of more number of SD and HD channels	58.14	II
3	Easy availability	44.38	V
4	Reasonable Price	56.64	III
5	Brand Name	50.49	IV
6	Better Customer Care Support	40.80	VII
7	Offers and Discount	41.84	VI

Source: Primary data

It is clear from Table No. 7 most of the urban customers prefer a particular brand of DTH depends upon it Best Picture Quality with a mean score of 65.25 (rank 1 st) followed by Availability of more number of Channels 58.14 (ranked 2nd), Reasonable Price with a mean score 56.64(ranked 3 rd), Brand name with mean score 50.49(ranked 4 th),Easy Availability with a mean score 40.80 (ranked 5 th) Offers and Discount with a mean score 41.84 (ranked 6 th) and Better Customer Care Support with a mean score 40.80 (ranked 7 th)

Thus, majority of the urban consumers prefer particular brand of DTH because of its Best Picture Quality, Availability of more number of SD and HD channels, Reasonable Price....

VIII. FINDINGS

Following are the results of the study.

1. Thus majority of the consumers are male.
2. Most of the consumer's age ranges between 21 – 40 years.
3. Most of the consumers are private employees.
4. Most of the consumers earns between 10,001 – 15,000
5. Majority of the DTH consumers are preferring Sun Direct DTH.
6. Majority of the rural consumers prefer particular brand of DTH because of Availability of more number SD and HD channels, Good Picture Quality and Reasonable Price.
7. Majority of the urban consumers prefer particular brand of DTH because of its Best Picture Quality, Availability of more number of SD and HD channels, Reasonable Price.

IX. SUGGESTIONS

Following are the suggestions.

1. The DTH operators try to build good customer relationship with its agent and customers.
2. The companies should create awareness among their brands through various sales promotion techniques and advertisements.
3. Each company should be fix the price comparatively moderate with other brands.

X. CONCLUSION

The study "Brand Preference of Direct to Home – A comparative study in Rural and Urban Consumers of Kollam district in Kerala" determines how far the customers prefer a particular brand over other brand. In order to sustain in the market company should consider better picture quality, maintain reasonable price for channels and easy availability in the markets and it will ensure satisfaction of consumers.

XI. REFERENCES

Journals

- International Journal of Marketing, Financial Services & Management Research (Vol. 1 No. 3, March 2012, ISSN 22773622)
- Radix International Journal of Research in Marketing, Volume 1, Issue 9th September 2012.
- IOSR Journal of Business and Management (p-ISSN: 2319-7668)

Websites

- www.dth.com
- www.sundirect.com
- www.bigtv.com