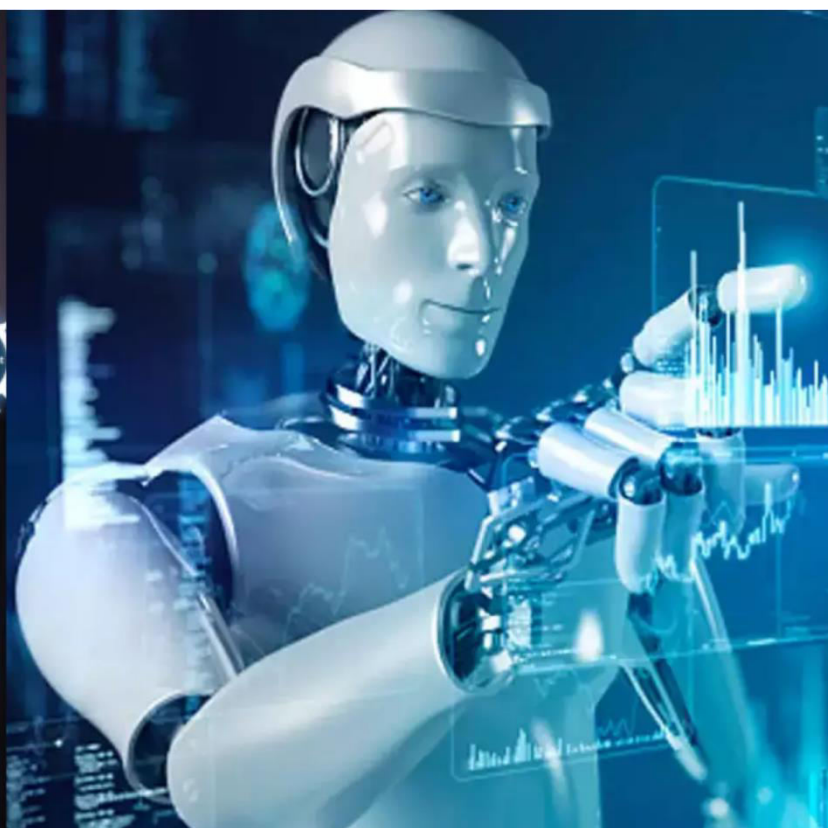




International Journal of Innovative Research in Science Engineering and Technology (IJIRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)



Impact Factor: 8.699

Volume 14, Issue 7, July 2025

A Study on Customer Satisfaction towards DTH Services

Dr. V Anitha, Candice Joenna L, Sree Sandhya G

Assistant Professor, Sri Sairam Institute of Management Studies, Sri Sairam Engineering College, Chennai, India

Scholar, Sri Sairam Institute of Management Studies, Sri Sairam Engineering College, Chennai, India

Scholar, Sri Sairam Institute of Management Studies, Sri Sairam Engineering College, Chennai, India

ABSTRACT: The Direct-to-Home (DTH) television industry in India has witnessed rapid growth over the past two decades, transforming the way television content is delivered and consumed. With several major players such as Tata Play, Airtel Digital TV, Dish TV, and Sun Direct operating in a competitive environment, customer satisfaction has become a critical factor in determining market success and consumer loyalty. This study aims to examine the level of customer satisfaction towards DTH services and identify the key factors that influence it. The research is descriptive in nature and is based on both primary and secondary data. A structured questionnaire was used to collect primary data from a sample of DTH users across different demographic groups. This study provides actionable suggestions for DTH providers to enhance customer satisfaction, such as improving technical support, offering customizable channel packs, bundling OTT content, and simplifying pricing structures. The insights from this research will be valuable to service providers aiming to retain existing customers, attract new subscribers, and stay competitive in an evolving digital entertainment landscape.

KEYWORDS: Customer Satisfaction, Direct-to-Home (DTH), Television Services, Service Quality, Pricing Transparency, OTT Platforms, Channel Packages, Consumer Perception, Technical Support, Digital Entertainment.

I. INTRODUCTION

The Direct-to-Home (DTH) television industry in India has undergone a significant transformation over the last two decades, redefining how consumers access and engage with television content. Enabled by satellite transmission technology, DTH services offer direct broadcast access to subscribers, eliminating the need for traditional cable infrastructure. This innovation has made it possible to deliver high-quality digital content even in remote and underserved areas where terrestrial and cable transmission face logistical challenges. DTH technology operates through a sophisticated network involving broadcasting centers, satellites, encoders, multiplexers, and consumer-end equipment such as dish antennas and set-top boxes. This infrastructure ensures the seamless transmission of audio, video, and data signals directly to individual households, enhancing content delivery through features like High Definition (HD), 4K resolution, interactive services, and digital customization. The evolution of the Indian television landscape—from the state-run Doordarshan in the 1950s to the explosion of cable TV in the 1990s—paved the way for DTH as a response to inefficiencies in analog cable networks. Issues such as non-addressability, limited channel access, and lack of pricing transparency made traditional cable unsustainable in the long run. With the rise of Over-The-Top (OTT) platforms offering on-demand, flexible content, DTH providers are increasingly compelled to reimagine their service delivery, pricing models, and technical infrastructure. This study explores the dynamics of customer satisfaction in the DTH industry by examining key factors such as service quality, pricing transparency, channel diversity, customer support, and signal reliability. By analyzing consumer preferences and pain points, the research aims to provide actionable insights for DTH providers to enhance service delivery, integrate modern digital trends, and sustain relevance in a rapidly evolving entertainment ecosystem.

STRATEGIES USED BY DTH SERVICE PROVIDERS

Bundling of Channels and OTT Integration
Dynamic Pricing and Seasonal Offers
Regional Content Personalization
Technology Enhancement
Multi-Platform Access and Digital Apps

II. REVIEW OF LITERATURE

Sharma & Iqbal (2024) conducted a study focusing on post-pandemic shifts in consumer behavior in the DTH industry. They found that consumers increasingly prioritize “value for money” and expect greater personalization, similar to the OTT experience. The demand for on-demand content and flexible channel selection was significantly higher among younger demographics. The study emphasized the growing pressure on DTH providers to adopt OTT-like features to stay relevant.

Nielsen Survey (2024) reported that 60% of users considered migrating from DTH to OTT platforms, primarily due to lower costs and the availability of flexible content. However, 40% of users still preferred DTH for live broadcasts, regional programming, and uninterrupted sports coverage. This indicates that while OTT content has grown, DTH retains a loyal base for its unique broadcasting strengths. The survey suggested a future where hybrid models may become the norm.

Deshmukh & Patel (2023) conducted a comparative analysis between traditional DTH and hybrid DTH-OTT models. Their findings indicated that customers increasingly favor services that combine DTH with OTT platforms, offering convenience and flexibility. Traditional DTH providers face the risk of losing market share unless they evolve technologically and partner with OTT content distributors. The study reinforced the necessity for innovation in service packaging.

Banerjee (2023) studied consumer satisfaction in urban and rural markets. Urban customers were found to demand advanced features such as HD and interactive content, while rural users prioritized basic access and affordable pricing. Customizable channel packs played a vital role in influencing customer satisfaction across both segments. The study underlined the need for differentiated marketing strategies based on location and income groups.

Mishra & Agarwal (2022) focused on the impact of customer service on satisfaction levels in DTH services. They found that prompt problem-solving, 24/7 customer care, and quick response times significantly boosted user satisfaction. Customers appreciated services that offered flexibility in recharges and bundled content packages. The study advised DTH providers to treat customer support as a strategic priority rather than a cost center.

Alpesh A. Sonil & Dr. Anurag Mehta (2020) analyzed the role of digitalization in transforming the Indian television industry through DTH. Their findings revealed that the shift from analog to digital broadcasting improved content delivery and accessibility. DTH enabled real-time access to diverse programming without dependency on cable infrastructure. They concluded that DTH services played a revolutionary role in India's digital entertainment transition.

Dr. N. Manivannan & Mr. R. Bharathi Rajan (2019) studied the relationship between service quality, trust, and customer satisfaction. Their research showed that trust in the provider, clarity in billing, and content customization were strongly correlated with higher satisfaction.

Need for the Study

1. **Growing Competition from OTT Platforms**
2. **Changing Consumer Expectations**
3. **Service Quality and Technical Issues**
4. **Importance of Customer Retention**
5. **Lack of Recent Consumer-Centric Research**

Primary Objective

- To analyze the overall level of customer satisfaction towards Direct-to-Home (DTH) services in India.

Secondary Objective

- To study the demographic profile of DTH service users.
- To identify the key factors that influence customer satisfaction in the DTH sector.
- To evaluate customer perceptions about service quality, pricing, and value-added features.

III. RESEARCH METHODOLOGY

Research

Research is defined as a systematic process of collecting, analyzing, and interpreting information to enhance understanding of a particular subject. In this study, the research aims to explore customer satisfaction towards Direct-to-Home (DTH) services, focusing on understanding the perceptions, behaviors, and satisfaction levels of DTH users. The study uses both primary and secondary data to gather relevant insights.

Research Design

The research design serves as the blueprint for the study, outlining how data will be collected and analyzed. This research follows a **descriptive research design**, which is ideal for studying the characteristics, opinions, and satisfaction levels of DTH users. The primary objective is to systematically describe customer satisfaction levels, identifying key factors influencing satisfaction and the areas that require improvement.

Types of Data

The research uses both **primary** and **secondary** data for comprehensive analysis:

- **Primary Data**

Primary data refers to the data collected directly from DTH service users through structured tools like questionnaires and surveys. This data is essential for capturing current consumer attitudes, behaviors, and satisfaction levels regarding DTH services.

- **Secondary Data**

Secondary data includes information previously collected and documented by other sources, such as industry reports, research papers, articles, and online sources. Secondary data helps build a theoretical framework for the study and provides a contextual background for primary data analysis.

Data Collection

Data collection involves systematic methods to gather relevant information from the target audience:

- **Primary Data Collection**

Primary data was collected using structured questionnaires. These questionnaires were designed to gather insights about customer satisfaction, focusing on factors like service quality, pricing, customer support, and overall user experience. The data was collected through online surveys and face-to-face interviews to ensure a wide range of responses.

- **Secondary Data Collection**

Secondary data was gathered from published reports, articles, books, and research papers related to customer satisfaction in the DTH industry. This data was used to supplement the primary findings and support the study's theoretical framework.

Questionnaire Design

The questionnaire was designed to ensure it covered various aspects of customer satisfaction towards DTH services. The questionnaire includes:

- **Likert 5-point scale**
- **Multiple Choice Questions**
- **Dichotomous Questions**
- **Open-ended Questions**

Sampling Framework

The study aimed to collect data from a representative sample of DTH users. The sample size was set to 150 respondents to ensure that the findings were statistically significant and could be generalized to a broader population. The sampling method used was **simple random sampling**, where participants were selected at random from a pool of DTH service users. This method ensures that every individual had an equal chance of being included in the survey.

Tools for Analysis

Various statistical tools and techniques were used to analyze the collected data:

- **Percentage Analysis**

Percentage analysis was used to determine the proportion of respondents who expressed satisfaction or dissatisfaction with various aspects of the DTH services. This method helped to compare different groups of respondents based on demographic factors like age, income, and service provider.

Chi-Square Test

- The Chi-square test was used to test the relationship between categorical variables, such as the type of DTH service used and customer satisfaction levels. This test helps in identifying whether there is a significant association between two or more variables.

1. Chi-Square Test (Association between Gender and Satisfaction with Picture Quality)

Result Value	
Chi-Square Statistic	0.287
Degrees of Freedom	1
P-Value	0.592
Expected Frequencies	[18.6, 12.4], [11.4, 7.6]

Interpretation: Since the p-value (0.592) is greater than 0.05, we fail to reject the null hypothesis.

Conclusion: There is no significant association between gender and satisfaction with picture quality in DTH services.

2. Correlation Analysis (Between Pricing Transparency and Customer Satisfaction)

Result	Value
Correlation Coefficient	(r) 0.870
P-Value	0.001

Interpretation:

- The correlation coefficient of 0.87 indicates a strong positive relationship between pricing transparency and customer satisfaction.
- Since the p-value (0.001) is less than 0.05, the result is statistically significant.
- Conclusion: Higher pricing transparency strongly influences higher customer satisfaction among DTH user

IV. CONCLUSION

The study on customer satisfaction towards DTH (Direct-to-Home) services has provided valuable insights into the preferences, expectations, and overall experiences of consumers. Based on the analysis of primary and secondary data, it is evident that customer satisfaction is influenced by several key factors, including service quality, picture clarity, pricing, customer care support, channel availability, and value-added features. Most respondents expressed moderate to high levels of satisfaction with their current DTH service providers, particularly in areas such as picture and sound quality, variety of channels, and easy access to services. However, issues such as high subscription costs, poor customer support, and lack of regional content in some cases have led to dissatisfaction among a segment of users. The study also revealed that consumers expect more flexibility in channel selection, competitive pricing, responsive customer service, and regular updates in content offerings. The study on customer satisfaction towards DTH services has revealed that while customers are largely satisfied with aspects like picture clarity, channel variety, and ease of use, several issues still impact their overall experience. Key concerns include high subscription charges, lack of customizable channel packs, and inadequate customer service. These factors influence the perception and loyalty of users, indicating that satisfaction is not solely based on service delivery but also on affordability, flexibility, and support responsiveness. To enhance customer satisfaction, DTH service providers must focus on offering value-driven packages, transparent pricing, and quick grievance redressal mechanisms. Incorporating customer feedback, providing more regional content, and upgrading technology will help providers stay relevant in a competitive market.

REFERENCES

1. Alpesh, A. S., & Mehta, A. (2020). Technological evolution and the digital revolution of DTH broadcasting in India.
2. Banerjee, S. (2023). Urban vs. rural DTH satisfaction levels and package customization trends.
3. Deshmukh, R., & Patel, A. (2023). Consumer preferences in hybrid DTH-OTT services: A study.
4. Dr. Janak, P. (2019). Brand image and consumer perception in DTH services.
5. K.Murugan, "Patients Satisfaction Towards the Services of The Hospitals with Reference to Vellore District, Tamil Nadu" ISSN: 0090-5674, Volume 13, Special Issue 8, November 2022.
6. Jeyalakshmi, R., & Sagarika, V. (2024). A study on reverse logistics in customer satisfaction through sustainable supply, International journal of multidisciplinary research in science, engineering and technology, 7, 18987-18994, DOI: 10.15680/IJRSET.2024.0712232
7. Kootattu, Jayarajan, et al. "Customers Perception On Branded Apparels–An Empirical Study with Reference to Indian Men’s Garments–Indian Market." NVEONATURAL VOLATILES & ESSENTIAL OILS Journal| NVEO (2021): 8174-8180.
8. Usman Mohideen K S, Suresh R, Comparative Study on Consumer Satisfaction Towards Select Branded Quick Service Outlets with Special Reference to Chennai City, International Journal of Engineering & Management Research, Vol-6, Issue-6 November - December 2016. pp: 81 – 86,
9. Selvakumar, V., Dhayalan, V., Sivagami, & Venkatesh, P. (2024, July). A study on effect of branding on customer buying behaviour with reference to Vellore. In AIP Conference Proceedings (Vol. 2965, No. 1, p. 060012). AIP Publishing LLC.
10. Usman Mohideen KS, Sindhu RU. A study on customer attitude towards multi brand retail. Int J Literacy Educ 2024;4(2):270-275. DOI: 10.22271/27891607.2024.v4.i2d.237
11. Balamurugan, J., & Jeyalakshmi, R. (n.d.). A study on exploring the role of neuromarketing in enhancing brand loyalty with reference to Bikerz Yamaha. Transtellar. (Year: 2022)
12. K.Murugan, A Study on NRI’s Attitude towards Real Estate Industry in India” ISSN :1943-023X,15-Special Issue, PP 697-700, November 2017.
13. V. Muthukumar, Study on consumer buying behavior towards e-commerce, ISSN: 0972-0766, Vol. XCIX, No.03, 2023, P-85
14. Dinesh Kumar S, Hemanth Kumar V, Mediation of attitude toward advertisements in the relationship between advertisements and purchase intention, Indian Journal of Public Health Research & Development, February 2018, Vol.9, No. 2, pp: 411-417
15. Kumar R G & Lokeshkumar S, How Effective is Influencer Marketing Compared to Traditional Forms of Advertising, International Journal of Innovative Research of Science, Engineering and Technology, 13(12), December 2024, E-ISSN: 2319-8753, P-ISSN: 2347-6710, Impact factor: 8.5,
16. Venkatesh, P., Manikandan, M., Murugan, K., Krishnamoorthi, M., Ramu, M., & Senthilnathan, C. R. (2024, October). The Pivotal Role Of Digital Marketing In The Global Market: A Comprehensive Overview. In 2024 International Conference on Power, Energy, Control and Transmission Systems (ICPECTS) (pp. 1-5). IEEE.
17. Keerthana, B., & Karan Kumar, B. (2024). Role of content marketing in forming business strategies. International Journal of Research in Management, 6(2), 433–437
18. V. Anitha and Dr. A. R Krishnan, Situational factors ascendant impulse purchase behavior of Private label brands with special reference to modern trade retail outlets in Chennai, International Journal of Management, 11 (4), 2020, pp. 178-187.
19. Dr R S Anantharajan, Venkata Krishnan “Consumer Preference towards Perfumes” International Journal of Multidisciplinary Research in Science, Engineering and Technology - DOI: 10.15680/IJRSET.2024.0712245 ISSN NO 2582-7219
20. Krishnamoorthy, Murugan & K V, Dinesh. (2023). A STUDY ON CONSUMER PERCEPTION ON EFFECTIVENESS OF SOAP ADVERTISEMENT WITH REFERENCE TO CHENNAI CITY. 9. 559-572.
21. Digital assets for digital natives: Exploring familiarity and preference for cryptocurrency among millennials and Gen Z R. S. Lekshmi1, K. Jawaharrani1, S. Vijayakanthan2, G. Nirmala1, K. Dheenadayalan3, S. Vasantha4, Journal of Autonomous Intelligence (2024) Volume 7 Issue 3 doi: 10.32629/jai.v7i3.1054.
22. Sarulatha, N., Vanitha, V., & Usha, S. (2025). Investigating trust and buying decisions in social commerce sales campaigns. Academy of Marketing Studies Journal, 29(5), 1-9 1528-2678-29-5-223

23. Suresh, V., Maran Chitra, and K. Maran. "A study on factors determining social media on cosmetic product." *Journal of Pharmaceutical Sciences and Research* 8.1 (2016): 1.
24. Usman Mohideen K S, A Study on Impact of Social Media on Online Shopping Behavior of Youngsters, *Ilkogretim Online – Elementary Education Online* Vol.19, Issue: 2, pp: 1914-1925, doi: 10.17051/ilkonline.2020.02.696776
25. Jeyalakshmi, R et al. (2024). The role of artificial intelligence in improving human resource management practices in marketing companies. *Educational Administration: Theory and Practice*, 30, 320–325.
26. K.Murugan, VIRAL MARKETING OF DIGITAL PRODUCTS USING SOCIAL MEDIA”, ISSN: 2319-9016, online ISSN: 2319-9024, Volume. 2, PP. 120-125 (Jan. to Mar. 2013).
27. Dinesh Kumar S, Soundarapandian K, Meera S, Sentience of Career Opportunities and Career Development using Social Media – a Study with reference to Tamil Nadu, *Journal of Big Data Technology and Business Analytics*, Volume-1, Issue-1 (January-April, 2022), pp: 7-14.
28. Maran, K., Priyadarshini, P., Senthilnathan, C. R., Manikandan, M., Kumar, R. G., & Ramu, M. (2024, October). Impact of Artificial Intelligence on Global Healthcare Sector Performance. In *2024 International Conference on Power, Energy, Control and Transmission Systems (ICPECTS)* (pp. 1-5). IEEE.
29. Venkatesh, P., Murugan, K., Ramu, M., Manikandan, M., Senthilnathan, C.R., Krishnamoorthi, M.: A comprehensive investigation to examine the preferences and satisfaction levels of outpatients in relation to the quality of services provided by hospitals in the vellore district. In: *2023 Intelligent Computing and Control for Engineering and Business Systems (ICCEBS)*, Chennai, India, pp. 1–4 (2023)
30. Usman Mohideen, B.Venkateswara Prasad, R. Suresh, An Analytical Study Consumers Buying Behavior towards Men’s Brand Apparel’ *Purakala UGC Care Journal* ISSN 0971 -2143, Vol 31, Issue 21- May, 2020, pp 967-971
31. Maran, K., et al. "Data analysis on mobile payment technology with reference to users’ behaviour of retail goods in India." *2021 4th International Conference on Computing and Communications Technologies (ICCCT)*. IEEE, 2021.
32. Anitha, V., & Krishnan, A. R. (2022). Customer Intention Towards E-Grocery Shopping Apps Using TAM And UGT. *Special Education*, 1(43).
33. Dinesh Kannaa KV and Nivedha SD. Communication about environmental policy and its effects on public perception. *Int. J. Res. Manage.* 2024;6(2):459-464. DOI: 10.33545/26648792.2024.v6.i2e.246
34. K. Dheenadhayalan (Sri Sairam Engineering College, Chennai, India), Joel Jebadurai Devapitchai (St. Joseph's College of Engineering, India), R. Surianarayanan (SA Engineering College, India), and S. Usha (Sri Sairam Engineering College, India) Source Title: *Machine Learning and Modeling Techniques in Financial Data Science*. 10.4018/979-8-3693-8186-1.ch008.
35. Suresh, Vetriselvi, K. Maran, and Shanmuga Priya AR. "A study on impact of an affiliate marketing in e-business for consumer’s perspective." *SP AR-International Journal of Engineering and Technology* 10.2 (2018): 471-475.
36. Dinesh Kumar S, Hemanth Kumar V, Celebrity Endorser & Attitude towards Celebrity results in Purchase Intention – A study with reference to Chennai City, *Scholedge International Journal Of Management & Development* , 2(10), pp: 1 – 8, DOI: 10.19085/journal.sijmd021001
37. Revathy, S & K V, Dinesh. (2025). THE IMPACT OF DIGITAL MARKETING ON CONSUMER BEHAVIOUR. *International Research Journal of Modernization in Engineering Technology and Science*. 6. 2582-5208.
38. Kumar, S. D., Kumar, V. M., Kumar, R. G., & Ramu, M. (2024, April). Elucidating Big Data Analytics by Using Marketing Mix Components for Business Intelligence. In *2024 International Conference on Communication, Computing and Internet of Things (IC3IoT)* (pp. 1-6).
39. Usman Mohideen, B.Venkateswara Prasad, R.Suresh An Investigation of Departments of Customer’s Shopping Behaviour Towards Select Hypermarket – An Empirical Study with reference to South India” *International Journal of Management Studies*, Volume IV, Special Issue 3, November 2017, Pp77-83.
40. Jeyalakshmi, R., & Kuralarasan, N. (n.d.). Assessing the impact of e-commerce growth on logistics efficiency in India. *International journal of innovative research of science, engineering and technology*, 13(12), 20615-20620
41. K.Murugan “A STUDY ON EFFECTIVENESS OF DIGITAL MARKETING IN FMCG WITH REFERENCE TO WEBBOOMBAA” ISSN NO: 2394-3114; Volume 40, Issue: 40(s1), January 2020, 185-190
42. Suresh, R., & Pooja, S. (2024). Evaluating the impact of brand equity on stock market valuation: A cross-industry analysis of global brands. *International Journal of Multidisciplinary Trends*, 6(12), 137–143. <https://doi.org/10.22271/multi.2024.v6.i12b.549>



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA



INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH

IN SCIENCE | ENGINEERING | TECHNOLOGY

 9940 572 462  6381 907 438  ijirset@gmail.com



www.ijirset.com

Scan to save the contact details