



Impact of *Direct to Home* Services on Television viewing habits of Rural Consumers: A Comprehensive Study of Rural area of North Gujarat

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ABSTRACT

In this research paper we show the scope for further growth as television penetration in India. Presently, TV channels are distributed through cable TV, Direct to Home (DTH), terrestrial and Internet Protocol Television (IPTV) networks. Majority of the distribution is through cable TV and DTH platforms. The key entities in cable TV services are Broadcasters, Multi System Operators (MSOs) and Local Cable Operators (LCOs).

Keywords--- DTH, Television, Data

DD Direct+ of Prasar Bharati,
Dish TV of Zee Group
Tata Sky-the joint venture between Tata and Rupert Murdoch's Sky TV
Reliance Big TV
Airtel DTH
Videocon DTH
Sun Direct DTH
DTH Scenario at Gujarat:

Bharti Airtel one of the Asia's leading integrated telecom service provider was recognized as the Best telecom company in Gujarat at the 3rd edition of GESIA Annual awards, given away in Ahmedabad recently. Airtel was chosen for this award from among the leading telecom companies that currently operate in the state of Gujarat. Some of the competitive differentiators that contributed to Airtel's recognition as the best Telecom Company award are: The Airtel e-Gram connectivity infrastructure project is the largest e-governance rural connectivity initiative at the village level. Under this project, Airtel partnered with the Government of Gujarat and set up telecom infrastructure which provides a comprehensive VSAT based solution, connecting Panchayats and Common Service Centers (CSCs) across 13716 villages in the state.

I. INTRODUCTION

A DTH stands for Direct-To-Home Television, DTH is defined as the reception of satellite programs with a personal dish in an individual home. DTH takes away with the need for the local cable operator and puts the broadcaster directly in touch with the consumer[1]. The Indian economy at a GDP growth rate of eight percent, the average Indian's disposable income and purchasing power has risen to all-time-high levels. The Indian entertainment and media industry is growing at a worth of US\$10 billion and will be with a compound annual growth rate of 18 percent over the next five years. The DTH service addresses the needs of a burgeoning market for a wholesome family entertainment service for the over 125-million TV household markets in the country. Terms which were alien to Indians like DTH, Digital Cable, and IPTV are rapidly finding presence in the country's magazines and journals. As per the ASEAN bankers' research report (2007), India would overtake Japan as Asia's largest DTH by 2010 and the most profitable pay-TV market by 2015. Over the last three years, the direct-to-home (DTH) satellite industry has come on strongly worldwide. It has grown from a niche delivery mechanism into a mainstream business. The spread of subscription-based DTH Satellite.

II. KEY PLAYERS IN DTH INDUSTRY (INDIA)

III. TELEVISION VIEWING HABITS OF YOUNGSTERS IN INDIA[3]

When youngsters watch television with their parents their choice always differs. Because youngsters prefer to watch channels like Mtv, Channel V and more of reality and entertainment show. While parents usually watch daily soaps and news, which most of the youngsters do not prefer to watch. There is hardly anything left for the youngsters to watch today because nowadays many daily soaps have been increasing. But there are a couple of channels catering to young audiences between the age group of 18-25 years. The survey which was conducted to find out the television viewing habits among the youth gave us a lot of

information as to what exactly the youngsters prefer to watch on television. And what changes they would like to have on television in future.

Mostly all the youngsters watch reality shows. Like roadies stunt mania Khatro Ke Khiladi, Indian idol, Big Boss, Dance Reality shows, etc. Many of them watch

IV. CURRENT POSITION

The television service sector in the country mainly comprises cable TV services, DTH services, IPTV services and terrestrial TV services provided by Doordarshan, the public broadcaster. As per an industry report[4], total TV households in India were estimated to be 15.5 Crore at the end of year 2012. The Cable TV segment is the largest platform. It has grown significantly with the number of cable TV households increasing from just 4.1 lakh in 1992 to more than 9.4 Crore by the end of March 2012. The DTH platform is also growing with number of DTH households reaching a figure of 5.45 Crore by the end of year 2012. Increase in the subscriber base has also led to commensurate growth on the supply side. India today has a large broadcasting and distribution sector, comprising 828 television channels, around 6000 multi system operators, approximately 60,000 LCOs, 7 DTH/ satellite TV operators and few IPTV service providers.

V. OBJECTIVES OF STUDY & RESEARCH METHODOLOGY: AN IN-DEPTH REVIEW

Television has become the most prominent medium in India for the delivery of information, news, entertainment etc. With revenue of Rs. 34000[5] Crore it represents around 42 percent of the total media industry. The TV industry continues to have scope for further growth as television penetration in India is still at approximately 60 percent of total households. Presently, TV channels are distributed through cable TV, Direct to Home (DTH), terrestrial and Internet Protocol Television (IPTV) networks. Majority of the distribution is through cable TV and DTH platforms. The key entities in cable TV services are Broadcasters, Multi System Operators (MSOs) and Local Cable Operators (LCOs).

As a result, the researcher had framed the following objective for the proposed study:

- To study the television viewing habits of people of North Gujarat since year 2000 till date.
- To review the growth and development of DTH industry in Rural market with special reference to north Gujarat
- To know perceptions and preferences of Rural People for DTH services.i.e. Whether The entertainment criteria like rich viewing

shows on Sab Tv like Tarak Mehta ka Oolta Cashma , Comedy circus ,etc. They say that these shows give them entertainment and refreshment from studies. Some of them also watch Star Movies, HBO, and other movie channels. A few of them watch discovery as well.

experience, low cost, attractive packages and many more as said in to the advertisement get fulfilled or not.

- To identify the key factors of services between the Rural customer and the cable operators who have been ruling the rural market with the major market share till date.
- To identify the attractiveness and effectiveness of the DTH service provider's promotions and schemes for Rural markets.
- To identify the lacking parameters or gap between the DTH service providers and the Rural of North Gujarat.

VI. RESEARCH METHODOLOGY

Title of the Proposed Study:

"Impact of Direct to Home Services on Television viewing habits of rural consumers: Implications for DTH and other potential industries-A comprehensive Study of Rural area of North Gujarat."

Data Source

Both Primary and Secondary Data are considered significantly for carrying out research work. For **secondary data** collection focus imparted on Websites, Magazines, newspapers, journals, Research papers etc and refer thesis, company brochure and literature, periodicals, and other available

Primary data collected through structured questionnaire as well as personal interviews. Personal visit to rural areas of north Gujarat was made to collect the views and suggestions of the rural people (users and non users of DTH Services) and the service providers at North Gujarat level.

Research Design

Exploratory Research Design and Descriptive Design was utilized to explore the rural and Rural Market of north Gujarat.

Research Approach

The research approach for data collection selected is **Survey Method**.

Research Instruments

Rural People: The Rural people were interviewed with the help of structured **questionnaires** which consist of both open and close ended questions.

Service Providers: The service providers i.e. retailers were interviewed on the basis unstructured and personal interview with **qualitative measures**. Their responses were collected on telephone and the personal visits in many areas.

Sampling Plan

Universe: North Gujarat Region consisting of four districts is the Universe for the study

Sample Size: The sample size of research is 4 Districts namely Patan, Mehsana, Banaskantha, and

Sabarkantha, 5 villages from each town were selected based on the heterogeneity of the population. Specifically as followed:

Sr. no.	District name	Village name
1	Patan	Chanasma, Sami, Santalpur, Siddhapur, Patan
2	Mehsana	Becharaji, Unjha, Visnagar, Kadi, Mehsana
3	Banaskantha	Bhabar, Dhanera, Kankrej, Palanpur, Deesa
4	Sabarkantha	Himmatnagar, Modasa, Idar, Bayad, Vadali

Sample: Rural people[6] including users and nonusers of DTH services and few selected retailers of DTH service providers strictly based on stratified Random Sampling will be asked he structured and unstructured questions

Sample Design: This is strictly based on deciding the appropriate sample in the case of Rural Areas, so I have selected stratified random design.

Contact Method

Interviewer enabled questionnaire method consisting of structured questions and personal interview method with unstructured question list adopted for the proposed study

VII. MAJOR FINDINGS AND SUGGESTIONS OF THE RESEARCH

- In the test of Cronbach Alpha and it's based on Standardized Items are positive. That could be included the way DTH affected their family in the purchase of the Clothing and Accessory are average, purchase of the Ready to cook food is Lower rate compare to other, purchase of the Biscuits and other bakery products are Average, purchase of the Ornaments and imitated jewelry are Average, purchase of the Shoes are compare to other High rate, Smart Phones compare to shoes very high rate, Electronic appliances are Lower rate compare to other, Toiletry, Detergent, Fairness products, Cosmetics, Veterinary products and in the Pesticides.
- The research says that 44.3% families watch TV for 4.1 to 6 Hours so the overall impact says that the time they spend is higher compare to the old time prior DTH because in village normally the night was drawn by 8 pm and 96.8% Respondents have own DTH Connection during the research tenure, the lead reason was that the cable connection was not widespread rather still in certain areas it is not specified in many of the villages of north Gujarat.
- 32.7% Respondents use the Dish TV brand of DTH Connections which is the highest for any number. So there are more followers of Dish TV and the main reason can be drawn because of annual plans and schemes. Respondents came to know about the services from advertise Media 46.2% in compare to the other related things.
- The research about usage tenure says that 43.8 % Respondents have been using for 13 to 18 months that is high ratio related to other duration, which means major villages have started using DTH since 1.5 years only. 45.2% Respondents of DTH services have tried Dish TV compare to the other connection which is a remarkable achievement, those who have changed their service providers have already tried dish TV earlier. Which is commendable remark, almost half of the switchers have tried Dish TV
- Yet it needs to be suggested that Dish Tv should focus more on the switchers to convert into loyal one. 59.3 % respondents get the recharge of 150 – 200 per month for their DTH Connection means average spending of villagers after entertainment of TV through DTH is ranging from 150 to 200. 42.3% respondents buy Add – on services of Movie on demand compare to the other Add – on services, they like to watch Movies more than any other activity on TV, so the Movie on Demand is hot favorite in DTH Consumers. 65% respondents don't use the HD/HD+ Service of DTH Connection, may be because in villages either they are satisfied with regular vision or they are unaware about the HD/HD+ Services
- The service providers should focus to market for HD & HD+ facility to gain more customer preference and avoid competition. 69.3% of the respondents do not have the recording facility of DTH Service; again there must be a reason of being unaware of no willingness to opt the service.
- 31% respondents have given the rate of 3 of agree on the Services (Installation) reason for buying the current Brand means they neither agree nor disagree to rely on Services (Installation) for buying current brand. 38.8 % respondents have given the rate of 3 of agree on the Price reason for buying the current Brand means they neither agree nor disagree to rely on Price for buying current brand. 40.2 % respondents have given the rate of 3 of agree on the Resolution reason for buying the current Brand means they neither agree nor disagree to rely on Resolution for buying current brand.

38.7 % respondents have given the rate of 3 of agree on the Ease of recharge reason for buying the current Brand means they neither agree nor disagree to rely on Ease of recharge for buying current brand.

- 61.3% Respondents prefer Short term pack. Respondents are mostly attracted for the Short term pack preference, may be because of saving and different short term packages. We also found that there are many switchers. So they might wait for a good deal in other DTH Service provider. 70.5 % respondents are Average satisfied of their current DTH Services, may be they are not in the mood to change the service at the current time. 84.7 % respondents answered that they did not own Cable connection before DTH, which means major of the households directly bought DTH instead of preferring CABLE. And in north Gujarat there are not many cable operators to provide DTH at the interiors.

The reasons for Switch ...

- The 15.3 respondents did not have much issues with the cable operators, but they thought DTH would be more convenient as they are far away from city and even cables didn't match their requirements in the package compare to DTH services. It was the easy option of DTH for direct packages of their choices. In most of the villages there was a very little service of operators provided, so customers directly proffered the DTH services of Companies.
- It is also found out that they are more focused for the information around the world and refreshment as well. So they view mostly the channels like ETV Gujarati, TV9, AAJ TAK, & SAB TV. 65.2 % respondents Surf another Program during the Commercial Break. **For those who watch Advertisement, the types of commercials they like to watch are...** Only 31.5 % respondents Watch Advertisement during the Commercial Break and most of them like to watch comic and emotional ads for their needed products. 21.2 % respondents have given the rate of 4 to watch product advertisements of Toys and School Gear products very much. 30.2 % respondents have given the rate of 5 to watch product advertisements of Perfumes and Accessories Gear products the most. 38.2 % respondents have given the rate of 5 of Watch product advertisements of Clothing Gear products the most. 24.8% respondents have given the rate of 3 to watch product advertisements of Kitchen Gear products somewhat.
- They are highly affected to buy smart phones and bakery products, where as they also utilize more for electronic appliances, clothing and shoes and up to certain extend they are also affected to buy Ready to cook food, Ornaments

and imitated jewelry, Fertilizers and seeds, Toiletry, Detergent, Fairness products, Cosmetics, Veterinary products, and Pesticides which indicates that their shopping has started being affected post launch of DTH services. There are mainly certain fertilizers' brands like DAP, Puriyas and certain FMCG brands they have started buying because of DTH Services. Mostly of Newly launched Soaps, Shampoos, Detergent Powders, cosmetics etc... of HUL, ITC, DABUR and P & G. in insurance sector they only know one name that is LIC. They did not mention specific brands except LIC, EVERYOUTH, HDFC, AXIS, ICICI, DENA, and other specific FMCG brands mentioned above. There are certain mythological TV channels like SANSKAR, ASTHA even other channels like ETC, M TV, Zee Gujarati, Jagran, UTVAction, and Sports channels which were not available in cable.

Suggestions to the service providers:

- There are many suggestions to SUN Direct and BIG TV, for service improvements and facilities, yet we did not find many suggestions for Dish TV, TATA Sky, Videocon, and Airtel. Those who have the connections are satisfied with the current service providers. Big Tv faces many customer complains, in service, and sun direct in satellite problem. There are more recharges done in Videocon because of the new features every time.

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Annexure:**List of Acronyms**

Abbreviation	Description
CAPEX	Capital Expenditure
CCI	Competition Commission of India
DAS	Digital Addressable System
DD	Doordarshan
DTH	Direct to Home
FM	Frequency Modulated
FTA	Free to Air
GDP	Gross Domestic Product
HHI	Herfindahl Hirschman Index
HITS	Headend in the sky
IPTV	Internet Protocol Television
LCO	Local Cable Operator
M & A	Merger and Acquisition
MIB	Ministry of Information and Broadcasting
MSO	Multi System Operator
OPEX	Operational Expenditure
SMS	Subscriber Management System
STB	Set Top Box
TACTV	Tamil Nadu Arasu Cable TV
TRAI	Telecom Regulatory Authority of India
TV	Television
UT	Union Territory
VoD	Video on Demand