

Customers Attitude and Perception towards Tata Sky DTH a Study in Jalgaon City

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Abstract

The objective behind making this paper is to know the customers satisfaction and how effectively the marketing practices are carried out to attract the customers with their in Satisfaction the tata sky. It takes care of the events and promotions, There are various branding strategies; discount offers, free parking and other promotional activities, Print advertising, via SMS, E-mail, Tele-calling or electronic advertising.

The study seeks to provide a framework to identify the determinants of customer's attitude and perception towards emerging Tata sky service, such as It offers viewers a variety of channels ranging from entertainment, sports, movie and music to news and documentaries in DVD quality and CD quality sound. It also seeks to ascertain the key variables that affects attitude and perception formation towards the Tata sky, and investigates important demographic and social variables, like income, frequency to purchase Tata sky. The highest preference was given to purchase of Tata sky than any other merchandise category in the DTH service.

KEYWORDS: Organized retailing, Tata sky, Consumer attitude, Perception.

Introduction

Customer perception is influenced by a variety of factors. Besides the actual outcome – i.e. did the product or service deliver the expected function and did it fulfill the customers need – the whole process of consumption and all interactions involved are of crucial importance. In today's globalized information driven economy this can also comprise issues like

- How other customers or influencing groups perceive the product or brand
- The degree to which the customer feels the actual marketing campaign addresses the most important issues
- Responsiveness and service quality of any affiliates, e.g. distribution partners

Customer perception is dynamic. First of all, with the developing relationship between customer and company, his perceptions of the company and its products or services will change. The more experience the customer accumulates, the more his perceptions will shift from fact-based judgements to a more general meaning the whole relationship gains for him. Over time, he puts a stronger focus on the consequence of the product or service consumption.

In today's globalization economy competition is getting more and more difficult. it differentiates the services from other brands and products. Consume attitude encompasses a customer's impression, and consciousness about a company or its

offerings. Customer perception is typically affected by advertising, reviews, public relations, social media, personal experiences and other channels.

Tata sky is set to revolutionize television viewing in India through its superior digital picture and sound. The services aim to empower the Indian viewer with choice, control and convenience through its wide array of programming choices and interactive features. It offers viewers a variety of channels ranging from entertainment, sports, movie and music to news and documentaries in DVD quality and CD quality sound.

The cognitive component consists of the total configuration of beliefs and knowledge about a certain object, as well as previously gained experience.

Tata sky has established an extensive customer service network across the country. It has engaged a field force of approximately 3000 service engineers who are complemented by high-end 24*7 call center's manned by multi-lingual customer service associates, trained to solve all customer problems.

Tata sky takes direct responsibility for installing and servicing the hardware at every subscriber's home, thereby ensuring the highest levels of customer service. Tata sky retails the hardware and prepaid recharge vouchers through popular consumer electronic stores to enhance customer convenience. The sky brand, owned by the UK based British Sky Broadcasting Group, brings to the reputation of more than 20 years' experience of satellite broadcasting sky is well known for the innovative products and services launched by BskyB, such as DTH broadcasting in 1989, interactive television services in 1999 and the SKY + personal video recorder in 2001.

Space TV is a TATASTAR Joint Venture, established in 2004, committed to build state of the art digital infrastructure for pay television in India. Space TV plans to introduce a nationwide allow it to reach every Indian home, however remote it may be. The service plans to offer its subscribers best of cable channels, new innovative programming and interactive services. Tata sky satellite television service will redefine your TV viewing experience by offering you greater choice, control and convenience.

OBJECTIVE OF THE STUDY

The study was designed to provide information helpful to 'TATA' in planning and implementing advertising / marketing approaches for TATA SKY NETWORK. More specifically the research attempted to provide answers to the following research questions.

- 1) To find the awareness about various brands of DTH systems.
- 2) To determine important attributes and factors, consumer considers while choosing DTH systems.
- 3) To measure the overall performance of the various brands of DTH systems.
- 4) To identify the major attributes that determines the customers' attitude and perception towards the purchase of TATA SKY

Sample Size

The study was confined to the cities of Jalgaon District; the selected city is heterogeneous in nature and truly represent the cosmopolitan nature of various urban centers of the Indian market..

A representative sample (sample size 100) of the potential and existing users was selected by the methods of judgment sampling. It includes a mix of people from different income group and occupations. Another sample the constituted major dealers were selected by the simple random sampling.

Statement of the problem

Consumers are the masters of their money and they have an enormous influence on the economic market change because they possess the ability to implement and coordinate their choice of spending or saving in the purchase decision. Consumers are influenced by their attitude towards the product and therefore marketers need to implement their strategies and tactics frequently in order to achieve more consumers. Satisfaction and accurate target in finding out what customers are aware and their buying preferences and there by offering products according to this needs will help the industry stake holders to enrich their customer experience and accelerate growth of the market.

The research is based on primary data and required data were collected the Sample of 100 respondents..

Data Analysis and interpretation

Demographic and Socio- Economic Characteristics of the Respondents

Demographic profile		Frequency
Gender	Male	60
	female	40
Age	20-30	12
	31-40	22
	41-50	32
	51-60	25
	Above 60	9
Service Providers	Airtel	11
	Videocon	23
	Dish TV	16
	Tata Sky	43
	Big TV	7
Reason for using	Package	37
	Cost	19
	After Sales	39
	Services	5
	Signal	

	Quality Other Reasons	
Influencer to purchase of tata sky	Spouse	23
	Children	35
	Dealer	2
	Friends	23
	Relatives	17
Pricing level	Suit for me	90
	Need modification	10

Interpretation

As shown in the table, Tata sky are preferred by male customers more than their female counterpart. The age-wise analysis shows that a little more than half of the respondent are in the age group of 31-50 who are the decision makers in the family.

To study the perception of the customers and their attitude towards the Tata sky; the responses were taken on 18 attitudinal statements. These responses were then factor analyze to convert them into lesser number of constructs, which were used to study the customer perception and attitude towards the mall.

From the table we can say that, Children's, Spouse & Friends are the Influencer for the purchase of particular DTH service, 43% customer are purchasing Tata sky.

From the analysis the Respondents prefer Videocon & Dish TV Due to low Pricing of the overall Package; necessary steps have to be taken by the Tata Sky to guide the Consumer that the price is not that high compared to the competitive product.

When respondent study the consumer attitude and perception among 100 respondent the following finding occurred

1. After DOORDARSHAN's wide awareness, TATA SKY and DISH T.V are enjoying the next awareness level in the market.

2. Advertisements play a major influencing role as it is found in 30% of the cases as buying influencer. It is first and also effective medium of consumer awareness of the products in the market. Friends and children constitute for 50% and 24% respectively, who are considered as good influencers as they are the users of the product and their advice is considered in decision making spouse, others and relatives are considered in the hierarchy of influences regarding the purchase behavior knowledgeable people, satisfied consumers and dealers also hold the influencing weight age.

3. 21% of the DTH systems users are of TATA SKY followed by DISH TV, Direct Plus, STAR TV, and SUN Direct. It is found that more than 60% of the potential market is untapped and only few DTH systems are operating in this market. There is an opportunity for TATA to create awareness of the uses of DTH systems among common public thereby increase the consumer life time value share.

4. Majority of the population (67%) feel good regarding overall performance of their DTH systems with regard to the attributes such as price, technology and other added benefits. It is an identification to satisfy consumers by providing these facilities in their DTH systems.

5. Most of the consumers did not consider consumption, service and design while purchasing their DTH Systems .

6. Tata dealers are getting a good margin on the DTH systems from the company; intensive competition in the market has compelled them to pass out major portion of margin provided by the company to the consumers. This resulting in the form of sales at lower price than what the company proposes to sell.

7. TATA's strength lays in its technology, look and advertisements campaign, which is its main future and weakness, durables. DISH TV strength is its brand name, service and reach of the products to consumers and less competition in that segment. Its weakness lies in its product range. Start V with its price and looks has strength and weaknesses are its product parts.

8. Consumers mostly prefer TATA SKY (30%) because of its advertisements and also its low price range.

9. It is found that men take a lead in making the purchase decision (78%) and women areas are shown less interest.

10. It is found that major companies like TATA SKY, DISH T.V, SUN NETWORK and big TV.

The Findings in the paper show that there are many significant factors that together make up the buying decision of the produc Tata skyt. Customers' perception towards a brand is built largely on the satisfactory value the user receives after paying for the product and the benefits the user looks for. In the above study, a large portion of the user is satisfied from tata Sky. It may be because of Services provided and picture quality of the product. However, it should not ignore the competitors like Dish TV, Airtel, Reliance .in order to retain more customers and satisfy them, must fulfill the claims made by the company before any other brand may mushroom up and take away the benefits of marketing .

Conclusions

This study has to enabled to understand the different intricacies that are involved in the buyer behavior to purchase a consumer durable products. The study throws light upon the different DTH systems in the market, with each other to get the attention of buyers. Customers today are bombarded with advertisements in order to catch the attention of buyers. Major systems in DTH system are also involved in durable products to make their brands a success, such as TATA. Brand extensions seem to have worked extremely well for MNCs such as TATA and DISH TV in getting the attention of buyers. The marketer's huge potential with only 12% penetration in the population and indeed a sign for many DTH systems to enter the market. The competition hammered the profits to these companies and lot of money has to be pumped initially, since the market is huge to capture in days to come..

Tata Sky should increase the promotional activities like hoardings, banners etc... and also society welfare programs (Will help to create good image)in rural areas to increase market share.

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