

A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS THE DTH SERVICES IN CHENNAI CITY

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ABSTRACT

Direct-to-Home (DTH) services in India have led to the development of many DTH service providers who are offering various value-added services at competing prices. As a consumer, one has to accurately select the service provider after considering the several factors such as transmission in cold weather, picture quality, plans & packages, package pricing, and other value-added services. Drop in setup and the service costs are making service delivery cheaper for the service provider and the drop in set-top box prices have made DTH viable to Indian users. The study is proposed to find the consumers buying behavior about the DTH services in Chennai city. Further, the research focuses the factors which influence the consumers to prefer to use the DTH services in the study area. The study found that majority 23.9% of the respondents are using Sun Direct DTH services, followed by 17% of the respondents using Tata Sky DTH services. The study found that the factors namely Brand Image, Picture Quality, Tariff and Plans, Quality of Services, and Technology updating significantly influencing the DTH services among the consumers in the study area.

KEYWORDS: *DTH Services, clarity of Channels, Consumer Psychology*