

A Study on Marketing Research on Customer Satisfaction of SUN DIRECT DTH In CUMBUM city

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ABSTRACT: *The present study is based on the satisfaction of SUN DIRECT DTH industry among the customer. The sample survey of 50 respondents was undertaken to find out the satisfaction of SUN DIRECT DTH In CUMBUM city. The study mainly concentrated on general applications, general awareness, advantages and customer preference of SUN DIRECT DTH.*

I. INTRODUCTION

Sun Direct is a joint between the maran Z's sun network family and the astro group of Malaysia. Sun TV entered into an mou with the astro group in January 27, 1997 When Aircel was not in existence, but since the government of India did not allow the use of kuband transponders for dth services the project was put on hold the firm said in statement.

After the dth policy was announced by the government in December 2007, astro picked up a 20% stock in sun direct TV, the stock was valued at approximately & 115 million sun direct TV was registered in February 16, 2004 however, the failed 1 launch of INSAT4C resulted in a lack of transponders. Sun direct spread rapidly all over the country owing to lowest pricing of any dth services in India. In December 2009, sun direct was launched in Mumbai, country's financial capital and announced its pan India launch by 2009 it become the leading dth provider of India with 5.8 million subscribers and soon officially launched its HD servicers in India.

OBJECTIVES:

- ✓ To find out the awareness about using the brand of dth services.
- ✓ To find out the brand preference of choosing the dth services.
- ✓ To find out the usage and benefits of dth services.
- ✓ To analyze services of sun directed.

LIMITATION OF THE STUDY:

- The study restricted to sun direct dth service, and it cannot generalize whole dth industry.
- The sample size of the study is 100 and it may not reflect the interest of the whole population.

RESEARCH METHODOLOGY:

RESEARCH DESIGN

A research design in purely and simple of frame work of plane for a study that guidance to collect the date and to analysis it. The research study is description and analysis in Nature. It is description of the present, it includes survey and fact, finding it is analytical in the senses that it involves analytical of collected data information for the popularity of sun Direct dth users for during statistical study

SAMPLING:

Sampling simple means a few units of population under study are considered for analysis. It is a smaller representation of a large whole of it is the process by which th small part is selected to represent the whole.

SAMPLING SIZE:

The sample plan was made in such a way that the total sample size is taken for the study was 100 samples.

SOURCES OF DATA:

Primary data
Secondary data

PRIMARY DATA:

Primary data are original data from which the researcher directly collects data that have not been preciously collected.

SECONDARY DATA:

Secondary data means collections of data from already published sources. The researcher collected secondary data magazine internet.

METHOD OF DATA COLLECTION:

The data was collected by administering questionnaire is by to the respondents. The questionnaire is by for the most instruments in collecting primary data.

ANALYSIS OF DATA:

Some statistical tools like in the percentage method has been used the data.

SURVEY METHOD

Survey is a ‘fact finding’ study. Under this method of research the researcher is interested in knowing something about the whole population. But rarely does he do it. The data are collected directly from the sample by interviewing with questionnaire at particular periods.

FRAME WORK OF ANALYSIS

The collected data from the customers are processed with the help of following statistical tools.

- Simple average
- Chi- square

CHI-SQUARE

Ageoftherespondence * sundirectdthworthofpricereresopance Crosstabulation

Count

		Sundirectdthworthofpricereresopance				Total
		Very satisfied	satisfied	average	dissatisfied	
Ageoftherespondece	below20	2	2	4	1	9
	21-30yrs	1	1	8	4	14
	31-40yrs	1	9	6	2	18
	above40yrs	2	4	1	2	9
Total		6	16	19	9	50

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.630 ^a	9	.180
Likelihood Ratio	13.949	9	.124
Linear-by-Linear Association	.798	1	.372
N of Valid Cases	50		

a. 13 cells (81.3%) have expected count less than 5. The minimum expected count is 1.08.

HYPOTHESIS

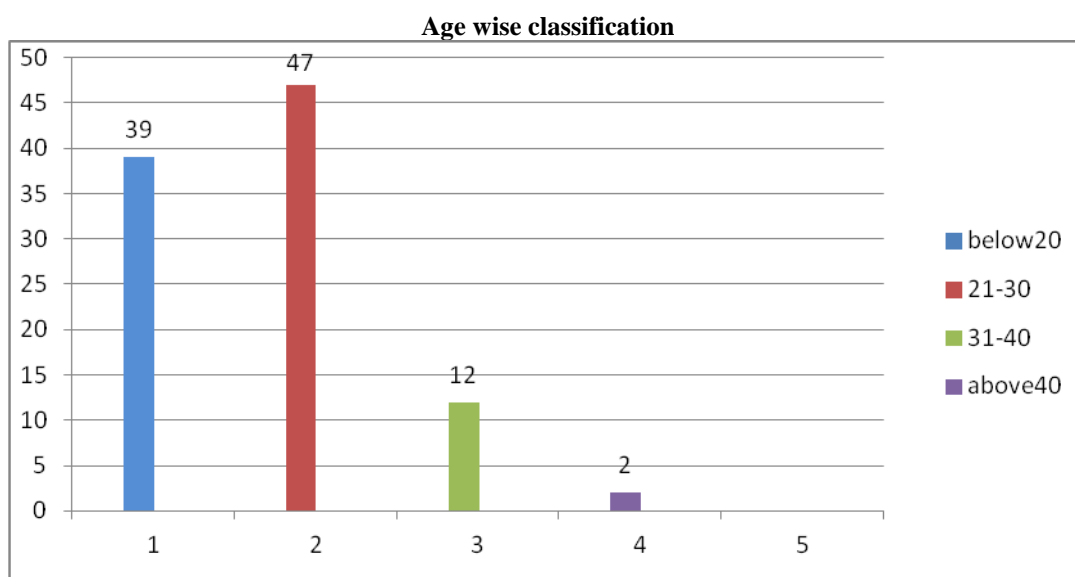
Here H0 is accepted because the calculated value is less than .5, so it indicate there is a relationship between age and satisfaction on sun direct

Age wise Classification

S.No	Particular	No of Respondents	Per cent
1	Below 20	39	39
2	21-30 Yrs	47	47
3	31-40 Yrs	12	12
4	Above 40	2	2
	Total	100	100

Source: Primary Data

Table No.2 shows that age wise classification of the respondents,
 39% of the Respondents are below 20 ages.
 47% Respondents are 21-30 age,
 12% Respondents are 31-40age,
 2% Respondents are above 40age.
 Majority of the respondents (47%) are 21-30year



Findings

1. Majority of the respondents 67% are belonging to male gender.
2. It is observed that the age of majority of the respondents 47% between 21-30 Years.
3. Majority of the respondent 61% family type through Nuclear.
4. Majority of the respondents 51% were married.
5. The researcher observed that the majority of the respondent 61% income level is Rs.5000-10000

SUGGESTION

The researcher found that the image about of Sun Direct dth service is very high. The proper image building advertisement

The customers perceive the picture and sound quality of sun Direct dth is very good satisfaction.

The customers like a price, offers, service, quality, channels package, and value added service is the fulfillment the sun direct dth.

And good standard of the sun direct dth.

II. CONCLUSION

As mentioned earlier, Indian dth, industry is an growth stage. Many new players are entering the market. so it necessary to differentiate the brand using unique positioning message in the mind of customer. In this content to study is to get a overview of the customer satisfaction of dth service

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