

A Study on Consumer Brand Preference with Reference to DTH in Rural Area

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Abstract

Indian rural market has a vast size and demand base. Considering this huge potential markets, companies started to concentrate more on this markets. One of them is DTH service, the offerings given by cable is not enough so the evolution of DTH came into existence. And its impact is now spread to rural markets also. Though it is a fact the buying behavior of any product or brand is based on the brand preference factors of a consumer. The study reveals the relationship between consumer brand preferences with purchase decision of customers towards DTH services. Finally the researchers found that most of them go with DTH rather than cable, because of its poor network and facilities. **Objectives:** The objectives of the study are to find the association between demographic factors and brand preference of the respondents of DTH users in rural areas; to study the variation between demographic factors and brand preference; to understand the effect of study variables such as cost, features, convenient services and support facilities on brand preference, to examine the relationship between brand preference and purchase decisions and to find out the effect of brand preference on purchase decisions. **Method/Analysis:** The researchers have collected primary data from 100 respondents from the customers of DTH by applying the structured questionnaire. The statistical tools such as Chi square test, one-way ANOVA and regression analysis were adopted for analysis purpose. **Findings:** There is association between the demographic factors viz., age, area, monthly income of the respondents with the Consumer Brand Preference. The research results also revealed that there is no association between the gender of the respondents and the Consumer Brand Preference. From the regression results, the researcher found that the Brand preferences do not vary with the demographic factors namely gender, age and area of the respondents. The results also revealed that the Brand preference do vary with the income of the respondents. The results revealed that there is a significant relationship between Consumer Brand Preference and Purchase Decision. There is a significant effect of Consumer Brand Preference on Purchase Decision. **Applications/Improvements:** The DTH has to consider the suggestions out the study results for further improvement in sales and services by comparing with other competitors. The study will enhance the organization to come out with best outcomes.

Keywords: Consumer Brand Preference, DTH, Purchase Decision

1. Introduction

India is a place that is known for differing qualities where around 70% of the populace lives in towns. There are 600,000 towns in India, in it 25% of towns record for 65% of the aggregate provincial populace, which demonstrates the tremendous capability of this business sector. Brand Preference is one of the markers of quality of a brand in the hearts and psyches of clients. It speaks to which brands are favored under suspicions of uniformity in

cost and accessibility. It mirrors a hankering to use particular products and services despite while there are valued available one as options. There comes Customers' unwaveringness.

Inclination, the term connotes attractive quality or choice of an option. It can be further seen as a buyer's inclination towards a brand that changes as indicated by the intellectual, full of feeling and co local impacts that the brand has had on the purchaser. It likewise suggests buyer's biasness towards a specific brand as an aftereffect of the

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purchaser’s discerning, enthusiastic or behavioral reactions towards the brand recommendation and advertising procedure. In a reasonable situation, brand inclination shows a longing to search out a particular item or administration regardless of the fact that it suggests paying progressively or exhausting more push to discover it.

2. Study Variables

The researchers have chosen demographic factors viz., Gender, Age, Area and Monthly income. The study factors such as Cost, Features, Convenient facilities and Support facilities as independent factors to study the brand preference towards consumer purchase decision as outcome factors.

3. Objectives of the Study

- To study the association between demographic factors and brand preference of the respondents of DTH users in rural areas.
- To study the variation between demographic factors and brand preference.
- To understand the effect of study variables such as cost, features, convenient services and support facilities on brand preference.
- To examine the relationship between brand preference and purchase decisions.
- To find out the effect of brand preference on purchase decisions.

4. Conceptual Framework

The conceptual framework have been development and presented in the followed Figure 1.

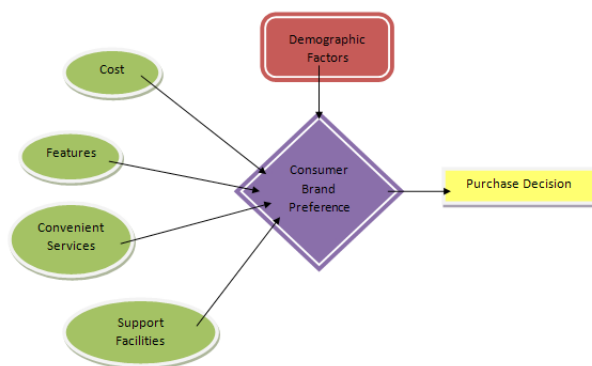


Figure 1. Conceptual model – consumer brand preference.

5. Statement of the Problem

The researcher undergone to study and understand the reach of DTH and its various services towards rural area, their impact and their influence over the purchase decision of the services rendered by those DTH service providers. This study helps to meet the rural people’s expectation and also helps the DTH service providers to know about the rural consumer preferences and their impact over purchase decision of a product.

6. Limitations of the Research

This study is restricted to rural areas. Researchers have chosen 100 samples from selected villages near Kumbakonam, Thanjavur District. The results may vary according to the perceptions and opinions of the respondents.

7. Research Methodology

This research is based on the analytical in nature. The primary data were collected through the structured questionnaire with the sample size of 100 by adopting simple random sampling and snow-ball method. The statistical tools such as chi-square test, ANOVA and Regression analysis were applied to meet out the study objectives. The study variables have been chosen in two dimensions viz., Demographic variables, Independent variables and Consumer preference as outcome variables.

8. Hypothesis Statements

- There is no association between demographic factors of respondents and the Consumer Brand Preference.
- Individual factor do not vary with the demographic characteristics of the respondents.
- There is no significant effect of individual factors on Consumer Brand Preference.
- There is no relationship between Consumer Brand Preference and Purchase decisions.

The DTH study uncovers that picture quality, customer service, sensible cost as an alternative of different components are to be focused by DTH administration to build their business more successful¹. A group of authors conducted a survey to identify the purchase intension of DTH customers using Fishbein model². The authors analyzed the satisfaction towards DTH Services from

Table 1. Demographic profile of the respondents

Sl. No.	Demographic Factors						
1.	Gender	Male			Female		
		52			48		
2.	Age	<20	20-30	30-40	40-50	50-60	>60
		16	22	28	17	14	3
3.	Area	Aathanur	Analagraharam	Devanodai	Pattavarthy	Semankudi	
		16	18	40	15	11	
4.	Monthly Income	5000-10000	10000-15000	15000-20000	20000-25000	>25000	
		12	22	34	20	12	

Source: Primary Data

different dimensions like Quality, Price, Staff Behavior, and distribution and promotion policy of the organization³. To understand the customers perspective on service quality, their preference and the extent of satisfaction experienced by the customers⁴. The authors expressed in their diary the inclination of the clients in Coimbatore city among these different administrations. The study focuses that the factors like features and its effect of DTH⁵.

A particular researcher in her diary directed a study and taken a specimen of 120 respondents. Larger part of the respondents are favored the sort of sun direct DTH as it were. Henceforth the maker of the sun direct DTH can use the business sector opportunity by the enhance the nature of the item and expansion the business advancement procedure to build the offers of sun direct DTH⁶. The researchers have expressed that how DTH is connected with the link furthermore about the part of DTH in provincial and urban regions⁷. "DTH stages worldwide are concentrating on expanding ARPU (Average Revenue Per User) by pushing premium administrations, the NSR report predicts that worldwide DTH industry incomes will develop from \$70 billion in July 2010 just \$100 billion in 10 years, i.e., by 2018"⁸.

9. Data Analysis and Discussion

The Table 1 depicts that 28% of respondents were in the age group of 30-40 years. The Table also shows that 52% of respondents were male and the rest of respondents were female. 48% of respondents were married and the rest of respondents were unmarried. 20% of respondents were in the monthly income group of Rs. 20,000 to Rs. 25,000.

It also depicts that 34% of respondents were in the middle level of employment position. The majority of the respondents (40%) are from the area Devanodai and others respondents are less than 20%.

Table 2. Service providers of the respondents

Sl. No.	Service Providers	No. respondents
1.	Videocon	2
2.	Airtel	25
3.	TATA Sky	11
4.	Sun Direct	18
5.	Dish TV	20
6.	Big TV	10
7.	Reliance	12
8.	Others	2
Total		100

Table 2 depicts the service providers most of the consumers prefer, 25% of people prefer Airtel, and second most 20% of people prefer Dish TV.

Table 3. Chi-square test between demographic factors and consumer brand preference

Sl. No.	Factors	χ^2 Value	Sig.	Decision
1.	Gender	.160	.689	Accept
2.	Age	21.080	.001	Reject
3.	Area	26.300	.000	Reject
4.	Monthly Income	16.400	.003	Reject

(* = Ho accepted at 5% significance level)

Hypothesis (H_0): There is no association between demographic factors of respondents and the Consumer Brand Preference.

From the Table 3 it was found that null hypothesis is rejected ($p < 0.05$) and it was concluded that there is association between the demographic factors viz., age, area, monthly income of the respondents with the Consumer Brand Preference. The researcher also concluded that there is no association between the gender of the respondents and the Consumer Brand Preference, since the null hypothesis is accepted.

Table 4. Brand preference and the demographic characteristics of the respondents – One way ANOVA

Sl. No.	Demographic Factors	F	Sig.	Decision
1.	Gender	.758	.555	Accept
2.	Age	1.350	.257	Accept
3.	Area	.899	.468	Accept
4.	Monthly Income	4.073	.004	Reject

(*H0 accepted at 5% significance level)

Hypothesis (H₀): “Brand preference” does not vary with the demographic characteristics of the respondents.

From the Table 4, the researcher found that the Brand preference do not vary with the demographic factors namely gender, age and area of the respondents at 5% significance level (p>0.05). Further it is also concluded that the Brand preference do vary with the income of the respondents.

Table 5. Un-standardized coefficients of regression model – individual factor and consumer brand preference

Sl. No.	Predictors	Un-standardized Coefficients		Sig.
		B	Std. Error	
	(Constant)	0.239	0.452	.000
1.	Cost	0.246	0.164	.036*
2.	Features	0.153	0.156	.048*
3.	Convenient services	0.187	0.190	.405*
4.	Support facilities	0.096	0.139	.014*
		R = 0.714	R² = 0.510	

* = significance at 5% level

* (If the sig. of p is less than 0.05, and it indicates that the concerned factor is significant in the model)

Hypothesis (H₀): There is no significant effect of individual factors on Consumer Brand Preference.

The Table 5 shows that the predictor variables viz., cost, features, convenient services and support facilities (p<0.05) are statistically significant determinants towards Consumer Brand Preference. The researcher also found R and R² values of the model. The R value represents the simple correlation and is 0.714, which indicated a high degree of correlation between the study factors and Consumer Brand Preference. The R² value indicated that 0.510 (51%) of variance in dependent variable “Consumer Brand Preference”, is explained by the independent variables.

Hence, there is significant effect of individual factors viz., cost, features, convenient services, and support facilities on Consumer Brand Preference.

The significant individual factors with predictors’

values towards Consumer Brand Preference are shown as regression model in the Figure 2.

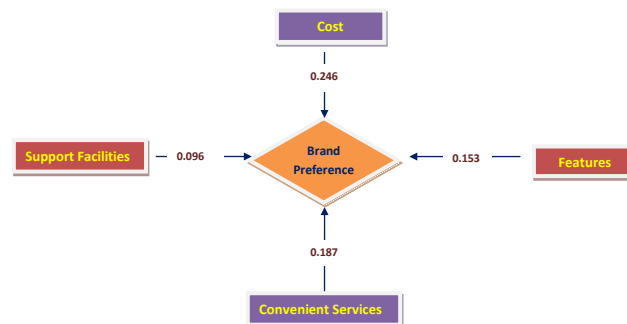


Figure 2. Regression model - study factors and consumer brand preference.

Table 6. Chi-square test between consumer brand preference and purchase decision

Sl. No.	Factors	χ ² Value	Sig.	Decision
1.	Purchase Decision	22.700	.000	Reject

(* = H₀ accepted at 5% significance level)

Hypothesis (H₀): There is no significant relationship between the Consumer Brand Preference and Purchase Decision as outcome factor.

The Table 6 shows that significance of the chi-square values are less than 0.05, hence the null hypothesis is rejected and it is found that there is a significant relationship between Consumer Brand Preference and Purchase Decision as outcome.

Table 7. Un-standardized coefficients of regression model – consumer brand preference and purchase decision

Sl. No.	Predictors	Un-standardized Coefficients		Sig.
		B	Std. Error	
	(Constant)	.348	.515	.000
1.	Consumer brand preference	.285	.151	.013*
		R = 0.709	R² = 0.504	

Hypothesis (H₀): There is no significant effect of Consumer Brand Preference on Purchase Decision.

The Table 7 shows that the predictor variable – consumer brand preference (p<0.05) are statistically significant towards purchase decision. The researcher also found R and R² values of the model. The R value represents the simple correlation and is 0.709, which indicated a high degree of correlation between the Consumer Brand Preference and consumer purchase decision.

The R^2 value indicated that 0.504 (50.4%) of variance in dependent variable “Purchase Decision”, is explained by the independent variable.

Hence, it can be inferred that there is a significant effect of Consumer Brand Preference on Purchase Decision.

10. Results and Discussion

Researcher found that 28% of respondents were in the age group of 30-40 years. The results also showed that 52% of respondents were male and the rest of respondents were female. 48 % of respondents were married and the rest of respondents were unmarried. 20% of respondents were in the monthly income group of Rs. 20,000 to Rs. 25,000 and 34% of respondents were in the middle level of employment position.

From the chi-square test, it was found there is an association between the demographic factors viz., age, area, monthly income of the respondents with the Consumer Brand Preference. The research results also revealed that there is no association between the gender of the respondents and the Consumer Brand Preference. From the regression results, the researcher found that the Brand preferences do not vary with the demographic factors namely gender, age and area of the respondents. The results also revealed that the Brand preference do vary with the income of the respondents.

The predictor variables viz., cost, features, convenient services and support facilities are statistically significant determinants towards Consumer Brand Preference.

The results revealed that there is a significant relationship between Consumer Brand Preference and Purchase Decision. The predictor variable – consumer brand preferences are statistically significant towards purchase decision. There is a high degree of correlation between the Consumer Brand Preference and consumer purchase decision and it can be inferred that there is a significant effect of Consumer Brand Preference on Purchase Decision.

11. Recommendations

According to the study results, there is a positive relationship between the factors viz., the rural people responses and their Brand Preference over the DTH. The study also emphasizes that the DTH dealers have more scope and importance that if they provide them with still

better features, the number of customers in rural areas can be improved drastically. The study involves customer preferences which say that the DTH Brand “Airtel” is preferred more than the other brands. So the other brands should give importance to the strategies that they implement. Continuous innovation through R&D as well as through surveys, customer need and problems should be found out which pave way to give useful and profitable results to the customers and brands.

12. Conclusion

Consumer Brand Preference plays a vital role in Purchase Decision of a customer. It depends on many factors, the present research results with crucial factors viz., Demographic factors and individual factors (Cost, Features, Convenient Services and Support Facilities and Services) which are having the positive effect. Thus, Consumer Brand Preference is the important driver towards the purchase. The DTH Brands should establish more outlets in rural since the market demand is trending upwards.

13. References

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