

# Customer Satisfaction on Tata Sky Services In Bidar City at Vasavi Times & Gifts Bidar

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**Abstract-** *In recent days more customers are switching towards TATA SKY services rather than other competitor services like Videocon D2H, SUN DIRECT etc. DTH has developed its growth market structure and technology in last few years. It is important to go along with customers through their plan to attract and communicate its customers. In this customer attraction matter and brand consideration Tata sky and Dish TV both in first position at market. And they are fill brand image in their customer mind. In the recent change in DTH Services so many rules are changes in TATA SKY services like in price and packages. So this paper study analyses in customer satisfaction on TATA Sky services in Bidar, 50 respondents are have been surveyed and analysed the data and the study revealed that most the customers are satisfied with TATA Sky services provided by TATA Sky.*

## I. INTRODUCTION

Tata sky is the first direct to home connection to sound and high quality picture. Tata sky focusing to viewer to give control, their choice and for customer convenience in consideration for customer for innovative new features.

Tata sky has open customer service help line centre where thousands of engineers are continuously working 24\*7 and trained them to listen problem and solve the problem of customer .more focusing on customer's problem relating to their services and using new marketing strategies.

Tata sky are maintaining good relationship with customers and they come to home and install the hard ware and software programmer of Tata sky set up box. And they are more customer service.

Tata sky offers customers no. of different of channels like entertainment, movies, sports and songs news in DVD quality images and CD quality sound.

The Tata sky brand owned by United Kingdom based British sky broadcasting group and make it Tata sky and have 20 years' experience in satellite broadcasting. And it is known for innovative product and services like DTH broadcasting in 1999 and the sky plus personnel recording is launched in 2001.

## II. OBJECTIVE OF THE STUDY

- To discover the appropriate response about different brand of DTH frameworks.
- To decide the dimension of brand review for different brands of DTH frameworks.
- To decided critical properties and variables, shopper considers while picking a DTH frameworks.
- To realize the piece of the overall industry of different brands.

## III. LITERATURE REVIEW

American market association defines as the prescribed demand of potential purchasers of the commodity or services.

Prof.JEVONS defines a person intimate business relations and carry on extensive transactions in commodity.

American market association defines the character of business activities that shows the flow of goods and services from producer to consumer. According to EFL Breech process of determining customer demand for a product motivating its sales and distributing it into ultimate consumption at a profit.

Philip Kotler promoting is social and administrative procedure by which individual and gatherings acquire what they need and need through and trade items and incentive with others.

Market and marketing is that so basic that it cannot be consider a separate function.

Peter Drucker in ordinary language the term market means a place where goods are bought and sold.

#### IV. THE RESEARCH METHODOLOGY

Types of research: Descriptive research

Research area: Bidar District

Sample size: 50 respondents.

Sampling method: Random sampling

Data collection tool: questionnaire.

Respondents: Customers of TATA SKY services.

Primary data has been collected through structured questionnaires.

Secondary data has been collected from the journals websites and books.

#### V. DATA ANALYSIS AND INTERPRETATION

1) Are you aware of TATA SKY services?

Particular	Respondents	Percentage
Yes	50	100%
No	0	0%

In the above graph 100% customers are aware of Tata sky services and 0% are not know the Tata sky services.

2) Why do you prefer DTH connection over cable television?

Particular	Respondents	Percentage
High clarity	8	16%
Better services	3	6%
Higher varieties	30	60%
Easy to manage	9	18%

In the above graph 60% of respondents are prefer DTH connection over cable TV because of higher variety, 18% respondents are prefer because of easy to manage, 16% of respondents are prefer for high clarity and 6% respondents are prefer for better service inDTH connection over cable television.

3) Do you feel DTH services is costlier than cable television?

Particular	Respondents	Percentage
Yes	39	78%
No	11	22%

In the above graph 78% respondents are feel DTH services is costlier than cable television and 22% of respondents are feel DTH services are costlier than cable television.

4) What kind of package do you like to use?

Particular	Respondents	Percentage
Silver	40	80%
Gold	7	14%
Platinum	3	6%
Others	0	0

In the above graph 80% of respondents are using silver package, 14% of respondents are using gold package, 6% of respondents are using platinum package and 0% of respondents are using other package

5) Do you easily get recharge of your DTH?

Particular	Respondents	Percentage
Yes	35	70%
No	15	30%

In the above graph 70% of respondents are easily get recharge of DTH connections and 30% of respondents are not get the easy recharge of DTH connection.

6) How much do you pay for your DTH connection per month?

Particular	Respondents	Percentage
150	0	0%
150 – 200	0	0%
200 – 300	45	90%
More than 300	5	10%

In the above graph 90% of respondents are pay 200 – 300 rupees every month for their DTH connection, 10% respondents are pay more than 300 rupees for their DTH connection per month? And 0% respondents are pay 150, 150 -200 rupees for their DTH connection every month.

7) How many channels do you get in your package?

Particular	Respondents	Percentage
150	0	0%
150 – 200	0	0%
200 – 300	23	46%
More than 300	27	54%

In the above graph 54% of customers are have more than 300 channels in DTH connection. 46% of respondents are have 200 – 300 channels in their DTH connection and 0% respondents have 150 and 15 – 200 channels in their DTH connection.

8) Did you found any technical problem relating to our services?

Particular	Respondents	Percentage
Yes	40	80%
No	10	20%

In the above graph 80% of respondents are found technical problem in DTH services and 20% of respondents are not have any technical problem in their DTH connection.

9) Do you feel affected by the recent change in our services?

Particular	Respondents	Percentage
Yes	46	92%
No	4	8%

In the above graph 92% of respondents are affected by recent changes in services and 8% respondents are not effected by recent changes in DTH services.

10) Are you satisfy with our services?

Particular	Respondents	Percentage
Yes	47	94%
No	3	6%

In the above graph 94% of respondents are satisfy with TATA SKY services and 6% of respondents are not satisfy with TATA SKY services.

### CONCLUSION

After the research and survey it can be concluded that customers are switching towards TATA SKY services and the customers are satisfied with TATA SKY services in Bidar district.

### REFERENCES

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