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SERVICE QUALITY AND BEHAVIOUR INTENSIONS OF DTH USERS

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Abstract: *The main purpose of the present research work is to study the impact of DTH service quality on customers' behaviour intensions. For conducting the research work, convenient random sampling technique was used to collect data from 250 DTH subscribers of district Solan of Himachal Pradesh. The results of the study revealed that there exists significant relationship between DTH service quality and customers' behaviour intensions. The dimensions of Tangibles, Service Operations, Assurance and Price were found as the predictors of recommending behaviour. In case of switching intensions, dimensions of Price and Network Quality, and for complaining behaviour, dimensions of Service Operations and Price were found as significant determinants.*

Keywords: *Service quality, DTH service, behaviour intensions, recommending behaviour, switching intension.*

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1 INTRODUCTION

The introduction of DTH services in last decade has changed the way people viewed and make use of the contents on television. First of all, it is the DTH players who created the competitive environment and, second is the DTH subscribers who are experiencing the facility of channel selection and paying only for the channels they want to enjoy. The DTH industry revenue is expected to reach USD 3.9 billion 2017 and USD 5.3 billion by 2020 (MPA report). Further, the active DTH subscriber base is estimated to reach 76.6 million by 2020, as compared to 32.4 million in 2012. However, Indian DTH market faces the several challenges such as, to add new subscribers, to retain existing subscribers, to increase average revenue per users, to incorporate the latest technology, enhance the service quality and to increase the level of customer satisfaction to achieve the favourable behavioural responses in terms of recommending behaviour, complaining behaviour and switching intensions etc.

In the present competitive market, DTH service providers are not only focusing on the service quality and on customer satisfaction but also to achieve the desirable behavioural outcomes. It has been also seen that DTH companies are increasingly focusing on the retention of their existing subscribers. Thus, to know about the relation between service quality and behavioural responsive is substantively important for the growth and survival of any DTH companies. When customers experienced the service quality, they may respond differently. If one is satisfied with service quality, he may continue use that service and recommend the service to other. But, if one is not satisfied, then either he switches or makes a complaint regarding the services. So, it can we said that in order to know the relationship between service quality and behavioural intensions, we have to identify the service quality dimensions that influences the recommending behavioural switching intension and complaining behavioural.

The present paper is an attempt to examine the various factors that influences the DTH service quality in the selected districted. The study also identifies the service quality dimensions that influence the customers' recommending behaviour, switching intensions and their complaining behaviour.

2 LITERATURE REVIEW

Parasuraman *et al.,* (1985) founded that superior service quality helps to acquir new customers, reduce threat to lost customers. **Peters (1987)** found that it can cost five times more to acquire a new consumer than to retain an old one. Accordingly, retaining the existing customer is much more attractive and viable than searching for new one. **Parasuraman *et al.,* (1988)** identified five definite dimensions of service quality that are Reliability, Responsiveness, Assurance, Empathy and Tangibles. **Berry et al., (1994**) providing superior service quality is a profitable strategy and resulted to the addition of new customers, fewer lost of customers and additional business from existing customers etc. **Keaveney (1995)** found that customer switching behavior can damage market share and profitability. They also said that customers may switch because of the better service, more personable service or higher quality provided by the competitors. Further, customer switches not only because of unsatisfactory service but some customers would switch services even when they are satisfied with their service provider. **Zeithaml et al., (1996)** found that superior service quality helps to get desirable behavioral intentions, which further leads to retention and generate more referred customers. It was also found that inferior quality resulted to unfavorable behavioral intentions, which consequence to customer defection from the organization. **Edvardsson (1998)** found that dissatisfied and complaining customers might not switch, and the customers - who are satisfied but do not complain - might switch. **Johnston (2001)** said that "Mistakes are an unavoidable feature of all human endeavor and thus also of service delivery" therefore complaints are a natural consequence of any service activity. **Liu *et al.,* (2001)** found that ineffective handling of customers' complaints increases dissatisfaction, which harms the reputation of a marketer. **Lee and Murphy (2005),** investigates the determinants that cause mobile phone Customers to switching their service provider. It was found that price, technical service quality, functional quality, switching costs, etc. are the main factors which affect the Customers to switch from loyalty to switching intentions. Further, price was found as main factor that affects the customers to switch loyalties to another provider. **Morton and Scott (2007)** develop and test an instrument for measuring service quality and use the instrument to assess the influence of service quality perceptions on clients' intentions to purchase additional services. The study resulted that superior service quality was associated with

recommendations to potential clients and was weakly associated with retention of the audit firm but was not associated with the provision of additional services. **Aseambankers Report, Press Trust of India (PTI), (2007)**, report illustrates service quality is the main differentiator in DTH service. Any good or bad experience with service is directly related with behavioural outcomes of customers. **Sathish *et al.,* (2011)** identified the factors and their influence on the consumers in switching the service provider. They grouped the factors into four categories as customer service, service problems, usage cost and others. It was found that call rates plays the most significant role in switching followed by network coverage, value added services and customer care. Study also resulted that high call rates lead the consumers to switch the service provider. **Baksi** and **Parida (2011)** investigate the relationship between service quality and switching behavior of customers in the context of State Bank of India. It was found that the dimensions of reliability, convenience and responsiveness are significantly important to influence the switching decision of the customers. The study further stated that a decrease in the perceived reliability, convenience and responsiveness would increase customers' switching intension. **Reddy (2013)** proved that in case of DTH services, there exist a positive relationship between the advertisement and customer attitude towards DTH services. **Srivastava & Sharma (2013)** proposed a conceptual framework to examine the relationship between service quality, satisfaction, repurchase intention, and switching behavior. Study indicated an indirect effect of service quality and corporate brand image on switching behavior via customer satisfaction and repurchase intention. Further, it confirms that delivering high quality service and a credible corporate image leads to high customer satisfaction, which consecutively resulted to high repurchase intension and less switching behavior. **Khan and Raj (2013)** identify the nine dimensions of service quality as assurance, reliability, tangibles, empathy, responsiveness, network quality, convenience, price and other factors. **Raj (2015)** found that nine dimensions are positively associated with DTH service quality and the main predictors of the DTH service quality are Assurance, Empathy, Network Quality, Convenience and Tangibles. Empathy was found as the best predictor of service quality in DTH services.

3 OBJECTIVES AND HYPOTHESIS

Following main objectives are framed for the present research work.

1. To investigate the effects of service quality on propensity to recommend.

2. To investigate the effects of service quality on switching intention.
3. To investigate the effects of service quality on customers' complaining behaviour.

3.1 Hypothesis

$H_0$1; Service quality dimensions do not have significant influence on propensity to recommend.

$H_0$2; Service quality dimensions do not have significant influence on switching intentions.

$H_0$3; Service quality dimensions do not have significant influence on customers' complaining behaviour.

4 RESEARCH METHODOLOGY

Present study is based on both primary as well as secondary data. The primary data was collected from the DTH users by using questionnaire to measure their service quality perception and behavioural intensions. Secondary data was collected through reviewing the existing literature on service quality, reports of the government organizations and companies, various journals, magazines and websites of various institutions.

4.1 Sample Size

This research was carried out in district Solan of Himachal Pradesh, which is most industrialized district of the state, having population 5, 80,320 with literacy rate of 83.68 percent (census 2011). Sample size for present study was 250 which were selected conveniently from Solan distt. Out of these 250 respondents, 82 were females and 168 were males.

4.2 Data Collection

For the present study, questionnaire method was used to collect the primary data. The questionnaire has been developed and designed to address the issues of Direct To Home (DTH) sector and to investigate all the aspects of service quality and required dimensions of behavioural intensions. For present survey questionnaire, service quality, propensity to recommend, switching intensions and complaining behaviour were measured by using multiple statements on a five point Likert scale. Service quality was measured with nine dimensions, named as Assurance, Responsiveness, Network Quality, Reliability, Tangibles, Empathy, Price, Convenience and Service Operations. Convenience sampling technique was used to collect data from 250 DTH subscribers of various DTH operators. In this study, three statements were used to measure recommending behaviour, four to switching intensions.

These measurements have frequently been utilized in both academic and practitioners' studies on satisfaction (Brown, et at., 1993). For the present research, customers' complaining behaviour was operationalised by asking three questions relating to complaints. SPSS software and Microsoft excel were used to made statistical calculations.

4.3 Statistical Tools

In the present study, the following statistical tools were employed to analysis of data to make certain conclusions regarding the hypothesis framed.

Correlation Analysis: To analyze the relationship between the independent and the dependent variables correlation analysis was used. Correlation coefficient exists between -1 to 1.

Correlation= $r_s = 1 - \left[\frac{6\Sigma d_i^2}{n(n^2-1)}\right]$

Multiple Regression: The multiple regression analysis was used to find out the relative contribution of each of the nine dimension influencing overall service quality, propensity to recommend, switching intentions, and complaining behaviour of the DTH users. In multiple regression, Stepwise is one of the most sophisticated of these statistical methods. The model summary reports the values of R, R Square (R^2), adjusted R^2 and standard error of the estimate. Further, for each independent variable, tolerance value and variance inflation factor (VIF) were used to measure the multicolinearity. If we select the option to diagnose Multicolinearity (Collinearity), SPSS results the variance inflation factor (VIF) and tolerance value. Statistical calculations have been made, with the help of Microsoft excel and SPSS Version-16.0.

5 DATA ANALYSIS

In order to achieve the research objectives, we have divided the present section into three sections. First deals with the demographic profile of the respondents, Second part provides the information about the determinants of DTH service quality and third informs about the various DTH service quality dimensions that affects behavioural intensions of DTH subscribers.

5.1 Demographic Characteristics of Respondents

In order to construct and execute the effective marketing strategies successfully, the DTH operators are required to maintain up-to-date profile information of the customers to build

the customer-database. The questionnaire used for the study consists of a section of customer's profile that include age, gender, educational level, income, profession and other socio-demographic information of the respondents.

In the following table no. 1 demographic characteristics of the respondents is presented.

Table No. 1: Demographic Characteristics of Respondents

Parameter	Airtel Digital TV	Dish TV	Reliance Digital TV	Sun Direct	Tata Sky	Videocon d2h	Total	%age
Age								
Less than 25 years	12	13	6	5	13	10	59	24
25-34 years	10	22	13	12	19	11	87	35
35-44 years	14	10	7	5	16	2	54	22
45-54 years	2	6	9	7	7	5	36	14
55 years and above	3	2	4	0	3	2	14	6
Total	41	53	39	29	58	30	250	100
Gender								
Male	27	36	27	20	36	22	168	67
Female	14	17	12	9	22	8	82	33
Total	41	53	39	29	58	30	250	100
Qualification								
Below secondary level	2	3	1	2	6	4	18	7
Secondary level	10	14	7	4	13	7	55	22
University bachelor degree	15	21	19	16	18	8	97	39
Masters/PG	13	11	10	7	12	9	62	25
others, specify	1	4	2	0	9	2	18	7
Total	41	53	39	29	58	30	250	100
Income								
Upto 10,000	4	7	6	6	3	4	30	12
10,001 to 20,000	10	17	7	2	13	6	55	22
20,001 to 30,000	12	8	11	4	9	10	54	22
30,001 to 40,000	5	7	8	13	15	3	51	20
40,001 to 50,000	7	8	4	4	13	6	42	17
50,001 and above	3	6	3	0	5	1	18	7
Total	41	53	39	29	58	30	250	100
Marital Status								
Married	29	38	25	18	37	24	171	68
Unmarried	12	15	14	11	21	6	79	32
Total	41	53	39	29	58	30	250	
Profession								

Service	16	19	17	16	22	9	99	40
Own business	17	22	12	10	19	12	92	37
Student	3	**9**	4	2	10	7	35	14
Others, (Specify)	5	3	6	1	7	2	24	10
Total	41	53	39	29	58	30	250	100
Duration of Dealing								
Less than 1 year	3	5	6	2	14	4	34	14
1-2 years	10	12	9	1	9	8	49	20
2-3 years	14	15	12	9	9	7	66	26
3-4 years	5	11	3	10	12	11	52	21
4-5 years	3	7	7	4	9	0	30	12
5 years and above	6	3	2	3	5	0	19	8
Total	41	53	39	29	58	30	250	100
Monthly Expenditure								
Less than 250	24	38	26	23	35	21	167	67
251 to 350	11	10	7	5	14	6	53	21
351 to 450	6	3	5	1	6	2	23	9
451 and above	0	2	1	0	3	1	7	3
Total	41	53	39	29	58	30	250	100

Source: - Data Collected through Questionnaire Method

Table 1 represents the demographic characteristics of the respondents used for the study. The results shows that about 35 percent of the respondents belong to the age group 25-34 years followed by the age group less than 25 years about 24 percent, respondents having age 55 years and above are only 6 percent. The results indicate that about 67 percent of the respondents are male and 33 percent are female respondents. This section describes the education level of the respondents and states that 39 percent of the respondents have university bachelor degree and about 25 percent having Master/PG qualification while only 7 percent were having below secondary education. Talking about the income of the respondents, the results enumerate that 22 percent of the respondents lies in the income group 10,001 to 20,000 per month, only 7 percent respondents having income above 50,000 per month.

5.2 Relationship between Service Quality and Customers' Behaviour Intensions

The result of Pearson correlation presents that dimensions of service quality are positively associated with service quality, propensity to recommend, switching intentions and customers' complaining behaviour. Further, strongest association was found between service quality and Network Quality, propensity to recommend and Tangibles, switching

intentions and price and customers' complaining behaviour and Service Operations (Table 2).

Table No. 2: Correlation Analysis

	Assurance	Reliability	Tangibles	Empathy	Respon-siveness	Network Quality	Conve-nience	Price	Service Operations
Service Quality	0.539	0.480	0.556	0.484	0.389	0.586	0.434	0.209	0.394
Recommending Behaviour	0.338	0.211	0.461	0.315	0.326	0.436	0.269	0.297	0.433
Switching Intension	0.134	0.215	0.241	0.152	0.186	0.337	0.237	0.352	0.210
Complaining Behaviour	0.149	0.183	0.225	0.195	0.179	0.213	0.212	0.326	0.330

To find out the best determinants and to identify which aspects of the service quality has significant influence on service quality, propensity to recommend, switching intentions and customers' complaining behaviour, stepwise regression was used with the dimensions of service quality as the predictors. The model summary reports the strength of the relationship between the model and the dependent variable. Here, nine dimensions of service quality were taken as independent variables and the overall perceived service quality, propensity to recommend, switching intentions, and complaining behaviour of the DTH users are used as a dependent variable.

The above relationship can defined mathematically as.

$Y= \alpha + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \beta_4 x_4 + \beta_5 x_5 + \beta_6 x_6 + \beta_7 x_7 + \beta_8 x_8 + \beta_9 x_9$

Where Y= dependent variable (overall perceived service quality, propensity to recommend, switching intentions, and complaining behaviour)

α is constant.

$x_1, x_2, x_3, x_4, x_5, x_6, x_7, x_8, x_9$ are dimensions of service quality.

$\beta_1, \beta_2, \beta_3, \beta_4, \beta_5, \beta_6, \beta_7, \beta_8, \beta_9$ are coefficients of the dimensions of dependent variable (overall perceived service quality, propensity to recommend, switching intentions, and complaining behaviour)

5.3 Relationship between Service Quality and Its Dimensions

It can be seen (Table 3) that regression model explained 86.6 percent of the variance in the DTH service quality construct. As shown in table 4, there are only five variables (Network Quality, Tangibles, Assurance, Convenience and Price) added from the original nine and are significant predictors of service quality in DTH sector.

Table No. 3: Service Quality and Dimensions of Service Quality

Model	R	R^2	Adjusted R^2	Std Error of Estimate
5	0.932	0.869	0.866	3.048

Table No.4: Stepwise Regression Analysis: Service Quality

Variable	Beta	t- Value	Significance level	Collinearity Statistics	
(Constant)		7.168	0.000	Tolerance	VIF
Network Quality	0.395	16.333	0.000	0.919	1.088
Tangibles	0.425	17.913	0.000	0.958	1.044
Assurance	0.412	17.266	0.000	0.945	1.058
Convenience	0.288	12.115	0.000	0.950	1.052
Price	0.256	10.969	0.000	0.990	1.010

5.4 Relationship between Service Quality and Behaviour Intensions

As shown in table 6, there are only four variables (Tangibles, Service Operations, Assurance and Price) added from the original nine and are significant predictors of Recommending Behaviour of DTH users.

Table No. 5: Recommending Behaviour and Dimensions of Service Quality

Model	R	R^2	Adjusted R^2	Std Error of Estimate
3	0.451	0.373	0.368	2.079

Table No.6: Stepwise Regression Analysis: Recommending Behaviour

Variable	Beta	t- Value	Significance level	Collinearity Statistics	
(Constant)		2.380	0.018	Tolerance	VIF
Tangibles	0.314	3.502	0.000	0.959	1.043
Service Operations	0.286	3.093	0.001	0.970	1.031
Assurance	0.226	2.578	0.002	0.964	1.037
Price	0.145	2.056	0.022	0.953	1.000

As shown in table 8, there are only two variables (Price and Network Quality) added from the original nine and are significant predictors of Switching Intension of DTH users.

Table No. 7: Switching Intension and Dimensions of Service Quality

Model	R	R^2	Adjusted R^2	Std Error of Estimate
2	0.295	0.223	0.219	1.760

Table No.8: Stepwise Regression Analysis: Switching Intension

Variable	Beta	t- Value	Significance level	Collinearity Statistics	
(Constant)		27.759	0.000	Tolerance	VIF
Price	0.152	2.418	0.016	1.000	1.000
Network Quality	0.144	2.045	0.000	0.939	1.065

As shown in table 10, there are only two variables (Service Operations and Price) added from the original nine and are significant predictors of Complaining Behaviour of DTH users.

Table No. 9: Complaining Behaviour and Dimensions of Service Quality

Model	R	R^2	Adjusted R^2	Std Error of Estimate
2	0.290	0.153	0.148	1.782

Table No.10: Stepwise Regression Analysis: Complaining Behaviour

Variable	Beta	t- Value	Significance level	Collinearity Statistics	
(Constant)		21.673	0.000	Tolerance	VIF
Service Operations	0.230	2.068	0.040	1.000	1.000
Price	0.185	2.195	0.028	1.000	1.000

5.5 Hypothesis Testing

The dimensions of Tangibles, Service Operations, Assurance and Price were found as the dimensions of Recommending Behaviour of DTH users. Thus, the hypothesis $H_0$1; Service quality dimensions do not have significant influence on propensity to recommend is partially accepted.

It can be seen in table no. 8, Price and Network Quality were found as the significant predictors of Switching Intension of DTH users. So, hypothesis $H_0$2; Service quality dimensions do not have significant influence on switching intentions is partially accepted.

It was found that Service Operations and Price are the two main determinants of complaining behaviour of DTH users, therefore, hypothesis $H_0$3; Service quality dimensions do not have significant influence on customers' complaining behaviour is partially accepted.

6 FINDINGS

From the present study, major findings drawn are as under:

1. Most of the respondents are from the age group 25-34 years and male respondents in the present study were about 67 percent. It was found that majority of the

respondents are well qualified and total married respondents are 68 percent. The income groups 10,001 to 20,000 and 20,001to 30,000 rupees per month, each having about 22 percent of the total customers.

2. Results informed that about 26 percent of respondents are using DTH services from last 2-3 years. It was also found that about 67 percent of the total respondents are paying less than 250 rupees per month on DTH services.
3. It was found that nine dimensions are positively associated with DTH service quality and the main predictors of the DTH service quality are Network Quality, Tangibles, Assurance, Convenience and Price. The dimension of Tangibles was found as the best predictor of service quality in DTH services.
4. A positive association was found between the dimensions of DTH service quality and propensity to recommend, switching intentions and customers' complaining behaviour.
5. For recommending behaviour, dimensions of Tangibles, Service Operations, Assurance and Price, for switching intensions, dimensions of Price and Network Quality, and for complaining behaviour, dimensions of Service Operations and Price were found as significant determinants.
6. The dimensions of Price and Service operations are the dimensions that influence the customers' behavioural intensions most.

7 CONSTRUCTIVE SUGGESTIONS

In order to improve the DTH service quality, DTH operators should have to focus on the dimensions of Network Quality, Tangibles, Assurance, Convenience and Price. DTH service providers have to provide modern and upgraded technology, and also have to focus upon the network quality. To increase the customers' tendency to recommend the DTH services, service providers have to put their efforts on Tangibles, Service Operations, Assurance and Price. Service providers should make attempt to improve Price and Network Quality, as both of these found significant drivers in switching intensions. The dimensions of Service Operations and Price influence the complaining behaviour of the customers. Therefore, DTH companies have tried to meet budget objectives, provide services at reasonable price, ensure an accurate billing system and put efforts to aware the customers about their new services and plans.

8 CONCLUSION

This research paper has outlined the dimensions of DTH service quality and its relationship with behaviour intensions. A significant positive relationship was found between DTH service quality and its dimensions. Network Quality, Tangibles, Assurance, Convenience and Price were found as the main governing dimensions of DTH service quality. A significant relationship exists between the dimensions of service quality and behaviour intensions. For recommending behaviour, dimensions of Tangibles, Service Operations, Assurance and Price, for switching intensions, dimensions of Price and Network Quality, and for complaining behaviour, dimensions of Service Operations and Price were found as significant determinants. Therefore, in the light of above stated facts, it can be said that DTH service providers have to focus on Price and Service operations to obtain desirable behavioural responses.

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