



A Study on Customer Satisfaction towards Cable TV Services

 Mrs.S. Kaleeswari^{1*},  Ms. K. Kulathaiyammal²

¹Assistant Professor of Commerce (CA), Sakthi College of Arts and Science for Women, Oddanchatram, India.

²M.Com (CA), PG and Research Department of Commerce with Computer Application, Sakthi College of Arts and Science for Women, Oddanchatram, India.

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*Corresponding Author: kaleeswariselvam2012@gmail.com

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This study explores customer satisfaction with cable TV services focusing on factors influencing user perceptions and loyalty the research examines service Quality, pricing, channel offering ,reliability, and customer support a mixed-methods Approach was Employed, combining surveys and interviews with a diverse customer base .findings indicate that service reliability and responsiveness of customer support significantly impact satisfaction. Additionally, competitive pricing and diverse channel package play critical role in retaining customer. The study highlights the importance of addressing customer feedback to improve overall service quality and foster long-term customer loyalty. Recommendations for service providers include enhancing technical support, tailoring packages, and adopting customer-centric strategies.

Keywords: *Service Quality, Pricing, Customer Satisfaction, Customer Preferences.*



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1. INTRODUCTION

Customer satisfaction is a critical metric for assessing the performance and competitiveness of cable TV service providers in an increasingly digital and competitive market. With the proliferation of streaming platforms and on-demand content, cable TV providers face mounting pressure to meet the evolving expectations of their customers. Understanding customer satisfaction is essential for retaining subscribers, improving service quality, and building brand loyalty. This article explores the factors influencing customer

satisfaction in the cable TV industry, including service quality, pricing, channel variety, technological advancements, and customer support. It also examines the challenges faced by cable TV providers in adapting to a rapidly changing media landscape and highlights strategies customer satisfaction and remain relevant in an era of digital transformation .cable television is claimed to have been invented in Pennsylvania in 1948 to help bring better cable TV services to customer who could not receive adequate reception because of mountains and

buildings blocking the radio waves. The person that is credited with inventing cable television is John Watson

2. OBJECTIVES OF THE STUDY

- Evaluate Customer Satisfaction levels measure the overall satisfaction of customer with their cable TV services
- Determine the factors influencing customer satisfaction, such as pricing, customer support
- Compare the satisfaction levels with competitors and identify trends influencing customer preferences.
- Customer Retentions and loyalty

3. REVIEW OF LITERATURE

Ladokun(2016) et.al, examined the impact of after sales service on consumer satisfaction and retention: A study of LG Electronics in Ibadan, Nigeria. The study specifically examined the impact of after sales service (product delivery, installation and warranty) on customer satisfaction and retention with special reference to LG electronics in Ibadan, Nigeria. Primary data Ordinary least squares multiple regression analysis was used to analyze the data. Long-term relationships with customers. It with experienced staff with the view of developing long term relationship with the customers.

Nivethika (2015) et.al examined the impact of after sales services on customer satisfaction with LG electronics products, Sri Lanka. This research was carried out with the main objective of evaluating the impact of after sales services (product delivery, product installation, warranty/guaranty service and customer support) on customer satisfaction with LG electronics products in Sri Lanka. Primary data were collected from 150 household customers in Jaffna District, Sri Lanka using questionnaires.

Sadiq (2019) et.al investigated the impact of after sale service practices on customer loyalty. The study was conducted to provide answers to the question to what extent does after sale features such as product delivery, installation of product, warranty/guaranty, customer support and customer training influence customer loyalty in the home appliance industry of India? Primary

data were collected from a sample of 258 respondents in New Delhi, India using structured questionnaire. Multiple regressions in the Statistical Package for the Social Sciences (SPSS) was used to test the null hypotheses developed for the study enhances customer satisfaction and customer loyalty as well as competitive advantage.

Pai (2018) conducted a study on the impact of after sales service on customer loyalty: A case review of mobile phone industry in Delhi, India. The study was conducted to determine the impact of after sales services (product delivery, customer support, Proceedings of the 14th Annual International Conference 428 product installation, warranty/guaranty, and customer training and conflict resolution) quality after sale services to customers in ways that reflect the unique needs and requirements of each customer group.

Ashfaq (2019) conducted a study on after sales service, customer satisfaction and loyalty in telecom sector. The purpose of the study was to determine how after-sales services such as delivery, installation, product warranty, telephone/online supports, up gradation, and complaint influenced customer loyalty with the mediating role of customer satisfaction. Primary data were collected from 204 respondents using an online-based questionnaire. The data collected were analyzed using structural equation modeling (SEM). The results showed

4. RESEARCH METHODOLOGY

- Date collection: The research is based on primary data. This data was collected through Questionnaire distributed via college students. This survey is used to measure customer satisfaction on cable TV network services.
- Sample size: Simple is selected on the basis of customer buying behavior of cable TV network .A total of 25 respondents at college students for the study. Samples are collected from the customers in college students. These samples are picked out through convenience sampling method.
- Tool of analysis: Simple percentage analysis using descriptive statistics.

5. PERSONAL DETAILS OF THE RESPONDENTS

The personal details of the respondents include factors such as Gender, Age, Education, Marital status. The following Table1.1 presents the personal details of the respondents.

Table-1: Personal Details of the Respondents

Particulars		Total Users	
		Respondents	Percentage
Gender	Male	12	48.0
	Female	13	52.0
	Total	25	100.0
Age	18-20 Years	9	36.0
	20-21 Years	16	64.0
	Total	25	100.0
Education	Under graduate	8	32.0
	Post graduate	17	68.0
	Total	25	100.0
Marital status	Married	2	8.0
	Unmarried	23	92.0
	Total	25	100.0

Source: Primary Data

Interpretation: from the above table 1.1 out of 25 respondents taken for the study, 13(52.0 percent) respondents are females,16(64.0 per cent) respondents above 20-21 years,17(68.0 per cent) respondents are post graduate,23(92.0 per cent) respondents are unmarried.

Table-2

Particulars		Total Users	
		No. of Respondents	Percentage
Family	Joint family	5	20.0
	Nuclear family	20	80.0
	Total	25	100.0
Members	Up to 3	5	20.0
	4-5	16	64.0
	Above 6	4	16.0
	Total	25	100.0
Earning person	Up to 1	7	28.0
	Two	12	48.0
	Above 2	5	20.0
	4-5	1	4.0
	Total	25	100.0
Income	Below 80000	5	20.0
	20000-30000	15	60.0
	20000-40000	1	4.0
	40000-50000	4	16.0
	Total	25	100.0

Source: Primary data

Interpretation: From the above table 1.2.It is clear that out of 25 respondents,20(80.0 percent) respondents often nuclear family,16(64 percent) respondents are 4-5 members,12(48.0 percent) respondents are two earnings,15(60.0 percent) respondents are 20000-30000 income.

Table-3

Particular		Total users	
		No. of Respondents	Percentage
TV network do you currently use	Tata sky	2	8.0
	Cable TV	14	56.0
	Dish TV	2	8.0
	Sun direct	7	28.0
	Total	25	100
Your currently TV network subscription fees	200	5	20.0
	250	10	40.0
	350	5	20.0
	1000	5	20.0
	Total	25	100.0
Often do you find your cable package	Every few months	13	52.0
	Once a year	8	32.0
	Three months	2	8.0
	Six month	2	8.0
	Total	25	100.0
What most frequently on your cable TV	News	3	12.0
	Sports	2	8.0
	Movies	9	36.0
	TV shows	11	44.0
	Total	25	100.0
Additional service like internet or phone with your cable package	Yes,I use internet and phone	12	48.0
	Yes, I use internet	3	12.0
	No, I only use cable TV	3	12.0
	No, I don't use any additional services	7	28.0
	Total	25	100.0

Source: primary data

Interpretation: from the above, table1.3 it is clear that out of 25 respondents14(56.0 percent) respondents cable TV fees respondents 10(40.0 percent) and yourself changing or upgrading your cable package respondents13(52.0 percents)and most frequently on your cable respondents11(44.0 percent)often any additional services12(48.0 percent) cable TV network information

6. LEVEL OF SATISFICATION

Table-4: Level of Satisfaction

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.530
Bartlett's Test of Sphericity	Approx. Chi-Square	11.724

	df	10
	Sig.	.304

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.757	35.149	35.149	1.757	35.149	35.149
2	1.230	24.595	59.744	1.230	24.595	59.744
3	.944	18.881	78.624			
4	.573	11.451	90.075			
5	.496	9.925	100.000			

7. PROBLEM FACE BY CABLE TV SERVICE

Table-5: Problem Face by Cable TV Service

Particulars	Total Users		
	No. of Respondents	Percentage	
Poor image and sound lead to frustration and dissatisfaction with the services	Satisfied	9	36.0
	Agree	7	28.0
	Neutral	4	16.0
	Disagree	2	8.0
	Strongly disagree	3	12.0
	Total	25	100.0
Limited channel selection	Satisfied	8	32.0
	Agree	9	36.0
	Neutral	5	20.0
	Disagree	1	4.0
	Strongly disagree	2	8.0
	Total	25	100.0
Frequent services interruptions	Satisfied	8	32.0
	Agree	7	28.0
	Neutral	5	20.0
	Disagree	1	4.0
	Strongly disagree	4	16.0
	Total	25	100.0
Complicated setup or installation	Satisfied	5	20.0
	Agree	4	16.0
	Disagree	6	24.0
	Neutral	9	36.0
	Strongly disagree	1	4.0
	Total	25	100
Advertising overload	Satisfied	6	24.0
	Agree	10	40.0
	Neutral	3	12.0
	Disagree	2	8.0

	Strongly disagree	4	16.0
	Total	25	100.0

Source: Primary data

Interpretation: from the above table 1.5 it is clear that out of 25 respondents problems face by cable TV services and customer satisfaction respondents 9 (36.0 per cent) and limited of services 8 (32.0 per) respondents frequent service interruptions 8(32.0 percent) or complicated setup or installation respondents 9(36.0 per) and respondents advertising overload 10(40.0 percent) respondents of cable TV services a information

8. RANK ANALYSIS

It is above that analysis of the overall opinion of the respondents regarding problem of using cable TV services network score 12 (48%). holds a first rank satisfaction and the problem rate of quality 9(36%) has score of second rank 12(48%), and problem three holding rank 8(32%) and satisfied or channel lineup 9(24%) fourth rank and satisfied 10(40%) fifth rank cable TV network respondent total score of respondents or operators based on financial performance and evaluate and rank content categories (news, entertainment) content popularity like to analyze a specific dataset or rank something particular in cable TV Services network system

9. SUGGESTION

- Allow customers to select and pay only for channels they watch and Avoid hidden fees and communicate costs clearly
- Allow integration with popular streaming services for a seamless viewing experience.
- Customer support provide 24/7 customer service through multiple channels
- Limited content customization
- Notify customers in advance about changes, such as Channel availability or pricing updates.

10. CONCLUSION

The study highlights the importance of addressing customer feedback to improve overall service quality and foster long-time customer loyalty. Recommendations for service providers include enhancing technical support, tailoring

packages, and adopting customer-centric strategies this article explores the factors influencing customer satisfaction is essential in cable TV industry, including service quality pricing, channels variety, technological advancements, and customer support. It challenges faced by cable TV Providers in adapting to a rapidly changing media landscape and highlights strategies customer satisfaction and remain relevant in an era of digital transformation.

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