

A study of the performance evaluation of Television cable Set top Box start up with special reference to Hathway Cables.

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Introduction

The selection of an organization is a difficult task for the researcher. The certain point has given to due weight, age while selecting the organization to carry out the dissertation which are. The size of the organization, Growth of the organization in recent year, Reputation/Image of the company in the eyes of the public and its customer, The product/service manufactured at marketed by the organization The dissertation topic or problem offered by the company. The scope of subject that has been offered by the company.

Hathway is one of the reputed companies in the field of cable and internet service. It has won the best service award in the year of 2002, 2003, 2005 & 2006. Since government of India has passed the law that cable Television can be viewed only through Set Top Box's and this is already implemented in other metropolitan cities like Mumbai, Delhi, Bangalore etc. But then also when it comes to selling of the Set Top Box they are not able to reach the target. So they have given me a task to find out the problem with our Box.

This exciting project offered me a good opportunity to interact with end consumers of Set Top Box, understand their attitude towards the product and the drawbacks related to Set Top Box.

Overview Of Company

With a single tip of access to your home and office the outstanding world of information, entertainment and Service.

Being one of the largest Cable TV Services Company of India, spurs Hathway, to be the best in whatever Hathway, do. Established in 1995, Hathway provides quality

Cable TV services in thirteen cities across the nation, including Mumbai, Delhi, Chennai, Bangalore, Indore, Pune and Hyderabad.

Objectives Of The Study

The main aim of the project and present study is to accomplish the following objectives:

- To evaluate the overall performance of Hathway Cables and Set-top Box for for better guidance to new entrepreneurs in the concerned genre.
- To conduct a survey on cable service and Set-Top Box to find out market potential.
- To find out the post purchase behaviour of the existing customer.
- To analyze the result of the survey conducted and suggest recommendation to develop brand image so that the existing customer derive maximum satisfaction and new customers are attracted.
- To study the competitive position of Hathway's Set Top Box in Pine
- To follow up the customer with the help of guide for further discussion and fulfilling their requirements.

Methodology Of Study

The research involved both qualitative as well as quantitative dimensions of work and knowledge. The quantitative approach involved the generation of large chunks of data. Which are then analyzed on various parameters, while the qualitative approach was to analyze the data, take the necessary information out and discard the unnecessary details?

Sources of data: -

For conducting the survey both primary and secondary data was taken into consideration.

Primary data were collected with the help of a structured questionnaire which was filled with various customers in the city.

Secondary data: -Research journals, magazines, newspapers and websites.

Sampling Size:-

Large sample gives reliable results than small samples. On the other hand, it is not feasible to target whole population or even a substantial portion to achieve a trustworthy result. Consequently, in this aspect selecting the sample to study is known as sample size. Hence, for my project my sample size was 250. Sample Size of 100 is not enough to draw a conclusion but as per the time assigned it was difficult to take a sample size more than 250.

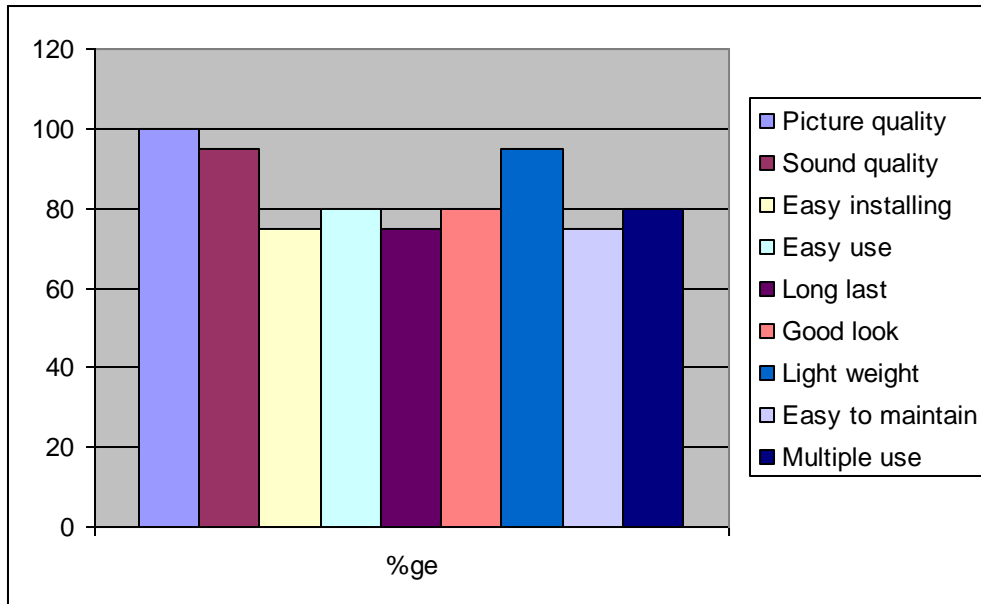
Analysis Of The Data

The data were analyzed with the help of Microsoft excel to arrive at some of the conclusive inferences. Analysis has been done extensively so that various hypothesis could be tested against them.

Findings And Intrepretation

Finding the data:-

Like about	Picture quality	Sound quality	Easy installing	Easy use	Long last	Good look	Light weight	Easy to maintain	Multiple use
%age	100	95	75	80	75	80	95	75	80

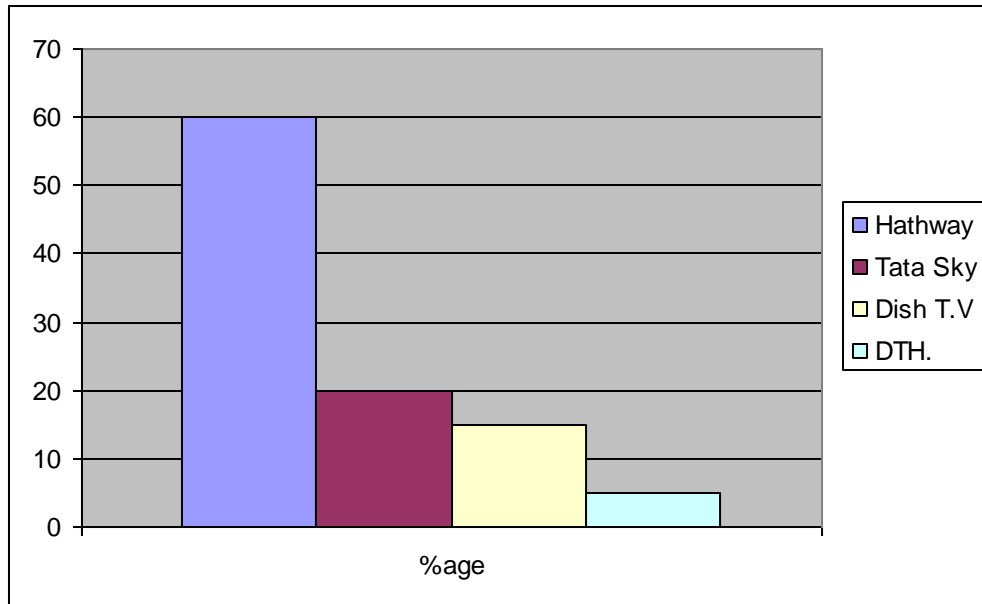


Interpretation

The responses which I have got in that 100% people have said that the picture quality of this box is best. 95% people have told that the sound quality is much better than the normal cable; it is able to create a difference in the old T.V also. Most of the people have told that it is light weighted and easy to use.

Service After Sales

Service Provider	Hathway	Tata Sky	Dish T.V.	DTH
%age	60	20	15	5



Analysis:-

From the service after sales point of view 60% of the people satisfied from Hathway. People told whenever they have a problem, they call the technician, he comes within 24 hour of the complain registered and they are not charging any amount for the service.

Analysis:-

From this question I have observed that for 80% people the Hathway's set top Box is much cheaper than other brand.

Analysis:-

Most of the customers are loyal to a particular brand. Since Hathway is a Rajan Raheja's company and it is one of the older cable service provider company which provides their service without any interruptions.

Analysis:-

I have observed that 40% people purchased Set Top Box due to its picture quality after the installation of it and 25% due to its extra features.

Findings

Finding:-

60% people have told that hathway's service is the best in comparison of its competitors. So it is a huge amount of customer scale who is telling that it is the best one.

Findings:-

Hathway's competitors are charging for visiting the house of the customer when they have any technical problem related to their Set Top Box. So, it makes the Hathway best in the cable industry.

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Findings:-

People actually prefer brand which provides cheap and best cable service. Customers are most loyal to Hathway as it is Raheja group's company and it has branch office in all areas.

Suggestions

- Feedback must be taken from the customer after the sale has been done and after service is provided to the customer.
- The marketing person should be proactive consumer needs and their problems and to the changing market scenario to gain a competitor edge over the competitors.
- There should be more research and development to out play the quality of other brands. More innovation is required to add new features to the product so that product differentiations can be done effectively.
- The company needs to make its customer more aware about the service.

- Company needs to advertise its cable service through other media so that the awareness level can be increased.
- Company need to give training to employee and make them fully aware about the service .So that their performance can be increase.
- The executive should speak to confidently that he can be able to change the decision of the customer.
- The company distribution of cable services should be customer friendly.
- Employee needs to give training to customers. And can give Toll free number to each customer.

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Website

- www.Hathway.com
- www.indiainfoline.com

- www.marketresearch.com
- www.businessexpert.com