

A STUDY ON SUBSCRIBER SATISFACTION ON ARASU CABLE

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ABSTRACT

Tamil Nadu Arasu Cable TV Corporation Limited (TACTV) is a public sector undertaking established by the Government of Tamil Nadu in 2007 to provide affordable and accessible cable television services across the state. Initially focusing on analog and digital cable TV, TACTV has evolved to include High Definition (HD) broadcasting, internet services through TANICS, and public service delivery via Arasu e-Sevai Centres. These centres offer government services such as certificate issuance, utility payments, Aadhaar enrollment, and more. TACTV aims to bridge the digital divide by expanding internet connectivity to both urban and rural areas. While the corporation offers cost-effective subscription plans, a wide channel selection, and strong local cable operator (LCO) support, it also faces challenges such as limited access to premium channels, inconsistent service quality, and slower technological advancements. TACTV's future plans, including the introduction of an OTT platform and enhanced digital services, aim to modernize its offerings and compete effectively with private service providers.

Key words: *Arasu Cable TV, Affordability, User experience, Viewer preferences, Service quality.*

INTRODUCTION

In the rapidly evolving digital entertainment industry, cable television remains a primary source of information and entertainment for millions of households. Tamil Nadu Arasu Cable Tv Corporation Limited (TACTV), a government-owned cable service provider, plays a significant role in delivering affordable and quality broadcasting services to subscribers across the state. TACTV was incorporated under companies act, 1956 on 04.10.2007 with an intention to provide high quality cable signals to the public at an affordable cost. To achieve the objective, high quality digital head ends were installed at a cost of approximately Rs.8 crores each at Thanjavur, Coimbatore, Tirunelveli and Vellore with control rooms and without control rooms at Madurai and Trichy. the vision is to provide high quality cable tv, e-sevai and internet services to the public at an affordable cost using the latest and emerging technologies.

STATEMENT OF PROBLEMS

Service Reliability:

Frequent outages, poor picture quality, and inconsistent service delivery may be negatively impacting subscriber satisfaction and driving churn.

Customer Service Effectiveness:

Inefficient complaint resolution, long wait times, and unhelpful customer service interactions could be leading to subscriber dissatisfaction.

Competitive Landscape:

Arasu Cable may be facing challenges from other cable and DTH providers in the region, particularly in terms of channel selection, advanced features, and promotional offers.

OBJECTIVES

- To evaluate the quality of cable services provided by Arasu Cable.
- To analyze whether customers find the subscription charges reasonable compared to competitors.
- To analyze factors influencing customer loyalty and likelihood of service continuation.

RESEARCH METHODOLOGY

Area of study

The area is focused with Coimbatore District, which is one of the prominent districts in Tamil Nadu. This district consists of a balanced mix of urban, semi-urban, and rural areas, making it a suitable region for understanding the overall satisfaction of Arasu Cable subscribers. Coimbatore's population represents a variety of income levels, occupations, and lifestyles, which allows the study to cover a broad spectrum of consumer experiences. By including respondents from different types of localities, the study aims to evaluate how Arasu Cable services meet the expectations of customers across diverse settings.

Source of data

This study receives data from primary source of data collection from general public through circulation of Google forms.

Sample size

The sample size of this study is 125 responses.

Sampling method

Convenience sampling method is used for this study.

Tools for analysis

The following statistical tools have been used to analyze the primary data collected.

- Simple percentage analysis

FINDINGS

The following are findings of the Study on subscriber satisfaction on Arasu Cable: in special reference to Coimbatore district. The number of respondents of this study is 127. The findings of the study gave an accurate result of the respondents' attitude towards the variable of the study. The findings are reported as per the objective of the study and based on various statistical tools. They are listed below:

SIMPLE PERCENT ANALYSIS

- 73.60% of the respondents has only one Arasu Cable connection
- 91.20% of the respondents uses LED television
- 28% of the respondents have been using Arasu Cable service for more than 6 months to 1 year
- 51.20% of the respondents are satisfied with the picture and sound quality of the channels provided
- 49.60% of the respondents rarely experience disruptions in terms of signal and technical issues
- 49.60% of the respondents are satisfied when the technical issues are restored promptly
- 56% of the respondents say that the variety of channels offered by Arasu Cable is good enough to meet their entertainment needs
- 56% of the respondents say that the responsiveness of the customer support team is good
- 49.60% of the respondents feels satisfied by the pricing of channel package reasonable for the content offered
- 48.80% of the respondents feels satisfied with the resolution of the issues by the customer support team
- 48.60% of the respondents feels transparent about the pricing and billing details of their subscription
- 52% of the respondents are satisfied with the services provided by Arasu Cable.

CONCLUSION

The study on subscriber satisfaction with Arasu Cable highlights key factors influencing customer perceptions and service quality. The findings suggest that affordability, channel variety, picture quality, customer service, and technical support play crucial roles in determining overall satisfaction. While many subscribers appreciate the cost-effectiveness of Arasu Cable, there are areas for improvement, particularly in customer service responsiveness and the availability of advanced features such as high-definition (HD) and digital streaming options.

To enhance subscriber satisfaction, Arasu Cable should focus on upgrading its technology, expanding channel choices, and ensuring prompt resolution of customer grievances. Implementing feedback mechanisms and investing in service quality improvements can help strengthen customer loyalty and competitiveness in the market. Overall, while Arasu Cable meets basic consumer needs, strategic enhancements in service delivery can lead to greater subscriber retention and satisfaction.

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