

**A STUDY ON CUSTOMER PREFERENCES LEVEL IN
FRIENDSSAT VISION CABLE NETWORK**

Submitted in partial fulfilment of the requirements for the award of

Bachelor of Commerce

By

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SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

CATEGORY-1 UNIVERSITY BY UGC

Accredited with Grade "A++" by NAAC | 12B Status by UGC | Approved by AICTE

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BONAFAIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **JAGADHEESAN K (41740012)** who carried out the Project Training at **FRIENDS SAT VISION CABLE NETWORK (THARAMANI)** under our supervision from January 2024 to March 2024

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TO WHOMSOEVER IT MAY CONCERN

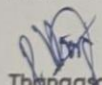
We wish to confirm that Mr. JAGADEESAN K (Register number 41740012), student of Bachelor of Commerce in General Final Year's SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, had successfully completed the fin year project on "A STUDY ON CUSTOMER PREFERENCES LEVEL IN FRIENDS SAT VISION CABLE NETWORK " with us

During this period ,He had undergone training marketing department and participated and marketing activities behalf of us from (JANUARY TO MARCH). As a result , the project outputs were excellent and he was observed to have a good sense of initiative and behaviour

We wish you all very best in your future and career.

Thanks & Regards

Friends Sat Vision


Thangasamy
Proprietor



DECLARATION

I JAGADHEESAN K (41740012) hereby declare that the Project entitled done by me under the guidance of Dr.Velumoni D (Internal) and Mr. Thangasamy M (External) Friends sat vision- Chennai is submitted in partial fulfillment of the requirements for the award of Bachelor of Commerce.

DATE:

PLACE:

SIGNATURE OF THE CANDIDATE

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ABSTRACT

Friends Sat Vision Cable Network occupies a significant position in the media landscape, providing a diverse array of content to its viewers. Understanding the nuanced preferences of its customer base is paramount for the network's sustained success and relevance.” Studies reveal a dynamic interplay of factors shaping customer preferences, influenced by age demographics, cultural inclinations, and socio-economic backgrounds. Additionally, the advent of digital streaming platforms and on-demand services has introduced new dynamics, impacting viewer choices and engagement patterns. The findings underscore the necessity for Friends Sat Vision Cable Network to adopt adaptive strategies that align with evolving viewer preferences. Customization, targeted content curation, and innovative viewer engagement initiatives emerge as pivotal strategies for enhancing customer satisfaction and retention. Furthermore, the integration of interactive features and immersive technologies holds promise for elevating the viewing experience and fostering deeper audience engagement.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

It is seen as a key performance indicator within business and is often part of a Balanced Scorecard. In a competitive marketplace where businesses compete for consumers, consumer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy, it is essential for businesses to effectively manage consumer satisfaction.

To be able to do this, firms need reliable and representative measures of satisfaction. "In researching satisfaction, firms generally ask consumers whether their product or service has met or exceeded expectations. Thus, expectations are a key factor behind satisfaction.

When consumers have high expectations and the reality falls short, they will be disappointed and will likely rate their experience as less than satisfying. For this reason, a luxury resort, for example, might receive a lower satisfaction rating than a budget motel- even though its facilities and service would be deemed superior in 'absolute' terms." It is a marketing term that measures how products or services supplied by a company meet or surpass a consumer's expectations.

Here are the top six reasons why consumer preference is so important:

- ❖ It's a leading indicator of consumer repurchase intentions and loyalty
- ❖ It's a point of differentiation
- ❖ It reduces consumer churn
- ❖ It increases consumer lifetime value
- ❖ It reduces negative word-of-mouth
- ❖ It's cheaper to retain consumers than acquire new ones

In the contemporary media landscape, where entertainment options abound, Friends Sat Vision Cable Network stands out as a prominent player, offering a rich tapestry of content to its diverse audience. As the competition intensifies and viewer expectations evolve, comprehending the intricate fabric of customer preferences becomes increasingly crucial for the network's sustained relevance and success. This introduction sets the stage for an exploration into the realm of customer preference levels within Friends Sat Vision Cable Network.

Through an in-depth analysis, this study aims to unravel the intricacies of viewer preferences, shedding light on the factors that shape audience choices and engagement patterns. By doing so, it seeks to provide valuable insights that can inform strategic decision-making and enhance the network's ability to deliver content that resonates deeply with its viewers. Understanding customer preferences in cable networks involves analysing a myriad of variables, including content types, viewing habits, technological interfaces, and socio-economic backgrounds.

ADVANTAGES OF CABLE NETWORK:

- 1. Wide Range of Channels:** Cable networks typically offer a vast selection of channels covering various genres such as news, sports, entertainment, lifestyle, and more. This diversity allows viewers to access a broad spectrum of content tailored to their interests and preferences
- 2. Reliable Signal Quality:** Cable networks traditionally provide high-quality signal transmission, delivering clear audio and video to viewers. Unlike over-the-air broadcasts, cable signals are less susceptible to interference from weather conditions, terrain, or other environmental factors.
- 3. Access to Premium Content:** Cable networks often offer access to premium channels and content packages, including exclusive shows, movies, and live sports events. This enables viewers to enjoy a wide range of entertainment options beyond what is available on free-to-air channels.
- 4. Convenience and Accessibility:** Cable networks provide convenient access to television programming through a single connection point. Viewers can easily switch between channels and access on-demand content without the need for additional equipment or installations.
- 5. Value-added Services:** Many cable networks offer value-added services such as DVR (Digital Video Recorder) capabilities, interactive program guides, and video-on-demand (VOD) libraries. These features enhance the viewing experience by allowing viewers to personalize their content consumption and watch programs at their convenience.

DISADVANTAGE OF CABLE NETWORK:

- 1. Limited Availability:** Cable networks may not be accessible to all households, particularly in rural or remote areas where infrastructure limitations restrict service availability. This lack of coverage can leave certain communities underserved in terms of television access, limiting their options for entertainment and information.
- 2. Contractual Obligations:** Many cable providers require subscribers to sign long-term contracts, often with early termination fees or penalties for cancellation. These contractual obligations can be restrictive and may deter subscribers from exploring other service providers or cutting the cord altogether.
- 3. Channel Bundling:** Cable packages often include bundled channels; meaning subscribers must pay for a set of channels even if they only watch a few of them. This lack of à la carte options can lead to frustration among viewers who feel they are paying for content they do not use or want.
- 4. Signal Interruptions:** Cable networks can experience signal interruptions due to technical issues such as weather-related disruptions, equipment malfunctions, or maintenance downtime. These interruptions can disrupt the viewing experience and cause frustration among subscribers, particularly during critical moments of live events or programming.

INDUSTRY PROFILE

Telecommunication, often abbreviated as "telecom," is the exchange of information over significant distances by electronic means. It encompasses a broad range of technologies and systems that enable communication between individuals, organizations, or devices across vast distances. Telecommunication facilitates the transmission of voice, data, and multimedia content through various channels such as wired and wireless networks

Market Overview: This section provides an overview of the cable network industry, including its size, growth rate, and major segments such as cable TV and broadband internet.

Key Players: It outlines the major companies operating in the cable network industry, including cable operators, content providers, and technology providers.

Market Challenges and Opportunities: It discusses the challenges facing the industry, such as competition from alternative content delivery platforms and regulatory pressures, as well as opportunities for growth, such as expanding into new markets or offering innovative services.

Future Outlook: Predictions and forecasts for the future of the cable network industry, including expected growth rates, market opportunities, and potential disruptors.

1.2 COMPANY PROFILE

Overview: Friends Sat Vision is a dynamic and innovative telecommunications company specializing in the delivery of cable television services to consumers. With a focus on providing high-quality entertainment and information, Friends Sat Vision aims to revolutionize the viewing experience for its customers through cutting-edge technology and personalized content offerings.

Services:

1. Cable Television: Friends Sat Vision offers a diverse range of cable television packages, catering to various interests and preferences. From news and sports to entertainment and lifestyle channels, customers can access a comprehensive selection of programming tailored to their needs.

2. High-Speed Internet: In addition to cable television services, Friends Sat Vision provides high-speed internet connectivity to residential and business customers. With reliable and high-performance internet access, customers can stay connected, stream content, and access online services with ease.

Key Features:

1. Advanced Technology: Friends Sat Vision leverages state-of-the-art technology to deliver superior cable television and internet services to its customers. From digital signal transmission to interactive features, the company is at the forefront of innovation in the telecommunications industry.

2. Customer-Centric Approach: Customer satisfaction is a top priority for Friends Sat Vision. The company is committed to delivering exceptional service and support, ensuring that customers receive the assistance they need promptly and efficiently.

3. Customized Packages: Friends Sat Vision offers customized cable television packages tailored to the unique preferences of each customer. Whether customers are sports enthusiasts, movie buffs, or news junkies, they can choose the package that best suits their viewing habits and interests.

SOME OF OUR PRODUCTS:



Fig 1.1 Company Logo



Fig 1.2

1.3 STATEMENT OF THE PROBLEM

In this current competitive situation, customer preference level has become a major problem for all companies. It has become very difficult to recognize the customer's needs and wants and very hard to serve the customers. It is very tough for marketers to retain present customers and to obtain future customers. In level of ss, satisfaction, advertisement, and promotional offers are required to charm the current customers. This study is carried out in "Friends Sat Vision" to know customer enhancement, performance, and solutions for complaints.

1.4 NEED FOR THE STUDY

The cable industry is constantly evolving with new technologies being developed to improve bandwidth, speed, and reliability. Studying cable networks involves keeping up with these technological advancements to leverage them for better services. Cable networks form a significant part of the telecommunications infrastructure. Understanding their architecture, components, and operation is crucial for telecom engineers and technicians who design, maintain, and troubleshoot these networks.

1.5 OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE:

- ❖ To find out the study on customer preference level in Friends Sat Vision cable network

SECONDARY OBJECTIVE:

- ❖ To determine customers' opinions on the tangible factors of Friends SatVision
- ❖ To find out the reliability of Friends Sat Vision factors like the payment options process
- ❖ To assess the satisfaction level of the customers based on features of the product
- ❖ To provide suitable suggestions to improve overall customer satisfaction levels at TCCL
- ❖ To assess the satisfaction level of the customers based on the features of the product
- ❖ To develop effective solutions to the problems faced by customers.
- ❖ To identify the customer's perception towards the grievance handling procedure and guarantees for the product.

1.6 SCOPE OF THE STUDY

- ❖ Understanding the architecture, components, and technologies used in cable networks, such as coaxial cables, fiber-optic cables, amplifiers, node headends, and distribution systems.
- ❖ The information gathered through this research can be used by the company to improve its services and become more customer-friendly. This can increase the goodwill of the company and its overall performance.
- ❖ Exploring how signals are transmitted, modulated, demodulated, and processed within cable networks, including techniques for maximizing bandwidth and minimizing signal degradation..
- ❖ To find out prospective customers.
- ❖ It is helpful to perceive the customers.
- ❖ It is helpful to understand and analyze the factors that influence the customers.
- ❖ It helps in finding competitors' strengths as well as their weaknesses.
- ❖ This research was conducted to help the company to increase customer satisfaction by getting their feedback.
- ❖ This study will help to understand customer expectation towards the business

1.7 LIMITATIONS OF THE STUDY

Every research has its own limitations. It is not possible for research is accomplished without having any limitations. There are always some shortcomings that come into the way of accomplishment of a particular research study. It is almost impossible for research to get away from it.

The following are some limitations during the dissertation,

- ❖ Most of the customers did not spend much time on the questionnaire, so it might affect the quality of the data collected
- ❖ The shortage of time is another constraint for the study.
- ❖ A limited number of samples of 101 has been taken for the study
- ❖ Due to a shortage of time more respondents could not be met and human error is unavoidable

CHAPTER 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

A literature review is a comprehensive summary of previous research on a topic. The literature review surveys scholarly articles, books, and other sources relevant to a particular area of research. The review should enumerate, describe, summarize, objectively evaluate, and clarify this previous research. It should give a theoretical base for the research and help you (the author) determine the nature of your research. The literature review acknowledges the work of previous researchers, and in so doing, assures the reader that your work has been well conceived. It is assumed that by mentioning a previous work in the field of study, the author has read, and evaluated that work into the work at hand.

Kumar Amit et. al. (2010), - Mobile communications systems revolutionized the way people communicate, joining together communications and mobility. A long way in a remarkably short time has been achieved in the history of wireless. Evolution of wireless access technologies is about to reach its fourth generation (4G). Looking past, wireless access technologies have followed different evolutionary paths aimed at a unified target: performance and efficiency in high mobile environments. The first generation (1G) has fulfilled the basic mobile voice, while the second generation (2G) has introduced capacity and coverage. This is followed by the third generation

(3G), which has a quest for data at higher speeds to open the gates for a truly “mobile broadband” experience, which will be further realized by the fourth generation (4G). The Fourth generation (4G) will provide access to a wide range of telecommunication services, including advanced mobile services, supported by mobile and fixed networks, which are increasingly

packet-based, along with support for low to high-mobility applications and a wide range of data rates, in accordance with service demands in multiuser environment. This paper provides a high-level overview of the evolution of Mobile Wireless Communication Networks from 1G to 4G.

Ghassan A. Abed, Ismail Mahamod and Jumari Kasmiran. (2012), - The era of new wireless communications is upon us. Eventually it will penetrate into our daily life and change the way we live just like many technological innovations who's original. Research came from the life needs. To achieve these requirements, the society of 3rd Generation Partnership Project (3GPP) is presently evolving Long Term Evolution Advanced (LTE Advanced) as a development of the standard of LTE. The goal of this generation is to produce specifications for a new radio-access technology geared to higher data rates, low latency and greater spectral efficiency to that product or brand. In other words customer satisfaction is about those goods or services which fulfill the customer expectation in terms of quality and service for which he has paid. If Customer satisfaction develops they will become loyal to that product or brand and their loyalty will be good for the company in sense as a Profit. Customer satisfaction is the part of marketing and play important role in the market. In any organization satisfaction of customer is more important, because if your customer is satisfied with your services or products, your position will be good in the market.

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J. Parish David. (2012), - The 4th Generation of mobile communications (4G) has been designed to fulfil strict security requirements. However, design shortcomings may open the door to threats, casting doubt on the reliability of the system. Recent publications found critical vulnerabilities, such as breach of user identity privacy, user location tracking or inability to guarantee privacy and integrity of communications, proposing amendments without considering fully backward compatibility and inflicting further menaces.

Jacob Jeeva Susan and Preetha K. G. (2012), - Wireless technologies have been adopted into the field of communication in the recent past. The fast pace in the growth of advanced wireless hardware and technologies have caused the evolution and generation of five wireless communication standards within this short span of time. The fourth generation (4G) communication standard, which is the most recent of these five, is a promising area for research. 4G systems aim at implementing a global communication network by integrating all existing telecommunication standards. It modifies the main goal of wireless communication from “Always Connected” to “Always Best Connected”. Major issues which are delaying the benefits of e-commerce.

Shukla Sapna, et. al. (2013), - Mobile communication is continuously one of the hottest areas that are developing at a booming speed, with advanced techniques emerging in all the fields of mobile and wireless communications. A cellular network or mobile network is a radio network distributed overland areas called cells, each served by at least one fixed-location transceiver, known as a cell site or base station. In a cellular network, each cell uses a different set of frequencies from neighbouring cells, to avoid interference and provide guaranteed bandwidth within each cell design process to

Escudero-Andreu Ginés, C.-W. Phan Raphael levels; this initial exploratory study examines whether consumer trust appears to vary by gender, and it is the authors' intention to investigate other characteristics in future studies. Seeks to evaluate whether consumer trust is increasing or declining and whether one or other gender might potentially be more responsive to emarketing activities. Earlier studies suggest discernable differences between male and female perceptions of online shopping; however, the present study detects only minor (insignificant) gender-based variations, registering a high level of concern overall, regardless of gender

Khaleel Ahmad, Kumar Sunil and Shekhar Jayant. (2012), - During the last few decades, mobile communication has developed rapidly. The increasing dependency of people on telecommunication resources is pushing even more current technological developments in the mobile world. In Real-time multimedia applications, such as Live TV or live movie, videoconferencing, VoIP, on-line gaming etc. are exciting applications to the success of 4G. In today's Internet these applications are not subject to congestion control, therefore the growth of popularity of these applications may endanger the stability of the Internet. In this paper, we propose a novel model to solve the network congestion problem through iterative server

Chen Yung-Chih et. al. (2012), - Cellular networks offer an intriguing opportunity for deployment in the military theatre. They can provide broad, long-range coverage and potentially high-quality mobile connectivity for the war fighter, using relatively inexpensive standardized industrial components. Cellular technology not only enables mobility, but also allows redundant connectivity using multiple wireless paths to improve availability, reliability, and performance. Multiple paths enable the potential to shift traffic from broken or congested paths to higher quality ones as traffic characteristics dynamically change, particularly during movement. However, little work has been done to date studying cellular networks or their suitability as a hybrid network Bhalla Mudit

Ratana and Bhalla Anand Vardhan. (2013), - Wireless communication is the transfer of information over a distance without the use of enhanced electrical conductors or "wires". The distances involved may be short (a few meters as in television remote control) or long (thousands or millions of kilometers for radio communications). When the context is clear, the term is often shortened to "wireless". It encompasses various types of fixed, mobile, and portable two-way radios, cellular telephones, Personal Digital Assistants (PDAs), and wireless networking. In this paper we will throw light on the evolution and development of various generations of mobile wireless technology along with their significance and advantages of one over the other Kumar S.Venkata Krishna and T.V Poornima. (2014), - Mobile wireless technology is developing in rapid speed with advanced techniques. It is an emerging technology in all the fields of mobile communication such as internet access, location based services, video conferencing system, mobile financial services, mobile entertainment services etc. The users can the user friendliness and functionality (ie ancillary services) provided by residential and commercial real estate websites.

Veloutsou (2005) describes in his study regarding customer satisfaction

Rajugan Rajagopalapillai, William Gardner, Professor Elizabeth Chang, Professor Tharam S. Dillon, (200), Designing websites with eXtensible web (xWeb) methodology, Today, eXtensible Markup Language (XML) is fast emerging as the dominant standard for storing, describing, representing and interchanging data among various enterprises systems and databases in the context of complex web enterprises information systems (EIS). Conversely, for web EIS (such as ecommerce and portals) to be successful, it is important to apply a high level, model driven solutions and meta-data vocabularies to design and implementation techniques that are capable of handling heterogonous schemas and documents.

For this, we need a methodology that provides a higher level of abstraction of the domain in question with rigorously defined standards that are to be more widely understood by all stakeholders of the system. To-date, UML has proven itself as the language of choice for modeling EIS using OO techniques. With the introduction of XML Schema, which provides rich facilities for constraining and defining enterprise XML content, the combination of UML and XML technologies provide a good platform (and the flexibility) for modeling, designing and representing complex enterprise contents for building successful EIS. In this paper, we show how a layered view model coupled with a proven user interface analysis framework (WUiAM) is utilized in providing architectural construct and abstract website model (called eXtensible Web, xWeb), to model, design and implement simple, usercentred, collaborative websites at varying levels of abstraction. The uniqueness xWeb is that the model data (web user interface definitions, website data descriptions and constraints) and the web content are captured and represented at the conceptual level using views (one model) and can be deployed (multiple platform specific models) using one or more implementation models.

Das Prasun, 20013 Literature on customer satisfaction is voluminous and

spans several areas such as marketing, management, and accounting. For example, numerous papers use the ACSI (American Customer Satisfaction Index) to study customer satisfaction at the company, industry, and macroeconomic levels. This paper focuses only on customer satisfaction studies that are related to retailing and does not survey the literature that studies the design of satisfaction survey instruments, as there is no control over survey design. The basic tenet of this

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

A research design is purely and simply the framework or plan for an analysis of data. It is a blueprint that is followed in completing a study. A good research design has the characteristics of problem definition, specific methods of data collection and analysis, time required for a research project, and estimate of expenses to be incurred. The function of a research design is to ensure that the required data are collected accurately and economically.

I used descriptive research design for this study which means this design is concerned with research studies with a focus on the portrayal of the characteristics of a group or individual or a situation. The main objective of such studies is to acquire knowledge and it would also help to suggest methods to solve the problems.

3.2 DATA SOURCES

After identifying and defining the research problem and determining the specific information required to solve the problem, the researcher's task is to look at the type and sources of data that may yield the desired results. Data sources are of two types through which data is collected.

Data sources may be classified as

- ❖ Primary data
- ❖ Secondary data

Primary data

Primary data is the original data collected by the researcher firsthand. It is collected for the first time through a field survey. These are those that are gathered specifically, for the problem at hand. The various sources for collecting primary data are questionnaires, observations, interviews, etc. The primary source used for the study is a questionnaire.

Secondary Data

Secondary data is the information that is already available in published or unpublished form. When the needed information is collected from the census of the population available in a library then it is secondary data. It is also used for collecting historical data. The various sources of secondary data are books, periodicals, journals, directories, magazines, statistical data sources, etc. The secondary sources used for this study are company profile, scope, need, and review of literature. Finally, I used the primary data collection method for this study from customers.

3.3 STRUCTURE OF THE QUESTIONNAIRE

A structured questionnaire is selected as the tool for data collection, which includes various types of questions concerning different aspects of this study. These are the type of questions included in the questionnaire:

- ❖ Multiple Choice Questions
- ❖ Closed questions
- ❖ Dichotomous questions

3.4 SAMPLE SIZE

The sample size for this study is 101 responses and it was received from online and offline customers of Friends Sat Vision

3.5 PERIOD OF STUDY

The Period of study was from JANUARY 2024 To MARCH 2024

3.6 ANALYTICAL TOOLS

The data collected was tabulated and analyzed with the help of Percentage analysis. Percentage Analysis In this method frequency of various criteria factors is tabulated and the percentage of each value concerning the total is found. They are presented pictorially by graph to have a better understanding. Percentage analysis is a measure of central tendency. It is used in data presentation. The data are reduced into the standard form with a base equal to 100, which facilitates data comparison.

The percentage is one of the essential components of data analysis, which helps find a value from a huge amount of data and information. It is the process of inspecting, narrowing, transforming, and modeling data from huge amounts of information or data.
$$\text{Percentage analysis} = \frac{\text{Number of respondents}}{\text{Total respondents}} \times 100$$

CHAPTER 4

DATA ANALYSIS AND INTERVENTION

PERCENTAGE ANALYSIS

1. GENDER

TABLE 4.1

PARTICULARS	NO OF RESPONDS	PERCENTAGE OF RESPONDS
MALE	64	63.4
FEMALE	37	36.6
TOTAL	101	100

CHART 4.1

Gender
101 responses

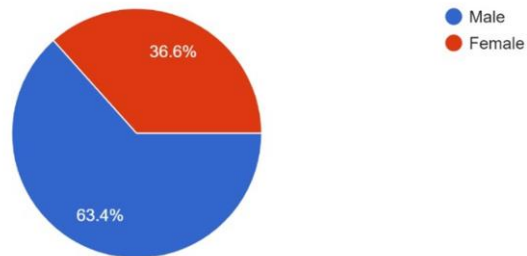


CHART 4.1 GENDER

INTERPRETATION

From the above table, it is inferred that 36.6% of the respondents are female, and 63.4%% of the respondents are male. Most of the respondents are male.

2. AGE

TABLE 4.2

PARTICULARS	NO OF RESPONDS	PERCENTAGE OF RESPONDS
BELOW 18	12	11.9
19-25	46	45.5
26-35	14	13.9
36-45	14	13.9
46 ABOVE	15	14.9
TOTAL	101	100

Age

101 responses

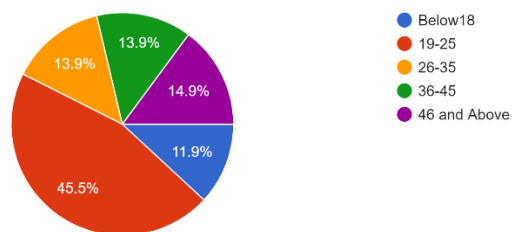


CHART 4.2 AGE

INTERPRETATION

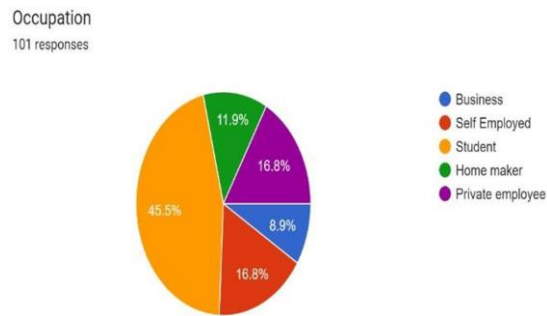
Below 18 years, 45.5% of the respondents belong to the age group of 19 – 25 years, 13.9% of the respondents belong to the age group of 26 – 35 years, and 13.9% of the respondents belong to the age group of 36–45 years. 46 above are 14.9%,.

3. OCCUPATION

TABLE 4.3

PARTICULARS	NO OF RESPONSES	PERCENTAGES
BUSINESS	9	11.9
SELF EMPLOYED	17	16.8
STUDENT	46	45.5
HOMEMAKER	12	11.9
PRIVATE EMPLOYEE	17	16.8
TOTAL	101	100

CHART.4.3



INTERPRETATION

From the above table, it is inferred that 45.5% of the respondents are students, 16.8% of the respondents are self-employed, 11.9% of the respondents are homemakers 16.8 are private employees. Most of the respondents are students

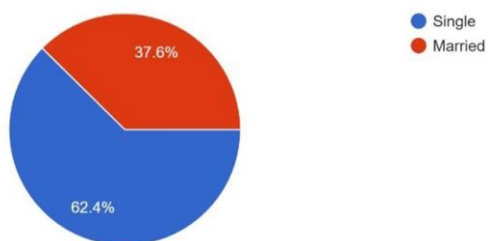
4. MARITAL STATUS

TABLE 4.3

PARTICULARS	NO OF RESPONDS	PERCENTAGES
MARRIED	38	37.6
UNMARRIED	63	62.4
TOTAL	101	100

CHART.4.3

Marital Status
101 responses



INTERPRETATION

From the above table, it is inferred that 37.6% of the respondents are Married, 62.4% of the respondents are Unmarried. Most of the respondents are Single.

5. EDUCATION QUALIFICATION

TABLE 4.5

PARTICULARS	NO OF RESPONDS	PERCENTAGE
UP TO HSC	18	17.8
UG	43	42.6
PG	15	14.9
PROFESSIONAL COURSES	12	11.9
OTHERS	13	12.9
TOTAL	101	100

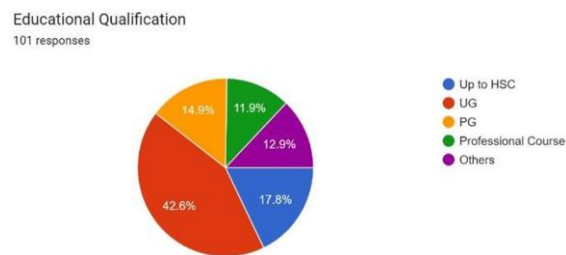


CHART.4.5

INTERPRETATION

From the above table, it is inferred that 17.8% of the respondents are HSC, 42.6% of the respondents are UG students, and 14.9% of the respondents are PG students. Professional courses are 11.9% and others are 12.9% Most of the respondents are UG students.

6. MONTHLY INCOME

TABLE 4.6

PARTICULARS	NO OF RESPONDS	PERCENTAGE
10,000	36	41.9
10,000 TO 20,000	24	27.9
30,000 TO 40,000	14	16.3
ABOVE 40,0000	12	14
TOTAL	86	100

Monthly Earnings
86 responses

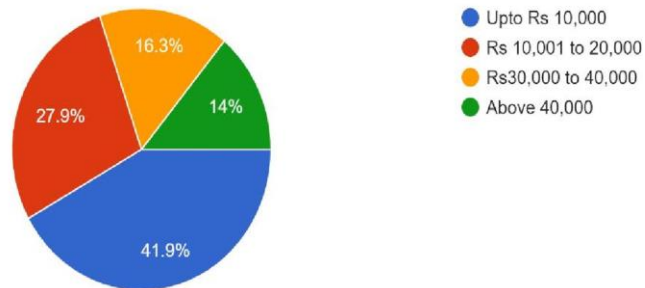


CHART 4.6

INTERPRETATION

From the above table, 27.9% of the respondents are earning above 10,000, 41.9% of the respondents are earning 10,000, and 14% of the respondents are earning above 40,0000

7. WHICH TYPE OF PLATFORM DO YOU USE?

TABLE 4.6

PARTICULARS	NO OF RESONDS	PERCENTAGE
CABLE	64	63.4
DTH	13	12.9
OTHERS	21	20.8
TOTAL	101	100

Which type of platform do you use
101 responses

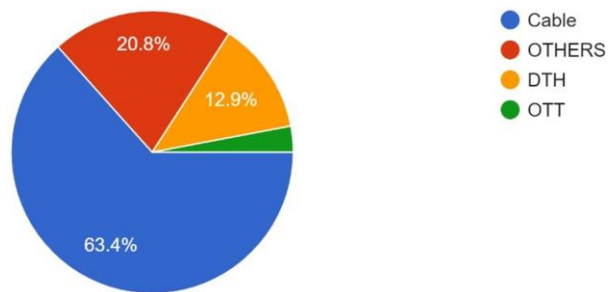


CHART4.7

INTERPRETATION

From the above table, it is inferred that 63.4% of the respondents use cable and 12.9% of the respondents use DTH, 20.8% of the respondents use others

8. WHAT IS THE BRAND OF THE PLATFORM

TABLE 4.8

PARTICULARS	NO OF RESPONDS	PERCENTAGE
TCCL	43	42.6
AIRTEL DTH	9	8.9
SUN DIRECT	10	9.9
SVC	7	6.9
HATHWAY	6	5.9
JIO FIBER	7	6.9
TOTAL	82	100

What is the brand of platform
101 responses

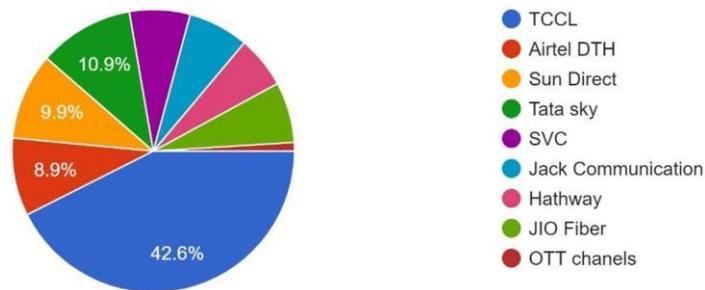


CHART4.8

INTERPRETATION

From the table, it is inferred that 42.6% are using TCCL, 8.9% of the respondents are using Airtel DTH 9.9% of the respondents using Sun Direct, 10.9% of the respondents are using Tata Sky, 6.9% of respondents are using SVC and also 6.9% respondents are using jack communication and 5.5% respondents are using Hathway and 6.9% of the respondents are using Jio fiber. Most of the respondents are using TCCL

9. WHICH TYPE OF PLATFORM WILL BE CONVENIENT

TABLE 4.9

PARTICULARS	NO OF RESPONDS	PERCENTAGE
CABLE	62	62
DTH	17	17
OTHER	18	18
TOTAL	101	100

Which type of platform will convenient
101 responses

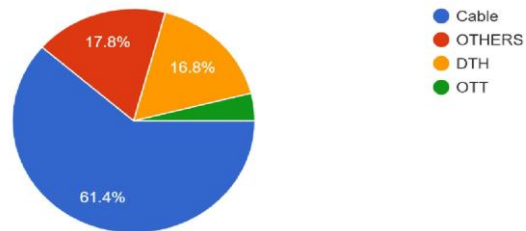


CHART4.9

INTERPRETATION

From the above table inferred that 61.4% of the respondents are using Tccl as a convenient And 16.8% of the respondents are using DTH as convenient and 17.8% of the respondents are using others. Most of the respondents are using TCCL

10 . WHICH IS COST EFFICIENT

TABLE 4.10

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
TCCL	59	58.4
DTH	39	38.6
TOTAL	101	100

Which cost efficient
101 responses

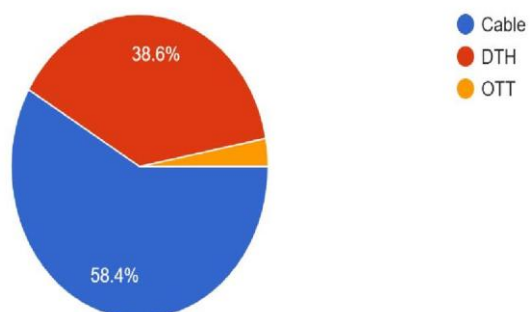


CHART4.10

INTERPRETATION

From the above table, it is inferred that 58.4% of the respondents say TCCL will be cost-efficient, and 38.6% of the respondents say DTH will be cost-efficient. Most Of the respondents say TCCL will be cost-efficient

11. DO YOU KNOW THE BRAND TCCL

TABLE 4.11

PARTICULARS	NO OF RESPONDS	PERCENTAGE
YES	69	68.3
NO	32	31.7
TOTAL	101	100

Are you know the brand TCCL

101 responses

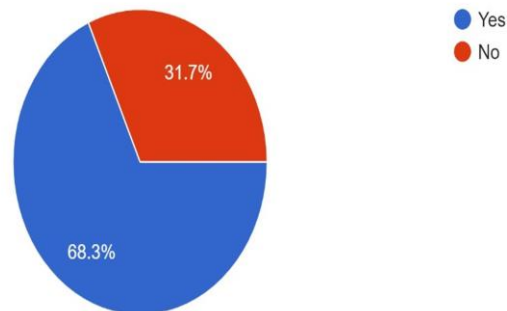


CHART4.11

INTERPRETATION

From the above table, it is inferred that 68.3%% of the respondents are. know TCCL and 31.7% of respondents say NO. Most of the respondents are known TCCL

12. HOW LONG HAVE YOU BEEN USE TCCL

TABLE 4.12

PARTICULARS	NO OF RESPONDS	PERCENTAGE
LESS THAN 1YEAR	36	35.6
1-3 YEARS	17	16.8
MORE THAN 3 YEARS	33	32.7
I DO NOT USE IT	15	14.9
TOTAL	101	100

How long have you been using TCCL
101 responses

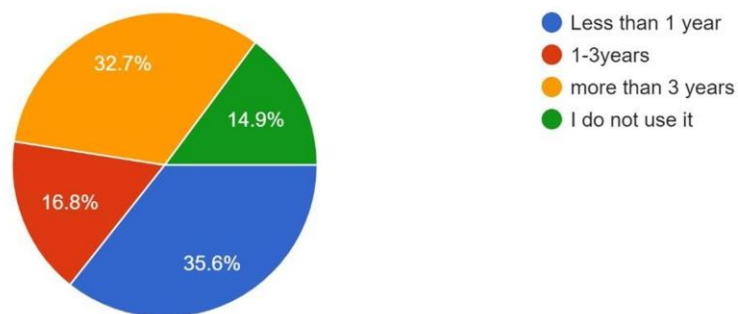


CHART4.12

INTERPRETATION

From the above table, it is inferred that 35.6% of the respondents are using less than 1 year, 32.7% of the respondents are using more than 3 years, 16.8% of the respondents are using 1-3 years, 14.9% of the respondents are don't use the brand. most of the respondents are less than 1 year.

13. HOW DID YOU KNOW ABOUT TCCL

TABLE 4.13

PARTICULARS	NO OF RESPONDS	PERCENTAGE
NEWSPAPER	13	13
FRIENDS AND FAMILY	65	65
SOCIAL MEDIA	23	23
TOTAL	101	100

How did you know about TCCL
101 responses

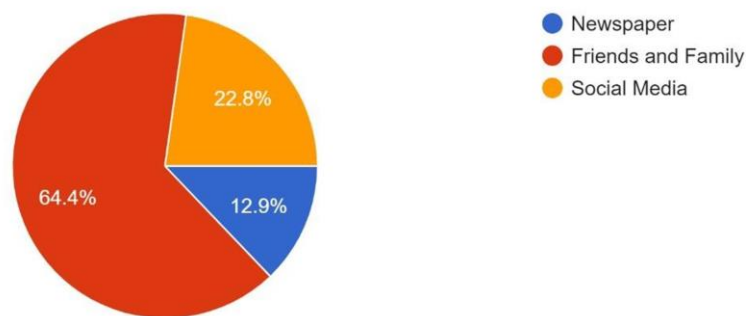


CHART4.13

INTERPRETATION

From the above table, it is inferred that 64.4% of the respondents know about friends and family, 22.8% of the respondents know about social media and 12.9% of the respondents know newspapers. most of the respondents know friends and family.

14. WHICH PLATFORM GIVES GOOD SPEED OF INTERNET

TABLE 4.14

PARTICULARS	NO OF RESPONDS	PERCENTAGE
TCCL	26	25.7
AIRTEL DTH	10	12.9
SVS	14	13.9
ACT	10	5.6
JIO	6	9.9
HATHWAY	9	8.9
TATA SKY	7	6.9
TOTAL	82	100

Which Platform give good speed of internet
101 responses

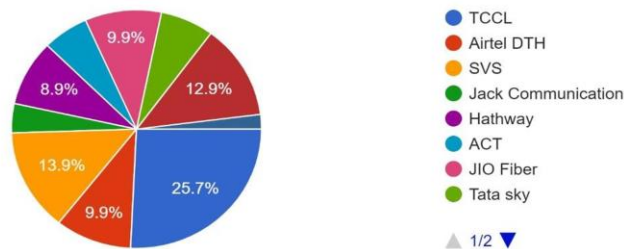


CHART4.14

INTERPRETATION

From the above table, it is inferred that 25.7% of the respondents say TCCL gives good speed, 12.9% of the respondents say Airtel gives a good level of speed, 13.9% of the respondents are SVS, 5.9% of the respondents are Act, 9.9% of the respondents are hatchway and 6.9% of the respondents are tata sky. most of the respondents are selected by 25.7% of TCCL

15. WHICH TYPE OF PLATFORM WILL SECURE IN RAINY SEASON D O YOU FEEL

TABLE 4.15

PARTICULARS	NO OF RESPONDS	PERCENTAGE
CABLE	52	61.9
DTH	32	38.1
TOTAL	84	100

Which Type platform will secure in rain season you will feel
84 responses

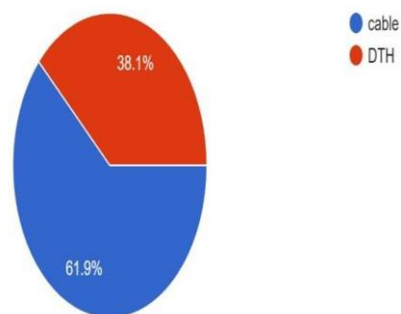


CHART4.15

INTERPRETATION

From the above table, it is inferred that 61.9% of the respondents agree cable is secure in the rainy season, and 38.1% of the respondents say DTH is secure. most of the respondents 61.9% preferred

16. WHICH PLATFORM GIVES DISCOUNT OR OFFERS

TABLE 4.16

PARTICULARS	NO OF RESPONDS	PERCENTAGES
TCCL	42	49.4
OTHERS	43	50.6
TOTAL	85	100

Which platform are give discount or offers
85 responses

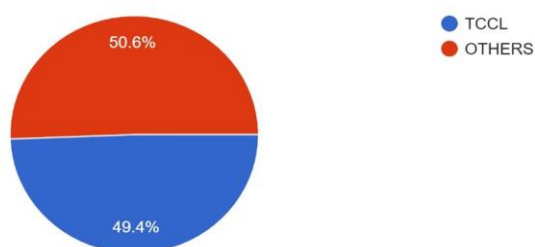


CHART4.16

INTERPRETATION

From the above table, it is inferred that 50.6% of the respondents strongly agree other platforms give discounts and offers and 49.4% of the respondents strongly agree TCCL gives discounts and offers. Most of the respondents prefer other

17. THE INSTALLATION PROCESS OF TCCL

TABLE 4.18

PERCENTAGE	RESPONDS	PERCENTAGE
QUICK	32	37.6
AVERAGE	36	42.4
SLOW	12	14.1
TOTAL	80	100

The installation process of TCCL
85 responses

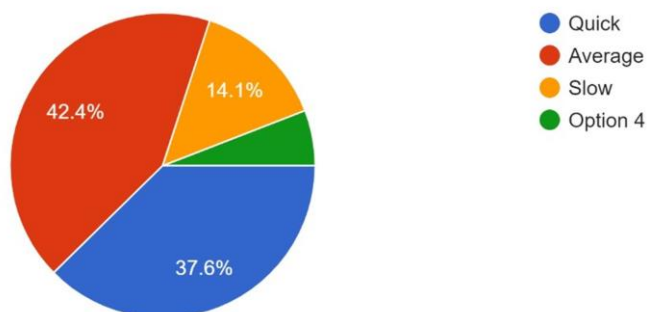


CHART4.18

INTERPRETATION

From the above table, it is inferred that 37.6% of the respondents say quick, 42.4% of the respondents say average, and 14.1% of the respondents say slow. Most of the respondents are 42.2% average.

18. CUSTOMER CARE SUPPORT OF TCCL

TABLE 4.19

PARTICULARS	NO OF RESPONDS	PERCENTAGE
GOOD	51	50.5
AVERAGE	44	43.6
POOR	101	5.9

Customer care support of TCCL
101 responses

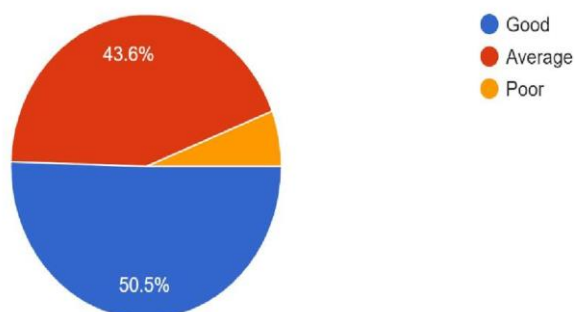


CHART 4.19

INTERPRETATION

From the above table, it is inferred that 50.5% of the respondents said customer support was good, 43.6% of respondents said an average of customer care support, and 5.9% of respondents said poor. Most of the respondents gave 50.5% good.

CHAPTER 5

FINDINGS

5.1 FINDINGS

- ❖ Most of the respondents are in the age group of 18 to 25
- ❖ 63.4% of the respondents are male and 36.6% of the respondents are female
- ❖ 45.5% of the respondents are students
- ❖ 62.4% of people are unmarried
- ❖ 42.6% of the respondents are UG student
- ❖ 41.9% of the respondents are earning above 10,000
- ❖ 63.4% of people are using cable.
- ❖ Most 42.6% of people are using the TCCL brand for cable connection And 61.4% of the people say cable is convenient
- ❖ Most 68.3% of the respondents have known the brand of TCCL
- ❖ 10. 35.6% of the people are more than 1 year
- ❖ 11. Most 64.4% of know about our friends and family
- ❖ 12. 25.7% of said TCCL give a good level of speed for our customers
- ❖ Most 61.9% of said cable is secure in the rainy season for our family. For most 50.6% of the respondents TCCL not give an offer or discount for our customers this is one of the drawbacks of TCCL
- ❖ 37.6% of people are given quick installation compared to others
- ❖ Most 50.6% of the respondents are given customer care is good
- ❖ In this collection of data we analyzed most of the middle class using TCCL and also it was convenient for has. Some of the 22 respondents are facing technical issues.

CHAPTER 4

SUGGESTION AND CONCLUSION

6.1 SUGGESTIONS

- ❖ The organization needs to give some relaxation in the price level for the existing customers.
- ❖ The organization needs to improve its user-friendly features.
- ❖ Advertisements on the smartphone also need to be improved.
- ❖ The organization needs to give more offers in ads rather than different kinds of ads for the customers so that it will increase the organization's growth.
- ❖ Provide multichannel help to customers.
- ❖ Measure customer satisfaction regularly.
- ❖ The company should also improve their services in terms of delivering the products and also make it more convenient to customers.
- ❖ Customer problems should be solved on time as that would add more value to their assets.
- ❖ Personal information of customers should be maintained properly.

6. 2 CONCLUSION

The internet has become an ongoing emerging source that tends to expand more and more. The growth of this particular medium attracts the attention of advertisers as a more productive source to bring in consumers. From the entire study, we came to know that, customers rely heavily on quality and if not provided with good quality they can shift to the other company. The Friends Sat Vision website can improve the

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ANNEXURE

QUESTIONNAIRE

1.Name of the respondt

2.Gender of respondent

1. Male
2. Female

3. Age of the

respondent1. 18-

22

2. 22-26

3. 26-30

4. 30-42

4.Occupation

1. Student
2. Employee
3. Homemaker

5.Monthly income?

1. Upto 10,000
2. 10,001 to 25,000
3. Above 30,000

6.Which type of platform do you use?

- 1.Cable
- 2.DTH

7.What is the brand of the platform?

- 1.TCCL
- 2.JIO fiber
- 3.SVS
- 4.Tata sky
- 5.Aiirtel DTH

8.Which type of platform is convenient for you?

- 1.Cable
- 2.DTH

9Which is cost-efficient?

4. Cable
5. DTH

10Do you know the brand TCCL?

6. Yes
7. No

11How long have been using TCCL?

8. More than 1 year
9. More than 3 years
- 10.I don't use it

12How did you know about TCCL?

- 11.Newspaper
- 12.Friends and family
- 13.Social media

13Which platform gives a good level of speed?

14.TCCL

15.Jio fiber

16.Hathway

17.Airtel

14Which Type of platform will secure in the rain season you will feel?

18.Cable

19.DTH

15Which platform gives discounts or offers?

20.Cable

21.DTH

16The installation process of TCCL?

22.Quick

23.Average

24.Slow

17Customer care support of TCCL?

25.Good

26.Average

27.poor

