

## Abstract Details

**Title:** Perception of Customers Regarding DTH Operators in Central Haryana

**Author:** Ashutosh Nigam

**Abstract:** DTH industry is gaining popularity very fast and the consumer is also ready to adopt this technology Indian DTH markets set to zoom which is helping the companies to gain market but this thing is to be equally kept in mind that the consumers is easily swayed away by the costs. Present study focuses to study the perception towards different brands of DTH operators in central Haryana.

**Keywords:** DTH, Perception, TV.