

EFFECTS OF BRANDING PRACTICES ON CONSUMER CHOICE OF DSTV

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**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLEMT OF THE
REQUIREMENT FOR THE AWARD OF THE DEGREE OF MASTER OF BUSINESS
ADMINISTRATION, SCHOOL OF BUSINESS, UNIVERSITY OF NAIROBI**

2017

DECLARATION

This research project is my original work and has not been presented for academic purposes in the University of Nairobi or any other University.

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This research project has been submitted for presentation with my approval as the university supervisor.

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ACKNOWLEDGEMENTS

I take this opportunity to thank the Almighty God for seeing me through the completion of this project. The work of carrying out this study needed adequate preparation and therefore called for collective responsibility of many personalities. While it is not possible to name all of them, recognition has been given to a few. I am greatly indebted to my supervisor Dr. Raymond Musyoka for his professional guidance, advice and unlimited patience in reading through my drafts and suggesting workable alternatives, my profound appreciation to him. A special feeling of gratitude to my dear husband and son for their encouragement and support.

Thank you all. May the Almighty God bless you abundantly

DEDICATION

I dedicate this work to my beloved family and all those who supported me in the completion of this project.

ABSTRACT

The objective of this study was to establish the effects of branding practices on consumer choice of DSTV pay TV services in Nairobi County. The study adopted a descriptive survey of selected subscribers of multichoice Kenya Ltd. The target population was five regions referred to as Zones within Nairobi County from households who use DSTV services and only those persons who have enjoyed multichoice pay TV services for more than three months were included in the study. The regional offices of multichoice limited which serve the residents in the target areas provided a list of all their customers. The study used convenience sampling as the population is very diverse and is geographically dispersed randomly. The study targeted 100 viewers drawn from the entire county. The study used primary data collected by use of questionnaires. Analysis of data was done using descriptive statistics and simple regression to describe and compare findings. After the analysis was done, a report was generated to show the branding practices adopted by Dstv as a brand influences greatly their consumers choice. On to the extent to which employment and income affect the use of Dstv, it was identified that those factors did not change the consumers choice to purchase the product. However, it was also noted that age, family size and lifestyle were key elements on the choice of Dstv Bouquets preferred by different members in the family. The study also identified that various branding practices by Dstv and other marketing activities carried out by Multichoice as a company have a heavy bearing on consumer purchase decisions. The following conclusions were made from the study. Income does not determine a purchase of certain goods and services and Consumers will consider such company activities as pricing, distribution, promotion and product features in making consumption choices. The study recommends that further research needs to be done on the influence of branding practices on customer satisfaction. The author believes that there is a relationship between the nature of the branding practices a company invests in and the level of resultant customer satisfaction are related. It is therefore necessary that such a relationship be documented.

ABBREVIATION& ACRONYMS

DSD – Dstv Standard Decoder

DSTV- Digital Satellite Television

DDT-Digital terrestrial Television

DTH-Direct To Home

Gtv – Gateway Communication Television

KBC- Kenya Broadcasting Corporation

MCA- Multichoice Africa

MCK- Multichoice Kenya

M-net- Media network

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CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

Branding is one of the marketing concepts that firms use to position a product or service in the minds of consumers. Keller (2002) assert that a name, design, symbol or a term are all characteristics of branding, which a seller develops, creates in the minds of customers with a view to sustain sales and improve a firms' profitability. Branding has become one of strategies firms use to prevent product obsolescence and to improve product qualities as well as firm competitiveness. With strong proper branding even emerging producers who enjoy significant cost advantages challenge sellers to find innovative ways to differentiate their offerings and to build and maintain lasting and mutually beneficial relationships with their customers.

The main aim of sellers is to discover the best possible ways to position their product-offering better in the minds of the customers; as a result, brands are considered a firm's salient enduring assets that outlasts their specific products and facilities (Sigue, 2012). Brand loyalty occurs when the customer is convinced that a product has the right features and level of quality, and the price of the product is affordable to the customer as well. Brand loyalty describes a customer's conscious or unconscious decision or even intent to continually buy a particular product (Keller, 2002). Brand equity assessment involves use of models such as brand asset valuator (BAV) and Engel Kollat Blackwell models.

A strong brand is a valuable asset to a firm, and has the potential to increase competitiveness of a firm. Firms that have developed a strong brand have relied on effective communication strategies that promote customer loyalty, and help the firm to adapt sales strategies to customers' needs and wants (Lynch and De Chernatony, 2007).

Brand Asset Valuator Model (BAV) outlines the relationship that a particular brand has with its customers. Brand Asset Valuator Model (BAV) outlines the relationship that a particular brand has with its customers. The major parameters of this relationship are Differentiation, Relevance, Knowledge and Esteem. Each element relates differently with various aspects of the customers brand perceptions, Balkai S (2012). The Engel- Kollat -Blackwell model of consumer behavior holds that the consumption choices made by a customer are a function of the marketing activities of the firm, the environment within which the consumer operates, the consumer's black box consisting of their characteristics and the buying decision process obtaining in view of the present purchase.

Dstv – Multichoice is a household name in Kenya. Dstv is a leading provider of paid TV services in Kenya. The industry is relatively new industry in Kenya and as such, prevalent marketing practices such as branding may be a challenge. Of concern to most of the players in this industry has been the influence of branding activities on the choice of a pay TV provider by consumers. The market as several other players including Go TV and Smart TV.

1.1.1 The Concept of Branding

The main aim of branding is to differentiate and position the firms Service/ Product distinctly from the competition. Brands exist in the consumers mind. Branding practices are all about creating differences between products and services. The major difference among brands arise from their benefits and product applications. Brand superiority arises from continuous brand upgrading, innovations, and image building, all these enhances brand competitiveness in the market and industry. Brand effects and influence lies solely on what the customer understands learn and own experience (Aaker, 1996; Kottler and Keller, 2009).

The challenge and task ahead of all businesses is to develop a strong brand, which meets and exceeds customer expectations. Riezebos (2002) argues that enhances its position in the industry. It becomes easy for customers to remember and recall (Trout and Ries 1997); secondly branding adds value to the product or service component. This enables the users to see more applications, or relevance in the brands. Keller (1999) outlines that perceived differences among brands enables the firm to create loyalty bases and positive consumer franchise, which can easily be translated into better firm performance. Strategies associated with brand management include designing and implementing marketing programs and activities that provide a clear framework for measuring and managing brand equity. The steps that lead to effective brand management requires identification and establishment of brand position, planning and implementation of the marketing program, measurement and interpretation of the brand performance, growing and sustaining the brand equity (Keller, 2002).

1.1.2 Consumer Choice

According to Wozniak et al. (2002), consumer behaviour is a reflection of consumption pattern of individuals. It is generally about understanding the forces that influence customer selection and purchase of goods and services, and how customers use and dispose them in the course of satisfying their needs and wants. Consumer behaviour is about customer purchase decisions, which is an important factor that can help marketers understand the processes that lead to consumer choice. Knowledge of consumer choice enables a firm to tailor marketing strategies in the best possible way to influence consumer choice in favour of the firms' products and services.

Assael (2004) argues that consumer decision-making process has its own complexities, and entails dynamic patterns of behaviour. Consumers evaluate brands using different criteria and propositions; this enables them to identify select information which enables them to evaluate brands effectively, leading to preference and choice. Consumers seek different benefits and satisfaction in choice selection. Consumer choice and consequent decision making is influenced by various factors and determination which includes, the business environment, psychological factors, individual differences, such as demographics personality, consumer resources; knowledge and attitudes, family, class. Psychological influence include information processing, learning, perception, marketing communications. (Tanner & Raymond 2012).

The knowledge of consumer choice enables marketers to have better future prediction of purchase patterns as well as understand the current underlying trends; the study focuses individual level on interpersonal influences, on attitudes, motivations and personality. On the group level the study focuses on interpersonal, cultural and cross-cultural & socio influences. Solomon (2006) indicates at consumer behaviour examines the behavioural processes involved in both the group and the individual relative to selection and purchase of goods and services. Eugel et al (1995) examines the consumer decision-making processes as consisting of problem identification, search and identification and evaluation of alternatives.

1.1.3 Pay TV Service Industry

Kenya's development to digital broadcast practices dates back to Feb 2015 when the compliance laws were enacted for the consumers of telecast services. All households in Kenya were required by law to access the television viewing through the digital platform. The argument for digital migration centres on the issues of broadband efficiency and coping up

with new technological demands. The digital platform provides better quality images and pictures as well as sound. There is also the added advantage of interactive use of the platform

In the local scene, pay TV and Free to Air (F.t.A) are the categories on offer. The Pay TV providers are operators that offer digital television broadcast largely of local content and intermotional coverage that include programs charged at a premium. The key industry players are Multichoice (K) Ltd, which offers DSTV and GO TV products; Startimes, which is a Chinese owned firm; and Wananchi Group (K) Ltd, which owns the Zuku brand. Free to Air decoders are used by subscribers to access a variety of programs at a monthly charge. The decoders include African data network (AND) and Hotpoint among others.

1.4 DSTV (K) Ltd

The MultiChoice Africa brand is a well-known brand in Africa and is one of the leading video entertainment service providers, and has been in the business of digital television for over 20 years. The firm is a dominant player in the provision of premium video entertainment in 49 African countries including the Indian Ocean Islands. The operations of MultiChoice has created a vibrant industry of associated products. The firm offers a broad range of products that include DStv Now, Box Office, Catch Up and Dstv Mobile. The broad range of products that the firm offers has made it a market leader in the business of digital television. MultiChoice has become the choice in entertainment industry, providing blockbuster entertainment, the latest series of movies, live news broadcast, live sports, children's programs, including all types of music in different languages. MultiChoice offers bouquets in a range of platforms through satellite, Digital Terrestrial Television (DTT), Video-On-Demand and Mobile as well as Live Streaming (MultiChoice, 2013)

1.2 Research Problem

A brand has positive ramifications on the consumer purchase decision-making, and, marketers create value through design of unique product characteristics that capture the needs and wants of customers and generate financial profit for the firm. Blackwell and Engel et al. (1995) assert that consumers undergo a five-stage process, which begins with recognition of information to search, evaluation of alternative purchase options and making the purchase decision. Brands play a significant role in terms of consumer management. Highly developed brands reduce consumer search costs. Aaker (1991) categorize the benefits of branding under the individual and the firm. To the consumer it is a source of identification of the product, risk reducer, promise bond; symbolic sign, and signal of quality to the firm. The brand aspects identifies the firm with the product, and it is a source of better financial returns and competitive advantage.

Consumer choice and consequent decision-making is an outcome of multiple factors involving personal, environmental psychological factors (Tanner & Raymond 2012). Consumers' choice of brand(s) is dictated by not only the risks element involved, but also the cost, convenience and personality traits. Consumers' decision-making and choice in low involvement products is different from high involvement products. Branding can be virtually implemented where consumers have a choice. Keller (2013) indicates that a brand is more than a product because of different dimensions, which makes is different from the competing brands, satisfying the same needs.

MultiChoice first entered the Kenyan market in 1995 as a partnership with the Kenya Broadcasting Corporation (KBC), which led to the birth of the first pay TV product in Kenya under the Multichoice Kenya Limited (MCK). Currently Kenya has four major pay TV

operators namely (MCK) Limited, Wananchi online (operator of Zuku) startimes TV and Azam TV. The pay TV business in Kenya has however proved to be challenging because of a number of reasons for those companies that have ventured into the industry. Two companies that ventured into this business after Multichoice were GTV and smart TV did not survive the competition. They both went down within two years of their launch in Kenya. Although there has been a slightly steady growth in this industry due to Kenyan government plans to switch from analogue to digital technology, customer retention has remained the greatest challenge among the three major players (Deloitte 2012). Concern has therefore been, could consumer choice be the cause of this rate of failure?

Branding and related marketing strategies and practices, according to Muchiri (2013) influence performance of the banking industry. Ongoji (2010) note that brand awareness, perceived quality brand association, as well as loyalty should be the main factors firms in the industry use to create value for the customers. Several studies show that branding give strong effect on customer base and awareness creation on the products, either locally and/ or at international level. case in point is the branding of Kenya as a tourist destination. A study by (Kihima, 2014) show increased sales because of brand names and images of product offerings in the tourism sector. Developing tourism sites in such a way that they project quality and characteristics of a strong brand builds customers perception of value in a good or service alike.

Miseda (2012) researched on the effect of brand equity on brand communication the findings indicated that social media had positive influence on brand Equity of an organization Ngigi (2013) analyzed the service quality and performance of Pay TV services confirming his studies to Zuku brand of Wananchi group (K) Ltd. Nyangache (2011) found that brand equity of daily newspapers affects buyer behaviour. A lot of literature show increased customer awareness to

brand equity of firms, however much of the empirical studies have concentrated on manufacturing sector not in the service sector, more importantly the media industry. Since the onset of digital migration in Kenya, the media industry has faced many challenges, and as firms in the sector grapple with regulatory changes as well as the dynamics of competition, there is very little research to inform the sector on the best practices amidst customer circumspection. It is on the basis of the prevailing conditions that this study seeks to understand the effect of brand practices on consumer choice of DSTV services.

1.3 Research Objective

The objective of the study is to investigate the effect of branding practices on consumer choice of DSTV pay TV services in Nairobi County.

1.4 Value of the Study

Creating a suitable competitive advantage thus leading to greater market coverage is one of the most essential objective of any organization whose primary role is business and profit making. It increases the business concentration and essentially its capacity to create overabundance returns on assets. This study will increase the value of the theory of competitive strategies.

The findings of the study will also provide useful information to other players in the industry who may wish to benchmark themselves against multichoice (K) Ltd as well as the government and policy makers who regulate company branding. Implementation and consideration of the identified factors and formulation of ways to deal with the arising associated factors from this study will spur the organization to greater success and sustain its position in the pay TV industry. This will continue increasing the company customer base and hence increased profits as it edges out its competitors.

To the academia, the research can be of great and immense importance in development of relevant literature manuals and draft papers for various policy guidelines. The study will also enable scholars to publish in international journals of reputable standards hence increasing the image of education frontiers locally. Finally, this research will play a major role to young and aspiring entrepreneurs like myself wishing to venture in the world of Brands management.

CHAPTER TWO: LITERATURE REVIEW

2.2 Introduction

This chapter discusses the theoretical background of the study, and includes the brand asset valuator model (BAV), the Engel Kollat and Blackwell Consumer Decision Model. The chapter also include a review of literature on branding practices and consumer choice, consumer choice and challenges in brand management, and concludes with the empirical review.

2.2 Theoretical Foundation of the study

There are a number of theories that have been developed in the marketing field of study that researchers have used to support their propositions regarding marketing strategies, customer perception and firm performance nexus, however the basic foundation of this study specifically rely on the brand asset valuator model (BAV) and the Engel Kollat and Blackwell Consumer Decision Model.

2.2.1. Brand Asset Valuator Model (BAV)

Brand Asset Valuator Model (BAV) outlines the relationship that a particular brand has with its customers. The major parameters of this relationship are; Differentiation, Relevance, Knowledge and Esteem, each element relates differently with various aspects of the customers' brand perceptions (Balkai, 2012). Differentiation is the diverse brand perception by the customer and signifies the difference between others. It is the uniqueness of the brand from others. This aspects increases loyalty and firms' revenue and profitability knowledge element

signifies how well the brand is known. It indicates familiarity and customer intimacy about the brand and the value of the brand to the customer.

Keller (2012) argue that differentiation and relevance are critical factors that increase brand vitality and strength. When brand popularity increases or declines, it is as a result of customers changing esteem, their changed perception about the quality or product or service that is on offer to them. Thus the consumers respond to the brand building initiatives of a marketer on the basis of popularity and quality of a product, and this is also affected by the wide latitude within which consumers' preferences oscillates, the culture and environment. Knowledge is the medium through which the gap between the consumers' preferences and the equity can be broadened.

2.2.2 The Engel Kollat and Blackwell Consumer Decision Model

This model is attributed to various authors including Engel and Kollat (1998), Sheth (2001) and Engel and Miniard (1990). The thrust of all these models is to highlight the fact that the outcome in terms of consumer choice is dependent on a number of factors, some which are within the control of the firm and others which are not controllable. The controllable factors include the company's own marketing activities including branding, pricing, promotion and product decisions. The most prominent theory here is the Engel- Kollat Blackwell Model.

When a consumer develops the need for a product or service, and has the capacity to buy, it is understood that the consumer goes through a process of searching for relevant information about the product or service, which present perceived characteristics expected to meet expressed need of the consumer. In the course of arriving at the right choice of a product likely to fulfil the need, a consumer discards a number of options before remaining a few to choose

from. This is a process that takes place guided by the consumers' attitude, intentions and beliefs developed over time as well as the expected utility, a process that may result in the satisfaction of the consumer or dissonance.

2.3 Branding Practices and Consumer Choice

Keller (1998) assert that branding is an important attribute of firm marketing strategies, and it can lead to brand awareness, perceived quality, brand association and brand loyalty. Brand trademarks are believed to aid identification and differentiation of a brand. Some common brand trademarks include names of organizations, logos, symbols, spokesmen, characters, slogans, signage and packages. Aaker (1990) summarizes criteria for choosing brand elements as being memorable, meaningful, likability, transferability, adoptability and protectability. Consumer purchase patterns are key critical for any firms' success. Achieving customer retention is one of the foremost goals of marketers, loyalty to the brand is the essence of any business success; there is a positive relationship between psychological forces behind brand or store loyalty.

Nessin et al (2001) argues that consumer behaviour includes having both as an adaptive and problem solving activity, various factors prohibit or encourage consumer buyer behaviour, these include cultural, social and psychological constrains. Marketers are interested in learning specific causes of strange behaviour and which is the same to the marketing strategy, this will improve the decision making process in the organization. Consumer learning refers to processes and changes that take place in the mind of the consumer as the consumer tries to organize the content of a long term memory into a coherent meaning. It involves regeneration of experiences and integrating the old and the new information to generate the best possible approach, which maximizes benefits.

2.4 Options and Tactics for Brand Elements

Keller (1998) notes that a firm can compete at three different levels of brand elements, which include brand name, brand awareness and brand association. The name, ordinarily captures the mind of consumers more significantly compared to other factors. Names are extremely effective means of communication, and facilitates quick memory registration. Thus firms that derive higher value from their brand names tend to emphasize selection of name on the basis of memorability, likeability and meaningfulness, transferability and adaptability, and protectability in the mind.

Keller (2003) describes Landers brand name taxonomy in terms of functions, and acknowledges that a brand name should be descriptive, and should describe the functions literally, it should be suggestive of benefits or function, it should also compound in terms of two or more unpredictable words; and need to be classically based on Sauskirt, Greek or Latin, and should also have arbitrary meaning no obvious tie-ups to the company, finally the brand name should be fanciful, and should be coined with no obvious meaning.

Aaker (1990) aver that brand awareness is facilitated by simple, easy to spell and pronounce as well as meaningful and differentiated names. Recognition indicates familiarity and lurking the product will the past experience Brand recall reflects awareness of a brand when it comes to the mind of a customer, top of mind indicates the mind and appears always first. Keller (1998) concludes that brand awareness is a critical issue in brand Equity brand awareness be created through familiarity, visibility ongoing. Brand recognition is important when it comes to choosing of a brand at the point of purchase.

Brand association according to Keller (2003), refers to notions a consumer develops concerning a brand, such as use of a particular brand being associated with strength, masculinity or femininity. Any past association and experience can lead to change or reinforcement of favourable or unfavourable associations. Brand association has three key elements, which includes attributes, attitudes and benefits derived from a brands favourableness, strength and uniqueness. Brand attitudes are formed due to benefits and about product related attributes and functional benefits and beliefs. Brand associations are a basis of purchase decisions and brand loyalty (Keller 1993, 1998). Brand associations convey the attitude developed towards brands by consumers and represent the basis for purchase & loyalty (Aaker 1991).

The benefits derived from brand association are of a personal nature, and include functional level, primary, symbolic and experimental levels. Primary relates to the functions of the product, symbolic refers to the social approval, and experimental refers to the feelings and sensations created. Brand attributes refers to the products physical properties and composition, which can either affect or not affect the performance of a product or service. Such elements include product packaging appearance, information user imagery (Keller, 1993). Overall superiority of a brand depends on how the firm has positioned the product or service attributes in the minds of the customer. It is a competitive ingredient competitive ingredient terms of positioning the product and service attributes. The perceived quality contributes to decision making process. Meaning that customers perception of a high quality product will attract a quick rate of decision making. Aaker (1996) concludes that a brand will be associated with its perceptive quality based on knowledge of specifications.

2.5 Buying Decision Process and Complexity of Purchase

The context in which decisions are made in firms follows a predetermined sequence that includes thinking, information processing and feedback systems, and ultimately judgement. The consumer information processing (CIP) approach explains how consumers respond to a stimulus such as TV and referrals. The model also focuses on the information presented by the stimuli. It treats buyers as problem solvers (Saakashi& Jain 2004) Blackwel et al (1995) analysed the most re-owned model of consumer decision process. The model divides the process into five distinct steps. Kottler (1999) describes the steps in terms of problem recognition followed by information search, then alternative evaluation, purchase decision, and post purchase decision.

The first step, which is concerned with problem recognition develops due to deficiencies of a situation, running out of stock, preferences changing, technological innovations rendering the original product obsolete; search for alternatives is the next stage. The risk factor compels customers to undertake the process (Saakashi 2001) step three involves evaluation of alternatives which begins with information search. Appropriate evaluation involves choice of evaluative criteria. Wozniak et al (2001) indicates that consumers exercise their preferences by becoming selective in their choices, which varies from one individual to another.

The fourth step in decision making process is the choice or commitment. This is an outcome of search and evaluation process. Wozniak et al (2001) outlines some of the decision rules which customers adapt, which include compensatory and non-compensatory rules. The compensatory rules refer to simultaneous evaluation of the available alternatives regarding

attributes of a product. On the other hand, non-compensatory rules refer to the opposite approach to compensatory rules, whereby the consumer evaluates available options one at a time to arrive at the final value adding attributes.

The post purchase precedes purchase process. This is the step where marketers try to build long-term collaborative arrangements with customers. Swan and Comb (1976) contend that consumers evaluate a product based on a few set of attributes, in particular, attributes that the consumers deem deliver most satisfaction. Two facts of product performance can be identified instrumental performance and expressive performance. Instrumental performance is the consumer's view of utilitarian performance of the physical product as a means to an end. Expressive performance is social or psychological aspects of product performance that consumers regard as ends in themselves.

2.6 Consumer Choice

Marketing efforts are activities, which focus on solving customers' problems in respect of a product or service (Jain and Sankaashi, 2004). Knowledge of consumer behaviour enables marketers to make informed decisions on consumer purchase decisions. Before a consumer decides whether to purchase a product or not, the purchase decisions are influenced by multiplicity of factors, which are cultural, social in nature, group influences, family influences, role and status of an individual in the society. Other factors that may influence a consumers decision includes lifestyle, age, occupation, personality, psychological factors, learning, beliefs, economic situation and attitude (Saakashi and Jain, 2004).

The way a consumer behaves varies from product to product and from individual to individual, and that is also affected by the complexities of decisions to be made. Marketers need to find

ways that can ensure consumers are sensitized about the product attributes so that the level of dissonance is reduced to the minimum levels possible. Consumers are known to exhibit purchase inclinations on the basis of price and utility of a product, however other attributes such as risks involved and perceived difference can also contribute to changes in the consumer buyer behaviour. Strategies that marketers use to reduce post-purchase dissonance include after sales services to make the consumers enjoy the feel good factor.

In situations where low cost and frequently purchased products are on offer, consumers tend to develop low levels of involvement, and shy away from seeking information or compare brands to evaluate performance. Information sources for low involvement are through the radio, TV and magazines. It has been found that repetitive advertising result in brand familiarity, which leads to decreased attitude towards the brand. Keller (1998) explains the behavioural loyalty linkages to consumers repeated purchases and cognitive loyalty to brands that hit the market first, and get positioned first in the minds of the consumers.

2.7 Challenges in Brand Management

Strategic brand management involves design and implementation of marketing plans to build, manage and measure brand equity of a firm (Keller, 2008). Firms that have a brand management process have implementation stages that include identification and establishment of brand position, measurement and interpretation of brand performance, and finally, realization of growth and sustenance of brand equity. brand equity is about creating a difference in terms of results that promote a products characteristic that add value. Strong brands are a result of brand identity, Brand Identity, Brand meaning, Brand response and Brand relationship. Keller (2003) further identifies the critical brand building blocks these include Brand Salience, Performance, Imagery, Feelings, Resonance, Judgements.

Brand performance is viewed relative to meeting clients' needs and expectations. This should include intrinsic properties of the brand in terms of respective characteristics. However, the following are considered important attributes and benefits that underlie brand performance; the product reliability, single and design, the price, the service effectiveness, efficiency and empathy, product reliability, availability and serviceability, primary ingredients and supplementary features. Keller et al (2008) identifies the following as branding challenges: competition from more complex brands, savvy customers, decreasing brand loyalty and emerging technologies.

2.8 Empirical Review

Nessim and Hanna (1978) argues that consumer satisfaction is in attitude formed towards a product, and that consumer satisfaction is gained when product characteristics are closer to consumers' level of expectation. The literature reviewed show that consumers equate the level of effort that they make in evaluating a product to the degree of satisfaction gained from the product and an investment worth making to get value for their money. Wasson (1975) argues that the dynamics of markets is such that exchange of value among the participants involves sacrifices, loss and gain of financial resources as well as time in identifying the right product and finalizing the purchase.

Howard and shelt (1967) describe satisfaction in terms of adequacy or inadequacy of mental state experienced by a buyer in buying situation and the sacrifice a buyer has to undergo to make a successful transaction. The level of adequacy that results is dictated by past purchases and past transaction experiences and motives served. Rewards a consumer derives from the consumption of a brand include satisfaction gained not only from utility reasons, but also other

satisfaction needs. Cardozo (1965) identified effort as one of the attributes that consumers consider in the evaluation process, observing that customer satisfaction is lowered when the product fails to meet expectations of customers, but higher when effort put to get the product increases. Woodside (1971) argue that the effort a consumer puts into product evaluation influence customer perception, especially when there is less disparity between effort put and reward received.

Anderson (1973) affirm that possession of information confer favourable evaluation disposition by customers on a brand, due to advantages of having useful knowledge that can assist in the evaluation process. Patterson (1976) note that the type of brand is one of the principle factors that consumers use to evaluate satisfaction expectations, and that customer expect to use more time and effort in the purchase of a consumer durable than in the purchase of non-durables. Hence effort is considered an important factor in evaluation of customer satisfaction with brands.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This chapter discusses the research methodology used in the study. The elements of the chapter include a discussion of research design, population of the study, sampling design, data collection and data analysis.

3.2 Research Design

Burns and Grove (2003) refers to research design as the study blue print, and includes controls to mitigate factors that may interfere with the validity of the findings. It's a plan for data collection and utilization towards attainment of predetermined objectives. The study adopted descriptive survey of selected subscribers of Multichoice Kenya Ltd. Gay (1981) defines a survey as an exercise involving collection of data from members of a population in order to determine the current status of the population with respect to the one or more of the variables. A descriptive survey indicates and identifies the relationship among various variables through assessment of attitudes and opinions towards organizations and procedures.

3.3 Population of the Study

A population is an entire set of individuals, events or objects having a common observable characteristic (Mugenda and Mugenda, 1999). The study population was selected from five regions referred to as five regions referred to as Zones herein within Nairobi County from households who use DSTV Multichoice pay TV services. Only those persons who have enjoyed Multichoice pay TV services for more than three months were included in the study.

3.4 Sampling Design

The basic assumption about a sample is that conclusions are drawn about the entire population from some select elements of the population (Cooper et al., 2003). A sample for study should be specific to provide the researchers with clear understanding of the applicability of the study to particular situation. The regional offices of multichoice limited which serve the residents in the target areas provided a list of all their customers. These formed the sampling frame. The study used convenience sampling. This is the best method especially when the population is very diverse and is geographically dispersed randomly. The study targeted 100 viewers drawn from the entire county; 20 households per region.

3.5 Data Collection

Data collection refers to the activities that lead to collection of information from respondents (Ngechu, 2004). There are various forms of data collection methods, however, the choice of a tool depends on subject attributes, the research topic, objectives of the study, design aspects, expected data and results. This study used primary data which was collected using a questionnaire. The respondents were DSTV subscribers in designated estates and residences. The questionnaire included both closed and open ended questions. The closed ended questions provided a variety of possible responses for the respondents to choose from and they were also easy to code and analyse (Dawson and Catherine, 2002). The questionnaire had three sections: Section A concerned demographic data; section B, branding practices; and section C, consumer choice of DSTV services. The questionnaire was administered through drop and pick method at various Multichoice service centres in Westlands, Greenspan, Tmall and Ngong Road.

3.5 Data Analysis

Data analysis, according to Corodho (2009), is the process of systematically coding field notes, data and other relevant data obtained from the field with the sole purpose of enhancing understanding of the information presented by the data. In this study the analysis of data was done using descriptive statistics and simple regression analysis to describe and compare findings. Burns and groove (2007) describe the purpose of descriptive statistics as providing the opinion of respondents regarding the phenomenon under study.

CHAPTER FOUR: DATA ANALYSIS AND DISCUSSION

4.1 Introduction

This chapter presents the analysis of the findings of the collected data as set out in the Research objective of this study; which was to establish the effects of branding practices on consumer choice of DSTV pay TV services in Nairobi county. The study targeted 100 subscribers from five different zones in Nairobi county. Descriptive statistics were first computed including the mean and standard deviation. Descriptive statistics enable the respondent to understand the characteristics of the data. Regression analysis was also performed to establish the relationship between the variables of the study i.e branding practices and consumer choice.

4.2 Response Rate

The population of the study consisted of all consumers using DSTV services in Nairobi. A sample of 100 respondents was established using convenience sampling. The researcher attempted to meet this sampling threshold but could only manage a total of 75 respondents at the end of the day. This was largely attributed to problems of sieving users of DSTV services from users of competing products. To get a user of the company products, the researcher would need to interview quite a number of respondents. However, this number represents 75% of the target response. This number was considered adequate for further analysis.

4.3 Demographics of respondents

This part was meant to determine the spread of the demographics of the population members by use of such measures of population as age, employment status and family size. These were thought to be related to choice of DSTV services in some way

4.3.1 Age of respondents

The distribution of the ages of respondents was as presented in Table 4.1 below

Age Bracket	Number	Percentage
Below 25 years	14	18.67%
25-40 years	35	46.67%
40- 55 years	18	24%
Above 60 years	08	10.67%
Total	75	100

Sorce: Research Data, 2017

Data presented in Table 4.1 above shows that 18.67% of the respondents were aged below the age of 25 years. This is attributable to the fact that quite a high number of subscribers of pay TV services are likely to be the youth. The same results indicate that nearly half of the respondents wre aged between ages 25 and 40 years. This is probably because this is the age at which persons are likely to have attained psychological maturity and financial independence.

4.3.2 Employment Status of Respondents

This question was meant to unearth information appertaining to the employment situation of the respondents. The results are presented below.

Table 4.3.2 Employment Status of respondents

Status	Number	Percentage
Employed	23	30.67%
Self Employed	27	36.00%
Employed	25	33.33%
Total	75	100%

Source: Research Data, 2017

Table 4.2 above shows that there was no significant variation in the number of respondents in relation to ownership of DSTV connectivity and their employment status. To a large extent, this is attributable to the fact that payment for most DSTV bouquets are uniform and employment status is therefore not a consideration.

4.3.3 Income Levels of Respondents

This question was aimed at determining the levels of incomes of the respondents. The findings are as follows.

Table 4.3 Income levels

Level of Income	Number	Percentage
Below 30,000	18	24%
30,000- 45,000	21	28%

45,000-60,000	18	24%
Over 60,000	18	24%
Total	75	100%

Source: Research Data, 2017

The results in Table 4.3 above show that the respondents were nearly uniformly distributed across the various levels of income. All income levels in the questionnaire garnered between 24 and 28 % of the respondents.

4.3.4 Family Size

The question was premised on the belief that family size was correlated to choice of the pay TV service provider. The responses are summarised below.

Table 4.3.4 Family Size

Size	Number	Percentage
Below 3	18	24%
3- 5 members	45	60%
Above 5	12	16%
Total	75	100%

Source: Research Data, 2017

From Table 4.4 above, 24% of respondents were in a family of less than 3 family members. An overwhelming majority (60%) of the respondents were from families of between 3 and 5 members. Only 16% of the respondents indicated that they came from families consisting of more than 5 members.

4.4 Branding Practices

Respondents were required to indicate their reasons for choosing DSTV services on a rating scale of 5 – 1 Where 5 = to a very large extent; 4 = to a large extent; 3 = to some extent; 2 = little extent; 1 = no extent. The findings are as follows.

Table 4.4 Branding Practices

Statement (Branding Practices)	Mean	Std.Dev
I identify with the Events sponsored by DSTV	4.80	.023
I like the company colors of DSTV	4.67	.045
I like the use of opinion leaders	4.45	.005
I like the multiple channel choice of DSTV	4.23	.034
I like the ease with which i can load onto DSTV programs	4.00	.021
I like the advertisements for DSTV services	3.67	.034
I like the distribution branding of DSTV	3.54	.023
I like the communication from the senior management	3.20	.043

I like the name “ DSTV” compared to the rest	3.12	.032
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Source: Reserach Data, 2017

According to Table 4.5 above, most of the respondents indicated that they identify with the events sponsored by DSTV (Mean= 4.80, Std. Dev= 0.023). This means that events sponsorship is highly valued by customers. A similarly high number indicated that they like the colours of DSTV. Use of opinion leaders, the multiple channel choice of dstv and the ease of loading onto DSTV channels were all considered important (Mean of above 4.00). Factors such as advertisements for DSTV services, distribution and branding of DSTV services and communication from senior management were not considered important (Mean of less than 4.00).

4.5 Customer Choice

Respondents were required to respond to the statements provided on a scale of 1-5. The responses are summarised in Table 4.6.

Table 4.5: Consumer Choice

Statement consumer choice & preferences	Mean	Std.Dev
Activities of the marketing firm	4.76	.045
Family considerations	4.34	.032
Activities of competitors	4.23	.056
Consumer learning	4.00	.023
Environmental influences	3.67	.012
Internal motivation of the consumer	3.65	.023
Individual differences	3.56	.013
Availability of distributors	3.43	.045

Source: Research Data, 2017

Data in Table 4.6 shows that the marketing activities of the firm influence the choice of consumers in relation to DSTV products (Mean=4.76, Std. Dev= 0.045). This means that to very large extent the marketing activities of the company i.e Multichoice have a very heavy bearing on the purchase decisions of consumers. This marketing activities include the nature of the product including features, the method and quality of promotion, distribution strategies and the price of the service relative to the prices of competing services. Family considerations, activities of competitors and consumer learning were all considered to be relatively important (Means above 4.00). On the other hand, factors such as internal motivation of the consumer, individual differences and availability of distributors were not considered very critical.

4.6 Test of the relationship Between Brand Practices and Consumer Choice

To test the relationship between brand practices and consumer choice, simple regression analysis was performed. The results are presented hereunder.

Table 4.7

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.568 ^a	.465	.234	.453

a. Predictors: (Constant), Brand Practices

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.544	1	2.766	13.401	.001 ^b
	Residual	8.121	74	.345		

Total 11.665

a. Dependent Variable: Consumer Choice

b. Predictors: (Constant), BP

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1	(Constant)	.112	.765	.201	.900
	BP	.732	.234	.564	2.406

Dependent Variable: Consumer Choice

The results in Table 4.6 indicate that the relationship between brand practices and consumer choice is linear and positively significant. The results above show that brand practices explained 46.5% of consumer choice (R square= .465). The standardized co-efficient values of the composite index of brand practices was 0.564 with a t test of 2.406.

4.7 Discussion

This section provides a discussion of the findings in line with existing literature on both branding practices and customer choice. The findings on income levels being nearly equally distributed across all classes is in agreement with the reporting by (Malcolm, 2012). Malcolm (2012) reports that as a society rises to middle class economy from the most basic economic levels, the distinction between necessities and luxuries is blurred. This may therefore explain why there was near- equal distribution in the findings.

The study found that employment status do not determine one's choice when it comes to certain goods and services, This finding is consistent with Kotler (1999). According to the findings, the most deterministic consideration in the choice of a pay TV provider is the companies' sponsorship activities. This finding is consistent with previous reports by Cromy (2011) and Malcolm (2012). They both note that sometimes the visibility of the kind of sponsorship activities a company invests is a very persuasive tool of maketing. The findings also show that consumers will consider such company activities as pricing, distribution, promotion and product features in making consumption choices. This is supported by Kotler (1999).

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

Chapter five contains a summary of the findings of the study, a discussion of the findings, conclusions that can be drawn and recommendations for further study.

5.2 Summary

The study sought to determine the influence of branding practices on customer choice of DSTV services. The objective was set in line with the topic. The findings show that the distribution of incomes was nearly equal across all the classes provided in the questionnaire. All the classes in terms of income levels were nearly showing the same level of concentration of respondents. This means that the viewership of DSTV services is not purely driven by income levels. The findings did not reveal any pattern in relation to viewership of DSTV services and employment status. This connotes that TV subscription in Kenya is viewed as a necessity.

A majority of the families that enjoy DSTV services indicated that they comprised of five members or less (84%). This indicates that most of the families that enjoy DSTV services are the nuclear families consisting of parents and possibly two children. These are likely to be modern nuclear families in Kenya. Respondents indicated that the fact they are able to identify with the sponsorship activities by the company makes them subscribe to the services of DSTV (Mean= 4.80). Respondents also indicated that they are able to acquire the services of DSTV because of the marketing activities of the company (Mean=4.76). The results of the regression analysis show the existence of a statistically significant relationship between brand practices and customer choice.

5.3 Conclusions

The overall objective of the study was to determine the relationship between brand practices and customer choice. According to the findings presented in chapter four the following conclusions can be made. The findings on income levels and subscription to pay TV channels means that enjoyment of TV services in Kenya is no longer viewed as being dependent on the economic circumstances of an individual.

The findings on the family size and subscription to DSTV means that smaller and modern families are more likely to be determinants of pay TV subscription than income. The employment status of persons interviewed did not appear to determine subscription for pay TV services. The descriptive statistics indicate that topmost in the company activities that may influence customer choice may be their ability to identify with company's sponsorship activities.

Respondents indicated that they are more likely to buy services of DSTV because of the marketing activities of the company. These company activities include pricing, aspects of promotion, distribution and dealership and the product features including the number of TV channels that will be available to the consumer.

5.4 Limitations of the Study

The current study was limited by literacy issues on the part of the respondents. Quite a high number of the respondents were finding it difficult to respond to some of the questions. Some of the respondents were also not very comfortable with the fact that we were interviewing them on matters touching on their homesteads. Explaining to them about the necessity of the research was also difficult.

The fact that the study was a cross sectional was a limitation. Cross sectional studies make it possible to collect data at only one point in time. A longitudinal study would have been better placed to address the research question so that data could be collected at multiple points. This would have made it possible to determine the incremental influence of branding practices on customer choice.

5.5 Recommendations for Further Research

Resulting from the literature review and data analysis the following future research undertakings are recommended.

The researcher recommends that further research needs to be done on the influence of branding practices on customer satisfaction. The author believes that there is a relationship between the nature of the branding practices a company invests in and the level of resultant customer satisfaction are related. It is therefore necessary that such a relationship be documented.

It is also recommended that research into the relationship between customer choice as the dependent variable and branding practices as the independent variable be carried out. The author believes that the relationship tested in the current study can be examined in the reverse. Longitudinal studies on the relationship between branding practices and customer choice are also recommended. The incremental influence of branding practices on customer choice overtime should be tested by collecting data over a number of times.

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APPENDIX I: QUESTIONNAIRE

SECTION A: RESPONDENT DEMOGRAPHICS

Kindly tick the relevant/ applicable section(s)

Q1. Name of respondent (optional)

Q2. Gender – male/ female

Q3. Age bracket,

- a) Below 25
- b) 25 -40
- c) 41- 55
- d) over 55.

Q4. Employment status

- a) Employed
- b) Self employed
- c) Unemployed
- d) Student/ Colleg/ University

Q5. Respondents gross monthly income

- a) Less than Ksh 30,000/=
- b) Ksh 30,000/= – 45,000/=
- c) Ksh45,000/= – 60,000/=
- d) Ksh 60,000/= – 75,000/=
- e) Ksh over 75,000

Q6. Respondent zone of residence (specify)

Kitengela zone/ Westlands zone/ Embakasi zone / Karen zone /Langata zone

Q7. Respondents level of education

- a) Primary
- b) Secondary
- c) Tertiary level (Middle Colleges)
- d) Diploma
- e) Degree
- f) Postgraduate & above (specify)

Q8. Respondents family size

- a) Single (1)
- b) Single/ Children (2-3)
- c) Married (2-4)

Others specify

SECTION B: BRANDING PRACTICES

Q9. Indicate whether you are a pay TV subscriber Yes or No

Q10. On a rating scale of 5 – 1 please indicate appropriately reasons for brand choice.

Whereas:- 5 = to a very large extent; 4 = to a large extent; 3 = to some extent; 2 = little extent;
1 = no extent

Statement (Branding Practices)	1	2	3	4	5

I like the company colors of DSTV					
I like the advertisements for DSTV services					
I like the communication from the senior management					
I like the ease with which i can load onto DSTV programs					
I identify with the Events sponsored by DSTV					
I like the use of opinion leaders					
I like the multiple channel choice of DSTV					
I like the distribution branding of DSTV					
I like the name ‘‘ DSTV’’ compared to the rest					

SECTION C: CONSUMER CHOICE OF DSTV SERVICES

Q11. On the rating of 5 – 1 indicate by ticking the extent to which the following factors which in your opinion influence consumer choice of DSTV service

5 = most significant; 4 = very significant; 3 = significant; 2 = not significant; 1 = very significant.

Statement consumer choice & preference	1	2	3	4	5
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Individual differences					
Activities of the marketing firm					
Activities of competitors					
Environmental influences					
Consumer learning					
Internal motivation of the consumer					
Family considerations					
Availability of distributors					

APPENDIX II: LIST OF PAY T.V. FIRMS

PAY TV FIRM	PAY TV BRAND(S)
1. Multichoice (K) Ltd	DSTV & GOTV
2. Startimes Media	Startimes
3. Wananchi Limited	Zuku TV
4. Azam Media	Azam TV
5. Safaricom Ltd	Safaricom