

**FACTORS THAT INFLUENCE CONSUMER PREFERENCE OF  
TELEVISION STATIONS BY PUBLIC PRIMARY SCHOOL  
TEACHERS IN LANGATA DIVISION, NAIROBI**

**BY**

**WACHIRA, ROSE KIRIGO**

**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE  
REQUIREMENTS OF THE AWARD OF MASTERS DEGREE IN BUSINESS  
ADMINISTRATION, SCHOOL OF BUSINESS, UNIVERSITY OF NAIROBI**

**2010**

## DECLARATION

This research project is my original work and has not been submitted for a degree in any other university.

Signature: .....

Date: .....

Wachira, Rose Kirigo  
D61/70052/2009

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

Signature: .....

Date: .....

Dr Munyoki, J. M  
Lecturer,  
Department of Business Administration  
University of Nairobi

## **ACKNOWLEDGEMENTS**

My deepest gratitude is to the almighty God for his abounding love and help without whom this study would not have been a success. Special thanks go to my supervisor Dr. Munyoki for his invaluable help, advice, and expertise and for being directly responsible for this study becoming a reality. To all the public primary teachers in Langata District, thank you for your remarkable openness in sharing your views on this study.

I pay special tribute to my husband Geoffrey for his generous financial support, friendship, encouragement and his patience with my mental and physical pre – occupation during the period of my study. And last but certainly not least, my great appreciation goes to all family members, friends and colleagues for their prayers and the support they accorded me in one way or the other during my study. God bless you all.

## **DEDICATION**

To my three champion children Derrick, Lauren and Lenny who no doubt motivate me to work hard and to my Parents Julia and James who are my powerful role models.

## **ABSTRACT**

The urban viewer especially in Nairobi has an abundance of channel choice because of the number of new television stations and proliferation of alternative entertainment sources (such as the internet, video rentals, digital radio and the mobile phone). The existence of alternatives demands preference and choice of television stations based on the viewers unique and diverse needs. Like all consumers of other products, the viewer decision making process is influenced by both internal and external factors that can be measured by the viewer's choice of channels, programs and the number of repeat visits or the level of awareness. By measuring the factors that influence viewer's preferences, television stations can develop marketing strategies that are responsive to customer's needs and wants thus gaining a competitive advantage.

The purpose of the study was to determine the preferred television stations, and factors that influence consumer preference of television stations by public primary school teachers in Langata Division. This study was a cross sectional survey undertaken among the public primary school teachers in Langata Division. A sample size of 56 public primary school teachers was surveyed. Questionnaires (both structured and unstructured) were used to collect the data. Qualitative data was analyzed using descriptive statistics such as the frequencies, mean and the standard deviations.

The study found out that Citizen TV was preferred by majority of the teachers. The study further found that news coverage, the type of programs aired, TV station presenters, and clear reception of the TV station signals as the major factors that influence preference of Television stations by public primary school teachers in Langata Division. The study

recommends that the government should encourage and reinforce production and airing of local programs by television stations and also reinforce and encourage media houses in News coverage. It further recommends that more vetting should be done for programs before airing them to determine the audience and to ensure their relevance in meeting the viewers' needs.

## TABLE OF CONTENT

<b>DECLARATION .....</b>	<b>ii</b>
<b>ACKNOWLEDGEMENTS.....</b>	<b>iii</b>
<b>DEDICATION .....</b>	<b>iv</b>
<b>ABSTRACT .....</b>	<b>v</b>
<b>LIST OF ABBREVIATIONS.....</b>	<b>x</b>
<b>LIST OF TABLES.....</b>	<b>xi</b>
<b>CHAPTER ONE: INTRODUCTION.....</b>	<b>1</b>
1.1 Background of the Study .....	1
1.1.1 The Concept of Consumer Preference.....	2
1.1.2 Television Stations in Kenya .....	3
1.1.3 Public Primary School Teachers in Nairobi .....	5
1.2 Statement of the Problem.....	6
1.3 The Research Objectives .....	8
1.4 Importance of the Study.....	8
<b>CHAPTER TWO: LITERATURE REVIEW.....</b>	<b>9</b>
2.1 Consumer Behaviour .....	9
2.2 Consumer Decision Making Process.....	9
2.3 Levels of Consumer Decision Making .....	11
2.4 Factors that Influence the Decision Making Process .....	12
2.5 Factors that Influence Television Stations Choice .....	15
<b>CHAPTER THREE: RESEARCH METHODOLOGY.....</b>	<b>20</b>

3.1	Research Design.....	20
3.2	Population .....	20
3.3	Sample Design and Sampling Design .....	20
3.4	Data Collection.....	21
3.5	Data Analysis .....	21
<b>CHAPTER FOUR: DATA ANALYSIS AND INTERPRETATION.....</b>		<b>22</b>
4.1	Introduction.....	22
4.2	General Information .....	22
4.2.1	Marital Status.....	22
4.2.3	Level of Education .....	23
4.2.3	Age of the Respondents.....	24
4.3	Information on Preference of Television Viewers .....	25
4.3.1	Number of Hours in a day Spent Watching TV .....	25
4.3.2	Favorite TV Station.....	26
4.3.3	Duration that the Television Station of Choice had remained favorable to the respondent.....	26
4.3.4	Factors that influence preference of TV stations .....	27
4.3.5	Level of importance of different categories of TV Programs to the respondents .....	29
4.3.6	TV Station with most important Programs .....	30
4.3.7	Factor Influencing Choice and preference of Aired Programs .....	31
4.3.8	Other Factors that influence Preference of Television Stations.....	33
4.3.9	Rating of the TV Stations .....	35



<b>CHAPTER FIVE: SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS.....</b>	<b>38</b>
5.1 Summary of Findings .....	38
5.2 Conclusion .....	40
5.3 Recommendations with Policy Implications .....	40
5.4 Suggestion for Further Studies.....	41
<b>References .....</b>	<b>42</b>
<b>Appendix 1 .....</b>	<b>46</b>
<b>Appendix 2 .....</b>	<b>52</b>
<b>Appendix 3 .....</b>	<b>53</b>

## **LIST OF ABBREVIATIONS**

TV	Television
CTV	Citizen Television
KTN	Kenya Television Network
KBC	Kenya Broadcasting Corporation
NTV	Nation Television
EATV	East Africa Television
STV	Stella Vision
DSTV	Digital Satellite Television
ODTV	Oxygen Television
KARF	Kenya Audience Research Foundation

## LIST OF TABLES

Table 4.1: Marital status of the respondents .....	23
Table 4.2: The Respondents Level of Education .....	23
Table 4.3: Age of the respondents .....	24
Table 4.4: Number of Hours Spent in a day Watching TV .....	25
Table 4.5: Favorite TV Station.....	26
Table 4.6: Duration that the preferred station had remained favorable to the respondents .....	27
Table 4.7: Factors that influence Respondents' Preference of TV Station.....	28
Table 4.8: Level of importance of TV Programs .....	30
Table 4.9: TV Station with most important Programs.....	31
Table 4.10: Factor Influencing Choice of Aired Programs.....	32
Table 4.11: Other factors that influence preference of TV Stations and programs.....	34
Table 4.12: Rating of the TV Stations by the respondents .....	36

# CHAPTER ONE: INTRODUCTION

## 1.1 Background of the Study

The marketing concept philosophy states that marketers must first define the benefits the consumers seek and then gear marketing strategies accordingly. Marketing strategies primarily designed to influence and satisfy the consumers rely on a better knowledge of the consumer. By analysing consumers' characteristics and decision processes, marketers develop strategies to influence the choices consumers make. Consumer choice of television channels and programs has been of interest for decades. The liberalization of airwaves in Kenya in the 1990s by the communication commission of Kenya has led to the emerging of many television stations that are competing for viewership. Consequently, the viewers (especially in Nairobi) are exposed to different stations ranging from free-to-air stations e.g. state owned Kenya Broadcasting Corporation (KBC) to Pay TV stations (e.g. DSTV) in addition to alternative sources of information and entertainment such as the internet.

The existence of alternatives demands preference and choice of television stations based on the viewers unique and diverse needs. Like all consumers of other products, the viewer decision making process is influenced by both internal and external factors that can be measured by the viewer's choice of channels, programs and the number of repeat visits or the level of awareness. By measuring the factors that influence viewer's preferences, television stations can develop marketing strategies that are responsive to customer's needs and wants thus gaining a competitive advantage.

### **1.1.1 The Concept of Consumer Preference**

Attitudes are global or overall evaluative judgments. Companies are interested in knowing about consumers attitudes toward their products because attitudes influence consumers' purchase and consumption intentions. Although a consumer may have a favorable attitude toward a product, it does not necessarily translate into purchase behavior. This is because liking one product does not preclude the possibility that another product is liked even more. For this reason attitudes are sometimes measured in form of preferences. Preferences represent attitude toward one object in relation to another. (Blackwell et al, 2006). The term "preferences" can be used in a variety ways. One could interpret the term "preference" to mean evaluative judgment in the sense of liking or disliking an object. When a person likes one of the alternatives more than the other, he has developed preference for the one liked and is more likely to choose it. Preference is also used primarily to mean an option that has the greatest value among a number of options (Blackwell, 2006). This refers to a choice between alternatives and the possibility of rank ordering of these alternatives, based on the degree of happiness, satisfaction, gratification, enjoyment, or utility they provide.

Preference tends to indicate choice. Choice is created and modified through a decision making process. Busch and Houston (1985) identified six stages involved in the consumer decision process, namely: problem recognition, internal search, external search, information receipt, decision and post decision. Katz, et al (1978) employed the uses of gratifications model to explain media exposure. They developed a paradigm which is concerned with the social and psychological origin of needs, which generate expectations of the mass media or other sources, which lead to differential patterns of media exposure

(or engagement in other activities) resulting in need gratifications and other consequences, perhaps mostly unintended. The decision involved in the development of preference for and choice of an object will vary depending on the complexity of the needs and the alternative means of satisfying them. It may be routine, limited or extensive one. Television consumption is a low-involvement decision with few switching barriers. Regardless of the form of decision making, several factors influence the process and even the decision. Kotler et al, (2004) argues that consumers are influenced by psychological characteristics, personal situation, social forces, environmental influences and marketing programs. These influences are diverse and multifaceted, and interact to varying degrees on the decision that each individual eventually makes.

### **1.1.2 Television Stations in Kenya**

Kenya has diverse and lively mass media sector characterized by television, radio, print and a thriving new media such as internet and mobile telephones. The types of media can be classified broadly as private/independent media; the public state broadcaster; the private local language radio; community radio; the independent religious stations; the alternative press; international media and new media (Mshindi et al, 2008). They serve various and diverse information, education, religious, advertising and entertainment needs of various segments of the audiences. The television industry in Kenya has for a long time had a single organization in existence. According to the Kenya communication Act 2, 1998, Section 88, part 1 the dominance and the monopoly of Kenya Broadcasting Corporation (KBC) ended with the coming of airwaves liberalization (Mwaba, 2008). Gradual liberalization of broadcasting sector began in the late 1989 when the government licensed privately owned KTN to broadcast Television services in Nairobi. Although

liberalization of airwaves did not benefit the rural population until recently when the government allowed the major Network TV to expand their rural reach across the country, it has resulted in a very vibrant broadcasting industry. The Television Scene is set to develop further in the coming years after migration from analogue to digital broadcasting.

The growth of Television industry has led to emergence of several private and public television stations, growing from a mere 2 Television Stations in 1990 to the current 54 Licensed Television Stations. Out of the 54 registered television stations, only about 16 stations are fully operational. They are either free to view or pay to view television stations. Free-to-view stations dominate the TV landscape. They include; Kenya Broadcasting Corporation Channel 1, Kenya Television Network (KTN), Nation TV (NTV), Citizen TV (CTV), East Africa TV (EATV), K24 TV, KISS TV, Classic TV, Stellavision (STV), Family TV, Sayare TV. Pay TV has a limited audience and they include digital TV (DSTV), Gateway Cable (GTV), and Oxygen TV (ODTV) Major market players in the television industry in Kenya include among others KBC, KTN, NTV and the Citizen Television (Steadman KARF Report, 2010) and this study will focus on these players. NTV first went on air as Nation TV on the 6th of December 1999 as an all round family and information station, with a reach that covers over 3000 square kilometers, that is 60 km radius (crisp reception) around Nairobi, and up to 80 km fair performance. It is currently operating on a powerful 5KW signal which gives a reach of about 13.5 million Kenyans.

Kenya Television Network (KTN) was founded in March 1990 by Jared Kamgwana and was the first non-pay privately owned TV-station in Africa, and the first to break KBC's monopoly in Kenya. KTN became famous for Activism Journalism in the 1990s, developing an aggressive and unique style news coverage, and has continued with the same hard line stance, issues-based reporting to date, branding itself as the 'authoritative and independent' news channel. Kenya Broadcasting Corporation (KBC) is the state-run media organization of Kenya. It broadcasts in both English and Swahili, as well as in most local languages of Kenya. The corporation started its life in 1928 when Kenya was a British colony. In 1964, when Kenya became an independent country, the corporation's name was changed to Voice of Kenya. In 1989, the Kenyan parliament changed the corporation's name from Voice of Kenya to Kenya Broadcasting Corporation. Citizen TV is owned by Royal Media, a multimedia house which also owns 8 radio stations, most of them local but together covering the bulk of Kenya. Citizen TV began broadcasting in 1998, but it closed due to political reasons and resumed its operations in 2002. It broadcasts both current affairs programs and entertainment. Of all TV stations in Kenya, only the Kenya Broadcasting Corporation is government-owned. The other TV stations in Kenya are privately owned.

### **1.1.3 Public Primary School Teachers in Nairobi**

According to City Education Office, there are 4115 public primary school teachers in Nairobi out of which 674 are males and 3441 are females. Langata Division has a total of 329 teachers out of which, 158 are in Karen Zone and 171 Teachers in Nairobi West. There are 37 male teachers and 292 female teachers in Langata Division. Teachers play a key role in the social and intellectual development of children. They spend time indoors



and outdoors and use a wide range of resources including the television as an important part of facilitating learning. In addition they interact with children from different backgrounds, parents, fellow teachers and the wider public. These groups influence and are also influenced by the opinions of the teachers including the programs and television stations to watch. They are a homogenous group and are located within the city where all the main television stations under the study are aired. They would help in coming up with valid results for this study.

## **1.2 Statement of the Problem**

Today's customers are unique and their needs are diverse. They have different tastes and preferences. In order to successfully market a product, the marketer must measure the factors that influence consumer preference, emphasize market segmentation through preferences and emphasise product positioning in order to meet consumer's need (Muriuki, 2003).The urban viewer especially in Nairobi has an abundance of channel choice because of the number of new television channels (such as Pay TV DSTV,) and proliferation of alternative entertainment sources (such as the internet, video rentals, digital radio and the mobile phone). This leads to audience fragmentation as the total viewing audience is spread among channels. In such an environment, marketers are concerned with attracting audiences to drive advertising revenue. It is therefore paramount that they establish, maintain and expand their television viewer market share. Since the viewers' decision making process for preference and choice of television station is influenced by both internal and external factors, establishing, maintaining and expanding television viewer market share is thus increasingly difficult if those factors are

not identified. By measuring the factors that influence viewer's preferences, television stations can develop marketing strategies that are responsive to customer's needs and wants thus gain a competitive advantage.

Viewers' preference for television stations is influenced by both internal and external factors that can be measured by viewer's choice of channels, programs and the number of repeat visits or level of awareness. Past research can be questioned regarding their ability to determine those factors. For instance, Mwaba, (2008) sought to establish media consumer market segmentation practices used by television stations in Kenya but the study did not establish the factors that influence viewers' decision making in preference of a Television station. On the other hand, Mwabu (2009) surveyed viewers' perceived quality of Television stations in Kenya but apart from perceived quality there are other factors that influence preference of one television station to another. Surveys of factors that determine preference of products and services in other areas have been done; for example Muriuki, (2003) surveyed the factors that determine architects preference for roofing material in Nairobi but the researcher is not aware of any study that has been carried out to establish the factors that influence preference of television stations by public primary school teachers in Nairobi. This study therefore sought to determine the factors that influence consumer preference of television stations by public primary school teachers in Langata Division, Nairobi. It was guided by the following research question; what are the factors that influence consumer preference of television stations by public primary school teachers in Langata Division, Nairobi?

### **1.3 The Research Objectives**

- i. To determine the preferred television stations by public primary school teachers in Langata Division, Nairobi.
- ii. To determine the factors that influence consumer preference of television stations by public primary school teachers in Langata Division, Nairobi.

### **1.4 Importance of the Study**

The findings of this study could be very important to various stakeholders such as; researchers and scholars, media companies, investors, media buyers and advertisers. The findings would form a base for future scholars and researchers who may want to study in the area of factors that influence preference of television stations by viewers in Nairobi. The research findings would also give the management of televisions stations distinctive knowledge about the factors that lead to one Television station being preferred to the other one. This will enable them to strive and narrow the gap by ensuring that they are providing offers based on viewer's preference. Television programmers can use this knowledge to produce desired effects by positioning their programmes in such a way as to influence /and to attract viewers preference. Future and current investors may find the research findings of this study useful. Media buyers and advertisers can also use the research findings as a base for their decision making; for example in deciding which television station they can use when advertising their products or services. In addition, this study is key to understanding the various communication models that can reach the urban viewers effectively.

## **CHAPTER TWO: LITERATURE REVIEW**

### **2.1 Consumer Behaviour**

Marketing theory suggests that understanding consumer behaviour is the first step in identifying those stimuli that affect the decision-making process. Solomon et al (2010), defines consumer behaviour as the study of the processes involved when individuals or groups select, purchase, use or dispose of products services ideas or experiences to satisfy needs and desires. It is therefore concerned with how individuals make their decisions to spend their available resources like time, money and effort on consumption related items. It includes of what they want to buy why they want to buy it, when they buy it, where they buy it and how often they buy. Consumer behavior provides a conceptual framework for carrying out consumer segmentation (Schiffman and Kanuk, 2009). By analyzing consumers' characteristics and decision processes, marketers develop strategies to influence the choices consumers make and thus gaining a competitive advantage in the market place.

### **2.2 Consumer Decision Making Process**

When a person has a choice between watching news in television station A or B, or making a purchase or not making a purchase, that person is in a position to make a decision. Thus if there is almost always a choice, then there is always almost an opportunity for consumers to make decisions (Schiffman and Kanuk, 2009). Consumer decision making is a process that follows certain steps as discussed below. Consumers may skip or minimize one or more steps in the decision making process depending on the level of involvement, the personal, social and economic significance of the decision.

The starting point of any purchase decision is customer need or problem recognition. It occurs whenever we see a significant difference between our current state of affairs and some desired or ideal state (Solomon et al 2010). We realize that to get from here to there we need to solve a problem which may be large or small simple or complex. Once a problem has been recognized, consumers need adequate information to resolve it. Consumers thus proceed to the second stage which is information search. It is the process by which the consumers survey the environment for appropriate data to make reasonable decision. The search can either be internal or external. (Blackwell, 2006).

The third stage of the consumer decision process is evaluating alternative options identified during the search process. In this stage, consumers seek to answer questions such as “what are my options?” and “which is best?” Different consumers employ different evaluative criteria based on individual and environmental influences to compare different products and brands. It is at this stage that preference is formed and thereafter decision is reached at but it may be influenced by the attitude of others and unanticipated situational factors. The post decision stage follows where a consumer will experience some level of satisfaction or dissatisfaction. The choice of a television station does not exhibit a different consumer decision making process. The viewer identifies the need which could be to either get entertained, informed or even inspired. Information is sought internally or externally and alternatives of different television stations are then evaluated based on their attributes and the specific need of the viewer. Preferences are formed and television station is chosen for viewership. Post decision behaviour follows which is influenced by a viewer’s satisfaction or dissatisfaction.

### **2.3 Levels of Consumer Decision Making**

The decision involved in the development of preference for and choice of an object will vary depending on the complexity of the needs and the alternative means of satisfying them. When the decision process is especially detailed and rigorous, extended problem solving then occurs. For instance when the consumer is faced with the problem of whether to buy a new colour television set or to send the old black and white set out for repair - regardless of the particular situation - the conflict may be considerable. Consumers are open to information from various sources and are motivated to undertake the effort required in making "the right choice". The process of analysis and reflection however does not cease after purchase and use (Blackwell, 2009).

On the other hand limited problem solving occurs when the decision is more straightforward and simple. In this case the consumer is not nearly as motivated to search for information or to evaluate each alternative rigorously. Instead the consumer uses simple decision rules to choose among alternatives (Solomon et al 2010). In most situations consumers have neither the time, the resources, nor the motivation to engage in extensive problem solving. For example, the decision to watch either Citizen Television or Nation-TV is a limited conflict situation. This is because the viewer is not under any obligation to watch any particular channel or any particular programme. He is on his own and, therefore, decides whether to watch channel 'A' or Channel "B" depending on his perceived instrumentality. This implies that any TV station that offers clear pictures and interesting programmes, other things being equal, is more likely to have more viewers. The above mentioned problem solving modes involve some degree of information search

and deliberation. On the other hand habitual decision making choices are made with little or no conscious effort. (Solomon et al 2010). At this level consumers have experience with the product category and a well established set of criteria with which to evaluate brands they are considering. In some situation they may search for a small amount of additional information; in others they simply review what they already know (Schiffman and Kanuk 2009).

## **2.4 Factors that Influence the Decision Making Process**

Human choice behavior is a complex and dynamic process. A consumer buying behavior is influenced by many factors. These may include cultural, social, personal and psychological ones (Kotler ,2003). Cultural factors include culture, subculture, and social class. Culture is the most determinant factor of a person's wants and behavior. Preferences, values, perceptions and behavior are acquired through a person's family and other key institutions. Each culture consists of smaller subcultures that provide more specific identification and socialization for their members. Subcultures include nationalities, religions racial groups and geographic regions. Social classes are divisions within the society that are composed of individuals sharing similar values, interests and behavior. Social economic status differences may lead to differing forms of consumer behavior. For example the types of television stations watched eg. Pay television or free to view television.

In addition to cultural factors a consumer's behavior is influenced by such social factors as reference groups, family and social roles and statuses. A person's reference group consists of all groups that have a direct or indirect influence on the person's attitudes or

behavior (Kotler, 2003). As consumers our behavior is often affected by those with whom we closely associate. This is referred to as personal influence. Consumers often respond to perceived pressure to conform to the norms and the expectations provided by others – seeking and taking their counsel on buying choices, observing what others are doing, as information about consumption choices and comparing their decisions to those of others (Blackwell 2006). Another important social factor is the family. Its members constitute the most influential primary reference group. It is the primary decision making unit with a complex and varying pattern of roles and functions (Kotler 2003). The third social factors are an individual's position in each group can be defined in terms of roles and statuses. People choose products that communicate roles and statuses in society.

A buyer's decisions are also influenced by personal characteristics. They include the buyer's age and stage in life cycle. Tastes and preference for products including Television programmes is age related. Consumption is shaped by family life cycle. Different lifecycles have different financial situations and different product and services interests. Occupation and economic circumstances is another category of personal factors that influences a person's consumption (Kotler, 2003). Product choice is greatly affected by economic circumstances: spendable income (level, stability and time pattern) savings and assets debts, borrowing power and attitude towards borrowing and saving. Lifestyle is also another personal characteristic that influences a buyer's decision. People from the same subculture, social class and occupation may lead quite different lifestyle. A lifestyle is a person's pattern of living in the world as expressed in activities interests and opinions. Lifestyles portray the "whole person" interacting with his or her environment.



(Kotler, 2003). In addition to the above mentioned factors, personality and self-concept also influences decision making. Each person has a distinct personality that influences his decision making. Strong correlation exists between certain personality types and products and or brand choices. Self concept, others self concept or ideal concept also influences decision making.

People's choices are also influenced by four major psychological factors - motivation perception, learning and beliefs and attitudes. Kanuk (2009) defines motivation as the driving force within individuals that that impels them to action. This driving force is produced by state of tension which exists as a result of unfulfilled need. Every individual has needs. Some are innate and others are acquired. The satisfiers of these needs will make a major difference as to which brands or services a consumer chooses or prefers. A motivated person is ready to act. How the motivated person actually acts is influenced by his or her perception of the situation. People have different perceptions of the same object and which also influences the choices and preferences that they make for products and services. The third psychological factor is learning. When people act they learn. Learning involves changes in an individual behavior arising from experience. Most human behavior including choice and preferences of products and services is learned. Through doing and learning, people acquire beliefs and attitudes. These are the fourth psychological factors that influence buying behavior. These beliefs make up product and brand images and people act on their images. Just as important as beliefs are attitudes. Attitudes lead people to behave in a fairly consistent way toward similar objects. Depending on the attitudes towards each of the brand, the consumer forms preferences.

This may then lead to making a brand, vendor, quantity, timing and payment method decisions (Kotler, 2003).

Consumer decision making is also influenced by situational influences such as social and physical surroundings, temporal effect such as time of the day and the amount of time available and antecedent states which includes consumer's mood when a decision is being made. Marketing communication programs such as advertising, promotion, public relations publicity and direct marketing are used by marketers to reinforce choice and preference decisions of a consumer.

## **2.5 Factors that Influence Television Stations Choice**

Just like consumers of other products and services, the viewer is also influenced by the above discussed factors in making choices and preference for television stations to watch. Some specific factors that influence viewers' decision making include: viewers' needs, Program content and program scheduling, language of the programs, channel loyalty, viewer's personality and mood and groups' influence.

Gutman's (1978) mode of media exposure, presumes that persons select specific types of programmes to meet different specific needs. Entertainment may be associated with emotional and diversionary needs while public affairs programmes may be identified with information and activism needs however most programs overlap. A programme classified as information may at the same time be both educational and entertaining. Researchers in the past had dichotomized TV programmes into information and

entertainment (Barwise, et al 1981). The information provided by television is obtained first and foremost through news programmes. All of the viewer categories in almost all of the Member States watch the television news. Indeed for some individuals, who do not read the press and do not listen to radio news, television is the only source of regular information on current affairs. In another study by Barwise et al (1981), information programmes had smaller audience but higher appreciation scores than entertainment programmes. They interpreted this to mean that the more demanding a programme is the more interesting and/or enjoyable it has to be before people will watch it.

Research into program choice falls into two schools of thought: program choice is related to content, or program choice is related to program scheduling (Webster and Wakshlag, 1983). 'Models of choice' hold implicit assumption that program choice is a function of individual preferences as TV is a 'free-good' and is an 'active' decision by viewers. Other views suggest that, Channel choice is influenced by audience duplication: if two programs are of the same general type, people who like to watch a program genre are likely to watch both programs. Audience duplication is the theory that people who watch Program A will watch Program B regardless of channel or time (Webster, 1985). This presupposes that viewers who like a programme of a particular type must like all other programmes of the same type. This is not necessarily the case as shown by the studies of Webster (1985). The studies established that programme choice is affected by programme scheduling characteristics in terms of timing and duration.

Inheritance effects are important variables in programme scheduling. Also known as lead-in effects or simply audience flow they describe the tendency of people who watch one program on a given network to stay tuned to the next." If the lead-in program has a big rating, it confers an advantage on the following program. Conversely, if the first show has a small audience, it handicaps its successor (Eastman & Ferguson, 2006; Webster 1985). Webster (1985) further argued that the general phenomenon of adjacent program audience duplication was, in the first instance, the result of audience availability. That is, programs scheduled back-to-back were likely to enjoy high levels of duplication simply because the same people tended to be available (i.e., watching TV) in adjacent time periods. Thus programming and scheduling are important variables for predicting choice and behaviour.

Preference for programs is also based on the language of programming. Media environments in non-English speaking societies mix both local and foreign productions and channels. Foreign programs require local viewers to negotiate the cultural differences between the texts produced abroad (predominantly in the U.S.) and their own lives. Local programs are also more likely to cater to local taste and touch on issues and themes more relevant to viewers' lives (Liebes and Katz 1990). Thus, there is reason to believe that in a multicultural society like Kenya, language may play a pivotal role in the choices of television programs. Mwanzia (2009), notes that a lot of foreign content on Television (which is primarily English) is slowly losing relevance with the audiences in East Africa. Mwanzia (2009) further notes that local productions are having a positive impact on their

audience level and stations that air local programs (drama, comedies, and reality shows) before and after prime time news have high viewership.

Channel loyalty is another factor that influences television station's choice. Goodhardt et al., (1987) defines channel loyalty as the extent to which viewers tend to view programs from one channel rather than distributing their viewing time equally among different channels. Investigations of overall television viewing patterns have found that viewers tend to be loyal to specific channels and programs (e.g., Webster & Washklag, 1983; Zubayr, 1999), and have come up with mixed results on the importance of content to viewers' choices. It has generally been assumed that viewers' loyalty to any single channel decreases with the availability of more channels and the availability of remote control devices (RCDs), which make channel switching easier. However, despite the large number of channels, viewers tend to limit their choices to a rather small number of channels ((Neuendorf, Jefferes, & Atkin, 1999). If channels succeed in appealing to the tastes of specific groups, this implies that a viewer watching a show on a given channel is more likely to view other programs on the same channel.

Weaver (1991) notes that there is a considerable correspondence between personality characteristics (extraversion, neuroticism, and psychoticism) and media preferences (prime-time television programs, contemporary movies, and popular music) in a study carried out on personality and individual differences. For example, respondents scoring high on neuroticism expressed a strong preference for information/news television programs and "downbeat" music while tending to avoid more lighthearted comedy and

action/adventure fare. Those scoring high on psychoticism, on the other hand, evidenced significantly less interest in comedy offerings but displayed a strong preference for graphically violent horror movies. Cohen (2002) in his study established that the viewer's mood towards the programme affects his attitude towards the commercials. He identified, happiness, presenter, timing, educational and spiritual – in order of importance as reason for programme preferences.

When making product choices, consumers are influenced by the preferences of other consumers, such as family members, friends, neighbors, and colleagues. Assael et al (2006) notes that wives' viewing behavior depends more strongly on their husbands' viewing behavior than husbands' viewing behavior depends on their wives' viewing behavior. There exist significant differences in parameter estimates of dependence across categories of television programs. Differences in levels of spousal interdependence across households are partially explained by the age and the education level of the spouses.

## **CHAPTER THREE: RESEARCH METHODOLOGY**

### **3.1 Research Design**

This study adopted a descriptive survey research design. It involved collecting data in order to answer questions concerning this study. This design was justifiable because it compares the quantitative reasoning of a sample. In addition the design, by the virtual of being cross-sectional, gives a representation of the whole population with minimum bias. A descriptive study seeks to find answers to who, when, where and how of research question which is the focus of the study.

### **3.2 Population**

The population for this study comprised all public primary school teachers in Langata Division, Nairobi. According to the Teacher Service Commission website - Directory of Primary Schools, there are a total 14 public primary schools in Langata Division. The City Education Office statistics on the website indicates that Langata Division has 329 Teachers. Out of these, 158 teachers are from Karen Zone and 171 Teachers in Nairobi West. There are 37 male teachers and 292 Female teachers. Public schools were selected because of their well defined structure.

### **3.3 Sample Design and Sampling Design**

A sample size of 56 public primary school teachers was surveyed. This sample size was considered to be fairly representative of the whole population. 4 teachers were selected from each school one of which was head teacher or a deputy head teacher and three other teachers randomly selected.

### **3.4 Data Collection**

Questionnaires (both structured and unstructured) were used to collect the data. The questionnaire was divided into two sections: part one contained questions on demographic profile of the respondents and part two consisted of a Likert-type scale that tapped the information on the extent to which several factors influence preference of television stations by public school teachers in Langata Division.

### **3.5 Data Analysis**

Collected data was both quantitative and qualitative in nature. Quantitative data was analyzed using a Statistical Package for Social Sciences (SPSS). Qualitative data was analyzed using descriptive statistics such as the frequencies, mean and the standard deviations. The basis of using descriptive approach was to give a basis for determining the weights of the variables under the study.



## **CHAPTER FOUR: DATA ANALYSIS AND INTERPRETATION**

### **4.1 Introduction**

This chapter presents the data that was found on the survey of the factors that influence consumer preference of Television stations by public primary school teachers in Langata District, Nairobi. The research was conducted in 14 public primary school in the area where members of staff were served with questionnaires, the study had targeted 56 public primary school teachers; however, only 42 questionnaires were returned duly filled-in by the respondents. This makes a response rate of 75%, of which 81% were female while 19% were male. Out of the 42 respondents, 74% were ordinary teachers while 26% were either head teachers or deputy head teachers. This response rate was made possible after the researcher personally administered the questionnaire and made further visits to remind the respondents to fill-in and return the questionnaires.

### **4.2 General Information**

This section sought to find out the marital status, level of education and the age of the respondent.

#### **4.2.1 Marital Status**

The respondents were asked to state their marital status. The results are given in Table 4.1

**Table 4.1: Marital status of the respondents**

	<b>Frequency</b>	<b>Percentage</b>
Single	1	2.4
Married	41	97.6
<b>Total</b>	<b>42</b>	<b>100.0</b>

From the table, 97.6% of the respondents were married and 2.4% were single. These points out that majority of the respondents were married.

#### **4.2.3 Level of Education**

In this study the respondents were required to give their highest level of education. The data finding for this is as presented in Table 4.2.

**Table 4.2: The Respondents Level of Education**

	<b>Frequency</b>	<b>Percentage</b>
Secondary	19	45.2
Graduate	19	45.2
Post graduate	4	9.5
<b>Total</b>	<b>42</b>	<b>100.0</b>

According to the figure, 45% of the respondents had either secondary education or were graduates while 10% were post graduates. This depicts that majority of the teachers in Langata division were at least graduates.

### 4.2.3 Age of the Respondents

The study also required that the respondents state their age. The table 4.3 below gives the age distribution for the respondents.

**Table 4.3: Age of the respondents**

<b>Age</b>	<b>Frequency</b>	<b>Percentage</b>
21 - 30 yrs	2	4.8
31 - 40 yrs	9	21.4
41 -50 yrs	27	64.3
Above 50 yrs	4	9.5
<b>Total</b>	<b>42</b>	<b>100.0</b>

From the table above 64.3% of the respondents were aged between 41 and 50 years, 21.4% were in 31 to 41years age brackets, 9.5% of the respondents were in the age bracket of above 50 years while those in the age between 21 to 30 years constituted 4.8%. This shows that majority of the respondents were aged above 40 years. The study found out that 95.2% of the respondents had TV sets in their homes while only 4.8 did not own a TV set. From this, it shows that majority of the teachers who responded to these questions owned a TV set.

### 4.3 Information on Preference of Television Viewers

This section sought to determine the extent to which some selected factors influence preference of television stations by public primary school teachers in Langata District, Nairobi.

#### 4.3.1 Number of Hours in a day Spent Watching TV

The study also sought to determine the number of hours that the respondents spent watching TV in a day. To this question, the data finding are presented in Table 4.4.

**Table 4.4: Number of Hours Spent in a day Watching TV**

	Frequency	Percentage
Less than 30mins	4	9.5
30 Mins - 1hr	15	35.7
1hr - 2hrs	11	26.2
2 hrs - 3 hrs	8	19.0
More than 3hrs	4	9.5
Total	42	100.0

From the above table, 36% of the respondents stated that they watched TV for 30 minutes to 1 hrs, 26% of the respondent watched TV for 1 to 2 hours, those who watched TV for 2 to 3 hour constituted for 19%, 10% watched for more than 3 hours while 9% watched TV for less than 30 minutes. This depicts that more than half of the respondents watched TV for more than 30 minutes.

### 4.3.2 Favorite TV Station

The study required that the respondent state their favorite TV station. The data findings are presented in Table 4.5.

**Table 4.5: Favorite TV Station**

	Frequency	Percentage
NTV	8	19.0
Citizen TV	26	61.9
KTN	8	19.0
KBC	0	0
Total	42	100.0

From the table above, those whose favorites TV station was Citizen TV were 61.9%, while 19% of the respondents' favorite TV station was either KTN or NTV. This shows that majority of the teachers preferred Citizen TV to other stations.

### 4.3.3 Duration that the Television Station of Choice had remained favorable to the respondent

The study further required that the respondent state the length of time the TV station they had chosen as favorite had remained favorable to them. The data finding was recorded and presented in Table 4.6

**Table 4.6: Duration that the preferred station had remained favorable to the respondents**

	<b>Frequency</b>	<b>Percentage</b>
Below 3 yrs	12	28.6
3 - 5 yrs	20	47.6
6 - 9 yrs	5	11.9
Above 10 yrs	5	11.9
<b>Total</b>	<b>42</b>	<b>100.0</b>

According to the findings, for 48% of the respondents, their preferred station had remained a favorite for a period of 3 to 5 years, 28% for a period below 3 years, while 12% for a period of 6 to 9 years or for more than 10years. This illustrates that for majority of teachers, the television stations of choice had remained favorable to them for more than 3 years, and consequently a conclusion can be drawn that apart from being well conversant with their favorite stations, the factors that influenced their preference had remained constant for a period of at least three years.

#### **4.3.4 Factors that influence preference of TV stations**

The study also sought to establish the factors that influence the respondents' preference of television stations. The study used Likert-type scale in collecting and analyzing the data on a scale of 1 to 5 with 1 point being assigned to No extent, indicating very low or no influence while 5 was assigned to very Large extent, to indicate high level of influence by the factors on the preference of a TV channel. The data finding are presented in the

Table 4.7. Since the scales ranged from 1 to 5 making an interval of 4 between the two extremes; the following allocation keys can be developed: no extent (never exhibit) was given the range 1 – 1.8, small extent (very rarely exhibit) was given the range 1.81 – 2.6, moderate extent (rarely exhibit) was given the range 2.61 – 3.4, large extent (Exhibits) was given the range 3.41 – 4.2 while very large extent (always exhibit) was assigned the range 4.21 – 5.

**Table 4.7: Factors that influence Respondents' Preference of TV Station**

	No extent	Small extent	Moderate extent	Large extent	Very large extent	Mean	STDV
TV station overall image	0	1	9	28	4	3.8	.62
Clear reception of the TV station signals	0	3	11	16	12	3.9	.92
TV station History/Heritage	2	7	14	18	1	3.2	.92
News coverage	0	2	0	18	21	4.4	.74
Types of programmes aired	0	2	7	17	16	4.1	.86
TV station programme schedule	1	3	12	19	7	3.7	.93
TV station presenters	0	1	8	23	10	4.0	.73
Your role and status in the society	1		10	21	3	3.4	.94
Family/friends/colleagues influence	2	12	10	18	0	3.0	.96
Need to get entertained	0	2	7	26	7	3.9	.73
Need to be informed	0	2	1	18	21	4.4	.76
TV stations marketing programmes e.g. advertisement, promotions public relations	3	4	8	16	11	3.7	1.18

According to the findings, news coverage had a mean of 4.4 with a standard deviation of 0.74, types of programmes aired had a mean of 4.1 with a standard deviation of 0.86, TV station presenters had a mean of 4.0 with a standard deviation of 0.73, and clear reception of the TV station signals and need to get entertained both had a mean of 3.9 with a standard deviation of 0.92 and 0.73 respectively. This depicts that viewers are highly influenced by how well a station covers News, the type of program it airs as well as its presenters. How well viewers receive a stations' signal i.e. clear pictures and the need to get entertained also emerged as major factors that influence preference of Television stations.

#### **4.3.5 Level of importance of different categories of TV Programs to the respondents**

The study sought to find out the level importance of some stated types of programs with an aim of finding out if viewers prefer programs in order of importance to them. In this study Likert-type scale was used in collecting and analyzing the data on a scale of 1 to 5. Point 1 was assigned to Less important indicating that the factors was not a key drive to the respondent in choosing the TV channel, point 5 was assigned to most important indicating that that factor was important in determining the respondent choice of channel. Since the scale ranged from 1 to 5 making an interval of 4 points between the two extremes; the following allocationary keys can be developed. least important (never Exhibit) was assigned 1 – 1.8, less important (very rarely exhibit) was given the range of 1.81 – 2.6, important (rarely exhibit) was given the range of 2.61 – 3.4, more important exhibits was given the range of 3.41 – 4.2 while most important (always exhibit) was given the range of 4.21 – 5.



**Table 4.8: Level of importance of TV Programs**

	Least important	Less important	Important	More important	Most important	Mean	STDV
Entertainment programmes, Comedies, music and drama	0	4	4	15	19	4.2	0.96
Current affairs programmes, e.g News	3	2	4	11	22	4.1	1.21
Educational programmes e.g. documentaries	3	6	13	12	8	3.4	1.17
Sports programmes	9	4	10	12	7	3.1	1.39
Inspirational/ Spiritual programs	6	2	13	9	12	3.5	1.35

From the findings, entertainment programmes, had a mean of 4.2 with a standard deviation of 0.96 and Current affairs programmes, e.g. News had a mean of 4.1 with a standard deviation of 1.21. This can be interpreted to mean that viewers have a high appreciation for entertainment and information programs such as News. They may therefore prefer television stations that offer programs that meet their need of being informed and entertained.

#### **4.3.6 TV Station with most important Programs**

The study also aimed at establishing the TV station which aired the most important category of programs according to the respondents. The data findings were presented in Table 4.9.

**Table 4.9: TV Station with most important Programs**

<b>TV Station</b>	<b>Frequency</b>	<b>Percent</b>
Citizen	24	57.1
NTV	11	26.2
KTN	6	14.3
No response	1	2.4
<b>Total</b>	<b>42</b>	<b>100.0</b>

Basing on the factors in Table 4.5 above, the table shows that 57.1% of the respondents stated that Citizen TV aired their most important programs, 26.2% gave NTV, and 6% gave KTN as the station airing the most important category of programs while 2.4% of the respondents did not respond. This depicts that Citizen TV airs entertainment and current affairs programs which were identified as the most important types of programs to the viewers.

#### **4.3.7 Factor Influencing Choice and preference of Aired Programs**

The study also sought to determine the factors that influence respondents' preferences of programs aired on TV Stations. It aimed at determining if program choice and preference is related to program content, programs Scheduling or other factors. Respondents were asked to state the extent to which selected factors influenced their preference of programs aired on the television stations on study. Likert-type scale was used in data collection and analysis on a scale of 1 to 5. Point 1 was assigned to No at all, indicating very low or no influence while 5 was assigned to very great extent, to indicate high level of influence by

the factors on the choice of a TV Programs. The allocationary keys used are as developed earlier.

**Table 4.10: Factor Influencing Choice of Aired Programs**

	Not at all	Small Extent	Moderate Extent	Great extent	Very Great Extent	Means	STDV
Awareness of the programs	0	3	13	17	9	3.8	0.88
Language of the programs	0	1	5	26	10	4.1	0.68
Viewers interactivity with the channel during the program	3	4	13	15	7	3.5	1.11
Timing of the program	2	0	18	15	7	3.6	0.94
Duration of the program	0	7	10	21	4	3.5	0.89
Number of the commercial breaks in the program	8	13	7	10	4	3.9	0.91
presenter of the program	1	2	4	22	12	4.0	0.91
Content of the program	1	1	4	16	20	4.3	0.91
Quality of the program	1	0	5	17	19	4.3	0.86
Preference of the family/groups	2	5	8	22	5	3.5	1.02

According to the data findings, content of the program and quality of the program both had a mean of 4.3 with standard deviations of 0.91 and 0.86 respectively, language of the programs had a mean of 4.1 with a standard deviation of 0.68, and presenter of the program had a mean of 4.0 with a standard deviation of 0.91. This may be interpreted to

mean that viewers' preference and choice of programs is highly influenced by the following factors: the content, quality, language and the presenter of the program in that order of reducing importance.

#### **4.3.8 Other Factors that influence Preference of Television Stations**

The study also sought to determine the extent to which, local programs, viewers' loyalty to the Station, program scheduling and the viewers' mood influence preference and choice of Television Stations.. Using Likert- Type scale in data collection and analyzing on a scale of 1 to 5, point 1 was assigned to strongly disagree - showing respondents' disagreement with the statement while point 5 was assigned to strongly agree indicating that the respondent was in agreement with the stated factor. The results were presented in table 4.12 below. Since the scale ranged from 1 to 5 making an interval of 4 points between the two extremes; the following allocationary keys can be developed: Strongly disagree (never exhibit) was assigned to the range 1 – 1.8, disagree (very rarely exhibit) was assigned to 1.81 – 2.6, neutral (rarely exhibit) was assigns 2.61 – 3.4, agree (exhibits) was given range of 3.41 – 4.2 while strongly agree (always exhibit) which was assigned the range 4.21 – 5.

**Table 4.11: Other factors that influence preference of TV Stations and programs**

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	STDV
I prefer local programs to foreign programs	1	4	4	16	17	4.0	1.06
I watch programs of the same general type regardless of the station that they are aired	1	10	11	15	5	4.0	4.70
I watch news of a TV station if it is preceded by a program I prefer	5	28	4	4	1	2.2	.88
I only watch news from only one preferred station	6	21	7	7	1	2.4	1.02
I watch other programs of the same station if they are preceded or followed by an interesting program even if they are not of interest to me	6	22	5	6	3	2.5	1.13
My mood determines my choice of program	12	10	3	12	5	2.7	1.45

According to the table above, respondents preferring local programs to foreign ones had a mean of 4.0 with standard deviation of 1.06, those who watch programs of the same general type regardless of the station that they are aired had a mean of 4.0 with standard deviation of 4.70. The respondents' mood determining their choice of program had a mean of 2.7 with a standard deviation of 1.45. This illustrates that the respondents preferred local programs to foreign ones because they are more likely to cater for local tastes and touch on issues that are more relevant to the viewers; they watched programs of the same general type regardless of the station that they are aired and this may be

interpreted to mean that viewers preference of Television station is not based on program Schedule but on program content.

#### **4.3.9 Rating of the TV Stations**

In this study the respondents were required to give their rating to the TV Stations based on some given factors. The study used Likert - type scale to collect and analyze the data on a scale of 1 to 4 where point 1 was assigned to least preferred and point 5 assigned to highly preferred. The results were presented on Table 4.13. The scale used ranged from 1 to 4 giving an interval of 3 point, the following allocationary key was developed: least preferred (never likes) was given range of 1 – 1.75, slightly preferred (slightly likes) was given 1.76 – 2.5, preferred (likes) was assigned 2.51 – 3.25 while highly preferred (highly likes) was given range of 3.26 – 4.0.

**Table 4.12: Rating of the TV Stations by the respondents**

	Citizen	KTN	KBC	NTV
TV station overall image	2.9 (1)	2.7 (3)	1.4 (4)	2.9 (1)
Clear picture (reception of the TV station signals)	2.8 (2)	3.0 (1)	1.9 (4)	2.8 (2)
TV station presenters	3.1 (1)	3.0 (2)	1.7 (4)	3.0 (2)
News coverage and presentation	3.1 (1)	2.9 (3)	1.7 (4)	3.0 (2)
Viewers interactivity with the channel during the program	3.0 (1)	2.6 (3)	1.7 (4)	2.9 (2)
Program Schedule e.g. timing of the programs, programs line up	3.2 (1)	2.5 (3)	2.0 (4)	2.9 (2)
Variety of the programs	3.1 (1)	2.4 (3)	1.9 (4)	3.1 (1)
Local programs	3.4 (1)	2.1 (4)	2.4 (2)	2.2 (3)
Current affairs programs	3.0 (1)	2.5 (3)	2.1 (4)	3.0 (1)
Entertainment programs	3.2 (1)	2.1 (3)	1.9 (4)	2.7 (2)
Educational programs	3.1 (1)	2.3 (3)	2.2 (4)	2.6 (2)
Sports programs	2.6 (3)	2.7 (2)	2.3 (4)	2.8 (1)
Quality of the program	4.0 (1)	2.5 (3)	2.1 (4)	2.8 (2)
Corporate social responsibility (how the station gives back to the community)	2.9 (1)	2.5 (3)	2.1 (4)	2.9 (1)
Overall mean	3.1(1)	2.6 (3)	2.0 (4)	2.8 (2)

From the table, Citizen TV was ranked as the overall preferred Television station with a mean of 3.1 as well as on factors such as, its presenters, its News coverage, program schedule and in airing quality and Local Programs with a mean of 3.1,3.1, 3.2,4.0 and 3.4 respectively . NTV was ranked second overall preferred station with a mean of 2.8 but was rated first in sports programs which had a mean of 2.8. It shared the first position with Citizen TV on its overall image ,current affairs programs, variety of programs that it airs as well as in Corporate social responsibility with a mean of 2.9,3.0 3.1 and 2.9

respectively. KTN was ranked third overall preferred station and had a mean of 2.6 but was rated first in clear pictures with a mean of 3.0

The respondent were required to state why they preferred the channel they had chosen as favorite. They gave clear reception, clear and competent newscaster, bringing up to date news and having comprehensive news coverage, many local programs and having programs that are suitable for the whole family watching as reasons why these station are favorite to them. In addition, good color background, encouraging public views on some matters in their news, and educative and entertaining programs were also cited as their catching bait.



## **CHAPTER FIVE: SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS**

### **5.1 Summary of Findings**

This study has been able to establish very important aspects about TV viewing, some of the findings are discussed here below. It has shown that majority of the respondent watched TV for more than 30 minutes. It also shows that majority of the teachers who were respondents to these questions owned a TV set. This study also shows that majority of the teachers preferred Citizen TV to other stations. For majority of teachers, the study has illustrated that their preferred stations had remained favorite to them for more than 3 years, indicating that the respondent were well conversant with their favorite stations and the factors that influenced their preferences had remained constant for a period of at least three years.

Some of the factors that this study has identified as being important in influencing teachers' preference of television stations include; News coverage, the types of programs that the station airs, the television station presenters as well as the needs of the viewers. The depth, width and presentation of news highly influence viewers' preference of television stations. The viewers identified current affairs programs which include news as their most important type of program as it meets the viewers' most important need of being informed. Citizen TV which was ranked first in news coverage also emerged as the most preferred station. This leads to a conclusion that news coverage by a station drive preference and choice of viewers.

The study also established that the programs that a station airs highly influence the choice and preference of television stations by public primary school teachers. This study established that program choice is related to content as opposed to programs scheduling. Majority of viewers watched programs of the same general type regardless of the station that they aired. The respondents preferred local Programs to foreign programs based on the language of programs, tastes and issues that are relevant to the viewers' lives. Quality and variety of programs were also established as important factors in choice of programs and stations to watch. Citizen TV was rated highly on the above mentioned factors in programming and it also emerged as the most preferred television station and thus a conclusion can be drawn that the type, content, quality and language of the programs aired on television are important factors that influence choice and preference of television stations.

Further, the study established that TV stations presenters also influence preference of viewers. Presenters' maturity, image, and competence also carry the image of a television station. This emerged as an important factor to public primary teachers in Langata division - majority of who are in the age category of between 40 – 50 years. The station that had presenters who were rated highly was also ranked as the most preferred station. Other factors that emerged as important in influencing preference television stations include; clear reception of TV station signal, television stations overall image, corporate social responsibilities of television stations as well as the viewers need to get entertained and informed

## **5.2 Conclusion**

The study sought to establish the preferred television station by the public primary school teachers in Langata division, Nairobi. To this objective the study found out that Citizen TV was preferred by majority of the teachers. The study also aimed at determining factors that influence consumer preference of TV stations by the public primary school teachers in Langata division, Nairobi. In line with this the study determined that news coverage, types of programs aired, TV station presenters, and clear reception of the TV station signals influence preference of TV station. Also, the viewer's need to get entertained, TV station overall image, TV station programs schedule, and TV stations marketing programs are other factors that influence the same. The study also found out that role and status of the respondent in the society, TV station History/Heritage and family/friends/colleagues influences the choice of TV stations as well.

## **5.3 Recommendations with Policy Implications**

From the finding and basing on the objectives, the study recommends the following; the government should encourage and reinforce production and airing of local programs by television stations in Kenya. For example policies need to be formulated on the ratio of local and foreign programs that should aired by television stations in a given period of time. The study further recommends that more vetting should be done for programs before airing them to determine the audience and to ensure their relevance in meeting the viewers' needs. The study also recommends that the Government reinforces and encourage media houses in News coverage as this has been identified as one of the most important need of the viewers. Television stations are also recommended to improve in

their news coverage as this contributes to stations gaining competitive advantage. They are further recommended to have TV presenters who communicate the TV station's image since choice and preference of Television stations is highly driven by TV stations presenters.

#### **5.4 Suggestion for Further Studies**

The research dealt with investigating the factors that influence preference of TV station by public primary school teachers in Langata division, Nairobi. The research recommends that a similar study be carried out to investigate whether the same factors would influence preference of TV Stations among other category of people e.g. the students, or people in other professions. On the same note, since the study was conducted on an urban population the study recommends that a similar study should be carried out on a rural population to establish whether the same factors would influence preference of TV channel in a rural setting.

## References

- Assael, H (2004) *Consumer Behavior: a strategic approach*, Houghton Mifflin Company, Boston, USA
- Assael H, Yang, S & Naraya, V. (2006) Estimating the interdependence of television program viewership between spouses. *Marketing science Journal*, Vol. 25 no 4 Aug 2006. Pgs 366 – 349 Marketing department, Stern school of business, New York university, New York
- Blackwell , R. D, Miniard, P. W & Engel. J. F (2006) *Consumer Behaviour* 10<sup>th</sup> edition , Thomson South- Western
- Busch, P.S & Houston M. J., (1985) *Marketing: Strategic Foundations*, Homewood, Illinois: Richard D. Irwin, Inc
- Barwise T. P., Ehrenberg A. S & Goodhardt G. J, "Audience Appreciation and Audience size, *In Psychological Abstracts*, Vol. 69, 1981, p.939
- Cohen, J., (2002) Television viewing preferences: Programs, schedules, and the structure of viewing choices made by Israeli adults. *Journal of Broadcasting & Electronic Media* June, p.204-221.
- Eastman, S. T., & Ferguson, D. A. (2006), *Media programming: Strategies and practices*. 7<sup>th</sup> edition Belmont, CA: Wadsworth.

Goodhart, G. J., Ehrenberg, A. S. C., & Collins, M. A. (1987). *The television audience: Patterns of viewing* 2nd edition West mead, U.K.: Gower.

Gutman, J. Viewer Types: A Q-Analysis, *Journal of Broadcasting*, Vol. 22, 1978, pp.505-515

Kotler, P (2003) *Marketing Management*, 11th edition, Prentice Hall, of India Ltd

Kotler, P., Brown, L., Adam, S., Armstrong, G., (2004). *Marketing* 6th edition. Pearson Education Australia, Frenchs Forest.

Liebes, T., & Katz, E. (1990). *The export of meaning: Cross-cultural readings of "Dallas."* New York: Oxford University Press.

Mbeke, P. O. & Mshindi, T. (2008) *Kenya Media Sector Analysis Report*. A report prepared for Canadian International Development Agency Kenya (CIDA – Kenya)

Muriuki, J. W (2003) *A Survey of Factors that Determine Architects Preference for Roofing Materials in Nairobi*, Unpublished MBA Project, University of Nairobi.

Mwabu , A M. (2009) *A Survey of Viewers Perceived Service Quality of Television Stations in Nairobi*, Unpublished MBA Project, University of Nairobi.

- Mwaba, J. N. (2008) *A survey of Media Consumer Market Segmentation Practices Used by Television Stations in Kenya*, Unpublished MBA Project, University of Nairobi.
- Mwanzia, W. (2009) *Unmasking the African Consumer- Media Consumption Habits: a case study of Kenya, Uganda and Tanzania*, A report prepared for Steadman- Synnovate, Kenya
- Neuendorf, K., Jefferes, L. W., & Atkin, D. (1999, May). *The television of abundance arrives: Cable choices and interest maximization*. Paper presented at the annual conference of the International Communication Association, San Francisco
- Oriwo, A. Y. O. (2004) *A Survey of the Extent to Which Advertising by Textbook Publishing Firm Influence Customer Preference of Textbooks: The case of Public Primary Teachers In Nairobi*. Unpublished MBA Project, University of Nairobi
- Schiffman , L.G & Kanuk, L.L. (2009) *Consumer Behavior*,9<sup>th</sup> edition Pearson Education, Inc., Upper Saddle River, New Jersey
- Solomon, R.M., Bamossy G., Askegaard,S. and Hogg, M.K. (2010) *Consumer Behaviour:a European perspective* 4<sup>th</sup> edition Prentice Hall, Harlow, England

Weaver, II James B *Personality and Individual Differences, Volume 12, Issue 12, 1991, Pages 1293-1299*

Webster, J. G. (1985). Program audience duplication: A study of television inheritance effects. *Journal of Broadcasting & Electronic Media, 29*, 121-133.

Webster, J. G., & Washkag, J. J. (1983). A theory of television program choice. *Communication Research, 10*, 430-446.

Zubayr, C. (1999). The loyal viewer? Patterns of repeat viewing in Germany. *Journal of Broadcasting & Electronic Media, 43*, 346-363.



**Appendix 1**  
**QUESTIONNAIRE**

**School .....**

**Tick appropriately**

Head or Deputy Teacher                                        Teacher                   

**Part A: Demographic Information**

**1) Gender of the Respondent**

Male                                        Female                   

**2) Marital Status**

Married                                        Single                   

**3) Level of Education**

Primary                                        Graduate                      
Secondary                                        Post graduate                   

**4) What is your age bracket?**

20 years and below                                        21-30 years                      
31 – 40 Years                                        41-50 years                      
Above 50 years                   

**Part B: Information on preference of Television Viewers**

**5) Do you own a working TV in your household?**

Yes                                        No                   

**6) How many hours in a day do you watch TV?**

Less than 30 Mins                                        30 Mins – 1 hr                      
1Hr – 2 Hrs                                        2 Hrs- 3 Hrs

More than 3 Hrs [ ]

**7) Among the four stated Television Stations in Nairobi, which is your most favorite Station?**

Kenya Broadcasting Corporation (KBC) [ ] Nation television (NTV) [ ]

Citizen TV (CTV) [ ] Kenya Television Network (KTN) [ ]

**8) Why is it your favourite?**

.....  
.....  
.....

**9) What is the length of time that the Station has remained favorable to you?**

Below 3 years [ ] 6- 9 years [ ]

3-5 years [ ] 10 years and above [ ]

**10) Please tick to indicate to what extent you feel each of the said statement has influenced your preference of television station.**

	No Extent	Small Extent	Moderate extent	Large Extent	Very Large Extent
	1	2	3	4	5
TV station overall image					
Clear reception of the TV station signal					
TV station History/heritage					
News coverage					
Types of programs aired					
TV Station Programs' Schedules					
TV Station presenters					
Your role and status in the society					
Family/ Friends/ Colleagues influence					
The need to get entertained					
The need to be informed					
TV station's Marketing programs eg. Advertisements, promotions, public relations					

**11) Rate the following programs in order of importance to you on a scale of 1 to 5, where 5 is the most important and 1 is the least important**

- a) Entertainment programs e.g. Comedies, music, dramas [ ]
- b) Current Affairs programs e.g. News [ ]
- c) Educational programs e.g. Documentaries [ ]
- d) Sports programs [ ]
- e) Inspirational / spiritual programs [ ]

**12) Which station do you watch for your most important category of programs identified in the above question?**

CITIZEN [ ] NTV [ ]  
 KBC [ ] KTN [ ]  
 Others [ ]

**13) In your opinion, to what extent do the following factors influence your choice of the programmes aired on television?**

	Not at all	Small Extent	Moderate extent	Great Extent	Very Great Extent
	1	2	3	4	5
Awareness of the programs					
Language of the program					
Viewers' interactivity with channel during the program.					
Timing of the program					
Duration of the program					
Number of commercial breaks in the program					
Presenters of the program					
Content of the program					
Quality of the program					
Preference of the family/other group members					
Any Other (Please specify)					

**14) What is your level of agreement with the following statements?**

	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly agree</b>
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
I prefer local programs to Foreign programs					
I watch programs of the same general type regardless of the station that they are aired					
I watch News of a TV station if it is preceded by a program that I prefer					
I only watch News on one preferred station					
I watch other programs of the same station if they are preceded or followed by an interesting program even if they are not of interest to me					
My mood determines my choice of program					

**15) Rate the following statement for each Television Station on a scale of 1-4 where 1 is the least preferred and 4 is the highly preferred.**

	<b>CITIZEN</b>	<b>KTN</b>	<b>KBC</b>	<b>NTV</b>
TV station overall image				
Clear Pictures (Good reception of TV Station Signal)				
Television Station Presenters				
News Coverage and Presentation				
Viewers' interactivity with the TV Station during the programs.				
Programs Schedules eg. Timing of the programs, programmes line up				
Variety of programs				
Local Programs				
Current Affairs programs				
Entertainment programs				
Educational Programs				
Sports Programs				
Quality of the program				
Corporate Social Responsibilities (how stations give back to the community)				

**16) Any other comment? (Kindly Explain)**

.....

.....

.....

.....

.....

.....

.....

## **Appendix 2**

### **Public Primary Schools in Langata Division, Nairobi**

1. Uhuru Gardens
2. St Mary Karen
3. Olympic Estate
4. Madaraka
5. Langata West
6. Langata Road
7. Langata Barracks
8. Kibera
9. Ayany
10. Karen C
11. Ngei
12. Ngong' Forest
13. Kongoni
14. Khlsa South

## Appendix 3

### Introduction letter

The Director of City Education,  
City Council of Nairobi,  
City Hall Annexe,  
P.O Box 30298 GPO,  
Nairobi.

Dear Sir/Madam,

**RE: RESEARCH AUTHORIZATION**

My Name is Rose K Wachira - a Master of Business student of the University of Nairobi. I hereby seek authority to carry out research on *Factors that influence Consumer Preference of Television Stations by Public Primary School Teachers in Langata district, Nairobi*. This is required as part of my course work assessment and the results of this report will be used solely for academic purposes.

Thank you

Rose K. Wachira



