THE EFFECTIVENESS OF TELEVISION PERSONALITIES IN INFLUENCING CONSUMER PREFERENCES OF TV STATIONS AMONGST UNIVERSITY OF NAIROBI UNDERGRADUATE STUDENTS

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DECLARATION

I declare that this research project is my original work and has never been submitted to any other University for assessment or award of a degree.

Signature........tu..................... Date......8|11.1.2012.........

Karanja, Lilian Wambui
D61/63189/2010

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

Signature....................... Date ....8.1.11.1.2012.............

Ms. Catherine Ngahu

DEDICATION

I dedicate this project to my Mum, who taught me that anything is possible when you put your mind to it and to my late father, who believed in me than I ever did.

ACKNOWLEDGEMENT

My deepest gratitude is to my father in heaven who created me to live out his beautiful and wonderful plan for my life. I have learnt that the grace of God is truly sufficient.

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I'm grateful to my friends, colleagues and the respondents who in their own way contributed immensely towards this project.

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ABSTRACT

As competition and technology contribute to the changing of consumers preferences and tastes in the entertainment industry, TV stations in Kenya have resulted to using television personalities to influence consumer preference. Marketing philosophy dictates that every choice is subjected to a decision making process and so is the choice of TV stations. This study aimed at establishing the effectiveness of television personalities in influencing viewership of TV stations among the undergraduate students in the University of Nairobi.

The study adopted a descriptive cross sectional design where a sample survey of 200 students was conducted. Data was successfully collected from 175 students and analyzed using SPSS. Frequencies, percentages and mean scores were used to assess the role of a TV personality in influencing viewership of television stations among Nairobi University students in undergraduate program and the findings presented in the form of tables and bar charts.

The findings indicate that to a larger extent, TV personalities influence the choice of a TV station among the undergraduate students in the University of Nairobi. They influence on how the students perceive the TV stations as well as their satisfaction with the stations. Based on these findings, the study recommends that TV stations should carefully select their presenters and look for ways of retaining them since the number of viewers of a particular station largely depends on their preferred presenter.

CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

The marketing concept states that the needs and wants of the consumers should be met by a product or services therefore market research has provided insight into consumer behavior and their decision making process. As a result marketers have designed marketing strategies to increase the chances of consumers' to like, purchase and repeat purchase of their products and services.

The liberalization of airwaves in Kenya in the 1990's by the Communication Commission of Kenya has led to the growth of television stations in the region. The broadcasting environment is characterized by 18 commercial free-to-air stations. There are 17 Pay TV stakeholders with a 70,000 subscription base and the proliferation of internet has brought other sources of entertainment. Furthermore, the introduction of broadcasting stations to switch from analogue to digital transmission in line with international standards by CCK and the licensing of 168 new Pay TV entrants are additional factors that will lead to competition amongst industry players and advance market segmentation in the near future.

A personality is someone who has a celebrity status derived from their line of work, career or profession in this case a TV personality derives their status from being a dominant figure of a TV station. As competition and technology contribute to the changing of consumers preferences and tastes in entertainment, TV stations have resulted

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to using television personalities to influence consumer preference however TV stations have lost their personalities to their competitors and vice versa. Marketing philosophy dictates that every choice is subjected to a decision making process and so is the choice of TV stations. Hence, this study will resolve to answer to what degree does a TV personality influence consumer preference to TV stations and its effectiveness as a marketing strategy. In conclusion, the results will guide TV stations in its decisions in developing TV personalities as marketing strategies.

1.1.1 The Concept of TV Personality

Gupta (2009) defined a celebrity as an individual whose name has attention-getting, interest-riveting and profit generating value that stems from the high level of public attention and interest. A TV personality is associated with a celebrity status for they command a great degree of public influence, have a popular appeal and are easily recognizable to the public. These qualities have a great impact in dictating the consumers' preference to a TV station based on the status a TV personality holds in their minds. This shows that a TV personality is a useful variable that plays into the choice of a TV station by a consumer.

A celebrity endorser is defined as a recognizable person who is contracted to advertise for a product or brand (McCracken, 1989). Celebrity endorsers have a reference group association where reference group involves one or more people whom someone uses as a basis for comparison or point of reference in forming affective and cognitive responses (Peter, 2010). In the consumer's mind, the associations related to the celebrity become

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associated with the brand. When the consumer purchases the product, and therefore acquires the meaning of the brand, the meaning transfer process is completed (McCracken, 1989). In this process, it is paramount to create positive and favorable associations in the mind of the consumer for the perception of the brand is related with the perception of the celebrity. The perceived image of the celebrity and the associations related to the celebrity is transferred to the brand (Akturan, 2011).

Kelman (1961) identified three attributes that a celebrity possesses for a successful transference: credibility, attractiveness and power. Credibility is the extent to which the recipient sees the source as having relevant knowledge, skill or experience and trusts the source to give unbiased, objective information. Attractiveness leads to persuasion through a process of identification – the receiver is motivated to seek a relationship with the source and adopts a similar position in terms of beliefs, attitudes, preferences or behavior (Belch & Belch, 1995). Power is when a source has the ability to administer rewards or punishments as a result of the power, an endorser may be able to induce another person to respond to the request or position the source is advocating (Byrne, 2003).

A study carried out by Tantiseneepong et al. (2012) highlighted four main effects relating to celebrity endorsements to look out for: impact on the perceived target market, the role of personal liking, the potential for the celebrity to crowd out the product and the role of brand families. Multiple celebrity endorsements refer to use of two or more celebrities in an advertising campaign and appeals to multiple audiences. Marketers have to manage carefully the fit between the endorsed product and each of the endorsers in order to

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effectively appeal to the intended segments without confusing audiences about the product or brand image (Hsu, 2002).

1.1.2 The Concept of Consumer Preference

An attitude is a learned predisposition to behave in a consistently favorable or unfavorable way with respect to a given object (Schiffman et al. 2008). An attitude influences the consumers purchase and re purchase of a product or service. However a positive attitude doesn't translate to a purchase behavior while a negative attitude doesn't translate to a non-purchase behavior. It is this divide that attitudes are measured as preferences. Blackwell et al. (2006) state that preferences represent an attitude towards one object in relation to another. This definition brings out the idea that a preference is a precursor to a decision from two or a variety of choices.

A decision involves a choice between two or more alternative actions or behaviors (Peter et al. 2010). The generic model of consumer problem solving that translates to a decision involves five stages: problem recognition, search for alternative solutions, evaluation of alternatives and purchase and post purchase use and reevaluation of chosen alternative (Engel, 2005). Marketing theorists have identified three levels of consumer decision making, they are extensive, limited problem solving and routinized response behavior. Television consumption involves a limited problem solving decision and a routinized response behavior depending on a consumer's needs. There are various variables that shape the decision process they are: individual differences, environmental influences and psychological processes (Blackwell et al. 2006). These influences are diverse and

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multifaceted and interact to varying degrees on the decision that each individual eventually makes (Kirigo, 2010).

1.1.3 Overview of TV Stations in Kenya

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 (Mbeke et al. 2008). The media landscape in Kenya has grown in the last decade from 10 radio stations in 1999 to 107 in 2010 while TV stations have increased from four to fifteen moreover TV consumption has grown from 68% in 2007 to 71% in 2011. The growth in TV viewership is attributed to rural electrification and cheaper TV sets (Ipsos Synovate report, 2011).

Communication Commission of Kenya which was established by the Kenya Communications Act (1998) has contributed to the growth of the media houses in Kenya its mandate being to license and regulate radio/TV communication, telecommunication and postal/courier services in Kenya (www.cck.go.ke). The tremendous growth has brought about formation of bodies like the Media Council of Kenya which was established by the Media Act, 2007 as the leading institution in the regulation of media and in the conduct and discipline of journalists in accordance to the Media Act CAP 411B (www.mediacouncil.or.ke). Its vision is to have a professional and free media accountable to the public. The membership consists of various bodies like the Media Owners Association (MOA), Kenya Union of Journalists (KUJ), Kenya News Agency

and public and private universities and other stakeholders. According to Media Council of Kenya there are 17 TV stations on air in the Nairobi County which will be the primary focus of this report.

The broadcasting Industry in Kenya came in to existence in 1928 when the Kenya Broadcasting Corporation was established as a news channel for the British Ranchers. After independence, KBC was nationalized into Voice of Kenya through an act of parliament however in 1989 VOK was changed back to KBC through another Act of Parliament (KBC, 2012). 1990 saw the emergence of a privately owned station Kenya Television Network which broke the 62 year monopoly of KBC. KTN was founded on activism journalism but over the years it has transcended to business reporting. Nation TV was launched in 1999 by the Nation Media Group later on in May 2005 it was rebranded to NTV. Citizen TV began broadcasting in 1998 was later re-launched in June 2006 focusing on local programming. Family TV which is owned by Trinity Broadcasting Network came into existence in 1999 it seeks to provide an alternative form of TV entertainment based on bible doctrines (Kenya-advisor.com). Other stations in existence are: Sayare TV, East Africa TV, K24, Aljazeera, GBS, Kiss TV, and most recent launch QTV. Presently, Kenya has 18 free-to-air commercial TV stations and 17 pay TV stakeholders with a 70,000 subscription base (Okundi, 2010). This study will focus on the free-to-air TV stations.

The Broadcasting industry has seen remarkable developments as the government through Communication Commission of Kenya seeks to phase out the analog transmission to digital transmission by 30th June 2012 on the contrary, this move gives audiences an increase in choice and competition grows stiffer as 168 new Pay TV operators are to be licensed by the government this year alone.

1.1.4   University of Nairobi Undergraduate Students

The University of Nairobi (2011) documents that the campus has a total population of 25,939 students, 9,710 are female students while 16,229 are male students. The population structure comprises of six colleges which are: College of Architecture and Engineering, College of Humanities and Social sciencs, College of Health science, College of Biological and physical sciences, college of Agriculture and veterinary services and college of education and external studies.

A national survey by Audience Scape (2009) reported that majority of the youth respondents watched TV consistently. The undergraduate are a heterogeneous group aged between 18years to 35 years which is considered as the youth age bracket. The diversity in the population forms a balanced sample of different TV watching habits and aid in the validity of the study.

1.2   Statement of the Problem

Marketers realize that the more they know about their target consumers', decision making process, the more likely they are to design marketing strategies and promotional

messages that will favorably influence consumers (Schiffman et al. 2008). With the growth of television industry in Kenya consumers have a variety of choices leading to audience fragmentation therefore marketers in TV stations have come up with competitive strategies to maintain or expand the market share which is a key contributor to advertising revenue key to this action is TV stations using TV personalities as marketing strategies.

Nationally, Consumer Insight carried out a survey across the East African Region (2011) which showed that Forty percent of the youth in Kenya would follow their favorite TV personalities if they changed stations. Academic studies locally, Wachira (2010) designed a study to determine factors that influence consumer preference of television stations by public primary school teachers in Langata Division, Nairobi, the researcher established that TV stations that had TV Personalities who were rated highly was a factor to consumer preference however, the study failed to address further the magnitude of TV personalities as a factor to consumer preference. Further studies focusing on the Broadcasting industry include Migunde (2003) who undertook a study on the strategic responses to the increase of competition focusing on the Kenya Broadcasting Corporation though, the study failed to report on the strategic response KBC took to protect its TV personalities from its competitors. Okara (2011) reported on strategic responses adopted by television broadcasting stations in Kenya to counter competition nevertheless, the project failed to recognize TV personality as a competitive strategy used by media houses. Other related studies include Mathenge (2010) who conducted a study on the effectiveness of Brand personality on the choice of lubricants by Matatu Drivers: a case

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of Nairobi Nyeri route in Kenya, the researcher found out that brand personality did indeed have an effect on the choice of lubricants.

To the knowledge of the researcher, no previous study had been done on the effectiveness of a TV personality influencing consumer preference of television station amongst University of Nairobi students in undergraduate programs. The study was guided by the following research question; does a TV personality influence consumer preference of television station among Nairobi University students in the undergraduate program?

1.3   Research Objective

The study objective is to assess the role of a TV personality in influencing viewership of television stations among Nairobi University students in undergraduate program.

1.4   Value of the Study

This study may be of value to any person interested in consumer preference in addition it would specifically benefit the following groups of people: for academicians, the study will contribute to the existing literature in the field of marketing specifically on consumer preference. Future researchers and scholars can use the research as a basis for further research in areas of marketing strategies in TV stations, consumer preference and customer loyalty and TV personalities as brands.

Media companies will utilize the research findings and recommendations from the study in developing TV personalities as marketing strategies. Media buyers and advertisers can use the research findings as a base for decision making, investing in TV stations that will

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bring a return on their investments. TV personalities will be enlightened by this study on how their personalities add on to the TV stations brand equity and the impact they have on TV consumers. TV consumers will have a better understanding on their TV choice habits.

CHAPTER TWO: LITERATURE REVIEW

2.0 Introduction

This chapter describes the theoretical review of consumer choice, factors affecting consumer choice, concept of TV personalities and TV personality influence on consumer choice and a discussion of the empirical literature and the knowledge gap. In conclusion, is the conceptual framework.

2.1 Concept of Consumer Choice

According to Fotheringham (1988) consumer choice results from a process whereby information on various alternatives is evaluated by the consumer prior to the selection of one of these alternatives. An individual gets home from work and turns on his/her television to watch some breaking news as the individual flips through the channels, it seems all the stations in his television set are running the news item but the individual finally settles on one station. The question to be answered is how did the consumer come to the decision of settling on one particular station from the myriad of choices? This illustration shows that consumer decision making is a step by step process that guides an individual through the choices however it is worth noting that consumers don't always pass sequentially through all five stages in buying a product or consuming a service; they may skip or reverse some stages (Kotler et al. 2009).

The purchase process starts off when the consumer recognizes a need or a problem. Problem recognition occurs whenever a consumer sees a significant difference between

his current state of affairs and some desired or ideal state. The second step in the decision making process is the information search where the consumer checks his memory and surveys the environment to identify what options are out there that might solve his/her problem (Solomon et al. 2010). The consumer engages in two forms of information search; the internal search which involves remembering previous experiences of the product category and thinking about what he/she has heard about the product category and the external search involves advertisements or perhaps talking to friends (Blythe, 2008).

The third step in consumer decision making process is evaluation of alternatives that have been identified in the information search. Consumers have an evaluative criterion, which is the specifications used by them to compare and evaluate products or brands, they can either be objective based on specific physical features or subjective which are symbolic values or benefits (Kibera et al. 1998). The fourth step is the purchase decision; the consumer forms preferences among brands in the choices set and may also form an intention to buy the most preferred brand (Kotler et al. 2009). This decision is made based on factors like attitudes of others, unanticipated situational factors and perceived risk. The final step is the post-purchase behavior that is determined with a repeat purchase. This process involves a comparison between what the consumer was expecting to get and what was actually purchased, although sometimes new information obtained after the purchase will also color the consumers thinking (Blythe, 2008).

The earlier illustration, is no different and follows the same decision process the consumer recognized there was a need, a real time event was happening or had happened and the consumer flipped through the channels searching for information internally based on previous experiences, the consumer evaluated the decision subjectively and settled for his/her channel of choice. In conclusion, the consumers post purchase behavior will depend on the consumer's satisfaction or dissatisfaction. As Assael (2004) puts it, central to decision making process is the consumption experience, consumption determines the level of satisfaction with the product or services and influences future decision making.

Figure 2.1: Consumer purchase decision making process
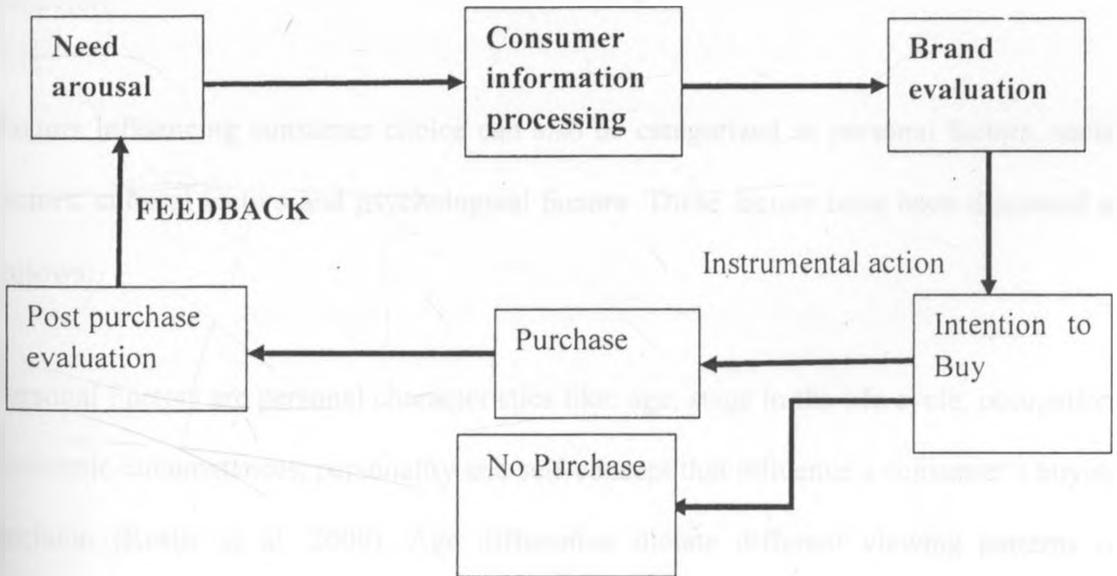
Consumer Purchase Decision Making Process, Adopted from Assael (2004), P. 43

2.1.1 Factors Affecting Consumer Choice

Consumer Behaviorists distinguish that consumers choose services or experiences based on rational motives and emotional motives. Rationality implies that consumers select goals based on totally objective criteria such as size, weight, price, and length of time while emotional motives imply the selection of goals according to personal or subjective criteria such as pride, fear, affection or status, lifestyle, image and personality. Consumers always attempt to select alternatives that, in their view, serve to best satisfy their needs (Schiffman et al. 2007). Consumers of TV stations use emotional variables like personality to determine their TV of choice and Media companies are using personalities as a marketing strategy to invoke feelings that in turn affect consumer behavior.

Factors influencing consumer choice can also be categorized as personal factors, social factors, cultural factors and psychological factors. These factors have been discussed as follows:

Personal Factors are personal characteristics like: age, stage in the life cycle, occupation, economic circumstances, personality and self-concept that influence a consumer's buying decision (Kotler et al. 2009). Age differences dictate different viewing patterns of consumers, an adult is most likely to watch informative programs compared to a teenager who sole purpose for watching TV is entertainment. Occupation will determine TV choice in that a financial consultant is likely to watch programs that involve business reviews, stock markets, news updates while a fashion designer will watch programs on

styling and fashion. A TV personality has an influence on a consumers' choice for example if a consumer is an extrovert they are most likely to watch a TV personality that fits their actual self-concept with the view that they understand each other or based on their ideal self.

Social factors consist of reference groups, family and social roles and statuses. Reference groups have a direct or indirect influence on a person's attitudes or behavior, a Family is the basic unit of a society while roles and statuses are derived from a position a person holds in a group (Kotler et al. 2009). TV personality fall under a reference group in that a consumer may watch a certain TV station based on admiration for the personality or an inspiration basis or a recognition point of view. In a family setting, parents are most likely to influence the choice of TV station to be watched in a home in the evening. In a bachelorette setting, an individual will choose a TV station that will communicate his or her role and actual or desired status.

Cultural factors entail culture, sub culture and social class. Culture is the most fundamental determinant of a person's wants and behavior, subculture provides more specific identification and socialization for its members and social classes are relatively homogeneous and enduring divisions in a society which are hierarchically ordered and members share similar values, interests and behavior. However, social class is indicated by a cluster of variables such as occupation, income, and education rather than by any single variable (Kotler et al. 2009). The society teaches both formally or informally its members by defining acceptable behavior in so doing it shapes how its members make

purchase decisions (Wanjau, 2011). For example, the TV station that an individual grows up watching will most likely influence their TV choice when they move out to their own homes. TV stations target different social classes, market segmentation; hence a consumer will watch a TV station that fits their social class.

Psychological factors: they are the four key psychological processes: motivation, perception, learning and memory that fundamentally influence consumer responses (Kotler et al. 2009). Motivation is the driving force within individuals that impels them to action (Schiffman et al. 2007). A teenager's motivation to watching a certain TV station is to find out how a TV personality has dressed up while an adult is motivated by economic decisions. A consumer is willing to purchase and repurchase a brand with a high perceived quality and value, this is created through memory and learning.

2.2   Concept of TV Personality

Celebrities are people who enjoy public recognition and a high degree of public awareness by a large share of a certain group of people and they often differ from the social norm for example TV personalities like Oprah Winfrey and Dr.Phil (Schlecht, 2003). By this definition, TV personalities are considered celebrities. Celebrities can be a powerful force in creating interest or actions with regard to purchasing or using selected goods and services, this identification may be based on admiration, on aspiration, on empathy or on recognition. The main benefits a celebrity contributes is fame, talent. credibility or charisma the most important of these is celebrity credibility which means

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the audience perception of both the celebrities expertise and trustworthiness (Schiffman et al. 2009).

Previous research suggests that the effectiveness of a celebrity depends largely upon their perceived credibility, attractiveness, or both. Expertise is the perceived knowledge that the source possesses, while trustworthiness is the degree to which the source is considered to be honest, ethical and believable. Both components are positively related to credibility, but the influence of one component can offset the effects of the other. For example, a celebrity that is viewed as knowledgeable will be ineffective if he or she is perceived as lacking trustworthiness. Attractiveness has been conceptualized in terms of similarity, familiarity, and likeability. Similarity refers to the perceived resemblance between the celebrity and the audience. Familiarity represents the amount of knowledge that the audience has about the TV personality. Likeability refers to affection for the celebrity based on physical appearance, behavior or other personal traits (Toncar, 2007).

2.2.1 TV Personality Influence on Consumer Choice

The influence a group, in this case a TV personality, has on an individual is closely related to the group's/personalities power: (1) Expert power: the individual must have experience and knowledge. (2) Referent power: an individual's identification with the Celebrity. (3) Reward power: the ability of a celebrity to reward an individual or consumer (Assael, 2004). TV personalities are perceived to have expertise in their line of profession, are reference points to consumers who identify with them and the reward derived by a consumer is their satisfaction when they see the TV personality.

There are three types of group power that suggest the way a reference group in this case a TV personality influences consumer choice. The first expert power suggests informational influence: a consumer accepts information from a group if he or she considers the group a credible source of information and expertise and if he or she believes the information enhances knowledge about product choices. Informational influence is likely to be most important in two conditions: there is social, financial or performance risk in buying the product and if the individual has limited knowledge or experience regarding the product, informational influence is likely to be most important. Second, referent power suggests that groups have comparative influence: consumers constantly compare their attitudes to reference groups like TV personalities in doing so, they seek to support their own attitudes and behavior by associating themselves with groups with which they agree and disassociating themselves from groups with which they disagree. The conditions relating to comparative influence deal with the enhancement of an individual's self-image through membership in a group or identification with other people who are liked and admired as members of an aspiration group. Comparative influence implies that those being influenced should have characteristics similar to those doing the influencing and should have proximity (Assael, 2004).

Third, reward power suggests that reference groups have normative influence which is the influence a group exerts to conform to its norms and expectations, it means that consumers will buy the brands and product categories the group approves and is based on the individual's desire to receive the rewards of the group. The conditions reflecting

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normative influence deal with a desire to conform to group preferences and to satisfy the expectations of group members. The motivation to conform is apt to occur when: the individual is committed to the group and values membership in it, the group provides significant rewards for compliance and punishment for lack of compliance, the individual's behavior in conforming is visible to members of the group. The likely hood of rejecting pressures to conform depends on: the strength of the individual's value system, the intensity of group pressures to conform, the commitment of the individual to the group and the value placed on individuality. TV personalities have the social multiplier effect being the object of desire of a consumer, they emulate the TV personality in the everyday activities the TV personality engages in (Assael, 2004).

Table 2.1: Types of influence exerted by reference groups

Nature of Influence	Objectives	Perceived characteristics of source	Type of power	Behavior
Informational	Knowledge	Credibility	Expert	Acceptance
Comparative	Self-maintenance and Enrichment	Similarity	Referent	Identification
Normative	Reward	Power	Reward or coercion	Conformity

Types of influence exerted by reference groups, adopted from Assael (2004), P.413

TV stations in Kenya have been observed to use informational influence, through various communications to consumers, a new entrant of a TV personality in a TV station is depicted as a great achievement that will enhance their broadcasting. The TV personality is communicated to be knowledgeable, credible and an expert in their field of work, these is to bring acceptance to the audiences of the TV station and to cajole the followers of the TV personality in to accepting the new move and follow him/her to the new station. TV consumers use TV personalities on comparative basis, observing how they dress, talk and who they socialize with, hence, the reason why TV personalities are referred to as "The Face" of a TV Station they represent. The consumer views the TV personality as a referent, who they share similarities while trying to identify with them; they are on a quest to enhance their self-image to fit that of the TV personality. By simply watching a TV personality they admire a consumer satisfaction is his/her reward of gratification.

2.3 Empirical Literature and knowledge gaps

The recent development initiated by the Kenyan government of TV stations migrating from analogue to digital transmission has brought growth into the broadcasting market in Kenya as new players join the market. Currently there are 18 free-to-air TV stations broadcasting in the Nairobi County and they shall be the subject of this proposal in terms of determining how TV personalities contribute to consumer preference. Atkin and Block (1983) found that young people were more readily persuaded when a celebrity was linked to a product. They attributed this to the fact that young people are at a more impressionable stage of development and concluded that endorsement by a celebrity has a meaningful influence on young people's evaluation of ads and products.

An empirical study carried out by Run et al. (2010) on the influence of role model on young adults purchase in Malaysia showed that celebrities have a much higher influence on young adult purchasing behavior and intention as compared to their parents. Locally, a study by Wachira (2010) was designed to determine factors that influence consumer preference of television stations by public primary school teachers in Langata Division, Nairobi established that the TV stations that had TV Personalities who were rated highly was a factor to consumer preference. However, the study failed to address further how TV personalities were a factor to consumer preference.

Further studies focusing on the Broadcasting industry include Migunde (2003) who undertook a study on the strategic responses to the increase of competition focusing on the Kenya Broadcasting Corporation though, the study failed to report on the strategic response KBC took to protect its TV personalities from its competitors. Okara (2011) reported on strategic responses adopted by television broadcasting stations in Kenya to counter competition nevertheless, the project failed to recognize TV personalities as a competitive strategy used by media houses. Other related studies include Mathenge (2010) who conducted a study on the effectiveness of Brand personality on the choice of lubricants by Matatu Drivers: a case of Nairobi Nyeri route in Kenya, the researcher found out that brand personality did have an effect on the choice of lubricants.

Previous studies have not clearly shown if TV personalities contribute to customer loyalty, how TV stations are using TV personalities as a marketing strategy to gain a

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competitive advantage and are TV personalities seen as brands and do they add on the brand equity. Therefore, studies need to be carried out in these areas to address the knowledge gaps. TV personality's mobility has been evident in most of the TV stations which indicates that there are strategies being applied by the companies in order to gain competitive advantage. This study will look at the magnitude of TV personalities in determining preference among consumers.

2.4 Conceptual Framework
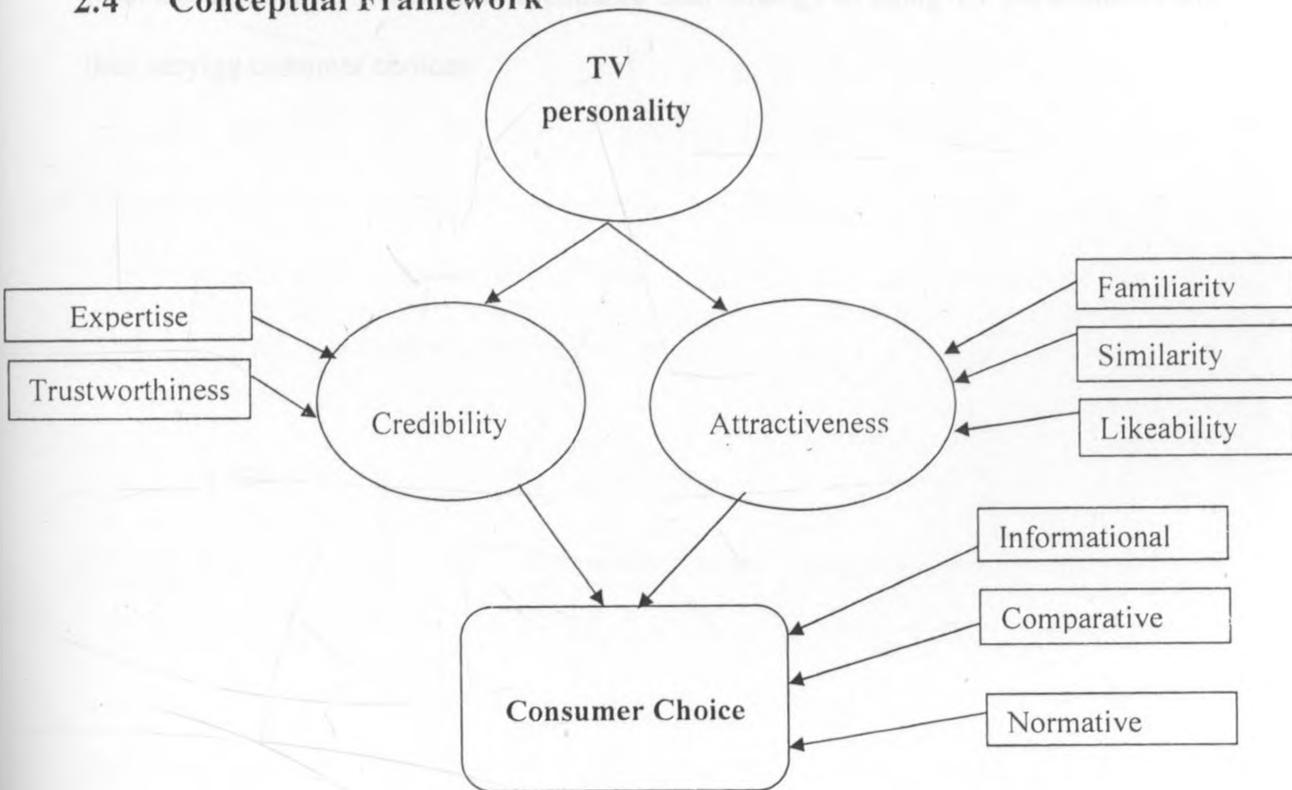
Conceptual Framework, structure adopted from Spry (2011)

As competition and technology contribute to the changing of consumers preferences and tastes in entertainment, TV stations have resulted to using television personalities to

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influence consumer preference however TV stations have lost their personalities to their competitors and vice versa. In this process, it is paramount to create positive and favorable associations in the mind of the consumer for the perception of the brand is related with the perception of the celebrity. The attributes that a celebrity possesses for a successful transference are: credibility and attractiveness that affect the consumer choice of television stations. By asking the customers of their individual assessment of TV personalities and the part they play in their TV station choices, management gets feedback from which it will use to enhance their strategy of using TV personalities and thus varying customer choices.

CHAPTER THREE: RESEARCH METHODOLOGY

3.0   Introduction

This chapter provides a description of the research design, target population, sample size and sampling techniques, data collection instruments, data collection procedure and data analysis.

3.1   Research Design

This study adopted a descriptive cross sectional design. It involved collecting data that addressed the objective of the study. In addition, the design compares the quantitative reasoning of a sample. The design being cross-sectional gives a representation of the whole population with minimum bias. A descriptive study seeks to find out the who, what, when, where and how of the research questions which is the focus of the study

3.2   Population of the Study

The population was drawn from undergraduate student's population at the University of Nairobi. According to University of Nairobi statistics, the undergraduate population totals to 25,939 with 9,710 female students & 16,229 male students. The diversity in the population formed a balanced sample of different TV watching habits and aid in the validity of the study.

3.3   The Sample design

The population of this study was from University of Nairobi undergraduate students. Based on previous studies university students are used as respondents because they represent young adults segment and are a homogeneous group (Blackwell & Mitchell, 2003).

Convenience sampling was selected for this study as it is the most common sampling technique used when dealing with young consumers as the sampling unit (Makgosa, 2010). A total of 200 respondents were targeted in order to have an acceptable gender split among the population as adapted from a previous study by Kimaita (2011).

Table 3.1: Distribution of respondents

College	Distribution of Respondents
College of Architecture and Engineering	33
College of Humanities and Social sciences	35
College of Health Science	33
College of Biological and Physical Sciences	33
College of Agriculture and veterinary services	33
College of Education and external Studies	33

3.4   Data Collection

Primary data was used for the purpose of the study through a structured questionnaire which was divided into four parts. Part A contained questions based on demographics of the respondents, part B the information on the preferences of respondents, part C the measure of variables of a TV Personality an adapted version of a Minkove (2011) scale which utilizes a five point continuum from strongly disagree to strongly agree and part D contained questions on the degree of influence a TV personality has on the TV choices of the respondents which utilized a five point continuum from very high to negligible.

3.5   Data Analysis

Data was edited to identify and eliminate any errors made by respondents then coding was done to translate responses into various categories. The data was then analyzed with the aid of a computer software program; Statistical Packages for Social Sciences (SPSS) where descriptive statistics i.e. mean scores, percentages and frequencies were computed.

CHAPTER FOUR: DATA ANALYSIS AND INTERPRETATION

4.1 Introduction

This chapter presents data analysis, findings, and discussions of the study results in regard with the research objective. The data was collected from the University of Nairobi undergraduate students, analyzed and presented using frequencies percentages and means scores in the form of tables and bar charts.

Two hundred questionnaires representing the sample size were administered randomly through a drop and pick method to undergraduate students. Out of the two hundred questionnaires distributed, only one hundred and seventy five were filled and returned. This represented a response rate of 87.5%. This is a high response rate implying that the findings can be used for generalization.

4.2 Respondent Profile

4.2.1 Gender

As shown in table 4.1 below, majority (64.6%) of the respondents were male while 35.4% were female.

Table 4.1: Gender distribution of the respondents

Gender	Frequency	Percent
Male	113	64.6
Female	62	35.4
Total	175	100.0

4.2.2 Age distribution

Table 4.2 below indicates that majority (30.9%) of the respondents were in the age bracket of 21-22 years.

Table 4.2: Age distribution of the respondents

Age	Frequency	Percent
19-20 years	13	7.4
21-22 years	54	30.9
23-24 years	28	16.0
25-26 years	22	12.6
27-28 years	20	11.4
29 years and above	38	21.7
Total	175	100.0

4.2.2 Year of study

As shown in table 4.3 below, all the respondents were undergraduates with majority (40.6%) being fourth years. This indicates that the study participants fell under the targeted category.

Table 4.3: Respondents' year of study

Year of study	Frequency	Percent
First year	44	25.1
Second year	42	24.0
Third year	18	10.3
Fourth year	71	40.6
Total	175	100.0

4.3 Preference of Television Viewers

4.3.1 Watching TV on a regular basis

The respondents were asked to indicate how frequent they watched television. As shown in figure 4.1, majority of the study participants watch television frequently. This implies that the respondents are familiar with local TV stations and TV personalities.

Figure 4.1: Watching TV on a regular basis
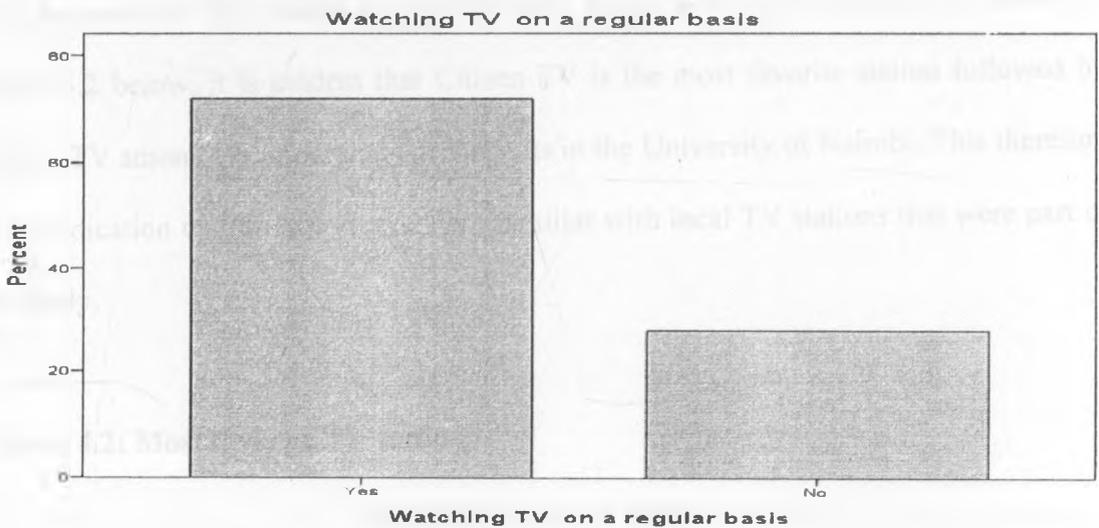
4.3.2 Hours in a day for watching TV

The hours a day for watching TV indicate the percentage of time a TV plays in a respondent's life as a form of entertainment. As shown in the study findings tabulated below, majority (28.0%) of the undergraduate students in the University of Nairobi spend between one hour and two hours a day in watching TV. This indicates that the respondents are familiar with most of the TV personalities.

Table 4.4: Hours in a day for watching TV

Response	Frequency	Percent
Less than 30 mins	17	9.7
30 mins - 1hr	44	25.1
1hr - 2hrs	49	28.0
2hrs - 3hrs	33	18.9
More than 3hrs	32	18.3
Total	175	100.0

4.3.3 Most favorite TV station

The respondents were asked to indicate their most favorite TV station. As shown in figure 4.2 below, it is evident that Citizen TV is the most favorite station followed by Nation TV among the undergraduate students in the University of Nairobi. This therefore is an indication that the respondents are familiar with local TV stations that were part of the study.

Figure 4.2: Most favorite TV station
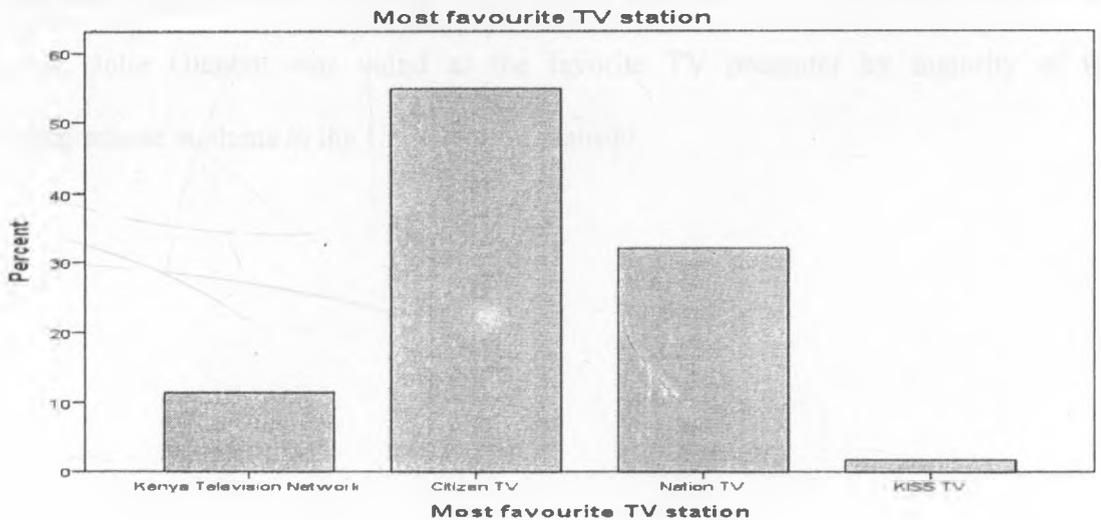
4.3.4 Length of time the station has remained favorable

The length of time a TV station has remained favorable among the students will indicate their knowledge on their favorite TV stations. As shown by the study findings in table 4.5, majority (36.6%) of the undergraduate students in the University of Nairobi indicated that their preferred TV station has remained favorable to them for duration of 3-5 years.

Table 4.5: Length of time the station has remained favorable

Response	Frequency	Percent
Below 3 years	52	29.7
3-5 years	64	36.6
6-9 years	42	24.0
10 years and above	17	9.7
Total	175	100.0

4.3.5 Favorite TV presenter

Basing on the different personalities that have moved from one station to another, the respondents were asked to identify their favorite presenters. As shown in the figure 4.3 below, Julie Gicheru was voted as the favorite TV presenter by majority of the undergraduate students in the University of Nairobi.

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Figure 4.3: Favorite TV presenter among the undergraduate program students

Favorite TV presenter
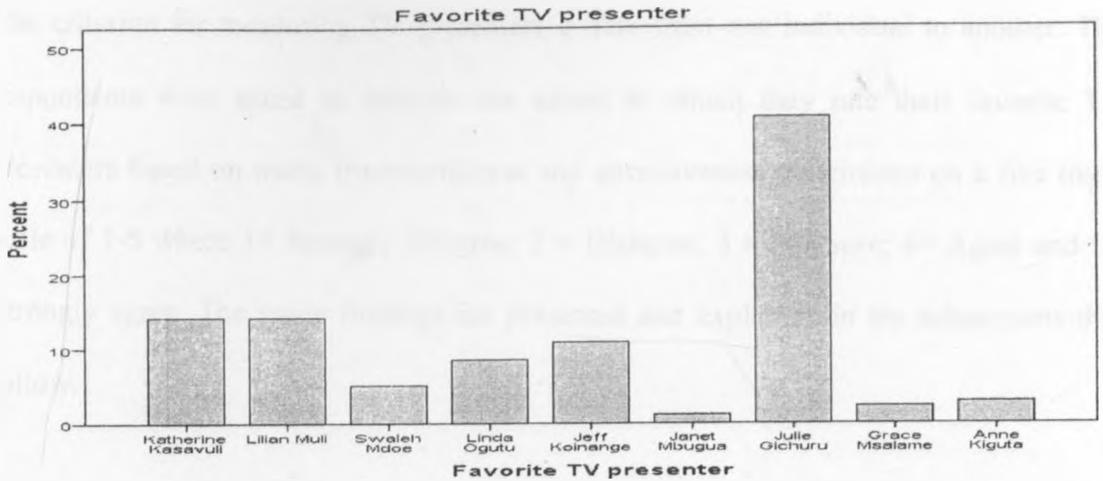
4.3.6 Influence of favorite TV presenters

The researcher sought to ascertain from the respondents whether their favorite TV presenters influenced the TV station they watch. The study findings in figure 4.3, show that majority of respondents agree that their favorite TV presenter influences the TV station they watch. This is an indication that the undergraduate students in the University of Nairobi view the TV personality as a figure who influences their satisfaction.

Figure 4.4: Favorite TV presenters' influence the station the students watch

TV presenter's influence on the TV station
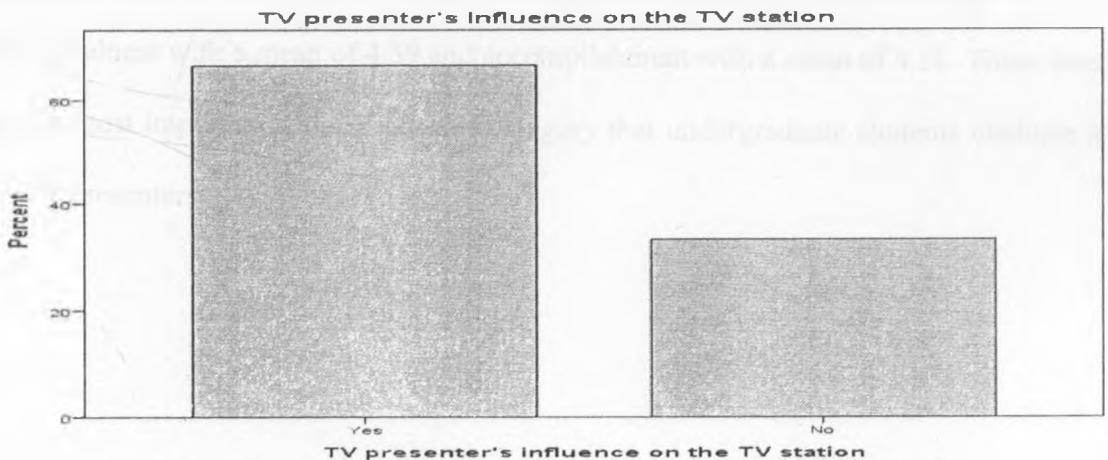
4.4 Measuring TV Presenter

The criterion for measuring TV presenters differs from one individual to another. The respondents were asked to indicate the extent to which they rate their favorite TV presenters based on traits, trustworthiness and attractiveness dimensions on a five likert scale of 1-5 where 1= Strongly disagree; 2 = Disagree; 3 = Not sure; 4= Agree and 5= Strongly agree. The study findings are presented and explained in the subsections that follow.

4.4.1 Rating TV presenter based on traits

The researcher sought to determine how the University of Nairobi undergraduate students rate their favorite TV presenters based on various traits such as competent, accomplishment, performance, superiority and success. The findings in table 4.6 below indicate that all the five traits (Competency, Accomplishment, Performance, Superiority and Success) had a mean score response of 4 and above. This means that most of the undergraduate students rate their favorite TV presenters using the five traits. However, it is clear that the traits with the highest ratings are competence with a mean of 4.62, successfulness with a mean of 4.59 and accomplishment with a mean of 4.51. These three are the most important traits under this category that undergraduate students evaluate in the TV presenters.

Table 4.6: Rating TV presenter based on traits

Trait	Mean
N=175	
Competent	4.62
Accomplishment	4.51
Performance	4.47
Superior	4.02
Successful	4.59

4.4.2 Rating TV presenter based on trustworthy dimensions

The study also sought to establish how the undergraduate students in the University of Nairobi rated their favorite TV presenters based on various trustworthy dimensions such as sincerity, hardworking, consistency, dependability, reliability, role model and ethics. As shown in table 4.7 below, all the trustworthy dimensions had a mean response of 4 and above. This implies that majority of the students' rate their favorite presenters using all the seven trustworthy dimensions. Although, consistency and role model dimensions are rated highest with a mean score of 4.53 and 4.52 respectively.

Table 4.7: Rating TV presenter based on trustworthy dimensions

N=175

Trait	Mean
Sincere	4.17
Hardworking	4.39
Consistent	4.53
Dependable	4.01
Reliable	4.36
A role model	4.52
Ethical	4.38

4.4.3 Rating TV presenter based on attractiveness dimensions

The researcher also sought to establish how the University of Nairobi undergraduate students rate their favorite TV presenters based on attractiveness dimensions such as stylish, recognizable, likeable, similarity, distinct from others, good looking/beautifulness and charming. From the study findings presented below, six attractiveness dimensions (stylish, recognizable, likeability, distinction from others, good looking/beautiful and charming) have a mean score of 4 and above. This means that majority of the students agreed that they rate their favorite TV presenters using the six attractiveness dimensions with recognizable and stylish having the highest mean score response of 4.77 and 4.73 respectively.

Table 4.8: Rating TV presenter based on attractiveness dimensions

N=175

Trait	Mean
Stylish	4.73
Recognizable	4.77
Likeable	4.57
Similar to me	3.43
Distinct from others	4.33
Good looking/ Beautiful	4.53
Charming	4.41

4.5 TV Presenter's influence on Consumer Choice

A TV presenter can influence the choice of a station among consumers. The respondents were asked to indicate the extent to which they agreed with various statements concerning the level of influence a TV presenter has on the choice of the station they watch and the results are presented here below.

4.5.1 Favorite TV presenter's influence on the choice of a station

The researcher wanted to find out from the respondents whether their favorite presenter influenced the choice of a TV stations they watch. As shown in table 4.9 below, majority (41.1%) of the undergraduate students in the University of Nairobi agreed to a very high extent that their favorite presenter influences the choice of a TV station they watch.

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Table 4.9: Favorite TV presenter's influence on the choice of a station

Response	Frequency	Percent
Very high	72	41.1
High	41	23.4
Moderate	37	21.1
Low	12	6.9
Negligible	13	7.4
Total	175	100.0

4.5.2 Favorite TV presenter's influence on what students say

The researcher also sought to determine from the respondents whether their favorite presenter influenced them to say positive things about the TV station he/she presents on. From the study findings presented in the figure 4.5, it is clear that the choice of a favorite presenter among the undergraduate students in the University of Nairobi influences them to say positive things about the presenter's TV station.

Figure 4.5: Favorite TV presenter's influence on what students say

Positive things about the station

Positive things about the station
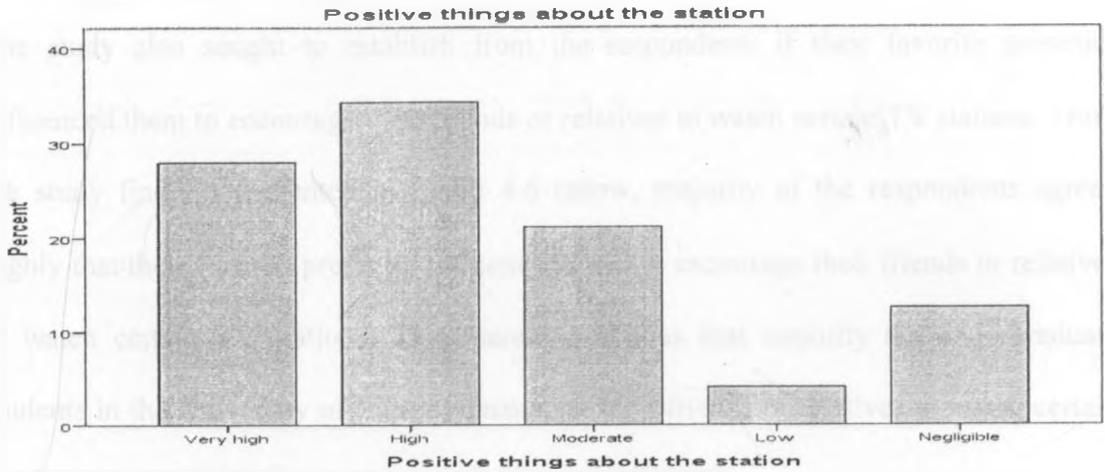
4.5.3 Switching stations if the favorite presenter moves

The researcher also wanted to ascertain from the respondents whether switching of TV stations by their favorite presenters influenced them to switch stations too. From the study findings presented in table 12, majority (29.1%) of the respondents agreed to very high extent that switching of TV stations by their favorite presenters influenced them to switch stations too. This implies that majority of the undergraduate students in the University of Nairobi switch TV stations to those that their favorite presenters switch.

Table 4.10: Switching stations if the favorite presenter moves

Responses	Frequency	Percent
Very high	51	29.1
High	29	16.6
Moderate	33	18.9
Low	23	13.1
Negligible	39	22.3
Total	175	100.0

4.5.4 Encouraging friends or relatives based on a favorite TV presenter

The study also sought to establish from the respondents if their favorite presenter influenced them to encourage their friends or relatives to watch certain TV stations. From the study findings presented in figure 4.6 below, majority of the respondents agreed highly that their favorite presenter influenced them to encourage their friends or relatives to watch certain TV stations. This therefore implies that majority the undergraduate students in the University of Nairobi encourage their friends or relatives to watch certain TV stations due the influence from their favorite presenters.

Figure 4.6: Encouraging friends or relatives based on a favorite TV presenter

Encouraging friends or relatives to watch a certain TV stations
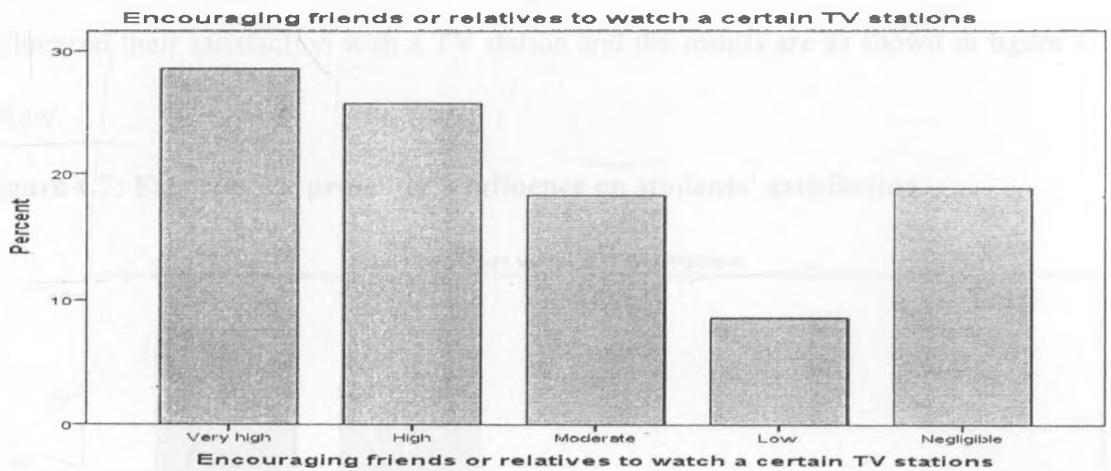
4.5.5 Perception of a TV station

Also, the study wanted to ascertain from the respondents if their favorite presenter influenced the way they perceived a TV station. From the study findings tabulated below, majority (32.0%) of the respondents agreed to a very high extent that their favorite presenter influences the way they perceive a TV station.

Table 4.11: Perception of a TV station

Responses	Frequency	Percent
Very high	56	32.0
High	47	26.9
Moderate	43	24.6
Low	5	2.9
Negligible	24	13.7
Total	175	100.0

4.5.6 Favorite TV presenter's influence on students' satisfaction

The study also sought to establish from the respondents whether their favorite presenter influenced their satisfaction with a TV station and the results are as shown in figure 4.7 below.

Figure 4.7: Favorite TV presenter's influence on students' satisfaction

Satisfaction with a TV station
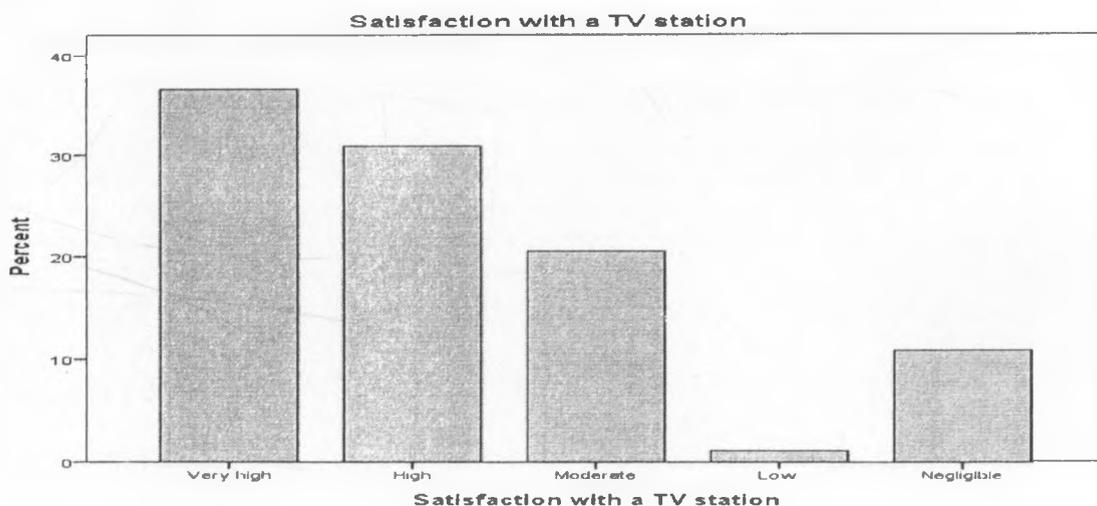
It is clear from the study findings presented in figure 4.7 above, majority of the respondents agreed to a very high extent that their favorite presenter influences their satisfaction with a TV station.

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter presents the summary of the findings from the study; the conclusions and the recommendations made by the researcher based on the findings as well as suggestions for further study. The aim of this study was to establish the effectiveness of television personalities in influencing consumer preferences of TV stations amongst University of Nairobi undergraduate students. The objective of the study was to assess the role of a TV personality in influencing viewership of television stations among the undergraduate students in the University of Nairobi.

5.2 Summary of Findings

The study established that to a very high extent, a favorite TV presenter influences the choice of a TV station among most of the undergraduate students in the University of Nairobi. The favorite presenter also influences the students to say positive things about the presenter's TV station. It was also established that majority of the undergraduate students in the University of Nairobi switch TV stations depending on the change of their favorite presenters. The study further ascertained that to a very high extent, the undergraduate students in the University of Nairobi encourage their friends or relatives to watch certain TV stations due the influence from their favorite presenters as well as the way they perceive the TV stations. Equally the favorite presenter influences the

satisfaction with a TV station among the undergraduate students in the University of Nairobi.

Concerning the extent to which the undergraduate students in the University of Nairobi rate their favorite presenters, most of the students agreed that they used traits of competency, accomplishment, performance, superiority, and successfulness to rate their favorite TV presenters. However, it was clear that the traits with the highest ratings (competence with a mean of 4.62, successfulness with a mean of 4.59 and accomplishment with a mean of 4.51) were utilized most by the students. The study also established that undergraduate students use sincerity, hardworking, consistency, dependability, reliability, role model and ethics as trustworthy dimensions to rate their favorite presenters. On attractiveness dimensions, majority of the students agreed that they rate their favorite TV presenters using the six attractiveness dimensions i.e. stylish, recognizable, likeability, distinctiveness, good looking/beautiful and charming with recognizable and stylish having the highest mean score of 4.77 and 4.73 respectively.

5.3 Conclusions

To a very high extent, favorite TV presenters influence the choice of a TV station among the undergraduate students in the University of Nairobi; favorite presenters also influence the students to say positive things about the presenter's TV station; switching TV stations by favorite presenters influences the students to switch stations too. Further, favorite presenter influence on how the students perceive the TV stations as well as satisfaction with certain TV stations.

It was also established from the study that the undergraduate students in the University of Nairobi rate their favorite presenters using the following traits: competency, accomplishment, performance, superiority, and successfulness. The study also established that the students use sincerity, hardworking, consistency, dependability, reliability, role model, and ethics as trustworthy dimensions to rate their favorite presenters. Equally, the students utilize stylish, recognizable, likeability, distinctiveness, good looking/beautiful and charming as attractiveness dimensions to rate their favorite presenters.

5.4 Recommendations

It may be important for TV stations to carefully select their presenters since the number of viewers of a particular station largely depends on their preferred presenter. When a preferred presenter shifts from one station to another, there is a likelihood of viewers shifting.

TV stations need to look for ways of retaining presenters who are viewed as top ranking by viewers since they are brand equity to the stations. It will also be important for TV stations to nurture upcoming talent to the standards of preferred presenters to ensure no gap is left when such a presenter vacates the company.

TV stations need to invest more in making their presenters better in terms of all the attributes viewers consider when rating their preferred presenters. This will enable them to gain more viewers for their stations.

5.5 Limitations of the study

The collection of data was hampered by the teaching and non teaching staff strike that had led to university students vacating the University premises and their area of residence.

The exercise proved expensive and hence lack of funds to meet research assistants' costs hampered the smooth running of the exercise, however the financial constraints didn't impact the validity of the results.

5.6 Suggestions for Further Research

There is need to conduct a study that will involve all universities and compare the findings from other universities with those from the University of Nairobi. In this way, more light will be shed on the subject. Secondly, it will be important to conduct a similar study among other groups of people to find out whether their views are similar to those of university students. Thirdly, a comparative study can be carried out to establish similarities and differences between Kenya and other countries. This will bring more understanding on this issue. The study can be replicated after some time to find out whether the findings will still remain the same or there will be major shifts in the observations that have been made in this study.

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APPENDIX I: QUESTIONNAIRE

Introduction

I am a student undertaking a Masters Degree at the University of Nairobi conducting a survey on how a TV Personality influences student preference on TV stations. Please feel free to provide the necessary information as requested to facilitate this study. The information will be strictly for research purposes and will not be used for any other purpose(s).

PART A: DEMOGRAPHIC INFORMATION

Tick appropriately

1) **Please indicate your gender**
   Male   ( )   Female   ( )

2) **What is your age bracket**
   Up to 18 years   ( )   19-20 years   ( )
   21-22 years   ( )   23-24 years   ( )
   25-26 years   ( )   27-28 years   ( )
   29 years and above   ( )

3) **What is your year of study currently**
   1st Year   ( )   3rd Year   ( )
   2nd Year   ( )   4th Year   ( )

PART B: INFORMATION ON PREFERENCE OF TELEVISION VIEWERS

4) **Do you watch TV Regularly?**

   Yes   ( )   No   ( )

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

   Less than 30 mins   ( )   30 Mins- 1hr   ( )

   1hr-2hrs   ( )   2hrs-3hrs   ( )

   More than 3 hrs   ( )

6) Among the seven stated Television Stations in Kenya, which is your most favorite TV station?

Kenya Television Network	( )	Citizen TV	( )
Kenya Broadcasting Corporation	( )	Nation TV [NTV]	( )
KISS TV	( )	QTV	( )
K24	( )		

7) What is the length of time that the station has remained favorable to you?

Below 3years	( )	6-9 years	( )
3-5 years	( )	10 years and above	( )

8) Who is your Favorite TV Presenter?

Catherine Kasavuli	( )	Janet Mbugua	( )
Lilian Muli	( )	Julie Gichuru	( )
Swaleh Mdoe	( )	Grace Msalame	( )
Linda Ogutu	( )	Anne Kiguta	( )
Jeff Koinange	( )		

Other(s)

....

....

....

9) Why is He/She your favorite presenter?

....

....

....

....

10) Does your favorite TV Presenter influence the TV station you watch?

Yes   ( )   No   ( )

PART C: MEASURING TV PRESENTER

Tick in the box that best represents your opinion on your favorite TV presenter on a scale of 1-5 where 1=Strongly Disagree, 5= Strongly Agree

Expertise Dimension

My Favorite Presenter is.........

TV Presenter Trait					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	1	2	3	4	5
Competent					
Accomplished					
A performer					
Superior					
Successful					
Trustworthiness Dimension					
Sincere					
Hardworking					
Consistent					
Dependable					
Reliable					
A role Model					
Ethical					
Attractiveness Dimension					
Stylish					
Recognizable					
Likeable					
Similar to me					

Distinct from others					
Good looking/ Beautiful					
Charming					

PART D: THE INFLUENCE OF A TV PRESENTER ON CONSUMER CHOICE

How would you rate the level of Influence a TV Presenter has on your TV station Choice

Please tick appropriately

Measurement Scale: on a scale of 1-5 where 1 is Very High and 5 is Negligible

My Favorite Presenter Influences me	Very high	High	Moderate	Low	Negligible
	1	2	3	4	5
to watch the TV station he/she is on					
To say positive things about the station					
To switch stations if he/ she moves					
To encourage friends or relatives to watch a certain TV stations					

On how I perceive a TV station					
My satisfaction with a TV station					

THANK YOU

APPENDIX II:

UNIVERSITY OF NAIROBI UNDERGRADUATE POPULATION

LEVEL OF STUDY	FEMALE	MALE	TOTAL
BACHELORS I	1,520	3,706	5,226
BACHELORS II	3,207	4,235	7,442
BACHELORS III	2,358	4,182	6,540
BACHELORS IV	2,380	3,599	5,979
BACHELORS V	236	481	717
BACHELORS VI	9	26	35
Total	9,710	16,229	25, 939

APPENDIX III: LIST OF TELEVISION STATIONS IN KENYA

1. Kenya Broadcasting Corporation

2. Kenya Television Station

3. NTV

4. Citizen TV

5. Sayare TV

6. Family TV

7. Family TV

8. QTV

9. CNBC

10. Aljazeera

11. Stella Television STV

12. CCTV

13. East Africa TV

14. Oxygen TV

15. KBC Metro

16. Sauti ya Rehema SYR TV

17. BiBilia husema studios BHB TV

18. Unjiru TV UTV

19. Seventh Day Adventist-EAU Hope Channel