

**A SURVEY OF CONSUMER SEGMENTATION PRACTICES OF RADIO
STATIONS IN KENYA**

BY

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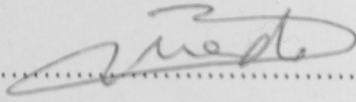
**A MANAGEMENT RESEARCH PROJECT SUBMITTED IN PARTIAL
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BUSINESS, UNIVERSITY OF NAIROBI**

SEPTEMBER, 2006

DECLARATION

This is my original work and has not been represented to any other university for a degree award or anywhere else for academic purpose.

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Date

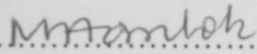
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The management project has been submitted for examination with my approval as the university supervisor

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DEDICATION

To my wife; Dorcas Kwendo and Children for their love, encouragement and sustainable moral support. God bless them.

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ABSTRACT

This project surveys the consumer market segmentation practices among radio stations in Kenya. It was focused to establish; whether radio stations segment their customers the variables they use and the process of segmenting customers, so as to satisfy their varied needs and wants.

Descriptive research design was used. The population of interest was all radio stations in Kenya. A census study was conducted. Out of 32 radio stations targeted, only 25 responded. One respondent from each radio station was interviewed and this was the marketing manager or any other senior officer handling marketing activities.

Primary data was collected through use of structured questions which were administered using drop and pick later method and also mailing for radio stations outside Nairobi. Data collected was analysed using frequencies, percentages, means and standard deviations.

The research findings indicated that all radio stations in Kenya segment their listeners with provision of different radio programmes. This implies that radio audiences' preferences are varied. The study also revealed that both demographic and behavioural variables are widely used consumer segmentation bases in the radio sub-sector.

The study recommended sustainable segmentation research by all radio stations, since listeners' tastes and preferences are ever changing. As such, further research on segmentation practices among radio stations is necessary, since modern listeners are enlightened on their rights, peruse radio programmes and would only prefer programmes that conform to their values. Further to the above, similar studies could be carried in other subsectors of the media industry.

The limitations of the study came as a result of most marketers in radio stations being out in the field prospecting for customers. Thus, they had limited time to respond to the questionnaire.

CHAPTER ONE

INTRODUCTION

1.1 Background

The dynamism in the environment makes it necessary for organisations to constantly change their strategies and tactics, so as to achieve competitive advantage (Ansoff, 1987). When business looks to the entire world for capital and supplies, it implies that it has entered a global frame of mind, which is a great concern to all marketers (Thompson, 1995). The emerging global village presents a huge opportunity for multinational companies to standardise their products and attract large number of consumers through low costs brought by economies of scale (Levitt, 1983).

Globalisation of the markets leads to universal demand for products, profits and services tend to become more standardised and competition within industries reach a worldwide scale (The Chartered Institute of Marketing, 2000). It therefore means that globalisation embraces, cultural, social, economic, legal, technological and political changes, which make the world a single market, served with global brands. This facilitates growth in global clients, suppliers, competitors, financiers and even employees (Johnson et al, 2002).

As Kenyan economy becomes more open and trade becomes liberalised, the market place becomes more sophisticated with close substitute products, technological advancement and erosion in clients purchasing habits. Hence, competitive pressure is brought to bear on the firms to somehow differentiate their offerings from the competitors (Ng'ang'a, 1991). The typical Kenyan firm is already encountering this situation, given the widening of the markets due to the establishment of the Preferential Trade Area (PTA) and the liberalisation of the economy. Wright (2001) observed that with growth of competition among media industry clients have benefited because they have a choice of more attractive and entertaining radio programmes.

Most organizations in Kenya have adopted several strategies in dealing with the challenges brought about by globalization and liberalization. (Kibera et al 1998). For

instance, Coro FM, radio station, provides services in vernacular i.e., Kikuyu language, which is different from the rest of local Kenyan languages (The Steadman, 2005). Organisations need to form mergers, acquisitions, buy-ins or buy-outs which are strategies that are gaining importance in competitive environment. As such, mergers and acquisitions still remain superior strategic approach, where firms enter into mergers and acquire competitors so as to create a large market share and ensure cost effectiveness through synergy.

1.1.1 The Concept of Segmentation

The existence of mass marketing approach has become tricky in modern business. Mass marketing refers to the treatment of the market as a homogenous group and offering the same marketing mix to all customers. It allows economies of scale to be realised through mass production, mass distribution and mass communication. The drawback of mass marketing is that customers' needs and preferences differ and the same offering is unlikely to be viewed as optimal by all customers. (Kotler et al, 2001; Porter, 1985; Bearden et al, 2001). It is therefore impossible to satisfy customers by treating them alike.

Kibera et al (1998) defines market segmentation as the sub-division of a market into small homogeneous sub-markets, which the organization might successfully satisfy. It entails splitting a total and heterogeneous market into small divisions or segments that are homogenous in nature. Segmentation is based on the fact that customers differ according to age, sex, income, occupation, religion, geographical area, buying attitudes and buying habits. Buyers are too numerous, too widely scattered and too varied in their needs and buying practices that calls for an appropriate customer focused strategy that will address the tastes and preferences of each and every target market (Kotler, 2001). Therefore focusing on an individual customer or a group of identified customers with almost similar behavioral patterns, will be a better option than competing in an entire heterogeneous market, where customers have varied needs and wants. Segmentation is a way of building competitive advantage or improving marketing effectiveness in a competitive environment. Market segmentation is therefore a prerequisite for effective marketing.

1.1.2 Radio Stations In Kenya

Green (1978) defines Radio as a general term used in connection with equipment, which receives radio carrier waves and changes them into sound energy. The process by which radio waves are sent through the air is called radio transmission. Carrier wave is basic continuous wave produced by a radio or TV and modulated to carry information.

An agreement was signed between the colonial government and East African Broadcasting services (EABS), in 1927, to allow it broadcast in Kenya, six months after Britain started BBC (Wanyeki et al 2000). The objectives of the British colonial government then were to entertain themselves, and to create security to settlers. On 3rd August 1928, the first radio waves went out of Nairobi. After the Second World War, in 1946, the British colonial government introduced a cable and wireless company with post office connection, whose main aim was to forestall nationalism. To do this, an African service was introduced in: Kikuyu, Kamba, Hindustan and Arabic, so that no one could understand what the other was saying. Later, radio services were expanded in Kenya and radio was seen as familiar part of the African culture. After independence, in 1963, the radio station was nationalised and adopted the name Voice of Kenya (V. O. K.), a department of the ministry of information and broadcasting.

According to The Kenya Communication Act 2, 1998, Sec. 88, Part 1, the dominance and monopoly of the Kenya Broadcasting Corporation (KBC) ended with the coming of pluralism. Radio ownership patterns and electronic media regulation have since changed. Now, the fundamental regulatory functions, supervision and enforcement of broadcasting that used to be under the control of KBC radio has been transferred to the Communication Commission of Kenya (CCK).

Until 1995, the only local Radio station that the Kenya radio consumer had access to was the Kenya Broadcasting Corporation, formerly Voice of Kenya, with its plethora of channels and services (Oranga, 2005). But with liberalisation of the media industry several public and private Frequency Modulation (FM) radio stations have emerged as sources of information to the Kenyan market. According to The Steadman Group (2005),

there are 32 radio stations in Kenya, (see appendix 1). The state's monopoly over broadcasting ended in 1995 in Kenya. At the moment, there are several radio stations in Kenya, targeting different customer groups. These radio stations are both public and private. The liberalisation of the media sector has yielded some benefits because the audiences have a choice of more attractive and entertaining radio programmes. A more fitting expectation has been fulfilled by the emergence of the new frequency modulation (FM) radio stations that focus on entertainment as one of their key functions. It is paramount to note that liberalization of airwaves in Kenya has brought hope of a more constructive media regime in Kenya. This has created competition in the radio sub-sector. This, therefore, calls for engaging in marketing programmes that will ensure survival as well as growth and understanding the customers needs and wants that differ widely, so as to be able to develop marketing programmes that satisfy them.

1.2 Statement of the Problem

Information needs are paramount to all cadres of people in the society. It is a resource, has value and lets people do things that they could not otherwise do (Severin et al, 2001). Radio stations play a major role in dissemination of information to the citizens of a country. Since the liberalisation of the airwaves in Kenya in 1995, by communications Commission of Kenya (CCK), several radio stations have been set-up. This has led to increased competition in the radio sub-sector, making radio stations to experience decline in profits because they target similar customer source. Customers are exposed to several radio programmes that they can choose from (Wright, 2001).

Given that customers' needs and wants differ, it's imperative for radio stations to design and develop marketing strategies that are client responsive and produce market driven services if they have to survive and prosper in a competitive environment. To operate effectively and profitably, radio stations need to segment their markets. Therefore, a study on the practice of market segmentation by radio stations is most appropriate at this point in time.

Kotler et al (2001) carried out a study on segmentation in Automobile and soft drink industries in the United States of America (USA). Countries differ in terms of: political, legal, social, cultural, economic, natural, competition and technological factors. Therefore, his findings may not certainly be applied in the radio sub-sector in Kenya. This is so because segmentation practices are likely to vary in different geographical locations. Studies carried out on segmentation in Kenya by Ng'ang'a (1991), Nzyoka (1993) and Kimandi (2002) mainly focused on medium and large manufacturing firms, commercial banks and Micro-finance Institutions respectively. Segmentation practice however varies from industry to industry. As such the findings of these studies cannot apply in the radio sub-sector.

Although segmentation may be practiced by companies it may not be in the desired direction. One reason may be that some firms do not know how to segment their market. It is not therefore clear whether radio firms in Kenya segment their consumer market and the segmentation practices adopted. This study therefore sought to determine the segmentation practices by radio stations in Kenya by responding to the following research questions:

- (i) Do radio stations segment their consumer market?
- (ii) What criteria do radio stations use to ensure effective segmentation?
- (iii) What variables do radio stations use to segment their market?
- (iv) What procedure do radio stations use to segment their market?

1.3 Objectives Of The Study

The objectives of this study are to determine:

- (i) Whether radio stations in Kenya segment their consumer market.
- (ii) The criteria used by radio stations to ensure effective segmentation.
- (iii) The variables used by radio stations to segment their consumer market.
- (iv) The segmentation procedure used by radio stations.

1.4 Importance of The Study

The findings of this study may be important to the following teams:

- (i) Media firms – The management of media firms may use this knowledge of segmentation to design and develop different programmes that may appeal to fragmented media audiences. All the radio stations marketing team will gain some knowledge about the relevance of market segmentation and also how they can segment their markets in order to achieve competitive advantage and maximize shareholders value.
- (ii) Scholars and researchers: This study will form a foundation for future researchers who would like to pursue a study in the area of market segmentation practices – especially in the radio stations.
- (iii) Would-be-investors in the radio sub-sector would use the results of this study to segment their radio audiences.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

Mass media firms' service portfolio target individuals of varied socio-cultural, political and economic perspectives. Kotler et al (1997) defines consumer markets as individuals and households that buy goods and services for personal consumption. Therefore, it is imperative that radio stations have to study actual consumer service preferences to find out what programmes they prefer watching and why. This is so because media audiences are influenced strongly by cultural, social, personal and psychological characteristics. Hence it implies that radio programmes have to be developed taking into account the varied consumer tastes and preferences.

Leader et al (1989) states that individuals or groups of individuals differ in terms of tastes and preferences. They select products, which match their own personal expectations and evaluate the performance of a product in terms of benefits enjoyed. This implies that media audiences do not just watch any programme, but are interested only in those programmes that add value to them. Futrell (1996) argues that it is impossible to match up products benefits with a buyer's needs, if you do not know him/her. Therefore media audience segmentation will be able to address audience preferences.

According to Blumler (1979), the best evidence of audience selectivity, can be derived from the consistent profiling of media behaviour and types of content chosen according to such familiar demographic variables as income, education, age or gender and evidence of the varying appeal of different kinds of content or genres. As such, the deliberate choice by users of media content in order to satisfy their needs is the core concept of the uses and gratification approach towards customers' satisfaction.

According to Oranga (2005), three kinds of audiences share demographic characteristics that determine their radio listening habits and preferences. Religious audiences share the characteristics as spiritualism – which in turn determine their quest to listen to spiritual radio messages. Ethnic audiences share the characteristics of speaking the same mother

tongue and engaging in the same cultural traditions and beliefs of a given ethnic group, whereas youth audiences share the characteristics of eagerness for instance, entertainment and passive audio pleasure. Polaroid failed in France with their instant picture camera because of failure to modify their product and communications activities from the successful USA version (The Chartered Institute of Marketing, 2004). This calls for use of appropriate marketing strategy that will address consumers' differences worldwide.

According to Severin et al (2001), modern society is nearly unimaginable without the mass media like radio. Radio as a mass media, do many things to the people and serve a variety of functions, depending on the type of political and economic system in which the media function, the stage of development of the society and the interests and needs of specific individuals. Radio is still the primary source of information in most of the developing countries in the world. Although it faces several challenges, which contravene its capacity to serve its potential purpose to optimum capacity. Katz et al (1977) states that in many countries in Sub-Saharan Africa, there are several constraints that afflict radio transmission; ranging from scarcity of capital, poverty, illiteracy, apathy, multiplicity of languages, lack of well-trained journalists and several legal restrictions.

Hiebert (1999) argues that since deregulation of the media industry at the end of the twentieth century in U. S. A, it was impossible to find a hard-hitting documentary anywhere on radio or Television - even on public television. This was during President Reagan administration (1980-1988). With deregulation of the media industry, no limits at all were put on the number of radio stations an individual or a corporation can own. This created competition in the media industry. The challenges brought about by radio audience fragmentation and deregulation of radio sub-sector world-wide, calls for radio stations to focus on marketing. This is so because they will be able to understand audience diversity and develop radio programmes that are tailored to their needs (MC. Quail, 2003). Hiebert (1999) contends that fragmented society exalts freedom and expansion of consumer choice.

2.2 Meaning and Importance of Segmentation

To be able to learn and systematically address the needs and wants of customers, both individuals and corporate, firms need to segment their total heterogeneous market (Churchill et al, 1995). By so doing, firms will be able to create homogenous market segments, whose target market have almost similar characteristics as regards making final decision to purchase goods or services. Under this context, the firm will be in a better position to design and develop different marketing mixes for different market segments.

Perreault et al (1996) states that segmentation starts with the idea that each person is one of a kind but that it may be possible to aggregate some similar people in product market. As such, when firms try to segment their total heterogeneous markets, they have to design and develop different marketing mixes for each and every identified segment. This will obviously facilitate to customer satisfaction as well as customer retention. The Chartered Institute of Marketing (2002) argues that customers are becoming increasingly sophisticated and empowered in today's consumer environment. Hence, they have more control than ever, in deciding how, when and where to purchase goods and services. Therefore with appropriate segmentation approach, which addresses the requirements of individual customers or a group of customers, the sophisticated demands of customers will be taken care of.

Walker et al (1996) argues that segmentation has become increasingly important in the development of marketing strategies. This is so because population growth has slowed in the industrialised countries and more product markets are maturing. This sparks intensive competition as firms seek growth and increase in market share; New technology such as computer-aided design has enabled firms to customize products and services; also social and economic forces, expanding disposable income, Higher educational levels and more awareness of the world, have produced customers with more varied and sophisticated needs, taste and lifestyles than ever before. Hence segmentation will be able to address these variations. According to The Chartered Institute of Marketing (2002), market segmentation is the way forward for success – in which case the stakeholders will be assured of maximization of their share value. As such, the key to providing value for

money marketing lies in identifying segments and focusing attention on them by providing different marketing mix for each and every identified sub-market.

Organisations that have carefully segmented their total markets can be assured of success. Several authors (Bearden et al, 2001; Jordaan et al, 2001; Morden, 1993) state that segmentation is important to all firms irrespective of their nature. With segmentation, the organisation is in a better position to spot and service customers' needs and wants. Segmentation helps firms to identify gaps which offer significant opportunities for expansion and growth and the marketing mix can be adjusted to the particular requirements of each segment. Segmentation also makes it easier for all customers to see why an organisation's services are different from the competing brands. Consumers' benefit from increased product variety and more closely tailored products, due to segmentation.

With application of segmentation, there is better matching of customer needs; through creating different offers for each segment to appeal to different customer needs. As such segmentation leads to low costs of sales and therefore improves the profit margin of a firm. By segmenting markets, it is more likely that a firm will be able to retain its current customers and even attract more new account. – basically due to delivery of quality customer value that segmentation builds. Further to the above, segmentation improves the strategic allocation of marketing resources.

It is also worth noting that segmentation identifies opportunities for new products development. Often a careful analysis of various segments of potential customers reveals one or more groups whose specific needs and concerns are not being well satisfied. With segmentation, there is an optimal return on investment. Bearden et al (2001) states that market segmentation is consistent with marketing concept and enhances a firm's ability to understand its core customers or who its core customers will be in the future. Ultimately, it is clear that through segmentation, organisation can often attain competitive production and marketing costs and become the preferred choice of the consumers. In

simple terms, segmentation offers greater opportunity to smaller firms to effectively compete with giant firms.

Several authors (Kotler et al, 2001; Kibera et al, 1998; Mason et al, 1995) have defined market segmentation as the process of dividing a total and heterogeneous market into sub- divisions or segments that are homogeneous in nature. It is important to note that, for effective undertaking of the market segmentation process the firm must conduct a marketing research so as to be able to identify consumers with similar buying behavior to warrant a segment. Baker (1997) state that a prior segmentation research is significant in identifying potential segments. For instance, a prior segmentation is whereof a firm decided segmentation is on a level of usage, it should then conduct research to determine the demographic characteristics of the heavy users, light users and so on.

Post hoc segmentation is where research is first conducted and on the basis of resulting its findings, segments emerge. For example dimensions of lifestyle might be researched and only when cluster are analysed, do potential segments on the basis of similar attitudes, interests and also opinions. In conclusion, it is clear that market segmentation involves homogeneous buying behavior within a segment but heterogeneous behavior between segments of a total market. As such a market segment is one in which consumers are also similar taste and preferences towards buying and consuming goods and services. Hence it enables a firm to develop different marketing mixes for each market segment.

Wind (1978) contends that market segmentation long has been considered one of the most fundamental concepts of modern marketing. It has become one of the dominant concepts in marketing literature and practice. Segmentation is one of the major strategies used to operationalise the marketing tasks and provides guidelines for firms' marketing strategy and resource allocation. Kimandi (2002) argues that the strength and value of marketing process hinges on how well a firm handles the process of market segmentation. If the process of segmentation is wrongly done, then there is likelihood of a "mismatch" between the firm's offerings and the consumers' requirements.

Johnson (1971) states that in the long-run, market segmentation allows management to identify its best profit opportunities and this result in a more efficient allocation of resources. Scarborough et al (1996) notes that small businesses curve a niche from that mass market. For instance, successful restaurants most often appeal to a specific clientele, rather than compete head-on, with larger rivals and defend them fiercely. According to Dollinger (1995), market segmentation is important for designing and developing marketing strategy, because it enables the venture to discriminate among buyers for its own advantage.

Changing cultures all-over the countries of the world create dissonance among consumers of goods and services. This implies that changing cultures make previous studies carried out irrelevant from time to time. It is through this euphoria that the proposed study becomes necessary to try and address how cultural changes affect audience media choice (The Chartered Institute of Marketing, 1999). Katz (1977) states that in many countries in Sub-Saharan Africa, there are several constraints that afflict radio transmission, ranging from scarcity of capital, poverty, illiteracy, apathy, multiplicity of languages, lack of well-trained journalists and several legal restrictions. These limitations promote further study on how FM radio stations can segment their customers to take care of multiplicity of languages.

2.3 Criteria for Effective Market Segmentation

A market segment can exist as effective or ineffective. Several authors (Morden, 1993; Walker et al, 1996; Bearden et al, 2001; Kotler et al, 2001) suggest that validity and viability of a market segment depends on size, or substantiability, measurability, accessibility, unique in response, stability and actionability. The Chartered Institute of Marketing (1999) argues that one of the problems of market segmentation is determining to what extent definable market segments are worth pursuing especially when considering developing an individual promotional campaign. Therefore, the following factors should be taken into account when evaluating the effectiveness of a market segment: First, Size - One of the first questions to be asked concerns whether the market is of sufficient size to justify attention or not. Secondly, Measurability - For effectiveness

of a market segment, it is necessary to establish whether there are discrete groups of people with relatively homogeneous buying habits. Thirdly, Accessibility-A good market segment is one that is highly accessible in terms of infrastructure (i.e, good transport and communication network). It is also important to note that a fairly scattered market segment in terms of geographic penetration would lead to wasted promotional expenditure if it appealed to only 10% of the market.

The fourth criteria is unique in response, where the market segment identified must exhibit similar behavioural characteristics in as much as the individuals making up the segment would all respond in a similar way to a targeted marketing strategy. For instance, if price of the product is reduced, all the target market would increase their product purchase rate or usage rate. Fifth, Stability - For any firm to divert resources to a particular market segment, it must reassure itself that the segment would remain fairly stable over a long-time period to warrant specific marketing attention. Sixth, Actionability - This is the degree to which marketing programmes can be formulated for attracting and servicing segments. For instance, a marketing programme to expand the volume of sales for existing Rolls Royce Models by attracting people on only average income is obviously not actionable because it is a very expensive car. Therefore, if Rolls Royce chose to expand its targets, the best strategy would be to develop new product that is moderately not expensive for the average income earners market segment.

Walker et al (1996) states that not all segments represent equally attractive opportunities for the firm. As such, firms need to prioritise segments by their potential. Therefore marketers much evaluate segments' future attractiveness and their firm's strengths and capabilities relative to the segments needs and competitive situations. Thus the above criteria for effective segmentation would automatically address this issue. Once the total heterogeneous market has been segmented along the relevant bases, the marketing manager must decide which market segment (s) to target. This would enable the firms to design and develop appropriate marketing mixes for each and every identified market segment.

Paliwoda (1993) argues that market segmentation follows the rationale of concentrating resources on the best prospects. Further to the above, he stresses that it is where one adopts a “rifle” strategy at a given target segment as opposed to the general market at large which would constitute a “short gun” approach. This implies that where a firm focuses attention on few selected market segments and develop appropriate marketing programmes for them, it would attain maximum return on investment.

Several authors (Leader et al, 1989; Kibera et al, 1998; Kotler, 2003) acknowledge that market segmentation reveals the segments’ opportunities facing the firm. Walker et al (1996) argues that due to the unique characteristics of services like; intangibility, perishability, heterogeneity, inseparability, consumer participation in their delivery and the simultaneous nature of their production and consumption; they are – when compared to goods, more difficult to understand and compare with competing services in the industry. This is so because they call for a clear understanding of emotional attributes of the service consumer.

Mason et al (1995) emphasises that although market segmentation is useful and important, it costs more to package, promote and distribute goods to many market segments than to a single total market. Management spends time and money defining various market segments and planning ways to reach them. Another limitation of segmentation is that segments are never static because customers switch preferences from one product to another with time. Leader (1998) acknowledges that purchasing habits change markets come and go, so the marketer must be constantly assessing markets if opportunities are not to be missed. Therefore, it must be remembered that in a large market oriented company, continuous study of market segment is a regular function and not something that is just done once at the beginning of a new product launch.

Perruault et al (1996) asserts that managers sometimes face ethical decisions when selecting segmenting dimensions. For example; nutritionist criticise firms that market soft drinks, candy and snack foods to children. Also some hospitals only want to serve patients who have health insurance and others discourage parents from bringing sick

children to the emergency room in the middle of the night. Bearden et al (2001) agrees with British Independent Television Commission that advertisements targeting children must not, take advantage of their natural credulity, harm them and force them to pester their parents. Therefore, for appropriate segmentation, firms must understand ethical issues that surround each and every market segment. This will make them be ethical when making segmentation decisions.

2.4 Bases/Variables for Segmenting Consumer Markets

Business to consumer (B2C) markets can be segmented using various variables. Several authors (Palmer, 2001; Kotler et al, 2001, Leader et al, 1989) have identified four traditional variables for segmenting a heterogeneous consumer market as explained below. First, Geographic Segmentation - where a total market is divided into different geographical units such as nations, regions, states, cities, provinces, districts neighbourhoods and so on. As such, due to varying consumers' tastes and preferences, many firms today are localizing their products, services, advertising, promotion and sales efforts so as to fit the needs of individual regions cities and even neighborhoods. Secondly, Demographic Segmentation - which involves dividing a total and heterogeneous market for a firm on the basis of variables such as: age, sex, family life cycle, income levels, education, occupation, religion, race, ethnic group and nationality.

Kibera et al (1998) states that the level of education in Kenya, and other African countries continues to rise and this has implications for marketers. With many young people finishing high school, marketers must prepare, not only for more sophisticated, discerning consumers but for consumers who have different needs and wants. Better-educated consumers generally demand a higher quality in both goods and services. Product markets segmented by education include; radio and TV programmes, books, magazines, art and theatre among others. This above scenario implies that as more people become educated in Kenya, the more the media firms have to redesign their segmentation strategies to address these challenges.

Sex as a sub-variable of demographic segmentation can be employed to segment markets like: deodorants, lotions, soaps clothes and so on. Age as a sub-variable is paramount in segmentation because, consumers, tastes and preferences change with age. Kotler et al (2001) confirms that Procter and Gamble boldly targets its oil of Olay Pro vital series sub-brand at women over 50 years of age. This brand is specially designed to meet the increased moisturization needs of more mature skin. Religion highly influences consumers buying, decisions – for example, viewing of pornographic programmes on TV is unacceptable among Christians.

Thirdly, Psychographics Segmentation - where buyers are divided into different groups on the basis of their life style, personality and social characteristics. According to The Chartered Institute of Marketing (1999), life-style segmentation groups people on how they spend their time and money. Leader et al (1989) argues that psychographics segmentation arose as a result of discovering that buyers' needs may often be differentiated along life-style or personality lines. For instance, Ford Owners were at time described as independent, impulsive, masculine, and lent to change and self-confident, while Chevrolet owners were described as conservative, thrifting, prestige, conscious, less masculine and seeking to avoid extremes. Fourthly, Behavioural Segmentation- which is also referred to as product – related segmentation. This is where a firm divides buyers into groups based on their knowledge, attitudes, uses or responses to a product or service. Segments can be derived on the basis of: benefits sought, user status, usage rate and loyalty status.

Segmentation is a powerful form of marketing that groups buyers according to the different benefits that they seek from the product or service. One of the best examples of benefit segmentation was conducted in the toothpaste market and the research revealed four benefits namely: economic, medicinal, cosmetic and taste (Kotler, 2001). Behavioural segmentation entails the following variables. First, user status - where markets are segmented into groups of non-users, ex-users, potential users, first time users and regular users of a product or service. One study conducted in USA, found out that blood donors are low in self-esteem, low-risk takers, and more highly concerned

about their health, while non-donors tend to be opposite on all three dimensions. Second, Usage rate – where markets can be segmented into light, medium and heavy users of products. Third, Loyalty status – where buyers are divided into groups according to their degree of loyalty to a good or a service. Note that consumer loyalty is likely to change with time. Hence it is recommended that companies should frequently analyse the degree of loyalty of their customers so as to gauge their changing patterns of loyalty and be able to redesign their segmentation strategy. Palmer (2001) suggests that if segmentation methods used by service organisations are examined more closely, it becomes apparent that demographic variables tend to be the most widely used segmentation bases.

2.5 Segmentation Process

According to Kotler (2001), there is a three step procedure for identifying market segments, namely: survey, analysis and profiling. Malcolm Mc. Donald (2001) on the other hand also contends the same number of stages for identifying market segments. At the survey stage, the researcher conducts exploratory interviews on focus groups to gain insight into consumer motivations, attitudes and behaviour. The researcher then collects data on different product attributes and how they are rated by consumers in terms of their importance and delivery of value. According to Malcolm Mc. Donald, this stage entails addressing the questions: who buys and what is bought. The second step is analysis stage, which involves analyzing the data collected in the first stage, so as to identify different segments with isolated consumer behaviour. Mac. Donald argues that this stage entails answering the questions: who buys what and why customers buy products and services.

The last stage in segmentation process is profiling stage- which involves describing the segments in terms of distinguishing attitudes, behaviour, demographic variables, and psychographic factors and so on. Each segment profiled, is given a specific name based on its dominant feature. For instance, Muslim market segment, Teenager market segment and so on. According to Mc. Donald, this stage involves forming segments where customers' requirements are similar. (See Appendix 2)

When deciding on the segmentation scheme to adopt, organizations need to use a systematic approach that would address all the variables in the heterogeneous market. Walker et al (1996) states that the objective of segmentation process is to divide the market into groups of prospective buyers of a product or service who are relatively homogeneous with regard to their demands. The process must also describe these groups so that members can be readily identified, determine the size and value of each group, and describe all the differences in customers needs and wants. Therefore, the first step in the segmentation process is to determine whether and to what extent there are differences in the needs or benefits being sought by customers. The next step would be the selection of meaningful descriptors (i.e. variables) in a given market situation. By determining the differences in needs, a firm would be able to identify those segments that are an attractive opportunity in view of customers' needs and firm's competitive strengths and weaknesses. It will also be able to identify unsatisfied segments which will represent opportunities.

Market segmentation planning process can be divided into five stages. The first stage involves the identification of dimensions that a company might use for segmenting its markets based on its product or service portfolio. The second stage is the development of market segment profiles or determining the differences in needs. Thirdly, is where the organization needs to forecast the total market potential for each segment identified. The fourth stage deals with the application of forecasting procedures in order to calculate the company's market share, and compare costs and benefits of each segment. The last stage includes the assessment of delivered benefits from each segment in relation to corporate goals, which will provide the rationale and justification for further development of each market segment or evaluating the potential and likely success of the segments (Baker, 1997; Bearden, 2001; Perneauts, 1996). But since customers' tastes and preferences are ever-changing, it is paramount that firms have to keep on monitoring the behavioural trends of the segments through research.

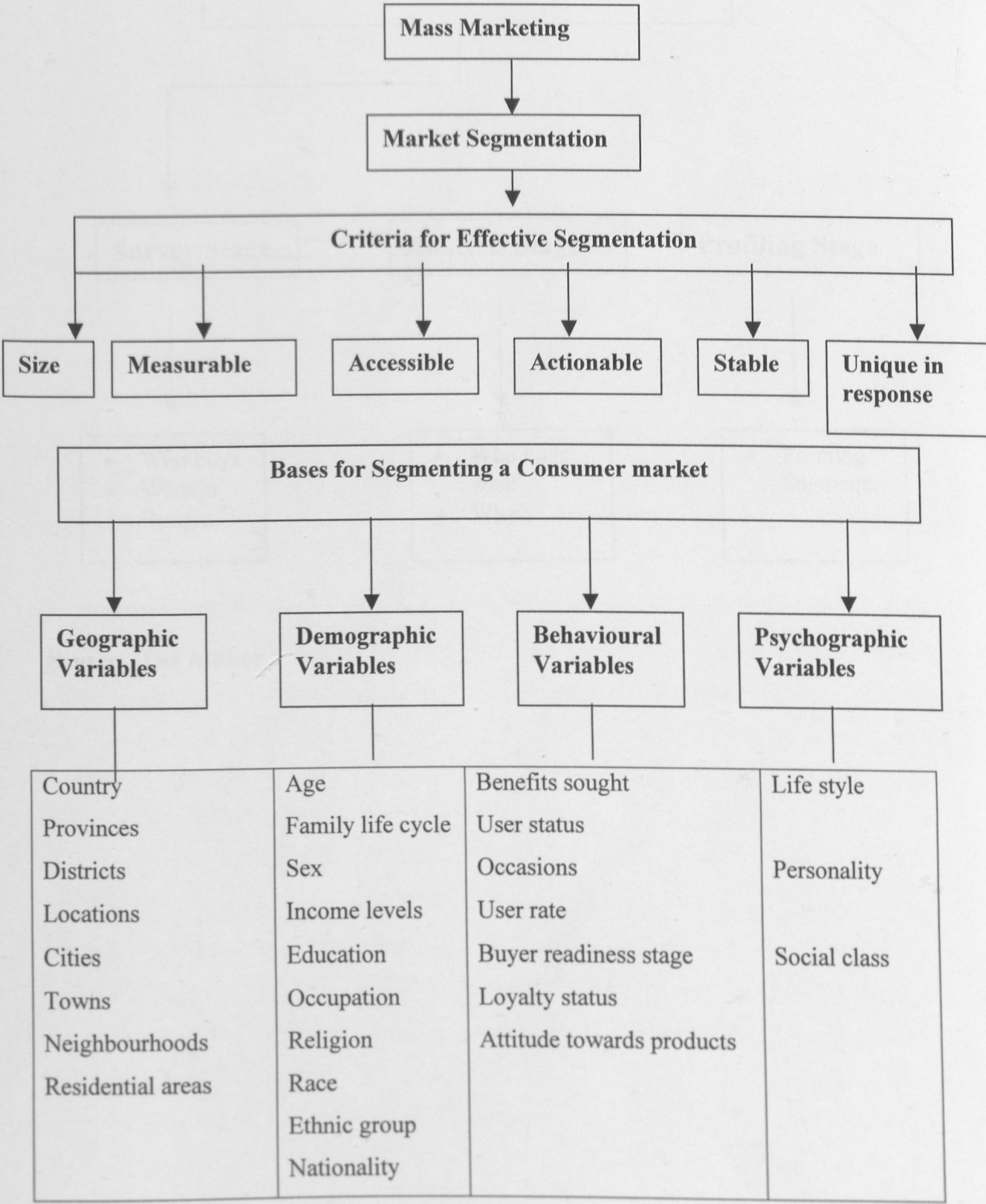
In summary, the segmentation process should make management to understand how their market works, identify and list the key discriminating factors, capture details about

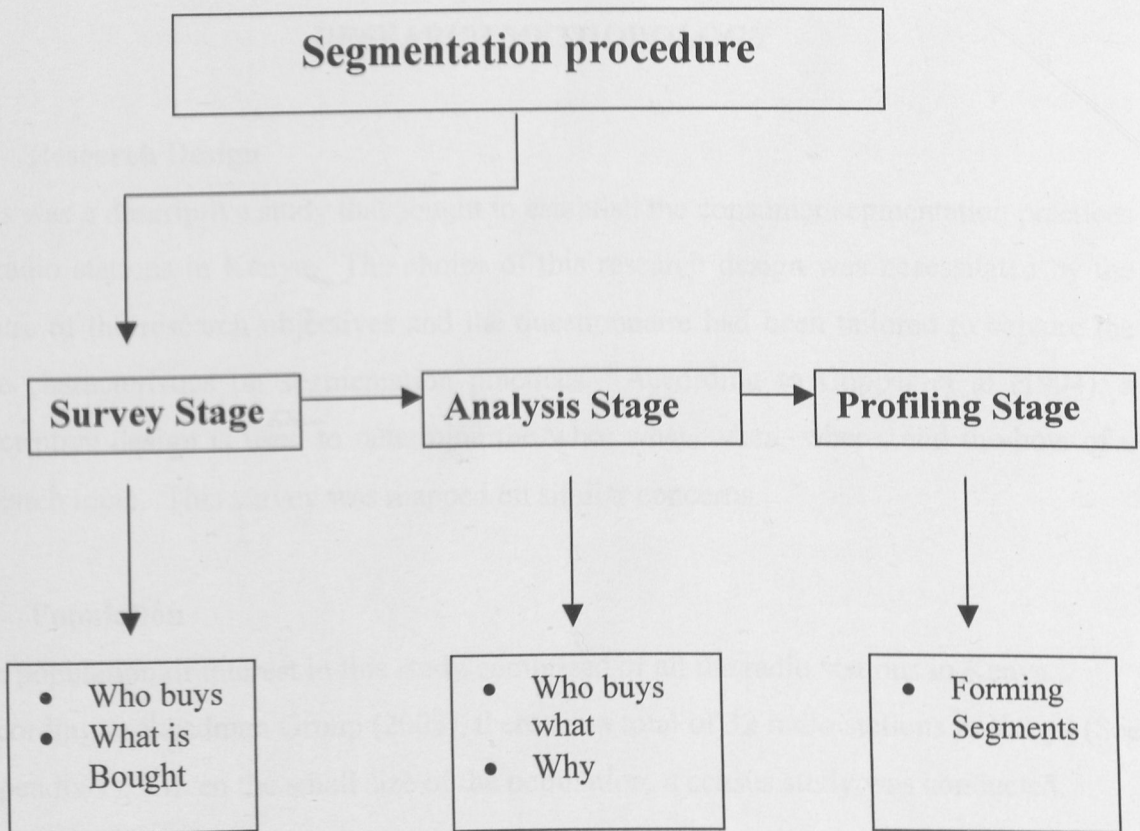
decision-makers, identify and list real needs of the target market and search for groups with similar needs to form appropriate segments. This implies that for successful segmentation, the focus should be on customer needs and wants.

2.6 Summary of the Literature Review

In summary, the literature review has clearly confirmed that market segmentation is relevant to all enterprises irrespective of their nature. This is because it maximizes shareholders' value, leads to appropriate resource allocation, ensures competitive advantage, makes a firm to know its customers and facilitates delivery of quality customer value. The various concepts, variables and their relationships as applied in this study are explained below. Mass marketing, which entails developing a single marketing mix for the global market. It also captures the meaning and importance of market segmentation. The criteria for effective market segmentation i.e. size, measurable, accessible, unique in response, stable and actionable, unique in response, stable and actionable are discussed. The bases for segmenting consumer markets namely; geographic, demographic, behavioural and psychographics variables are elaborated. Finally, the segmentation process which entails three stages i.e., survey, analysis and profiling. These concepts could be diagrammatically illustrated as shown below:

Chart 1: A Diagram Representing Summary of Literature Review





Source: The Author

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Design

This was a descriptive study that sought to establish the consumer segmentation practices of radio stations in Kenya. The choice of this research design was necessitated by the nature of the research objectives and the questionnaire had been tailored to capture the core characteristics on segmentation practices. According to Copper et al (1994), a descriptive design is used to determine the who, what, when, where, and the how of a research topic. This survey was mapped on similar concerns.

3.2 Population

The population of interest in this study comprised of all the radio stations in Kenya. According to Steadman Group (2005), there are a total of 32 radio stations in Kenya (See Appendix 1). Given the small size of the population, a census study was conducted.

3.3 Data Collection

Primary data was collected using a structured questionnaire. "Drop and pick later" method was used to administer the questionnaire for stations in Nairobi. For radio stations outside Nairobi, questionnaires were mailed to them. One respondent from each radio station was interviewed. This was the marketing manager or any other senior manager who handles the marketing activities in the company.

The questionnaire was divided into four parts. The first part captured the general information on radio stations. The second part aimed at establishing whether radio stations segment their consumer market and identified the criteria used to ensure effective segmentation. The third part identified the variables used by radio stations in the segmentation process. The fourth part focused on generating information on segmentation procedure used by radio stations.

3.4 Operational Dimensions of Segmentation practices

To operationalise the segmentation practices used by radio stations, the criteria, variables and procedure for segmenting consumer markets are captured in appendix 3. Structured questions were used to measure the factors influencing the selection of segmentation strategies used. The questionnaire also used a five (5) point likert scale to measure the extent to which segmentation variables are applied by the radio stations.

3.5 Data Analysis

Data collected for the four objectives was analysed using descriptive statistics. For general questions, frequencies and percentages were used. While for variables, mean scores were computed from the responses to determine segmentation practices among radio stations.

CHAPTER FOUR

DATA ANALYSIS AND FINDINGS

4.1 Introduction

This chapter presents a comprehensive analysis and interpretation of the consumer market segmentation practices amongst radio stations in Kenya. Out of 32 respondent firms expected to participate in the research, 25 responded. This contributes to 78.15% response rate.

4.2 Demographic Profiles of Respondents

The respondent firms demographic profile were analysed in terms of job titles, type of ownership, the number of years the radio stations have been in existence and the various programmes offered.

Table 1: The respondents Job Title

Job Title	Frequency	Percentage (%)
Marketing supervisor	11	44
Marketing manager	14	56
Total	25	100%

Source: Research data

According to Table 1, 56% of the responses were from marketing Managers while 44% were Marketing Supervisors.

Table 2: Ownership of radio stations

Ownership	Frequency	Percentage (%)
Private	22	88
Government owned	3	12
Total	25	100

Source: Research data

Table 2 indicates that out of the 25 radio stations, 22 of them (i.e. 88%) are private owned while 3 (12%) are government owned. This means that liberalization of media industry in Kenya in 1995 has greatly influenced upcoming of private radio stations.

Table 3: Number of Years Radio Stations have been in existence

Number of Years	Frequency	Percentage (%)
Less than 5 years	15	60
Between 6 – 10 years	9	36
Between 11 – 15 years	0	0
More than 15 years	1	4
Total	25	100

Source: Research data

From Table 3, 15 radio stations have been in operation for less than five years, representing 60% while 9 of the radio stations (36%) were started between five and ten years ago. Kenya Broadcasting Corporation, the oldest radio station has been in existence for more than 15 years representing 4%.

Table 4: The programmes offered by radio stations

Name of programme	Frequency	Percentage (%)
New bulletins	24	13.37
Music	22	10.43
Film	3	1.42
Plays and comedy	8	3.79
Sports	24	11.37
Interviews	25	11.85
Religious programmes	16	7.58
Weather reports	16	7.58
Advertisements	24	13.37
Commentaries	18	8.53
Press reviews	13	6.16
Business reports	18	8.53
Total	211	100

Source: Research data

The programmes offered by radio stations, represents the following percentages: New bulletins (13.37%), Music (10.43%), Film (1.42%), Plays and Comedy (3.79), Sports (11.37%), Interviews (11.85), Religious programmes (7.58%), Weather reports (7.58%), advertisements (13.37%), commentaries (8.53%), Press reviews (6.16%), and Business reports (8.53%). This means that the most preferred programmes are News, Advertisements, Interviews, Sports and Music. The least preferred programmes are

Commentaries, Business reports, Religious programmes, Weather reports, Press reviews, Plays, Comedy and Film.

4.3 Consumer Market Segmentation

The study aimed at establishing whether or not radio stations in Kenya segment their markets. Thus, the respondents were asked to state whether their firms segment consumer market. The Table below gives a summary of the findings.

Table 5: Consumer Market Segmentation

Segmentation	Frequency	Percentage (%)
Practiced	25	100
Not practiced	0	0
TOTAL	15	100

Source: Research data

From Table 5, it is evident that all radio stations in Kenya practice consumer segmentation. As such it implies that they design and develop programmes targeting varied listeners' needs and wants. Thus radio programmes are developed on the basis of tastes and preferences of customers.

4.4 Nature of customers

Radio stations target different customers with varied backgrounds as illustrated in the following table.

Table 6: Nature of customers

Customers	Frequency
Youth	17
Middle aged people	20
Old aged people	14
Married people	15
Professionals	11
Others e.g. Indians	01
Children	01
Persons with disabilities	01

Source: Research data

Out of 25 radio stations, 20 target middle aged people, 17 youth, 15 married people, 14 old aged people, 11 professionals, 1 Indians, 1 Children and 1 has programmes for the persons with disabilities.

4.5 Criteria for effective market Segmentation

In this section, criteria for effective segmentation of consumer markets that radio stations use are analyzed. The respondents were asked to indicate whether or not they use the given criteria. Findings are presented in Table 7.

Table 7: Criteria for effective market segmentation

Criteria	Yes	No
	Frequency	Frequency
Size of the audience	15	10
Growth potential	15	10
Characteristics of the listener	23	2
Ability to identify target market	20	5
How to reach listeners with programmes	22	3
Whether the target market do listen to your programmes	22	3
Reactions of the listeners to your programmes	22	3
Differentiating listeners	19	6

Source: Research data

Table 7 indicates that 23 of the radio stations consider the characteristics of listeners, 22 reactions of listeners to programmes, 22 how to reach listeners with programmes, 22 whether the target market do listen to radio programmes, 19 differentiating listeners, 15 growth potential and 15 size of the audience, when determining the effectiveness of consumer market segments. Out of the respondent firms, 10 indicated that they do not use size of the audience and growth potential, 6 do not use differentiating listeners, while 3 do not take into account reactions of the listeners to programmes, how to reach listeners with programmes and whether the target market do listen to programmes. Lastly 2 radio stations indicated that they do not use characteristics of the listeners to determine the effectiveness of consumer market segments. Few respondent firms seemed to have no knowledge and relevance of these factors for effective market segmentation, despite the

fact that they use them to a little extent. Thus market segments are worth pursuing if they stand as both cost and profit centres.

4.6 Variables used by radio stations to segment consumer market

Several variables can be used by radio stations to segment their consumer market. These variables include; demographic segmentation, geographic segmentation, behavioral segmentation and psychographic segmentation among others. In order to find out how radio stations segment their consumers market, these segmentation variables were used and respondents were asked to tick the appropriate number on a scale of 1-5 (i.e.: 1 for to no extent, 2 for to a small extent, 3 for to a moderate extent, 4 for a great extent and 5 for to a very great extent) that best described their extent of use or non-use.

A mean score of more than 4.50 means that respondent firms use the segmentation variable to a very great extent, between 3.50 to 4.50 means to a great extent, between 2.50 to 3.50 means to a moderate extent, between 1.50 to 2.50 means to a small extent and between 0 to 1.50 means to no extent. A standard deviation of more than 1 indicates a significant variability in responses obtained and vice-versa for standard deviation of less than 1.

Table 8: Demographic Variables

Variables	Mean scores	Standard Deviation
Age: Infants	1.24	0.26
Youth	3.60	1.31
Adults	4.28	0.96
Old age	2.88	2.35
Sex: Male	2.12	2.83
Female	2.12	2.83
Family life: Single	3.00	2.40
Newly Married	2.84	1.17
Married with children	3.00	2.07
Income: Low income	2.92	2.23
Middle income	3.26	2.12
High income	2.40	1.84
Education: Primary	2.80	1.84
Secondary	3.52	1.60
College	3.60	1.60
University	3.04	2.04
Occupation: Farmers	2.80	2.96
Teachers	2.88	2.12
Bankers	2.68	2.14
Religion: Christian	3.08	1.74
Muslim	1.52	1.14
Others: Hindus and singhs	1.16	0.61
Race: Africans	3.20	3.52
Non-African	1.44	1.13
Ethnic Groups:	2.48	3.45
Nationality: Kenyan	3.08	3.60
Non-Kenyan	1.44	1.05
Overall mean score and standard deviation	2.68	1.96

Source: Research data

Table 8 indicates the level of use of demographic variables applied when segmenting consumer market. The major variables used include; Adults who had a mean score of 4.28 and standard deviation of 0.96, Youth with a mean of 3.6 and standard deviation of 1.31, College education scored a mean of 3.6 and standard deviation of 1.6, Secondary education had a mean of 3.52 and standard deviation 1.6, Middle income earners had a mean score of 3.26 and standard deviation of 2.12, Christian a mean of 3.08, with

standard deviation of 1.74, Kenyan Nationality scored a mean of 3.08 and standard deviation of 3.60, University education had a mean of 3.04 and standard deviation of 2.04, Single people had a mean score of 3.00 and standard deviation of 2.4, whereas Married people with children had a mean of 3.00 and standard deviation of 2.07.

The least used variables include; Low income earners with a mean of 2.92 and standard deviation 2.23, Old aged people with mean of 2.88 and standard deviation of 2.35, Teachers with a mean of 2.88 and standard deviation of 2.12, Newly married people with a mean of 2.84 and standard of 1.17, Primary education had a mean of 2.8 and standard deviation of 1.84, Farmers had a mean of 2.8 and standard deviation of 2.96, Bankers scored a mean of 2.68 with standard deviation of 2.14, Ethnic group had a mean of 2.48 and standard deviation of 3.45, High income earners scored a mean of 2.4 and standard deviation of 1.84, Male and Female scored mean of 2.12 and standard deviation of 2.83 respectively, Muslim had a mean score of 1.52 and standard deviation of 1.14, Non-African had a mean of 1.44 and standard deviation of 1.13, Non-Kenya had a mean of 1.44 with a standard of deviation 1.05, Infants had 1.24 as a mean score and 0.26 as a standard deviation and Hindus scored a mean of 1.16 with a standard deviation of 0.61.

From Table 8, mean score between 3.50 to 4.50 indicates that the demographic sub-variables are used to a great extent by radio stations to segment their consumer market. These sub-variables include Adults, Youth, College education and Secondary education. Mean score between 2.50 and 3.50 implies moderate use of demographic sub-variables. These sub-variables are Middle income earners, Africans, Kenyans, Christians, University education, Married people with children, Single persons, Old aged people, low income earners, Newly married people, Teachers, Bankers, Farmers and Primary education. The sub-variables with mean score between 1.50 and 2.50 implies that they are used to a small extent, while those with mean score of between 0 to 1.50 are rarely used to segment radio audiences.

The standard deviation of more than 1 indicating significant variability in responses implies that the extent of use of demographic variables differ widely among radio

stations. These sub-variables include: Kenyan, African, Ethnic groups, Farmers, Female, Male, Old aged people, Single persons, Low income earners, Married people with children, University education, Bankers, Teachers, High income earners, Primary education, Newly married people, Youth, Secondary education, College education, Christians, Muslims, Non-Africans, Non-Kenyans and Adults. The standard deviation of less than 1 means that the sub-variables are not key in segmenting consumer markets and they include Infants and Hindu religion.

Table 9: Geographic variables

Variables	Mean score	Standard deviation
Country	3.20	3.84
Regions	2.48	3.21
Cities	3.64	2.71
Towns	3.32	2.78
Provinces	2.16	2.77
Districts	1.46	1.21
Divisions	1.32	0.94
Locations	1.28	0.92
Residential areas	1.16	0.34
Overall mean score and standard deviation	2.22	2.08

Source: Research data

It was established as indicated in Table 9 that the major geographic variables used by radio stations to segment their consumer market include: Cities with a mean of 3.64 and standard deviation of 2.71, Towns with a mean of 3.32 and a standard deviation of 2.78, and country which had a mean of 3.2 and standard deviation of 3.84. The least used geographic variables are: Regions with a mean score of 2.48 and standard deviation of 3.21, Provinces had a mean of 2.16 and standard deviation of 2.77, Districts scored a mean of 1.46 and standard deviation of 1.21, Divisions had mean of 1.32 and standard deviation of 0.94, Locations have a mean of 1.28 and standard deviation of 0.92, while residential areas had a mean of 1.16 and standard deviation of 0.34.

The mean score between 3.50 to 4.50 means that geographical sub-variables are used to a great extent by radio firms to segment consumer market. The sub-variable that fall under

this category is cities. From Table 9 mean score between 2.50 to 3.50 implies that the sub-variables are used to a moderate extent and they are Towns, Country and Regions. The mean score between 1.50 to 2.50 means that the sub-variables are used to a small extent, while those with mean score between 0 to 1.50 are minimally used.

From Table 9, standard deviation of more than 1 indicates that the extent of use of geographical sub-variables differ widely among radio stations. These sub-variables include Country, Regions, Cities, Towns, Provinces and Districts. Although the sub-variables with standard deviation of less than 1 means that they are not critical when segmenting consumer markets and they include Division, Locations and Residential areas.

Therefore, it is clear that most radio stations develop programmes targeting people in urban areas like Cities and towns. This might imply that urban dwellers are more appreciative to radio programmes than the rural people. Therefore, due to varying consumers' tastes and preferences, many firms are localizing their products, services, promotion and sales efforts so as to fit the needs of individuals regions, cities as well as neighbourhoods. As such, radio stations targeting large geographical areas need to understand the needs of these regions and develop different regional programmes.

Table 10: Behavioural Variables

Variables	Mean score	Standard deviation
Benefits: Entertainment	4.80	0.40
News	4.24	0.34
Sports	3.16	1.48
User status: Non-listeners	3.76	2.42
Current listeners	4.56	0.65
Ex-listeners	3.64	1.75
Usage rate: Regular Listeners	4.72	0.68
One time listeners	3.84	1.41
Others	2.52	2.29
Overall mean score and standard deviation	3.92	1.17

Source: Research data

Table 10 indicates that most behavioural variables are used to a great extent by radio stations to segment their consumer market. Their mean scores and standard deviation the level of use are; Entertainment 4.8 and 0.4, Regular listeners 4.72 and 0.68, Current listeners 4.56 and 0.65, News 4.24 and 0.4, One-time-listeners 3.84 and 1.41, Non-listeners 3.76 and 2.42, Ex-listeners 3.64 and 1.75, Sports 3.16 and 1.48 and Other listeners 2.52 and 2.29, respectively.

From Table 10, a mean score of more than 4.50 indicates that the behavioural sub-variables are used to a very great extent by radio stations to segment their consumer market. These sub-variables are Entertainment, Current listeners and Regular listeners. Mean score between 3.50 to 4.50 implies that the sub-variables are used to a great extent. These sub-variables include News, One-time listeners, Non-listeners, Sports and Ex-listeners, while a mean score between 2.00 and 3.50 indicate that the sub-variable is used to a moderate extent and these refers to all other behavioural sub-variables.

The standard deviation of more than 1 indicates that the extent of use of behavioural sub-variables differ widely among radio stations. These sub-variables are Non-listeners, Ex-listeners, One-time listeners, Sports and Others. For a situation where the standard deviation is less than 1 it means that the extent of use of sub-variables is almost similar among the radio stations and they include Entertainment, Current listeners, Regular

listeners and News. Thus, it is evident that the benefits or the purpose for which radio listeners desire radio programmes is a major ingredient in isolating listeners in pursuit of satisfying their different needs and wants.

Table 11: Psychographic Variables

Variables	Mean score	Standard deviation
Lifestyle	3.80	2.88
Personality	3.20	3.12
Social class: Lower	2.96	3.39
Middle	3.52	2.33
Upper	2.64	2.15
Overall mean score and standard deviation	3.22	2.77

Source: Research data

Table 11 demonstrates the level of use of psychographic variables by radio stations when segmenting their consumer market. It indicates that the major psychographic variables used include: Lifestyle with a mean of 3.8 and standard deviation of 2.88, middle level class had a mean of 3.52 and standard deviation of 2.33, while personality scored a mean of 3.20 and standard deviation of 3.12. The least used psychographic variables are; lower level class with a mean of 2.96 and standard deviation of 3.39 and upper level class had a mean of 2.64 with a standard deviation of 2.15.

From Table 11, a mean score between 3.50 and 4.50 indicates that pschographic sub-variables are used by radio firms to segment the consumer market. These sub-variables include Life-style and Middle- level class. The mean score between 2.50 and 3.50 implies that the sub-variables are used to a moderate extent and these sub-variables are Personality, Lower-social class and Upper-social class.

From Table 11, all psychographic sub-variables have a standard deviation of more than 1. This demonstrates that the extent of use of psychographic sub-variables differ among radio firms when segmenting consumer market. It is evident that different lifestyles and personality of radio listeners play an important role in isolating listeners for the sake of

designing and development different programmes to meet their varied needs. Psychographic segmentation arose as a result of discovering that consumers' needs may often be differentiated along life-style and personality lines to enhance delivery of quality services. It is therefore a clear signal to radio stations that would want to prosper in a highly competitive radio sub-sector to use lifestyle segmentation approach.

4.7 The Process of Market Segmentation

To find out the procedure used by radio stations in segmenting their consumers market, respondents were asked to state whether they carry out survey to identify potential listeners, do compile data on why people listen to their programmes and finally divides their customers into distinct groups with similar needs and wants. This is crucial in understanding customers' varied needs and wants.

Table 12: The process of market segmentation

	Yes	No
Stages	Frequency	Frequency
Survey	25	0
Analysis	24	1
Profiling: Age	24	1
Sex	15	10
Income	17	8
Religion	14	11

Source: Research data

Table 12 shows that all radio firms that responded (i.e. 25) undertake consumer survey, 24 conduct consumer analysis and 18 are involved in profiling of consumers into different categories so as to create appropriate segments. Consumers buying habits change, markets come and go; therefore firms must constantly assess markets if opportunities are not to be missed.

CHAPTER FIVE

DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

In this chapter discussion, conclusions and recommendations of analyzed data are presented as follows.

5.2 Discussion

The first objective of the study was to establish whether radio stations in Kenya segment their consumer market. The results of the study showed that all radio stations (100%) do segment their consumer market. This therefore implies that market segmentation is a critical factor for success as well as a prerequisite for sustainable effective marketing in radio sub-sector of media industry. Thus consumer market segmentation is a key strategy that radio stations cannot afford to avoid.

The second objective of this study sought to establish whether radio stations appreciate: size of the audience, growth potential, characteristics of the listeners, accessibility and reactions of the listeners for their programmes to gauge the viability of their market. The results of the study showed that the major criteria used are; growth potential, characteristics of the listeners, measurability of the listeners, and reactions of the listeners to radio programmes. The size of the audience was a minor criteria used by radio stations to determine the viability of their consumer market. Therefore, it means that the behaviour and reactions of the listeners to radio programmes are key in establishing the effectiveness of consumer market segments.

Considering the criteria used by the radio stations to segment their consumer market such as size, accessibility, measurability and differentiation, the study revealed that they are relevant for assessing the viability of the market segments. Similar results were realized by Nzyoka (1993) in his study on market segmentation of commercial banks in Kenya. Nzyoka's survey showed that banks appreciate this criterion when analyzing the effectiveness of their market segments.

The third objective of the study sought to establish the extent of use of consumer market segmentation variables applied by radio stations in Kenya. The results of the study showed that the major demographic sub-variables used by radio stations to segment their consumer market include; Adults, youth, College education, secondary education, middle income earners, Christians, Kenyan, University education, single people and married people with children. Thus, the least used demographic sub-variables are; low income earners, old aged people, teachers, newly married people, primary education, farmers, bankers, ethnic group, High Income earners, male, female, Muslim, Non-Africans, Non-Kenyans, Infants and Hindu people. This however, confirms that demographic variables are widely used for consumer market segmentation by radio stations in Kenya. It is important to note that several demographic sub-variables are used by radio stations to segment their consumer market.

As stipulated in Table 9, geographical areas with different information requirements are used by radio stations to segment their consumer market. The results of the study identified that the major geographic variables used by radio stations to segment their consumer market are; cities, towns, and country. The least used geographic variables are regions, provinces Districts, Divisions, locations and residential areas. This is from the understanding that people from different geographical areas, with varied environmental conditions like, culture, language, occupation, level of education, purchasing power and so on, would prefer different radio programmes.

From Table 10, it is clear that the behaviour of the customers towards consumption of radio programmes was relevant in designing and developing appropriate radio programmes. The results of the study revealed that behavioural variables are used to a great extent by radio stations to segment their consumer market. These include; entertainment, news, current listeners, regular listeners, one-time listeners, non-listeners, ex-listeners, sports and others. This implies that behavioural variables are highly considered by radio stations when segmenting their consumer market.

The way in which people would like to spend their time and money is highly determined by their psychographic aspects. The results of the study showed that the major psychographic variables used by radio stations to segment their consumer market are; lifestyle, personality and middle level class. But the least used psychographic variables are; lower level class and upper level class. Therefore, radio stations should appreciate and understand different lifestyles, personality and social groups of the people that are key in enhancing effective consumer market segmentation.

On the bases used by radio stations to segment their heterogeneous consumer market, the study found out that they are pertinent and form a benchmark upon which segmentation process is undertaken. Ng'ang'a (1991) in his study on market segmentation by medium and large scale manufacturing firms in Kenya had similar findings. Further, this study on consumer segmentation practices of radio stations in Kenya revealed that demographic variables were mostly used with a total of 27 sub-variables being applied. Palmer (2000) in his book *Principles of Service Marketing* has similar views, where he suggests that if segmentation variables used by service organizations are closely examined, then it is apparent that demographic variables tend to be the most widely used segmentation bases.

The fourth objective was to establish whether radio stations use the rational and systematic procedure when planning on how to segment their consumer market. The results of the study showed that most radio stations do consumer survey to identify the likes and dislikes of listeners before developing programmes for them. After which, they assess differences in listeners needs and wants and ultimately group them into different divisions, offering them variety of programmes. Therefore, it means that most radio stations introduce programmes after they have undertaken consumer survey and are sure that the programmes are tailored to customers' needs and wants.

Based on the three stages of segmentation process, i.e. survey, analysis and profiling, this study showed that they are used by radio stations when segmenting their consumer market. Kotler (2001), in his study on segmentation process identifies a three-step procedure for segmentation process which is similar to the one identified in this study.

5.3 Conclusions

Radio stations are embraced by the varied customers' needs and wants to adopt market segmentation practices. When segmenting their consumer market, radio stations take into account the perception of the customers, since the way people see and interpret situations as regards radio programmes matter. On the other hand, national languages like; English and Kiswahili have influenced radio stations to design and develop national programmes that appeal to all citizens of Kenya. Although based on the low literacy level in Kenya, regional radio programmes are important, since they target ethnic groups with different dialects.

In summary radio stations in Kenya segment their consumer market using demographic, geographic, behavioural and psychographic variables. Based on the analysis of market segmentation variables, it clearly indicates that demographic variables are the most widely used segmentation bases.

5.4 Recommendations

Market segmentation is a key strategy for survival of radio stations. Therefore, it is paramount that radio stations have to consistently segment their consumer market to cater for ever-changing customers' tastes and preferences. For instance, religious radio stations should design and develop programmes tailored to their congregations' preferences.

There is need for radio stations to assess the behaviour and reactions of customers to their programmes, so as to determine whether they prefer their programmes or not and the type of features they would prefer in their programmes. Further to the above, radio stations should frequently analyze the degree of audience loyalty, so as to gauge their changing patterns of loyalty and be able to redesign their consumer market segmentation strategy.

Radio stations should design and develop programmes in line with varied demographic, geographic, behavioural and psychographic variables, so as to create attention, interest and attract a large number of customers. It is therefore worth investing in as many radio programmes as possible, but tailoring them to different needs and wants of customers.

It is important for radio stations to consistently keep monitoring the behavioural trends of the identified consumer market segments through research before launching any new programmes consumer survey will also enhance effective modification of programmes.

Limitations of the Study

Since the respondents were senior officers in the radio stations (i.e. Marketing manager or any other officer handling marketing activities), it was not possible for all the targeted respondents to participate in filling the questionnaire. This is so because, most marketing managers are most of the time in the field, prospecting for business. This facilitated to a response rate of 78.15%.

Suggestions for further research

There is still room to undertake further research on consumer market segmentation in the radio sub-sector or other sub-sectors of the media industry. This is so because the scope of this study was limited to radio sub-sector in Kenya. Similar studies could be conducted in other countries of the world. Since, radio audience tastes and preferences are likely to vary from one country to another. A similar study is recommended for a single radio station since this study covered many radio stations in Kenya. Further studies could be carried out in Television sub-sector and print sub sector of the media industry.

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Appendix 1
List of radio stations

STATION	LAUNCH DATE	GENRE	REACH
KBC English Service	1928	Local	National
KBC Kiswahili Service			National
KBC – Regional:			
A. Central			Broadcasts in Kimeru, Kiambu, Kimasai
B. Eastern			Broadcasts in Somali, Boran, Rendile, Burji, Turkana
C. Western			Broadcasts in Luo, Kuria, Teso, Pokot, Kalenjin, Luhya
Metro FM	June 1996	Commercial	Nairobi, Mombasa, parts of Western, Eastern and Rift Valley Provinces, parts of Machakos, Thika and Kiambu.
106 East FM	Oct, 1998	Asian	Covers Nairobi, Kusumu and Eldoret
IQRA FM	Oct, 2000	Muslim	150 Kms radius from Westlands, covering Thika, Athi River, Machakos, Kutui, Narok, Kajiado, Kerugoya, Kirinyaga, Naivasha and Magadi
98.4 Capital FM	Sep, 1996	Commercial	Radius of 60 Km from Nairobi city centre and environs, Mombasa, and Western Kenya.

Kiss FM	July, 2000	Commercial	Nairobi, Mombasa, Eldoret, also covers Nakuru, Nyeri and Kisumu
Classic FM	Sept, 2004	Commercial	60 km radius from Nairobi
Sauti ya Rehema	Sept, 1999	Religious	Entire western Kenya, i.e., central and north rift, western, Nyanza, eastern part of Uganda.
Simba FM	Aug, 2004	African	60 km from Nairobi
Y – FM	Oct, 2004	youthful	Nairobi, Mombasa, Nakuru, Eldoret, Kisumu, Nyeri
Jesus is lord	2004	Religious	Nakuru, parts of Rift Valley and western Province
Family FM	1999	Religious	Nairobi, Nakuru, Mombasa
Waumini FM	July, 2003	Religious	Radius of 150 km from Nairobi, covering Muranga, Machakos, Kajiado, Makueni, Nyeri and Oldonyo Sabuk
Hope FM	April, 2003	Religious	100 km radius from Nairobi, to areas as far as Limuru, Thika, Muranga, Kirinyaga, Narok and Machakos
Sound Asia	March, 2000	Asian	National
Baraka FM	Feb, 2000	Coast/Christian	Mombasa to Malindi, parts of Taita and Tanzania
Sheki FM	May, 2004	Coast	60 km from Mombasa
Pwani FM	Nov, 2001	Coast	Kilifi, south cost and Mombasa city
Radio Rhahma	Jan, 2002	Coast	90 km radius from Mombasa City
Easy FM	Oct, 1999	Commercial	120 km radius from Nairobi City Centre as far as Muranga, Kiambu, Machakos, Mombasa, Nakuru and Kisumu

Kameme FM	Feb, 2000	Vernacular	160 km radius from Nairobi covering Kajiado, Ngong, Thika, Machakos and Kiambu
Coro FM	June, 2001	vernacular	Nairobi, Nyandarua, Maragwa, Muranga, Thika, Kajiado, Narok, Nakuru, Embu, Machakos, Meru,-chogoria area
Biblia Husema	1999	Religious	Nairobi, Eastern Province, Western Province, Central, Nyanza and Rift Valley.
Inooro FM	Aug, 2003	Vernacular	Nairobi, Kitui, Nyeri, Rift Valley and Meru.
Citizen FM	Aug, 1999	Local	Nairobi, Nakuru, Kisumu, Nyeri, Eldoret, Kitui, Wundanyi and Mombasa.
Ramogi FM	Aug, 2003	Vernacular	Nairobi, Rift valley and entire Nyanza Province
Mbaito FM	Dec, 2004	Vernacular	Nairobi and Eastern Province, Machakos, Makueni, Kitui, Mwing, Embu, and Meru.
Musyi FM	Sept, 2005	Vernacular	Nairobi and greater Eastern province
Chamge FM	Nov, 2005	Vernacular	Nairobi and Rift Valley Province
Muuga FM	Sept, 2005	Vernacular	Meru
Mulembe FM	May, 2005	Vernacular	Nairobi and Western Province
Kass FM	June, 2005	Vernacular	Nairobi, Rift Valley, Western and Nyanza Provinces
Community stations, 2004 02005, Lake Victoria (Osienala) FM, Mangelete FM, Taifa Radio			

Source: The Steadman Group, 2005

MARKET SEGMENTATION PROCESS

MARKET MAPPING

- 1 Market definition – “A customer need that can be satisfied by the product or service seen as alternatives”. It is based around what the customer perceive as distinct activities or needs they have which using alternative product or services.
- 2 The distribution and value added chain that exists for the defined market.
- 3 The decision makers in that market and the amount of product or service they are responsible for in their decision making.

SEGMENT CHECKLIST

- 1 Is each cluster big enough to justify a distinct marketing strategy?
- 2 Is the offer required by each cluster sufficiently different?
- 3 Is it clear which customer appears in each cluster?
If all “yes”, cluster = segment
- 4 Will the company change and adopt a segment focus?

ADOPTED FROM Malcolm Mc. Donald,
(2001), An introduction to Market
Segmentation, Cran Field university,
School of Management page 72

WHO BUYS

- 1 Recording information about the decision makers in terms of whom they are – customers profiling. Demographics, operating variable, situational factors, personal characteristics, purchase approach, purchasing function organization.
- 2 Testing a current segmentation hypothesis to see if it stacks up preliminary segments.

WHAT IS BOUGHT

- 1 Listing the features customers look for in their purchase – what, where, when and how.
- 2 Focusing onto those features customers use or select between the alternative offers available – key Discrimination Features KDFs

Forming Segments

- 1 By attributing a ‘score’ to all the CPIs for each micro-segment, the similarity between micro segments can be determined.
- 2 Micro-segments with similar requirements are brought together to form clusters.
- 3 Clusters are sized by adding the volume or values represented by each micro-segment

WHO BUYS WHAT

- 1 Building a customer “model” of the market – bases on either the different combinations of KDFs customers are known to put together, or derived from the random sample in a research project. Can be constructed by Preliminary Segment. Each customer in the model (sample) is called a micro-segment.
- 2 Each micro-segment is profiled using information from the data listed in “Who Buys”.
- 3 Each Micro-segment is sized to reflect the value or volume they represent in the market.

WHY

- 1 As customers only seek out features regarded as key because of the benefit(s) these features are seen to offer them, the benefits delivered by each KDF should be listed. For some customers it is only by combining certain KDFs that they attain the benefit (s) they seek – benefits should also be looked at from this perspective.
- 2 For thoroughness, benefits can be looked at from the perspective of each preliminary segment.
- 3 Once the CPIs for the market have been developed. These benefits are critical purchase influences CPIs. Perspective of each preliminary segment their relative importance to each micro-segment is assessed (by distributing 100 points between the CPIs)

Appendix 3

Operational Dimensions of Segmentation Practices

1. Meaning and Importance of market segmentation			
Dimensions of Segmentation	Relevant issues	Relevant Questions	
Meaning	Concept Knowledge	1	
Types of individual customers	Indicating the nature of individual radio listeners	2	
2. Criteria for Effective Segmentation			
Dimensions of segmentation	Expanded Dimension of segmentation	Relevant Issues	Relevant Questions
Size and Growth	• The size of the market • Growth potentiality	• Number of listeners – whether, small, medium or large	3 (a) & (b)
Measurable	• Willingness of the listeners to provide information	• Ability to establish number of listeners and their characteristics	3 (c) & (d)
Accessible	• Coverage of the market	• Ability to reach listeners	3 (e)

Actionable/responsiveness	• Listeners response or feedback to radio programmes	• Listeners complaints, compliments, suggestions and non-response	3 (f) & (g)
Differentiable	• Distinguishing listeners	• Ability to isolate listeners	3 (h)

3. Bases for Segmenting Consumer market

Broad Dimensions of Variables	Extended definition of variables	Relevant Issues	Relevant Questions
Demographics	Age	Listeners can be infants, youth, adults, or old age	6 (a) (i)
	Sex	Male, female	6 (a) (ii)
	Family life cycle	Single, newly married and married with children	6 (a) (iii)
	Income	Low, middle and high income earners	6 (a) (iv)

	Education	Listeners can be of primary, secondary, college and university education	6 (a) (v)
	Occupation	Listeners can be sportsmen, doctors and others	6 (a) (vi)
	Religion	Christians, Muslims, others	6 (a) (vii)
	Race	African, non-Africans	6 (a) (viii)
	Ethnic group	Tribes of listeners	6 (a) (ix)
	Nationality	Kenyan, Non-Kenyan	6 (a) (x)
Geographic	Country	Kenya	6 (b) (i)
	Regions	Western Kenya, Central Kenya	6 (b) (ii)
	Cities	Nairobi, Mombasa	6 (b) (iii)
	Towns	Nakuru, Eldoret	6 (b) (iv)
	Provinces	Western, Nyanza,	6 (b) (v)
	Districts		6 (b) (vi)

4. Segmentation process	Divisions		6 (b)
Dimension of stages		Relevant issues	(vii)
	Locations		6 (b)
Survey		Know the listeners	(viii)
	Residential area	and programmes they prefer	6 (b)
			(ix)
Behavioral	Benefits sought	Is it entertainment, news, sports or religious	6 (c)
			(i)
	User status	Non-listeners, previous listeners, others	6 (c)
Profiling			(ii)
	Usage rate	Regular listeners, one-time listeners, others	6 (c)
			(iii)
	Occasions	Music listeners, news listeners, others	6 (c)
			(iv)
Psychographics	Lifestyle	Urban, Rural, Muslim, others	6 (d) (i)
	Personality	Compulsive, authoritarian, ambitious	6 (d)
			(ii)
	Social class	Lower, middle, upper, working class, others	6 (d)
			(iii)

4. Segmentation process - Appendix 4

Dimension of stages	Questionnaire	Relevant issues	Relevant questions
Survey		Know the listeners and programmes they prefer	7
Analysis		Listeners prefer different programmes like, music, religious and others	7 b (i), (ii) & (iii)
Profiling		Grouping together listeners with similar needs and wants.	7 c

Appendix 4

Questionnaire

I kindly request you, on behalf of your organization, to please spare some time and answer the following questions to facilitate completion of this study. Your response will be treated purely for academic purpose.

PART A

General Information

- (i) Your name (optional)
- (ii) Your Job title
- (iii) Name of your radio station
- (iv) Please indicate the ownership of your radio station,

Private owned ()

Public owned ()

(Tick where appropriate)

- (v) How long have you been with your current employer?

Less than 5 years ()

Between 5 – 10 years ()

Between 10 – 15 years ()

More than 15 years ()

(Tick where appropriate)

(vi) How long has your radio station been operating?

Below 5 years ()

Between 6 – 10 years ()

Between 11 – 20 years ()

Over 20 years ()

(Tick where appropriate)

(vii) Which of the following programmes are offered by your radio station? (Tick appropriate boxes)

News bulletins (local and international) ()

Music ()

Film ()

Plays and comedy ()

Sports (local and international) ()

Interviews ()

Religious programmes ()

Weather reports ()

Advertisements ()

Commentaries ()

Press reviews ()

Business reports ()

Others specify ()

PART B

Market segmentation is defined as the process of dividing a total and heterogeneous market into sub-markets or divisions that are homogenous in nature.

1. Do you segment your market?

Yes

()

No

()

If your answer is yes, proceed to Section 1, but if no, proceed to Section 2.

Section 1

2. Indicate the nature of your individual customers by ticking the appropriate boxes.

a) Youth ()

b) Middle aged people ()

c) Old aged people ()

d) Married people ()

e) Professionals ()

f) Others ()

()

()

b) How do you prospect for listeners?

3. When segmenting your market, do you use the following criteria:

Yes No

c) How will you know the specific requirements of your listeners?

- | | | |
|---|-----|-----|
| a) Size of the audience | () | () |
| b) Growth potential | () | () |
| c) Characteristics of the listeners | () | () |
| d) Ability to identify target market | () | () |
| e) How to reach listeners with programmes | () | () |
| f) Whether the target market do listen to your programmes | () | () |
| g) Reactions of the listeners to your programmes | () | () |
| h) Differentiating listeners | () | () |

Section 2

4. Why do you not segment your market? (Tick where appropriate)

- | | |
|---|-----|
| a) Firm is too small | () |
| b) Have little knowledge about segmentation | () |
| c) All customers have similar needs | () |
| d) Market is not accessible | () |

5. Without formalised market segment:

a) How do you ensure that your services are suitable for all listeners?

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

b) How do you prospect for listeners?

.....

c) How will you know the specific requirements of your listeners?

.....

d) How will you know if listeners are satisfied or not?

.....

Market segmentation Sub-variables
 Variables

Scores

1 2 3 4 5

(a) Demographics

(i)	Age	Infants	☐	☐	☐	☐	☐
		Youth	☐	☐	☐	☐	☐
		Adults	☐	☐	☐	☐	☐
		Old aged	☐	☐	☐	☐	☐

(ii)	Sex	Male	☐	☐	☐	☐	☐
		Female	☐	☐	☐	☐	☐

PART C

6. To what extent has your radio station used the following variables to segment the market? Please tick the applicable variables to your organisation on the scale of 1-5, where:

5 to a very great extent

4 to a great extent

3 to a moderate extent

2 to a small extent

1 to no extent

Market segmentation Sub-variables
Variables

Scores

1 2 3 4 5

(a) Demographics

(i)	Age	Infants	☐	☐	☐	☐	☐
		Youth	☐	☐	☐	☐	☐
		Adults	☐	☐	☐	☐	☐
		Old aged	☐	☐	☐	☐	☐
			☐	☐	☐	☐	☐
(ii)	Sex	Male	☐	☐	☐	☐	☐
		Female	☐	☐	☐	☐	☐

(iii)	Family life cycle	Single	☐	☐	☐	☐	☐
		Newly married	☐	☐	☐	☐	☐
		Married with	☐	☐	☐	☐	☐
		Children	☐	☐	☐	☐	☐
(iv)	Income	Low income	☐	☐	☐	☐	☐
		Middle income	☐	☐	☐	☐	☐
		High income	☐	☐	☐	☐	☐
			☐	☐	☐	☐	☐
(v)	Education	Primary	☐	☐	☐	☐	☐
		Secondary	☐	☐	☐	☐	☐
		College	☐	☐	☐	☐	☐
		University	☐	☐	☐	☐	☐
(vi)	Occupation	Farmers	☐	☐	☐	☐	☐
		Teachers	☐	☐	☐	☐	☐
		Bankers	☐	☐	☐	☐	☐
			☐	☐	☐	☐	☐
(vii)	Religion	Christians	☐	☐	☐	☐	☐
		Muslims	☐	☐	☐	☐	☐
		Others	☐	☐	☐	☐	☐
			☐	☐	☐	☐	☐
(viii)	Race	Africans	☐	☐	☐	☐	☐
		Non-Africans	☐	☐	☐	☐	☐
(ix)	Ethnic group	Others	☐	☐	☐	☐	☐
(x)	Nationality	Kenyan	☐	☐	☐	☐	☐
		Non-Kenyan	☐	☐	☐	☐	☐

(b) Geographic

(i) Country	☐	☐	☐	☐	☐
(ii) Regions	☐	☐	☐	☐	☐
(iii) Cities	☐	☐	☐	☐	☐
(iv) Towns	☐	☐	☐	☐	☐
(v) Provinces	☐	☐	☐	☐	☐
(vi) Districts	☐	☐	☐	☐	☐
(vii) Divisions	☐	☐	☐	☐	☐
(viii) Location	☐	☐	☐	☐	☐
(ix) Residential areas	☐	☐	☐	☐	☐

(c) Behavioural

(i) Benefits sought	Entertainment	☐	☐	☐	☐	☐
	News	☐	☐	☐	☐	☐
	Sports	☐	☐	☐	☐	☐
(ii) User status	Non-listeners	☐	☐	☐	☐	☐
	Current listeners	☐	☐	☐	☐	☐
	Ex-listeners	☐	☐	☐	☐	☐
(iii) Usage rate	Regular listeners	☐	☐	☐	☐	☐
	One time listeners	☐	☐	☐	☐	☐
	Others	☐	☐	☐	☐	☐

(d) Psychographics

			Yes				
(i)	Lifestyle		()	()	()	()	()
c) Having done analysis, do you segment your listeners into groups such as:							
(ii)	Personality		()	()	()	()	()
			Yes	No			
(iii)	Social class	Age	Lower	()	()	()	()
		Sex	Middle	()	()	()	()
		Income	Upper	()	()	()	()
		Religion		()	()		
		Other		()	()		

PART D

7. The process of market segmentation involves three stages:

a) Do you do some survey to identify potential listeners?

Yes ()

No ()

b) Do you compile data on the following?

(i) Who listens to your programmes

Yes ()

No ()

(ii) What programmes they listen to.

Yes ()

No ()

(iii) Why they listen to those programmes.

Yes ()

No ()

c) Having done analysis, do you segment your listeners into groups such as:

	Yes	No
Age	()	()
Sex	()	()
Income	()	()
Religion	()	()
Other s	()	()
	()	()
	()	()
	()	()

Thank you for your co-operation in this exercise.

Letter of Introduction



UNIVERSITY OF NAIROBI

FACULTY OF COMMERCE

MBA PROGRAM – LOWER KABETE CAMPUS

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Telegrams: "Varsity", Nairobi
Telex: 22095 Varsity

P.O. Box 30197
Nairobi, Kenya

DATE 01/06/2006

TO WHOM IT MAY CONCERN

The bearer of this letter

EVANS SILVER KWENSO

Registration No:

AK/P/7450/02

is a Master of Business Administration (MBA) student of the University of Nairobi.

He/she is required to submit as part of his/her coursework assessment a research project report on some management problem. We would like the students to do their projects on real problems affecting firms in Kenya. We would, therefore, appreciate if you assist him/her by allowing him/her to collect data in your organization for the research.

The results of the report will be used solely for academic purposes and a copy of the same will be availed to the interviewed organizations on request.

Thank you.

JACKSON MAALU

CO-ORDINATOR, MBA PROGRAM



Appendix 6

Data analysis: Demographic variables

Variables	Scores					Mean score
	1	2	3	4	5	
Age: Infants	20	4	1	0	0	1.24
Youth	1	3	3	10	8	3.60
Adults	1	2	1	6	15	4.28
Old age	8	1	8	2	6	2.88
Sex: Male	17	0	1	2	5	2.12
Female	17	0	1	2	5	2.12
Family life: Single	5	7	4	1	8	3.00
Newly Married	4	2	16	0	3	2.84
Married with children	4	2	6	6	7	3.00
Income: Low income	8	1	5	7	4	2.92
Middle income	5	1	9	2	8	3.26
High income	9	5	6	2	3	2.40
Education: Primary	7	2	8	5	3	2.80
Secondary	3	1	9	4	8	3.52
College	3	0	9	5	8	3.60
University	4	6	7	1	7	3.04
Occupation: Farmers	11	1	1	6	6	2.80
Teachers	7	4	4	5	5	2.88
Bankers	7	6	5	2	5	2.68
Religion: Christian	8	2	5	0	10	3.08
Muslim	18	3	3	0	1	1.52
Others: Hindus and singhs	24	0	0	0	1	1.16
Race: Africans	10		2	1	12	3.20
Non-African	21	0	2	1	1	1.44
Ethnic Groups:	15	0	1	1	8	2.48
Nationality: Kenyan	10	2	1	0	12	3.08
Non-Kenyan	20	2	1	1	1	1.44

Source: Research data

Appendix 7

Data analysis: Geographic variables

Variables	Scores					Mean Score
	1	2	3	4	5	
Country	11	0	0	1	13	3.20
Regions	14	1	1	2	7	2.48
Cities	6	1	1	5	12	3.64
Towns	8	0	1	8	8	3.32
Provinces	16	1	1	2	5	2.16
Districts	20	2	0	2	1	1.46
Divisions	22	1	0	1	1	1.32
Locations	23	0	0	1	1	1.28
Residential areas	23	1	0	1	0	1.16

Source: Research data

Appendix 8
Data analysis: Behavioural Variables

Variables	Scores					Mean score
	1	2	3	4	5	
Benefits: Entertainment	0	1	0	2	22	4.80
News	0	0	2	15	8	4.24
Sports	0	1	8	7	9	3.16
User status: Non-listeners	4	3	1	4	13	3.76
Current listeners	0	0	5	1	19	4.56
Ex-listeners	3	3	1	11	7	3.64
Usage rate: Regular Listeners	1	0	0	3	21	4.72
One time listeners	2	2	2	11	8	3.84
Others	10	3	5	3	4	2.52

Source: Research data

Appendix 9

Data analysis: Psychographic Variables

Variables	Scores					Mean score
	1	2	3	4	5	
Lifestyle	6	1	0	3	15	3.80
Personality	8	2	3	1	11	3.20
Social class: Lower	11	1	0	4	9	2.96
Middle	6	0	2	9	8	3.52
Upper	9	2	7	3	4	2.64

Source: Research data