A BENEFIT BASED SEGMENTATION OF RADIO AUDIENCES IN NAIROBI: A CASE STUDY OF UNIVERSITY STUDENTS

BY

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A MANAGEMENT PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION (MBA) FACULTY OF COMMERCE UNIVERSITY OF NAIROBI
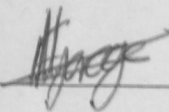
AUGUST 2000

DECLARATION

This project is my original work and has not been submitted for a degree in any other University.
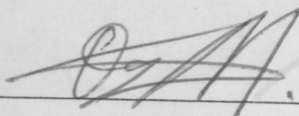
Signed _____

FRANCIS NJOROGE GACENGA

Date _____ 07-11-2000 _____

This project has been submitted for examination with my approval as the University supervisor.

Signed _____

DR. MARTIN OGUTU

Date _____ 07-11-2000 _____

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DEDICATION

This project is dedicated to my parents for all their love.

ACKNOWLEDGMENTS

I will begin by thanking my supervisor for his guidance throughout this project as well as during the preparation for this project in the two years of the MBA. I am particularly grateful for his teaching me how to fish.

I thank my parents and family for their love and support throughout the project and the MBA. I thank my father especially for inspiring confidence and always being there. I thank my mother for all the extra love and encouragement, never letting me give up. I would like to give thanks to my sister for her prayers and for believing in me.

My special and sincere thanks go to my fiancée for her enormous support throughout my MBA. For her sleepless nights typing the project as well as all the spiritual and material support.

Finally I would like to thank the Faculty at Lower Kabete for creating a most enriching experience through the MBA. It was truly unforgettable.

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EXECUTIVE SUMMARY

This is an exploratory case study that attempts to determine the possible segments for a restricted Nairobi radio audience using benefits sought. This case study was on University students in Nairobi.

Data was collected using a questionnaire, which was administered to a sample of the University students in Nairobi. The data collected was on a variety of scales ranging from nominal to interval. The interval scaled data was subjected to factor analysis in order to analyse interdependence of the variables while were all considered independent.

Two segments or clusters on the basis of benefit sought were identified. The two segments were the knowledge seeking segment and the self-enhancement segment. The segments were identified using Factor Analysis with Promax rotation.

The findings of the study can be used in applied research by the media houses that own the radio stations as well as the organisations that use radio in their marketing communications. The results can also be used as a basis for further research.

GLOSSARY OF TERMS

1. **BBC**   - British Broadcasting Corporation transmitting on 93.7 FM.
2. **CAPITAL**   - Capital FM Radio Station transmitting on 98.4 FM.
3. **CITIZEN**   - Citizen FM Radio Station transmitting on 106.7 FM
4. **FAMILY**   - Family FM Station transmitting on 105.2 FM
5. **KAMEME**   - Kameme FM Station transmitting on 101.1 FM
6. **KISS FM**   - Kiss FM Station transmitting on 100.3 FM
7. **KBC General**   - Kenya Broadcasting Corporation General Service on 95.6 FM
8. **KBC National**   - Kenya Broadcasting Corporation National Service on 92.9 FM
9. **METRO 101.9**   - Metro transmitting on 101.9 FM
10. **METRO EAST**   - Metro transmitting on 91.9 FM
11. **NATION**   - Nation FM transmitting on 96.4 FM
12. **SOUND ASIA**   - Sound Asia FM transmitting on 88.0 FM
13. **IQRA FM**   - Iqra FM transmitting on 95.1 FM
14. **CUEA**   - Catholic University of Eastern Africa
15. **LKC**   - Lower Kabete Campus of University of Nairobi
16. **UKC**   - Upper Kabete Campus of University of Nairobi
17. **MAIN**   - Main Campus of University of Nairobi
18. **CHIROMO**   - Chiromo Campus of University of Nairobi
19. **PARKLANDS**   - Parklands Campus of University of Nairobi
20. **CHSPNS**   - College of Health Sciences, Pharmacy and Nursing School at Kenyatta National Hospital Campus of University of Nairobi
21. **USIU-A**   - United States International University – Africa, Nairobi
22. **K.U.**   - Kenyatta University
23. **B1**   - News
24. **B2**   - Music
25. **B3**   - Opinions and Express views
26. **B4**   - Send and receive messages
27. **B5**   - Religious inspiration
28. **B6**   - Keep from being lonely
29. **B7**   - To relax
30. **B8**   - To listen to jokes and comedy
31. **B9**   - Win prizes
32. **B10**   - Political affairs
33. **B11**   - Information on Science and Technology
34. **B12**   - Information on the Arts
35. **B13**   - Information on the Weather
36. **B14**   - Information on products and services
37. **B15**   - Employment opportunities
38. **B16**   - Newspaper reviews
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CHAPTER ONE

1.0 INTRODUCTION

1.1 BACKGROUND

1.1.1 A BRIEF HISTORY OF RADIO IN KENYA

Radio was introduced in Kenya during the colonial period and was by then a simple gadget not very different from the Marconi wireless, which was the prototype of all radios. The first radio station in Kenya after independence was the Voice of Kenya (VOK). The VOK transmitted its signal countrywide through Short Wave (SW), Long Wave (LW) and Medium Wave (MW). At that time of independence radio receivers popularly worked through Amplitude Modulation (AM). Advances in technology resulted in the introduction of Frequency Modulation (FM) radio sets in Kenya and FM transmission began.

The VOK, which later became the Kenya Broadcasting Corporation (KBC) enjoyed a monopoly over radio airwaves and hence radio audiences in Kenya until 1997 when radio airwaves were liberalised. New radio stations came into the market and most transmitted their signal on Frequency Modulation (FM). FM is the favoured format due to its stereo quality sound and less interference. Carroll and Silbergleid, (1993) state:

> Today, FM is clearly the dominant medium among music intensive radio formats, due at least in part to its superior frequency response.

In the year 1997 KBC started Metro FM, which was followed by the BBC transmission on channel 93.7 FM. In 1998 Capital FM began transmissions on channel 98.4 FM and

Metro East (Eastern) began on 91.9 FM. The number of radio stations increased again in 1999 with Citizen FM on 106.7, Family FM on 105.2, Nation FM on 96.4 and Sound Asia FM on 88.0. In 1999 there was the introduction of satellite radio transmission through Worldspace. This allowed purchasers of the Worldspace receivers to have access to selected radio stations worldwide. The year 2000 has also seen the introduction of more FM radio stations and these include Kameme FM on 101.1 FM and Kiss Fm on 100.3. In a period of less than five years the number of FM radio stations have increased to 13.

In a personal interview, the Manager of Metro FM stated that the increase in the number of FM radio stations was also observed in other countries when the airwaves were liberalised. In Uganda for instance after liberalisation of the airwaves in the early 1990's the number of FM radio stations rose to 28 but only between 5 and 10 remain operational today. Initially most radio stations broadcasted their programs in English but today an increasing number of radio stations in Uganda broadcast their programs in the local Ugandan languages.

1.1.2 CURRENT PRACTICE IN NAIROBI

The radio market is rapidly changing as new radio stations join the market. This increase in competition for radio audiences and therefore business from sponsors is defining the way media houses conduct their business in Nairobi. Currently the FM radio stations in Kenya rely on in house research and the marketing departments expert opinion or gut feeling to segment their markets and position their services. This was established in a small survey conducted on a small sample of FM radio stations through personal

interviews. However Haley, (1968) notes that though it is possible to determine benefit segments intuitively, intuition can be very expensive when mistaken. Marketing history is replete with examples of products, which someone felt could not miss.

The other source of segmentation data for most FM radio stations is the media diaries published by Steadmans Research and media research done by Research International. There is also BPR (Business Process Reengineering) software provided by Research Solutions, which are computer generated media diaries that provide media tracking data on a real time basis. Steadmans' Research media diaries are used as the media industry standard since this is what the sponsors who buy advertising time use to gauge the suitability of the different FM radio stations. The media diaries segment radio audiences on demographic bases. A summary copy of the media diaries can be seen at the end of this document. However, it has been found that benefit segmentation determines consumer behaviour much more accurately than do demographic characteristics, Haley, (1968).

The radio stations do not know whom their customers are by benefit sought, information they would find valuable for strategic marketing. According to Haley, (1968) the belief underlying the benefit segmentation strategy is that the benefits people seek in consuming a given product are the basic reasons for the existence of true market segments.

The radio stations also would need to be able to map their audiences with the target markets of advertisers and their sponsors in order to increase their revenue.

Knowledge of the benefits sought by the radio audiences is lacking and would be helpful in serving the audience better. This would help the media houses keep up with the changing customer needs.

The information available from the media diaries does not help identify the direct and indirect competitors, something that would be achieved by benefit segmentation. Generalisations of segmentation studies show that an understanding of the benefit segments that exist within a market can be used to advantage when competitors introduce new products.

Some benefits sought may not currently be served and their identification would give the media houses a competitive edge.

The business community will find it easier to map their targets with the radio stations audience making the selection of the appropriate media for marketing communications more efficient. The business community will find it easier since the business's targets and radio audiences will be linked by the benefit sought.

Segmentation by benefit will provide information that will be valuable for measuring advertising effectiveness. By a reasonably deep understanding of the market segments advertisers will find it possible to reach them, communicate to them in their own terms, present a product in the best light and measure the activities and results involved.

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Segmenting Nairobi radio audiences by benefit sought may assist the academic community in understanding and applying marketing concepts and research methodology.

Segmenting Nairobi radio audience using benefits sought will also test the applicability of segmentation theory in Kenya.

Consumers will also derive higher utility if better services are to be offered as a result of the research since benefit segmentation focuses directly on customer needs.

1.1.3 THE USE OF RADIO

Radio is one of the basic possessions of Kenyan households and this is particularly true for Nairobi where almost every household owns a radio if not several radios. Radio is used as a medium of news, information, entertainment, and education. This was established by Chepkwony, (1992). Radios are common and it is a common sight in Nairobi and especially in the rural areas to see a person walking with a pocket size radio to his ear. Davis, (1985) noted:

> People listen to radio at home, in parks, or on beaches, in the car or at work, in offices and factories or on building sites. It thus reaches different people at different times and in different moods from other media.

In Kenya most businesses advertise and communicate on radio since, it is the electronic medium that has the widest reach countrywide. The radio is therefore a useful and powerful communication channel for business, political and social organisations. The 1999 Quarter 4 Diaries by Steadmans show that radio had the largest audience with 96% listening to radio followed by television at 85% of those sampled.

1.1.4 CHARACTERISTICS OF RADIO

Radio enjoys mass usage in Kenya. The Nairobi population has access to FM (Frequency Modulation) formats while all of Kenya has access to AM (Amplitude Modulation), LW (Long Wave) and SW (Short Wave) formats of radio signals. The availability of portable, pocketsize and car radios, has enabled radio transmission to be pervasive and can be received almost anywhere.

Advertisers enjoy speed and flexibility with radio and when compared to all other media, radio has the shortest closing period, in that copy can be submitted up to airtime.

Radio also may derive the benefit of the spoken word, which is more credible and readily accepted by audiences than written material. Stenhouse, (1995) identified speech as being inseparable from our consciousness. Articulated sound, she contested is paramount, not only to communication but thought itself relates in an altogether special way to sound, the medium of speech and sound is therefore powerful in its influence on consciousness.

Radio relies purely on sound transmission and this limits radio to the use of speech, music, and sounds to convey messages. This means that radio is limited as it lacks the impact of visual graphics, pictures, and motion.

1.1.5 THE ROLE OF RADIO IN SOCIETY

Radio is a flexible medium that allows the listener to perform other activities while listening to radio. Due to its nature radio is an important communication tool, which can be used to serve the public good or for commercial purposes. For commercial purposes radio can be used as a medium for marketing communications and has the advantage of ensuring a wide reach in terms of geographic coverage and time (all the FM radio stations in Nairobi operate 24 hours a day throughout the year) at a low unit cost.

Public service broadcasting uses radio to serve citizens by providing information and education. Public service radio is usually transmitted in AM formats while commercial broadcasting is in FM format.

This study will concern itself with commercial broadcasting, which is what is being undertaken by the greater majority of FM radio stations in Nairobi.

1.2 DEFINITION OF CONCEPTS
1.2.1 MARKET SEGMENTATION

The market segmentation concept is well defined and has been handled by many marketing professionals and academicians. Market segmentation is an important concept in the marketing philosophy of marketing orientation. It is at the very essence of the marketing concept itself Kotler, (1997) states:

The marketing concept holds that the key to achieving organisational goals consists of being more effective than competitors in integrating marketing activities toward determining and satisfying the needs and wants of target markets.

Market segmentation refers to the process of dividing large heterogeneous markets into smaller homogeneous segments. Market segmentation recognises that buyers differ in their wants, purchasing power, geographical locations, buying attitudes and buying habits. A definition is given by (Bass and King, 1968):

> The strategy of market segmentation is defined as the development and pursuit of different marketing programs by the same firm, for essentially the same product, but for different components of the overall market.

A market on the other hand can be defined as consisting of all the potential customers sharing a particular need or want who might be willing and able to engage in exchange to satisfy that need or want, (Kotler, 1997).

1.2.2 RADIO AUDIENCE

The conceptualisation of radio audience however, is problematic due to the nature of radio. Stenhouse, (1995) notes that a BBC audience researcher, Silvey in 1974 argued that in the process of taking over the word 'audience' from the theatre, cinema, or concert hall, the fact that the term cannot be applied to broadcasting in a similarly precise way has been overlooked. In the broadcast environment, the audience is not captive.

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A radio audience can be defined along a continuum with one extreme including all within earshot and the other extreme confining it to those who have given the broadcast their full attention.

In this study, radio audience will be defined as those individuals who listen to a radio station by choice or by exposure due to circumstances.

1.3 STATEMENT OF THE PROBLEM

The growth in the number of radio stations and the accessibility of worldwide radio stations locally through satellite as well as the changing Kenyan consumer has necessitated the segmentation of radio audiences. Media houses recognise that mass-marketing strategies cannot work in largely heterogeneous markets like Nairobi, which is the residence of a mix of different ethnic groups, races, professionals and religions as well as people of different attitudes, interests and opinions.

The only segmentation data available and widely accepted by sponsors, advertisers, and media houses is the quarterly media diaries provided by Steadman's Research. The media diaries are used as the industry standard. The media diaries use demographics as their basis of segmentation. The media houses surveyed all strongly indicated that the media diaries by Steadmans were deficient because they provided data that could not be used for strategic marketing planning. Most media houses subscribed to Steadmans media diaries, as this is the way they would know how the sponsors and advertisers perceive them in relation to other media houses.

During the personal interviews, it was indicated that the media houses and advertising firms continued to use the demographic data due to lethargy and a desire to maintain the status quo. The other research firms providing segmentation data such as Research International, Research Solutions and Media Initiatives also provide demographic segmentation data and have not achieved industry standard status.

There was a gap in information from researches conducted since none used behaviouristic or psychographic bases of segmentation. Some media houses felt that behaviour first behaviouristic or psychographic segmentation would be more relevant for their strategic marketing planning.

This research has chosen to use benefit segmentation because of the value derived from this type of segmentation as seen in researches conducted elsewhere in the world such as Haley, (1963), Yankelovich, (1964), Wind, (1978) and D'Amico, (1999). Benefit segmentation falls under the larger category of behaviouristic segmentation. Using benefit segmentation markets are classified and clustered based on the stated benefits sought by customers.

According to Mercer (1997) different customers or groups of customers look for different combinations of benefits and it is these groupings of benefits which then define the segments. Though there is no single best way of segmenting a market, benefit segmentation has been touted as a valuable segmentation basis for Strategic Marketing. Wilson, Gilligan and Pearson, (1995) indicate that among the behaviouristic segmentation bases benefit segmentation is the best known and most widely used and it is

based on the assumption that it is the benefits people seek from a product that provide the most appropriate basis for dividing up a market.

This research will therefore attempt to answer the questions,

1. What are the benefits that audiences in Nairobi seek from the different radio stations?

2. What are the possible segments for Nairobi radio audiences from a benefit-sought perspective?

3. What factors can explain the benefits a person is likely to seek by listening to a radio station?

1.4   OBJECTIVES OF THE STUDY

This research will attempt to bridge the information gap that exists in radio segmentation research by providing segmentation data on benefit sought which will be presented also with demographic and psychographic data for compatibility with what already exists in the industry.

The objectives are:

1. To identify the benefits that audiences in Nairobi seek from the different radio stations.

2. To identify the possible segments for Nairobi radio audiences from a benefit sought perspective.

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3.   To identify the factors that may possibly explain the benefits sought in listening to a radio station.

CHAPTER TWO

2.0   LITERATURE REVIEW

2.1   MARKET SEGMENTATION

Wendell Smith first articulated the concept of segmentation in a pioneering article in 1956. According to Bass and King, (1968) since the publication of this article, the concept of segmentation has permeated the thinking of managers and researchers a like as much, if not more, that any other single marketing concept since the turn of the 20th Century.

It can be argued that each individual constitutes a market segment since no two people are exactly alike in their motivations, needs, decision processes and buying behaviour. However, it is not yet presently practical to segment markets to individuals, developing specific marketing mixes tailored to suit the need of each individual. This means that there are characteristics that a practical market segment should possess. This is reiterated by McDonald, (1995):

> ... it is clearly uneconomical to make unique products for the needs of individuals except in the most unusual circumstances. Consequently products are made to appeal to groups of customers who share approximately the same needs.

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2.1.1 CHARACTERISTICS OF A USABLE MARKET SEGMENT

It is important to note that if market segmentation is used when it is not warranted then an organisation might be faced with huge losses, which will also have a negative impact on consumers. Segmentation is unwarranted where the market is smaller and sub dividing it into smaller segments would result in unprofitable quotas as a result of massive losses on economies of sale. It is also not strategic to segment markets, which rely heavily on heavy users. When a brand enjoys dominance in a market it also need not use a segmentation strategy.

If a segmentation strategy is used a good segment (Engel, Warshaw and Kinnear, 1991) is one which has the following characteristics:

1)   the segment should be of sufficient size and market potential to justify the investment of marketing funds and the firm's resources.
2)   the market potential of the segment should be measurable
3)   the segment should be accessible through available channels
4)   the segment should show clear variations on market behaviour in comparison with other segments, that it should be differentiated.

2.1.2 APPROACHES TO SEGMENTATION

There are various approaches to market segmentation. Two general approaches are *a priori* and *post hoc*. The *a priori* approach entails the definition of the segmentation criteria by the researcher, in advance. In the *post hoc* approach the criteria for segmentation are determined after analysis. A set of questions is developed to detect the

attitude, interest and opinion of the respondents and depending on their responses are clustered into homogeneous groups or segments based on the similarity of their responses.

Rao and Steckel, (1998) describe the general approaches to segmentation from a different perspective:

> Given the importance of descriptor – behaviour pairings and links managers must take a decision as to how to proceed. They essentially have two choices. They can form prototype segments with descriptor variables and search for commonalties in behaviour among consumers with common descriptors or they can start with behavioural variables and search for descriptors that correspond to the relevant behaviour.

The two approaches are referred to as descriptor first and behaviour fist. The behaviour first approach is a four-step procedure:

1. Identify the behaviour of interest.

2. Measure it for a sample of consumers.

3. Cluster the sample into segments.

4. Find descriptors that are appropriate for each segment.

This research adopts a *post hoc*, behaviour first approach to market segmentation since this will tend to be more customer oriented as it begins with the customer and does not impose assumptions made prior to market research. This approach has also been adopted since the *a priori*, descriptor first approach is what is currently being used to segment

radio audiences and as seen before does not provide information relevant for strategic marketing.

2.1.3 PROCEDURE FOR MARKET SEGMENTATION

Market segmentation of radio audiences is usually conducted in-house by the organisation or contracted to market research firms, which either deliver syndicated research or custom research. Syndicated research is done by a market researcher for all the radio stations, for example the media diaries by Steadmans Research and Research Solutions. Custom research is done for a particular radio station and is tailored to suit its needs.

Different authors have suggested different procedures for market segmentation. Mercer, (1997) suggests a five step process:

1. Background investigation – undertake a desk research which will best inform the researcher and the marketer, as to what the most productive segments are likely to be.

2. Qualitative research – the dimensions that are important to these consumers and the 'language', which is used by them, should be first investigated by qualitative research such as group discussions.

3. Quantitative research – using the dimensions identified in the previous stage attitudes to the brand and its competitors are measured.

4. Analysis (the most important stage of segmentation). Usually some form of factor analysis is used to group together the variables that are almost interchangeable in

the consumer's eyes. Then cluster analysis is used to create the specified number of groups/segments of consumers.

A different procedure is suggested by McCarthy and Perreault, (1993):

1.   Name the broad product-market

2.   List potential customers needs

3.   Form 'homogeneous' sub-markets

4.   Identify the determining dimensions

5.   Evaluate why product-market segments behave as they do

6.   Make a rough estimate of the size of each product market segment

Kotler, (1997) offers the following classification:

1.   Survey stage – the researcher conducts exploratory interviews and focus groups to gain insight into consumer attitudes, motivation and behaviour. The findings help in developing a formal questionnaire.

2.   Analysis stage – the researcher applies factor analysis to the data to remove highly correlated variables, then applies cluster analysis to create a specified number of maximally different segments.

3.   Profile stage. Each cluster is profiled in terms of its distinguishing attitudes, behaviour, demographics, psychographics and media patterns.

More detailed procedures are advanced by Rao and Steckel (1998) who propose different processes for descriptor-first and behaviour-first segmentation. The behaviour-first approach that will be used by this case study involves a sequence of four steps:

1. Identify the behaviour of interest.

2. Measure it for a sample of consumers.

3. Cluster the sample into segments.

4. Find descriptors that are appropriate for each segment.

In the descriptor first approach steps 3 and 4 are specified in advance.

Further classification is found with Evans, Moutinho and Raaij, (1996) who describe forward and backward segmentation:

> Forward segmentation would be where it has been decided to segment according to the level of usage (active variable) and then to conduct research to determine the (say) demographic characteristics (passive variables) of the different users.
>
> Backward segmentation is where segments are for instance formed on lifestyle variables or on the basis of similar attitudes, interests and opinions (active variables). Then the formed segments are described in terms of their buying behaviour (passive variable).

The marketing problem, the timing, and the availability of relevant data and similar considerations dictate according to Lillien and Rangaswamy, (1998) the approach adopted. They argue that segmentation has two phases:

1. Segment the market using demand variables (e.g. customer needs, wants, benefits sought, problem solutions desired and usage situations).

2. Describe the market segments identified using variables that help the firm understand how to serve these customers (e.g. shopping patterns, geographic locations, clothing size) how to talk to these customers (e.g. media preference and use attitudes, activities, interests and opinions) and buyer switching costs.

This case study will adopt the segmentation procedure advanced by Rao and Steckel, (1998) which is closely related to that given by Kotler, (1997).

2.1.4 BASES FOR SEGMENTATION

Segmentation bases can be developed from different frameworks. The most basic segmentation in marketing is that between the consumer markets and business markets. The consumer markets are made up of all the final users of a product while the business market is made up of all the consumers who purchase a product for intermediate use.

This study deals with consumer markets since the radio audience of Nairobi residents are the final users/consumers of the program offering by the different FM radio stations. The radio audiences are the targets of the products and services advertised by sponsors and other business and non-business advertisers who make up the business market for the media houses.

Consumer markets are usually classified on the dimension of the consumers' state of being or on the consumers' state of mind. In terms of the consumers state of being the

bases for segmentation include geographic and demographic data. The dimension of consumers' state of mind gives us psychographic and behaviouristic bases. The relevant bases for segmentation will depend on the consumer characteristics as well as the consumer responses. Each basis of segmentation has its strengths and weaknesses. According to Engel, Warshaw and Kinnear, (1991):

> Bases of a demographic or geographic type, together with selected psychographic and behavioural bases such as product usage rate, attitude towards brand, and preferred values and benefits, are the most widely used in current practice.

Bases for segmentation have been grouped into different categories by different authors. Wilson, Gilligan and Pearson, (1995) group them into four categories:

1. Geographic and geo-demographic

2. Demographic

3. Behavioural

4. Psychographic

Evans, Moutinho and Raaij, (1996) classify the segmentation bases into three levels:

1. The general level – demographic and pychographic bases

2. The domain-specific level – benefit segmentation

3. The specific level – customer segmentation

According to Wind, (1978) the best approach to segmentation depends on the reasons for undertaking the study. He argues that there is no single best segmentation base. He proposes the following framework:

- For General Understanding of a Market

  Benefits sought

  Product purchase and product use patterns

  Needs

  Brand loyalty and brand switching patterns

  A hybrid of the variables above.

- For Positioning Studies

  Product use

  Product preference

  Benefits sought

  A hybrid of the above variables

- For New-Product Concepts (And New-Product Introduction)

  Reaction of new concepts

  Benefits sought

- For Pricing Decisions

  Price sensitivity

  Deal proneness

  Price sensitivity by purchase/use patterns

- For advertising decisions

  Benefits sought

  Media use

  Psychographics/lifestyle

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- For Distribution Decisions

  Store loyalty and patronage

  Benefits sought in store selection

Lillien and Rangaswamy, (1998) offer a further and more detailed classification of bases of segmentation postulating that many combinations of variables can be used to describe a market. In determining strategy the variables selected should assist the researcher measure the size and purchasing power of the segments, determine the degree to which the segments can be reached and served and develop effective programs to attract customers.

They list common bases and descriptors in the table below:

Table 2.1 Common Segmentation Bases and Descriptors

	CONSUMER	INDUSTRIAL
Segmentation bases	Needs, wants, benefits, solutions to problems, usage situation, usage rate	Needs, wants, benefits, solutions to problems, usage situation, usage rate, size, industry
Descriptors • **Demographics/ Firmographics**	Age, income, marital status, family type and size, gender, social class, etc	Industry size, location, current supplier(s), technology, utilisation etc.
• **Psychographics**	Lifestyle, values and personality characteristics	Personality characteristics of decision-makers.
• **Behaviour**	Use occasions, usage level complementary and substitute products used, brand loyalty etc.	Use occasions, usage level complementary and substitute products used, brand loyalty order, size, applications etc.
• **Decision making**	Individual or group (family) choice, low or high involvement purchase, attitudes and knowledge about product class, price sensitivity etc.	Formalisation of purchasing procedures, size and characteristics of decision making group, use of outside consultants, purchasing criteria; (de) centralised buying, price sensitivity, switching costs, budget, cycle etc.
• **Media patterns**	Level of use, types of media used, times of use etc.	Level of use, types of media used, times of use, patronage at trade shows, receptivity to salespeople etc.

Source: Lillien and Rangaswamy, (1998)

2.1.4.1 DEMOGRAPHICS

A consumers motivation to buy is determined at times by the demographics which include age, sex, education, ethnicity, occupation, religion, race, nationality, family size, family life cycle, to mention but a few.

Demographic bases are a major method of segmentation and probably the most frequently used. It is based on the assumption that markets can be subdivided into groups on the basis of one or more demographic variables. Demographic bases are attractive to most researchers because of the relative ease of accessibility of demographic data and the ease of interpreting demographic data. Researches have established a high correlation between purchase behaviour and segmentation variables, accounting for its continued use.

According to Rao and Steckel, (1998):

> Demographics are among the most popular variables used in segmenting consumer markets for several reasons. First, they are easy to measure. Furthermore segments defined by demographics are often very large and accessible by various communications media and distribution channels. In addition demographic data can be very inexpensive and are often project-able.

Gender and sex is commonly used since it is observed that some products appeal more to men than to women and vice versa for example clothes, cosmetics, deodorant, soap, to mention but a few.

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Ethnicity today is quite pronounced worldwide and as the world progresses people continue to accept that there can be harmony in diversity. There exist many ethnic subcultures (Engel, Warshaw and Kinnear, 1991) with a distinct set of values and norms and marketers now recognise that they cannot treat the different ethnic groups as an indistinct part of society.

Religion defines the moral values, aspirations, beliefs and behaviour of the adherents. There is a lot of common practice amongst people who subscribe to the same religion. Religious beliefs are usually deep-seated and very controlling. The dressing style, eating habits and general conduct of those belonging to a certain religion is usually clearly spelt out and used to distinguish members of one religion from another.

A person's occupation will usually be as a result of his education. In addition to this a person's occupation will dictate the person's lifestyle and will therefore usually be significant in determining their product preferences.

Segmentation by income is also popular. Demand depends on the purchasing power of consumers. However, income is usually problematic since the researcher should decide the unit of analysis that is whether to use per capita or per receiver income, type of income, whether net, gross or disposable.

2.1.4.2 GEOGRAPHIC

It is one of the earliest and also widely used bases of segmenting markets. Many companies have different prices for their products based on the geographic region. For example the price of a bottle of Coca-Cola is different in Kenya, Italy, and USA. Geographic segmentation entails the division of markets into different geographic units such as countries, regions, provinces, towns and locations.

2.1.4.3 PSYCHOGRAPHICS

Psychographic segmentation describes segments on elements such as personality, values, and lifestyle, which are the psychological aspects of consumers. The definition of these psychological elements used in psychographics is usually contentious and there is no universally accepted definition of psychographics.

Psychographic segmentation is difficult and expensive to implement since it requires the measurement of people's inner thoughts, values and feelings. The relationship between psychological variables and consumer buying decisions are not direct and can usually be interpreted in various ways.

Psychographics has however continued to be used to supplement demographics with successful results for example many organisations segment their market on the basis of lifestyle. Another example is the LSM (Living Standards Measures) used in South Africa applies psychographics, Stenhouse, (1995).

2.1.4.4 BEHAVIOURISTIC SEGMENTATION

This type of segmentation is also referred to as segmentation by consumer responses. The bases used are benefits sought, user status and usage rate as well as buying occasions.

According to Kotler, (1997):

> In behavioural segmentation, buyers are divided into groups on the basis of their knowledge of, attitude toward, use of, or response to a product. Many marketers believe that behavioural variables – occasions, benefits, user status, usage rate, loyalty status, buyer-readiness stage, and attitude are the best starting points for constructing market segments.

BENEFIT SEGMENTATION

Benefit segmentation has been described as a powerful basis of market segmentation Kotler, (1997), D'Amico, (1999) Stenhouse, (1995) and Mercer, (1997), Kibera and Waruingi state that benefit segmentation is superior to other segmentation strategies in that it stresses directly the wants and desires of consumers rather than any characteristics or behavioural pattern related to their satisfaction.

Buyers will usually buy a product or service so as to derive more than one benefit however there is the principal benefit that consumers seek. Benefit segmentation is concerned with the principal benefits that buyers seek. Benefit segmentation also aims at determining the different benefits that the different brands available deliver.

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An early and widely quoted benefit segmentation research was one done by Haley in 1963 on the toothpaste market, Kotler, (1997), Wilson, Giligan and Pearson, (1995) and Evans, Moutinho and Raaij, (1996).

Yankelovich, (1964) whose research assisted the Timex Watch Company also successfully used benefit segmentation in the watch market of the U.S.A. to segment its watch markets using benefits making it one of the leading watch companies in the world. In Kenya Nganga, (1991) found that canned vegetables, fish, oil and fats industries used demographic and behavioural variables in segmenting their markets. Nzyoka, (1993) found that the commercial banks in Kenya segment their markets to a large extent with only 17.4 per cent not segmenting their markets. Benefits sought, user status and loyalty were the commonly used bases in segmenting markets in all groups of commercial banks in Kenya. He found that benefits sought was used by 74 per cent of the banks, user status, 70 per cent, loyalty of customer and income, 61 per cent, population density, 56 per cent and region, 52 per cent.

OCCASIONS

Consumers can be grouped according to their use occasions of a product, purchase occasions and need occasions. Firms trying to expand product usage and identify needs that mark occasions in the human life can use this base of segmentation. Occasion segmentation has been used in the airline industry, photography industry and soft drink companies.

USER STATUS

Markets can be segmented into groups of non-users and users. The users can be further into ex-users, light-users, heavy users and regular users.

USAGE RATE

Segmentation may be based on the usage rate where consumers can be classified into light, medium and heavy users. Heavy users are usually an important segment since they make up the bulk of sales though they are a small percentage of the market. It usually costs less to attract one heavy user than to attract several light users. Usage rate has been used in the segmentation of beer markets.

2.1.4.5 SYNOPSIS ON BASES OF SEGMENTATION

Segmentation variables can be described as objective or subjective. An objective variable can be measured unambiguously for example age and gender. Subjective variables are mental constructs such as attitudes and intentions. The segmentation variables discussed in the previous sections can be classified in the table below.

Table 2.2 Classification of Segmentation Variables

	OBJECTIVE	SUBJECTIVE
General level (consumption)	Income, Age, Educational level, Geographic area	Lifestyle, General values, personality
Domain-specific level (product class)	Usage-frequency substitution complementarity	Perception, attitude, preference, interests, opinions Domain-specific values
Specific-level (brand)	Brand loyalty (behaviour) Usage and frequency	Brand loyalty (attitude) Brand preference, purchase intention

Source: Evans, Moultinho and Raaij, (1996)

Examples of Benefit Segmentation

Table 2.3   Toothpaste Consumer Benefit Segments
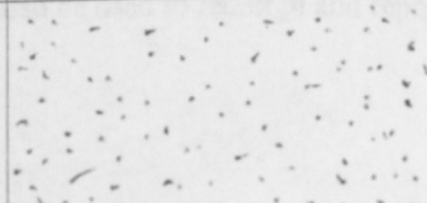
	SENSORY SEGMENT	SOCIABLE SEGMENT	WORRIER SEGMENT	INDEPENDENT SEGMENT
Main Benefit	Flavour, Appearance	Bright Teeth	Decay Prevention	Price
Demographic factors	Children, youth	Teens, families	Large families	Men
Lifestyle factors	Hedonistic	Active	Conservative	Concerned with value
Brands	Colgate, Stripe	Ultrabrite, Macleans	Crest	Cheapest own labels brands on sale

Source: Evans, Moutinho and Raaij, (1996) based on Haley, (1963)

Patterns of Market Segmentation

Three different patterns emerge from segmenting markets based on consumer preferences, that is homogeneous, diffused and clustered preferences. In homogeneous preferences all the consumers have roughly the same preference. In diffused preferences consumers vary greatly in their preferences. In clustered preferences, the market by distinct preference clusters, called natural market segments.

Table 2.4   Basic Market Preference Patterns

HOMOGENOUS PREFERENCES	DIFFUSED PREFERENCES	CLUSTERED PREFERENCES

Adapted from Kotler, (1997)

2.1.4.6 BENEFITS OF MARKET SEGMENTATION

In general it can be said that both the consumer and the organisation benefit from effective segmentation.

Market segmentation is customer oriented, and thus is consistent with the marketing concept.

According to Stanton, Etzel and Walker, (1994) tailoring marketing programs to individual segments enables an organisation to be more efficient and make better use of its resources. A small firm will be able to compete with larger more established firms if it focuses on a segment rather than spreading its resources and efforts thinly over the whole market.

Development of strong positions in small segments fosters the growth of small organisations.

Many new products have been developed to fill gaps in the market revealed by segmentation research.

Market segmentation can also be used to redesign and reposition a product offering to the market.

Market segmentation assists in the proper formulation and implementation of marketing communications.

2.1.4.7 LIMITATIONS OF MARKET SEGMENTATION

One setback on market segmentation is that targeting variety of segments will usually increase the expenses of serving those segments. The increased expenses will be incurred in marketing communications, distribution channels and marketing promotions.

In price sensitive markets the strategy of market segmentation may not work since the consumers will be unwilling to pay for the additional cost of a differentiated product or service. The consumers will tend to go for the generic brands, which will usually be cheaper. This limitation usually leads to counter-segmentation, which is the reduction in the number of market segments through aggregation.

2.2 MARKET SEGMENTATION AND RADIO AUDIENCE RESEARCH

In the developing world numerous research studies on the segmentation of radio audiences has been conducted. Data is collected in the United Kingdom by Radio All Dimension Audience Research (RADAR), the Joint Industry Committee for Radio Audience Research (JICRAR). A classification of Residential Neighbourhoods (ACORN) to mention but a few.

In the United States of America (USA) several organisations conduct marketing segmentation studies on radio audiences these include Mediamark Research Inc. (MRI), Simmons, Arbitron, Nielsen, United States Census Bureau, Claritas, Donnelly and Microvision.

In South Africa the All Media Products survey uses psychographic segmentation bases through the Living Standard Measures (LSM) Stenhouse, (1995):

> Living Standards Measures (LSM) categorise individuals according to an eight point scale based on the possession of a range of durable household articles, access to reticulated water and electricity supplies, use of the various media and a wide range of demographics including income and others.

Borzillo, (1994) shows how block group coding from the United States Census Bureau, a lifestyle categorising system can be used by radio stations in charting their audience. This is proving to be more useful than the marketers' use of zip codes. Using zip codes assumes that people living in the same geographic area have the same buying habits. Block group coding, on the other hand, breaks down the data by describing the buying habits and lifestyle characteristics of specific street blocks. The main benefit of block group coding is to allow radio marketers to demonstrate the value of their audience to agencies and clients.

Media selection on the basis of demography has been criticised and behaviour segmentation been recommended in a recent study by D'Amico, (1999). He observes that in the vast majority of cases, both broadcast and print media are selected on their relative ability to reach a demographically defined target, for example men 18-34. Demography is criticised on three grounds:

1.   Demographic group membership is generally a very poor predictor of consumer behaviour.

2.   Indices are inappropriate statistics to use for defining target audiences.

3.   The contribution of non-target members is ignored.

In Kenya the findings of D'Amico, (1999) are observed that despite the 'traditional' method for media selection being seriously flawed it is still widely used. The reason for this can be traced to the fact that both television and radio are almost universally bought using this approach. This is because the suppliers of broadcast information (Nielsen and Aribitron for the U.S.A. and Steadmans Research and Research International for Kenya) only report their data with respect to "Key" demographically defined target groups. A second possible reason s that most media specialists are not aware just how poorly target audience membership predicts consumer behaviour and the potential cost-inefficiencies that can result from using a demographic target especially one that ignores the user and volume contribution of non target members.

Another research on radio audiences determined the meanings of radio to teenagers, Carroll and Silbergleid, (1993). They used the following open-ended questions in their preliminary questionnaires:

1.   "When you think of radio, what is the first thing you think of?"

2.   "How would your life be different if there were no radios?"

3.   "If you ran a radio station, how would it differ from the ones you listen to now?"

4.   "What do you like least about the stations you listen to now?"

The segmentation of Nairobi radio audiences will follow the recommendations and precedents set by the various researches conducted elsewhere in the world.

CHAPTER THREE

3.0 RESEARCH DESIGN

3.1 POPULATION

The target population were the students of universities in Nairobi. Universities in Nairobi include both public and private universities. These are University of Nairobi (all its campuses in Nairobi), Kenyatta University, Daystar University, United States International University – Africa, and Catholic University of East Africa. University students included both undergraduates and postgraduates.

Universities in Nairobi were selected because they have access to most if not all of the FM radio stations. Nairobi is the Central Business District and most of the media activities are concentrated in Nairobi. University students comprise people from all over Kenya and from diverse backgrounds and the findings of this population may shed light on a study of Kenyans as a whole.

3.2 SAMPLING

A non-probability sample will be used. The non-probability sample will be purposive. The purpose of the research is to explore the possible benefits that radio audiences in Nairobi seek in listening to radio. The research is a case study based on a restricted radio audience defined as university students resident in Nairobi. The research uses university students in Nairobi as a case in the identification of benefits sought in radio audience and in the possibility of segmenting radio audiences based on the stated benefits. The sampling frame used was campus's located in Nairobi. The focus of the research is only

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on the university campuses in Nairobi and therefore universities and campuses outside Nairobi were ignored.

Sampling was done by visiting the various campuses and approaching university students from different locations on campus. The questionnaires were administered to students at different times and locations. Some respondents were located at the campus libraries cafeterias, halls of residence while others were at the library, outside lecture halls, TV rooms, sports fields, parks or by the campus entrance. A variation of responses was achieved by sampling people at different places as well as at different times. Some questionnaires were administered in the morning, others in the afternoon, and evening and others at night. Demographics were also used to get as many varied responses as possible. Students pursuing various degree courses and at different levels at the university were sampled. Gender and marital status were also used to vary the responses. A summary of the characteristics of the sampled respondents can be seen in Table 1.1and Table 1.2 in Appendix I. The study used sampling with replacement.

3.2.1 SAMPLE SIZE

A sample size of 250 respondents was targeted. 300 respondents were sampled to facilitate replacement. The sample size is *ad hoc* since for this case study it is estimated to be adequate. A sample size of 250 was also selected as it compared well with 200 respondents used by the Media Diaries. Sampling was campus based and the respondents were sampled in the following numbers: 7 from CUEA, 15 from LKC, 14 from Daystar, 21 from UKC, 22 from UON main campus, 22 from Chiromo, 24 from Parklands, 27 from USIU-A, 27 from CHSPNS and 53 from KU. CUEA had a small count as the

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students were out of campus for their semester break. The seven sampled happened to be at the campus by mere chance.

3.3 DATA COLLECTION

The primary data collection instrument used was the questionnaire a copy of which is presented in Appendix I. The researcher with the help of a research assistant administered the questionnaires to the respondents and waited for the respondents to fill it in and then picked it immediately or made arrangements to collect it later. The questionnaire was administered to the respondents at their halls of residence, cafeterias, dinning halls, and libraries and all over the campus compounds.

The questionnaire has three sections. In Section A of the questionnaire open-ended and close-ended direct questions are used to identify the benefits that the radio audiences seek. In Section B of the questionnaire Likert scale (rating) questions, closed and open-ended questions are used to identify possible segments existing for the radio audiences. Ranking questions and rating questions are also used in Section B to identify possible segments existing for the radio audiences. Questions on personal details were included in Section C. The personal details helped in giving the demographic data needed to make the comparison between this research and that currently done in the media industry. The questionnaire was administered during the month of July 2000. Incomplete questionnaires and those with suspect responses that appeared inconsistent were discarded.

3.3.1 DATA EDITING AND CODING

Data collected was first edited in the field after collection, where completed questionnaires were separated from incomplete questionnaires. Further editing was the office edit where legibility, comprehensibility, and consistency were checked. At the office edit the questionnaires were scrutinized to ensure that no sections or pages were omitted.

Some questionnaires used had some sections not filled out by the respondents or the question was incorrectly answered. In question 7 of Section A of the questionnaire some respondents ticked on more that the six main benefits, this problem was solved by using question 3 to identify the six main benefits since both questions were similar. The difference between question 3 and question 7 in Section A was that, question 3 is open-ended while question 7 is close-ended.

The coding of the close-ended questions and scaled questions was straight forward as it was part of the questionnaire design. Coding of the open-ended questions, such as on the main benefits derived involved summarizing the benefits identified into similar groups, which resulted in 23 benefits sought and 5 reasons for listening to radio.

Tabulation was done through the hand tally and simple tabulation was used for single variables and cross tabulation was used for multiple variables. The summary tallies were then input into computer and summary statistics were calculated using the computer software package, Microsoft Excel (Ms-Excel). Descriptive statistics, standardisation and

factor analysis were done through the computer using the Statistical Package for Social Sciences, (SPSS).

3.4 DATA ANALYSIS

Of the 300 questionnaires administered 248 were returned on time and out of this 16 were discarded as they were spoilt and only 232 were usable. Analysis was based on 232 usable questionnaires. Descriptive statistics were used to summarise the data. Percentages, simple tabulation and measures of central tendency were also used.

Data collected was analysed using factor analysis. Factor analysis was used for data summarisation and substantive interpretation.

The behaviour of interest was choosing to listen to a certain radio station and the benefit sought was taken to be the motivating factor in radio station choice. The different benefits sought constituted the independent variables that were analysed through factor analysis. These were used in answering the first question of the research.

Factor analysis was used to cluster the audiences on the basis of the benefits sought. By using factor analysis different segments, which are heterogeneous but are made up of homogeneous elements were identified. The second and third question of the research was answered through this factor analysis and the descriptive statistics.

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CHAPTER FOUR

4.0 DATA ANALYSIS

In this research the first objective was to identify the benefits that audiences in Nairobi seek from the different radio stations. The benefits were captured through section A of the questionnaire by soliciting direct responses. An open-ended question on benefits derived from listening to radio was first asked and later a closed-ended question on the same was asked.

Using summary, descriptive statistics some of the benefits that audiences in Nairobi seek from the different radio stations were identified.

The second objective was to identify the possible segments for Nairobi radio audiences from a benefit sought perspective. This entailed the analysis of interdependence among the benefits identified. Factor analysis was used to summarise or reduce the data as well as provide substantive interpretation and to draw conclusions.

In total 23 benefits were identified by the respondents. The factor analysis was focused on the set of interrelationships displayed by the 23 variables and pair-wise correlations were used to develop a correlation matrix. The raw data was weighted, standardised then tabulated, after which a pair-wise correlation matrix was developed. The raw data was weighted by multiplying the number of respondents by the assigned score for each variable. The assigned scores are presented as follows: for frequency of listening "very rarely" was given a weight of 1, "rarely" a weight of 2, "moderately" a weight of 3,

"frequently" a weight of 4 and "very frequently" a weight of 5. Duration was scored by

giving "less than 1 hour" a weight of 3, "1hour" 2 and "more than 1hour" 3. Weighting

used the formula:

$$x = fx \text{ where } x = \text{the observed variable and } f = \text{the number of}$$

observations.

Standardisation was done using the formula:

$$z = \frac{(x - \mu)}{\partial}$$

where, x = the weighted observations and μ = the mean and ∂ = the standard

deviation.

The weighted and standardised result is presented in Table 3.1 in Appendix III.

4.1 THE BENEFITS SOUGHT FROM DIFFERENT RADIO STATIONS BY NAIROBI AUDIENCES

23 benefits were identified. The university students residing in Nairobi indicated a variety

of benefits sought in listening to radio. The different benefits sought were summarised

into 23 items and there were five reasons identified for radio audience. A list of the

benefit identified with the respondents seeking the benefit sought is presented Appendix

I, Table 1.3 and Figure 1.3. The leading benefit sought for radio audience among the

respondents was music, closely followed by News. The benefit identified as 'to relax'

included such sentiments as to release stress, to spend free time, and to escape from busy

schedule. Religious inspiration covered items such as to fellowship, meditation, gospel,

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moral inspiration, and spiritual uplifting. To get information on events and occurrences included to get to know of the latest hot spots and notices such as obituaries and social meetings and dates. Entertainment covered to kill boredom, to enjoy self, pleasure and leisure. To hear others opinions and express views covered debates and to know how others think, as well as get acquainted with other people's ideas. The six leading benefits identified were to listen to music, to listen to news, to relax, to get religious inspiration, to get information on events and occurrences and entertainment, respectively.

A presentation of the percentage of benefits sought by sex is presented in Table 1.4 A & B and Figure 1.4 A & B in Appendix I and it is observed that there appears to be differences in benefits sought based on the respondents sex. The six main benefits for males were music, news, relaxation, information on events and occurrences, religious inspiration and sports updates. For the female respondents the six main benefits in order of rank were music, news, religious inspiration, to relax, information on events and occurrences and entertainment.

4.1.1 THE REASONS FOR LISTENING TO RADIO

Four main reasons were identified for radio audience amongst the respondents. The leading reason was listening to radio because of the presenter, followed by the style of presentation, timing of the programs and due to clear reception. A minute percentage listened to radio because their friends listened to the same station. This is seen in Table 1.4 A & B and Figure 1.4 A & B.

4.1.2 ATTITUDE TOWARDS RADIO AND RADIO STATIONS

When the respondents were asked open questions on their attitude towards radio and radio stations the leading thought that first comes to mind when thinking of radio was music followed by news, entertainment and information on events and occurrences. This is seen below in Table 1.5 and Figure 1.5.

When asked how their life would be different without radio the leading sentiment was boredom or dullness, followed by being uninformed and then loneliness. This is represented in Table 1.6 and Figure 1.6.

The main reason for changing channels was better music, better presentation, preferred particular program, better news, to experience variety and for clear reception. A detailed presentation is seen in Table 1.7 and Figure 1.7 in Appendix I. Some respondents indicated that they do not change channels and their main reasons for listening to one channel was because of their religious beliefs. The response to a hypothetical radio ownership by the respondents had responses that were not widely varied. The majority indicated that it would differ by giving a better variety of programs, target majority of people, play better music, employ young talented, qualified presenters, specialise, play African music, have less talk in between programs and give more educational programs. This is presented below in Table 1.7 and Figure 1.7.

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4.1.3 BENEFITS SOUGHT AND REASONS FOR LISTENING AT DIFFERENT TIMES

The main benefit sought by audiences listening in the morning was to listen to news followed by music, then followed by the availability of time and to start the day. In the afternoon the main reason was to listen to music followed by listening to news, relaxing and entertainment. The evening had relaxing as the main benefit sought followed by listening to news, music, and then entertainment. In the night the leading reason was to relax, followed by music, and then news and then entertainment. This is summarised in Table 1.9 and in Figure 1.9 in the appendix.

4.1.4 BENEFITS AND PROGRAM PREFERENCE FOR THE EXISTING RADIO STATIONS

12 FM radio stations were identified as having audience amongst the respondents during the time of research this are, BBC, Citizen, Capital, Family, Kameme, KBC National Service, KBC General Service, Metro 101.9, Metro East, Nation, Iqra, Kiss FM. Table 4.2.1 and Figure 4.2.1 in Appendix II give channel preference by sex and marital status amongst the respondents.

When asked to rate the programs offered by the different radio stations, Advertisements on Capital were the most liked in all radio stations, that is the leading majority rated capital advertisements as most liked on a scale of 1 to 5. Capital Business reports were the most liked. KBC Documentaries were the most popular. For Interviews, Nation was the leading radio station in those most liked. Most liked foreign music was that played on Capital FM. The most liked local music was that played by Metro 101.9 FM. The preferred local news bulletin was from Nation FM as well as the International news. The

most liked phone-in competitions were those from Capital FM. Nation FM had the most like phone-in talk shows. The most favoured press reviews were those from Nation FM; the highest rated religious program most liked was Family FM. The most liked sports programs were from Capital FM. Capital Traffic programs were the most liked by the majority of respondents. Capital weather reports were the most liked.

The most liked program in the BBC was international news while the least liked was the local music. The most liked program in Capital FM was Foreign/International music and the least liked was religious programs. Citizen FM had its local news bulletin as the most liked program and traffic updates as the least liked program. Religious programs at Family were the most liked. Local music in Kameme was the most liked and phone in competitions least liked. KBC General had its documentaries as most liked of all its programs while phone in competitions were the least liked. In Metro FM local music was the most liked program while press reviews were the least liked. In Nation FM local news bulletins were the most liked and religious programs were the least liked. For Kiss FM the most liked program was foreign music while the least liked was educational documentaries.

In interpreting the Likert scale rating question on the extent of liking of programs for a particular radio station of choice it was observed that the respondents scored objects on the scale for programmes not presented by some radio stations, such entries were ignored for example news bulletins on Family FM and Kameme FM.

Though KBC National had 68 respondents indicating that they listened to it, it was rated as among the top three favourite questions by only one respondent and thus was therefore not included in the analysis of this particular question. Metro East also had 9 respondents indicating they listen to it but only one rated it among the top three favourite radio station and thus it was excluded from this particular question.

Sound Asia was listened to by only one respondent and could therefore not be used for analysis in this question.

4.1.5 ATTITUDE TOWARDS PRESENTATION OF PROGRAMS BY THE EXISTING RADIO STATIONS

For the radio stations rated as the top three favourites Family had the highest percentage 94% of its listeners agreeing completely that its programs are useful to the audience. KBC General had 20%, which was the highest agreeing completely that its programs are too long. 36% of Metro 101.9 FM's listeners completely agreed that its advertisements were too many. Metro 101.9 FM's listeners also completely agreed that the presenters talk too much with 61% completely agreeing. 77% of BBC listeners agreed completely that BBC programs were of high quality. A more detailed classification is found in Appendix II, Table 4.2.11 (a), (b) and (c).

4.2 POSSIBLE SEGMENTS FOR NAIROBI RADIO AUDIENCES FROM A BENEFIT SOUGHT PERSPECTIVE

Factor analysis was used to determine the clusters of benefit-sought segments for Nairobi radio audiences. A table was formed by aggregating the benefits sought with the duration and frequency of listening to radio. This is presented in Table 3.1 in Appendix III, which is a weighting and standardisation of the data in Table 4.2.1 below. Both frequency and duration of listening to radio were data on an interval scale drawn from question 1 and question 2 in Section B of the questionnaire. The resultant tables are seen below in Table 4.2.1 and Table 4.2.2. The reasons and benefits sought were put into two separate tables to facilitate segmentation on a benefit-sought perspective.

Table 4.2.1 Data By Benefit Sought, Place, Frequency, And Duration Of Listening.

BENEFITS	PLACE OF LISTENING				FREQUENCY OF LISTENING					DURATION		
	CAMPUS ROOM	TRAVELLING	AT HOME	OTHER	VERY RARELY	RARELY	MODERATELY	FREQUENTLY	VERY FREQUENTLY	LESS THAN 1 HOUR	1 HOUR	MORE THAN 1 HOUR
1.News	151	62	137	18	1	6	58	63	47	28	34	114
2.Music	148	64	143	19	1	7	54	62	48	25	33	114
3.Opinions and express views	45	18	43	4	0	3	16	19	14	5	12	35
4.Send and receive messages	10	5	9	0	0	0	1	1	8	0	0	10
5.Religious Inspiration	71	30	70	5	1	4	32	31	17	19	17	49
6.Keep from being lonely	28	9	23	4	1	0	7	12	9	2	8	19
7.To relax	88	35	85	14	1	0	33	37	30	12	15	73
8.To listen to jokes and comedy	42	24	47	19	0	1	17	18	17	5	12	37
9.Win prizes	10	6	11	3	0	0	4	2	5	0	1	10
10.Political affairs	39	14	36	4	1	0	9	20	16	5	11	27
11.Information on science and technology	31	7	8	3	0	0	4	8	4	3	2	11
12.Information on the arts	3	2	3	1	0	0	2	2	0	1	1	2
13.Information on the weather	7	6	5	4	0	0	3	4	2	0	3	6
14.Information on products and services	12	8	14	1	0	1	3	2	7	2	1	11
15.Employment opportunities	3	2	3	1	0	0	0	1	3	1	0	3
16.Newspaper reviews	7	2	6	2	0	0	2	3	4	0	2	6
17.Sports updates	40	11	39	6	0	0	9	17	19	2	5	38
18.Traffic updates	19	3	7	0	0	0	3	6	1	1	1	8
19.To get business information	13	5	11	3	0	0	2	4	9	3	4	8
20.Entertainment	39	17	38	5	0	1	17	14	12	3	12	29
21.Education	35	20	33	3	0	1	12	11	15	6	6	27
22.Advertisement	4	5	6	1	0	0	0	2	4	0	0	6
23.Information on events and occurrences	74	33	62	8	0	2	31	34	21	13	23	52

Table 4.2.2 Data By Reason, Place, Frequency, And Duration Of Listening.

BENEFITS	PLACE OF LISTENING				FREQUENCY OF LISTENING					DURATION		
	CAMPUS ROOM	TRAVELLING	AT HOME	OTHER	VERY RARELY	RARELY	MODERATELY	FREQUENTLY	VERY FREQUENTLY	LESS THAN 1 HOUR	1HOUR	MORE THAN ONE HOUR
Presenter	0	22	44	5	0	1	12	22	17	2	8	42
Friends	1	1	2	0	0	0	0	0	2		0	2
Style of presentation	59	25	62	10	0	3	23	27	19	9	17	45
Timing of programs	26	15	25	5	0	2	11	9	9	9	4	19
Clear Reception	36	17	35	8	0	1	18	14	9	12	8	23

The step-by-step procedure recommended by Churchill, (1991) was adopted in conducting the factor analysis. This process is represented below:

Figure 4.2.1: Key Decisions When Factor Analysing Data

Should factor Analysis Be Applied to the Data?

↓

Should The Factor Analysis Be Carried Out Using The Variable – By-Variable Or Object –By-Object Correlation Matrix?

↓

Which Factor Model Should Be Used?

↓

How Many Factors Should Be Retained In Solution?

↓

Should the Initial Solution Be Rotated, And If So, Using What Rotation Scheme?
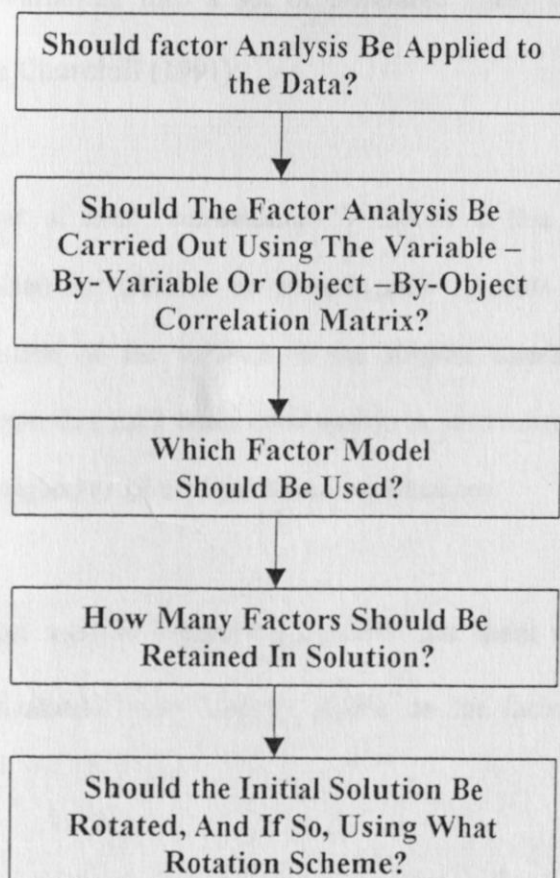
The decision to apply a factor analysis on the data was based on an examination of the correlation matrix, Table 3.1 in Appendix III and a plot of the latent roots shown in Figure 4.2.2. The concern of the study was in identifying homogeneous items, which is also the object of factor analysis. The correlation matrix, Table 3.1 in Appendix III showed some items with large correlations indicating that they should go together. The plot of the latent roots or eigenvalues also indicated a sharp break indicating that factoring was appropriate, as seen in Figure 4.2.2.

This study aimed at determining the variables (benefits) that go together, and thus a variable-by-variable correlation matrix was used in the Factor Analysis.

The principal components model was used since the objective was to transform a set of interrelated variables into a set of unrelated linear combinations of these variables. According to Churchill (1991):

> The set of linear combinations is chosen so that each of the linear combinations (factors or components) accounts for a decreasing proportion of the variance in the original variables subject to the condition that each linear combination is uncorrelated (geometrically at right angles) to all previous linear combinations.

The Scree test seen in Figure 4.2.2 below and latent roots seen in Table 4.2.3 below (eigenvalues) were used to decide on the factors to be retained in the solution.

Table 4.2.3 Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of variance	Cumulative %	Total	% of Variance	Cumulative %
1	19.738	85.817	85.817	19.738	85.817	85.817
2	2.724	11.844	97.661	2.724	11.844	97.661
3	0.327	1.423	99.084			
4	0.161	0.701	99.786			
5	0.045	0.194	99.980			
6	0.003	1.50	99.995			
7	0.000	5.144	100.00			
8	0.000	1.148	100.00			
9	0.000	2.007	100.00			
10	0.000	1.501	100.00			
11	0.000	1.190	100.00			
12	0.000	8.465	100.00			
13	0.000	6.879	100.00			
14	0.000	4.297	100.00			
15	0.000	1.390	100.00			
16	0.000	-3.64	100.00			
17	0.000	-7.73	100.00			
18	0.000	-9.11	100.00			
19	0.000	-1.20	100.00			
20	0.000	-1.91	100.00			
21	0.000	-2.19	100.00			
22	0.000	-2.39	100.00			
23	0.000	-1.01	100.00			

Figure 4.2.2 Scree Plot
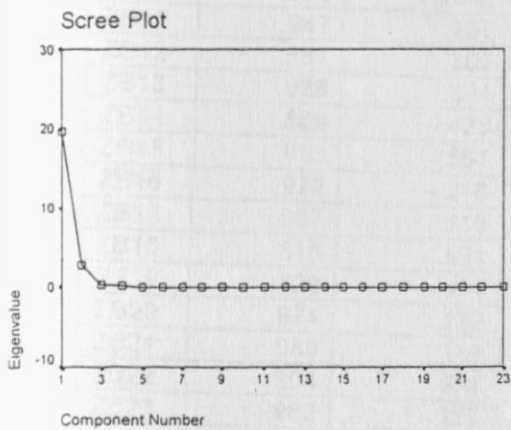
The initial solution was rotated in order to reveal different structures in the data to allow a more precise analysis. The Principal Components analysis with no rotation had all 23 variables correlating highly with loading heavily on the first factor. This is seen in Table 4.2.4 below and in the component Plot Figure 4.2.3 (a). This rendered the interpretation obscure. The initial solution generated by the principal factor method had eigenvalues that suggested a two-factor solution. The two factors were rotated using the Oblimin, Figure 4.2.3 (b) and Promax, Figure 4.2.3 (c) criteria. Promax rotation gave a revealing result of the underlying structure in the data, as seen in Table 4.2.6 and Figure 4.2.3 (c), and thus it was adopted. The results of the Factor analysis are presented in the tables below. The Pair-wise Correlation Matrix is presented in Appendix III, Table 3.1.

Table 4.2.4 Principal Components Matrix

	Factor/Component	
	1	2
ZB1	.987	.148
ZB2	.992	.119
ZB3	.988	.142
ZB4	.817	-.569
ZB5	.937	.330
ZB6	.986	8.494
ZB7	.992	9.773
ZB8	.997	3.001
ZB9	.931	-.240
ZB10	.971	8.666
ZB11	.947	.257
ZB12	.587	.802
ZB13	.938	.324
ZB14	.889	-.425
ZB15	.813	-.561
ZB16	.972	-.210
ZB17	.987	-.119
ZB18	.815	.531
ZB19	.829	-.499
ZB20	.974	.132
ZB21	.983	-.148
ZB22	.904	-.394
ZB23	.962	.257

The individual row/column entries in Table 4.2.3 are the correlations between the variables and the factors. For example 0.987, the entry in the first row and the first column, represents the simple correlation between the first variable and the first factor; 0.148 is the correlation between the second variable and the second factor. These correlations are referred to as factor loadings. In examining Table 4.2.4 we find that all 23 variables (benefits sought) load heavily on (correlate highly with) factor 1.

Table 4.2.5 Principal Components Communalities

	Initial	Extraction
ZB1	1.000	0.997
ZB2	1.000	0.998
ZB3	1.000	0.996
ZB4	1.000	0.992
ZB5	1.000	0.987
ZB6	1.000	0.980
ZB7	1.000	0.994
ZB8	1.000	0.995
ZB9	1.000	0.923
ZB10	1.000	0.942
ZB11	1.000	0.962
ZB12	1.000	0.988
ZB13	1.000	0.984
ZB14	1.000	0.970
ZB15	1.000	0.976
ZB16	1.000	0.988
ZB17	1.000	0.988
ZB18	1.000	0.946
ZB19	1.000	0.937
ZB20	1.000	0.965
ZB21	1.000	0.988
ZB22	1.000	0.972
ZB23	1.000	0.992

The achieved communalities are the values that express the proportion of the variance of the variables expected by the two factors.

Table 4.2.6 Promax Rotation Pattern Matrix

	Component	
	1	2
ZB1	.741	.330
ZB2	.706	.370
ZB3	.743	.337
ZB4	-.267	1.162
ZB5	.944	6.961
ZB6	.660	.410
ZB7	.680	3.97
ZB8	.596	.486
ZB9	.216	.798
ZB10	.554	.500
ZB11	.857	.168
ZB12	1.349	-.722
ZB13	.937	7.713
ZB14	-4.31	1.014
ZB15	-.258	1.150
ZB16	.276	.782
ZB17	.401	.673
ZB18	1.132	-.254
ZB19	-.171	1.079
ZB20	.713	.343
ZB21	.362	.708
ZB22	3.928	.983
ZB23	.866	.176

Extraction Method: Principal Component Analysis.
Rotation Method: Oblimin with Kaiser Normalization.

The Promax Rotation Pattern Matrix, Table 4.2.6 gives the correlations between the variables and factors after rotation, resulting in more distinct clusters. This is the table that was used in determining the characteristics of the two main Factors.

Figure 4.2.3(a) Component Plot In Unrotated Space

Component Plot in Rotated Space
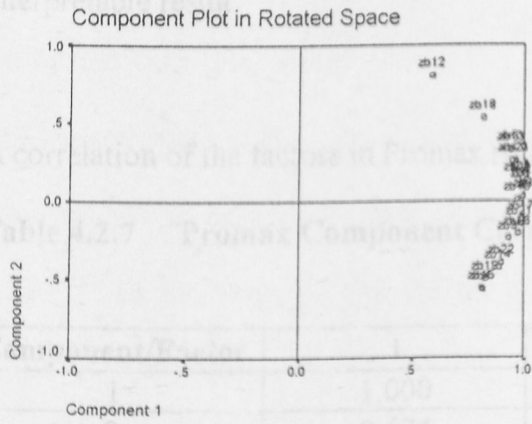
Figure 4.2.3(b) Component Plot In Oblimin Rotated Space
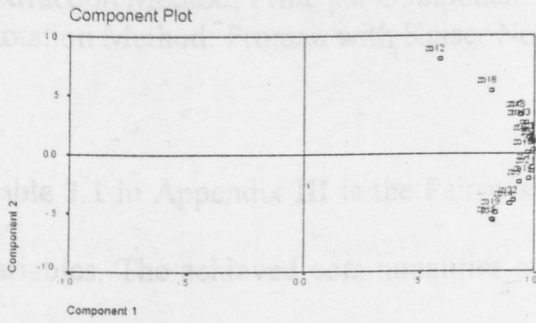
Component Plot

Figure 4.2.3(c) Component Plot In Promax Rotated Space

Component Plot in Rotated Space
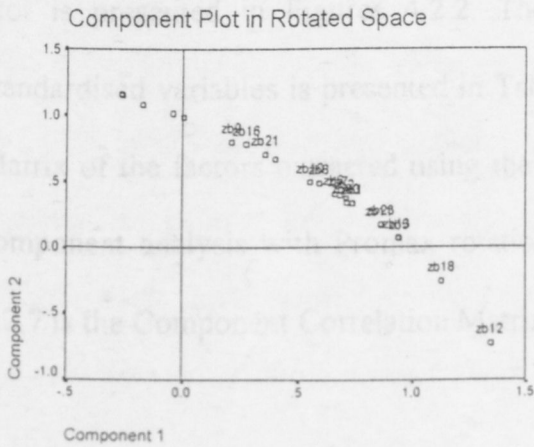
Figures 4.2.3 are scatter diagrams using correlations between variables and factors as coordinates. Figure 4.2.3 (c) displays the promax rotation of the original axes, Figure 4.2.3 (a). Both Promax and Oblimin rotations are oblique rotations. They were used

because the orthogonal rotations, which are angle-preserving rotations did not yield an interpretable result.

A correlation of the factors in Promax rotation space is presented in Table 4.2.7.

Table 4.2.7   Promax Component Correlation Matrix

Component/Factor	1	2
1	1.000	0.694
2	0.694	1.000

Extraction Method: Principal Component Analysis.
Rotation Method: Promax with Kaiser Normalization.

Table 3.1 in Appendix III is the Pair-wise Correlation matrix of the standardised variables. The achieved communalities of the Principal Components analysis are presented in Table 4.2.5 and the total variance explained in Table 4.2.3. Scree plot is presented in Figures 4.2.2. The Principal component matrix for the standardised variables is presented in Table 4.2.4, this is followed by the Pattern Matrix of the factors extracted using the principal component analysis, principal component analysis with Promax rotation for comparison in Table 4.2.6. Table 4.2.7 is the Component Correlation Matrix for the Promax rotation.

The component or factor plots are presented in Figures 4.2.3 (a), (b) and (c) to give a visual presentation of the clustering of the identified factors. Factor 1 or Component 1 is the bigger cluster with more variables correlating highly with it than Factor/Component 2.

4.2.1 INTERPRETATION OF FACTOR ANALYSIS

Two main factors were identified. The first factor had the large majority of highly correlated variables. The total variation in the data is explained to a great extent by the two-factor solution. The total variance of the 23 variables when standardised is 23 and the first component or factor accounts for $19.738/23 = 85.817\%$ of the variance and the second component accounts for $2.274/232 = 11.844\%$ of the variance.

The two components together account for 97.661% of the total variation in the 23 variables. This is shown in Table 4.2.3.

When the achieved communalities of each of the variables are considered separately it is observed that all the variables are captured nicely by the two-factor solution. The achieved communality or extraction for all the 23 variables is above 90% that is above 90% of the variation in each of the 23 variables is reflected by the first two factors. The results are seen in Table 4.2.5. The achieved communalities shown in the right hand column of Table 4.2.5 were calculated by squaring each factor-loading matrix. (in Table 4.2.4) and then adding the results across factors. Thus, for variable 1, the achieved communality is

$$(0.997)^2 + (0.148)^2 = 0.997$$

In naming the factors consideration was given to the variables that go with each factor. The significance of the factor loadings from the Promax Rotated Pattern Matrix, Table 4.2.6 was judged using statistical criteria. The loading was considered statistically significant at the specified alpha level of 0.05, which is

typical for the social sciences. This meant that the loading would have to be greater than 0.30 to be considered statistically significant.

On examining the loading matrix none of the variables lacked a significant loading on any of the two factors. Thus none of the variables was dropped.

4.3 FACTORS THAT MAY EXPLAIN BENEFITS SOUGHT IN LISTENING TO A RADIO STATION

The main factors were identified based on the Factor Analysis with Promax Rotation. The Promax rotation was done with Kappa = 4 and convergence was achieved after 3 iterations. The factor loadings were generated above a 1.0 eigenvalue limitation.

The Benefits identified as significantly correlating with Factor 1 were:

1. To listen to News

2. To listen to Music

3. To listen to others opinions and also express my views

4. To get religious inspiration

5. To keep me from being lonely

6. To relax

7. To listen to jokes and comedy

8. To keep up with political affairs

9. To get information on Science and technology

10. To get information on the Arts

11. To get newspaper reviews

12. To get Sports updates

13. To get Traffic updates

14. To get Business Information

15. For entertainment

16. For education

17. To listen to Advertisements

18. To get information on events and occurrences

The Benefits identified as significantly correlating with Factor 2 were:

1. To listen to News

2. To listen to Music

3. To listen to others opinions and also express my views

4. To get religious inspiration

5. To keep me from being lonely

6. To relax

7. To listen to jokes and comedy

8. To keep up with political affairs

9. To win prizes

10. To get information on weather patterns

11. To get information on products and services

12. To get information on employment opportunities

13. To get newspaper reviews

14. To get sports updates

15. To get business information

16. For entertainment

17. For education

18. To listen to Advertisements.

It was observed that the variable with the highest factor loading for Factor 1 was 'to listen to Advertisements' followed by, 'to get information on the Arts' then followed by 'to get Traffic Updates'. For Factor 2 the, variable with the highest factor loading was 'to get information on weather patterns' followed by 'to get religious inspiration' then 'to send and receive messages'.

Factor 1 had 18/23 of the variables (benefits sought) with significant factor loadings while Factor 2 had 19/23 of the variables with significant loading. 13 of the 23 variables overlapped or were common to both factors 1 and 2, this were:

1.   To listen to News

2.   To listen to Music

3.   To listen to others opinions and also express my views

4.   To get religious inspiration

5.   To keep me from being lonely

6.   To relax

7.   To listen to jokes and comedy

8.   To keep up with political affairs

9.   To get information on weather patterns

10.   To get newspaper reviews

11.   For Entertainment

12.   For Education

13.   To listen to Advertisements

Some variables were exclusive to each Factor. For Factor 1 the exclusive variables or benefits sought were:

1. (ZB11) To get information on Science and Technology (0.857)
2. (ZB12) To get information on the Arts (1.349)
3. (ZB18) To get Traffic updates (1.132)
4. (ZB23) To get information on events and occurrences (0.866)

For Factor 2 the exclusive benefits sought were:

1. (ZB4) To send and receive messages (1.162)
2. (ZB9) To win prizes (0.798)
3. (ZB14) To get information on products and services (1.014)
4. (ZB15) To get information on employment opportunities (1.150)
5. (ZB19) To get business information (1.079)

The factor loadings in brackets are presented in Table 4.2.6.

The two factors can be named on the basis of the variables that have significant loadings that are exclusive and thus cause the factors to be unique and distinguishable from each other.

The benefits identified exclusively with Factor 1 have knowledge or information as their common basis and thus Factor 1 can be described or named the information or knowledge seekers.

Factor 2 can be named the opportunity seekers or the self-improvement seekers since the benefits identified have the pursuit of self-gratification or self-enhancement as common basis.

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The two factors can be further classified as in Table 4. below:

Table 4.3.1 : Radio Audience Benefit Segments

	KNOWLEDGE SEEKING SEGMENT	SELF ENHANCEMENT SEGMENT
MAIN UNIQUE BENEFITS	1. Information on the Arts 2. To get Traffic Updates 3. To get information on events and occurrences	1. To send and receive messages 2. To get information on employment opportunities 3. To get business information
DEMOGRAPHIC FACTORS	Male, Married	Female, Single
LEADING BRANDS (RADIO STATIONS)	Nation, BBC	Capital, Kiss FM
RADIO USAGE (FREQUENCY AND DURATION)	Listen frequently, more than one hour.	Listen very frequently, more than one hour.

The above table is adopted from Haley, (1963) "Toothpaste Consumer Benefit Segments." Further analysis on the two segments was facilitated by the use of Tables 2.1 to 2.10 in Appendix II and Tables 3.2 to 3.4 in Appendix III .

CHAPTER FIVE

5.0 DISCUSSIONS, SUMMARY AND CONCLUSIONS

5.1 DISCUSSIONS OF THE FINDINGS

5.1.1 BENEFITS THAT AUDIENCES IN NAIROBI SEEK FROM THE DIFFERENT RADIO STATIONS

In this case study, I attempted to identify the benefits that audiences in Nairobi seek from the different radio stations. I was able to identify 23 benefits which were a consolidation of a variety of responses from those interviewed.

The benefits identified tended to be generally common to the whole population and this as contrary to what I had expected. My expectations were that there would be a wide variety of benefits sought, with the respondents coming out clearly in their diversity. These expectations were based on Caroll and Silbergleid, (1993) research on the meanings of radio to teenagers. Their findings had wider diversity with benefits being identified exclusively to different groups.

Interestingly the benefit 'to keep me from being lonely' which was identified by Caroll and Silbergleid, (1993) was also identified in this research some respondents indicated that they use radio to keep them company and help them make time go by faster, this was also identified by Trodahl and Skolnik, (1968). In the case study of University students in Nairobi this benefit did not have a high number of respondents unlike the case of teenagers in the U.S.A, in Caroll and Silbergeleid, (1993).

Another interesting observation on the benefits sought by audiences amongst the university students in Nairobi was that only 5 indicated that they would run a vernacular station if they owned a radio station. This was in sharp contrast to Stenhouse, (1995) in her research on South African radio audience where 48% indicated that they tuned to African Language stations.

Perhaps it would have been of interest to examine the diversity in benefits sought based on ethnic differences. In the study by Caroll and Silbergleid, (1993) it was found that the listening preferences of ethnic groups differed. In the test questionnaires developed in this research, questions on ethnicity provoked controversy and were largely resisted and thus this line of questioning was dropped.

It was observed that the main benefits sought were also the main reasons for changing channels. Thus it appears that if the radio station does not satisfy the benefit sought then the audience tune in to other radio stations in pursuit of the benefits. The reasons for changing channels would be valuable information for the current radio stations since it was clear that audiences changed channels mainly in search of better programmes, because of specific programmes and due to better presentations.

A consistent observation was made on the main benefits sought derived from the attitude questions. The main benefits sought were to listen to news (get informed) and to listen to music (get entertained). This was consistent across the demography of the respondents. This was an unexpected finding as it was

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assumed that benefits sought would differ considerably based on demographic variables such as sex, marital status and occupation.

Curiously, radio channel preference was considerably different based on sex. The top five preferred radio stations for the male respondents were Capital, Nation, Metro 101.9, KBC General and BBC while for the female respondents, they were, Capital, Metro 101.9, Nation, Family and Kameme FM. This may suggest that beyond benefits sought there may exist other reasons that determine channel preference.

5.1.2 SEGMENTS FOR NAIROBI RADIO AUDIENCES FROM A BENEFIT-SOUGHT PERSPECTIVE

Two main segments were identified, these were the information seekers and the self-enhancers. This segments were characterised by having 13 benefits in common and 5 unique benefits out of the 23 identified benefits sought. This meant that the segments identified were not clearly defined due to overlapping benefits. The small number of unique benefits between the segments in this study indicate that the demarcation between the two segments is not conclusive and it could be argued that segments exist.

Expectations at the beginning of this study were that there would be several segments based on benefits sought as it was assumed that people differ in their tastes and preferences. The results of this case study, however indicate that radio audiences have more similarities than differences in terms of benefits sought.

As a result of the findings it was suspected that the benefits sought by radio audiences are not inherent to individual listeners but may be created by external forces such as the radio stations themselves. This implies that the radio stations create the audience and hence create the benefits sought. This was also noted by Stenhouse, (1995).

The common benefits shared by both segments may indicate the basic benefits sought be any radio listener and the unique benefits may be seen as secondary benefits sought after the basic benefits have been satisfied. This is so because it was observed that the leading benefits sought, 'to listen to news' and 'to listen to music' were among the common benefits shared by the two factors.

5.1.3 THE FACTORS THAT CAN EXPLAIN THE BENEFITS A PERSON IS LIKELY TO SEEK BY LISTENING TO A RADIO STATION

The underlying factor motivating listeners in the first segment was information while the second segment was motivated by self enhancement. The factor may be used to explain the unique benefits that a person is likely to seek by listening to a radio station. Since the common benefits sought overlapped and had no distinction between the two segments it was not possible to extract factors that could be used to explain the benefits sought be a radio listener.

At the beginning of this research it was envisioned that factors would clearly emerge leaving out no unexplained observations. However as a result of the

overlapping benefits factors extracted to explain the common benefits would be mere speculation.

By the end of this case study it was noted that benefit segmentation of radio audiences though valuable should not be used exclusively since some of the factors that explain radio listener-ship may be better explained by other bases of segmentation such as demographics and psychographics.

5.2 SUMMARY OF THE FINDINGS

This case study of the University Students in Nairobi revealed that:

1. The radio audience can be segmented on the basis of benefits sought.

2. Benefits segments for radio audiences are fuzzy and not mutually exclusive as there is a great tendency for the benefits to overlap.

3. There appears to be two possible segments for Nairobi radio audiences from a benefit-sought perspective.

4. Most of the respondents listen to radio for long durations (majority over an our) and at length (majority listened frequently and very frequently).

5. It was observed that some demographic characteristics such as sex influence radio channel preference as well as programme choice.

5.2.1 IMPLICATIONS OF THE FINDINGS

The media houses that own the various radio stations in Nairobi can use the findings of this research to understand their audiences better as well as segment more accurately.

The research has shown that benefit segmentation can successfully be used in segmenting radio audiences.

The results of the research can be used to develop audience profiles which may be used to explain and predict lifestyle and consumption patterns. This can be used by radio stations in the development of new products as well as in the formulation of market strategies.

Practitioners of marketing and the media houses may use the results of the case study in their marketing research efforts and in evaluating the effectiveness and relative market position of the different radio stations.

The benefit of entering into benefit segmentation against the cost of such segmentation could be gauged based on this case study. Marketing organizations and radio stations or media houses may evaluate the merit of benefit segmentation before engaging in it.

5.3   RECOMMENDATIONS

The methodology used in this study can be repeated for other cases as well as for a wider population.

The research can be made more useful by being developed into an applied research by the media houses. The media houses have resources and manpower that would allow them to conduct a more rigorous case study over a longer period of time.

Users of the information generated from this research should attempt to integrate findings on benefit segmentation with those of demographic, psychographic and other behaviouristic bases.

As suggested by Wind, (1978) benefit segmentation research can be used for general understanding of a market, positioning, new product introduction, for advertising decisions and for distribution decisions.

5.4   LIMITATIONS OF THE STUDY

The case study is based on a restricted population of University students in Nairobi and it may be erroneous to extrapolate or extend the findings on this case study to the wider Nairobi population or other groups.

The findings of the study may be temporary due to the changing nature of consumer preferences over time. This may make the findings of this research outdated over a period of time.

There was a constraint on time and money. Due to the short time available (three months) a more detailed and rigorous case study, though desired could not be achieved.

5.5   SUGGESTED AREAS FOR FURTHER RESEARCH

The study can be repeated on other populations or on the same population over different times. By repeating the study over time and on different groups the accuracy of the findings is increased.

A different research design based on the pyschographic or demographic bases of segmentation can be used on the same groups studied in this case.

The descriptor first segmentation where variables are specified in advance may also be used in further understanding the case under study.

This study may be replicated on other populations for example; it may be done with the entire population of Nairobi.

The research design may also be applied to other media such as Television, Newspaper, and the Internet.

6.0 APPENDIX I

QUESTIONNAIRE

SECTION A:

1. Please tick on all the FM Radio Channels you usually listen to:

    [   ]   BBC 93.7 FM   [   ]   KBC General Service 95.6 FM
    [   ]   Capital 98.4 FM   [   ]   Metro 101.9 FM
    [   ]   Citizen 106.7 FM   [   ]   Metro East FM 91.9
    [   ]   Family 105.2 FM   [   ]   Nation 96.4 FM
    [   ]   Kameme 101.1 FM   [   ]   Sound Asia 88.0 FM
    [   ]   KBC National Service 92.9 FM   [   ]   Other (Please specify.................)

2. What are the main benefits you derive from listening to radio?

    (i)   ....
    (ii)   ....
    (iii)   ....
    (iv)   ....
    (v)   ....
    (vi)   ....

3. Match the benefits derived with the radio station that best provides these benefits.

    BENEFIT   **RADIO STATION**

    (i)   ....   (i)   ....
    (ii)   ....   (ii)   ....
    (iii)   ....   (iii)   ....
    (iv)   ....   (iv)   ....
    (v)   ....   (v)   ....
    (vi)   ....   (vi)   ....

4. Where do you listen to radio (tick in all the appropriate boxes)?

    [   ]   In your campus room
    [   ]   When travelling
    [   ]   At home
    [   ]   Elsewhere (Please specify...................................)

5. When you think of radio, what is the first thing you think of?

    ....
    ....

6. How would you life be different if there was no radio?

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

1

7. Please tick in the appropriate box the 6 main benefits you derive from listening to radio.

LIST OF POSSIBLE BENEFITS OF LISTENING TO RADIO	TICK BELOW [√]
Because of the presenter	
Because my friends listen to the same radio station	
Because of the style of presentation of programs by the radio station	
Because of the timing of the programs by the radio station	
Because of the clear reception of the radio station on my radio	
To listen to news	
To listen to music	
To hear other peoples opinions and also express my views	
To send and receive messages	
To get Religious inspiration	
To keep me from being lonely	
To relax	
To listen to jokes and comedy	
To win prizes	
To keep up with political affairs	
To get informed on events and occurrences	
To get information on science and technology	
To get information on the arts	
To get information on weather patterns	
To get information about products and services	
To get information on employment opportunities	
To get newspaper reviews	
To get sports updates	
To get traffic updates	
To get business information	

8. In the table below, please tick the media, which provides you with the best source of news, information, entertainment and education. (Please tick only one for each row)

	Radio	Television	Newspaper	Video	Cinema	Magazine	Internet
News							
Information							
Entertainment							
Education							

SECTION B:

1. How frequently do you listen to radio per day? (Tick in only one box as applicable to you).

    Very Rarely   Rarely   Moderately   Frequently   Very Frequently

    [ ]   [ ]   [ ]   [ ]   [ ]

2. For what duration of time do you usually listen to radio continuously?

    [ ] Less than one hour.
    [ ] One hour.
    [ ] More than one hour (Please specify ....).

3. At what times do you listen to radio and why?

	TIME (e.g. 8.00 am to 10.00 am)	REASON FOR LISTENING AT THE PARTICULAR TIME
Morning		
Afternoon		
Evening		
Night		

4. If you usually listen to different channels, what are the main reasons why you change from one channel to another?

    (i)   ....   (v)   ....
    (ii)   ....   (vi) ....
    (iii) ....
    (iv)   ....

5. If you listen to only one channel, what are the main reasons why you do not change from one channel to another?

    (i)   ....   (v)   ....
    (ii)   ....   (vi) ....
    (iii) ....
    (iv)   ....

6. For each of the following programs identify the station (by writing in the space at the top e.g. KBC) and rate the extent to which you like the particular program from the station on a scale ranging from 1 to 5 (Where 1 = like most and 5 = least liked).

RATING OF PROGRAM PER RADIO STATION

PROGRAM	1. RADIO STATION:					2. RADIO STATION:					3. RADIO STATION:				
Advertisements	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Business reports	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Documentaries (educational)	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Interviews	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Music(International/Foreign)	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Music (Local/African)	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
News bulletin (Local news)	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
News bulletin (International news)	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Phone-in competitions	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Phone-in talk show	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Press reviews	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Religious programs	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Sports(Local &International)	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Traffic updates	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Weather reports	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

7. If you owned a radio station, how would it differ from the ones you listen to now?

....

....

....

8. Indicate your level of agreement or disagreement with the following set of statements on your top three radio channels by ticking on the spaces provided as appropriate to you.

1st Radio Station: ....

	Agree Completely	Agree partially	Don't know	Disagree partially	Disagree completely
Programs are useful to the audience	[ ]	[ ]	[ ]	[ ]	[ ]
Programs are too long	[ ]	[ ]	[ ]	[ ]	[ ]
Advertisements are too many in between Programs	[ ]	[ ]	[ ]	[ ]	[ ]
Presenters talk too much during programs	[ ]	[ ]	[ ]	[ ]	[ ]
Programs presented are of high quality	[ ]	[ ]	[ ]	[ ]	[ ]

2nd Radio Station: ....

	Agree Completely	Agree partially	Don't know	Disagree partially	Disagree completely
Programs are useful to the audience	[ ]	[ ]	[ ]	[ ]	[ ]
Programs are too long	[ ]	[ ]	[ ]	[ ]	[ ]
Advertisements are too many in between Programs	[ ]	[ ]	[ ]	[ ]	[ ]
Presenters talk too much during programs	[ ]	[ ]	[ ]	[ ]	[ ]
Programs presented are of high quality	[ ]	[ ]	[ ]	[ ]	[ ]

3rd Radio Station: ....

	Agree Completely	Agree partially	Don't know	Disagree partially	Disagree completely
Programs are useful to the audience	[ ]	[ ]	[ ]	[ ]	[ ]
Programs are too long	[ ]	[ ]	[ ]	[ ]	[ ]
Advertisements are too many in between Programs	[ ]	[ ]	[ ]	[ ]	[ ]
Presenters talk too much during programs	[ ]	[ ]	[ ]	[ ]	[ ]
Programs presented are of high quality	[ ]	[ ]	[ ]	[ ]	[ ]

SECTION C:

1.   Please indicate your name (Optional) ....

2.   Please indicate your gender (sex), by ticking the appropriate box.

     [ ] Male   [ ]   Female

3.   Please indicate your marital status, by ticking the appropriate box.

     [ ] Single   [ ] Married   [ ] Divorced   [ ] Widowed

4.   Please indicate your age .... years.

5.   Please indicate the religion you belong to ....

6.   Please indicate the university you study at.................................

7.   What degree course are you pursuing? ....

8.   Please indicate the year of study you are in.................................

9.   How long have you lived in Nairobi? ....

10.   If you wish to give any comments regarding any issue raised in the questionnaire please use the space below:

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

THANK YOU FOR YOUR PARTICIPATION AND TIME
IN FILLING THE QUESTIONNAIRE

Table 1.1 Demographic Classification of Sample Data

CAMPUS	MALE	FEMALE	SINGLE	MARRIED	U/GRADUATE	P/GRADUATE	DIVORCED	TOTAL
CUEA	4	3		0	7	0	0	7
Lower Kabete	9	6	1	2	10	5	0	15
Daystar	4	10	1	3	14	0	0	14
Upper Kabete	18	3	1	2	21	0	0	21
UON Main	13	9	2	1	22	0	0	22
Chiromo	12	10	2	2	16	6	0	22
Parklands	14	10	2	1	24	0	0	24
USIU-A	15	12	2	2	27	0	1	27
College of Health Sciences	17	10	2	2	25	2	0	27
Kenyatta University	30	23	4	7	45	8	0	53
TOTAL	136	96	21	22	211	21	1	232

Table 1.2 Degree Course Classification of Sample Data

DEGREE COURSE	MALE	FEMALE	TOTAL
Bachelor of Arts	16	20	36
Bachelor of Education	14	12	26
Bachelor of Science	16	12	28
Bachelor of Vetrinary Medicine	13	1	14
Bachelor of Pharmacy	3	1	4
Bachelor of Medicine	8	9	17
Bachelor of Science, Nursing	4	4	8
Bachelor of Science, Agric. Eng.	3	2	5
Bachelor of Home Economics	0	2	2
Bachelor of Arts, Business Mgmt.	1	0	1
Bachelor of Administration, IBA	7	7	14
Bachelor of Science, Info. Sys & Tech	3	1	4
Bachelor of Business Administration	2	3	5
Bachelor of Science Info. Tech	1	0	1
Bachelor of Law	14	10	24
Master of Arts	6	0	6
Master of Education	2	0	2
Master of Home Economics	0	1	1
Master of Business Administration	5	2	7
Master of Science	1	0	1
Master of Medicine	2	2	4
Doctorate in Psychology	1	0	1
Bachelor of International Relations	1	0	1
Bachelor of Science, Mech. Eng.	1	0	1
Bachelor of Commerce	11	6	17
Bachelor of Dental Surgery	0	1	1
Bachelor of Arts, Journalism	1	0	1
TOTAL	136	96	232

Table 1.3 Benefits Sought By Radio Audiences

BENEFITS	TOTAL
Music	17
News	16
To relax	11
Religious Inspiration	9
Info on events and occurrences	9
Entertainment	6
Opinions & express views	5
To listen to jokes & comedy	4
Political affairs	4
Sports updates	4
Education	3
Keep from being lonely	2
Info on science & technology	1
Send & receive messages	1
Info on products and services	1
To get business information	1
Newspaper reviews	1
Win prizes	1
Info on the arts	
Traffic updates	
Info on the weather	
Employment opportunities	
Advertisement	
Get consoled	

Figure 1.3: Benefits Sought By Radio Audiences
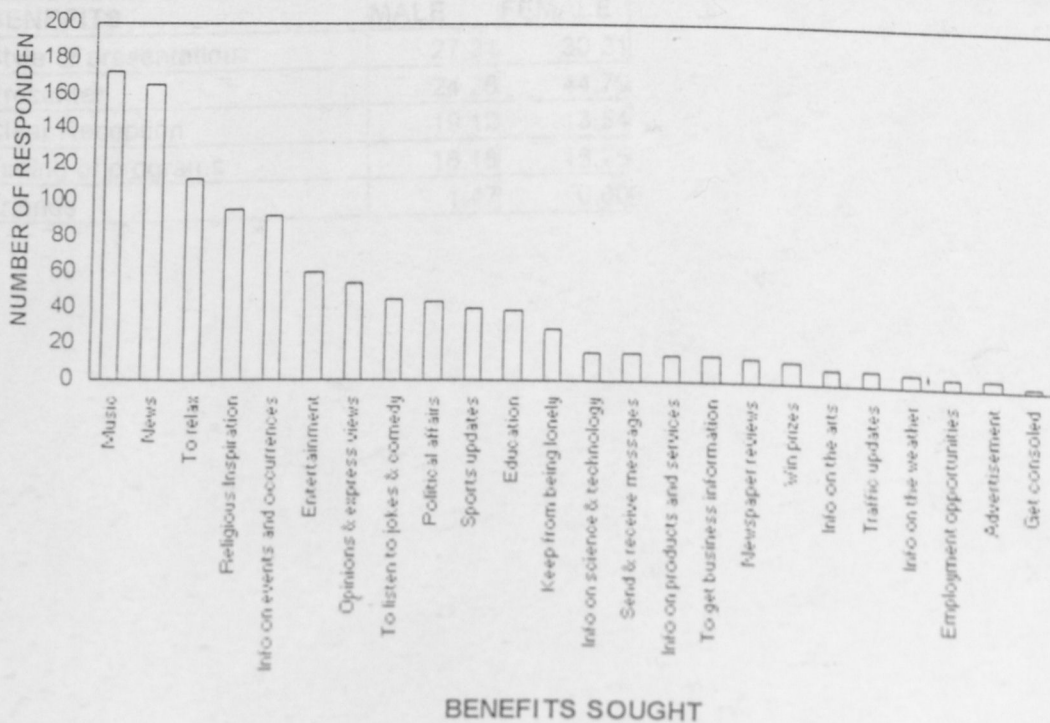
Table 1.4 A: Percentage Benefits Sought By Sex

BENEFITS	MALE	FEMALE
News	73.53	68.75
Music	75.74	72.92
Opinions & express views	22.06	25.00
Send & receive messages	5.15	8.33
Religious Inspiration	34.56	50.00
Keep from being lonely	8.82	17.71
To relax	51.47	43.75
To listen to jokes & comedy	19.85	18.75
Win prizes	5.88	4.17
Political affairs	22.79	13.54
Info on events and occurrences	37.50	42.71
Info on science & technology	9.56	3.13
Info on the arts	4.41	2.08
Info on the weather	2.94	3.13
Info on products and services	7.35	4.17
Employment opportunities	3.68	1.04
Newspaper reviews	6.62	4.17
Sports updates	25.74	6.25
Traffic updates	2.94	4.17
To get business information	8.82	2.08
Education	18.38	14.58
Entertainment	19.85	34.38
Advertisement	2.94	2.08
Get consoled	0.74	1.04

Table 1.4 B: Percentage Benefits Sought By Sex

BENEFITS	MALE	FEMALE
Style of presentation	27.21	30.21
Presenter	24.26	44.79
Clear Reception	19.12	13.54
Timing of programs	16.18	18.75
Friends	1.47	0.00

Figure 1.4 A: Percentage Benefits Sought By Sex

PERCENTAGE OF RESPONDENTS

□ MALE   ▨ FEMALE

BENEFITS

- News
- Music
- Opinions & express views
- Send & receive messages
- Religious Inspiration
- Keep from being lonely
- To relax
- To listen to jokes & comedy
- Win prizes
- Political affairs
- Info on events and occurrences
- Info on science & technology
- Info on the arts
- Info on the weather
- Info on products and services
- Employment opportunities
- Newspaper reviews
- Sports updates
- Traffic updates
- To get business information
- Education
- Entertainment
- Advertisement
- Get consoled

Figure 1.4 B:Percentage Reasons For Listening By Sex

☐ MALE ▩ FEMALE
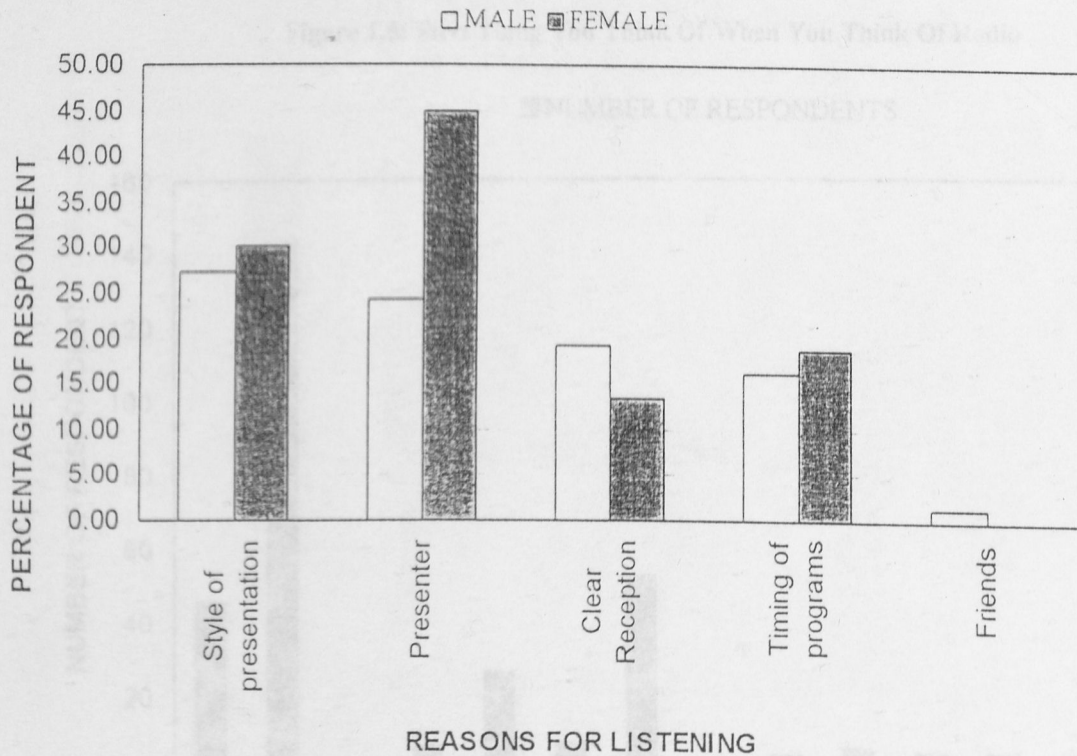
Table 1.5: First Thing You Think of When You Think Of Radio

1ST THOUGHT ON RADIO	
Entertainment	46
Music	143
Awareness	2
Relaxing	6
Information	26
Presenter	7
News	52
Views	2
Comedy	3
Radio Station	5
Education	4
Inspiration	4
Advertisements	4
Sports Updates	2
Competitions	1

- There were overlaps in the first thought on radio as some of the respondents indicated more than one thought.

NUMBER OF RESPONDENTS

Figure 1.5: First Thing You Think Of When You Think Of Radio
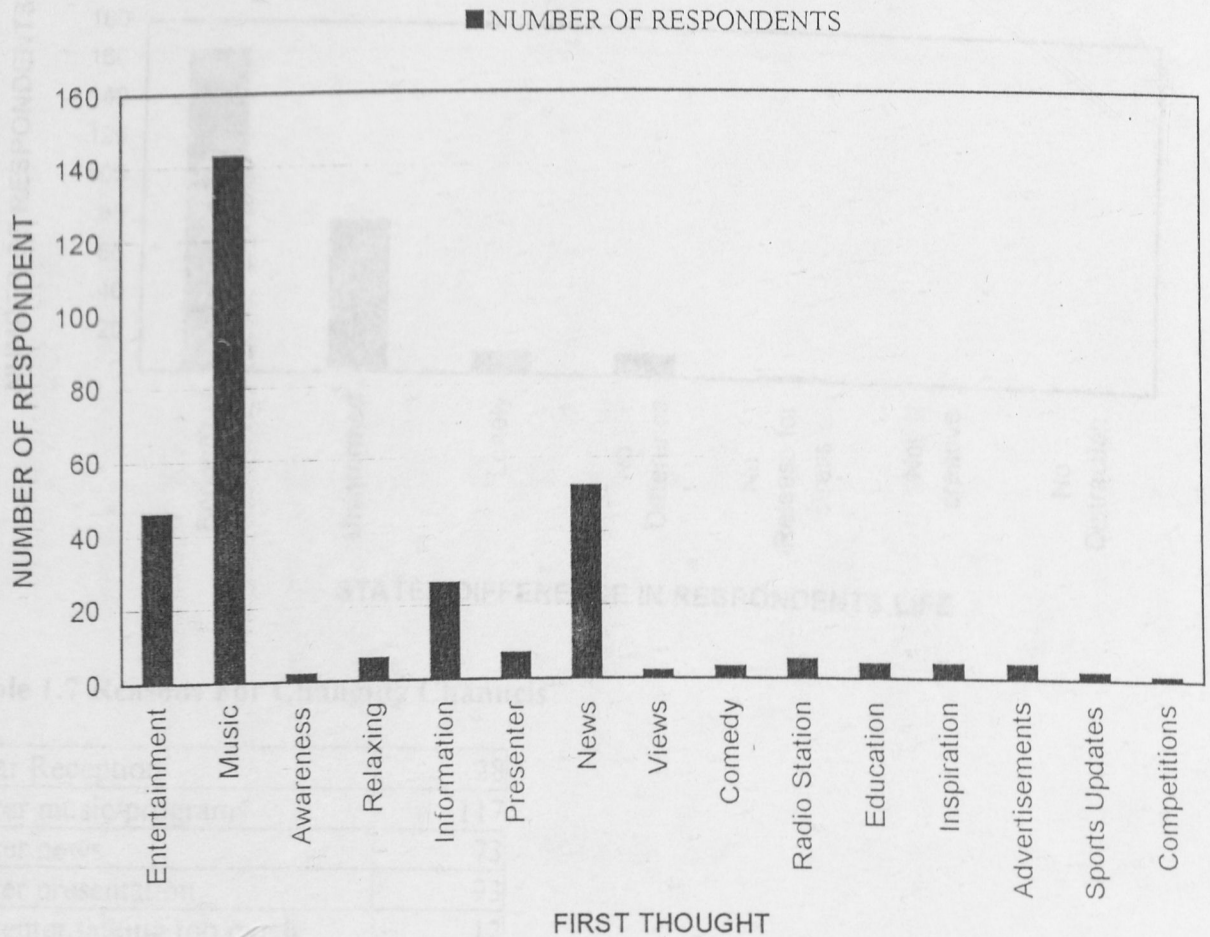
Table 1.6: Difference of Radio In Life

Boring/Dull	165
Uninformed	78
Lonely	11
No Difference	11
No Release for stress	2
Not creative	1
No Distraction	1

Figure 1.6 Difference Of Life Without Radio

■ NUMBER OF RESPONDENTS
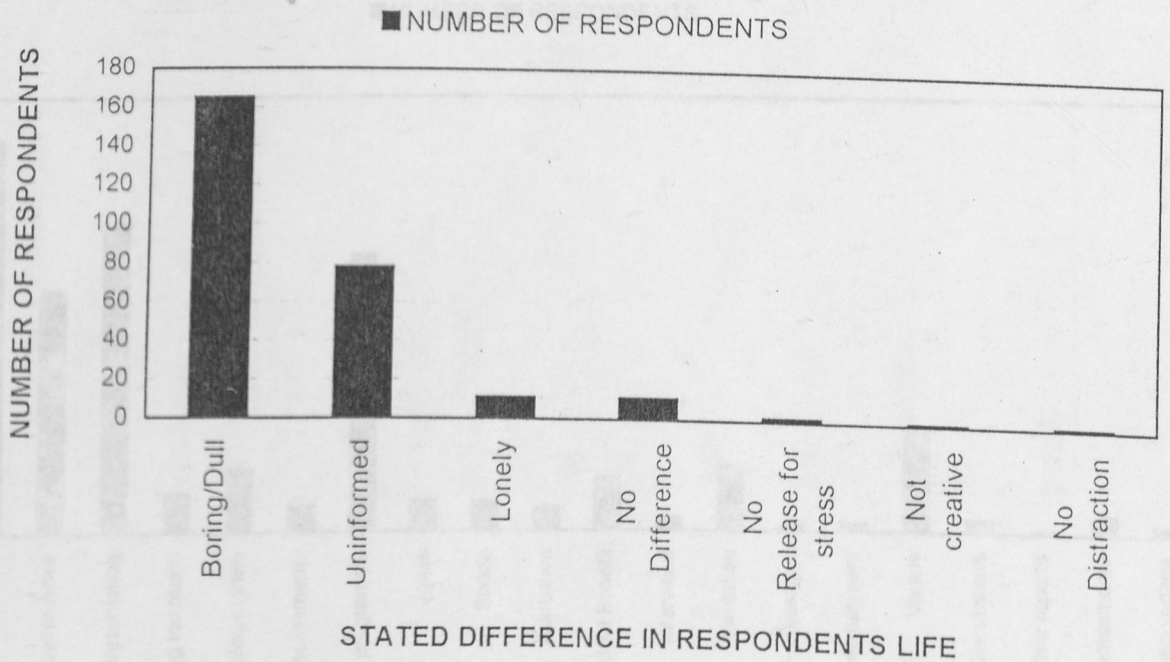
Table 1.7 Reasons For Changing Channels

Clear Reception	28
Better music/programs	117
Better news	73
Better presentation	93
Presenter talking too much	12
Boring music/program	19
Too many advertisements	8
In search of specific programme	83
Jokes	9
Sports	9
Education	7
Spiritual Benefit	16
Interviews	4
Information	20
Send & receive messages	2
Entertainment	3
Variety	31
Discussions	4
Weather reports	1
Advertisements	6
Competition/prizes	3
Language barriers	3

Figure 1.7: Reasons For Changing Channels

■ NUMBER OF RESPONDENTS

Figure 1.7: Reasons For Changing Channels
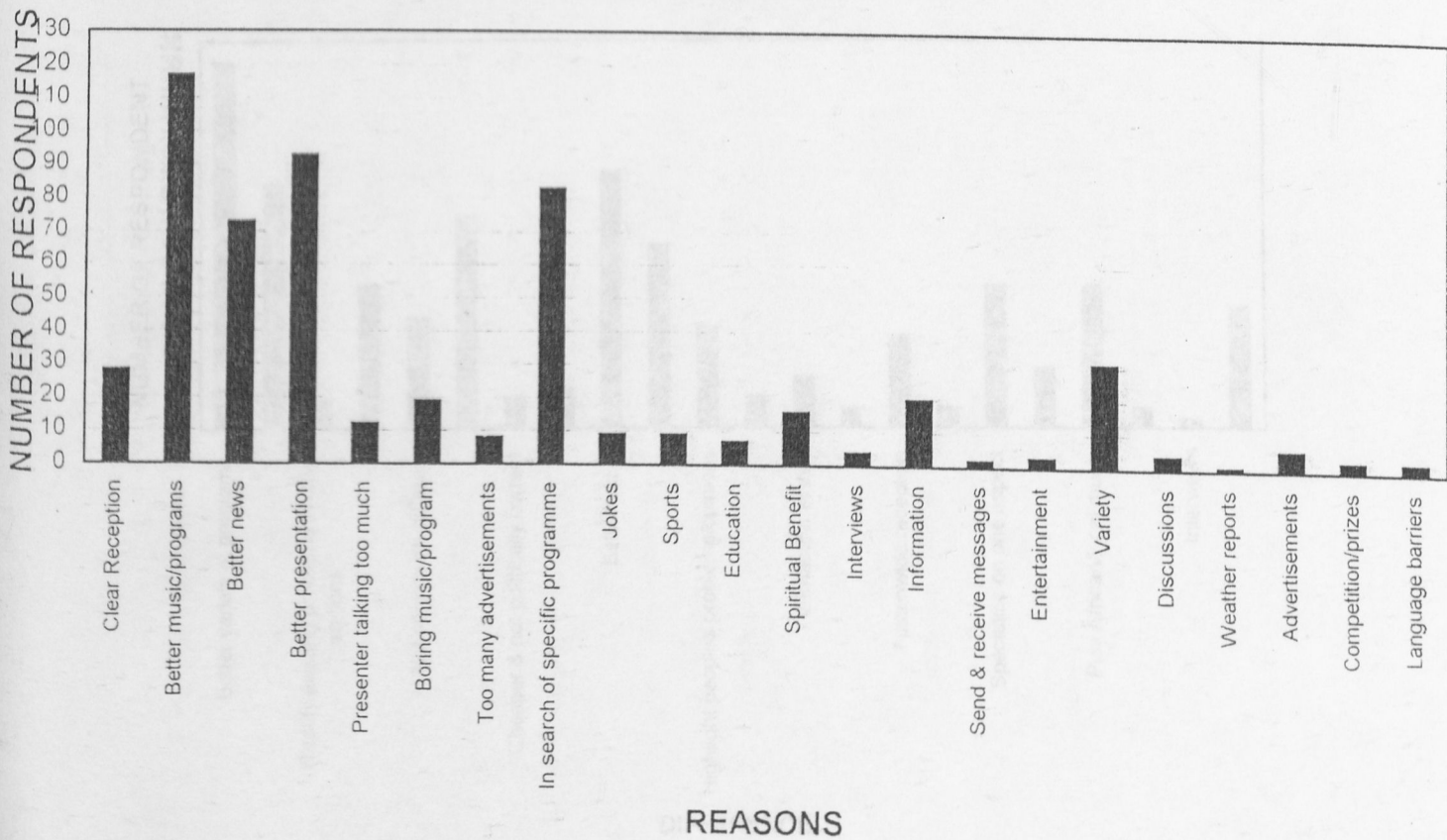
Table 1.8: Difference You Would Make If You Owned A Radio

Better variety of programs	36
Target majority of people	24
Rectify existing problems in other stations	3
More educational programs	14
Not very much different	11
Employ young & qualified presenters	21
Cheaper & not politically correct	3
Better analysis of politics	4
Better music	25
Less talk in between programs	18
Highlight peoples problems/opinions	10
More sports bulletin	3
Vernacular station	5
Form a club for listeners	2
Nationwide reception	9
Latest events and reports	2
Specialise on one aspect	14
Improve phone in talk shows	6
Play African/local music	14
Shorter programs	2
Interviews	1
Christian programs	12

Figure 1.8: Difference You Would Make If You Owned A Radio Station

DIFFERENCE
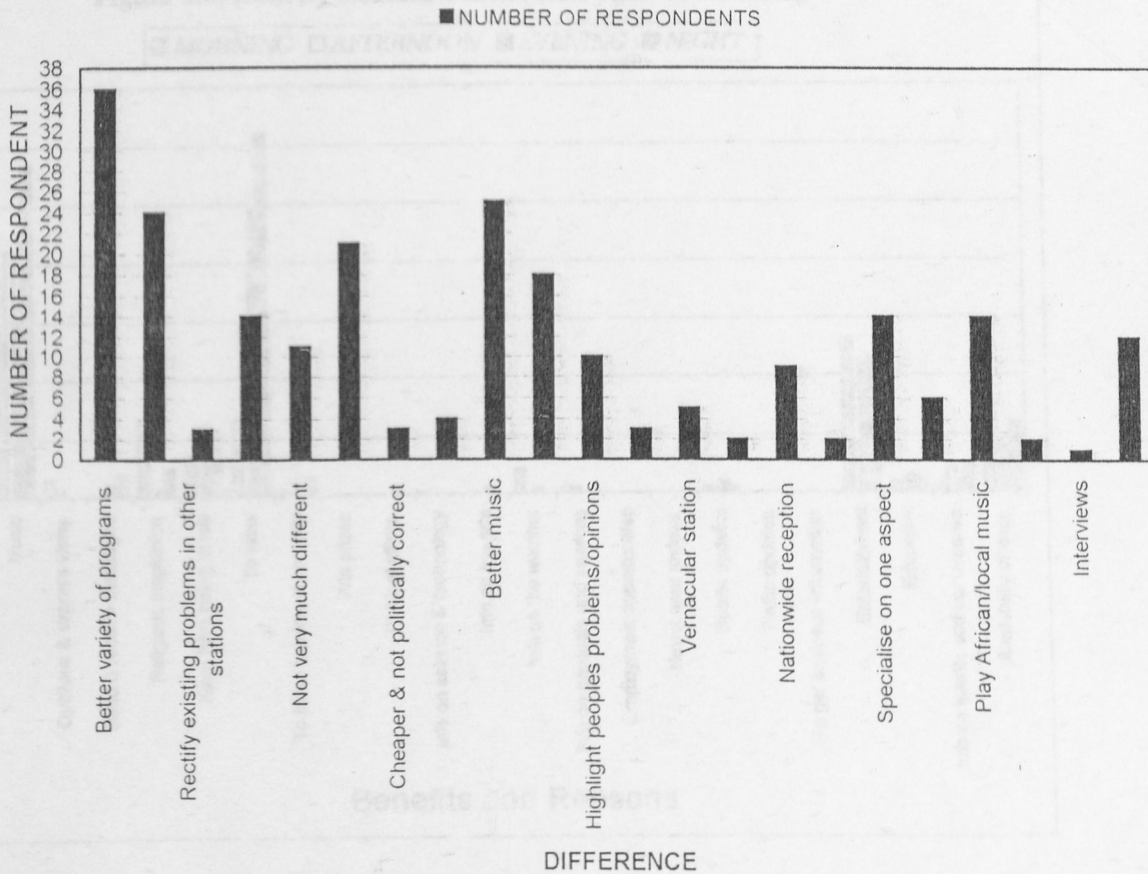
Table 1.9: Data By Reason Benefit And Time Of Listening

Music	3	42	33	57
Opinions & express views		1	0	0
Send & receive messages		0	2	4
Religious Inspiration	1	0	1	5
Keep from being lonely		4	7	6
To relax	1	30	49	62
To listen to jokes & comedy		0	1	3
Win prizes		0	0	0
Political affairs		0	1	0
Info on science & technology		0	0	0
Info on the arts		0	1	0
Info on the weather		0	1	0
Info on products and services		1	0	1
Employment opportunities		0	0	0
Newspaper reviews		0	0	0
Sports updates		1	2	1
Traffic updates		0	0	0
To get business information		0	0	0
Entertainment	2	18	22	23
Education		0	3	2
Info on events and occurrences		4	2	5
Availability of time	2	4	8	12

Figure 1.9: Data By Reason, Benefit And Time of Listening

Number of Respondents

MORNING AFTERNOON EVENING NIGHT

Benefits and Reasons

Music
Opinions & express views
Send & receive messages
Religious Inspiration
Keep from being lonely
To relax
To listen to jokes & comedy
Win prizes
Political affairs
Info on science & technology
Info on the arts
Info on the weather
Info on products and services
Employment opportunities
Newspaper reviews
Sports updates
Traffic updates
To get business information
Entertainment
Education
Info on events and occurrences
Availability of time

Table 4.2.1 Channel Preference By Sex and Marital Status.

RADIO STATION	MALE SINGLE	MALE MARRIED	FEMALE SINGLE	FEMALE MARRIED	FEMALE DIVORCED	TOTAL	PERCENTAGE
BBC					0		
CAPITAL	106		61	6	0		17.16
CITIZEN					0		
FAMILY	45		21		0	108	44.63
KAMEME	53					9	41.41
KBC ENGLISH	61				0	103	41.97
KBC NATIONAL				0	0	68	29.21
METRO 101.9	85		54	3	0	142	61.56
MICROTACT				0	0		3.88
NATION	100		55	4	0	168	72.12
OSAMI						3	1.29
X35 FM						71	30.60
TOTAL	126		83	11		233	100.00

Figure 4.2.1: Channel Preference By Sex And Marital Status

7.0 APPENDIX II

Table 4.2.1 Channel Preference By Sex and Marital Status

RADIO STATION	MALE SINGLE	MALE MARRIED	FEMALE SINGLE	FEMALE MARRIED	FEMALE DIVORCED	TOTAL	PERCENTAGE
BBC	58	5	25	2	0	90	38.79
CAPITAL	106	5	61	6	1	179	77.16
CITIZEN	50	4	19	3	0	76	32.76
FAMILY	45	3	51	5	0	104	44.83
KAMEME	52	4	34	7	0	97	41.81
KBC GENERAL	62	6	32	2	0	102	43.97
KBC NATIONAL	33	2	33	0	0	68	29.31
METRO 101.9	83	6	54	3	1	147	63.36
METRO EAST	4	1	4	0	0	9	3.88
NATION	101	8	52	4	0	165	71.12
IQRA 95.1	2	1	0	0	0	3	1.29
KISS FM	37	4	27	3	0	71	30.60
TOTAL	126	11	83	11	1	232	100.00

Figure 4.2.1: Channel Preference By Sex And Marital Status
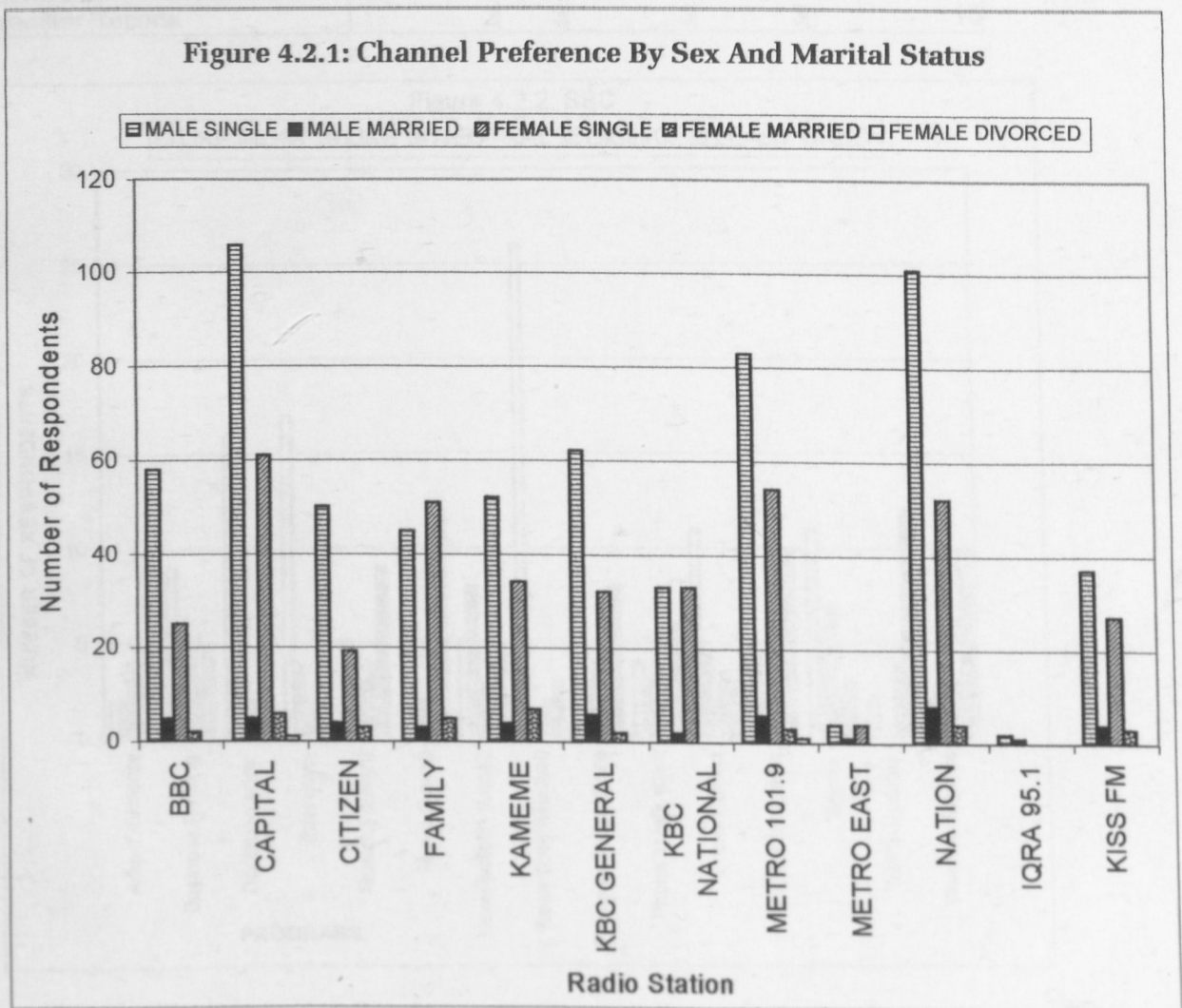
Table 4.2.2: BBC

PROGRAM	LIKE MOST	LIKE	NEUTRAL	DISLIKE	LEAST LIKED
Advertisements	2	2	4	4	10
Business Reports	9	3	5	3	5
Documentaries	16	6	2	1	3
Interviews	17	4	1	2	1
Music (Foreign)	5	1	3	4	9
Music (Local)	2	2	2	3	12
News bulletin (Local)	5	8	3	2	5
News (International)	26	1	0	2	3
Phone in competitions	2	3	4	4	8
Phone in talk show	4	3	2	3	6
Press Review	11	5	2	3	3
Religious programs	5	2	5	2	10
Sports	11	5	7	2	3
Traffic Updates	2	0	0	4	12
Weather Reports	2	3	3	3	10

Figure 4.2.2: BBC
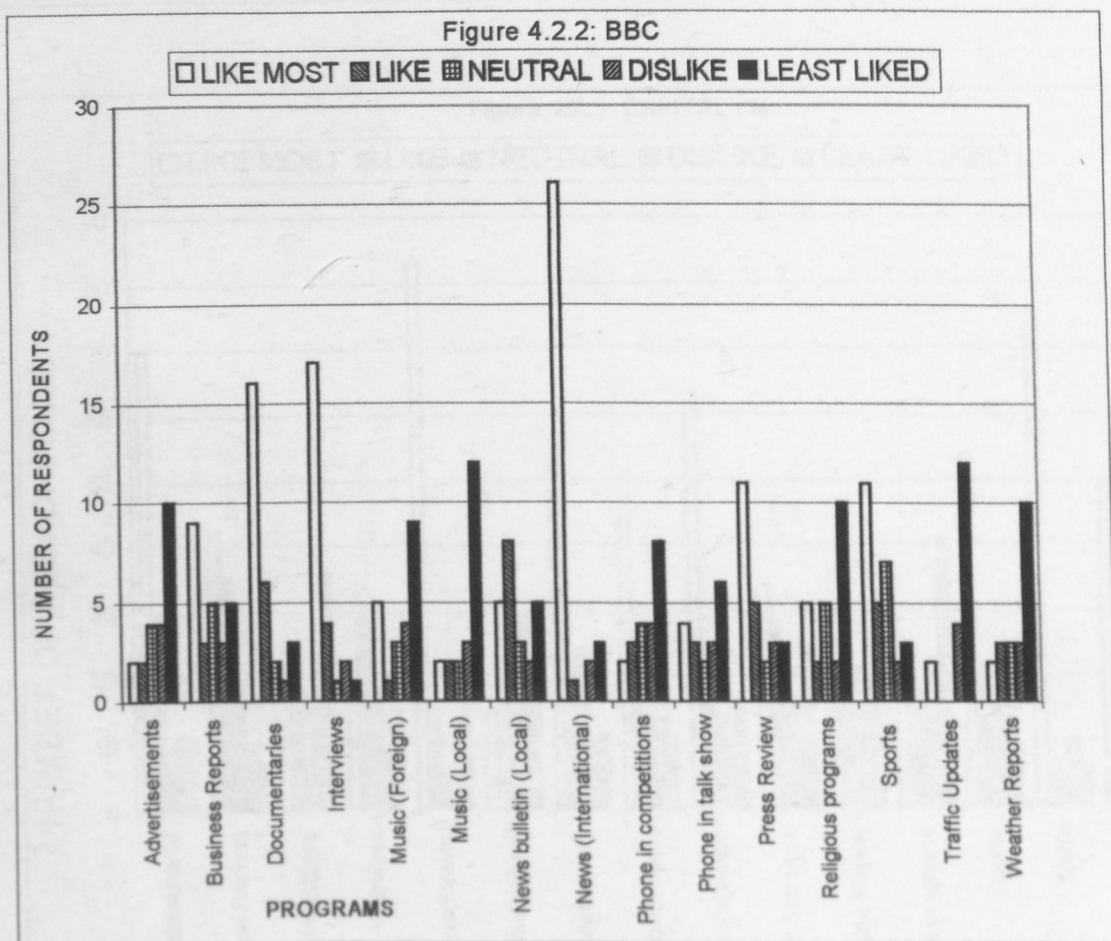
Table 4.2.3 CAPITAL FM

PROGRAM	LIKE MOST	LIKE	NEUTRAL	DISLIKE	LEAST LIKED
Advertisements	70	20	9	11	11
Business Reports	42	35	19	9	7
Documentaries	10	18	17	15	36
Interviews	22	31	18	9	15
Music(foreign)	83	14	5	2	14
Music(local)	15	12	25	30	29
News bulletin(local)	52	20	23	10	11
News(international)	44	22	21	16	10
Phone in competition	63	18	14	9	15
Phone in talk show	34	31	14	15	25
Press Review	23	19	21	19	19
Religious programs	17	17	15	15	41
Sports	54	22	16	14	10
Traffic	76	7	5	10	6
Weather	49	24	20	8	15

Figure 4.2.3: CAPITAL FM
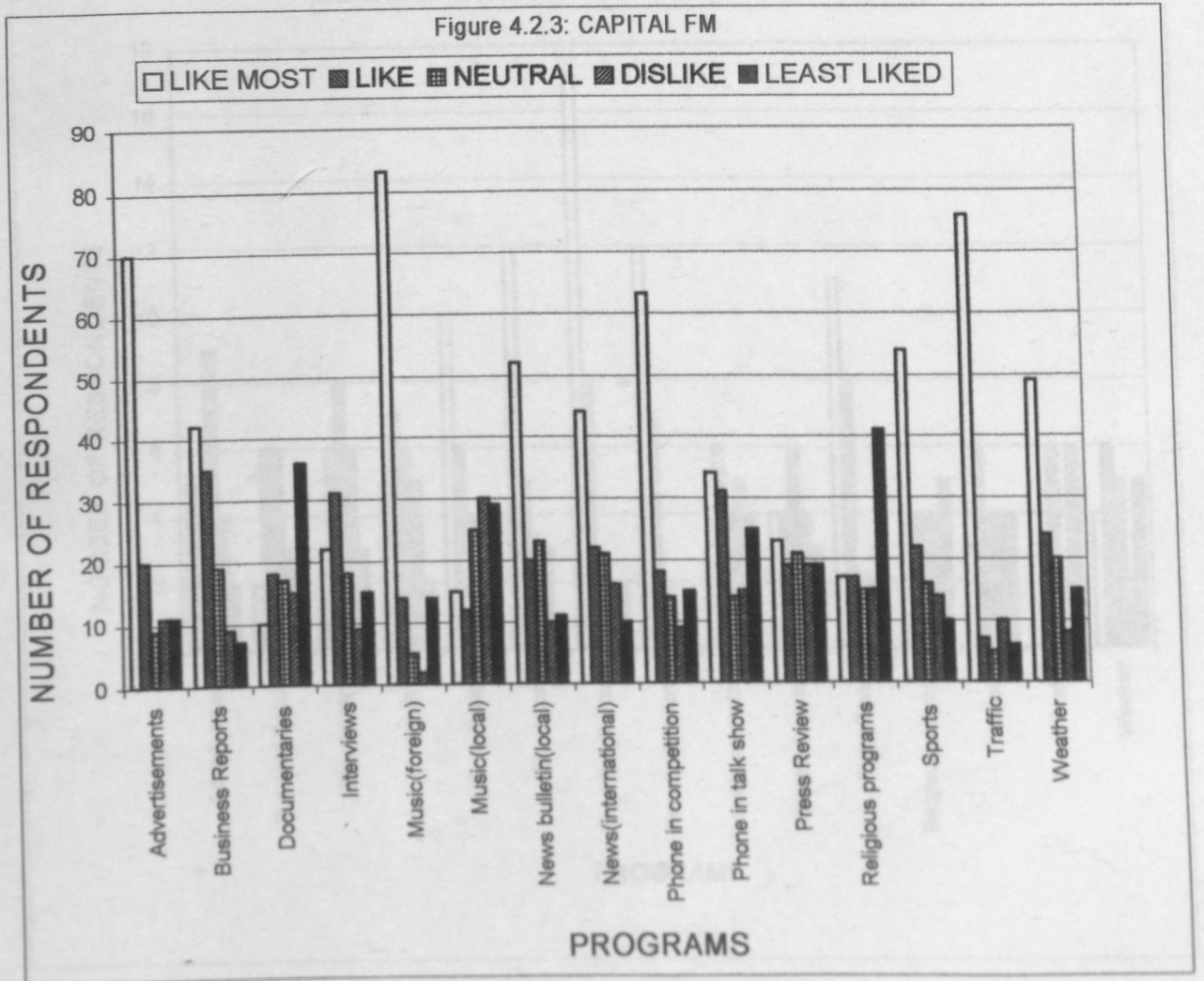
Table 4.2.4: CITIZEN

PROGRAM	LIKE MOST	LIKE	NEUTRAL	DISLIKE	LEAST LIKED
Advertisements	5	4	9	4	2
Business Reports	2	6	6	3	3
Documentaries	3	6	8	6	3
Interviews	5	7	6	5	2
Music(foreign)	10	6	4	2	0
Music(local)	12	5	2	3	0
News bulletin(local)	17	8	2	2	2
News(international)	12	7	1	1	1
Phone in competition	3	6	4	5	4
Phone in talk show	4	4	6	4	3
Press Review	11	8	1	2	3
Religious programs	4	4	4	4	5
Sports	3	6	4	4	4
Traffic	3	2	6	2	6
Weather	4	6	5	2	5

Figure 4.2.4: CTITZEN
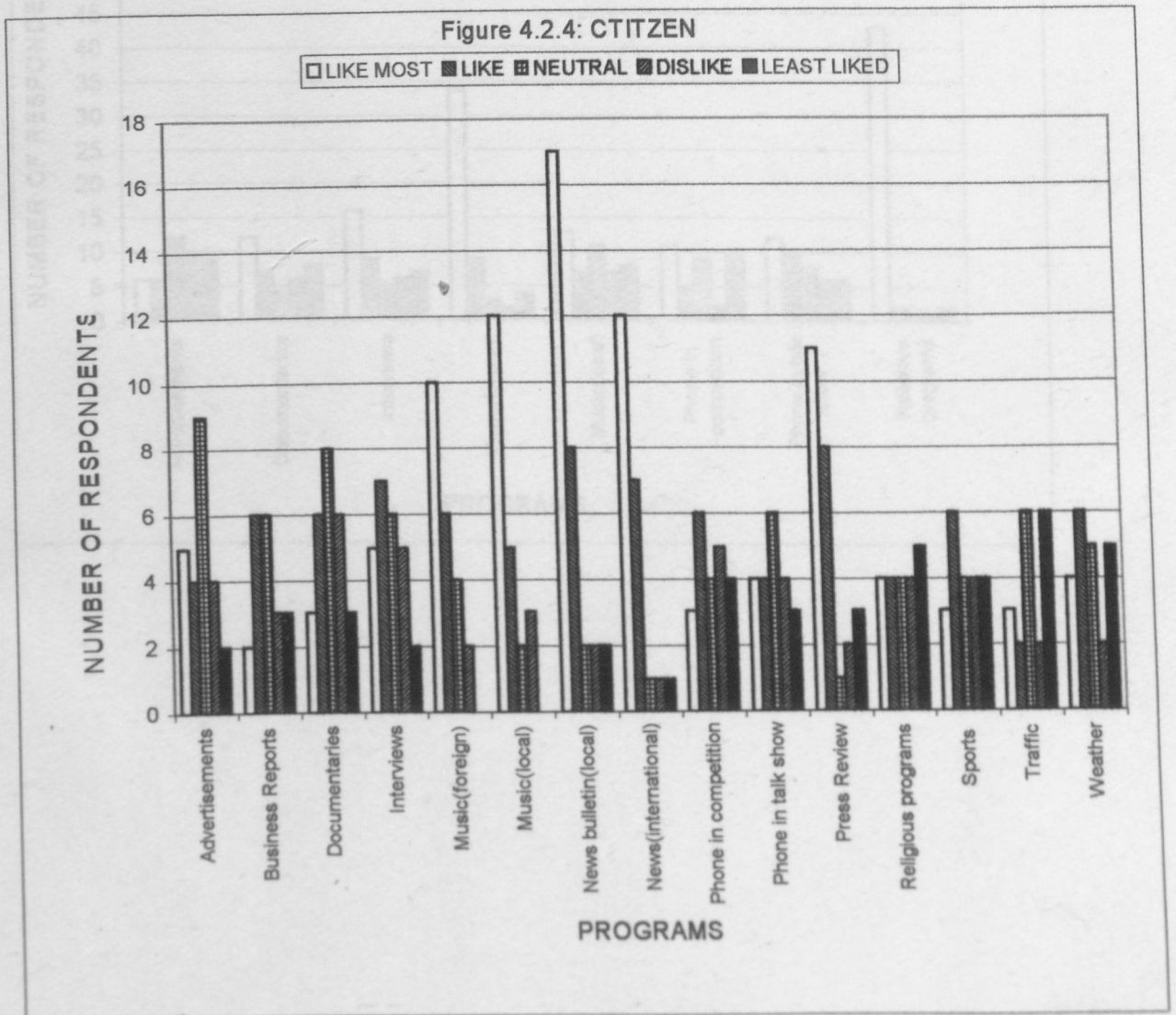
Table 4.2.5: FAMILY

PROGRAM	LIKE MOST	LIKE	NEUTRAL	DISLIKE	LEAST LIKED
Advertisements	6	6	12	10	9
Documentaries	12	7	4	6	8
Interviews	16	9	5	6	7
Music(foreign)	34	9	3	2	4
Music(local)	13	7	11	7	8
Phone in competition	11	5	9	2	10
Phone in talk show	12	10	8	6	6
Religious programs	43	2	1	1	2

Figure 4.2.5: FAMILY FM
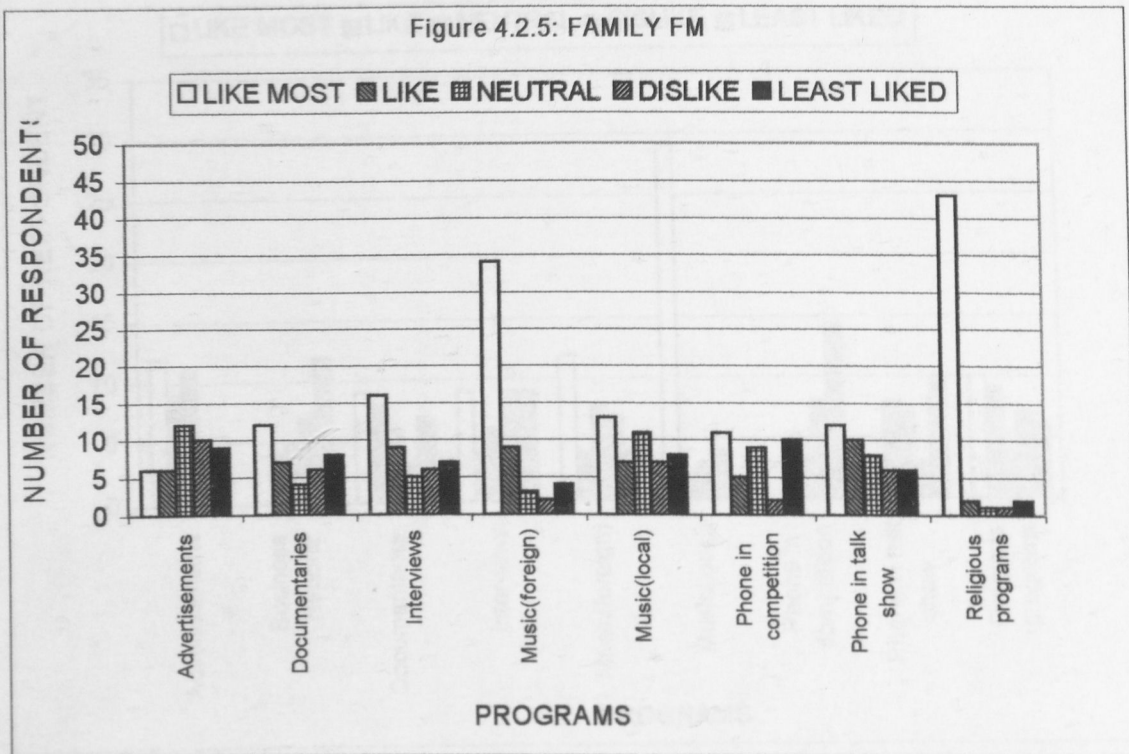
Table 4.2.6: KAMEME FM

PROGRAM	LIKE MOST	LIKE	NEUTRAL	DISLIKE	LEAST LIKED
Advertisements	12	9	11	4	4
Business Reports	4	4	5	7	12
Documentaries	9	8	6	3	7
Interviews	9	4	6	9	9
Music(foreign)	12	4	8	7	4
Music(local)	29	2	3	4	1
Phone in competition	3	3	5	8	15
Phone in talk show	3	8	7	3	10
Religious programs	10	9	4	7	6

Figure 4.2.6: KAMEME FM
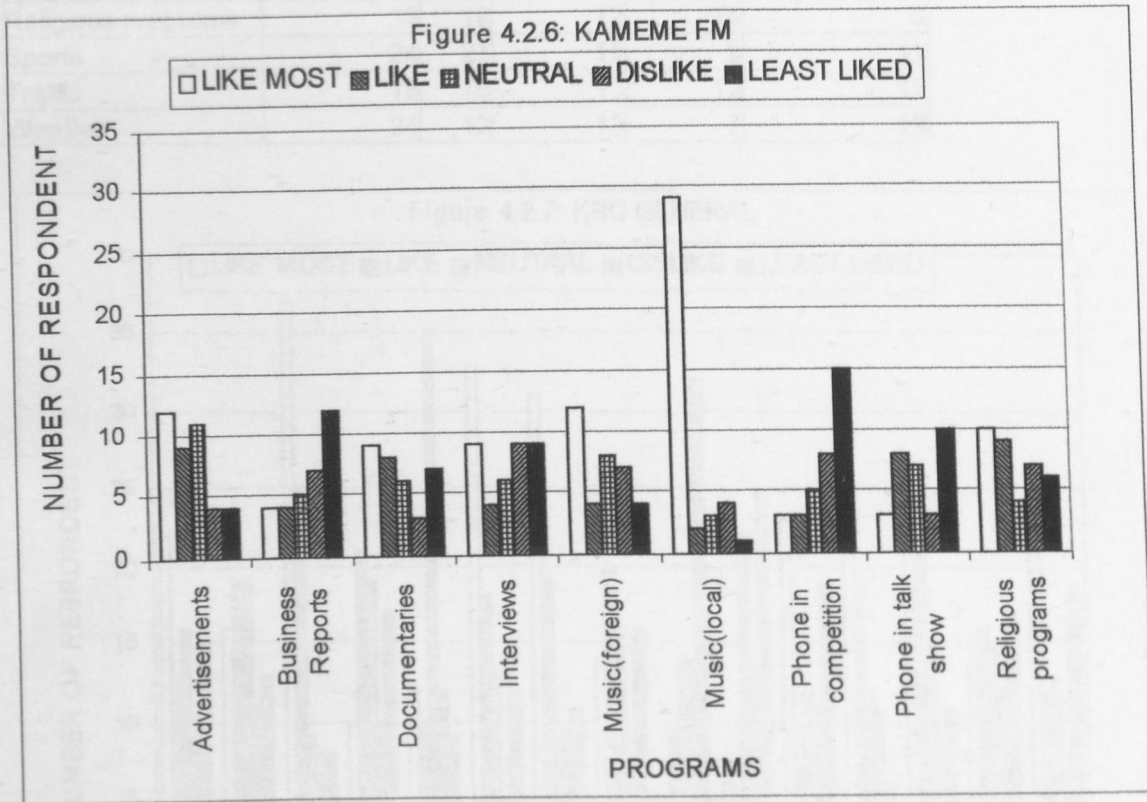
Table 4.2.7: KBC GENERAL

PROGRAM	LIKE MOST	LIKE	NEUTRAL	DISLIKE	LEAST LIKED
Advertisements	22	13	16	9	15
Business Reports	16	19	19	11	13
Documentaries	37	25	9	8	8
Interviews	10	21	19	9	17
Music(foreign)	12	10	35	12	9
Music(local)	33	18	13	5	12
News bulletin(local)	31	19	9	10	11
News(international)	14	20	16	9	16
Phone in competition	4	9	14	14	32
Phone in talk show	6	4	22	14	25
Press Review	23	7	12	11	19
Religious programs	32	19	12	11	6
Sports	24	21	15	9	11
Traffic	15	16	15	12	17
Weather	24	12	13	7	19

Figure 4.2.7: KBC GENERAL
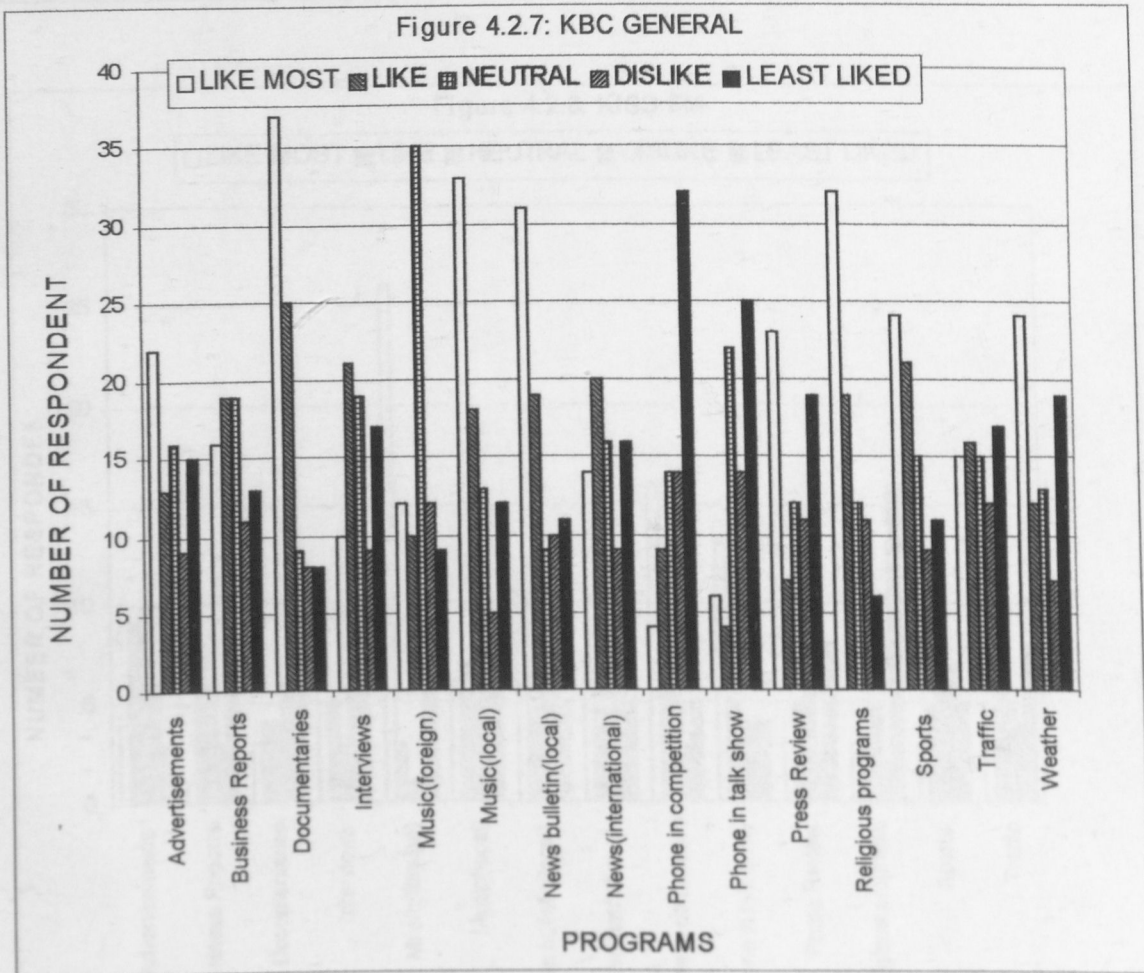
Table 4.2.8: KISS FM

PROGRAM	LIKE MOST	LIKE	NEUTRAL	DISLIKE	LEAST LIKED
Advertisements	4	9	10	6	3
Business Reports	1	8	6	3	8
Documentaries	3	4	4	6	11
Interviews	7	5	3	7	8
Music(foreign)	26	3	1	0	8
Music(local)	6	7	5	8	6
News bulletin(local)	11	4	6	7	5
News(international)	7	7	7	6	5
Phone in competition	16	6	5	3	5
Phone in talk show	13	5	4	4	4
Press Review	3	5	10	2	8
Religious programs	3	3	5	2	16
Sports	3	5	8	7	5
Traffic	5	6	5	4	8
Weather	5	6	6	3	9

Figure 4.2.8: KISS FM
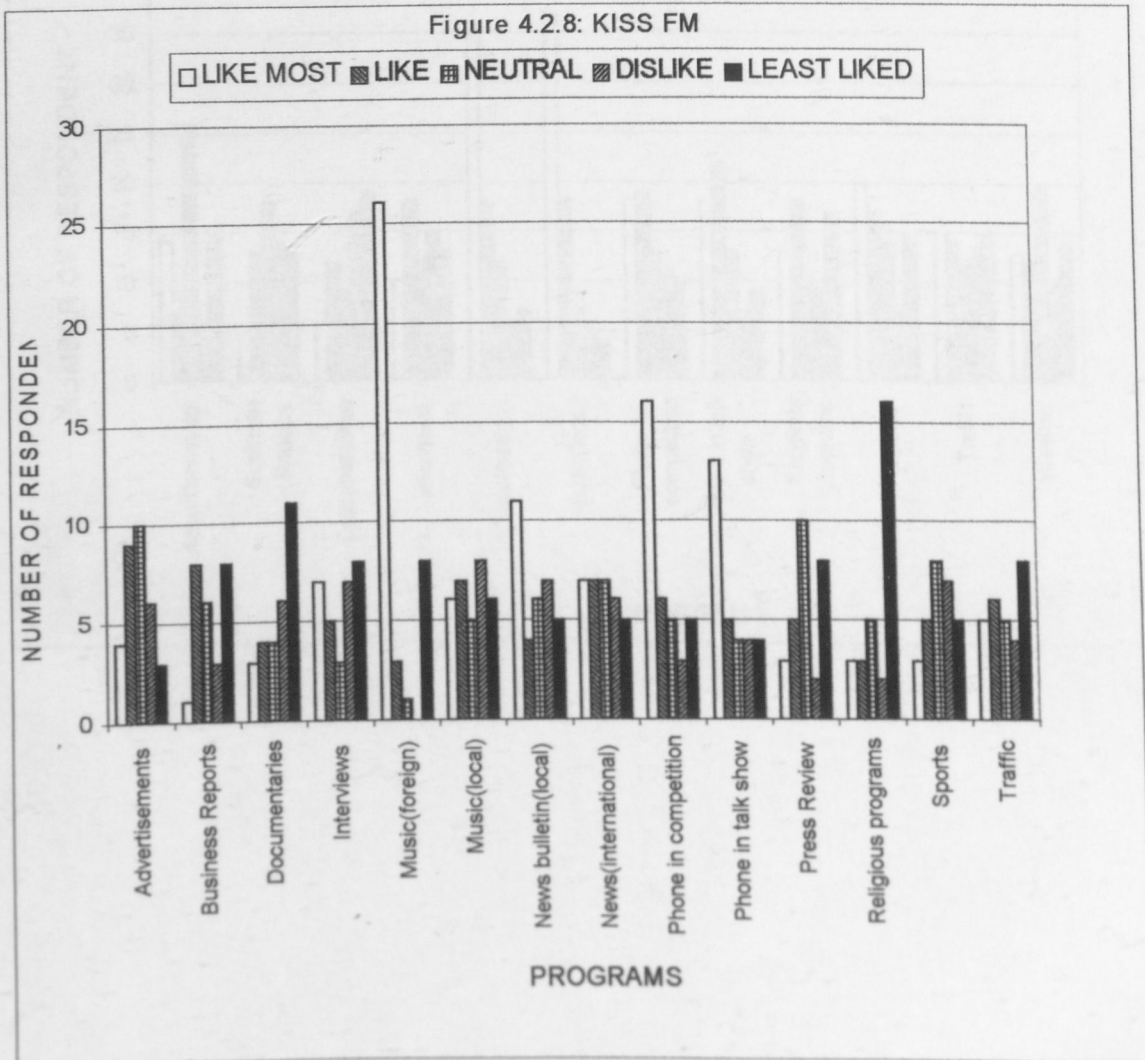
Table 4.2.9   METRO 101.9 FM

PROGRAM	LIKE MOST	LIKE	NEUTRAL	DISLIKE	LEAST LIKED
Advertisements	14	9	26	6	15
Business Reports	5	13	18	14	13
Documentaries	6	12	9	17	19
Interviews	10	18	12	15	13
Music(foreign)	35	18	12	6	7
Music(local)	37	18	9	6	4
Phone in competition	18	19	13	11	10
Phone in talk show	18	22	13	7	9
Religious programs	13	18	10	9	17
Sports	20	17	14	7	15
Traffic	15	14	12	12	15
Weather	13	12	20	10	14

Figure 4.2.9: METRO 101.9 FM

Table 4.2.10 Percentage of Rating of Program Preference By Radio Station
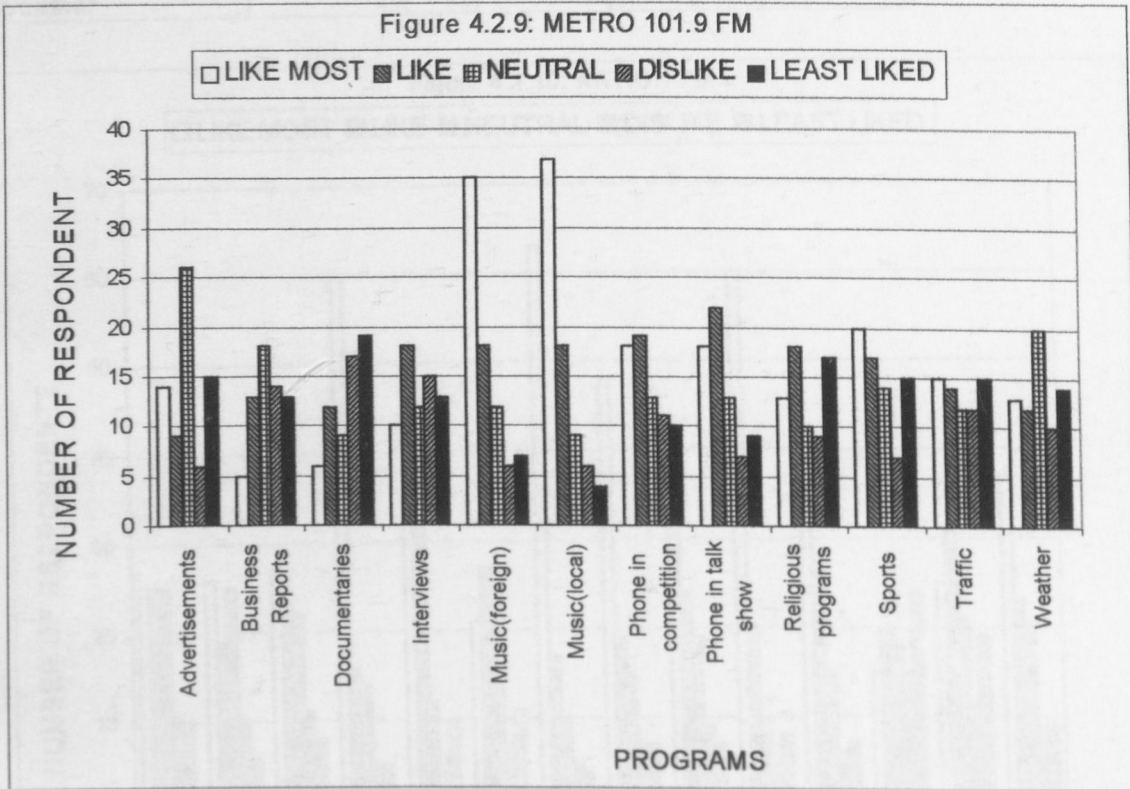
Table 4.2.10: NATION FM

PROGRAM	LIKE MOST	LIKE	NEUTRAL	DISLIKE	LEAST LIKED
Advertisements	25	25	25	11	10
Business Reports	26	19	25	10	6
Documentaries	27	23	22	11	8
Interviews	60	16	14	5	5
Music(foreign)	32	32	12	4	10
Music(local)	21	27	24	7	11
News bulletin(local)	63	17	10	5	4
News(international)	48	19	15	7	7
Phone in competition	39	24	19	9	7
Phone in talk show	60	20	10	5	8
Press Review	34	28	15	6	7
Religious programs	15	20	18	15	24
Sports	25	31	21	11	19
Traffic	37	23	20	6	9
Weather	30	29	20	11	8

Figure 4.2.10: NATION FM
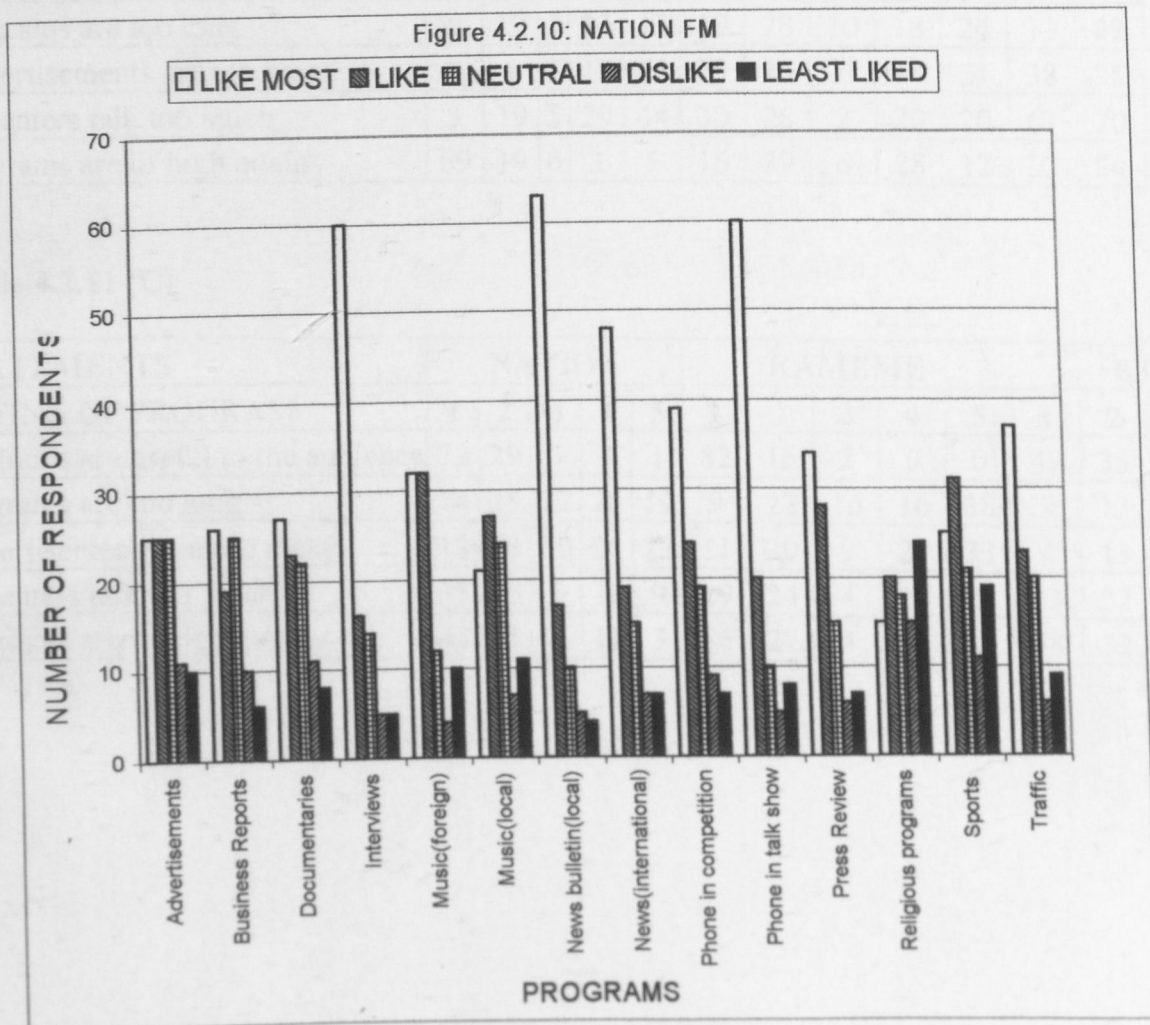
Tables 4.2.11 Percentage of Rating of Program Preference By Radio Station

Table 4.2.11 (a)

STATEMENTS	BBC					CAPITAL					CITIZEN				
RATING OF PROGRAM	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Programs are useful to the audience	89	11	0	0	0	54	34	3	5	3	64	36	0	0	5
Programs are too long	14	29	6	14	37	3	14	7	26	50	9	18	18	32	23
Advertisements are too many	6	6	9	17	63	19	30	6	21	24	5	27	9	14	45
Presenters talk too much	9	11	6	23	49	15	23	3	29	30	5	18	5	27	45
Programs are of high quality	77	14	0	9	0	66	23	2	3	3	18	50	9	18	9

Table 4.2.11 (b)

STATEMENTS	FAMILY					KBC GENERAL					METRO 101.9 FM				
RATING OF PROGRAM	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Programs are useful to the audience	94	6	0	0	0	58	31	3	6	2	44	38	5	7	6
Programs are too long	6	19	5	23	47	20	28	10	18	24	13	22	10	23	32
Advertisements are too many	5	5	5	18	65	29	26	11	13	21	38	25	6	19	12
Presenters talk too much	3	19	5	29	44	30	28	2	20	20	61	20	6	8	5
Programs are of high quality	69	19	0	3	5	16	39	6	28	12	32	34	5	21	8

Table 4.2.11 (C)

STATEMENTS	NATION					KAMEME					KISS FM				
RATING OF PROGRAM	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Programs are useful to the audience	72	29	3	3	1	82	16	2	0	0	49	33	9	4	4
Programs are too long	14	28	12	28	19	9	22	16	16	38	9	13	20	13	44
Advertisements are too many	18	28	10	24	22	11	20	9	27	33	4	13	11	18	53
Presenters talk too much	35	36	5	19	9	29	24	4	16	27	13	22	11	13	40
Programs are of high quality	45	41	3	11	3	56	27	4	7	7	58	22	4	11	4

8.0 APPENDIX III

Table 3.1 Weighted Variable Benefit Correlation Matrix

BENEFIT	ZB1	ZB2	ZB3	ZB4	ZB5	ZB6	ZB7	ZB8	ZB9	ZB10	ZB11	ZB12	ZB13	ZB14	ZB15	ZB16	ZB17	ZB18	ZB19	ZB20	ZB21	ZB22	ZB23
ZB1	1.000	0.999	0.99	0.726	0.980	0.979	0.997	0.992	0.89	0.948	0.965	0.703	0.970	0.823	0.71	0.925	0.954	0.877	0.739	0.988	0.95	0.828	0.989
ZB2	0.999	1.000	0.99	0.746	0.972	0.983	0.998	0.994	0.90	0.955	0.965	0.679	0.966	0.838	0.73	0.936	0.965	0.869	0.757	0.986	0.96	0.847	0.985
ZB3	0.997	0.998	1.00	0.729	0.973	0.985	0.995	0.992	0.89	0.952	0.966	0.691	0.975	0.823	0.71	0.928	0.959	0.879	0.740	0.986	0.95	0.836	0.987
ZB4	0.726	0.746	0.72	1.000	0.582	0.747	0.762	0.801	0.92	0.767	0.619	0.024	0.576	0.983	0.97	0.905	0.876	0.365	0.940	0.729	0.89	0.962	0.636
ZB5	0.980	0.972	0.97	0.582	1.000	0.939	0.967	0.949	0.81	0.896	0.958	0.826	0.978	0.704	0.57	0.837	0.877	0.921	0.610	0.969	0.88	0.702	0.991
ZB6	0.979	0.983	0.98	0.747	0.939	1.000	0.977	0.980	0.86	0.988	0.969	0.640	0.966	0.819	0.76	0.952	0.966	0.856	0.798	0.958	0.94	0.867	0.972
ZB7	0.997	0.998	0.99	0.762	0.967	0.977	1.000	0.994	0.91	0.948	0.960	0.663	0.956	0.852	0.74	0.936	0.969	0.862	0.758	0.984	0.96	0.857	0.977
ZB8	0.992	0.994	0.99	0.801	0.949	0.980	0.994	1.000	0.93	0.954	0.937	0.612	0.946	0.882	0.78	0.960	0.976	0.816	0.805	0.988	0.98	0.880	0.970
ZB9	0.896	0.904	0.89	0.920	0.812	0.864	0.918	0.937	1.00	0.835	0.779	0.361	0.783	0.974	0.85	0.933	0.942	0.612	0.838	0.914	0.97	0.916	0.832
ZB10	0.948	0.955	0.95	0.767	0.896	0.988	0.948	0.954	0.83	1.000	0.952	0.572	0.926	0.818	0.81	0.962	0.959	0.808	0.849	0.915	0.93	0.888	0.939
ZB11	0.965	0.965	0.96	0.619	0.958	0.969	0.960	0.937	0.77	0.952	1.000	0.754	0.967	0.712	0.65	0.868	0.918	0.945	0.666	0.920	0.87	0.781	0.967
ZB12	0.703	0.679	0.69	0.024	0.826	0.640	0.663	0.612	0.36	0.572	0.754	1.000	0.804	0.184	0.02	0.402	0.475	0.887	0.096	0.686	0.46	0.201	0.778
ZB13	0.970	0.966	0.97	0.576	0.978	0.966	0.956	0.946	0.78	0.926	0.967	0.804	1.000	0.685	0.57	0.852	0.885	0.930	0.628	0.959	0.86	0.719	0.989
ZB14	0.823	0.838	0.82	0.983	0.704	0.819	0.852	0.882	0.97	0.818	0.712	0.184	0.685	1.000	0.94	0.937	0.927	0.493	0.912	0.829	0.95	0.963	0.742
ZB15	0.715	0.736	0.71	0.973	0.571	0.765	0.746	0.783	0.85	0.815	0.652	0.028	0.577	0.941	1.00	0.914	0.874	0.381	0.977	0.692	0.87	0.969	0.636
ZB16	0.925	0.936	0.92	0.905	0.837	0.952	0.936	0.960	0.93	0.962	0.868	0.402	0.852	0.937	0.91	1.000	0.979	0.671	0.935	0.916	0.98	0.958	0.887
ZB17	0.954	0.965	0.95	0.876	0.877	0.966	0.969	0.976	0.94	0.959	0.918	0.475	0.885	0.927	0.87	0.979	1.000	0.765	0.864	0.932	0.98	0.956	0.910
ZB18	0.877	0.869	0.87	0.365	0.921	0.856	0.862	0.816	0.61	0.808	0.945	0.887	0.930	0.493	0.38	0.671	0.765	1.000	0.388	0.828	0.70	0.565	0.901
ZB19	0.739	0.757	0.74	0.940	0.610	0.798	0.758	0.805	0.83	0.849	0.666	0.096	0.628	0.912	0.97	0.935	0.864	0.388	1.000	0.732	0.87	0.935	0.685
ZB20	0.988	0.986	0.98	0.729	0.969	0.958	0.984	0.988	0.91	0.915	0.920	0.686	0.959	0.829	0.69	0.916	0.932	0.828	0.732	1.000	0.95	0.802	0.980
ZB21	0.955	0.961	0.95	0.894	0.884	0.943	0.967	0.981	0.97	0.931	0.876	0.467	0.867	0.951	0.87	0.981	0.981	0.707	0.879	0.954	1.00	0.933	0.911
ZB22	0.828	0.847	0.83	0.962	0.702	0.867	0.857	0.880	0.91	0.888	0.781	0.201	0.719	0.963	0.96	0.958	0.956	0.565	0.935	0.802	0.93	1.000	0.755
ZB23	0.989	0.985	0.98	0.636	0.991	0.972	0.977	0.970	0.83	0.939	0.967	0.778	0.989	0.742	0.63	0.887	0.910	0.901	0.685	0.980	0.91	0.755	1.000

Table 3.2 Place of Listening and Benefits Sought

BENEFITS	PLACE OF LISTENING			
	CAMPUS ROOM	TRAVELLING	AT HOME	OTHER
Presenter	45	22	44	5
Friends	1	1	2	
Style of presentation	59	25	62	10
Timing of programs	26	15	25	5
Clear Reception	36	17	35	8
News	151	62	137	18
Music	148	64	143	19
Opinions & express views	45	18	43	4
Send & receive messages	10	5	9	
Religious Inspiration	71	30	70	5
Keep from being lonely	28	9	23	4
To relax	88	35	85	14
To listen to jokes & comedy	42	24	47	19
Win prizes	10	6	11	3
Political affairs	39	14	36	4
Info on science & technology	31	7	8	3
Info on the arts	3	2	3	1
Info on the weather	7	6	5	4
Info on products and services	12	8	14	1
Employment opportunities	3	2	3	1
Newspaper reviews	7	2	6	2
Sports updates	40	11	39	6
Traffic updates	19	3	7	
To get business information	13	5	11	3
Entertainment	39	17	38	5
Education	35	20	33	3
Advertisement	4	5	6	1
Info on events and occurrences	74	33	62	8

Table 3.3 Frequency of Listening and Benefit Sought

BENEFITS	FREQUENCY OF LISTENING				
	VERY RARELY	RARELY	MODERATELY	FREQUENTLY	VERY FREQUENTLY
News	1	6	58	63	47
Music	1	7	54	62	48
Opinions & express views	0	3	16	19	14
Send & receive messages	0		1	1	8
Religious Inspiration	1	4	32	31	17
Keep from being lonely	1	0	7	12	9
To relax	1	0	33	37	30
To listen to jokes & comedy	0	1	17	18	17
Win prizes	0	0	4	2	5
Political affairs	1	0	9	20	16
Info on science & technology	0	0	4	8	4
Info on the arts	0	0	2	2	0
Info on the weather	0	0	3	4	2
Info on products and services	0	1	3	2	7
Employment opportunities	0	0	0	1	3
Newspaper reviews	0	0	2	3	4
Sports updates	0	0	9	17	19
Traffic updates	0	0	3	6	1
To get business information	0	0	2	4	9
Entertainment	0	1	17	14	12
Education	0	1	12	11	15
Advertisement	0	0	0	2	4
Info on events and occurrences	0	2	31	34	21

Table 3.4 Duration of Listening and Benefit Sought

BENEFITS	DURATION		
	< 1	1	> 1
Presenter	2	8	42
Friends	0	0	2
Style of presentation	9	17	45
Timing of programs	9	4	19
Clear Reception	12	8	23
News	28	34	114
Music	25	33	114
Opinions & express views	5	12	35
Send & receive messages	0	0	10
Religious Inspiration	19	17	49
Keep from being lonely	2	8	19
To relax	12	15	73
To listen to jokes & comedy	5	12	37
Win prizes	0	1	10
Political affairs	5	11	27
Info on science & technology	3	2	11
Info on the arts	1	1	2
Info on the weather		3	6
Info on products and services	2	1	11
Employment opportunities	1	0	3
Newspaper reviews	0	2	6
Sports updates	2	5	38
Traffic updates	1	1	8
To get business information	3	4	8
Entertainment	3	12	29
Education	6	6	27
Advertisement	0	0	6
Info on events and occurrences	13	23	52

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