THE EFFECT OF BRAND PERSONALISATION ON CONSUMER CHOICE STUDY OF KENYAN TELEVISION INDUSTRY

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DECLARATION

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

Signature................................ Date...................................

Kabiru Allam Mwangi
D65/64424/2013

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

Signature...................................... Date...

DEDICATION

I dedicate this project to my family, who taught me that anything is possible when you put your mind into it and to my fellow marketers.

ACKNOWLEDGEMENT

My deepest gratitude is to my father in heaven who created me to live in his beautiful and wonderful plan for my life. I have learnt that the grace of God is truly sufficient. I'm indebted to my family, and my partner who supported me in every way imaginable and whose belief in me is a pillar of my strength.

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I'm grateful to my friends, colleagues and the respondents who in their own way contributed immensely towards this project. Lastly, to all the lecturers at the University of Nairobi Msc program, no words can describe my appreciation; I feel valuable and hope that a simple thank you describes my gratitude,

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ABBREVIATIONS AND ACRONYMS

TV – Television

KBC- Kenya Broadcasting Corporation

KTN – Kenya Television Network

NTV – Nation Television

CAK – Communications Authority of Kenya

CBBE – Consumer Based Brand Equity

PWC – Price Waterhouse Coopers

FM – Frequency Modulation

NMG – Nation Media Group

SLA – Service Level Agreement

BSD – Broadcast Signal Distributor

FTA – Free to Air

Class B1 – Upper middle class

Class B2 – Lower middle class

SPSS – Statistical Package for Social Sciences

ABSTRACT

This study sought to investigate on brand personalization and the effects of brand personalization on consumers' choice of television channels. This study was guided by two objectives; to determine the extent of brand personalization of television channels in Kenya and to examine how personalization influences consumers' choice of television channels in Kenya. This study adopted a descriptive survey design of household television viewers in Nairobi. The study used a sample of 100 from the Ruaraka region of Nairobi Kenya. Primary data was collected through use of questionnaires which were designed on the basis of the research objectives. The questionnaires were administered by me in order to capture all issues required and also to avoid a low response rate. Data collected was quantitative in nature and it's analysis was carried out using descriptive statistics using the Statistical Package for Social Sciences(SPSS) as the data analysis tool. The results of the study show that media houses have in Kenya have adopted brand personalization as a strategy to tailor their offerings to the needs and tastes of the individual customers. Further, continuous content personalization increases choice of television channels which in-turn influences the viewership. Content personalization features more on television channels and viewers have to be reminded of the existence of personalization by continuous exposure. The study concludes that success will go to companies that deliver rich and personalized cross-channel experience to consumers and personalization is the best opportunity for attracting, retaining and building loyalty with consumers. This study further recommends television channels should monitor their customer actions in real time so as to bring personalization to the truly intimate level. Television channels ought to personalize not only the content they display to their consumers but also the type of service they offer, either across your whole channel or just on sections should be deemed outstanding.

CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

The growth of interest in one-to-one marketing over the past years Peppers and Rogers, (1993) has brought the topic of personalization of products, services, and communications to an increasingly prominent position in marketing theory and practice. However, measurement and estimation of the effects of personalization on other critical theory constructs has been lacking (Day and Montgomery, 1999) .In the increasingly complex world, individuals face more choices with less time to make them. Thus a strong brand's ability to simplify decision making, reduce risk, and set expectations is invaluable. Enhancing and maintaining the strength of strong brands that deliver on their promise over time, is equally a management imperative (Sharma, 2010). The strategy and tactics behind marketing programs have changed dramatically in recent years as firms have dealt with enormous shifts in their external marketing environments where changes in the economic, technological, political, legal, socio-cultural, and competitive environments have forced marketers to embrace new approaches and philosophies. These changes and others have combined to give customers and companies new capabilities with a number of implications for the practice of brand management (Keller, 2013).

Marketers have been urged for nearly two decades Dwyer, et al.(1987) to shift their thinking away from isolated transactions, and instead to pay close attention to the creation and nurturance of customer relationships, and particularly to the development of loyalty in customers (Reichheld,1996). The loyalty referred to here is not behavioral loyalty (repurchase or re-patronization), but rather, emotional loyalty: the desire on the part of the customer to continue the relationship even if competitors lower prices, willingness to recommend to friends, and intention to continue patronizing (Dick and Basu, 1994; Zeithaml, 2000). This construct, sometimes called "customer equity" (Rust et al. 2000), is the customer's affective and conative end-state that should lead to repurchase or repatronization,

willingness to expand purchasing beyond the initially purchased line of services or products, indifference to competitor's appeals, lower price sensitivity, positive word of mouth, and other unanticipated effects on a customer's individual lifetime profitability and the overall profitability of the firm. Integration and personalization, in particular, have become increasingly crucial factors in building and maintaining strong brands, as companies strive to use a broad set of tightly focused personally meaningful marketing activities to win customers. Consumers have relationships with service providers, and these relationships can be simple and straightforward, or complex and emotional (Peppers and Rogers 2004).Personalization and other approaches to customization help reinforce a number of important marketing concepts and techniques. From a branding point of view, they are particularly useful means of both eliciting positive brand responses and creating brand resonance to build customer based brand equity. According to the customer-based brand equity (CBBE) model, however, different approaches emphasize different aspects of brand equity.

Globalization and technology advancement has influenced the media industry all over the world in a significant manner, especially, in the last decade the media, information and communications landscape has changed rapidly. Technological and demographic developments, deregulation and the convergence of different media, information and communications markets have left an important mark on the configuration of the traditional markets (Wirtz, 2001; Picard, 2003). Not only have these developments pose threats to companies operating on these markets, but also create new opportunities for companies to engage in profitable new ventures and businesses both in home markets and abroad (Kranenburg 2004).

Over the last few years, the Kenyan media industry has seen substantive changes with major intensification, scaling-up of technology. This report examines how shifts in the market environment are shaping trends in the media industry and how consumers are responding to face the opportunities. In Kenya, a combination of investment, regulatory action and market factors such as competition, technological innovation and economies of scale, have made telecoms and media services increasingly sophisticated, more widely available and affordable. Kenya is one of the vibrant markets Africa with a growing middle class, rising rates of literacy, a larger urban population and the growing importance of the mobile phone as platform for communication and content are all helping to create significant new opportunities for the entertainment and media market (PWC 2013). ln Kenya today, 108 TV broadcast licenses have been issued to 46 companies and close to 20 television stations are on air. The major TV Stations in Kenya are Kenya Broadcasting Corporation (KBC) State owned, Citizen TV the leading TV network in Kenya owned by Royal Media Services, Kenya Television Network (KTN) Standard Group, NTV – Nation Media Group, KISS TV owned by Radio Africa ,Family TV and K24 owned by Mediamax (CCK 2015).

The consumer drive for entertainment and media will be compelling in Kenya. Internet access in Kenya will be dominated by mobile Internet access. It is no surprise, therefore, that advertisers will look to the Internet as a key medium for access to consumers, alongside TV and filmed entertainment. TV remains the single most effective channel for advertising in Kenya, accounting for just over 40% of advertising revenue in 2014 where according to Reelforge media monitoring TV stations raked in Sh41.8 billion in advertising revenue last year, nearly half the industry spend, a figure likely to increase. Radio remains an important advertising platform in Kenya more than newspapers and out-door advertising.Kenya is a market that reflects both the growing trend of urbanization in Africa and the innovation of high-growth markets. Approximately a quarter of the population now resides in urban areas and there is also a fast-developing middle class, notably in the capital city of Nairobi. This is creating a new appetite for entertainment and media services (PWC 2013).

1.1.1 Concept of Brand Personalization and Brand Management

Branding as a marketing strategy aims to differentiate a company's organization, service or product from that of the competitor (Aaker, 1996). According to Kotler & Keller (2009) brands reside in the minds of consumers. It is a perpetual entity rooted in reality but reflects on the perceptions of consumers. Branding is all about creating differences between products. Brand differences are often related to attributes or benefits of the products/services (Kapferer 2005). Brands can gain leadership and competitive advantage through continuous innovation, non-product related means as well as understanding consumer motivations, desires and creating relevant and appealing images around their products and services. Branding can be applied virtually anywhere a consumer has a choice. Keller (2013) contends that a brand is more than a product, because a brand has different dimensions that differentiate it in some way from other products designed to satisfy the same need.

These differences may be rational and tangible related to product performance of the brand or more symbolic, emotional, and intangible related to what the brand represents (Mjos, 2010). The power of a brand lies in what customers have learned, felt, seen, and heard about the brand as a result of their experiences over time. In other words, the power of a brand lies in what resides in the minds and hearts of customers. The challenge for marketers in building a strong brand is ensuring that customers have the right type of experiences with products and services and their accompanying marketing programs so that the desired thoughts, feelings, images, beliefs, perceptions, opinions, and experiences become linked to the brand (Keller, 2001).

Riezebos (2002) describes the adoption of brand strategies as having two important motives. The first is a competitive motive in which a brand is used to enhance competitive advantage through emphasizing differentiation. A brand helps consumers understand and remember what distinguishes an offering from that of a competitor (Ries and Trout, 1997). Secondly, a brand strategy could, and should, add value to the product or service offering. From this perspective customers see more than the functional use of a product, and brands signal benefits on a multitude of dimensions based on the meanings and uses that customers associate with the brand (Levitt, 1980). Some brands create competitive advantages through non-product related means e.g Coca Cola and others have been leaders in their product categories for decades by understanding consumer motivations and desires and creating relevant and appealing images surrounding their products. Often these intangible image associations may be the only way to distinguish different brands in a product category. Not only are there many different types of associations to link to the brand, but there are many different means to create them the entire marketing program can contribute to consumers' understanding of the brand and how they value it as well as other factors outside the control of the marketer. By creating perceived differences among products through branding and by developing a loyal consumer franchise, marketers create value that can translate to financial profits for the firm (Keller, 1999).

1.1.2 Concept of Consumer Choice

According to Henry Assael (2004) consumer decision making is not a single process. Consumers evaluate brands in a detailed and comprehensive manner. As a result of information processing, consumers use past and current information to associate brands they are aware of with their desired benefits. Consumers choose and prefer brands they expect will give the most satisfaction based on the benefits they seek. Consumers have no established criteria for evaluating a product category or specific brands and need a great amount of information to establish a set of criteria on which to judge specific brands and a correspondingly large amount of information concerning each of the brands to be considered (Schiffman and Kanuk, 2009). Consumer choice and decision making is influenced and shaped by many factors and determinants that include individual differences, environmental influences and psychological process. Individual differences include demographics, psychographics and personality, consumer resources, motivation, knowledge and attitudes. Environmental influences on consumer choice include cultural issues, social class, family, personal influences as well as personal behaviors. Psychological process influencing consumer behaviors include; Information processing, how people receive, process and make sense of marketing communications. Learning how experiences leads to changes in knowledge and behavior.

Consumer choice and decision making is also influenced by the level of consumer involvement with the product whereby complex decision making is involved when the products / services priced (Tanner & Raymond 2012). Products associated with performance, significant risks like medical products and automobiles complex products /services and products associated with one's personal character/ image and a symbolic meaning is tied to the customer values (Maklan, 2009). In low involvement consumer decision making process, consumer do very little in low involvement consumer decision making process, consumers do very little brand evaluation and information processing. Consumers are generally governed by a principle of cognitic economy where they search for as much information as they feel is necessary to adequately evaluate brands. This is because the brands/products being evaluated are not particularly risky, expensive, important or personally relevant. In low involvement decision making consumer choice and brand, beliefs are formed in a passive state (Asael 2004).

1.1.3 The Structure of the Media Industry in Kenya

Several institutions in Kenya are responsible for regulating the media and journalism. Newspapers and periodicals require registration under the Books and Newspapers Act. The Office of the Attorney General issues bonds to newspaper publishers and printers, while the Ministry of Information and Communications licenses broadcasters. The Communications Commission of Kenya (CCK) allocates licenses, frequencies and maintains a register of broadcasters in accordance with the Kenya Information and Communications (Amendment) Act, 2013. The Media Council of Kenya registers journalists, monitors the conduct of journalists and handles complaints against media organizations and journalists. The Kenya Film Censorship Board regulates film content for broadcasting. The Media Act, 2007; the Communication of Kenya Act, 1998; and the KBC Act 1989 are the main laws regulating the media in the country (Ndonye & Nabea, 2012).

Media houses in Kenya comprises of six major media houses with over 80 radio stations in Kenya, 16 television stations and 13 newspapers among other media with a tendency towards media concentration and cross media ownership in Kenya. KBC has over 20 radio stations, Royal Media Services Limited owns 11 radio stations, Radio Africa Group has over 5 FM stations, and NMG owns two FM station, also owns 4 newspapers and 2 TV stations while Standard Group has not only acquired a radio station but also owns three newspapers and KTN. Mediamax owns Kameme and Milele FM, K24 TV, and the local franchise while Radio Africa Group runs the Star newspaper as well as 6 radio stations. Royal Media Services Limited owns the Citizen TV network, a newspaper and a network of 11 radio stations broadcasting in different vernacular languages. Kenyan audiences are fragmented along the various media channels. Over 39 percent of Kenyans watch TV, over 90 per cent listen to radio, 23 per cent read newspapers. Nearly 3 million use Internet services while over 14 million use mobile phones (CAK, 2015).

1.1.4 The Kenya Television Industry

The global digital migration deadline was June 2015 and the Digital TV market in Kenya is rapidly changing with various players announcing their new offerings. Digital migration was adopted by the government as a Vision 2030 flagship project under the Economic Pillar. In 2009 Kenya Broadcasting Corporation under its subsidiary Signet was the first government authorized Broadcast Signal Distributor (BSD). The digital migration process has achieved several milestones including the licensing of signal distributors, establishment of the digital platform, and implementation of the simulcast since December 2009. The outstanding milestone is the implementation of the analogue switch off. The government has faced several challenges in its attempt to implement analogue switch off dates (Boruett 2015).

To mitigate these challenges the government through the Communications Authority of Kenya embarked on a policy and regulatory initiative as well as consumer awareness campaigns to support the digital migration. The Government Waived of import duty (accounting for about 25%) On STBs to make them more affordable, they also liberalized the market for set up boxes to allow more players in the market and make them more accessible, regulation of tariffs BSDs charge broadcasters on the digital platform by setting maximum limits developed service level agreements (SLA) guidelines to ensure quality by signal distributors and broadcasters. The authority also embarked on Effective Consumer Awareness campaigns using different platforms to educate and inform public about the benefits of the digital migration (CAK, 2015).

1.2 Research Problem

The growth of interest in one to one marketing over the past ten years Peppers and Rogers, (1993) has brought the topic of personalization of products, services, and communications to an increasingly prominent position in marketing theory and practice. However, measurement and estimation of the effects of personalization on consumers has been lacking (Montgomery, 1999). Some services, such as hair dressing for women, are so highly personalized as to form a significant part of the customer's life satisfaction (Price and Arnould, 1999). In fact, any part of the marketing mix can be personalized. Not only can the product or service be personalized, but so can the form of distribution, the pricing, or the promotion. Amazon.com, for example more effectively promotes its merchandise through personalized recommendations for products based on collaborative filtering technology.

Although marketers have applied personalization for decades, brands that have been marketed with mass marketing means are also doing more personalized marketing (Vesanen, 2005). For example, the recent share a coke campaign by Coca cola which featured Coke bottles personalized with popular customer names as the brand name. Brand personalization is mostly driven by the expected benefits of one to one marketing and customer relationship management (Jaworski, 2001). Personalization seems to have different kinds of meanings which makes marketers be easily confused by the different meanings of personalization as well as find it hard to execute (Merisavo et al., 2002). Personalization can be classified as execution of personalized marketing, personalized marketing output, value for customer and value for marketer. Both value for customer and value for marketer accrue from the margin between benefits and costs.

While the concern at present revolves around the digital migration roll out in the country, it is equally important to look at the potential implications this will have to the Kenya local television industry. Stakeholders in the Kenya television broadcast business need to strategically position themselves at how best they can work around the forecast on its viewership declining. The audience ratings for the current free to air television stations will be greatly affected especially in the early phases of digital migration as the television viewer will be on 'exploratory mode'. The consumption pattern will be sporadic before the viewer establishes his or her own choice of stations. During this phase, the new and emerging stations have the opportunity to be bold and try out new ideas and concepts because once the viewer establishes his or her repertoire; there will be a significant level of consistency in viewership of both current and emerging stations. What is possible is that the viewer will opt out of any content that does not appeal to them and consume content from other stations. The current scenario is mainly characterized by media platform consumption; however, with time, this is likely to change to content consumption. This will call for a paradigm shift since the target audience will be reached based on content consumption and not the platform. The viewer will seek to be in control of the content they want to consume.

A study of Senecal et.al (2004) suggests that information sources indeed influence consumers product choices, consumer preferences are often unstable and susceptible to influence and often have poor insight into their own preferences, the value added and impact of individually personalized offers as opposed to simple segmentation (Simonson,2005). Locally, a study by Wachira (2010) was designed to determine factors that influence consumer preference of television stations by public primary school teachers in Langata Division, Nairobi established that the TV stations that had TV Personalities who were rated highly was a factor to consumer preference. However, the study failed to address further how the media brand was a factor to consumer preference. Mathenge (2010) who conducted a study on the effectiveness of Brand personality on the choice of lubricants by Matatu Drivers: a case of Nairobi Nyeri route in Kenya, the researcher found out that brand personality did have an effect on the choice of lubricants. It is widely accepted that personalized marketing can bring benefits however personalization is not widely applied especially in media houses, part of the problem being that it’s not clearly understood how it can improve a company. Although a lot of customization and personalization research has been done, there’s limited empirical evidence that helps make predictions regarding what kind of personalization marketers should apply other than presenting an overall picture of personalization and also how personalization influences consumer choice Literature on how television channels can personalize their brands is scarce and there are few studies that try to explain this phenomena as an emerging strategy in influencing consumer choice. This study therefore seeks to answer the following question; How does brand personalization influence consumers choice of television channels?

1.3 Research Objectives

The objectives of the study are;

i) To determine the effect of brand personalization of television channels in Kenya.
ii) To examine how personalization influences consumers choice of television channels in Kenya.

1.4 Value of the Study

The results of this study are expected to contribute to the Academic theory, policy issues and managerial practice.

The study will be significant to academicians as it will add to the body of knowledge and contribute to theory building for researchers in this field of study especially in brand personalization theories.

The study will also contribute to the industry practice as brand managers in the media Industry can use it as source of reference that individual television channels can adopt to remain competitive.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter reviews literature relevant to the study. A discussion of theoretical review related to the topic of study as well as empirical review relevant to the study that will clearly present the study's research gap.

2.2 Theoretical Foundation

Existing literature identifies a number of theories in brand management and consumer behavior. A better understanding of brand personalization and consumer choice is essential for an enriched practice of brand management through consumer based brand equity theory and the Information Process Theory in consumer choice.

2.2.1 Consumer Based Brand Equity Theory

The CBBE theory approaches brand equity from the perspective of the consumer whether the consumer is an individual or an organization or an existing or prospective customer. Understanding the needs and wants of consumers and organizations and devising products and programs to satisfy them are at the heart of successful marketing. The basic premise of the CBBE theory is that the power of a brand lies in what customers have learned, felt, seen, and heard about the brand as a result of their experiences over time. In other words, the power of a brand lies in what resides in the minds and hearts of customers. The challenge for marketers in building a strong brand is ensuring that customers have the right type of experiences with products and services and their accompanying marketing programs so that the desired thoughts, feelings, images, beliefs, perceptions, opinions, and experiences become linked to the brand (Keller, 2003).

2.2.2 The Information Process Theory

The information processing theory of consumer choice has cognitive psychology as its point of departure and focuses on explaining how consumers process information before reaching a consumption choice. Here, choice provides the focal point: ‘the consumer is characterized as interacting with his or her choice environment, seeking and taking in information from various sources, processing this information, and then making a selection from among some alternatives’ (Bettman 1979). A key assumption in this theory is that choice is a process. The marketer should seek an understanding of these choice processes in order to fine tune marketing communication to make the consumer choose as intended. In this theory, the following factors – processing capacity, motivation, attention, perception, information acquisition and evaluation, memory decision processes, and learning – influence the process.

2.3 Branding and Media

When reading current business related articles about media industries, we are likely to encounter expressions like technological convergence and audience fragmentation. For managers of media, these terms mean that competition across media sectors intensifies and audiences adopt new paths of consumption when choice is abundant and access to media is easier at every point in time and space. When the environment is anything but stable, media firms cling on to their most important assets their users. They want to build strong and long lasting bonds with their audiences to connect to existing and potential viewers, listeners or readers in ways that are relevant and unique, without being bound to specific channels or formats of delivery (M. Ots, 2008).

Riezebos (2002) describes the adoption of brand strategies as having two important motives. The first is a competitive motive in which a brand is used to enhance competitive advantage through emphasizing differentiation. A brand helps consumers understand and remember what distinguishes an offering from that of a competitor (Ries and Trout, 1997). Secondly, a brand strategy should, add value to the product or service offering. From this perspective customers see more than the functional use of a product, and brands signal benefits on a multitude of dimensions based on the meanings and uses that customers associate with the brand (Levitt, 1980).

Brand management as a practice has been accredited some distinct advantages for firms, such as improved customer satisfaction and loyalty. The origins of these effects are easier recognition and lower perceived risk of purchase, less price sensitivity and larger profit margins, less vulnerability to competitive actions, as well as better and more integrated communicative strategies (Keller, 2008). McDowell (2006) claims that not all these benefits apply for media companies since many of them use advertising based business models. He argues that price is not a point of differentiation between media brands since the audiences' only investment is their time and effort. For this reason also risk is low, since no money is lost for the viewer who did not like a TV show. As suggested by Chan Olmsted (2006), one possible conclusion to draw from this could be that consumers have less incentive to rely only on familiar media brands since sampling of other brands is available at no additional cost and only a click away on the remote control. However, one could also take the opposite position, arguing that in the abundance of choice facing the information overloaded consumers of today, brand familiarity is vital for selection, especially when product involvement is low. Hence, customers will not be interested in extending the search for options beyond what they already know. Overall, the importance of branding for media companies does not appear to differ too much from other consumer industries, but two features stands out as unique i) that they through their products own powerful mass marketing tools which can both build the existing brand and help launch new brands or new products, and ii) that they act on dual markets, in parallel building brands towards consumers but also selling the effects of this brand loyalty to advertisers.

2.4 Brand Equity

Branding as a marketing strategy aims to differentiate a company's organization, service or product from that of the competitor (Aaker, 19960). In addition, brands show a close link to competence, credibility and quality. A brand is a promise of a particular kind of quality which is related to the brand's identity and position. Hence, brands contribute to the value of a company. The Best Global Brands clearly shows how valuable brands can be. For example, in the most valuable brands since 2002 there are only three media brands in the annual ranking of brands: Disney, MTV and Reuters, Disney being the only one to hold a position among the top ten. Nevertheless, one should not be deceived by these figures about the value of media brands. Depending on their cultural impact, media is either a local, regional, or national business. Only a few media serve an international or global market and are therefore able to position themselves as global brands. It is not so much the possibility of going international, but rather the link to competence, credibility and quality production that makes branding an appropriate and promising strategy for media companies. Since an important goal of branding continues to be differentiation, branding is a very common strategy in the media industry (Albarran, 2004; Jacobs & Klein, 2002; McDowell, 2005). As media content like magazines or TV formats are immaterial goods they can be copied easily and at low costs. As a result multiple forms of non-excludability of unauthorized usage can occur, such as copyright infringement and piracy of media content (Picard, 2004). Therefore, it is essential for media firms to differentiate their company's organization, service or product from that of the competitors to make it unique.

Brand equity, or the value of the brand, is what the brand means in terms of uniqueness, importance and preference of the customers. This meaning is built through consistent communication at the various contact points where the brand meets its audience (Duncan & Moriarty, 1998). Adopting a branding philosophy from this perspective means moving from product centric marketing to trying to put consumers' perceptions in the centre and consciously plan and manage these perceptions by using brands which promise satisfaction of needs along certain levels of quality and value. Media brands offer value propositions about what their customers can expect in terms of type of content, interactivity, and user experience. While traditional media, such as newspapers, sometimes are accused of being rigid and old fashioned, consumer studies show that many media brands, such as BBC, Discovery, or MTV, come across with associations such as "drive" and "innovation" (Grande, 2006). Likewise, studies of media consumption experiences demonstrate a wide spectrum of emotions and associations that consumers attach to their household media (Calder & Malthouse, 2005). In other words, the large majority of media have only just begun to explore the 'real' meanings that their brands carry, the images they evoke and feelings they engage. Extended knowledge in this area is likely to inspire to business creation also outside media's traditional boundaries of operation. Many questions remain unsolved, including the differences in consumers' interpretations and uses of brands across media sectors, or how media industries adopt different strategies to build brand equity depending on situation, media type, and area of business.

Media firms have a unique position in building and expanding their brand equity. The very fact that they own and control communication tools reaching thousands or even millions of consumers every day is a tremendous asset. Some media corporations exploit this resource more systematically than others in order to cross promote their different brands and connect with audiences at different points by using their portfolio of channels (Norbäck, 2005). At the same time constructing and managing brand hierarchies become complex issues as media companies often choose to create and promote several brand levels— the corporation as a whole, each TV channel, each featured TV show, and sometimes also blocks of shows (Wolff, 2006). Yet, how media in fact use their resources to build and strengthen their brand image remains largely unexplored.

Media content in general is an immaterial good, which cannot be valued correctly referring to its individual and societal functions, to its price and to its quality. This applies to journalistic information in particular. Regarding journalistic information, media users can neither measure the journalistic agenda setting, i.e. the selection of the topics for reporting, nor the journalistic framing, i.e. the context the reporting topics are put in. They can neither prove the actual correctness nor the explicit assessments of the reporting, which would allow classification and evaluation (Kohring, 2002). Media content is therefore a good whose quality and utility can only partly be measured after consumption and partly not at all; it is called experience or credence good (Heinrich, 1994, 1999; Kiefer, 2001). These special circumstances may lead to adverse selection, moral hazard or ultimately to problems of market failure.

2.4.1 Brand Identity

Brand identity refers to the identity of the brand. There are many different perceptions of what the brand identity consists of. But the more common definition of brand identity is that it is; ‘a set of associations the brand strategist seek to create or maintain’ (Aaker,2002). The brand identity is hence something that the marketer ‘has’ as well as something he tries to create through the right brand strategy. The brand identity must express the particular vision and uniqueness of the brand, what the brand stands for basically, and the brand identity must be of a long lasting or permanent nature. If the brand identity is both unique, distinct, and a clear expression of what the brand is all about as well as long lasting, then it can create the basis of a solid, coherent and long lasting brand and be the driver of all brand related activities (Keller 1993, 2003).

2.4.2 Brand Loyalty and Image

Achieving a high degree of loyalty is an important goal in the branding process. Loyal consumers are valuable consumers because it is much more expensive to recruit new customers than nursing and keeping existing ones. Brands are important vehicles when building consumer loyalty as they provide recognizable fix points in the shopping experience.

The image of the brand is the perception of the brand by consumers. The goal of working strategically with brand image is to ensure that consumers hold strong and favorable associations of the brand in their minds. The brand image typically consists of multiple concepts: perception, because the brand is perceived; cognition, because that brand is cognitively evaluated; and finally attitude, because consumers continuously after perceiving and evaluating what they perceive form attitudes about the brand (Aaker 2002; Grunig 1993).

2.5 Media Brands and Brand Communication

According to M. Ots (2008) brand communication in the media industry seems to be a bit more complicated than in other industries and it is characterized by various features. Firstly, media brand communication must address at least two markets, the audience market and the advertising market, and must nevertheless send a credible and consistent brand message to both. Secondly, differentiation via media brand communication may have a greater chance of influencing the perception of consumers than the communication of other brands since there is usually not only one single valid way of interpreting the media content.

In media brand communication, media firms use their area of competence, creating contacts to the audience to gain attention, in order to promote their own products, services and interests. In doing so, they are in many cases advertisers, advertising object and advertising vehicle all in one. Furthermore, media firms are able to integrate the brand message into the editorial content quite easily. However, self-reference is always implemented. Self-reference refers to two defining factors: visibility of the advertising intention and selected advertising vehicle. The degree of self-reference varies from low to high self- reference. We find low self-reference in the use of, for example, billboards for outdoor advertising and the advertising of, for example, newspapers and magazines with television as the ad vehicle (M.Ots, 2008). Many media PR formats and advertising messages integrated within the editorial content are typical examples of formats with high self-reference. Consequently, the media brand communication mix includes the following modes of communication, although they sometimes overlap and are not always clearly defined.

2.6 Brand Personalization

Personalization as a phenomenon is probably as old as any trade relationship. Ross (1992) has traced the first personalized direct marketing letters to the 1870s. Modern personalization seems to have different kinds of meanings, from location diagnosis, fitting the visual layout of the message to data terminal equipment, to tailoring the content of the message, and tailoring the product, to mention a few examples. Marketers are easily confused by the different meanings of personalization (Merisavoel, 2002). Personalization is the use of technology and customer information to tailor electronic commerce interactions between a business and each individual customer. Using information either previously obtained or provided in real time about the customer, the exchange between the parties is altered to fit that customer's stated needs as well as needs perceived by the business based on the available customer information. Personalized marketing output can be whatever from 4Ps: promotion/communication, product/service, price or delivery, or all of them together (Vankalo, 2004). Personalization can create benefits for the customer. These are a better preference match, better products, better service, better communication and better experience (Allen et al., 2001) Personalization also brings costs or investments to the customer. These are privacy risks, spam risks, spent time, extra fees and waiting time (Bardaki and Whitelock, 2003; When benefits exceed costs, personalization creates value for customer (Simonson, 2005). If the costs for the customer exceed the benefits, the market is not ready to adopt personalization. A ready market is the prerequisite for profitable execution of personalization. Value for marketer comes from the margin between benefits and cost. Benefits for the marketer are a higher price from the product/service, better response rates, customer loyalty, customer satisfaction and differentiation from competitors (Ansari and Mela, 2003).

According to Vesanen (2005) personalization gives the marketer an opportunity to get close to the consumer; it also creates a conflict with the Ideas of the brand as Jiang, (2004) points out. While branding is drawing together disparate attributes into one specific badge, the concept of customization and personalization disaggregates a product or service into components for assembly into a bespoke product or message. Jiang, (2004) study suggests that brands still have more impact in choice making and determine the extent of the perceived preference match. When personalization is executed through permission marketing, a large part of the effect is due to self-selection of customers but there are also effects of pure personalization (Godin, 1999).

2.7 Consumer Choice

According to Henry Assael (2004) Consumer decision making is not a single process. Consumers evaluate brands in a detailed and comprehensive manner. As a result of information processing, consumers use past and current information to associate brands they are aware of with their desired benefits. Consumers choose and prefer brands they expect will give the most satisfaction based on the benefits they seek. Consumer choice and decision making is influenced and shaped by many factors and determinants that include individual differences, environmental influences and psychological process. Individual differences include demographics, psychographics and personality, consumer resources, motivation, knowledge and attitudes. Environmental influences on consumer choice include cultural issues, social class, family, personal influences as well as personal behaviors. Psychological process influencing consumer behaviors include; Information processing, how people receive, process and make sense of marketing communications. Learning how experiences leads to changes in knowledge and behavior. Attitude and behavior change.

Consumer choice and decision making is influenced by the level of consumer involvement with the product whereby complex decision making is involved when the products / services priced. Products associated with performance, significant risks like medical products and automobiles complex products /services and products associated with one's personal character/ image and a symbolic meaning is tied to the customer values. In low involvement consumer decision making process, consumer do very little in low involvement consumer decision making process, consumers do very little brand evaluation and information processing. Consumers are generally governed by a principle of cognitic economy where they search for as much information as they feel is necessary to adequately evaluate brands.

In low involvement decision making consumer choice and brand, beliefs are formed in a passive state.

2.8 Summary of Literature Review

Consumer brand equity directly affects market behavior of media consumers as high brand loyalty means that the same viewers or readers stay loyal and return to the same TV show or purchase the same magazine week after week. Coming back to the media selection criteria reach we suggest that high brand equity of a media vehicle is connected to repeated media consumption behavior (behavioral loyalty) of its audience, thereby increasing the stability and predictability of the vehicle's reach. If a media vehicle serves a certain need or expectation consistently better than its competitors and therefore produces strong, favorable and unique brand associations, the more loyal the targeted audience brand communities will behave (repeat consumption), and the clearer the profile of the delivered audience. The profile of the audience showing the loyalty is as important as the audience loyalty itself. Media with high brand equity have better opportunities to demonstrate audiences with clear segmentation profiles. The stronger the profile of the media brand and the more distinct it is in terms of content, usage areas or image associations, the more possibilities there will be to find shared features of its audience.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

The chapter presents the research design and methodology of the study. It describes the way the study was designed, data collection techniques, and the data analysis procedure that will were used.

3.1 Research Design

This study adopted a descriptive survey aimed at investigating the impact of brand personalization on consumer television channel choice in Nairobi. According to (Cooper and Schindler 2003), the aim is to get an accurate means of capturing a populations characteristics at a single point in time relating to who, what, when, where and how of a phenomenon is a descriptive study, which is the concern of the study. This research design affords to the researcher the opportunity to study part of the members of a population in order to make generalizations about a phenomenon.

3.2 Population

The population of study consisted of 2000 household television viewers within Nairobi particularly in the Ngumba estate. It comprised of the various classes of demography in the population which includes class B1 and B2 social class (as seen in the list of Abbreviations). This is made up of middle and upper middle class of the population.

3.3 Sample

According to Mugo (1995), a sample for study, must be specific enough to provide readers a clear understanding of the applicability of your study to their particular situation. Stratified sampling was therefore used in this study specifically in selecting a total of 100 household television viewers in which case each stratum represents a demographic class. For small population Krejcie & Morgan (1970) developed the formulae below.

n= X*N*P*(1-P) / ME^2*(N-1) + (X^2*P*(1-P)

n – Sample size

N – Population Size

X^2 – CHI-Square

P – Population proportion

3.4 Data Collection

Data was collected from viewers within Nairobi. Fully structured questionnaires were used to collect data from the respondents. With fully structured questions, a respondent's response gave an insight into his/her feelings, background, interests and decisions as much information as possible without holding back. At the same time, with the use of structured questions, the researcher is after information that is easy for administration purposes, this method is applicable since the questionnaires and interviews are followed by alternative answers. The questionnaires were self-administered by the respondent so that they can fully and sincerely respond thereby giving sufficient information without the influence of interviewer. The data was collected in Ngumba estate in Nairobi with an aim of cutting across the demographic divide of middle class television viewers. Since the data was collected on a door to door basis, the decision maker, influencer, buyer or the opinion leader responded so as to convey their trigger factors towards in their favorite television channel of choice.

3.5 Data Analysis

The questionnaires were edited for accuracy, uniformity, consistency and completeness and arranged to enable coding and tabulation before final analysis. Descriptive statistics was used to analyze the quantitative data by way of percentage or proportion and frequency distribution. The data analysis tool of Statistical Package for Social Sciences (SPSS) was used, to give a deeper insight into the responses from the respondents into the subject of the research.

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND INTERPRETATION

4.1 Introduction

This chapter focused on data analysis, interpretation and presentation. The purpose of this study is to find out the effect of brand personalization on consumer choice study on Kenyan television industry. The objectives of the study are to determine the effect of brand personalization of television channels in Kenya and to examine how personalization influences consumers' choice of television channels in Kenya. Data generated from this research was mainly quantitative. Quantitative data was presented in form of frequencies, means, modes and percentages. Presentation was done using tables for effective communication.

4.2 Response Rate

The researcher sought to establish the response rate as presented in Table 4.1

Table 4.1: Response Rate

Category	Frequency	Percentage
Responded	89	89.0
Did not respond	11	11.0
Total	**100**	**100.0**

A 100 self-administered questionnaires were distributed to the sampled respondents; 89 out of the 100 questionnaires were returned none was rejected for incomplete information leaving

89 questionnaires for analysis. This represents an 89.0% response rate which the researcher found sufficient to proceed with data analysis. The high response rate is attributed to the fact that the researcher together with two research assistants personally administered the questionnaires to the respondents.

4.3 General Information of the Respondents

In this section the researcher asked the respondents to indicate their gender, age, occupation, education level, monthly income and family size. Their responses are discussed below.

4.3.1 Gender of the Respondents

In this section the researcher sought to establish the gender of the respondents. Their responses are highlighted in Table 4.2.

Table 4.2: Gender of the Respondents (n=89)

Category	Frequency	Percentage
Male	54	60.7
Female	35	39.3

From the Table 4.2, 60.7% of the respondents in this study were males while 39.3% of respondents were females. Despite the fact that the gender is skewed towards males, it did not alter the nature of responses.

4.3.2 Age of the Respondents

In this section the researcher sought to establish the age of the respondents. Their responses are highlighted in Table 4.3.

Table 4.3: Age of the Respondents (n=89)

Category	Frequency	Percentage
18 years and below	13	14.6
19 - 24 years	25	28.1
25 - 29 years	20	22.5
30 - 34 years	20	22.5
35 – 39 years	9	10.1
40 years and above	2	2.2

From the Table 4.3, 55.1% of the respondents were in their prime age between 25 years to 39 years, 42.7% of the respondents were aged below 25 years and 2.2% of the respondents were aged 40 years and above. This indicated that the respondents could comprehend the issues discussed in this study and give informed responses.

4.3.3 Occupation of the Respondents

In this section the researcher sought to establish the occupation of the respondents. Their responses are highlighted in Table 4.4.

Table 4.4: Occupation of the Respondents (n=89)

Category	Frequency	Percentage
Housewife	5	5.6
Paid employment	32	36.0
Business	29	32.6
Retired	1	1.1
Student	22	24.7

From the Table 4.4, 36.0% of the respondents were in paid employment, 32.6% of the respondents were in business, 24.7% of the respondents were students, 5.6% of the respondents were housewives and 1.1% of the respondents were retired.

4.3.4 Academic Qualification of the Respondents

In this section the researcher sought to establish the academic qualifications of the respondents. Their responses are highlighted in Table 4.5.

Table 4.5: Academic Qualification of the Respondents (n=89)

Category	Frequency	Percentage
Diploma	45	50.6
Degree	30	33.7
Masters	14	15.7

From the Table 4.5, 50.6% of the respondents had attained a diploma, 33.7% of the respondents were degree holders and 15.7% of the respondents had masters. This implies that the respondents had the basic level of education and were able to participate effectively in the study.

4.3.5 Monthly Household Income of the Respondents

In this section the researcher sought to establish the monthly household income of the respondents. Their responses are highlighted in Table 4.6.

Table 4.6: Monthly Household Income of the Respondents (n=89)

Category	Frequency	Percentage
Less than Kshs 30,000	25	28.1
Kshs 30,000 to 70,000	32	36.0
Kshs 70,000 to 100,000	18	20.2
Above Kshs 100,000	14	15.7

From the Table 4.6, 36.0% of the respondents earned a monthly income of Kshs 30,000 to 70,000, 28.1% of the respondents had a monthly income of less than Kshs 30,000, 20.2% of the respondents earned Kshs 70,000 to 100,000 and 15.7% of the respondents earned above Kshs 100,000. This is could implies that most of the individuals had access to a set of TV box and thus conversant with the issues pertaining the study.

4.3.6 Family Size of the Respondents

In this section the researcher sought to establish the monthly household income of the respondents. Their responses are highlighted in Table 4.7.

Table 4.7: General Information of the Respondents (n=89)

Category	Frequency	Percentage
1	24	27.0
2	18	20.2
3-5	39	43.8
Above 5	8	9.0

From the Table 4.7, 43.8% of the respondents had a family of 3 to 5 members, 27.0% of the respondents were single, 20.2% % of the respondents had a family of 2 members and 9.0% % of the respondents had a family of above 5 members.

4.4 Analysis of Determinants of Consumer Choice of Televisions Channels in Kenya

It is imperative to state the criteria for analysis of the data that was used to answer this investigative question. For each best practice identified the respondents were required to indicate how each of the named factors influences choice of television channels in Kenya.

Table 4.8: Scores for Frequency of the Performance

Score	Interpretation 1	Interpretation 2
1	Not at all important	Strongly disagree
2	Somewhat important	Disagree
3	Neutral	Neutral
4	Quite important	Agree
5	Extremely important	Strongly agree

The table shows there were two types of likert scales used to rate the responses of the respondents. In the first instance if the respondents felt a certain response was unimportant, a score of 1 was awarded while as if the respondents felt a response was important a core of 5 was awarded. In the second instance if a responded strongly agreed with a response a score of 5 was awarded while as if the respondents strongly disagreed with a response a score of 1 was awarded. The scores for each question for all respondents were analyzed for the mean and standard deviation. Table 4.9 shows the criterion used to interpret the mean scores.

Table 4.9: Interpretation of the Mean Scores

Mean Score	Interpretation 1	Interpretation 2
Below 2	Not important	Disagree
Between 2 and 3	Neutral	Neutral
Above 3	Important	Agree

The table shows that if the score of the mean for a particular factor was below 2 in the first instance, the interpretation is that the respondents felt the statement was not important and for the second instance they disagree with the statement. The interpretation for other mean scores is as shown in table 4.9 above.

4.5 Influence of Consumer Choice of Televisions Channels in Kenya

In this section the researcher sought to determine the effect of brand personalization of televisions channels in Kenya and to find out the influence of consumer choice of televisions channels in Kenya. Issues that were addressed in this section include psychographic factors, information on preference of television viewers and measuring televisions station brand.

4.5.1 Psychographic Factors

The researcher asked the respondents to rate their responses using a likert scale of 1 – 5 with 1 being not at all important and 5 being extremely important on the importance or unimportance of the various psychographic factors. Their responses are shown in table 4.10.

Table 4.10: Psychographic Factors (n=89)

Category	Mean	S.D	Interpretation
Sense of belonging	3.22	.456	Important
Excitement	3.57	1.030	Important
Warm relationship with others	3.55	.521	Important
Self-fulfillment	3.10	.446	Important
Be well respected	2.60	.588	Neutral
Fun and enjoyment in life	3.40	.575	Important
Security	3.77	.853	Important
Self-respect	3.61	.784	Important
A sense of accomplishment	3.34	.575	Important

From the table 4.10, the respondents indicated their interests and opinions regarding the various psychographic factors towards consumer choice of televisions channels in Kenya such as what they want and why, how they carry on their everyday lives, what they value and most importantly, how they make choices when it comes to what they purchase. It was evident from the study that respondents viewed security (M=3.77, S.D=0.853), self-respect (M=3.61, S.D=0.784), excitement (M=3.57, S.D=1.030), warm relationship with others (M=3.55, S.D=0.521), fun and enjoyment in life (M=3.40, S.D=0.575), a sense of accomplishment (M=3.34, S.D=0.575), sense of belonging (M=3.22, S.D=0.456) and self-fulfillment (M=3.10, S.D=0.521) as important. However, the respondents were neutral to the fact that be well respected was important.

4.5.2 Television Viewership

The researcher asked the respondents to rate their responses using a likert scale of 1 – 5 with 1 being not at all important and 5 being extremely important on the importance or unimportance of the various factors related to TV viewership. Their responses are shown in table 4.11.

Table 4.11: Television Viewership (n=89)

Category	Mean	S.D	Interpretation
I watch TV to catch up with the current affairs	3.28	.520	Important
I watch TV to keep up with trends	3.62	.522	Important
I am aware of new content on major TV stations	3.26	1.185	Important
I like to watch a variety of stations	2.45	.500	Neutral
I like to have excitement & fun while watching TV	2.29	.525	Neutral
I watch TV for pass time	2.80	.519	Neutral
I prefer to watch leading stations programs	3.73	.595	Important
I try to stick to certain brands and channels	2.75	.622	Neutral
Local television channels provide better content	2.09	.352	Neutral
Local channels take more interest in you	3.15	.490	Important
I normally discuss with others about TV content before and after watching a television channel	1.34	.668	Not important
I like to watch TV with friends / family	3.14	.793	Important

From the Table 4.11, respondents indicated the important reasons behind their television viewership. It was apparent that respondents watched TV to catch up with the current affairs (M=3.28, S.D=0.520), keep up with the trends (M=3.62, S.D=0.522), be aware of new content on major TV stations (M=3.26, S.D=1.185) and because of the interest attached to the local channels (M=3.15, S.D=0.490). Respondents were neutral to the fact that they liked to watch a variety of station (M=2.45, S.D=0.500), had the excitement & fun while watching TV (M=2.29, S.D=0.525), watched TV to pass time (M=2.80, S.D=0.519), attempt to stick to certain brands and channels (M=2.75, S.D=0.622) and local television channels provide better content (M=2.09, S.D=0.352). Nonetheless, the respondents indicated it was not important to them that they discuss with others about TV content before and after watching a television channel (M=1.34, S.D=0.668).

4.5.3 Information on Preference of Television Viewers

In this section the researcher asked the respondents to indicate the whether they watch TV regularly, number of hours in a day they watch TV, their favorite station, the duration of time the station has remained favorable to them and if the station brand influences the TV station they watch. Their responses are highlighted in Table 4.12.

Table 4.12: Information on Preference of Television Viewers (n=89)

Category	Frequency	Percentage
Regularly watch TV		
Yes	73	82.0
No	16	18.0
Hours spent on watching TV		
Less than 30 min	4	4.5
30 min to 1 hour	11	12.4
1 to 2 hours	52	58.4
2 to 3 hours	20	22.5
More than 3 hours	2	2.2
Favorite TV station		
KTN	18	20.2
Citizen	22	24.7
KBC	1	1.1
NTV	28	31.5
KISS TV	4	4.5
QTV	2	2.2
K24	14	15.7
Duration of time the station has remained favorable		
Below 3 years	57	64.0
3 to 5 years	29	32.6
6 to 9 years	2	2.2
10 years and above	1	1.1
Influence of station brand on TV stations watched		
Yes	72	80.9
No	17	19.1

From the Table 4.12, 82.0% of the respondents indicated that they regularly watched TV while 18.0% of the respondents did not. 58.4% of the respondents spent 1 to 2 hours watching TV, 22.5% of the respondents spent 2 to 3 hours watching TV, 12.4% of the respondents spent 30 minutes to 1 hour watching TV, 4.5% of the respondent spent less than 30 minutes watching TV and 2.2% of the respondents did spend more than 3 hours watching TV.

31.5% of the respondents indicated that their favorite TV station was NTV, 24.7% of the respondents indicated that their favorite TV station was Citizen, 20.2% of the respondents indicated that their favorite TV station was KTN, 15.7% of the respondents indicated that their favorite TV station was K24, 4.5% of the respondents indicated that their favorite TV station was KISS TV, 2.2% of the respondents indicated that their favorite TV station was QTV and 1.1% of the respondents indicated that their favorite TV station was KBC.

64.0% of the respondents indicated that the length of time that the station has remained favorable to them was below 3 years, 32.6% of the respondents indicated 3 to 5 years, 2.2% of the respondents indicated 6 to 9 years and 1.1% of the respondents indicated 10 years and above. 80.9% of the respondents indicated that the station brand influences the TV station they watch while 19.1% of the respondents felt otherwise.

4.6 Measuring the TV Station Brand

In order to measure the TV station brand, the researcher asked the respondents to rate their responses using a likert scale of 1 – 5 with 1 being strongly disagree and 5 being strongly agree on the various factors regarding their favorite TV channel. Their responses are highlighted in Table 4.13.

Table 4.13: Measuring the TV Station Brand (n=89)

Category	Mean	S.D	Interpretation
Competent	3.93	.626	Agree
Accomplished	3.15	.502	Agree
Bold	4.02	.710	Agree
Credible	3.40	.575	Agree
Reliable	3.53	.490	Agree
Ethical	3.48	.718	Agree
Personalized content	3.99	.749	Agree
Offering value added services	3.65	.621	Agree

Average Mean: 3.64

From the Table 4.13, respondents agreed with all the statements regarding their favorite TV channel. Respondents indicated that their favorite TV channel was bold (M=4.02, S.D=0.710), had personalized content (M=3.99, S.D=0.749), was competent (M=3.93, S.D=0.626), offered value added service (M=3.65, S.D=0.621), was reliable (M=3.53, S.D=0.490), ethical (M=3.48, S.D=0.718), credible (M=3.40, S.D=0.575) and accomplished (M=3.15, S.D=0.502)

4.7 Influence of a Station Brand on Consumer Choice

The researcher sought to investigate the influence of TV station brand on consumer choice using a likert scale of 1 – 5 with 1 being not at all important and 5 being extremely important. Their responses are shown in table 4.14.

Table 4.14: Influence of a Station Brand on Consumer Choice (n=89)

Category	Mean	S.D	Interpretation
To stay loyal to a TV channel	3.60	.575	Important
To say positive things about the channel	3.55	.521	Important
To encourage friends & family to watch the station	3.22	.456	Important
On how I perceive a TV stations	3.40	.575	Important

From the Table 4.14, respondents rated the level of influence a TV station Brand has on their TV station Choice by how loyal they were to a TV channel (M=3.60, S.D=0.575), the positive things they said about the channel (M=3.55, 0.521), how they perceive the TV station (M=3.40, 0.575) and if they encouraged their friends & family to watch the station (M=3.22, S.D=0.456).

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter presents the summary of findings, discussions, conclusions drawn from the findings and recommendations made to. The conclusions and recommendations drawn were focused on addressing the purpose of this study which was to find out the effect of brand personalization on consumer choice study on Kenyan television industry in Kenya.

5.2 Summary of Findings

Based on the analysis, the following findings can be summarized as follows;

Only continuous content personalization truly increases the consumer choice of television channels. Personalization features on televisions channels could influence television viewership. More specifically, in-advance content personalization features that are included on a television channels such as keeping abreast with current affairs, trends in the global content and being up to date in terms of local television content can have a significant effect on consumer choice of television channels. In order to generate a sustainably and significantly increased television viewership, users have to be reminded of the existence of personalization features via continuous exposure to the service. Furthermore, adding personalization features that do not contribute to the television's core service can have a negative impact on users' perceived utility.

Our analysis revealed that adding design personalization to a content-focused television channel could generate a positive effect on the consumer's viewership. Personalization should be handled with caution, resulting in a detailed assessment to find the right compromise, between not enough personalization, as seen by the respondents who indicated that their favorite television channel should be bold, competent, provide value added service, reliable, ethical, credible and accomplished. Value-adding personalization features, can be crucial for every business that has either already implemented or is about to introduce personalization features. Judging from the study results, there is much to be gained from the possible positive results from additional personalization options.

As for the television channels brand loyalty is highly mobile given that for most respondents the length of time that the station has remained favorable to them was below less than years. This implies that brand loyalty is sharply decreasing. Probably, the challenge to television stations is no longer getting new consumers but to retain the existing ones. Brand personalization allows businesses in the television industry to tailor their offerings to the needs and tastes of the individual customer by collecting data in various forms and by adapting their channels according to the preferences revealed. In other words, the objective of television personalization is to provide each individual user with the most suitable television channel to offer the best possible fit between users' preferences and the television content, design, and behavior. This is revealed by the respondents who indicated that level of influence a television station brand has on their television station choice was indicated by how loyal they were to a television channel, the positive things they said about the channel and how they perceive the TV station.

Sometimes, television channels can get overwhelmed at the mere thought of trying to create a personalized experience for each customer. But personalization doesn't require the television channel to create an individual plan for each customer. It's about implementing a plan that feels personal to your customers.

5.3 Conclusion

The researcher deduces the following conclusions from the study; Success will go to companies that deliver rich and personalized cross-channel experiences to their consumers. Customers clearly want a more relevant and better-integrated experience. They want television stations to understand the current affairs and trends in the global content as well as their preferences. They want to receive the right information at the right time, relevant to their needs and informed by the context of their current situation. Personalizing the customer experience is one of your best opportunities for attracting, retaining, and building loyalty with your customers, which ultimately leads to a competitive advantage. Creating that experience requires a scalable, adaptable, and automated approach that places control in the hands of business users. Brand personalization is a highly effective method for increasing consumer lifetime value for television channels. To be most effective, brand personalization should ideally be managed from a single integrated platform that makes it easy for television channels to deliver a relevant experience across all customer interactions. It starts with knowing who the customer is and then using a range of approaches that ultimately result in consumer choice and loyalty.

5.5 Recommendations

The researcher recommends that television channels should monitor their customer actions in real time so as to bring personalization to the truly intimate level. Television channels ought to personalize not only the content they display to their consumers but also the type of service they offer, either across your whole channel or just on sections should be deemed outstanding.

The study also recommends that television channels ought to have a tracking point for demographics, behaviors, purchases, responses, and interactions that would enables them to create dynamic, highly personalized interactions with their consumers. This would act as a platform for channel personalization across the consumer lifecycle and ultimately increase the viewership. The study also recommends that for television channels to build relevance, their brands must start with segmentation models that enable personalization and deliver targeted function, content, and images. They should starts with delivering the right content to the right person at the right time, across interactions, throughout the full customer lifecycle.

Personalization strategies are playing a pivotal role in delivering unified, relevant value to consumers. Consumers are quickly becoming more sophisticated about how they use information to develop more personalized products and services. It’s not just creating the personalized products, services, and experiences that is important, but also using them in ways that build enduring customer relationships. Lastly the researcher recommends that the advance of personalization opens the door to new levels of partnership marketing between the television channels its consumer. Every business has its own relationships with its customers, but as those relationships become increasingly grounded in information about individuals and their preferences, then it is possible to play a larger role in that consumer’s ecosystem. Television channels ought to develop personalization strategies since they will be in a position to leverage personalization in ways that deepen customer relationships and create new business opportunities.

5.6 Areas for Further Research

More research needs to be done on the appropriate brand personalization strategies that can be used to enhance consumer choice on the Kenyan television industry. More research also needs to be done on the importance of brand awareness and brand loyalty on consumer choice on the Kenyan television industry and ultimately how this affects their performance.

Finally more research needs to be done on effect of brand personalization on the competitiveness of television channels in Kenya.

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APPENDICES

APPENDIX I: COVER LETTER

Allam Mwangi,

University Of Nairobi,

P.O BOX 30197,

Nairobi, Kenya.

August 2015.

Dear Sir/Madam,

<u>RE; DATA COLLECTION</u>

I am a postgraduate student at University of Nairobi undertaking a Master of Science (Msc) Degree in Marketing. One of my academic requirements before graduating is a thesis and for this I have chosen the research topic "**The effect of personalization on Brand Choice of the television Industry in Kenya**."

You have been selected to form part of the study and this is to kindly request you to assist me collect the data by responding to the interview guide. The information you provide will be used strategically for academic purposes and will be treated with outmost confidence. A copy of the final report will be available to you upon request. Your assistance will be highly appreciated.

Yours Sincerely,

Allam Mwangi.

APPENDIX II; QUESTIONNAIRE

PART A; GENERAL INFORMATION

Tick appropriately

1) Gender: (a) Male ( ) (b) Female ( )

2) Age? Up to 18 years ( ) 19-24 years ( )

25-29 years ( ) 30 -34 years ( )

35-39 years ( ) 40 years and above ( )

3) Marital Status: (1) Married ( ) (2) Unmarried ( )

4) Occupation: (a) House Wife ( ) (b) Paid Employment ( )

(c) Business ( ) (d) Retired ( ) (e) Student ( )

(5) Education: 1) A Level / Diploma ( ) (2) Degree ( ) (3) Postgraduate ( )

(6) Monthly Household income:

(a) Ksh. 30,000 ( ) (b) Ksh. 50,000 – 70,000( )

(c) Ksh 70,000 – 100,000 ( ) (d) Above 100,000 ( )

(8) Family Size: (a) 1( ) (b) 2 ( ) (c) 3 – 5( ) (d) 5 & above ( )

PART B (Psychographic factors)

1. Please indicate your extent of importance or unimportance with them by placing appropriate number in the given blank space.

1	2	3	4	5
Not at all important	**Somewhat important**	**Neutral**	**Quite important**	**Extremely important**

1. Sense of belonging ______________________________

2. Excitement ______________________________

3. Warm relationships with others ______________________________

4. Self –fulfillment ______________________________

5. Being well respected ______________________________

6. Fun and enjoyment of life ______________________________

7. Security ______________________________

8. Self -respect ______________________________

9. A Sense of accomplishment ______________________________

2. Please circle the number that best indicates your agreement or disagreement with each statement concerning TV viewership or TV channels/stations/programmes

1	2	3	4	5
Not at all important	**Somewhat important**	**Neutral**	**Quite important**	**Extremely important**

1) I watch TV to catch up with the current affairs ________________

2) I watch TV to keep up with trends ______________________________

3) I watch TV to keep up with trends ______________________________________

4) I am aware of new content on major TV stations _______

5) I like to watch a variety of stations ______________________________

6) I like to have excitement & fun while watching TV _________________

7) I watch TV for pass time __________________________________

8) Well-known brand name means good quality____________________

9) I prefer to watch leading stations programs __________________

10) I try to stick to certain brands and channels ______________________

11) Local television channels provide better content ____________________

12) Local channels take more interest in you _______

13) I normally discuss with others about TV content before and after watching a television channel _________

14) I like to watch TV with friends / family __________________________

PART C: INFORMATION ON PREFERENCE OF TELEVISION VIEWERS

4) Do you watch TV Regularly?

Yes ( ) No ( )

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

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

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

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

KTN ( ) Citizen TV ( )

KBC ( ) NTV ( )

KISS TV ( ) QTV ( ) K24 ( )

7) Why is it your favorite television station?

....

....

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

Below 3years ( ) 6-9 years ( )

3-5 years ( ) 10 years and above ( )

10) Does the station brand influence the TV station you watch?

Yes ( )   No ( )

PART D: MEASURING THE TV STATION BRAND

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

My Favorite Television Channel is.........

	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
Competent					
Accomplished					
Bold					
Credible					
Reliable					
Ethical					
Personalized Content					
Offering Value Added Services					

PART E: THE INFLUENCE OF A STATION BRAND ON CONSUMER CHOICE

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

Please tick appropriately

	1	2	3	4	5
Personalized TV Brand Influences me	**Not at all Important**	**Somewhat Important**	**Neutral**	**Quite Important**	**Extremely Important**
To Stay loyal to a TV Channel					
To Say Positive things about the channel					
To encourage friends & family to watch the station					
On how I perceive a TV stations					

Thank You for Your Participation.