

Factors that influence consumer preference of television stations by public primary school teachers in Langata division, Nairobi

Abstract:

The purpose of the study was to determine the preferred television stations, and factors that influence consumer preference of television stations. The study was a cross sectional survey undertaken among the public primary school teachers in Langata Division. A sample of 56 public primary school teachers was surveyed. A questionnaire was used to collect the data. The data were analyzed using descriptive statistics. The study results reviewed that the Citizen TV was preferred by majority of the teachers. The study further found that news coverage, the type of programs aired, TV station presenters, and quality of reception of the TV station signal were the major factors that influence preference of Television stations by public primary school teachers in Langata Division. The study recommends that the government should encourage and reinforce production and airing of local programs by television stations and also reinforce and encourage media houses in news coverage. It further recommends that more vetting should be done for programs before airing them to determine the appropriate target audience and to ensure their relevance in meeting the viewers' needs.