FACTORS THAT INFLUENCE CONSUMER PREFERENCE OF TELEVISION STATIONS BY PUBLIC PRIMARY SCHOOL TEACHERS IN WESTLANDS DIVISION NAIROBI.

BY

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L123/14488/2010

THIS IS A RESEARCH PROJECT SUBMITTED FOR THE PARTIAL FULFILLMENT FOR THE AWARD OF DIPLOMA IN BUSINESS MANAGEMENT IN THE UNIVERSITY OF NAIROBI

JUNE 2012
DECLARATION

This research project is my original work and has never been presented in any other University for academic award.

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This research project has been submitted for examination with the approval of the University of Nairobi.

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ABSTRACT

The urban viewer especially in Nairobi has an abundance of channel choice because of the number of new television stations and proliferation of alternative entertainment sources (such as the internet, video rental, digital radio and the mobile phone). The existence of alternatives demand preferences and choice of television station based on the viewers unique and diverse needs. Like all other products the viewer decision making process is influenced by both internal and external factors that can be measured by viewer’s choice of channel, programmes and the number of repeat visits or level of awareness. By measuring the factors that influence viewer’s preferences, television stations can develop marketing strategies that are responsive to consumer’s need and want thus gaining a competitive advantage.

The purpose of the study was to determine the preferred television station and factors that influence consumer preference of television station by public primary school teachers in Westlands division Location.

A sample size of 50 public primary school teachers in Westlands division Location was surveyed. Questionnaires were used to collect data, Qualitative data was analyzed using descriptive statistics such as the frequencies mean and the standard deviation.

The study further found that news coverage, the type of programs aired, T.V stations presenters and clear reception of the TV station signal as the major factor that influences preference of a television station by public primary teachers in Westlands division.