

PERSONAL FACTORS AND SATELLITE TELEVISION CHOICE BEHAVIOUR IN A TYPICAL EMERGING ECONOMY

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ABSTRACT: *This study focuses on the nexus between personal factors and satellite television choice behavior in a typical emerging market like Nigeria. Empirical investigation that examines the nexus between personal factors and satellite television choice in a typical emerging market like the south-west Nigeria is highly under-reported hence, this study aimed at filling this gap in literature. In order to achieve this, descriptive survey was adopted while the study population comprised active subscribers of some selected satellite television providers in South-west Nigeria. Stratified sampling was employed as the sampling technique while questionnaire was the research instrument. Multiple regression was used to test the hypothesized relationship between the variables of study. It was revealed that economic status, personality and lifestyle have positive and significant effect on the choice of satellite television. However, family life cycle stage did not have a significant effect on the choice of satellite television. It was concluded that this study provided empirical evidences that support the necessity of personal factors in the course of chosen satellite television in a typical emerging market. It was recommended among others that the satellite television marketers should strongly consider the personal factors of the actual and potential subscribers in the process of designing their market offerings.*

KEYWORDS: personal factors, satellite television, choice behavior, economic status, lifestyle, family life cycle stage, personality, emerging market, Nigeria.

INTRODUCTION

Personal factors are characteristics that are specific to a person and may not relate to other people within the same group (Duyen & Khuong, 2016). These characteristics may include how a person makes decisions, their unique habits and interests, and opinions. When considering personal factors, decisions are also influenced by age, gender, background, culture, and other personal issues. For example, an older person will likely exhibit different consumer behaviors than a younger person, meaning they will choose products differently and spent their money on items that may not interest a younger generation. This study will concentrate to personal factors that affect to purchase decision consumer. It will focus on four (4) of the personal factors; stage in the family lifecycle, economic circumstances, personality and lifestyle. The research of consumer decision for any product is important to marketers in directing the path of organizations. It is vital for controlling consumption of goods and maintaining market stability. In addition, it is helpful in growing ways for the more efficient utilization of resources in marketing. It also helps in solving marketing management challenges in more effective way.

Understanding why Nigerian buyers do what they do, or don't do is critical for marketers, since having a strong understanding of such buying behavior will help shed light on what is important to them and also suggest the important influences on their decision making. In the view of Kotler and Armstrong (2010), marketing is seen as

a social and managerial process by which individuals and groups obtain what they need and want by creating and exchanging value with others. Therefore, customer value provides the foundation for all marketing activity and deserves the attention of every consumer researcher (Keng, Tran & Le thi, 2013). Consumer behaviour is more than just the physical purchase of products but rather covers a wide range of activities from the problem awareness stage through post-purchase behavior ideas, or experiences to satisfy their needs and desires. It entails the study of people's needs, motivations, and thought processes used in choosing one product over another, and their patterns of purchasing different goods and services. In essence, it is concerned with how individuals, and groups select, buy, use, dispose of goods (Halliru, 2013). This connotes that Consumers purchase products to reflect their personality; that is the type of house, cloths, furniture, appliances, automobiles, jewelry people buy may reflect their personal factors.

Statement of the Problem

Understanding why Nigerian buyers do what they do, or don't do is critical for marketers, since having a strong understanding of such buying behavior will help shed light on what is important to them and also suggest the important influences on their decision making. In spite of the apparent importance of studying and understanding the motive behind purchase decision by customers, there appears to be apparently no systematic study of the subject especially in the south western Nigeria.

Objectives of the Study

The study sought to examine the relationship between the independent variables of (family life cycle stage, economic status, personality traits, lifestyle) and choice of Satellite Television in a typical emerging market.

Conceptual Review

Factors that Influence Choice Television Stations

Just like consumers of other products and services, the viewer is also influenced by the above discussed factors in making choices and preference for television stations to watch. Some specific factors that influence viewers' decision making include: viewers' needs, Program content and program scheduling, language of the programs, channel loyalty, viewer's personality and mood and groups' influence.

Viewer's Needs

Mode of media exposure according to Gutman's (1978), presumes that persons select specific types of programmes to meet different specific needs. Entertainment may be associated with emotional and diversionary needs while public affairs programmes may be identified with information and activism needs however most programs overlap. A programme classified as information may at the same time be both educational and entertaining. Researchers in the past had dichotomized TV programmes into information and entertainment (Barwise *et al.*, 1981).

The information provided by television is obtained first and foremost through news programmes. All of the viewer categories in almost all of the Member States watch the television news. Indeed for some individuals, who do not read the press and do not listen to radio news, television is the only source of regular information on current affairs. In another study by Barwise, Ehrenberg, and Goodhardt, (1981), information programmes had smaller audience but higher appreciation scores than entertainment programmes. They interpreted this to mean that the more demanding a programme is the more interesting and/or enjoyable it has to be before people will watch it.

Program Content and Program Scheduling.

Research into program choice falls into two schools of thought: program choice is related to content, or program choice is related to program scheduling (Webster and Wakshlag, 1983). 'Models of choice' hold implicit assumption that program choice is a function of individual preferences as TV is a 'free-good' and is an 'active' decision by viewers. Other views suggest that, Channel choice is influenced by audience duplication: if two programs are of the same general type, people who like to watch a program genre are likely to watch both programs. Audience duplication is the theory that people who watch Program A will watch Program B regardless of channel or time (Webster, 1985). This presupposes that viewers who like a programme of a particular type must like all other programmes of the same type. This is not necessarily the case as shown by the studies of Webster (1985). The studies established that programme choice is affected by programme scheduling characteristics in terms of timing and duration.

Inheritance effects are important variables in programme scheduling. Also known as lead-in effects or simply audience flow: they describe the tendency of people who watch one program on a given network to stay tuned to the next. If the lead-in program has a big rating, it confers an advantage on the following program. Conversely, if the first show has a small audience, it handicaps its successor (Webster 1985; Eastman and Ferguson, 2006). Webster (1985) further argued that the general phenomenon of adjacent program audience duplication was, in the first instance, the result of audience availability. That is, programs scheduled back-to-back were likely to enjoy high levels of duplication simply because the same people tended to be available (i.e., watching TV) in adjacent time periods. Thus programming and scheduling are important variables for predicting choice and behaviour.

Language of the Programs

Preference for programs is also based on the language of programming. Media environments in non-English speaking societies mix both local and foreign productions and channels. Foreign programs require local viewers to negotiate the cultural differences between the texts produced abroad (predominantly in the U.S.) and their own lives. Local programs are also more likely to cater to local taste and touch on issues and themes more relevant to viewers' lives (Liebes and Katz, 1990). Thus, there is reason to believe that in a multicultural society like Nigeria, language may play a pivotal role in the choices of television programs. Mwanzia (2009) notes that a lot of foreign content on Television (which is primarily English) is slowly losing relevance with the rural audiences in West Africa. Mwanzia (2009) further notes that local productions are having a positive impact on their audience level and stations that air local programs (drama, comedies, and reality shows) before and after prime time news have high viewership.

Channel Loyalty

Channel loyalty is another factor that influences television station's choice. Goodhart, Ehrenberg and Collins, (1987) defines channel loyalty as the extent to which viewers tend to view programs from one channel rather than distributing their viewing time equally among different channels. Investigations of overall television viewing patterns have found that viewers tend to be loyal to specific channels and programs (Webster and Washkag, 1983; Zubayr, 1999), and have come up with mixed results on the importance of content to viewers' choices. It has generally been assumed that viewers' loyalty to any single channel decreases with the availability of more channels and the availability of remote control devices (RCDs), which make channel switching easier. However, despite the large number of channels, viewers tend to limit their choices to a rather small number of channels ((Neuendorf, Jefferes, and Atkin, 1999). If channels succeed in appealing to the tastes of specific groups, this

implies that a viewer watching a show on a given channel is more likely to view other programs on the same channel.

Viewer's Personality

In the opinion of Weaver (1991), there is a considerable correspondence between personality characteristics (extraversion, neuroticism, and psychoticism) and media preferences (prime-time television programs, contemporary movies, and popular music) in a study carried out on personality and individual differences. For example, respondents scoring high on neuroticism expressed a strong preference for information/news television programs and “downbeat” music while tending to avoid more lighthearted comedy and action/adventure fare. Those scoring high on psychoticism, on the other hand, evidenced significantly less interest in comedy offerings but displayed a strong preference for graphically violent horror movies.

Mood and groups' influence.

Cohen (2002) in his study established that the viewer's mood towards the programme affects his attitude towards the commercials. He identified, happiness, presenter, timing, educational and spiritual – in order of importance as reason for programme preferences. When making product choices, consumers are influenced by the preferences of other consumers, such as family members, friends, neighbors, and colleagues. Assael *et al.* (2006) notes that wives' viewing behavior depends more strongly on their husbands' viewing behavior than husband' viewing behavior depends on their wives' viewing behavior. There exist significant differences in parameter estimates of dependence across categories of television programs. Differences in levels of spousal interdependence across households are partially explained by the age and the education level of the spouses.

Trait Theory

Personality is a unique mode of personal feelings and behavior (Phares and Chaplin, 1997). A disposable personal in life, how to think, feel, act and react (Magnusson, 1989). Personality traits is stable in a person's life, and is an important component factors (Costa and McCrae, 1992). Big five personalities is derived from trait theory. It is widely used in measuring personality traits, cross-cultural examination (Costa, Terracciano and McCrae, 2001). Most of researches support this model (Goldberg, 1990; Hofstee, De Raad, and Goldberg, 1992; Katigbak, Church, and Akamine, 1996; Digman and Shmelyov, 1996; Somer and Goldberg, 1999).

Different personality traits present different external representations. Agreeableness individuals would be cooperative (Barrick and Mount, 1991; Digman, 1990; Kichuk and Wiesner, 1997; Neuman and Wright, 1999), trust in others, and competent in building friendship (Digman and Inouye, 1986); conscientiousness individuals are described as responsible, persistent, and cautious (Barrick and Mount, 1991; Digman, 1990; Thoms *et al.*, 1996; Neuman and Wright, 1999); extraversion individuals have a social disposition, actively to converse with others, and strongly to participate in team work (Barrick *et al.*, 1998; Barrick and Mount, 1991; Costa and McCare, 1992; Digman, 1990); neuroticism individuals are strongly associated with agitation, fearfulness, depression, anxiety, nervousness, and hurtfulness (Costa and McCrae, 1985); openness is described as the individuals being imaginative, curious, having a variety of interests, and dealing with everything without prejudice (Barrick and Mount, 1991; Costa and McCare, 1985).

This study is hinged on Trait Theory based on the fact that it is individualistic in nature, that is, how a consumer think, feel, act and react. The study under consideration centre on influence of personal factors on choice of satellite television. Variables that were considered include; stage in family lifecycle, economic circumstances,

personality and lifestyle. All these variables are individualistic which affect the choices of satellite Television.

METHODS AND MATERIALS

Descriptive survey was adopted while the study population comprised active subscribers of some selected satellite television providers in South-west Nigeria which comprised of six states namely: Ekiti, Osun, Ondo, Ogun and Oyo and Lagos state. The selected pay TV providers were; DSTV, STARTIMES, MYTV and GOTV. Active subscribers as at the period of this study amounted to 4,926,667 (Statista, 2020). Yamani (1967) formula for determining sample size was used to arrive at 400 as sample for the study. Systematic sampling technique was used to pick sixty (60) respondents in each of Ekiti, Osun, Ondo, Ogun and Oyo while one hundred (100) were selected from Lagos state. The rationale for selecting the respondents was based on the population of the subscribers in each of the states under investigation. Questionnaire was the research instrument and Correlation coefficient was used to test hypotheses 1-4 while multiple regressions was used to test the nexus among the four (4) variables (Age in the family life cycle, Economic circumstance, Personality and Life style). The test was performed at 0.05 level of significance.

Analysis and Results

A total of four hundred (400) questionnaires were administered and all were retrieved. Below shows the presentation according to the research question raised from the study.

Question 1

What is the relationship between age in family life cycle and choice of Satellite Television channels in South-West Nigeria?

Table 1: Relationship between age in family life cycle and choice of Satellite Television channels in South-West Nigeria

S/N	ITEMS	SA	A	D	SD	MEAN
A ₁ .	Marital status is a major factor in the choice of satellite Television	86 21.5%	201 50.3%	64 16.0%	49 12.2%	2.81
A ₂	The decision maker in the family buying process influences the choice of satellite Television	91 22.8%	183 45.8%	32 8.0%	94 23.4%	2.68
A ₃	Product knowledge plays a significant role in the choice of satellite Television	123 30.8%	138 34.5%	44 11.0%	95 23.7	2.72
A ₄	Family needs largely determine the choice of satellite Television	116 29.0%	159 39.8%	72 18.0%	53 13.2%	2.85

Source: Field Survey, 2020

Using a cutoff mean score 2.50 for the rating scale, Table 1 implies that there exist a significant relationship between age in family life cycle and choice of Satellite Television in South-West Nigeria.

Question 2

What is the relationship between economic status and choice of Satellite Television channels in South West Nigeria?

Table 2: `Relationship between economic status and choice of Satellite Television channels in South-West Nigeria

S/N	ITEMS	SA	A	D	SD	MEAN
B ₁	Income level is a major determinant in the choice of satellite Television	207 51.8%	99 24.8%	56 14.0%	38 9.4%	3.19
B ₂	Subscription charges has a direct link with the choice of satellite Television	168 42.0%	83 20.8%	74 18.5%	75 18.7%	2.86
B ₃	Stability of income influences your choice of satellite Television	97 24.3%	134 33.5%	66 16.4%	103 25.8%	2.56
B ₄	Rate of salary increase influences the choice of satellite Television	49 12.3%	257 64.2%	32 8.0%	62 15.5%	2.73

Source: Field Survey, 2020

Using a cutoff mean score 2.50 for the rating scale, Table 2 implies that there is a significant relationship between economic status and choice of Satellite Television in South-West Nigeria.

Question 3

What is the relationship between personality traits and choice of Satellite Television channels in South-West Nigeria?

Table 3: Relationship between personality traits and choice of Satellite Television channels in South-West Nigeria

S/N	ITEMS	SA	A	D	SD	MEAN
C ₁	Service prestige plays a vital role in the choice of satellite Television	307 76.8%	42 10.5%	38 9.5%	13 3.3%	3.61
C ₂	Social class influences the choice of satellite Television	89 22.3%	177 44.3%	43 10.8%	91 22.8	2.66
C ₃	Your profession plays a significant role in the choice of satellite Television	77 19.3%	209 52.3%	100 25.0%	14 3.5%	2.87
C ₄	Individual taste and preference influences the choice of satellite Television	159 39.8%	127 31.8%	37 9.3%	77 19.3%	2.92

Source: Field Survey, 2020

Using a cutoff mean score 2.50 for the rating scale, Table 3 implies that a significant relationship exists between personality traits and choice of Satellite Television in South-West Nigeria.

Question 4

What is the relationship between lifestyle and choice of Satellite Television channels in South West Nigeria?

Table 4: Relationship between lifestyle and choice of Satellite Television channels in South-West Nigeria

S/N	ITEMS	SA	A	D	SD	MEAN
D ₁	Your leisure period is a major determinant in the choice of satellite Television.	79 19.8%	239 59.8%	19 4.7%	63 15.7%	2.84
D ₂	Opinion Leaders largely influence the choice of satellite Television	164 41.0%	87 21.8%	95 23.7%	54 13.5%	2.90
D ₃	Customer aspiration plays a vital role in the choice of satellite Television	12 3.0%	289 72.3%	76 19.0%	23 5.7%	2.73
D ₄	Market exposure influences the choice of satellite Television.	168 42.0%	136 34.0%	66 16.5%	30 7.5%	3.11

Source: Field Survey, 2020

Using a cutoff mean score 2.50 for the rating scale, Table 4 implies that there is a significant relationship between lifestyle and choice of Satellite Television in South-West Nigeria.

Test of Hypotheses

Hypothesis 1: There is no significant relationship between age in family life cycle and the choice of Satellites Television channels in South-West Nigeria.

Table 5: Pearson Correlation of age in family life cycle and the choice of Satellites Television channels in South-West Nigeria

Variable	N	Mean	SD	r	p
Age in family life cycle	400	12.59	1.67		
Choice of satellites television channels	400	49.25	2.15	0.684*	0.003

*p<0.05

Table 5 reveals that there is significant relationship between age in family life cycle and the choice of Satellites Television channels in South West Nigeria ($r=0.684$, $p<0.05$). The null hypothesis is rejected. The relationship between age in family life cycle and the choice of Satellites Television channels in South West Nigeria is moderately, positive and statistically significant in a positive direction.

Hypothesis 2: There is no significant relationship between economic status and choice of Satellite Television channels in South-West Nigeria

Table 6: Pearson Correlation of economic status and the choice of Satellites Television channels in South-West Nigeria

Variable	N	Mean	SD	r	p
Economic status	400	13.99	2.66		
Choice of satellites television channels	400	49.25	2.15	0.722*	0.035

* $p < 0.05$

Cursory look at Table 6 indicates that there is significant relationship between economic status and choice of Satellite Television channels in South-West Nigeria ($r = 0.722$, $p < 0.05$). The null hypothesis is rejected. The relationship between economic status and choice of satellite television is significantly high in a positive direction.

Hypothesis 3: There is no significant relationship between personality traits and choice of Satellite Television channels in South-West Nigeria.

Table 7: Pearson Correlation of personality traits and the choice of Satellites Television channels in South-West Nigeria

Variable	N	Mean	SD	R	p
Personality traits	400	11.19	1.08		
Choice of satellites television channels	400	49.25	2.15	0.599*	0.049

* $p < 0.05$

Table 7 reveals that there is significant relationship between personality traits and choice of Satellite Television channels in South West Nigeria ($r = 0.599$, $p < 0.05$). The null hypothesis is rejected. The correlation between personal traits and the choice of satellite television is moderate, positive and statistically significant at 0.05 level.

Hypothesis 4: There is no significant relationship between lifestyle and choice of Satellite Television channels in South-West, Nigeria.

Table 8: Pearson Correlation of lifestyle and the choice of Satellites Television channels in South-West, Nigeria

Variable	N	Mean	SD	r	p
Lifestyle	400	9.97	2.28		
Choice of satellites television channels	400	49.25	2.15	0.474*	0.047

***p<0.05**

Table 8 reveals that there is significant relationship between lifestyle and choice of Satellite Television channels in South West Nigeria ($r=0.474$, $p<0.05$). The null hypothesis is rejected. The relationship between lifestyle and choice of satellite television is moderate and statistically significant in a positive direction

Table 6: Multiple Regression showing the influence of personal factors on choice of satellite television channels in South-West, Nigeria

Model	Unstandardized Coefficients		Standardized Coefficients	T	P
	B	Std. Error	Beta		
(Constant)	4.866	13.457		.362	.718
Family life cycle Stage	.167	.509	.037	.328	.743
Economic status	4.498	.543	.956	8.275	.000
Personality traits	2.188	.099	.822	22.133	.000
Lifestyle	1.553	.115	.421	13.467	.000
Multiple R = 0.867, Multiple R ² = 0.751, Adjusted R ² = 0.748, F _{4,395} =297.851					

***p<0.05**

The following regression can be derived from Table 9.

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$$

Where

X₁ = Age in family life

X₂ = Economic status

X₃ = Personal traits

X₄ = Lifestyle

b_i = (i=1-4) Regression Weight Coefficients

a = Constant (other variables other than X₁ X₄)

The multiple relationship between the dependent and independent variables can therefore be given as follow:

$$Y = 4.866 + 0.167X_1 + 4.498X_2 + 2.188X_3 + 1.553X_4$$

The result in Table 6 shows that there was significant joint influence of personal factors on the choice of satellite television channels in South West Nigeria (F_{4,395}=297.851, $p<0.05$).

FINDINGS AND RECOMMENDATIONS

The study revealed that there was significant relationship between age in family life cycle and the choice of Satellites Television channels in South West Nigeria. This finding was in agreement with the submission of Cole, Laurent and Drolet (2008) who argued that consumers develop preferences during a “critical period,” say between 15 and 30, and keep them for life. That an alternative attachment mechanism proposed that consumers can develop, over the years, an attachment to a movie star, a music style, or a brand, even if their first encounter with it occurs at a later age, much beyond the “critical period.”

It was also revealed that there was significant relationship between economic status and choice of Satellite Television channels in South West Nigeria. The result was in agreement with the work of Mani and Hitoshi (2013) on “An Analysis of Factors Affecting the Adoption of Digital Terrestrial Television Services in Thailand”. It was concluded that higher income respondents prefer adopting DTVs while lower income respondents tend to adopt STBs.

The finding from hypothesis three showed that there was significant relationship between personality traits and choice of Satellite Television channels in South West Nigeria. The finding was in consonance with the submission of Agbo *et al.* (2014) in “Assessing the relationship between personality factors and consumer buying behavior in South Eastern Nigeria”. It was argued that there was a positive relationship between personality factor of social character and consumer buying behaviour. Besides, there was a high degree of correlation between the twelve personality adjectives and the consumer buying behaviour.

Another result revealed that there was significant relationship between lifestyle and choice of Satellite Television channels in South West Nigeria. The finding was in line with the submission of Khuong and Duyen (2016) on a study which centered on “Personal factors affecting consumer purchase decision towards men skin care products. A study in Ho Chi Minh City, Vietnam”. Findings show that there was a positive relationship between each personal factor and consumer purchase decision of men. That Self – image, which flows with lifestyle, had the highest correlation with consumers purchase decision. Regression result showed a positive and significant impact between the independent variable of skins health attention, self – image on consumer purchase decision.

It was concluded that this study provided empirical evidences that support the necessity of personal factors in the course of choosing satellite television in a typical emerging market. It was recommended among others that the satellite television marketers should strongly consider the personal factors of the actual and potential subscribers in the process of designing their market offerings.

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