Faculty of Commerce

Department of Marketing Management

INFLUENCE OF THE REBRANDING STRATEGY ON BRAND PREFERENCE: CASE OF THE ZIMBABWE BROADCASTING CORPORATION (ZBC).

BY

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DEDICATION

This dissertation is dedicated to my father Dugmore Chodeva and my mother Rachael Makwanya, for their undying support during my study for this degree programme. Their love, encouragement and support are the pillars of my strength.

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ABSTRACT

This research study sought to investigate the influence of the rebranding strategy on brand preference: The case of Zimbabwe Broadcasting Corporation. The research sought to fulfil objectives such as the influence of digitalisation on perceived quality, influence of change in television content on brand likeability and the influence of change in programming on repeat business. Internal rebranding definition was drawn from Juntunen et al (2009) and the elements of brand preference were taken from different authors who include (Davies et al 2009, McMillan and Josh 2013, Richard and Zhang 2012). Interest in the researcher to carry out this research was triggered after noticing that the brand preference of ZBCTV was continuously decreasing as the general public now prefer most other channels such as DSTV, Kwese TV to mention but a few. Literature review was carried out on the above mentioned objectives as discussed by different authors to find the similarities and different authors who studied on rebranding and brand preference variables. A theoretical view discussed by authors' shows that in the internal rebranding of a broadcasting corporation, changing television content was the most favorable strategy. Other factors of broadcast internal rebranding that is digitalisation and change in programming were also regarded as influential to customers but to a lesser extent as compared to change in television content. In carrying out the research, the researcher used descriptive and exploratory research design, both primary and secondary sources of data were used. A target population of 151 was used and a sample size of 114 was employed. Simple random sampling and convenience sampling were used to select the respondents as well as allowing flexibility on the part of the researcher to use readily available participants. STATA was used to analyze data and presentations were done in the form of tables and bar-graphs. From the findings it was noted that digitalisation has a positive influence on perceived quality as indicated by the R-squared of 0.6877 thus 69% of perceived quality is explained by digitalisation. A positive correlation exists between the two variables. From the run tests it was also noted that change in television content had a strong influence on brand likeability as it explained 73% of brand likeability. Moreso change in television programming has a positive relationship with repeat business and a strong positive correlation existed between the two variables. From the research findings, the researcher recommends the organization to direct marketing efforts on things that are strongly valued by the viewer and customers, to invest in modern equipment such as drone cameras and lastly to keep on creating brand awareness through live broadcasts and getting feedback from viewers and customers.

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Definition of Key Terms and Abbreviations

Key terms in this study should be understood within the context below:

Brand- name, term, design, symbol or any other feature that identifies one seller's products or services distinct from others.

Rebranding- refers to an overall concept that a business can use to forge or create an image of a new identity, image and personality with consumers.

Brand Preference –a set of brand assets and liabilities connected to a brand and a customer's subjective and intangible assessment of the brand.

ZBC- Zimbabwe Broadcasting Corporation.

BAZ- Broadcasting Authority of Zimbabwe.

DTT- Digital Terrestrial Television.

GENERAL INTRODUCTION

1.0 Introduction.

Producers of products and service providers engage in fierce competition in an effort to entice customers to purchase their brands over competing ones. To influence the customers and television viewers to prefer a brand for a firm over competitors, several strategies are employed and amongst them is the use of the rebranding strategy (Juntunen et al 2009).This study therefore seeks to investigate the influence of the rebranding strategy on brand preference a case of the Zimbabwe Broadcasting Corporation. This chapter is a preliminary discussion of how the research would be conducted. It consists of the background to the study, the statement of the problem, research objectives and hypotheses. The significance of the study as well as the assumptions, which underpin the research, delimitations and the limitations of the study conclude the outline.

1.1 Background to the Study

There are different strategies used by organizations when encountering low brand preference and among the various strategies available to the marketer is rebranding. According to Muzellec and Lambkin (2009), rebranding relates to the creation of a new brand element targeting to create a new image or position in the mind of stakeholders. Juntunen et al (2009), went on to state that rebranding also relates to changes in the internal processes of an organization, thus developing a new distinguished uniqueness in the minds of consumers. As such there is need to examine if rebranding can influence brand preference. This research will focus on Juntenen's definition of rebranding which focuses on changing the internal processes of an organization. Brand preference was described Aakar (2011), as a set of brand assets and liabilities connected to a brand and a customer's subjective and intangible assessment of the brand, above and further than its objectively perceived value. Aakar goes on to say that it is the ordering of the brand or its hierarchical prioritization in the minds of the consumers based on their understanding of what the brand stands for and whether they support it or not. In the broadcasting industry brand preference is measured by different

element which include likeability, repeat purchase and perceived quality, (Davies et al 2008, McMillan and Josh 2013, Richard and Zhang 2012)

A legion of researches have been done so far on brand preference and Tolba (2011) carried out a research on the "The Impact of Distribution Intensity on Brand Preference and Brand Loyalty" and purpose of the study was to see investigate the effect of distribution intensity and perceived quality on brand preference. The researcher proposed that future research could be conducted to study the effect of sequence of entrance in the market on brand preference and brand loyalty. More so Balakrishnan et al (2012) carried a research on "The Impact of Brand Placement on preference in movies: Empirical evidence from Malaysia". The aim of the research was to explain the relationship between the acceptance of brand placement based on consumers' perception towards brand preference. More so Alfredsson et al (2015) carried a research on "The effects of repositioning as a process of rebranding in terms of brand preference, corporate identity, and brand image: a case of Lidl". The authors indicated that for future studies, researchers can focus on companies from other sectors with more extensive empirical data and also to investigate companies that have finished their rebranding processes. Another researcher looked on "Rebranding and its effects on consumer perception". It is a Zimbabwean case study carried out by Makasi et al (2014). An analysis of the above research papers reveals that researchers mainly focused on the visible elements of rebranding in the manufacturing sector and education as well as rebranding focusing on changing of colour, logo, package design and issues to do with brand equity. A lot remains unknown about the relationship between rebranding of the internal processes and brand preference in the media sector, hence this has triggered interest in the current researcher to conduct a research based on investigating the influence of the rebranding strategy on brand preference a case of ZBC.

The broadcasting industry of Zimbabwe was in the past considered as the mother of broadcasting in Southern Africa with its origins dating back to 1932 when stations were opened in Salisbury and Bulawayo. Currently the ZBC owns 4 radio stations which are Power FM, Radio Zimbabwe, National FM and Spot FM. It also has a television station which is the ZBCTV. ZBC has for a long time enjoyed an anticompetitive environment in Zimbabwe's electronic media industry as it was the only broadcaster in the nation and customers were limited of choice hence the brand preference was very high. Back from 1932 up until 2011 most people were very loyal to ZBC programmes and the marketing department would get as much as $4 million per month especially during festive season as according to

Select Research board. A lot of companies were advertising with ZBC and most of the customers regarded what was being aired by ZBC as the best. The public loved the programs which were offered by ZBC which included the very best soap operas from Mukadota, paraffin and Gringo among others as well as music from the legends of that time. All the radio stations and television which existed in Zimbabwe were under ZBC, until in 2011 when new companies in the radio sector came into existence. The existence of alternatives has widened the choice of customers in terms of the brand preference based on the viewers' unique and diverse needs. Like all consumers of other products and services, the viewer decision making process is influenced by both internal and external factors that can be measured by the viewer's choice of channels and programs, thus customers started prfring to air their adverts on the platforms of the then newly introduced companies. This was just an innovative step to a turnaround of the electronic media industry in Zimbabwe. Some private media houses have been struggling to get licences to venture into this industry and for a start, the introduction of Zi- FM and Star FM, Kwese gave ZBC more than a wakeup call.
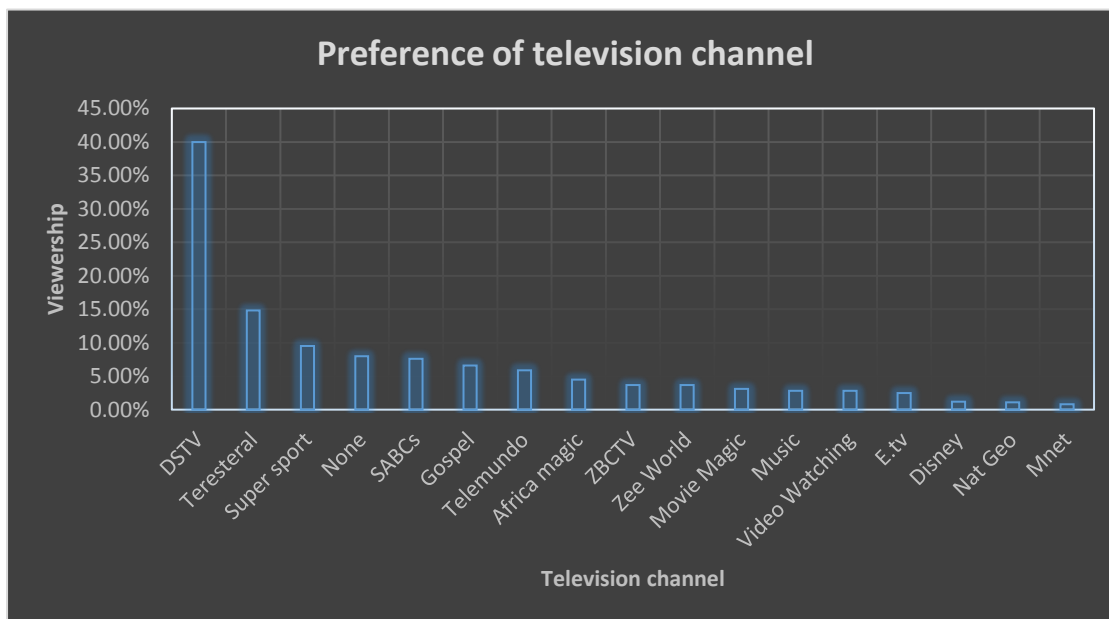
Figure 1. 1 showing preference of channels.

 Source: Zimbabwe Select research board (2017).

Table 1.1showing ZBC average viewership and listenership figures.

Service type	Listenership or viewership of primetime in 2011	Listenership or viewership of primetime in 2017
Television	9million viewers	4million viewers
Radio	6million listeners	3million listeners

Source: Zimbabwe Select Research Board 2011 and 2017

The brand preference of the ZBC has largely dropped since 2011 and continues to drop every year as according to the Zimbabwe Select research. The corporation now has to share its advertising market share with the new companies that entered the market as there has not been an increase in the number of companies who needed to advertise in electronic media. Table 1.2 shows the drastic drop in the viewership and listenership figures and fig 1.1 shows the low preference of ZBC brand as according to the Zimbabwe Select research (2016). This also came when the country is economically unstable and the existing companies in Zimbabwe dwindled their advertising budgets thus going to the best broadcasting institutions when they want to advertise. These developments presented an uphill duty for the ZBC marketing crew to find out how they can survive in this competition. Currently more companies continue to enter the market which includes DSTV, Kwese TV, and other local small radio stations such as 98.4 FM Gweru, Capitalk FM and Diamond FM. The researcher therefore realized the need to assess the influence of the rebranding strategy on brand preference, so as to see if it is worthwhile and if it will bring back much of the lost customers and change what they think about ZBC, hence the need to carry out the research.

1.2 Statement of the Problem

Zimbabwe broadcasting corporation has been operating in an industry where it was a monopoly up until 2011 and according to the Zimbabwe Select Research (2016), the existence of new radio stations and television stations has led to the sharp decline of revenue and the company's market as shown in Fig 1.1 and 1.2. Most of the advertisers turned to prefer the new media companies such as DSTV, Kwese, Zi-FM and Star FM to mention a few. The company's revenue has lessened from what they used to get before 2011 when it was still the sole broadcaster in the industry. In this regard the question exists as to whether a

change of the content, programming, and digitalisation can have an influence on brand preference.

1.3 Conceptual Framework

Patrick (2015) states that a conceptual framework is a model which breaks the research topic into measurable aspects and it represents the researcher's synthesis of literature on how to explain a phenomenon.

Independent Variable   **H$_1$**   **Dependent Variable**

| Digital Migration | → | Perceived Quality |

H$_2$

| Television Content | → | Brand Likeability |

H$_3$

| Programmes Scheduling | → | Repeat Business |

Rebranding   **Brand Preference**
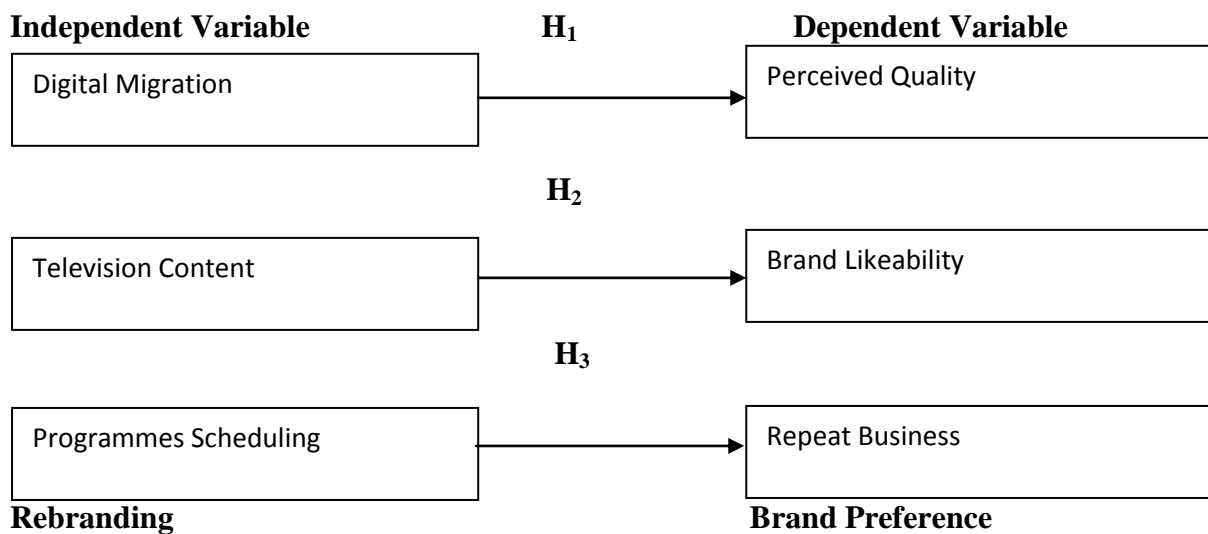
Figure 1. 2 showing the conceptual framework

Source: The researcher

In this research the conceptual framework is the researcher's understanding of how rebranding connects with brand preference thus it is the researchers map in pursuing the investigation. Junteman etal (2009) postulated that rebranding can be done on the internal processes of an organization and in relation to ZBC these include changes in television content, television programming and digital migration. Moreso brand preference was measured by different elements which include brand likeability, repeat business and perceived quality, (Davies et al 2008, McMillan and Josh 2013, Richard and Zhang 2012).

1.4 Objectives and hypothesis of the study
Table 1. 2 showing the research objectives and hypotheses

Objectives	Alternative Hypothesis
• To assess the influence of digitalisation on perceived quality.	• H_1: There is a positive relationship between digitalisation and perceived quality.
• To establish the influence of change in television content on brand likeability.	• H_2: There is positive relationship between content and likeability.
• To assess the influence of change in programming on repeat business.	• H_3: There is a positive relationship between change in content programming and repeat business.

1.5 Significance of the study
1.5.1 To the company
- This research will place ZBC in a better position to bring back the lost market share and to satisfy its customers thus creating positivity in the minds of customers and their perceptions towards ZBC.
- The research will also provide the company with information that will help in the decision making developments and strategies to counter its competition.

1.5.2 To the researcher
- The research will be done in partial fulfilment of the Bachelor of commerce honours degree in marketing management at Midlands State University.
- To also help the researcher in translating the theory he learnt into practical knowledge which can be useful in the industry.

1.5.3 To the university
- The research can be used as a source of secondary information by other students.

1.6 Assumptions
The researcher assumed that:

- The current low preference at ZBCTV is caused by poor content.
- Poor broadcast signal of television services is caused by the use of analogue transmission.
- The current programming schedule is not meeting the expectations of customers and the public.

- Sample drawn represents the whole population.

1.7 Delimitations

- The study only focused on Harare region because of the limited time to the researcher hence views of other customers who are outside the Harare region are not considered.
- The research was done on a sample drawn from ZBC employees, top administration and organizational customers only.
- The data that was used ranged from year 2007 to 2017 for there has been a lot of changes on literature concerning the broadcasting issues.
- Literature only focused on assessing the influence of digitalisation on perceived quality, influence of change in television content on brand likeability and the influence of change in television programming on repeat business.

1.8 Limitations

- The sample size and the number of actual respondents might have not given an accurate view of the entire population understudy.
- The researcher used quantitative closed ended questionnaires and this might result in the respondents not fully expressing their views.
- This research is more quantitative hence results are likely to be different if the same research is done using a more quantitative approach.

1.9 Section summary.

This chapter described where the company and the problem was coming from through company history and the developments that took place in the media industry that has brought ZBC to its present position. The problem was presented hence qualifying the reason to carry out a research. The section also covers in detail, the statement of the problem, research objectives, limitations, delimitations, assumptions and other important areas which have to be achieved by the research in order to establish if rebranding can do the company any good in creating positivity in the minds of the consumers in the recently emerged competitive environment.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

In this chapter the researcher will look into the definitions and theoretical aspects from authors of concepts of rebranding and its influence on brand preference. Literature from several scholars and authors will be compared and reviewed, with the researcher commenting on their views. The objective behind the literature review is to unearth the research loopholes so as to justify the research in this field of study and also to analyse key concepts, arguments and views of the topic under study, so as to understand the concepts and make them clear to the researcher and any other interested parties. Moreso this chapter zeros in on brand preference decisions as well as customer and viewers expectations on television.

2.3 Concept of Rebranding

Juntunen et al (2009), stated that the rebranding strategy can be employed or viewed in two different ways the first one being related to changes in the visual identity of an organization, that is to say changing the logo and name of the organization. Juntunen et al (2009), further states that the second part of the rebranding goes into changing the internal processes or what is not seen physically but changing the experience of the customers thus it is can be seen the strategy can be done inside as well as outside in the best interest of the organization. The internal processes includes all the internal systems and styles thus in can go as far as changing the corporate values, the corporate culture, vision and mission of the organization. It can thus be noted from the above that changing the visual identity of an organization creates a distinguished and uniqueness thus positioning the company brand in a better place in the minds of the customers and this mostly works in organizations with struggling brands and trying to rejuvenate them, (Punajaisri et al 2009). This is due to the fact that in order for customers to be affiliated with the internal affairs of an organization they need to first be able to distinguish the brand out of many including those of competitors, Bennet (2010).

Gunelius, (2013) adds on to say that rebranding can be proactive or reactive. Proactive rebranding is a strategy that is employed when companies want to take advantage of future

opportunities and fruitful growth thus they do market research with an plan of securing the future whilst reactive rebranding occurs when companies are trying to deal with bad events r publicity which might have tarnished the name of the company thus reacting to events. Karl Evans (2013), also adds on saying that rebranding constitutes the basics for the company communications with its publics and creating awareness and building a good image of the organization so as to keep the customers close to the organization. It is the only way an organization can communicate its uniqueness from other players in the same business and make the customers see, understand and believe in the differences putting the company first before the competitors, (Dally and Moloney (2013). According to Williams (2014) it is clearly indicated that the issues to do with rebranded should not be taken for granted by organizations as it is something that can determine the success or failure of an organization, thus companies must invest a lot of effort in such strategies for the success of the organizations. Stern (2006) also agrees with the latter author in that they defined rebranding as changing the company direction or its targeting and positioning, in an attempt to attach new image and meanings to th brand in the minds of the customers thus the company should be very carefull because failure to manage the rebranding process can put the business down to closure so every stakeholder must be liaised with and contribute efforts to the strategy. At the same time, Miller and Merrilees, (2011) noted that a rebranding strategy may be initiated as a reaction dealing with under-performance, or in response to a declining, damaged or underperforming brand. Broadie and Whittme (2012) defined rebranding as the change or modification of the brand in order to stimulate a change in attitudes, perceptions and behaviour of customers. This means that in rebranding the main aim is to reposition, revitalize or rejuvenate an organizations position in the minds of all its publics, (Pooja Bahl et al 2008). The change can either be in name, colour, logo, design, objective or other service elements that can create positivity in the minds of the consumers.

According to Tevi (2013), marketers engage in rebranding strategies so as to develop a better positioning which also impacts positively on the brand experience to the publics who consume that brand and also improving so as to meet the expectations behind the brand experience and creating an impression that the brand name and the services or products associated with it are of the best qualities that makes it exceptional and unique in the minds of the customers. Therefore Kay (2013) highlighted that the most important reason why companies are seen employing the rebranding strategies is because they want to bring back the lost market share or customers who used to consume their services and products but are

no longer wanting to. These customers have gone to a level of comparing the services of the company with those of the competitors and discovered or have regarded the services of the competitors as the best. Thus when companies are seen trying to bring back those customers by the rebranding strategy which then creates new and different uniqueness position of the products and services. Tang (2009) stated that when designing strategies to rebrand, marketers should be in a position to consider the population which they will be targeting and characteristics of the customers so as to directly put a solution were it is best mostly needed. Keller (1999) in Tang (2009), mentioned that when rebranding is done successfully it can help improve customer decision on brand preference and brand equity by increasing the frequency and rate of quantities purchased as well as spreading good news about a brand through word of mouth. Andrew and Kim (2007), in their study indicated that the rebranding strategy can also be regarded as the development s thatare put forward to address the negative brand image that could have been created and the negative attitude towards the brand from the customers.

Lonnax and Mador (2014) adds on to say that it is important for an organization's marketing department to ensure that all stakeholders hold positive associations of the rebranding strategies so as to get supportive efforts from all angles before the strategy is put to the ground because failure to involve everyone might then see other stakeholders resisting to the change and leading to the failure of the strategy which will then worsen the situation and negative attitudes of the brad from the customers. All this should be properly planned and done before the rebranding is done. Moreso Blair (2011), suggested that it should be considered that it is of utmost importance for the marketers to assure and ensure that different stakeholders hold favourable emotional connection towards the strategies of rebranding before employing them as failures. Ali (2014) mentioned that rebranding is not just about telling the world what the organization is capable of doing, but its goes to as far as making promises to the customers and then making sure that those promise are delivered to the right audience in time. In other words, rebranding is about adding up value to an already existing brand, (McCarthy 2104).

Another study from Osman (2010) suggested that if the customer perceptions of the rebranding strategy are positive and favourable to the organization there will be improvements interms of the brand preference and also leads to a positive attitude of the customers toward the brand name of the organization. Sing et al. (2012) said in order for

customers to come back to purchasing a brand which they have once abandoned, the most useful strategy of making it happen is making use of the rebranding strategy thus making the customers view or point out a brand as their first choice among the other brands of competitors. Teh and Salleh (2013) went on to postulate that claiming using words or the visibles does not advantage a brand but rather using rebranding as a strategy by changing some parts of the internal organization is of utmost importance and will help the organization in getting back the lost piece of gold thus establishing a new image through satisfying the customers in the mind. In order for a brand to survive in the market over a long period of time it is necessary to alter some of its brand features or internal processes in an organization so that they keep on providing or delivering customer's preferences and offering exactly what they expect in the best way, (Chernatony et al 2014).

Sing and Dharamveer (2014) also postulated that the decisions made by the many organizations to employ the rebranding strategy are usually influenced by the market force in particular the stiff competition in industry and commerce and since business is war, some brands are defeated whilst some brand win the industry. Those brands which are defeated then need some of their features to be reenergized thus rebranding comes to action. Choice made by a company to rebrand pushes a firm or company to work hard in order to ensure that stakeholders in particular the organizational customers clearly see the new picture without doubting or still looking back at competitors. Bahl et al. (2007) came up with two thoughts in ascertaining the importance of rebranding. The first thought assumed that rebranding of paramount importance and is crucial in making sure that the changing needs of the customers are met each and every day without tarnishing the name of the company. The second thought however was in disagreement with the previous as it said that the strategy of rebranding is not of importance and should be avoided. This second thought disagreed with rebranding of the seen that is colour, logo, name and taglines but suggested that it is of great importance to rebrand the internal not the visual aspects and the author gave credible examples of big companies such as McDonalds, Coca cola and KFC. These big organizations have put much of their marketing efforts on rebranding the internal aspects of their corporations and that have seen then maintaining their leading brands and being market leaders for so many years since 1920's.

In support with the latter view Haig (2003) in Tang (2009) observed that stakeholders are not always in support of making changes or adjustments to the company brands as they will be

afraid of many factors including the feeling that the brand's core values will be lost after rebranding or even the values of the organization at large thus if the product is rebranded against their wish they tend to react negatively towards the brand. If the internal workforce is used to a certain culture and values in an organization, it will not be easy for them to just accept the changes or rebranding of the internal to take place. According to Harris and Chernatony (2015), stakeholders feel that core values of the brands have been lost after rebranding of the product or service, these stakeholders will act or react negatively towards the brand. To reach a conclusion from the above there is a number of converging and diverging views on the definition of rebranding. Therefore for the purpose of this study rebranding will be viewed as a change in the internal processes of an organization (content, programming and analogue to digital) so as to create distinct set of perceptions and repositioning of a brand in the minds of the stakeholders in such a way that preference will be improved.

2.4 Brand Preference

According to Aakar (2011), brand preference is a set of brand assets and liabilities that are connected to a certain brand and these are seen as the customers' subjective and intangible assessment of the brand as well as the customer perception of the brand in terms of different elements and its objectively perceived value. Much of the literature on brand preference has focused on antecedents of and the elements that are used to measure brand preference which were suggested by different authors, Bart et al (2012). Among some of the identified precursors to brand preference are brand likeability, repeat business and perceived quality (Davies et al 2012, McMillan and Josh 2013, Richard and Zhang 2012). However, some researchers have focused on the consequences of brand preferences. For example, Shankar and Fuller (2008) found that consumers' preference of a certain brand among other brands of competitors contribute to the relative strength of the brand in the market place which is then a force which is capable of increasing the brand perceived value in the market place. In this study brand preference is defined according to Aakar (2011) definition aforementioned. Brand preference has become an important dimension in the marketing discipline with particular focus on consumer behaviour in a market with so many players thus companies try to study the consumer behaviour and then come up with innovative ways of creating

uniqueness and differentiating their services and products from those of the competitors, (Chinomona 2013).

The above view is widely supported by Davies, (2013) Butcher, (2014) and Chiu, (2014) who believed that for a brand to be regarded as a super brand and to be mostly preferred among other brands, it must possess values of superiority characteristics that allow it to shine through the stiff competition even if other players are directly into the same business or same products at a similar price. The external cues like taste, design, performance, quality, value and prestige should be communicated in the brand so as create a strong positive lasting relationship with all the stakeholders and this will result in improved brand preference and also having a longterm effect of increased revenue in an organization after having positioned the brand nicely in the minds of the customers, (Hyun et al 2017). According to Kapferer (2012) even though being a brand of preference is desirable for an organization, it is not just enough per se. Brands need to radiate passion and cascade loyalty as well as commitment to the stakeholders who consume it thus increasing preference of the brand in an industry with so many competitors., (Alamro and Rowley 2011). For this reason, organizations need to be passionate on their brands as well as to be a source of passion for other brand s in the same industry, (Aaker, 2012). This can be seen in organizations such as DSTV who are market leaders in broadcasting in the African region and it is also a source of passion for other small broadcasting corporations in Africa. With increased globalization, customers now seek meaning and satisfaction with their consumption as they compare different products and services before being loyal to any organization. These brands have an essence, values, mission and a vision that is manifested through what they offer to the customers and through how able they can be differentiating their services from those of competitors thus increasing brand preference after having created strong relationships with the relevant publics. (Aaker, 2012; Kapferer, 2012).

The past and present marketing communications should be in sync to stimulate both the organization's reputation and the position of the brand in the minds of the customers resulting to increased brand preference, (Ambla et al 2012). In every product or service category, customers have a lot of information about the products and services and by seeing many players in the same industry they raise their expectations in terms of what they should receive from the service providers. This leaves the companies with little or no choice but to produce the best of products and services so as to make the customers prefer their brands most, (Sethi,

2016). Rutter, (2017) reiterates that to move consumers from trial to preference, brands need to deliver on their value preposition as well as removing the competing brands in the mind of the consumers because where there are substitutes, customers will always have the choice to choose the best and leave the brands that do not satisfy their ever changing needs and expectations.

Contrary to the above standpoint, Kruger, (2013) discuses brand preference as an antecedent of brand loyalty and brand equity highlighting little information and attention on defining consumer behaviour. Chen, (2016) had a same view as he indicated that brand preference is a consequent of such factors like brand equity and brand loyalty. Other authors use brand preference and brand loyalty interchangeably saying that an organization can either strive for increased brand preference or can be aiming for improved loyalty from the customers, but both were said to deliver the same results in an organization, (Rundle -Thiele and Mackay, 2012). The above tow authors rate the brand preference as more of tributaries to brand equity and brand loyalty. Preference is a type of attitude performance, which directs purchase decisions.

Keller (2011) pointed out that brand preference plays an important role on customers when it comes to making a purchase or selecting what to consume. This can then be an opportunity for companies to make their brands so different and unique so that customers will always prefer the brands and be the best in the market. Preference can also be increased by first making sure that there is brand awareness and this improves customer selection on the company's brand. Kotler and Pfoertsch (2012) proposes that if consumers prefer a certain brand and purchase the product or service when exposed to other products of the same type, this is a clear indication of a high level of brand preference which is what most companies desire, (Hellier et al 2013). From a psychological point of view, consumer's preferences include three main factors: cognitive, affective, and behaviour. Crites, Fabrigar, and Petty (2013) went on to support by saying that preference of a person can be shown by attitude and tendency of behaviour of the person. Psychologists on the other hand view preference as a consumer predisposition towards certain brands and customers usually prefer brand satisfy their needs in different aspects which include price, quality to mention a few, Ruble and Donthu (2013). Ashfaq (2017), further argues that it is the transition state between the inputs and outputs of the consumer choice model and is influenced by experience and brand meaning extracted from the marketing communication that is how best the company can

communicate its strengths to the customers more than what the competition can do. However the psychologist's position is not so clearly especially in a situation where the customers have no previous experience with the product. It means the company can only create preference by a strong marketing tool such as advertising and creating awareness of the product to the customers.

Economists state that preferences are exogenous, stable, known with adequate precision and that they are more revealed through the customer choice behaviour on products utility maximization, March (2012). The assumption that preferences are stable and endogenous was criticized by Milton, (2013) whose view is that preferences are not stable and can be continuously changing because of economic factors such as customers searching for cheap affordable prices or quality aspects. Bary and Seltman (2013) postulates that the economist views meanwhile take a very narrow angle on preference and stereotypes all consumers in the same category as they assume that customer brand preference is influenced by the same economice factors such as prices, inflation and disposable income, not looking deep down at the marketing aspects of satisfying the customers and meting their expectations. Javiland et al., (2016) argue that brand preference is the biased behavioural predispositions reflected by consumers toward a certain brand relative to other brands in the same product or service category and it can be influenced by so many factors which stretch from just being economic to social but leaving any organization to play its part as far as increasing its brand preference is concerned.

An analysis of the views above from the various authors in their agreement and divergence reveal that they fail to provide answers on what practical activities organizations need to engage in order to gain preference for their brands. The researches seemed not to cover adequately how consumers come up with preferences and what influences their decision making concerning brand preference most. In addition the authors seem to differ on the importance placed on brand preference as a key issue in company performance. The relevance of brand preference can be better understood from the research carried out on how corporate reputation affects band preference for soft drinks industry. The research was conducted by Mahmoud, (2014) in Egypt. The researcher used a sample size of 247 respondents mostly the Egyptians middle class of people aged between 21-29 years old. Findings showed that there was a positive or significant relationship between brand preference and corporate reputation. Preference was influenced by a lot of internal factors that build an organisations reputation and these included the innovativeness of the company,

workplace, products and services as well as leadership. While the above success story in the developed world inspired the researcher in the area of brand preference, it is with great interest to find out if brand managers in Zimbabwe; in particular Zimbabwe broadcasting corporation can emulate such success with its broadcasting services through effective use of rebranding strategy.

2.5 Influence of change from analogue to digital on perceived quality.

The digital environment is not static and continues to advance having new advanced technologies and ways of living in all angles rapidly (Poole, 2011). Quinton and Simkin (2016) went on to say that television seems to have shaped how people live their day to day lives and also today's culture is greatly shaped by television where people wake up to watch early morning shows that are delivered in a more and sophisticated format in an attempt to get energized for the day but this can is done after the viewers choose a certain television station among many other television stations. It can then be seen that customers as well as the viewers want to have their tevision stations at home digitalized and also another rationale for the necessity of this research is that past research has rarely made perception-focused observations about the digitalization of television.   Nickson (2016) adds on to support the views of Quinton and Simkin as he says that technology has advanced to fourth generation (4G) mobile phones that receive television broadcasts and customers as well as viewers perceive value in the broadcasting corporations when they see the television stations migrating from analogue to digital. Moreso in order for the viewers and customers to receive digital television signals on an ordinary television set, consumers or viewers would need the device known as the Set-Top Box whose purpose is to convert the Digital Terrestrial Television (DTT) signal for reception on an analogue television set. Mullich (2008) in agreement of what Nickson (2016) said, stated that commuters in Japan watch television while in transit in order to familiarize themselves with current events to and from work hence the need for broadcasting institutions to migrate from analogue to digital transmission thus satisfying the needs of the customers and creating a positive perception towards the brand in terms of perceived quality. Customers will want the local broadcasting corporations to associate themselves with current trends in terms of technology thus allowing the customers to always be connected to different various platforms of entertainment and this cannot be done when a broadcasting corporation is doing analogue transmission. Hagberg et al (2016) supported saying that the profound influence of Television on society has gone far to the

extent that life without television tends to be difficult since it has become an integral part of everyday life by providing information, entertainment and comfort and people are now viewing most of the broadcasting houses with one television stations laggards in technology and they always view the stations as of poor quality. Hagberg (2016) concluded that there is a strong positive relationship between a shift from analogue to digital transmission.

Nuyts, Reynaert and Dehance (2013) postulated that technology shows an unprecedentedly rapid change and a widespread effect on the way people in their communities live as well as how other boards such as the government are run as well as the economic and social realm because television emerged as a technologically synthetic response to a set of newly emergent, sophisticated needs of the customers or all stakeholders that consume the broadcasting services. Thus have seen most organizations wanting their products being associated with the television stations that are perceived as of higher quality by the customers thus marketers need to pay attension to the issues of digitalization in order to increase perceived quality in the minds of the customers, (Williams 2013). Sandner (2015) noted that it is of utmost importance for broadcasting corporations to shift from analogue to digital as this movement will even create a new brand identity for an organization and the position of the organization in the minds of customers will be greatly influenced. Media council of Kenya (2013) compares the situations between Nigeria, South Africa and Kenya in terms of the digital switchover, noting that the three countries have the largest television markets in Africa thus giving a clear indication of the positive relations that exists between the shift from analogue to digital and perceived quality.

Rosenberg (2013) postulated in his research that it is of best interest to every consumer for a national broadcaster to migrate from analogue to digital as they want to have various channels on their screens and also to receive their services in a more appealing sophisticated way whci challenges their viewing experience. This movement goes with a lot of advantages to the broadcasting corporations and the same benefits can be made use of in satisfying customer needs thus creating positivity in the minds of the consumers. Markovitch and Willmott (2014) have indicated that digital television recently followed analogue television as an innovation with multi-dimensional social impact and that the digital transmission is actually a useful tool which can be used by mmarketers to advantage of those customers who link price with quality as well as reflecting the value of the corporation in an industry fool of competitors. According to Obijiofor (2015) this then means that if managers decides to

migrate from analogue television to digital television there will be able to convince and satisfy the modern viewer to like the television stations and to have a positive perception in terms of quality and in today's broadcasting industry digitalisation has become one of the most ways most effective when it comes in instilling a positive perceived value in the mind of the viewers and customers. Thus it is clearly observed that digitalisation have a strong positive influence when it comes to perceived value of the broadcasting services by the customers as well as the viewers.

 Atkin et al (2012) and Lin (2011) in agreement to the view point all said that theoretically, the substitution of existing media, such as analogue cable television, with new media, such as digital cable television, promotes a fundamental change in the way people perceive existing media in terms of quality and strongly supported the view that there is a strong relationship between the digital transmission and perceived quality. Moreso the adoption of new media in place of existing media is influenced by superiority of new media, (Goggin 2011). This will then differentiate the broadcasting corporation from other players in the same industry. As for digital television, enhanced video and audio quality, and a combination of computer and television functions may become a motivation for displacement and affects customer and viewer's perceived quality and value, (Lin 2011). In Korea and the United States, digital cable television works as a replacement innovation Rogers (1995), which led to the termination of analog television use based on a government guideline and it was seen that there is poor quality from analog television thus the service delivery will be very poor and also pushing away the customers from the organization to the competitors who will be offering the same service but on a digitalized platform. Jacobs (2013) went on to say that digital cable television as an innovation implies that it is functionally better than the previous analog service, and simultaneously, it performs the functions that analog has performed (compatibility) (Rogers, 1995), thus customers and viewers will then associate the company with high quality service.

Boyd-Barrett and Newbold (2015), further states that the development of new information and communication technology (ICT), often labelled also as "new media" has provoked a number of changes in the broadcasting or media landscape, but also in wider society as a whole as customers are now choosing the broadcasting corporation that have gone digital as they also have a reputation to protect thus they want to also have their commercials flighted

on the best television stations that are already digital and have higher followership and viewership. Haddow and Haddow (2016) add on to say that this is because customers link digital television with quality and customers are even willing to pay more money for their commercials but if the corporations are still operating under analog transmission the customers and viewers will tend to bargain and always want to have comparing reasons and wanting to choose the services offered by thpse stations which are already digital. In support, Haggard and Mclachlan (2016) mentioned that it is true that the world has gone digital and described digital television as an advanced broadcasting technology that has transformed the viewer's television-viewing experience as well as customer perception of quality in the broadcasting sector. Ardizzon and Ferrari (2010) and Brand (2011) noted that the purpose of digital terrestrial television, similar to digital versus analogue in other platforms such as cable, satellite and telecoms, is characterised by reduced use of spectrum and more capacity than analogue, a better-quality picture, and lower operating costs for broadcast and transmission after the initial upgrade costs thus it is always the best move for any broadcasting corporation which is still analog to shift and do digital transmission. Jenkins (2010) goes on to support by mentioning that after the upgrade the organisation will have many television stations at a lower cost and will be able to satisfy the needs of the customers thus positioning the organisation brand at a good position in the minds of the customers particularly in terms of quality service.

Haggard and Mclachlan (2008) are of the view that digital technologies are changing the way services are delivered in the broadcasting sector, leading to a blurring of the boundaries between types of services and the means of delivery, and eroding the traditional distinctions between audio and video. Likewise according to Zimmerman et al (2015), the Digital Migration Working Group Report (2018:3) reports that this process of change is often referred to as convergence, alluding to the convergence between the previously separate sectors of print media, data, telecommunications and analog broadcasting and it is actually a requirement for any broadcasting corporation to shift from the old traditional systems of broadcasting and go digital. Cubelles (2012) further stated that any broadcasting house which migrates from analog to digital television will be attractive and will help the management in differentiating the competitive brand and final customer decisions are based on whether the broadcasting corporation is digital or not thus influencing the perceived value towards the brand. In support of what Cubelles (2012) postulated, the digitalisation move is very much in a better position to create positive perception towards the broadcasting companies that are

still doing analog transmission and the migration leads to positive perceived quality if the service delivery is improved, (Kang and James 2013). The authors postulated that there is a close relationship between the new digital transmission and the perceived quality.

The Digital Migration Working Group Report (2015:10) defines broadcasting digital migration (BDM) as the practice of using advanced digitalized compression techniques to encode and transmit audio, video and image signals resulting in more efficient bandwidth usage and good quality reception to the television viewers and customers. Mutegi (2016) puts forward that this gives content providers room to provide more services or a higher-quality signal which then makes it easy for them to position the brand at a better position in the minds of the customers and have perceived quality in terms of the brand increased than has previously been available. BDM can also simply be described as the process of converting the old traditional way of television broadcasting and radio signals from analogue to digital technology and the perceptions of quality have been recognised as key constructs for explaining consumer behaviour and digitalisation, Parasuraman et al (2013). In literature on broadcasting services, perceived service quality is considered to be the difference between the expectations or desires of customers and their perceptions about the results and where there is digital television, customers assume or link with high quality thus if there is increased perceived quality on a brand there will also be high preference interms of consumer behaviour when they choose the television stations to flight their commercials, Zeithaml et al (2013). Moreso in support Medina (2014) mentioned that within the scope of the media, specifically in literature on television broadcasting, defining quality is a complex subject and went on to state that by digital migration the companies are possibly going to create a positive perceived quality towards the brand thus a clear indication of a strong positive relationship between digitalization and the customer perception of quality.

There have been numerous contributions in literature about the quality of television content, but at the same time they have been very different and haven't succeeded in achieving a clear consensus about the nature of quality in television broadcasting thus the conclusion on the topic clearly indicated that a is a positive relationship between the two variables.on the digital migration as it is assumed to position the brands of the broadcasting corporations at a better position in the minds of the customers and viewers in terms of perceived quality. From a review of Cubeles (2012), perceived quality in broadcasting institutions has been assessed according to three different and sometimes opposing perspectives: those of television

consumers, those of the creators of television products and those of media managers. Thus, considering the perspective of television consumers and perceived quality, Cubeles (2012) defines quality based on television viewers' opinions about the television programming, content and picture quality. Several works consider the suitability of content to a viewer's interests, opinions, needs and demands as dimensions for assessing quality in television programmes and considering the creators' perspective, content – the result of combining creativity and technical production is the central aspect of the quality of a programme (Medina, 2012, Sanchez 2006, Ishikawa 1992). As such all the factors are difficult to achieve in the analog transmission but the digital migration can enhance quality and leading to customer satisfaction thus creating positive perceived quality of the brand.

The works by the Broadcasting Research Unit (2010) and Nositer (2015), points out the importance of digitalisation and technical aspects in the configuration of quality in television programmes and also highlited that the shift from analog to digital it actually a requirement in all broadcasting corporations in particular the national broadcasters as the world is moving at a very fast rate interms of technological advancement. Other works allude to management and financial aspects, such as audience data and cost per programme production hour can be dealt with well through digitalisation as the time to air different programmes will be reduced and more money will be generated into the organisation through the use of multi-channel system which can only be achieved through digitalisation, (Medina 2012 and Mark 2013). According to Poole (2013), digital transmission can deliver a range of potential benefits across the broadcast value chain – many of which are inter-related. Poole goes on to say that digitalization brings about improved quality and robustness thus better signal quality which increases rejection of noise and interference. Interference with digital transmissions does not create the same type of visual distortion often experienced by analogue transmission, (Nyabuga and Booker 2013). The same authors goes on to say that there is also flexibility and efficient use of infrastructure thus broadcasting corporations will then be able to have transmission and will allow the implementation of single frequency networks (SFNs) instead of independent parallel analogue networks which are commonly used for broadcasting in most of the African counties.

Bigne and Andreu (2013) mentioned that consumer's perception of product and service quality as well as perceived value is directly affected digital migration in the broadcasting sector. This means that when a customer comes into contact with any television station they

are interested to know if the television station and its programmes are under digital transmission and it is the first thing which the marketers and television managers should strive to achieve and there are high chances to stimulate a positive perceived value in the minds of the customers, (Mabweazara 2014). The author goes on to say that in Southern Africa, DSTV has managed to have so many customers and viewers because of the digitalisation of its processes and no other competitor has been able to take DSTV down hence the need for most of the broadcasting corporations in the region to migrate from analog to digital television and create positive perceived quality in the minds of the customers and viewers. Furthermore Oliver (2013) stated that analog terrestrial TV broadcasting is being phased out world over due to poor quality of reception, inefficient use of spectrum and obsolescence of analog technologies and also most companies that are market leaders always want their products and services to be marketed on platforms which are also able to attract the targeted audiences. Usually the companies want those television stations that are associated with quality so that they be sure and guaranteed that their products and service commercials will reach the targeted audience. BBC (2014) went on to state that about 55 countries around the world have already introduced the digital terrestrial transmission services and many other countries are in the process of digitization as per the roadmaps laid down by them.

According to Edgar and Patricia (2014) it is highlighted that in the USA, Europe and many other countries analog terrestrial TV transmission has already been switched off and television viewers and customers view broadcasting corporations or television stations which are still analog as of poor quality. Beal (2016) postulates that digital terrestrial transmission technologies enable efficient use of the TV spectrum and provide better quality of service. The DTT transmitter employing next generation technologies can provide multiple broadcasting services such as TV channels, Mobile TV, Radio and other value added services within the same channel bandwidth of 7 or 8 MHz, which could earlier broadcast only one TV channel in analog mode and that is why customers will then assume a very close relationship between digitalisation and quality, (Cheung and Chan 2015).

 Some advantages offered by DTT platform over analog platform according to Hancer (2013) are that with digital transmission there is better quality TV reception with enhanced quality of picture and sound as well as efficient use of frequency were one DTT transmitter can broadcast multiple TV channels (20 to 30 SD TV Channels in a given slot of 7 to 8 Mhz by using latest compression technologies). Moreso Peli (2016) adds on to say frequency reuse is

possible or a single frequency network (SFN) can be implemented to cover a larger geographical area and improved quality of reception of TV channels in moving environment such as in moving vehicles thus satisfying the needs of customers and viewers in the digital world. Furthermore Hancer (2013) mentioned that TV channels can also be received on mobile phones and handheld devices with help of plug in dongles or integrated tuner chipset as well as the use of one single channel bandwidth (7 or 8 MHz) which provides flexibility to broadcast SD, HDTV, UHTV, mobile TV, radio services etc. Digitalisation makes things more flexible and content format agnostic - newer formats of TV content can be easily accommodated. All the above mentioned benefits of the digital migration will positively impact on customers perceived valued and companies will be more than willing to put their commercials on all the platforms of the broadcasting corporation, (Peli and Lim 2016).

There is also lower transmission power requirements which facilitates mobile data offload services from cellular networks for efficient use of resources and makes life of customers and viewers more exciting. Consequently, the selected studies agree that perceived quality appears to be a multidimensional concept and that it must be assessed according to the various genres of programmes and stations not just the issue of digitalisation, Shamir (2007). Moreover LaRose (2009) says that literature provides little no clear consensus about the antecedents and consequences of quality in television broadcasting. With respect to digitalisation, Perse and Ferguson (2013) argued saying that television technologies do not have an influence on increasing positive perceived quality and satisfaction with television viewing. Conversely, Montgomery (2017) mentioned that the reasons for watching television and the quantity of time spent watching are antecedents of satisfaction generated by many factors such as the type of programmes being aired on television stations and also the programming strategies employed by the broadcasting corporations. Moreso Rhee et al (2013) argued that it can be difficult for those viewers who could have been using the analog television to be able to buy the set top boxes which will then allow them to receive the digital transmission on their televisions.

To better understand the digitalisation concept, attention should be given to a research on digitalisation in Kenya in the year 2015, where before the digital migration only a handful of locals in Kenya would watch the local content or local television station with the majority relying on satellite channels such as DSTV. It was later discovered that the digital migration enriched the viewing experience for media consumers by improving quality and quantity of

programs. Given the success story of digitalisation in Kenya, one wonders whether the same strategy can be worthwhile at the Zimbabwe broadcasting corporation, a broadcasting corporation experiencing very low preference in the market.

Looking at the above review made by different authors, it shows that different authors were not just in agreement of digital migration. The authors had different views as some added in agreement to what other authors had said and some authors disagreed with the perspective that the migration from analog transmission to digital transmission effect on perceived quality of the customers and viewers. These authors disagreed as they believed people were not only attracted by the digital movement but rather the contents inside. However many authors were in agreement that the digital migration had an effect when it comes to perceived quality of the customers and viewers. Various factors should also however be considered when deciding to rebrand the internal of any broadcasting institution. Questions which marketer's should ask are whether the digital movement would influence a positive perceived quality and value. Another question which the marketers should answer before rebranding is whether the digital migration   would attract new customers or will scare aware the available customers and tarnish the brand

2.6 Effects of change in television content on likeability.

The broadcasting scene everywhere throughout the world has been experiencing critical innovative and basic changes. Berger (2013) highlited that these changes have given purchasers access to a more noteworthy assortment of communications and media services than any time in recent memory. For instance, in the past television content could be accessed by the viewer at a particular point in time and just at a settled area. Baraybar (2013) goes on to support saying that convergence is changing the manner by which buyers utilize communication services and consume content as broadcasting content is progressively accessible over the Web and on different remote compact gadgets and to change will bring about enhanced brand likeabilitys. Lloyds (2009) highlighted that since broadcasting administrations are constantly advancing, it is not any more conceivable to give a uniform, comprehensive meaning of 'broadcasting' that is satisfactory to catch all the specific highlights of the market for broadcasting services. There is a plenty of sound and video services provided by means of various media that escape the conventional limits of

broadcasting and there is need to provide the best content as expected by the television viewers and customers thus enhancing brand likeability, Mwabu (2009).

As indicated by Mwaba (2010), brand likeability plays a vital part for firms that depend on their brands for development of their activities in the broadcasting business. A basic headway for advertisers and marketers in the media segment is to guarantee that their firm brands are very much preferred by clients Hirvonen and Laukkanen (2014) and Landwehr et al (2011). Research builds up the significance of understanding customer likeability perceptions and the factors affecting their reactions to a firm (Reinhard and Messner, 2009). From the branding point of view, Nguyen et al (2011) defines brand likeability as the evaluation of offer a client has for a specific brand and the organizations needs to give careful consideration to the requirements of those clients in this way mulling over what they support most before they get attracted by the competitors. This examination additionally uncovers the dialog of the model of television viewing (Heeter, 2009; Rust, Kamakura, and Alpert, 2012; Wonneberger et al., 2010). Media researchers have since quite a while ago maintained television viewing as a two-stage process in which audiences first decide to sit in front of the television as a major aspect of what they need to do and afterward pick what to watch (Webster et al 2011). By and large, the choice to stare at the television is known to be impacted by various elements, while the choice to pick what to watch is guided by a mix of people's inclinations, accessible substance choices, in this way watchers will then watch the best or the fascinating programs (Moyo and Ndlela 2010).

Lee (2013) adds on to state that marketers are known to gauge and fortify customer likeability perceptions with a specific end goal to enhance customer brand relationships and to separate their image identity and few studies examine or reveal what makes a firm or brand be seen as loved or despised (Landwehr et al., 2011). Landwehr (2011) proposes that it is best to broadcast organizations to air the best content that satisfies all the stakeholders and also the author indicated that there is a very strong relationship between changing television content and improving brand likeability. Barwise et al (2012) adds to say that television content is something that can be put on an existence cycle and it is best for the organizations to know where each program stands on the item life cycle in order to abstain from offering the content which is on the decrease arrange. Reysen, (2012) in support of change in television content goes ahead to state that managing brand likeability effectively, marketers must comprehend both behavioral reactions and mental assessments to different services and

showcasing endeavors that includes the programs which are being aire on television. Weaver and James (2013) goes on to say that likeability is a mental factor that impacts clients' responses to a source, for example, a brand, service, cost, or other marketing schemes (e.g. Research proposes that clients are worried about the likeability of a brand, particularly when they think that its alluring and fascinating,(Byrne and Rhaney, 2015) and that implies putting efforts on gathering what the general population considers as the best television content for instance sports content from other competitive football leagues will enhance viewership of the television station accordingly and at the same time enhancing brand likeability. Drawing from the brain psychological literature, brand likeability is viewed as 'an influence strategy and a plan of self-introduction', (Cialdini 2012, Reysen 2013). Alwitt (2013) goes ahead to describe brand likeability as a multidimensional development with both subjective and full of feeling components and proposes that visual effects, superb production factors, level of action and the narrative of good content are related to enjoying the brand of the broadcasting corporation. Reysen's (2013) scale study brand likeability features by looking at factors like appeal, levels of information, similitude to oneself and pleasantness that is to say the broadcasting organizations must give content which is alluring, for example, the most recent films and cleanser musical dramas that pull in the gathering of people and result in the change of offers. Reysen clearly indicated that there is a positive relationship between television content and brand likeability.

The Reysen likeability Scale attempts to quantify the likeability of a person, noticing that more pleasant individuals are seen as more satisfied and in the broadcasting business, firms have utilized most recent comic drama shows, football and current music connected to design and also entertaining commercials to influence their clients to laugh for a considerable length of time (Bachorowski and Owren, 2015). As indicated by Batra et al. (2012) television content is loved by clients and represented as a higher order construct that incorporate numerous discernments, feelings and practices, which are sorted out as a psychological model. There is requirement for marketing research to perceive what the general public needs regarding television content. Nguyen et al (2013) adds on to recommend that brand likeability is an antecedent to brand love; an idea which is all the more sincerely emotionally signified and also that it might be viewed as even more of a perception. That is a procedure of achieving wareness which is made by offering the expected content to the clients and separating television content from things that are not loved by the general population in a country, for example, legislative issues, (Mawarire and Nyakuni 2013). This is evident in

numerous relational connections, where two individuals normally experience a process of enjoying (fascination) to cherishing (more affection, connection and enthusiasm), and this must be done when the organization knows precisely what is expected by the objective market or the viewers of a certain television channel, (Nguwen and Simkin 2013).

Nguwen and Melewar (2013) also has a similar view on change of television content and discovered out that brand likeability is more explained by changing television content and also described by a multidimensional construct with psychological and affective components that is associated with the best visual effects and productions with story lines that are associated with the way individuals are living in their societies. Howard and John (2016) goes ahead to state that changing television content is an essential perspective to any broadcasting organization that desires to keep its image very much situated in the psyches of the viewers and customers and its of most extreme significance to transform from the old systems to the present productions of content which pulls in higher viewership number to the station. Gorn (2016) at that pointed out that changing television substance will have a beneficial outcome to the brand likeability of the organization after individuals begin cherishing the substance on television and fantastic generation factors. The television content is amiable for what it does thus firms can do likewise and have the capacity to take advantage of this likeability impact, (Nguyen and Chodhury 2013). For sure, clients frequently have thoughts regarding certain TV channels that they like and different broadcasting corporations that they abhorrence and this is generally activated by what the diverse TV slots offer, for example, Muvi television in Kenya, DSTV, SABC and Nollywood, Goodhart (2014). Moreover Cohen (2012) commentent that to change television content broadcasting corporation managers must not just comprehend their clients' observations and issues identified with likeability but yet additionally must be keeping in mind the end goal to effectively speak with their clients by asking them what they truly need to watch on TV, (Cohen 2012, Youn et al 2016, Garcia and Rose 2012).

Cohen (2012) adds on to say that brand likeability is an interesting area for brand management in the broadcasting, as it must be created through managing the content which will be aired on television and other different areas and fields, including the strategy, brand relationships and brand innovation, to mention a few. Akdeniz, Calantone and Voorhees (2013) postulated that changing TV content decides how much a brand is preferred and

chosen over its rivals. According to Neuendorf (2011) the centrality and conclusiveness of brand management lies in brand loyalty and a broadcasting firm endeavoring to keep up its brand name can change the TV content or simply add new highlights to the present or existing program line up. Moreso Neuendorf (2011) adds on to state that changing TV content can ascertain customer steadfastness and brand likeability by deciding whether the customers still support the programs that are offered by the organization on the TV when compared with other different programs being offered by competing firm. As indicated by Yoo et al., (2014) marketers should understand brand preference attributes and the impact that brand properties apply on decision choices.

As indicated by Anderson and Poole (2013), most broadcasting organizations are occupied with thinking about customer attitudes toward their services and programs since states of mind impact customers' buy and utilization expectations. Hellman et al (2013) goes on to that a consumer as well as the viewers have a positive mentality toward a specific program like for instance Steve Harvey TV television shows and news stations like CNN and Press television and in addition English premier soccer league which are the most loved stations and programs with the most noteworthy viewership figures at any point recorded. Dijck et al (2014) recommends that understanding consumer behavior is the initial phase in identifying those stimuli that influence the basic decision making process in the broadcasting sector. Solomon et al (2014), is of the view that adjustment in TV content enhances brand likeability, however he proposes that it is best for television directors to first study the behavior of their audiences mostly the viewers and customers on experimentation and in addition proposals of advisors who settle on these decisions of TV channels in light of past encounters. Khouw (2002) in Zubayr (2006) looked at the relationship between television content and gender and recommended that there are sexual orientation contrasts with regards to perspectives of television content and in this manner a broadcasting firm should know the programs that are enjoyed most by ladies and those that are preferred most by man and offer such programs accordingly in order to build the brand likeability of the corporation. Moyo (2010) went ahead to state that men see games and news programs most and ladies like mold and cooking programs and consequently it is of most extreme significance to the broadcasting firm to air such programs as design and fashion programs and those companies that are into fashion and design will then to come and place their commercials as they will be ensured of high viewership. Along these lines it ought to be noticed that while creating content for television

there is need to consider the kind of sex you are focusing on and that will have a long haul constructive outcome on the brand of the organization, (Puijk and Roel 2015).

Marketing literature uncovers that television content can make creative energy and enthusiastic sentiments, practices on various customers, Mutsikiwa et al (2013). In agreement Webster (2006) said that television content can bring out feelings and sentiments thus there is a clear positive relationship between television content and brand likeability. Asadhollai and Givee (2007) proposed that the television content impart, reflect and show some commendable highlights and elusive traits of the broadcasting corporation's image. So if positive message is carried out through the television programmes of the broadcasting corporation it implies those programs would have created a unique selling proposition for the company, (Lucas and Britt 2014).

It is therefore essential for organizations to be worried about how people settle on their choices to invest their accessible assets like energy, time and money on utilization related things accordingly to perceive what precisely these clients need most on their television screens, (Enli and Gunn 2012). It incorporates of what they need to watch, why they need to watch it, when they watch it and how frequently would they like to watch it. Customer conduct gives a theoretical structure to completing buyer segmentation (Schiffman and Kanuk, 2009). By examining buyers' attributes and choice procedures, Robinson (2013) proposed that advertisers create techniques or strategies to impact the decisions customers make and hence picking up an upper hand in the commercial center loaded with competitors, for example in Africa where there are giants such as DSTV and Muvi television. Keinonen and Hedi (2011) went ahead to propose that the choice engaged with the improvement of preference and decision of a television programs will differ depending on the multifaceted nature of the requirements and the elective methods for fulfilling them that is the point at which the customer is faced with the issue of whether to purchase another shading television set or to send the old high contrast set out for repair paying little respect to the specific circumstance - the contention might be impressive and the same happens when customers need to choose TV channels to watch in their homes. Moreso Amanini et al (2015), hypothesized that consumers are available to data from different sources and are persuaded to embrace the exertion required in making "the correct decisions". The procedure of investigation and reflection however does not stop after buy and use (Blackwell, 2015).

Organizations should dependably check with their clients to check whether they are as yet happy with the television programs accessible and to benchmark on what other broadcasting organizations are doing which can raise brand visibility and likeability, (Moyo and Ndlela 2016).

In most cases consumers have neither the time, the resources, nor the inspiration to participate in broad critical thinking, so they simply need tend to like what fulfills their necessities regarding TV diversion. For example, the decision to watch either Nollywood or SABC is a limited conflict situation, Mwanzia (2010). This is because the viewer is not actually under any obligation to watch any particular channel or any particular programme but chooses what offers the best programmes only. Ashely (2015), further postulates that the customer is then going to be on his own and, therefore, decides whether to watch channel 'A' or Channel "B" depending on his perceived instrumentality. This implies that any TV station that offers clear pictures and interesting programmes, other things being equal, is more likely to have more viewers thus the habitual decision making choices are made with little or no conscious effort but on what is interesting to the eyes and ears of the customers, (Solomon et al 2010). At this level consumers have experience with the television programmes and a well-established set of criteria with which to evaluate brands they are considering, (Belch 2015). In some situation they may search for a small amount of additional information; in others they simply review what they already know Schiffman and Kanuk (2015). The authors concluded that a strong positive relationship exists between the two variables.

A consumer buying conduct is influenced by numerous factors. These may include cultural, social, personal and psychological ones, (Kotler 2003. Social variables will then incorporate culture, subculture, and social class. Culture is the most determinant factor of a man's needs and conduct hence all that they like is impacted by culture thus TV programs can be influenced by culture in a given nation. Bever et al (2010) includes to state that preferences, qualities, observations and behavior are obtained through a man's family and other key establishments and in communicating television, content is generally affected by family culture thus when changing TV content corporations should first have a profound comprehension of the regular thing needed by the family setup in the nation and additionally all different markets.

As indicated by Da Fonseca (2010) each culture comprises of littler subcultures that give more particular recognizable proof and socialization for their individuals as far as what they

watch on TV is concerned and this will impact on brand likeability emphatically if the organization initially acknowledges those societies of its objective market otherwise changing the programs won't give expected outcomes. Subcultures incorporate nationalities, religions racial gatherings and geographic districts and Social classes are divisions inside the general public that are made out of people having comparable qualities, interests and behaviors and these sort of individuals have their most loved stations or programs on television, (Bloome and Ripich 2011). The privileged will most likely desire to watch business syndicated programs and the lower class is not so intrigued into business news and this must be considered while changing the TV content with the objective of enhancing brand likeability of a broadcasting corporation. Silayoi and Speece (2011) bolstered this perspective of social components influencing change of TV content as they specified that a customer's behavior is affected by such social factors as reference gatherings, family and social parts.

As indicated by Brown (2010) a man's reference group comprises of all gatherings that affect the individual's mentalities or conduct and if content is changed more individuals will spread the news through informal ways of communication thus making a positive effect or expanding brand likeability of the TV channel among other competing broadcasting organizations. Atkin (2013) adds on to say that it is best to broadcast organizations to change programs particularly when the brand preference is low and furthermore its essential to take note of that all broadcasting organizations are known and examined by the vast majority in the general public thus as customers our conduct is frequently influenced by those with whom we firmly relate any adjustments in television content and message will be imparted by those individuals. Brown (2011), highlighted that this is alluded to as personal influence. Individuals from a similar subculture, social class and occupation may lead very unique way of life. Notwithstanding the above Gutman (2009), states that TV content must go hand in hand with clients way of life or a man's example of living on the planet as communicated in exercises premiums thus organizations should know what's trending in terms of fashion and design to mention a few for specific targets markets and furthermore have to be able to coordinate that with TV content and in the end the viewership will increase for the programs of that TV channel. Wells (2014) adds on to say that ways of life depict the "entire individual" associating with his or her environment thus identity and self-idea additionally impacts basic decision making. Fam (2014) went ahead to support saying that every individual has a particular identity that impacts his decision making and choices however in broadcasting or entertainment clients are more similar to one major family as they watched

the best programs from the best broadcasting corporations that are being discussed in the general public by everybody thus changing TV content is a decent move for any broadcasting company for the advancement or change of the brand likeability. Solid relationship exists between brand likeability television programs as well as brand decisions, (Fam and Waller 2014).

Furthermore in agreement Mshindi (2014) says consumer decision making to like a certain brand in the media sector is influenced by the content which the companies produce or air on their television screens and is also influenced by situational influences such as social and physical surroundings, temporal effect such as time of the day and the amount of time available and antecedent states which includes consumer's mood when a decision is being made. Mshindi (2008) goes on to say that situational influences and temporal effects such as day and time of day in line with issues with politics and economic issues contribute to brand likeability of broadcasting companies. The best way of taking advantages of such situational influences as politics is to change television content during those times and focus more on the hot headlines thus pulling the crowds and increasing viewership of the station, (Nguyen, Melewar and Chen 2014).

As indicated by Tang, Spaeth and Hess (2013), marketing communication programs such as promotion, public relations and direct marketing are utilized by marketers to strengthen decision and preference choices of a consumer after and before changes in the television programs are made. Moreso Park et al (2014) adds on to state that the clients must be kept mindful of the new programs before they are aired on TV and in the wake of airing the projects the organization must continue educating its publics about the new television content through different wellsprings of media, for example, radio stations to make or construct high viewership on the new programs and open a spotless way for income age through promotions. Gutman's (1978) method of media presentation, presumes that people select particular sorts of programs to meet distinctive particular needs hence excitement might be related with enthusiastic and diversionary necessities while public affairs programs might be related to information and activism needs however most programs overlap and a program classified as information may at the same time be both educational and entertaining and that is what broadcasting houses must do while changing television content, Barwise et al (2008). Specialists in the past had dichotomized television programs into information and entertainment Barwise et al (2012). The information provided by the television is obtained

through news programs and this is the main program which must be changed regarding the revealing strategy to suit what the overall population requests as the greater part of the viewer classes in the majority of the member states across the nation over watch the television news, (Duplessis 2011). Indeed for a few people, who don't read the press and don't tune in to radio news, TV is the main wellspring of general information on current affairs and these individuals usually want to watch the best programs on TV and these are the same people who can then build or increase brand likeability, (Duplessis 2012). In another investigation by Barwise et al (2014), it was revealed that information programs had smaller audience but however higher appreciation scores than entertainment programs. They translated this to mean that the more demanding programs is the more interesting is has to be before individuals who will watch it and that will expand brand likeability if content is changed legitimately.

At the same time, technological change has impacted on regulation and conditions of competition. Lloyds (2012) postulated that product market definition in television and broadcasting has become a serious challenge due to technological changes and convergence and it is vital for any broadcasting house to change its television content to suit the ever changing needs of consumers. To properly define the relevant market, broadcasting corporations must have a clear understanding of demand and supply side substitutions along the entire value chain, (Coalter 2013). Kombol (2015) in his journal for Africa broadcasting industry further said that currently there are so many players in the media industry and these include big players like Multi choice- DSTV, MUVI TV, SABC, NOLLYWOOD to mention a few. So failure to produce or air good content will result in poor preference of the organisation's brand thus a bad image will be the result, (Moyo 2013).

According to Mai and Schoeller (2009) identified various types of content which if aired on national televisions and radios can create positivity or have a positive impact on customer perceptions. Park, Whan and Young (2012) pointed out these include the TV rights in sports for instance, soccer matches(transmission of soccer goal scorings ,national league, championship matches and also matches of international soccer leagues such as the English premier soccer league (EPL), UEFA, EUROPA and other big tournaments such as the AFCON and World cup. The development of top-level professional sport into a highly

valuable global industry has been well documented by Boyle and Haynes (2015) and Horne, (2015). Equally, it has also long been appreciated that sport is a sociocultural activity valued by millions of people across the globe (Coalter, 2014; Maguire, 2014) and the sport broadcasting market is one of the most important markets in the broadcasting business. This is due to the popularity of sports (especially football Leagues and Cups) and to its timeliness factor, as sporting event are preferably seen live. More so talk shows were also mentioned as part of the content that have an impact on customer perceptions, (Aaker and Bruzzone 2011). For example the Steve Harvey show is high viewed and it is a one kind of a talk show which is educative and entertaining at the same time and it draws the attention of many companies to place their commercials during the program. In addition to the talk shows, broadcasting institutions must also make sure they offer unbiased news which is in soundbite formats that lack depth and diversity of opinions, (Nguyen 2015). Furthermore Yu et al (2014) suggested that game shows, comedy programmes, music, variety shows, feature films and everyday soap operas as well as Arts and culture programs were mentioned to create large viewership numbers. The above mentioned programs if fully utilized by a broadcasting corporation, can influence customer perceptions and also capable of retaining a market share that could have been lost by an organization. Broadcasting corporations are also required to purchase TV rights so that they can be able to air international content on their platforms and also they should sponsor local producers so as to get good content which satisfies or fulfil the expectations of the customers, (Reinhard and Messner 2013). The authors concluded that a clear strong and positive relationship exists between television content and brand likeability.

Danger (2009) did not support changing TV content as he argued that customers purchasing intensions are habitual when they choose to purchase an item and an indistinguishable thing occurs in the broadcasting business from viewer's intensions to watch programs are routine. Thus Btra et al (2010) adds on to say that adjustment in TV content or programs would prompt increase the time which viewers need to knowing about the product or service and needing to watch the new programs. It ought to be viewed as that if firms neglect to relate the TV programs which were already known by the clients the client will have a tendency to evade far from the new television content and that would mean the organization have wasted their time and money, (Stephen and Andrew 2016). This is a result of neglecting to relate the old programs with the new programs. This will then become the fate of significance while creating TV content to represent a brand so that the clients and viewers won't be lost, (Aaker and Bruzzone 2015).

Although marketers implicitly emphasise likeability's importance in their strategies, Nguyen et al(2014) adds on to support the views of Danger (2009) by stating that the concept of brand likeability is not investigated thoroughly in the broadcasting industry. Stephen and Andrew (2016) goes on to say that there is not yet a complete understanding of factors that influence the likeability of broadcasting firms and brands and was against the view of changing television content to improve brand likeability as he mentioned that other external factors such as the relationships between the broadcasting institutions and its bigger stakeholders such as the government and political parties can continue to harm the companies inspite of changing television content, (Resnik et al 2016).

Moreso Blackwell (2010) argued that changing television content does not necessarily translate into any people liking the brand of a company behaviour. This is because changing one product does not preclude the possibility that another product is liked even more. Furthermore Harbod (2014) shared a similar view as he suggested that's it is costly to change television content in particular the sports content. Simon (2014) further goes on to say the competition issues raised by broadcasters seeking to use sports programming to ensure a competitive advantage over their rivals are just as, if not more significant than, those related to collective selling by sports leagues. Throughout the world, the ownership of exclusive live premium sports rights has become a key source of market power within contemporary broadcasting and this will still have the customers not satisfied with a station as they do not understand what the companies go through for them to watch some programmes on their television screens, (Anderson 2015).

One way to address this issue might be to simply impose a ban on exclusive deals for live sports rights, (Harbord and Szymanski (2014). However, such a move could well fatally undermine the sports programming market. The authors went on to say that the broadcasters are unlikely to be willing to invest significant sums to provide coverage of sporting events also available elsewhere and this will not improve the brand preference of an organisation hence sales will not improve. Weaver and James (2010) are of the opinion that product choice is greatly affected by economic circumstances: spendable income (level, stability and time pattern) savings and assets debts, borrowing power and attitude towards borrowing and saving. Wang and Smith (2016) went on to say that changing television content will not

directly impact on brand likeability and mentioned that the above factors come first before viewers choose to like a certain television station. .

The influence of television content on brand likeability was shown in another study from Nairobi by Munyoki and Kirigo (2011) were it emerged that television content garnered more trust and positive perception among customers than any other method of brand promotion. The study revealed that a television station called Citizen TV was preferred by majority of the people. The study further found that news coverage, the type of programs aired and TV station presenters, as the major factors that influence preference of television stations by the public in Langata. The study then 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 audience and to ensure their relevance in meeting the viewers' needs thus improving brand likeability of an organisation.

The contributions that have been made so far by various authors concerning influence of change in television content on brand likeability indicate contrasting positions in terms of literature. On one end some believe that it has positive influence while on the other hand others argue that it has negative impact. Some authors were in support that change of television content was of major importance when choosing to rebrand the internal processes of a broadcasting corporation. These different authors who were in support with the view that change in television content was of importance they postulated that customers would prefer or be persuaded to make positive preference decisions if the programmes on television are interesting and attractive.

Content which is not attractive to the customers would push away customers and customers would be in a position to opt for competitor television stations. In argument different authors also came up with their views and opinions concerning change of television content. These authors postulated that customers in some instances are influenced by the external economic circumstances such as spendable income level, stability and time pattern as well as their savings such that any negative changes on such factors will also have a negative influence to the behaviour of customers towards the broadcasting corporation in particular national broadcasters. Moreso some authors highlighted that other customers would not like television content on national television to be changed. Furthermore in argument these authors believed

that customers creates a stronger relationship with television programmes so the need to remain with old known programmes would be best as it leads to positive brand preference.

Other authors who came up with different views were neither in support nor in disagreement with the change in television content of a broadcasting corporation. These authors said that if marketers or firms decide to change preference of their brands, there is need for them to maintain the same relationship which was already built by the customers towards the product. These authors also believed that changing of television content was not always necessary but if a firm decides to change the television content there is need for the firms or companies not to divert from the well-known programmes which the customers had already related to. However it should be considered that when a broadcasting corporation faces a decision of changing television content there are different things which should be looked at attentively. These factors are; whether the new content would attract the new customers or the old customers to prefer the new television content. Another factor to consider is that when the television content is rebranded will it not damage the brand name if it fails to meet the customers' expectations. More so another factor is that different stakeholders have different meanings associated with different programmes so if the television content is rebranded will it be able to meet different customer's expectation and evoke feelings for customers to prefer the programmes of the company and not those being aired by the competitors. Thus these issues were looked upon in the study to see whether change of television content had an effect on brand likeability

2.7 Influence of change in programme scheduling on repeat business

In the last decade, the television industry in the African region has seen tremendous changes which have dramatically affected the operations of most broadcasting corporations in Africa. According to Eastman (2010), programming is defined as a tool or practice of broadcasting management which can be divided into three activities which are scheduling, evaluation and selection and he also mention that in broadcasting, the term 'programming' itself is a source of misunderstandings. Moreso Eastman and Ferguson (2013), defined broadcast programming as the practice of organizing and or ordering of broadcast media programs (Internet, television, radio, etc.) in a daily, weekly, monthly, and quarterly or season-long schedule. Lynnes (2012) adds on to say that every broadcaster, commercial or non-commercial must fulfil at least one goal that is to serve the "public interest". For the majority

of stations and networks, this is unrealistic but if broadcasting corporations try to put more focus or attention on programming they can increase chances of repeat business from their clients, (Squith and Hearn 2013).

According to Beal, Hartnert and Collins (2011), each broadcaster must have a set of specifically worded goals to see if it is meeting the needs of the public and the owner. Television programming strategies are employed to give programs the best possible chance of reaching a stated target audience, attracting and retaining an audience, (Shaughnessy and Stadler 2010). Moreso Cooper (2016) goes on to say that these strategies are used to deliver programs to audiences when they are most likely to want to watch them and deliver audiences to advertisers in the composition that makes their advertising most likely to be effective. As regards American commercial television, the context for Eastman's definition, prime-time is probably the most widely known aspect of scheduling in most broadcasting corporations. Deloitte (2017) went on to postulate that most people do not understand the issue of programming, and only occasionally are we aware of scheduling, when for example we miss an episode of a favourite TV series or happen to be sleeping when major news breaks in direct transmission. Beal and Tanusondjaja (2017) went on to highlight that modern broadcasters use broadcast automation to regularly change the scheduling of their programs to build an audience for new programmes, retain that audience, or compete with other broadcasters' programs. In the United Kingdom, this is known as TV listings and at a micro level, scheduling is the minute planning of the transmission; what to broadcast and when, ensuring an adequate or maximum utilization of airtime as well as satisfying the audience, (Hurtado 2016). There are some basic programming strategies that are common to television. A station or network must analyze the audiences that is available during a given time of day, examine its own schedule as well as that of the competition, determine the budget and revenues that are available for that time, and—with its ultimate goals in mind, make programming decisions with the viewers in mind, (Plunkett and John 2013) . The same authors goes on to state that the programming day is broken into several day-parts, which (in the African time zone) are:

- Early morning or morning breakfast (6:00 A.M. to 9:00 A.M.);
- Daytime (9:00 A.M. to 4:00 P.M.);
- Lunchtime Hour (01:00pm to 02:00pm).
- Early fringe or Drive time (4:00 P.M. to 6:00 P.M.);
- Early evening (6:00 P.M. to 7:00 P.M.)

- Prime access (7:00 P.M. to 8:00 P.M.);
- Prime time (8:00 P.M. to 11:00 P.M.);
- Late fringe (11:00 P.M. to 11:35 P.M.);
- Late night (11:35 P.M. to 2:05 A.M.);
- Overnight (2:05 A.M. to 6:00 A.M.).

According to Ellis (2012) at its simplest, television programme schedule is a grid which divides the broadcasting day into slots of 30 minute durations (ibid.). He continues: Each slot is attributed a programme, ignoring the surrounding material of other contents such as adverts, trailers, continuity announcements and the rest which are fitted merely by making each programme shorter than its real slot length. The grid contains fixed points, programmes and genres that don't move, because they contain the following

a) Inscribed assumptions about everyday life of viewers, about school hours, working hours, mealtimes, family togetherness and apartness as well as bedtimes for children.

b) The annual pattern of seasons, events and the special occasions such as country's public holidays.

c) Traditional slots, which are required by the regulators or are simply habitual to the company.

d) Assumptions about what the competition does and might do which can be of positive or negative impact to the organisation.

Ellis (2012) mentioned knowing the above mentioned issues is the first step to any broadcaster in the process understating the audiences and the road to getting repeat business from customers it will be easy for the broadcaster to place adverts on the exact programmes were they can reach their targeted audiences as well as the best time segments for the programmes. By doing that customers will always be happy as information about commercials spread faster thus making customers more happy and they will always want or feel the need to repeat doing business with the same broadcasting corporation, (Danaher 2014).

Ellis (2010), as a respected British television theorist, further explains television programme scheduling as the power centre of television today and supports the view that a change in programming can increase customer intentions to repeat business with the organisation. He links the central importance of television programme scheduling with a major change of television from an offer-led system to a demand-led system. In the Nordic countries, research on the impact of the multi-channel environment of television consistently demonstrates that

broadcasters now pay more attention to programming strategies (Hellman 2010, Syvertsen 2009, Sandergaard 2008, Ytreberg 2010). Eastman (2011) adds on to say that it is also clear that the increased emphasis and importance of programming concerns not only commercial broadcasting but also public service broadcasting institutions. The crucial point is that channel competition cuts across the public-private division in broadcasting and, as a result, both public and commercial broadcasters have adopted more competitive measures in programming in order to get reflights on television commercials and repeat business in all areas of television broadcasting, (Eastman, Newton and Riggs 2013).

Goodhardt (2011) said that understanding and knowing which programmes attracts the consumer's attention most from the multitude of programmes is the first step. According o Oztam (2012), Prime time have become the symbols of American network television worldwide and their importance as such demonstrates the central role of scheduling and of "what the audience wants" orientation in the American approach to television programming. Competition explains why scheduling became an art in its own right, equipped with a constantly refined vocabulary and increasingly sophisticated ways of doing audience research in order to give them what they require most thus increasing chances of repeat nosiness from customers, (Jardine and Romanuuk 2012). If broadcasting corporations understand how certain programmes attracts the customers and what type of customers as well, this means they will be able to do programme scheduling which is best for both the organization and the company. In agreement Collins (2011) said that if programmes are put at the best slots were they can capture the attention of their targeted audience, that will help the programmes to have increased viewership numbers hence customers will then be willing to redo business with the corporation as they know that there will be a positive outcome on their commercials being on the best programmes and slots. Titley et al (2013)r goes on to say that some broadcasting corporations fail implement best programming strategies and they will end up airing programmes such as cartoons on prime and that will make customers move away and spend money on competitors.

Syyertsen (2009) adds on to support change of television programming in order to get repeat business as a result as he highlighted that channel competition not only means more channels to select. In order to manage the competition over shares, broadcasters have been compelled to also increase attention on programming in established channels, (Peiffer 2017). Poggi (2017), goes on to say most broadcasters lose customers because they put good programmes

on segments which do not fit the programmes or they target the wrong audience hence when customers flight their commercials on certain programmes they expect to hear everyone talking about the commercial. Not hearing anyone talk about their commercials will disappoint them and they will start to have a negative perception towards the broadcasting corporation thus they will eventually go to get the same services from the competitors. The long list of measures which could be identified as the survival strategies and way of making customers come back for more business includes the application of more aggressive and competitive programme scheduling, (Tracey 2013). Webster (2014) alluded that customers do not want their commercials to be misplaced on programmes. If a commercial is targeting the children, it must then be placed on programs for children and most importantly on a time segment were the children will be all watching television, (Webster and Phalem (2015). Thus Webster and Litchy (2014) I ndicated that it is therefore the duty of the broadcaster management to do research and find out the exact time segments were children will be free and available for television.

Wells et al (2017) in support says that programming works as a tool for differentiation as it helps consumers to choose the advertising platform from a wide range of similar other broadcasting houses, thus it stimulates customers buying behaviour towards the same company if they are happy with their commercials being put where their target audience can watch television. Silverstone (2017) goes on to say that there are instances were the best soaps with high viewership are then scheduled on the early morning segment were no one will be watching television. Furthermore it should be noted that in television broadcasting good programming has been recognized as a silent sales man ever since 1973, (Pilditch (2013). In addition, Wickham (2015) advocated that for repeat business to incur there is need to put programmes were they receive their best and highest viewership numbers and that alone attracts customers to keep wanting more business or to want to reflight their commercials on the same television station. Thus programming plays and performs an important role in television marketing and can be treated as one of the most important factors influencing repeat business on commercials, (Williams 2015).

Ehrenberg and Goodhardt (2015) two of the most common programme scheduling strategies that must be taken into consideration by television companies in order to attract customers for repeat business. Among the commonly used strategies is the lead-in placement strategy. This strategies relies on the strength of the proceeding programme to boost the ratings of the

newly introduced or weaker programme, following it. The author mentioned that this will silently create a positive perception of the company brand in the minds of the customers as they will start to see all programmes as very good programmes for their commercials hence resulting to repeat business. This strategy is usually used during the primetime between 18:30hours to 20:00hours as the best television managers will put a soap which is not yet known in the industry between two best soaps which are already known and this will then increase the viewership of the boring soap and viewers will end up liking it and discovering whatever that will be interesting in it such that the customers will feel comfortable to have their commercials placed on such programmes.   Empirical evidence supporting such a strategy has been reported by different authors, (Ehrenberg and Goodhardt 2013, Goodhardt and Ehrenberg 2014 and Goodhardt, Ehrenberg and Collins 2014).   Further evidence confirming the effectiveness of a lead-in scheduling strategy has been found by Headen, Klompmaker and Rust (2010) and Horen (2009).

Gantz and Zohoori (2010) found that viewers appear willing to structure their lives around television preferences, and that viewing behaviour is sensitive to changes in the television schedule and being serious with the issue can result to a company having improved preference on its brand and resulting to repeat business. Their study identified the time at which the show is aired and the contents of the program as the most important factors affecting TV viewers' behaviour with an end result to the customers who want to have their commercials aired on television. Ytreberg (2013) proposed that a television station's programme schedule has a critical impact on the type and the size of the audience it attracts, and the task of designing an effective schedule is a crucial component of the marketing managers in any broadcasting company. The managers must not only acquire an inventory of programs, but also design a weekly schedule which places the available shows in the appropriate time slots to attract as large an audience as possible thus drawing customers closer for repeat business and increased revenues for the corporation, (Tiedge and Ksobiech 2015). Head (1985, p. 27) describes the task of scheduling the television programs as a singularly difficult process." Read (1976, p. 72) refers to broadcast television scheduling as an "arcane, crafty, and indeed, crucial" operation and with the increasingly rapid changes that are shaping the media industry, scheduling has become more crucial and challenging today than any time in the past.

Kuvykaite (2014) gave a view that it should be noted that for a customer to keep on doing business or to keep advertising with one television station it should have good programming which can easily capture the eyes of both the viewers and the customers. Saundry (2016) stated that programme scheduling is a significant factor when it comes to customers intending to reflight their commercials on the same television station. This means programming can be used as a way to influence perceptions which leads to the customer to intend to repeat business as well as recommending other customers to do business with the company, (Petrie and Willis 2015).

Nielsen (2013) argued that programming has the power to make, but also to break brand relationships between the broadcasting corporation and its viewers as well as with the customers. A key example of the later is a case by Levo-Henriksson and Ritva (2013) in Finland, a change in television programming contributed towards a fall in a leading television station's brand market share by more than 20% in a space of just a year when if shifted the news hours which was on 20:30pm to 21:00pm and a lot of viewers were disappointed as they were now used to 20:30pm as the news hour were they could all sit as families to watch the news. A change in the programming have seen most viewers and customers going other television stations which were competitors to the YLE television stations. This indicates that when rebranding the internal of a broadcasting corporation, programming in particular there is need for serious attention or considering of the customers. This is because programming does not only lead to repeat business but if done inappropriately it may lead to low sales and low brand preference, (Roberts and Price 2013). As a company or marketers in the broadcasting houses there is need to assess whether the new scheduling of programmes would lead to repeat business or not. This is because marketers or organisations only assume that if rebranding of programming takes place positive results will always be obtained and that would be totally a wrong assessment,(Sendergaard 2014).

More so other authors also argue that programming has an impact on repeat business decision. Sondergaard and Henrik (2022), argues that a not only the issue of programming can influence the issue of repeat business positively but there are also other factors which must be taken into consideration for a broadcasting corporation to increase its sales as well as brand preference. Pauwels and Bauwens (2015) believed that repeat business in the broadcasting corporations is influenced by the quality of the television content which will be aired on the television screens, the price charged on commercials as well as the attractiveness

of the television content to capture the eyes of the audience. From the above review it should be noted that not only the programming leads to repeat business. Other factors in cooperation with programming should also be enforced together so as to attain repeat business. Knowles (2006) also said that programming should consider current relationships and viewer behaviour for better results. So as marketers there is need to consider whether the rebranded system would be in line or in relation with the old one so as to avoid disappointing the viewers and the customers. This is because customer wants to easily relate with programming which would not make them lost and confused with their everyday television programmes and be easy to recognize after rebranding.

To deeply understand the change of television programming, empirical evidence from the works of Jung Kimi and Viswanathan (2015) shows how change in television programming can impact on customer's intention to repeat business. Their research revealed how programming and other individual factors influence viewing of television channels in South Korea resulting to the broadcasting industry getting more attention from across regions including Africa. Now Koreans are well known in the world as a result of the best programming strategies which were employed in their various television stations and it yielded positive results which have seen Korean productions being recognized in many countries. According to Jung Kimi and Viswanathan (2015), programming can bring great positive results if done well in many broadcasting corporation leading to the company attracting new customers and viewers as well as retaining the lost market share.

A close analysis of the above authors, different opinions and views were all said in line with the effect of new programming on customer's intention to repeat business. Different authors argued and agreed, and in some point in time they supported each other. From the above literature it should be noted that when companies or marketers decides to rebrand a product there is need to first assess various issues, customers in particular. Various issues like whether the new programming would attract customers to repeat business on commercials or not. Other factors which also need to be considered are that change of programming is not the only factor which may lead to repeat business. Marketers should be in a position to know their kind of customers and viewers. The marketers should be in a position to know whether their customers would be influenced to repeat business only after being exposed to the new programming.

Moreso in deciding to change the programming it is of great importance to first understand the behaviour of viewers and customers in terms of watching television and what they expect on the television screen. This is because different customer's views television content and programming differently so considering that customers are different would lead to marketers to come up with better decisions when deciding to come up with new programming. Further it should be noted that some customers when deciding to renew contracts or reflight commercials they do not consider programming as the most influencer but they comprehend different factors to come up with the decision to repeat business and these factors may include the quality of content as well as the attractiveness of the television content and most importantly the rate cards for advertising. The study looked at whether changing television programming as an element of rebranding had an effect on the repeat business intention of the customers.

2.8 Chapter summary

This chapter looked at reviewing literature for every objective and also giving an outline of the relationship between rebranding and brand preference. Moreso the section gave an outline of the relationships between the two, independent and the dependent variables. The chapter also evaluated different authors and researchers, pointing out converging views, diverging opinions and also illuminate empirical evidence pertaining the topic understudy.

- Many authors who include (Poole 2012, Quinton and Simkin 2016, Williams 2013 and Sander 2015) were in agreement of the shift from analogue to digital and they have indicated that there is a strong relationship between the two variables. However authors like (LaRose2009, Perse and Ferguson 2013) argued giving saying digitalisation alone cannot influence customer perception of quality.

- A strong relationship between television content and brand likeability was shown from the literature especially from authors like (Nguyen 2011, Berger 2013, and Baraybar 2013). They strongly supported change of content to improve brand likeability, however to a lesser extent authors like (Weaver and James 2010, Wang and Smith 2016) were of the view that product choice is greatly affected by product choice.

- Changing programming was also greatly supported by many authors of having a positive influence on repeat business. It was mainly supported by (Cooper 2016, Stadler 2010 and Hurtado 2016) and a few authors argued about the relationship between these variables.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter seeks to clearly address the research design which was adopted in carrying out the study. It explains how the research was conducted. Moreso it states the methods that were used to gather data, the research instruments and reasons to support the researcher's decision to use these methods. It goes on to bring out sources of primary and secondary data as well as the good reasons of sampling techniques and population issues. This chapter also seeks to present the research methodology, sample design considerations and other problems that can be encountered during the research towards rebranding of ZBC. A brief insight into the data analysis tools and major limitations will be highlighted in this chapter and most importantly, the strategies that were employed to overcome hindrances.

3.1 Research Design

According to Sekaran et al (2013), a research design is the organization of conditions for collection and analysis of data in a way that intends to combine significance to the research purpose with economy in procedure. The research designs usually consist of the following that it can be descriptive, case study, casual/experimental and exploratory and for this research the researcher used both exploratory and descriptive research methods. In using the exploratory research design, the researcher put much focus on literature exploration on the secondary data relating to previous researches involving rebranding and brand preference. The method is considered a means of discovering out what is happening, to seek understanding of a matter. This research design was used in carrying out the research as it provides greater understanding of the concept of rebranding on different variables of brand preference that is brand likeability, intention to repeat business and perceived quality. The researcher needed to establish what managers thought about the brand by using interviews. Exploration was therefore crucial in developing the hypotheses of the study. Moreso a descriptive design was used and according to Saunders and Thornhill, (2012) it refers to marketing research to better describe the marketing conundrums, situations or markets, such

as the market potential for a product or service as well as the demographics and attitudes of customers. The objective behind this research is to find out brand preference towards ZBC's service after it will be rebranded and the effects of the existence of the company's competitors on the customer preferences. Using this research design allowed the research to reveal the existence or nonexistence of the relationship between digitalisation and perceived quality, television content and brand likeability while television programming will be measured against the intension to repeat business. The research design is both qualitative and quantitative hence the researcher used quantitative technique through the use of closed ended questionnaires in trying to bring out or expose the change in brand preference and this helped the researcher to interpret data more easily and accurately and confirmatory interviews were conducted where there was need for detailed explanations from the respondents. This method allowed the researcher to be able to collect accurate data and provide a clear picture of the phenomenon under the study therefore enhancing the understanding of current practice, gain information and make judgment basing on situation or variables on the ground.

3.2 Target population

According to Cochran (2004) target population includes all the people or objects with the characteristics we desire to understand. In general terms, the target population refers to people whose opinions are going to be denoted in the research. The target population for this study comprised of 11 employees targeted at ZBC who were drawn from the marketing department, 4 heads of departments at ZBC Pockets hill drawn from the following sections: finance, news and current affairs, television and radio services and marketing. Moreso 136 active customers were targeted and these were drawn from the ZBC database. In selecting the target population, eligibility criteria was employed. Eligibility criteria refers to ways which specify the characteristics that individual in the population must possess in order to be part of the research study. In this regard, the researcher selected respondents on the basis of those who had a better perceived knowledge and appreciation of brand preference in the media industry especially on ZBC employees because the researcher once worked in the ZBC marketing department sharing same platform with the marketing executives.

Table 3. 1 Showing respondents category and Number of respondents

Respondents category	Number of respondents
Customers	136
Zbc management	4
Zbc marketing executives	11
Total	**151**

A census study was used by the researcher in gathering data from management of ZBC. According to Glossary of Statistical Terms census study refers to a survey which is carried out on a full set of observation or and objects that belong to a particular population.

3.2.1 Sample frame

Sample frame is the definite list from which the final people are chosen, according to Mounton and Prozesky (2005), and the researcher obtained organizational customers list from the ZBC marketing clients' data base and also a list of marketing employees from the company's Human Resources department.

3.3 Sampling Methods and Techniques

The main aim of sampling is when components are selected out from a big population using the right ways and means so that those which have been picked out can represent the total population. The sampling techniques can be divided into 2 broad categories which are probability sampling and non-probability sampling and the researcher used both probability and non-probability methods. Simple random was used to select respondents from the customers, thus names of different 136 customers were be put in a box and shook intensely to ensure a fair outcome. The names which were be picked then represented the sample. All the heads of department were selected for conducting interviews as the researcher used a census study on the population and this allowed the researcher to get views of all the heads of departments hence improving reliability. Moreso convenience sampling was used for selecting marketing executives who responded to some interview questions and a sample was then selected from those who were readily available to attend to the interviews at the time of data collection by the researcher at ZBC Pockets hill.

3.4 Sample size determination.

Sample size determination is the act of choosing the number of observations or replicates to include in a statistical sample. The researcher took in to consideration the factors such as acceptable population size, whether the population is highly homogeneous or heterogeneous and the least possible number required to make up the sample. The target population of 151 respondents consisting of 136 customers and 11 marketing executives as indicated above was used to calculate the sample size per category using the Krejcie and Morgan (1970) as it is simple to calculate and it also saves on time according to Sekarans et al (2013).

Formula for finite population

Where:

S   =required sample size

X   =Z value (e.g. 1.96 for 95% confidence level)

N   =Population size (N)

P   =Population proportion (expressed as decimal) (assumed to be 0.5(50%)

D   =Degree of accuracy expressed as a proportion (0.05); it is margin error

$$S = \frac{X^2 NP(1-P)}{d^2(N-1) + x^2 p(1-p)}$$

Table 3. 2 showing composition of sample size

Category	Sample Frame	Sample size
Organization Customers	136	100
Employees Management	4	4
Marketing executives	11	10
Total	**151**	**114**

Sample size was 114 respondents as calculated per category of the population.

Justification of sample size

It would have been difficult for the researcher to test all the employees and customers of ZBC in Harare due to financial setbacks and limited time. Therefore a sample size of 114

participants was workable with in terms of limited costs and time and at the same time allowing the researcher to derive conclusion that would generalize the entire population.

3.5 Data Sources

Polit, et al (2010) defines data as "information attained during the time of an investigation or study". The researcher made use of both primary data and secondary data in carrying out the research. The researcher also looked at research gatherings done by other recognized bodies in Zimbabwe. The researcher conducted primary research where he put to use different research instruments which assisted him in getting the relevant information.

3.5.1 Secondary Data

According to Brander (2006) secondary data is any information collected or gathered by someone else other than its user. It is data that has already been collected and is readily available for any investigations or researches that companies will be wanting to carry out. Secondary data saves on time as compared to primary data which has to be gathered and examined before use. For purposes of this research, secondary data was obtained from Broadcasting Authority of Zimbabwe Act were the researcher got the rules and regulations that govern the ZBC operations, Journals were literature pertaining the research variables was found, Zimbabwe broadcasting corporation Financial Reports and minutes were the researcher noticed the fluctuations or changes in brand preference through the customers which bring business to the corporation, as well as research boards such as the Zimbabwe Select Research board. Secondary data was used because it is easily accessible since it is already available and this saves time as well as the costs of conducting the research. Moreso it provided clarification of research questions and it also facilitated generation of new insights from previous and enhance re-analyzing of data that can also lead to unexpected new discoveries. The researcher was then able to analyze the data and come up with new relevant conclusions or simply verify and confirm previous results

3.5.2 Primary Data

Alan and Shao (2002) defined primary data as original data that is collected to satisfy the objective of the current study. Kelleher (2000) goes on to add that primary sources provide

first-hand testimony or uninterrupted evidence concerning a topic under investigation. It is the data collected directly from the horse's mouth experience. The primary data was obtained from interviews which were conducted to the top ZBC management as well as the marketing executives and questionnaires for the customers. Primary data was used because data interpretation is better enhanced as data was original and unbiased. Moreso data collection by the researcher was collected with a concrete idea in mind normally to answer a research question and meet certain objectives which are related to the research. The researcher had greater control of the data which was collected and the amount of control the researcher had allowed determining the type of method to use in collecting the data and duration of data collection exercise, thus enabling the researcher to focus more on specific aspects of his research.

3.6 Research Instruments

Ask.com (accessed on 03-04-2018), defined a research instrument as a testing device that measures a given occurrence. Research instruments can be a paper and pencil test, a questionnaire, an interview, a research tool, or a set of guidelines for an observation. In this research, questionnaires and interviews were used as research instruments.

3.6.1 Questionnaires

A questionnaire has questions which respondents are supposed to answer so as to be able to come at a conclusion to the problem under study. The researcher used the questionnaires as they are flexible and easy. The questions were prepared in a way which left the respondents with little to no choice on the subject and to minimize the problems with respondents, the researcher strongly assured the respondents that the data is only for study purposes and will be held confidential. The questionnaire was divided into 4 sections which consist of the demographic section and the other three sections comprising the research objectives.

The questionnaires adopted a structured format so as to extract particular and precise information in line with rebranding. The questionnaire structure was in form of the 5 point Likert scale so as to give the respondents a chance to express their opinions. The questionnaire embraced closed ended questions in which the respondents would simply tick the level which they agreed or disagreed with the question asked. The researcher also used this form of structure so as to maintain validity and reliability of the research. The

questionnaires was given to the ZBC customers and these were self-administered. Self-administered questionnaires were used since they provide greater anonymity to sensitive issues for the respondent. This increased the reliability of the responses. Appointments were made to distribute questionnaires to different customers and some were distributed through emails.

3.6.2 Confirmatory Interviews

Woods (2010) defined an interview as a conversation with an objective and also added that it is used to broadly supplement and extend our knowledge about an individual's thoughts, feelings, behaviours, meanings and interpretations. The confirmatory interviews were conducted to support the information gathered through questionnaires. There are two types of interviews as ccording to Corfield (2009). Unstructured interviews make use of broad and open-ended questions which are meant to surface issues. Participants were given the chance to speak freely and without interruption by the interviewer and this resulted in getting truthful results or findings. The unstructured interviews were conducted to solicit data from the organization's marketing officers and the duration was 8 minutes per interview. Structured interviews were also conducted by the researcher to gather information from the ZBC management and that includes heads of Human Resources, Marketing, Finance, News and Current Affairs as well as Television and Radio services. Interpersonal skills were used to facilitate co-operation and eliciting more information which was gathered from the interviews. The use of structured interviews yielded higher response rate than questionnaires which leads to a complete description of the phenomenon under study and also unclear responses can be addressed through questioning for further probing to get explanations. Structured interviews lasted for 10 minutes per Head of department and these were conducted at ZBC pockets hill offices.

3.6.3 Observations

This involves observing and seeing what is going on around the target area. There are two types of observations which the researcher used and these include naturalistic observation and participant observation.

- Naturalistic observation (i.e. unstructured observation) involves studying the spontaneous behavior of participants in natural surroundings. The researcher simply recorded what he

heard and saw in different places where people were gathered watching ZBCTV. The researcher took advantage of all the events which were broadcasted live by ZBCTV and gathered his data as people were passing different comments of what they think about ZBC.

- Participant observation is a variant of the natural observation but here the researcher joins in and becomes part of the group he is studying to get a deeper insight into their lives as they talk about issues to do with the broadcasting institutions in Zimbabwe. The results were obtained by walking around the customers and gathering information on what the customers currently think towards the ZBC brand.

3.7 Data Collection Procedures

The procedure provides guidelines for the gathering, processing, evaluating and reporting data. The researcher collected a letter of consent from the university which made it easy for the respondents to want to share their information with the researcher. More so the researcher was given another letter of consent from Zimbabwe broadcasting holdings (ZBH) which allowed him to carry out the research on the organization and to be given relevant information which was needed for the study. Appointments were made via the secretaries and personal assistances to the interviewees, a week before the interviews, by the use of emails and telephone. Questionnaires were distributed and collected within a week to different companies in Harare. A drop and pick system was used for the customers so that they would fill them at their own time and when they were free to avoid being given wrong feedback. Interviews were also held with employees from each of the marketing department the same day. An interview guide was used for making it easier for recording the feedback.

3.8 Validity and Reliability of Findings

Cherry (2008) expresses validity as the extent to which a test measures what it claims to measure and she also took into consideration that it is vital for a test to be valid in order for the results to be accurately applied and interpreted.

- A pre-test of employees who are not members of the target population of the research but with similar characteristics to the study sample was conducted to determine the clarity of the items and consistency of the responses. Friends or colleagues were used

to pretest by the researcher as this saves on time and less costs are involved. This helped the researcher to improve on reliability.

- Triangulation analysis was used in this research thus using a combination of different research methods to mitigate bias and provide valuable insights. For example use of interviews, observations, and questionnaires. Triangulation analysis improved validity of the research instruments.

- Cronbach's Alpha test was also used to improve reliability of the research instruments especially the questionnaires. Cronbach has got coefficient values ranging from 0-1 and it also states that for the test to be reliable it should range from 0.7 -1 on the scale.

- The use of short clear statements, unambiguous and simple questions increased the validity and reliability of the research instruments.

- Moreso a large sample size of 114 respondents out of 150 was used. This gave a more accurate representation of all.

3.9 Reliability Test

According to Jones and Donald (2014) refers to an assessment and or rating of two different variables on different occasions in an attempt to obtain the same score. Cronbach's alpha test is used to improve reliability of the research instrument in particular the questionnaire. For the test to be reliable values should range from 0.7 to 1 on the scale.

Table 3. 3 showing reliability statistics for (Influence of digitalization on perceived quality).

Reliability Statistics

Cronbach's alpha test	Number of items
.852	5

The reliability test which was carried on the first objective pertaining digitalization and perceived quality on five questions resulted to be reliable with a Cronbach's alpha index of 0.852 which is above 0.7. This indicates that reliable data was collected and used in this research.

Table 3. 4 showing statistics for (influence of change in television content on brand likeability).

Reliability Statistics

Cronbach's alpha test	Number of items

.783	5

The second objective of change in television content on brand likeability has also shown high reliability of the questionnaire with 5 questions. It showed Cronbach's alpha index of 0.783 which is above 0.7.

Table 3. 5 showing statistics for (influence of change in television programming on repeat business).

<div align="center">Reliability Statistics</div>

Cronbach's alpha test	Number of items
.780	5

The last objective has five questions as well and the reliability test was above 0.7 with an index of 0.780 showing that there is high reliability on the questions pertaining this objective.

3.10 Ethical considerations

There was certainly ethical issues that the researcher needed to consider in carrying out research this research and this ultimately led the researcher to face conflicting values and beliefs that affected the objectivity of the research. Fanelli (2009) mentioned the following ethical issues to be considered when carrying the research.

- The principle of voluntary participation was taken into consideration, thus participants were not be coerced into participating in research concerning the Zimbabwe Broadcasting Corporation.
- Moreso the researcher did not put participants in a situation where they were exposed to risk of harm after they have expressed their views concerning ZBCTV.
- Participants' confidentiality was also assured as the views from all respondents concerning ZBCTV were not be made available to anyone who was not directly involved in the study.

3.11 Data Analysis and Presentation Tools

Tero and Samuli (2011), highlighted that the main objective of data analysis is arranging, organizing and interpreting the gathered data. Quantitative data came in a large set of data on spreadsheets and that do not help to understand the characteristics of the population that the

researcher was working with thus the researcher needed to use the data to create information. Statistics was used by the researcher to turn quantitative data into useful information through the use of STATA. Regression analysis was used for analyzing quantitative data. Furthermore quantitative data was presented by the researcher using frequency tables, pie charts, and bar graphs where necessary giving a brief description of the data presented. Moreso a bit of qualitative data analysis was done for the information gathered through confirmatory interviews and this was done by the thematic way of analyzing qualitative information thus finding or focusing on the common thing out of the findings on each objective.

3.12 Section summary

This chapter basically described the research methodology to be adopted by the researcher as well as providing a justification of its adoption. This chapter also outlines and justifies the research strategies and methodologies that were used in outlining the effectiveness of rebranding on brand preference. The research design gave a rough or brief idea of the population size, the surveyed samples, techniques, data collection, and analysis and presentation methods.

- The researcher a total population of 150 respondents including management, marketing officers as well as organizational customers and a sample size of 114 was employed
- Both secondary and primary sources of data were used and also the random sampling as well as convenience sampling techniques were employed for the process of gathering information from the respondents.
- Structured questionnaire, confirmatory interviews as well as observations were used from gathering data and some ethical issues were also considered in the process of gathering data.

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND DISCUSSION OF FINDINGS

4.0 INTRODUCTION

This chapter presents the analysis of data which was gathered from both the structured questionnaire and interviews. The questionnaires were meant for the organizational customers and interviews were for the management and marketing officers. Both quantitative and qualitative analysis have been provided. Cumulative frequency tables, line graphs and pie charts have been used in presenting the quantitative data and qualitative data has been provided in narrative form of continuous paragraphs. Views of the organizational customers were greatly considered and used as primary sources of data and were analyzed and presented in this chapter.

4.1 Response rate

A total of 100 questionnaires were distributed to the male and female organizational customers who are marketing managers in their companies. Table 4.1 is showing the summary of the response rate.

Table 4. 1 Showing Response Rate

Category of Respondents	Questionnaires Distributed	Questionnaires Returned	Response Rate
Organizational Customers	100	90	90%
Total	100	90	90%

Source: Primary data

Out of 100 structured questionnaires distributed to the organizational customers to fill and 90 questionnaires were completely answered and returned back. A total percentage of 90% returned the questionnaires completely filled. From the 100 questionnaires, an average non-response rate of 10% can be as a result of those organizational customers who did not appreciate the importance of the research. 5 questionnaires were not completely filled and were recorded as not returned, 3 were spoiled and the other two questionnaires had errors.

4.2 Analysis of Demographic representation

The respondents' demographics were analyzed in terms of the following.

4.2.1 Participation by Gender

AS shown from the pie chart below, 68% of males participated in the research while 32% is female. This high male representation in the research can be as a result that most of the companies who represented the ZBC organizational customers are led by males in the Marketing departments.
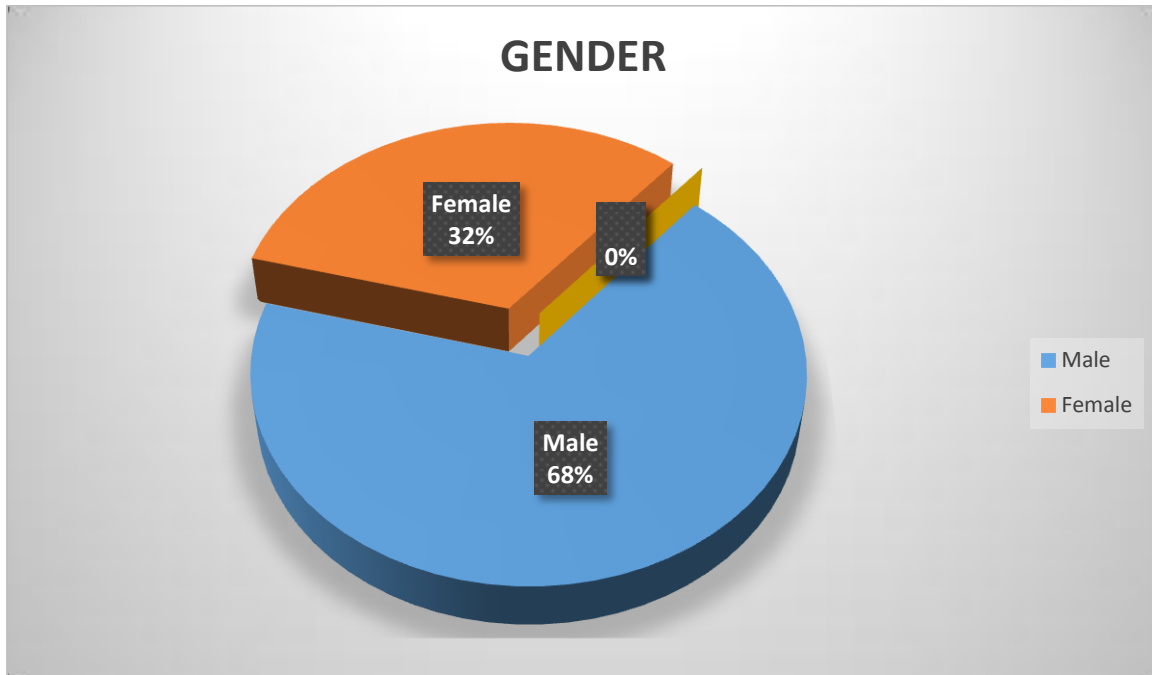

Fig 4. 1 Indicating respondents by Gender.

Source: Primary data

A greater percentage is of males who constitute of 68% and 32% constitute of females. This is mainly because most of the ZBC organizational customers have male marketing managers. Females are usually deputies thus most of the questionnaires were answered by males.

4.2.2 Participation by Age
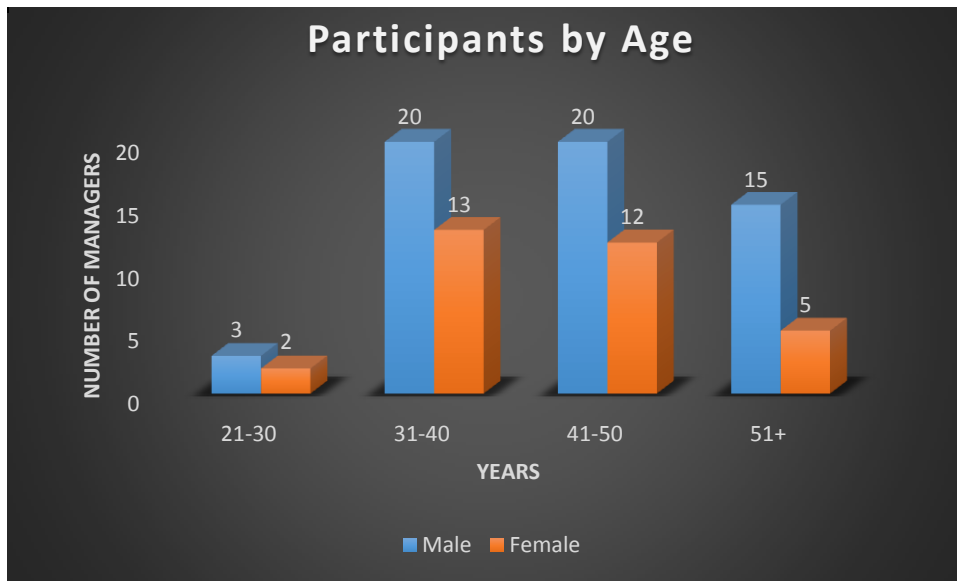
Fig 4. 2 Showing Respondents by Age

Source: Primary data

Fig 4.2 above shows the respondents by age and 20 males and 13 females constituted an age group of 31-40. This population was recorded as the age group of people who are marketing managers in different companies which are representing the ZBC organizational customers. Most companies hire this age group as they are assumed to be innovative and mature in the industry. Moreso 20 males and 12 females were on the range of 41-50 and these are usually the people who are experienced in the marketing field. From the age of 21-30 a population consisting of 3 males and 2 females was recorded and as these are not yet managers but in most cases Graduate Trainees. Furthermore 15 males and 5 females constituted the 51+ population and this population usually consist of people who are about to retire and claim to know the advertising industry from long back. However due to ageing and retirement this population said they were not able to focus on all programmes which are being aired on ZBCTV but they recommended very well for changes to be done. A big response rate is coming from men shows that females are not interested in ZBCTV programs.

4.2.3 Participants by work experience.

The research pursued to look at the working experience of the various organizational customers doing business with ZBC. This is of utmost importance as it has a bearing on the

depth and quality of information available by the respondents who would be familiar with the systems relating to advertising with ZBCTV.

Table 4. 2 Showing respondents work experience.

Work Experience	Frequency	Percentage
Less than 1 year	7	7.8%
1-5 years	15	16.7%
5-10 years	47	52.2%
10+	21	23.3%
Total	90	100%

Source: Primary data

The above table gives the distribution work experience of the ZBC organizational customers who gave information to the researcher. Seven respondents (7.8%) represented the organizational customers who had less than 1 years of work experience doing business with ZBC. Fifteen (16.7%) represented the customers who had 1-5 years of experience doing business with ZBC. Moreso the majority of respondents who make up 47(52.2%) had 10-15 years of experience doing business with ZBC and these are experienced customers who spent bigger budgets on advertising using ZBC platforms. A population of 21 (23.3%) constituted of the organizational customers who had 10 years and above of doing business with ZBC.

4.5 The Influence of digitalization on perceived quality.

Research sought to establish the relationship between a shift from analogue to digitalisation and perceived quality. Responses gathered are analyzed and presented on table 4.7 below.

Table 4. 3 showing the relationship between digitalization and perceived quality.

```
. reg pq dl

      Source |       SS           df       MS              Number of obs =      90
-------------+------------------------------           F(  1,     88) =  193.80
       Model | 9.04729274         1   9.04729274         Prob > F      =  0.0000
    Residual | 4.10826282        88   .046684805         R-squared     =  0.6877
-------------+------------------------------           Adj R-squared =  0.6842
       Total | 13.1555556        89   .147815231         Root MSE      =  .21607

-------------+----------------------------------------------------------------
          pq |      Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
-------------+----------------------------------------------------------------
          dl |   .3183176   .0228659    13.92   0.000     .2728763    .3637588
       _cons |   -.479343   .0962303    -4.98   0.000    -.6705805   -.2881054
-------------+----------------------------------------------------------------
```

The rebranding strategy in terms of a shift from analogue to DL (digitalization) is positively correlated to PQ (perceived quality) as revealed by the tests run on Stata 13. The run test entails that in this research the researcher will accept H_1 which shows that there is a positive relationship between digitalization and perceived quality and reject H_0. R-squared indicates the proportion of variance in perceived quality variable which can be explained by the shift from analog to digital. As shown by R-squared, 69% of perceived quality is better explained by the shift from analogue to digital of the television services and the remaining 31% can be explained by the other elements which were left by the researcher. F-test denoted by prob>F being 0.0000 shows that there is a higher confident level that digitalisation will positively influence on perceived quality. This strong relationship is also displayed by the T-test of 13.92 which is above. Moreso the coefficient on dl (digitalization) is also positive 0.3183176 showing that there is a positive relationship between the two variables. A shift from analogue to digital by 1 unit will lead to an increase of the other variable by 32%. This entails that a change from analogue to digitalization will lead to an increase on ZBCTV perceived quality. It can then be concluded that digitalisation is of great influence to perceived quality. These findings are strongly supported by literature where Beal (2016), postulated that the digital terrestrial TV transmission improved the quality of reception to the viewers who in the long run are also the customers in different organizations. The DTT employing next generation technologies will definitely provide multiple broadcasting services and will lead to customers having variety and having added value within the same bandwidth thus increasing the perceived quality in the minds of the customers and they will assume a very close relationship between digitalisation and perceived quality, (Cheung and Chan 2015).
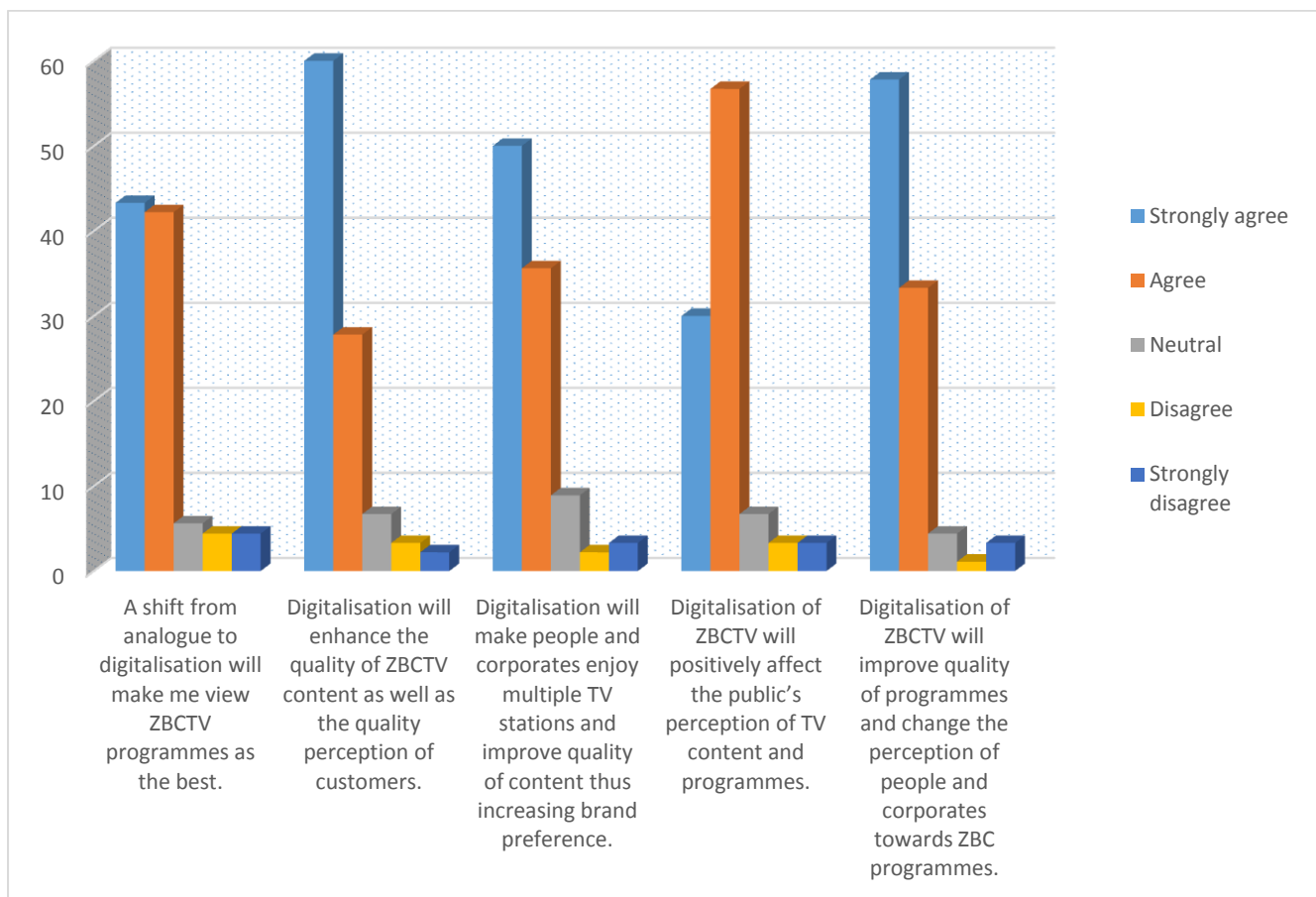
Fig 4. 3 showing responses on whether customers are satisfied with analogue transmission or if they want change to digitalisation.

Fig 4.3 is showing a graph analyzing whether the organizational customers are satisfied with the analogue transmission or if they are in support with a shift from analogue to digital transmission of television services at ZBC. The greatest percentage is drawn from the respondents who are in favour of the shift from analogue to digital and the greatest portion being (85.5%) represents the organizational customers who are in support of the analogue to digitalisation shift. This was followed by 8.8% which represents the organizational customers who do not see the importance of a shift from analogue to digital or the television services and they seem not to care about what happens in the broadcasting services and they also seem to believe in other forms of advertising such as internet, radio and print media not television. The least percent of 5.7 % represents the organizational customer who are neutral. Analyzing the whole which was gathered, organizational customers are in favour or they want the Zimbabwe broadcasting corporation to shift from analogue to digital transmission. This means that a shift from analogue to digital will automatically connect to an increase in the

perceived quality of the brand by customers thus the brand position in the minds of customers will shift from the negative side to the positive side, (Hencer 2013). Additionally Peli and Lim (2016) postulates that digital migration positively impacts on customer perceived quality and companies will be more than to flight their commercials on the digitalized platforms.

4.6 Influence of change in television content on brand likeability.

Research sought to establish the relationship between change in television content and brand likeability. The responses gathered are analyzed and presented on table 4.8 below.

Table 4. 4 showing the relationship between change in television content and brand likeability.

```
. reg bl tc

      Source |       SS       df       MS              Number of obs =      90
-------------+------------------------------           F(  1,    88) =  240.80
       Model | 15.8189566       1  15.8189566          Prob > F      =  0.0000
    Residual | 5.78104335      88  .065693674          R-squared     =  0.7324
-------------+------------------------------           Adj R-squared =  0.7293
       Total |       21.6      89  .242696629          Root MSE      =  .25631


          bl |      Coef.   Std. Err.        t    P>|t|     [95% Conf. Interval]
-------------+----------------------------------------------------------------
          tc |   .3409258   .0219701     15.52    0.000     .2972648    .3845868
       _cons |  -.6159687   .0828869     -7.43    0.000     -.780689   -.4512483
```

Table 4.8 is showing that on 90 observations there is a positive relationship between change in television content and brand likeability. F-test of 0.0000 shows a high confidence level indicating that changing television content will positively impact on brand likeability. The R-squared is also showing theproportion of variance in brand likability which can be better explained by the change in television content and in this case there is of 0.7324 which is showing that 73% of brand likeability is better explained by a change in television content. The other remaining 27% is explained by elements not looked at on this research. Moreso the television content efficient shows a positive coefficient of 0.3409258 thus (tc) television content is positively correlated to (bl) brand likeability as revealed by the regression test run on Stata 13. So for every unit increase on changing television content, a 34% increase on ZBCTV brand likeability is predicted. The regression test run entails that for the purpose of this objective the researcher will accept H_1 which shows that there is a positive relationship

between a change in television content and brand likeability and reject H_0. The T- test which is also greater than 2 shows that there is a strong relationship between change in television content and brand likeability. These findings are supported by Munyuki and Kirigo (2011) who carried out a research in Kenya Nairobi where it emerged that new television content garnered brand trust and positive perception among customers than any other method of brand promotion. Moreso Wang and Smith (2014) went on to support saying that any change in television content especially in the developing countries will directly impact on brand likeability.
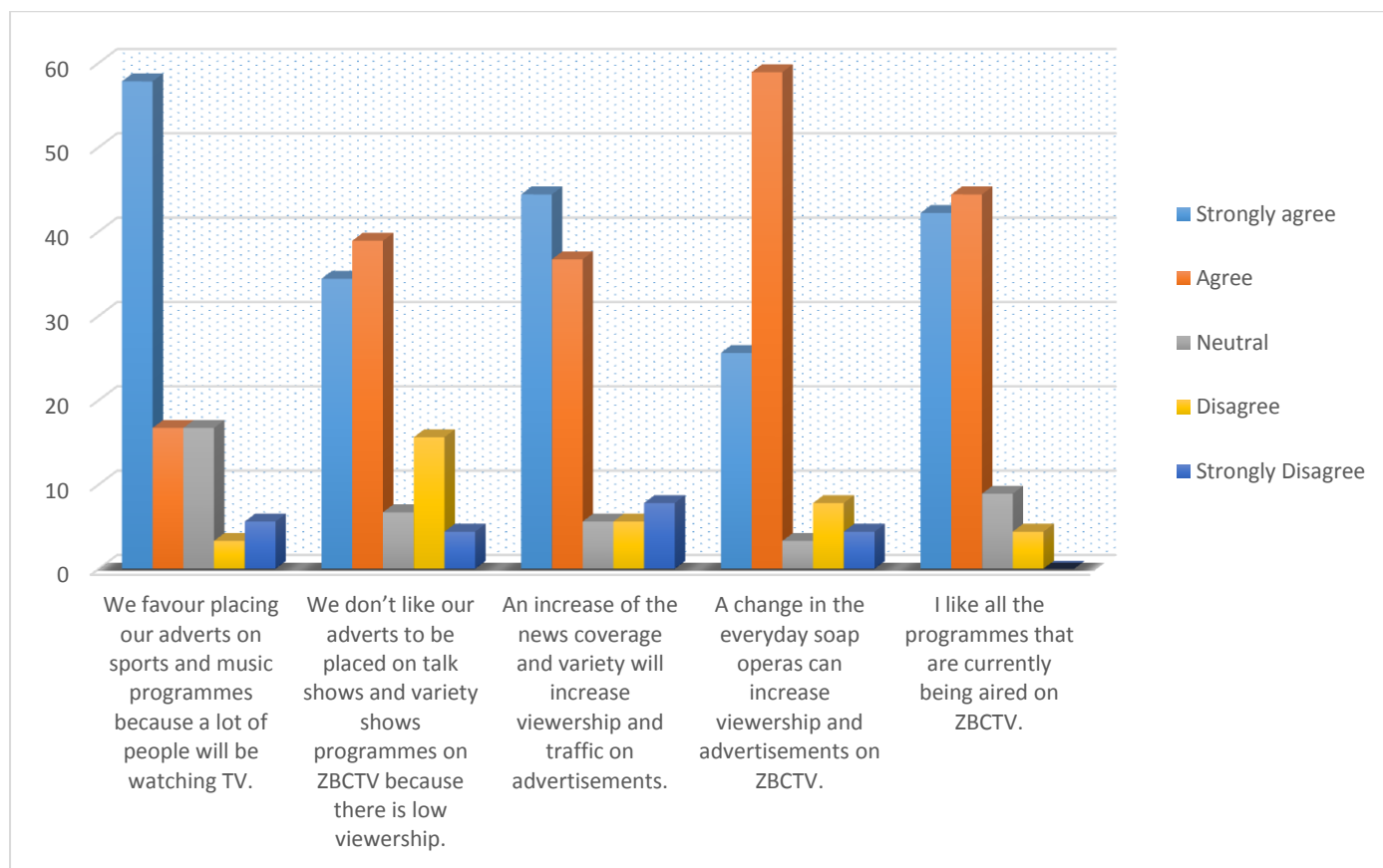
Fig 4. 4 showing the responses on whether organizational customers wish to have ZBCTV content changed.

Fig 4.4 signifies the % of organizational customers who are no longer in love with the ZBCTV content and they are in support of change in television content. The greatest rate of 74.5% signifies the organizational customers who like the change of television content to take place, followed by 8.9% presenting the organizational customers who are not in agreement with the strategy of changing television content on ZBCTV whilst 16.7% represents organizational customers who are neutral. An analysis of the data gathered shows that it is of great importance to change the television content since majority of the organization no longer

like the current television content being aired by ZBCTV. This means that change in television content has a positive influence on brand likeability on the ZBC brand. Baraybar (2013) supports the issue of changing television content as he postulates that the convergence is changing the way customers use communication services as well as their consumption of broadcasting content as content is increasingly available over all social platforms and on various wireless portable devices thus broadcasting corporations need to move with times and change television content making the customers satisfied thus increasing customer brand likeability as customers will provide the corporation with referrals though their engagement in appraising the services acting as brand advocates.

4.7 The Influence of change in content programming on repeat business

The research sought to establish the relationship between change in content programming and repeat business. Responses gathered are analyzed and presented on table 4.9 below.

Table 4. 5 showing relationship between new content programming and repeat business.

```
. reg rb cp

      Source |       SS       df       MS              Number of obs =      90
-------------+------------------------------           F(  1,     88) =  235.43
       Model | 11.7195122      1  11.7195122           Prob > F      =  0.0000
    Residual |  4.3804878     88  .049778271           R-squared     =  0.7279
-------------+------------------------------           Adj R-squared =  0.7248
       Total |       16.1     89  .180898876           Root MSE      = .22311

------------------------------------------------------------------------------
          rb |      Coef.   Std. Err.      t    P>|t|     [95% Conf. Interval]
-------------+----------------------------------------------------------------
          cp |   .3780488   .0246384    15.34   0.000     .3290851    .4270125
       _cons |  -.7455285   .1013209    -7.36   0.000    -.9468825   -.5441745
------------------------------------------------------------------------------
```

Table 4.9 is showing results gathered from 90 observations run by Stata 13. It is also shown by the R-squared which shows % of variance in repeat business that content programming explains collectively. The test is showing a variance of 0.7279 which means that 73% of repeat business is better explained by change in content programming on ZBCTV. This is supported by the high confidence level above 95% which is shown by the F-test of 0.0000 indicating great confidence that changing ZBCT content programming will have a great influence on repeat business. Moreso (cp) content programming the coefficient is 0.3780488

and being a positive value also signifies that every unit increase on changing television programming, a 38% increase on repeat business is predicted. The T-test of 15.34 is also showing that a strong positive relationship exists between content programming and repeat business such that for the purposes of this study we accept H_1 and reject H_0. The findings are well supported by Jung and Viswanathan (2015) who postulated that changing television programming according to the daily sophisticated needs of the customers can result in an increase in repeat business. Their view was supported by a research which they carried out in Korea and revealed that changing television programming in South Korea has result to the broadcasting industry received great attention from across regions and their programming strategies are have been rated as best considering how the Korean content is now being known in the world. Pauwels and Bauwena (2016) also gave a view that repeat business on television advertising is greatly influenced by employing the best programming strategies
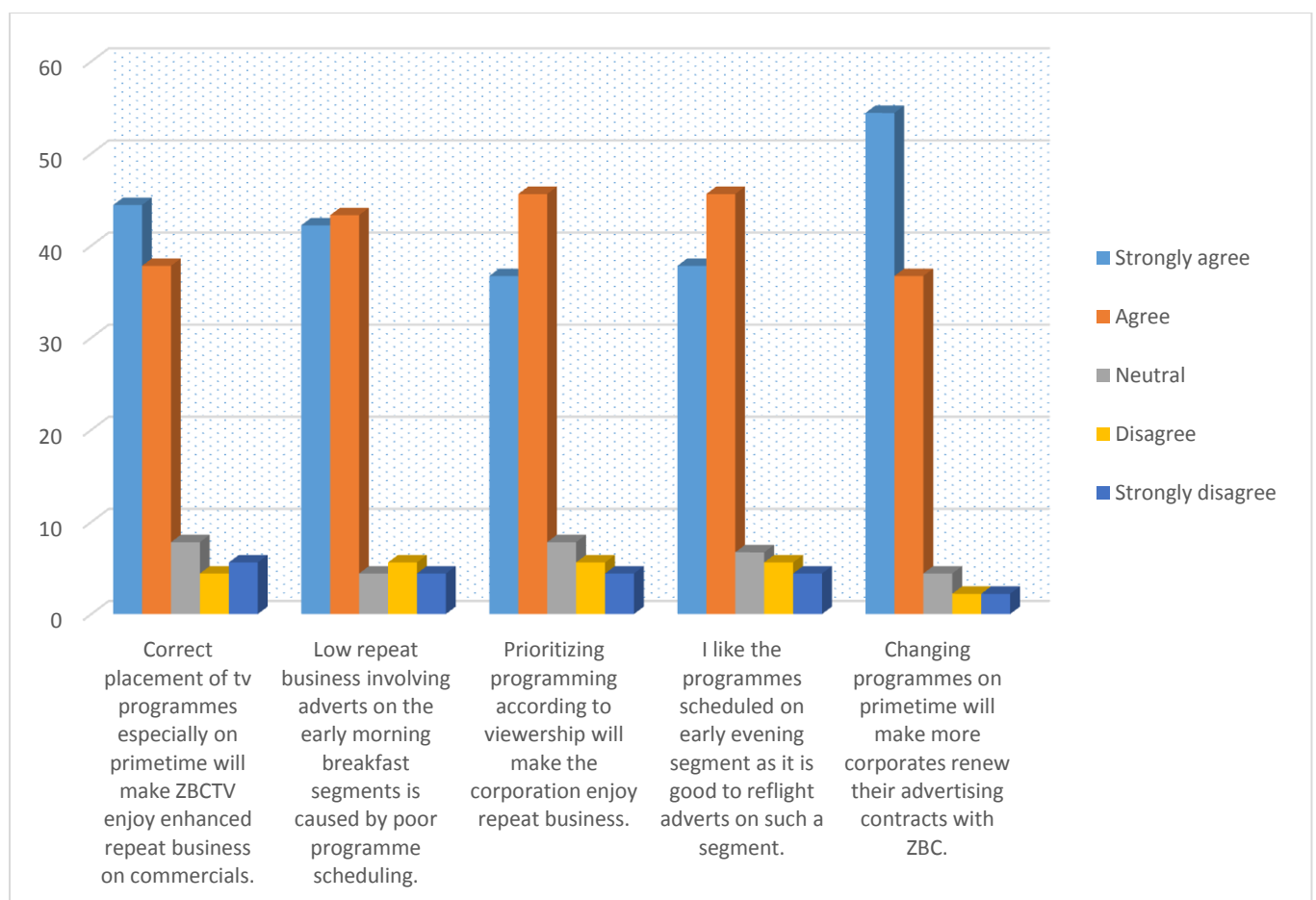

Fig 4. 5 showing responses on whether organizational customers want the programming to be changed or if they are satisfied with the current programming.

Above is a graph analyzing whether the organizational customers are satisfied with the current programming at ZBCTV or if they are in support of it being changed. The greatest portion of 82.2% represents the organizational customers who are in agreement with the change of content programming on ZBCTV. This was followed by 10% which represents the organizational customers who do not see the importance or benefits that can be accrued from changing television content programming on ZBCTV. Moreso the least % of 7.8% which represents those customers who are on neutral. Analyzing the whole data gathered, organizational customers are not satisfied with the current ZBCTV programming and the majority wants a change on the content programming. This means that a change of television content programming has a positive influence on customer intention to repeat business. Wickham (2015) postulates that programming can increase the way customers think about a brand and programmes should be put were they receive their best and highest viewership. Wells (2017) supports saying that television programming works as a tool for differentiation for customers to choose the advertising platform among competitors and changing it with their voice in mind will influence positively on repeat business.

4.8 Chapter summary

Chapter 4 revealed the research findings and presented, analyzed and summarized the findings from the research in form of STATA. Findings represented showed a positive relationship between rebranding strategy and brand preference. The data was in respect of the organizational customers, management and marketing officers.

- The responses gathered from the questionnaires and supported by confirmatory interviews indicated that there is a strong positive relationship between digitalisation and perceived quality. This is also shown by the test run on Stata which shows that 68% of perceived quality explains digitalisation and a positive coefficient of 0.3183176 showing a positive correlation between the two variables.
- It is also shown that there is a positive relationship between change in television content and brand likeability as shown by the positive coefficient of 0.3409258 indicating a positive correlation and also R-squared showing that 73% of ZBCTV brand likeability is explained by changing television content.
- Moreso it has been discovered that a strong relationship exists between change in television programming and repeat business. A positive correlation is shown by the

positive coefficient of 0.3780488 and the R –squared showing that 72% of repeat business on ZBCTV is better explained by change in programming.

The next chapter presents the summary, conclusions and recommendations to ZBC.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0 Summary

The study was meant to investigate the influence of the rebranding strategy on brand preference case of the Zimbabwe broadcasting corporation television. The researcher was motivated to carry out this research because of the need to find out whether the rebranding strategy would be the best strategy needed for the success of the corporation. The researcher also wanted to investigate if the rebranding strategy would yield positive results pertaining brand preference of ZBCTV. The researcher came up with elements which measured brand preference variable. Moreso the researcher wanted to come to conclusion in understanding whether rebranding would positively influence these elements which include perceived quality, brand likeability and customer intention to repeat business. In looking these factors the researcher discovered that the rebranding variables had a positive influence on the brand preference variables. Literature from recognized authorities which was relevant to the topic under study was used and analyzed to come up with conclusions as some authors were in support of the topic whilst others had certain arguments pertaining the rebranding strategy. Text books, the internet, electronic journals and scholary articles were integrated all together in coming up with valid information and to assist the researcher in analyzing the views of different authors on their views about the variables of the research topic. Descriptive and exploratory research designs were used in carrying out the research. Samples were drawn from the marketing officers, management and organizational customers. Moreso secondary data was obtain from the Select Research Board, sales records of ZBC marketing department as well as the Broadcasting Authority of Zimbabwe. Primary data was gathered in form of interviews and questionnaires as well as observations. The results obtained were critically analyzed and presented in form of tables, graphs and STATA. The research carried out revealed that the rebranding strategy had a positive influence on brand preference variables however digitalisation received less percentage on positivity as compared to other variables.

5.1 Conclusions

Research has made the following conclusions.

5.1.1 Influence of digitalization on perceived quality.

Looking at the literature and findings presented in chapter 4, a shift from analogue to digitalisation has a positive influence on customer perceived quality. The test run on STATA showed that there is a positive relationship between the two variables having a positive coefficient of 0.3183176 showing a positive correlation between digitalisation and perceived quality and the test shows 99% confidence that digitalisation will positively influence customer perceived quality. Moreso the R-squared showed that 69% of perceived quality is better explained by digitalisation. $P>|t|$ is also below 0.05 and the T-test above 2 which is 13.92 shows that there is a strong positive relationship between the two variables, thus H_1 is accepted and H_0 rejected.

5.1.2 Change in television content on brand likeability.

On the basis of literature and the results presented in chapter 4, it is shown that there is a relationship between change in television content and brand likeability. From the regression test on Stata the R- squared shows that 73% of brand likeability is better explained by a change in television content. The test have also shown 99% confidence that changing television content will positively affect the brand likeability of ZBCTV. Moreso a positive coefficient of 0.3409258 is showing that there is a positive correlation between change in television content and brand likeability. The T-test is also above 2 and it is 15.52 showing that a strong positive relationship exist between the two variables thus accepting H_1 and rejecting H_0.

5.1.3 Change in content programming on repeat business

Changing of content programming is of great importance when it comes to rebranding the internal processes of any broadcasting corporation. If it is done appropriate it will result to positive changes in terms of customers intention to repeat business. From the literature it shows that change in content programming have an influence on customer intention to repeat business. From the findings the   R-squared is showing that 73% of customer intention to repeat business is well explained by the change of programming. Moreso the tests run on Stata shows 99% confidence that changing television content programming influences repeat

business positively. The coefficient of 0.3780488 shows that there is a strong positive correlation between content programming and customer intention to repeat business. T-test is 15.34 showing a strong relationship between the two variables. H_1 was accepted and H_0 rejected thus concluding that programming has a positive influence on repeat business. Marketers should therefore consider employing the best programming strategies as it has a strong positive relationship on customer intention to repeat business.

5.2 Recommendations

Based on the research conclusions this research makes the following recommendations.

- In order to improve on the results, the corporation should direct its marketing efforts on the things that are strongly valued by the viewers and customers. According to Cubuless (2012), it is of utmost importance to study the viewers' perception of satisfaction, audio-visual, thus managers should take into consideration the programmes that are suggested by the public. There should be a brand manager whose only focus is to communicate with customers and take their grievances into consideration in the production of television content.
- The corporation could invest in new modern equipment such as drone cameras and hiring upcoming young, energetic and talented producers. This would be a clear indication of the value the corporation place on its viewers and customers, (Chiumbu 2009).
- Anderson (2015) postulated that marketers of broadcasting corporations should keep on creating brand awareness in a more different way which creates customer trust such as doing live broadcasts getting feedback from viewers and customers as well as doing corporate social responsibility. This will allow ZBC to regain trust from the customers and to distinguish its services from competitors.

5.3 Area for further research

Admittedly, this research has its weakness in that it only focused on changing the television content, programming and shifting from analogue to digital. Future research should focus on rebrand the internal putting much focus on corporate culture, mission as well as the values of an organization in the broadcasting industry as well as other industries.

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APPENDIX 1: QUESTIONNAIRE FOR CUSTOMERS

I am R144528N a fourth year student of Midlands State University studying towards attaining a Bachelors Degree of Commerce in Marketing Management and I am conducting a research on **the Influence of the rebranding strategy on brand preference: (A case of the Zimbabwe Broadcasting Corporation**). I would be grateful if you can spare part of your time to respond to my questionnaire. The information to be obtained will be used for academic purposes only and it may be useful in improving the quality of service you receive from ZBC. Confidentiality is guaranteed and there will be no wrong or correct answers so please feel free to answer the questions.

SECTION A: Demographics and General Information

Instructions

- **Fill in the required information in the spaces provided below**
- **Please tick applicable answer in the boxes provide below.**

1. Position in the organization……………………………………………………………

2. Gender ☐ Male ☐ Female

3. Age ☐ 21-30 ☐ 31-40 ☐ 41-50 ☐ 51 +

4. For how long have you been in business with ZBC?

Less than 1 year ☐ 1-5 years ☐ 5-10 years ☐ 10+ ☐

SECTION B: INFLUENCE OF DIGITALISATION ON PERCEIVED QUALITY

Please indicate your responses against each of the following statements as they relate to the influence of digitalisation on perceived quality on a scale of 1-5 as highlighted below:

1= strongly disagree   2= disagree   3= Neutral   4=Agree   5=strongly Agree

CODE	Influence of digitalisation on perceived quality.	1	2	3	4	5
D/PQ1	A shift from analogue to digitalisation will make me view ZBCTV programmes as the best.					
D/PQ2	Digitalisation will enhance the quality of ZBCTV content as well as the quality perception of customers.					
D/PQ3	Digitalisation will make people and corporates enjoy multiple TV stations and improve quality of content thus increasing brand preference.					
D/PQ4	Digitalisation of ZBCTV will positively affect the public's perception of TV content and programmes.					
D/PQ5	Digitalisation of ZBCTV will improve quality of programmes and change the perception of people and corporates towards ZBC programmes.					

SECTION C: INFLUENCE OF CHANGE IN TELEVISION CONTENT ON BRAND LIKEABILITY

Please indicate your responses against each of the following statements as they relate to the influence of content changes on brand likeability on a scale of 1-5 as highlighted below:

1= strongly disagree   2= disagree   3= Neutral   4=Agree   5=strongly Agree

CODE	Influence of change in television content on brand likeability	1	2	3	4	5
TC/BL1	We favour placing our adverts on sports and music programmes because a lot of people will be watching TV.					
TC/BL2	We don't like our adverts to be placed on talk shows and variety shows programmes on ZBCTV because there is low viewership.					
TC/BL3	An increase of the news coverage and variety will increase viewership and traffic on advertisements.					
TC/BL4	A change in the everyday soap operas can increase viewership and advertisements on ZBCTV.					
TC/BL5	I like all the programmes that are currently being aired on ZBCTV.					

SECTION D: CHANGE IN PROGRAMMING ON REPEAT BUSINESS

Please indicate your responses against each of the following statements as they relate to the influence of change in programming on repeat business on a scale of 1-5 as highlighted below:

1= strongly disagree   2= disagree   3= Neutral   4=Agree   5=strongly Agree

CODE	Influence of change in television programming on repeat business.	1	2	3	4	5
CP/RB1	Correct placement of tv programmes especially on primetime will make ZBCTV enjoy enhanced repeat business on commercials.					
CP/RB2	Low repeat business involving adverts on the early morning breakfast segments is caused by poor programme scheduling.					
CP/RB3	Prioritizing programming according to viewership will make the corporation enjoy repeat business.					
CP/RB4	I like the programmes scheduled on early evening segment as it is good to reflight adverts on such a segment.					
CP/RB5	Changing programmes on primetime will make more corporates renew their advertising contracts with ZBC.					

Thank you for your time.

APPENDIX 2: INTERVIEW GUIDE FOR MANAGEMENT.

I am R144528N a fourth year student of Midlands State University studying towards attaining a Bachelors Degree of Commerce in Marketing Management. The questionnaire is designed for academic purposes only, to investigate the Influence of the rebranding strategy on brand preference **:(A case of ZBC).** The information obtained in this questionnaire will be kept confidential. Your assistance through the completion of the following will be greatly appreciated. There will be no wrong or correct answers so please feel free to answer the questions.

1. How would you describe the current brand preference of ZBCTV services?

2. For how long have you been working for ZBC?

3. Do you view rebranding as having any influence on brand preference?

4. What are some of the factors you think might have resulted to low brand preference on ZBCTV?

5. Do you think a change in television content will improve brand likeability on ZBCTV?

6. Does television programming have an effect on customer decision to do business with ZBC or repeat business?

7. Do you think a shift from analogue to digitalisation can have an effect on viewer's perception of ZBC's content and programming?

Thank you for your time.