



SEEK WISDOM, ELEVATE YOUR INTELLECT AND SERVE HUMANITY!

Addis Ababa University  
አዲስ አበባ ዩኒቨርሲቲ



**ADDIS ABABA UNIVERSITY**

**COLLEGE OF BUSINESS AND ECONOMICS**

**The Effect of DSTV's Service Attributes on Consumer  
Perception in Addis Ababa: An Analysis Considering  
Cultural and Linguistic Factors**

**BY: TIGIST HABTAMU**

**May, 2025  
Addis Ababa, Ethiopia**

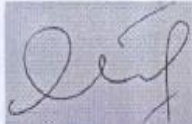


**ADDIS ABABA UNIVERSITY**  
**COLLEGE OF BUSINESS AND ECONOMICS**  
**MASTERS OF BUSINESS ADMINISTRATION**

**The Effect of DSTV's Service Attributes on Consumer Perception in  
Addis Ababa: An Analysis Considering Cultural and Linguistic  
Factors**

**A thesis submitted to graduate program in partial fulfillment of the  
requirements for the degree of Master of Business Administration**

**BY: TIGIST HABTAMU**

Name and signature of Members of the Examining Board

Name	Title	Signature	Date
_____	Chairperson	_____	_____
Dr. Abera (PhD)	Advisor(s)		_____
Dr Merga (PhD)	External Examiner		16/06/25
Dr Meba (PhD)	Internal Examiner		_____

## **Declaration**

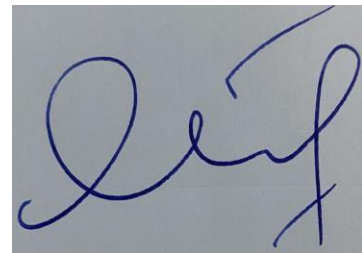
I hereby declare that this thesis represents my own work which has been done after registration for the degree of Master of Business Administration at Addis Ababa University, and has not been previously included in a thesis or dissertation submitted to this or any other institution for a degree, diploma or other qualifications.

I have read the University's current research ethics guidelines, and accept responsibility for the conduct of the procedures in accordance with the University's Committee. I have attempted to identify all the risks related to this research that may arise in conducting this research, obtained the relevant ethical, and acknowledged my obligations and the rights of the participants.

Tigist Habtamu

May, 2025

The thesis has been submitted for examination with our approval as university advisors.



Dr Abera (PhD)

May, 2025

## **Dedication**

I dedicate this thesis to my beloved husband. Your unwavering support, boundless patience, and constant encouragement have been my anchor throughout this journey. Thank you for believing in me even when I doubted myself, for lifting me up during the hardest moments, and for celebrating every small victory along the way. This achievement is as much yours as it is mine.

## **ACKNOWLEDGEMENT**

First and foremost, I give all praise and glory to the Almighty God for granting me the strength, patience, and wisdom to complete this academic work. Without His grace, this journey would not have been possible.

I would like to express my sincere gratitude to my advisor, Dr. Abera, for his unwavering support, insightful guidance, and constructive feedback throughout the preparation of this research paper. His professional advice and dedication—often sacrificing his valuable time—have been instrumental in shaping the quality of this work. My appreciation also goes to all DSTV users in Addis Ababa who generously took part in the data collection process, contributing their time and information to support this research.

Above all, I extend my deepest gratitude to my beloved family. Your continuous encouragement, moral support, and financial assistance have meant everything to me. To my parents and my husband, thank you for being my pillars of strength and for believing in me every step of the way. This accomplishment is as much yours as it is mine.

## Table of Contents

ACKNOWLEDGEMENT .....	v
ABSTRACT.....	vi
LIST of ABBREVIATIONS .....	iii
DSTV: Digital Satellite Television .....	iii
LIST OF TABLES .....	iv
CHAPTER ONE .....	1
INTRODUCTION.....	1
1.1. Background of the Study.....	1
1.3. Basic Research Questions .....	4
1.4. Objectives of the Study .....	4
1.4.1. General Objective.....	4
1.4.2. Specific Objectives.....	4
1.5. Significance of Study .....	4
1.6. Scope of the Study.....	5
1.7. Organization of the Paper.....	5
CHAPTER TWO .....	6
2. REVIEW OF RELATED LITERATURE.....	6
Introduction .....	6
2.7. Conceptual Frameworks of the Study .....	12
3.7. Sources of Data .....	15
3.8. Data collection Methods.....	16
CHAPTER FOUR.....	20
DATA ANALYSIS AND INTERPRETATION .....	20
Introduction .....	20
4.1 Response Rate .....	20
4.2 Demographic Data.....	20

4.3 Descriptive Analysis .....	21
4.4 Correlation analysis.....	27
4.4.1 Correlation analysis between constructs of DSTV pricing, program content and consumer perception .....	27
4.5.1 Assumption Tests of Regression Analysis .....	29
4.5.1.1 Test of Homoscedasticity .....	29
4.5.1.2 Tests of Linearity .....	30
4.6.1. Testing Moderation: Cultural and Linguistic Relevance as a Moderator.....	33
CHAPTER FIVE.....	37
SUMMARY, CONCLUSION AND RECOMMENDATION.....	37
Introduction .....	37
5.1 SUMMARY .....	37
Reference.....	41
APPENDIX .....	46

## **LIST of ABBREVIATIONS**

DSTV: Digital Satellite Television

TV: Television

OTT: Over-The-Top (internet-based media services)

QoS: Quality of Service

CP= Consumer Perception

DP&PC: DSTV Pricing and Program Content

CRL: Cultural and Linguistic Relevance

CS: Content Satisfaction

## LIST OF TABLES

### LIST OF TABLES

Table 3.1 Test of Reliability .....	18
Table 4.1 Gender of the Respondents.....	20
Table 4.2 Age of the Respondents.....	20
Table 4.3 Respondents level of education.....	21
Table 4.4 DSTV Pricing Strategy.....	22
Table 4.5 DSTV Content Satisfaction.....	23
Table 4.6: Cultural and Linguistic Relevance .....	24
Table 4.7: Consumer Perceptions on DSTV Service.....	26
Table: 4.8. Pearson's coefficient of correlation.....	28
Table 4.9 Tests of Linearity .....	29
Table 4.10 Tests of Normality .....	30
Table 4.11 Multicollinearity Test.....	30
Table 4.12: Model Summary .....	31
Table 4.13 ANOVA.....	31
Table 4.14 Coefficients of Variables.....	32
Table 4.15 Summary of hypotheses test.....	33

Fig 2.1: Conceptual frame work model.....	15
Fig 4.1 : Moderation Analysis.....	35

## ABSTRACT

*This research investigates the influence of DSTV's service attributes—specifically pricing and program content—on consumer perception in Addis Ababa, with consideration given to the role of cultural and linguistic relevance. Recognizing the dynamic digital streaming landscape, this study explores how these primary factors collectively influence consumer attitudes, preferences, and purchasing decisions. A quantitative research methodology was employed, utilizing survey questionnaires administered to a sample of 384 consumers in Addis Ababa. Both descriptive and explanatory research frameworks guided the primary data collection, which aimed to evaluate perceptions of DSTV's service attributes. Correlation analysis and multiple linear regressions were utilized to examine the relationships between service attributes and consumer perception, as well as to explore the potential role of cultural and linguistic factors. The findings underscore the significant influence of content satisfaction on consumer perception, particularly concerning content updates, international programming, and local Ethiopian options. Content satisfaction exhibited the strongest positive correlation with consumer perception, highlighting its critical importance. Crucially, cultural and linguistic relevance emerged as a significant direct predictor of consumer perception, demonstrating moderate correlations with both content satisfaction and consumer perception. While cultural and linguistic relevance proved to be a notable direct predictor, its moderating impact on the relationship between service attributes (pricing strategy & content satisfaction) and consumer perception was not statistically significant within this specific sample. This finding, while not supporting the initial moderation hypothesis, nonetheless provides valuable insights into the complex interplay of these factors in the Ethiopian market. Based on these insights, it was recommended that DSTV continues to leverage its competitive advantages in channel variety and content satisfaction. The study contributes to the broader understanding of consumer behavior in emerging markets, particularly concerning the nuanced influence of cultural and linguistic factors in the pay-TV industry.*

**Keywords:** pricing and program content, pricing strategy, content satisfaction, cultural and linguistic relevance and consumer perception

# CHAPTER ONE

## INTRODUCTION

This chapter deals with background of the study, statement of the problem, objectives of the study, significance of the study, delimitation of the study, definition of key terms and organization of the study.

### 1.1. Background of the Study

Understanding consumer behavior is crucial for developing effective business strategies, as consumer perceptions of value significantly influence revenue generation and customer satisfaction. In the realm of subscription-based services, particularly in the pay-TV industry, pricing and content strategies are central to strategic decision-making. These elements directly impact consumer demand and loyalty (Kotler & Keller, 2016). Effective pricing models and relevant content offerings can help service providers maintain a competitive edge, drive growth, and enhance customer satisfaction by aligning with diverse consumer expectations (Doyle, 2013).

DSTV is one of the leading pay-television players in the market aimed at providing quality user experience for its subscribers through the following: (Multi Choice South Africa Holdings (Pty) Ltd, 2013). Currently DSTV has launched Showmax, an internet-based subscription video on demand online streaming service (Showmax, 2018), alongside its packages to allow customers to enjoy the new trending online streaming services which seem to be in demand for the audio-visual consumers within their DSTV packages. DSTV has segmented their market into three segments, higher end premium customers, middle segment middle-class customers and the low segment customers. The strategy for each market segment differs: (MultiChoice business strategy executive, 2016)

In Africa's evolving media landscape, pay-TV services, especially DSTV, have transformed access to entertainment and information, thereby shaping local and continental media consumption patterns (Balancing Act, 2019). Ethiopia, characterized by economic diversity and a rich tapestry of cultural preferences, presents a unique opportunity for DSTV to expand its subscriber base and engage a

broad audience. Operated by MultiChoice, DSTV offers a variety of subscription packages covering sports, news, entertainment, and international programming. However, economic realities, including income disparities and a strong demand for localized content, pose specific challenges for DSTV regarding pricing affordability and, critically, cultural and linguistic relevance. (Horwitz, 2020).

Given this distinct economic and cultural landscape, understanding Ethiopian consumers' perspectives on DSTV's pricing models and content offerings is essential. Research indicates that in emerging markets, affordability and culturally resonant content are pivotal factors influencing consumer loyalty and subscription rates (Hassan & Birungi, 2021). Aligning with these preferences is vital for companies like DSTV to optimize market penetration and meet consumer expectations.

This study aims to evaluate Ethiopian consumer perspectives on DSTV's pricing and content offerings, emphasizing the alignment of these elements with local financial realities and cultural preferences. By employing opinion mining and survey analysis, this research will assess consumer sentiment toward DSTV's services, providing actionable insights into areas where DSTV's strategies could benefit from adjustments. The findings will inform strategic decisions at DSTV, enhancing customer satisfaction and expanding market presence in Ethiopia while contributing to academic discourse on consumer behavior in emerging markets.

## **1.2. Statement of the problem**

Despite DSTV's growing presence in Ethiopia, significant gaps exist in the current body of research. Most studies on DSTV and the pay-TV industry in Africa have focused predominantly on markets such as South Africa, Nigeria, and Kenya. This leaves a notable void in understanding how Ethiopian consumers perceive DSTV's pricing and content strategies particularly concerning the nuanced influence of cultural and linguistic relevance.. For example, Jonathan (2017) conducted research in Nairobi, Kenya, examining the influence of branding practices on consumer choices regarding DSTV. While this study underscores the importance of branding, distribution, promotion, and product features, it does not address the specific impacts of pricing strategies and content offerings on consumer behavior.

Similarly, Jacqueline Andai's (2016) investigation into brand equity and consumer purchase decisions among pay-TV subscribers in Nairobi utilized the Aaker (1996) brand equity model to analyze dimensions such as awareness, association, perceived quality, and loyalty. Although her findings provide valuable insights into consumer behavior, particularly the social factors shaping brand awareness, they do not explore how content satisfaction and pricing strategies affect Ethiopian viewers, especially given the country's rich cultural and linguistic diversity.

Research conducted by Aminu and Adetona (2023) highlights the significance of service quality dimensions on customer loyalty within Nigeria's pay-TV landscape. Their findings emphasize the importance of service reliability and empathy, yet they do not consider how these dimensions operate within the Ethiopian context, where local content and cultural relevance are crucial for consumer satisfaction. However, the above studies were not account for the unique cultural and economic factors affecting consumer perceptions, nor does it utilize methods to capture nuanced sentiments regarding pricing and content.

The rational motive why the variables were chosen, are previous research has consistently highlighted that pricing strategy, content satisfaction, and cultural and linguistic relevance significantly influence consumer perception in the pay-TV industry. Studies have shown that a fair and competitive pricing strategy affects perceived value and consumer satisfaction Graham & McGregor, (2014). Similarly, the quality and variety of content are key drivers of consumer satisfaction and loyalty Liu et al., (2017), while cultural and linguistic relevance ensures that content resonates with local audiences, enhancing their connection to the service (Chang & Shin, 2016). These factors are particularly relevant to DSTV in Addis Ababa, where economic factors, diverse cultural backgrounds, and varying language preferences are crucial in shaping consumer perceptions. By examining these independent variables, critically, the moderating effect of cultural and linguistic relevance, we aim to understand how DSTV can tailor its offerings to meet local needs, improve customer loyalty, and strengthen its market position.

In summary, there is no research done on DSTV's pricing and content strategy in the Ethiopian market highlights the need for comprehensive studies that account for the country's unique cultural and economic landscape. This study aims to provide a rich

understanding of Ethiopian consumers' perceptions, ultimately contributing to the broader literature on consumer behavior in emerging markets.

### **1.3. Basic Research Questions**

1. What is the effect of pricing strategy on consumer perception of DSTV's Services in Addis Ababa?
2. What is the effect of content satisfaction on consumer perception of DSTV's Services in Addis Ababa?
3. How does cultural and linguistic relevance moderate the relationship between DSTV pricing, program content and consumer perception?

### **1.4. Objectives of the Study**

#### **1.4.1. General Objective**

The general objective of this study was to investigate The Effect of DSTV's Service Attributes on Consumer Perception in Addis Ababa Considering Cultural and Linguistic Factors.

#### **1.4.2. Specific Objectives**

1. To examine the effect of pricing strategy on consumer perception of DSTV's Services in Addis Ababa
2. To determine the effect of content satisfaction on consumer perception of DSTV's Services in Addis Ababa
3. To investigate cultural and linguistic relevance moderate the relationship between DSTV pricing, program content and consumer perception

### **1.5. Significance of Study**

The analysis will be believed to provide a chance of increase the skill of analyzing and interpreting the current effect DSTV pricing and program content on consumer perception of DSTV's Services in Addis Ababa. It also provides important evidences on the utilization of DSTV pricing and program content to influence consumer perception of DSTV's Services. Most importantly, the study will help to marketers to understand how their utilization of DSTV pricing and program content affect target consumer perception of DSTV's Services. The study also significance for

academicians the study will serve as a work of reference for those who would like to conduct similar studies in the area.

## **1.6. Scope of the Study**

The scope of the study was discussed in terms of the issue under investigation (conceptual scope), geographical scope and methodological scope. Conceptually, the study was delimited to investigate the effect of DSTV pricing and program content on consumer perception of DSTV's Services. It tries to test the effect of three types of pricing and program content dimensions (namely pricing strategy, content satisfaction and cultural and linguistic relevance) on consumer perception of DSTV's Services. Geographically, the study was delimited to one organization called DSTV branch office which is located in Addis Ababa, Ethiopia. Also the study is delimited by the research methodology employs quantitative data analysis method and it is employed only close ended questionnaires data collection technique.

## **1.7. Organization of the Paper**

The research was organized into five chapters: The first chapter introduces the background of the study, research questions and the objectives of the study. Besides, it states the motivation of doing this study and also it includes delimitation of the study. Chapter two examines related Literatures in the areas of pricing and program content and consumer perception. Theoretical and empirical reviews are part of this chapter. At the end, the conceptual framework will present. In chapter three the research methodologies will present. In chapter four presents results and discussion of the study and finally, chapter five presents the major findings, conclusions, recommendations, limitations and forwarded suggestions directions.

## CHAPTER TWO

### 2. REVIEW OF RELATED LITERATURE

#### **Introduction**

The chapter documented empirical and theoretical literature. Empirical evidence presents past studies that have documented The Effect of DSTV's Service Attributes on Consumer Perception in Addis Ababa. Conceptual framework will present hypothesized effect of DSTV's Service Attributes (pricing and program content) on consumer perception.

#### **2.1. Pricing**

Safaeian (2019) defines pricing as assigning monetary value to a certain product following complex calculations involving the production costs, taxation, and other additional variables aimed at ensuring affordability as well as keeping the company afloat to maintain a healthy financial status. Price is a significant element in the marketing mix. 'Marketing mix' is referred to as the controllable marketing tools through which a firm is able to produce a response for the targeted market. In the marketing mix, price has its own place which determines a customer's payment to acquire a product (Riaz & Tanveer, n.d.). Pricing is one of the major elements of the marketing plan. It enables to differentiate a product or service from another one of similar characteristics. Pricing decisions derive from the underlying objectives and best-suited strategies. The elements of pricing objective include profit maximization, revenue maximization, quality leadership, quantity maximization and survival (Roth, 2007). Pricing objective is focused on three factors, i.e. nature, the desired level of attainment and the associated time horizon. Pricing objectives of service organizations are profit maximization, sales maximization, market share maximization, market share increase, return on investment (ROI), price differentiation, price stability in the market, sales stability in the market, discouragement of new competitors, maintenance of existing customers, long term survival (Avlonitis & Indounas, 2005). The underlying factors that determine a company's price decisions can be categorized as internal factors and external factors. Internal factors include company's marketing objectives; marketing mix strategy, and costs; whereas external factors consist of market environment, demand competition (Khoso, Ahmed, & Ahmed, 2014).

## 2.2. Pricing strategy

Pricing strategy is beneficial in terms of diverse purchasing behavior of various customers. Secondly, high degree of demand and uncertainty create more revenue. On the other hand, rigidity of production boosts the organization to play with prices (Dolgui & Proth, 2010). The effectiveness and relevance of different pricing strategies such as penetration strategy and price differentiation strategy can be determined by its outcome in terms of sales and customer satisfaction. Organizations can apply any of these strategies to achieve their pricing objective.

The most common price strategies are high and low price strategies, and adjustable strategy. The high price strategy entails price setting on the basis of the value of the product as perceived by customers. Adjustable strategy identifies strategies like price discrimination strategy, price skimming, discount strategy, penetration pricing and yield management. Market segmentation or price discrimination strategy depends on customers' different levels of needs and their purchasing ability. Among the other popular pricing methods, discount strategy indicates discount sale which states that a set of items are sold for a limited period. Another popular pricing strategy is *price skimming*, where a product is sold at a high price initially but is lowered with time. On the contrary, penetration pricing refers to a setting where initial price is lower than later as this type is focused on cost reduction over time and discouragement of competitors' entry. Lastly, yield management or revenue management focuses on sales anticipation as well as competitors' behavior in order to generate revenue (Dolgui & Proth, 2010). Other less popular pricing methods include general pricing approaches like cost-plus pricing, break even pricing, value based pricing, and competition based pricing. There are other strategies like product mix pricing strategy and price adjustment strategy. Product mix pricing strategy can further be distinguished into many types like product line pricing, optimal product pricing, captive product pricing, byproduct pricing, product bundle pricing. Finally, price adjustment strategies can take various forms like discount and allowance pricing, segmented pricing, psychological pricing, references prices and promotional pricing (Khosro et al., 2014).

Businesses use different pricing strategies depending on their plans, goals, market positions, and commitment to meeting customers' needs. When effectively applied, a pricing strategy will guide managers and the marketing teams in setting prices that resonate with the company's goals and objectives (Agbaeze et al., 2020). The proposed business strategy is purchasing credit and paying as you go. One can pay for telecommunication services such as sending SMS using credit from the company or buying the airtime and sending the SMS. Availing the customer with such airtime purchasing options enables them to make an informed decision on the pros and cons of purchasing airtime or borrowing credit from the company. Zhao and Huchzermeier (2019) studied the effectiveness of purchase order financing and advance payment discounts in managing the supplier's financial distress.

### **2.3. Content satisfaction**

Content satisfaction refers to the level of satisfaction users or consumers feel about specific content, whether it be articles, videos, social media posts, or any other form of media. It assesses how well the content meets the expectations and needs of its audience. In their study on the impact of content quality on user satisfaction, Pavlov, O. & Othman, M. (2020) found that higher quality content not only increased user engagement but also significantly improved overall satisfaction levels among users (Journal of Digital Media 2022). Understanding and measuring content satisfaction is crucial for content creators and marketers as it directly impacts user retention, loyalty, and brand reputation. By focusing on relevant, high-quality, and engaging content, organizations can enhance the satisfaction levels of their audience. Typically it is the level of contentment or approval that participants express regarding the content of a study, such as surveys, educational materials, or media. It can be an essential element to measure, especially when researching user experiences, educational outcomes, or content effectiveness. Below is a summary of key concepts related to content satisfaction, followed by a list of references that can provide further insights (Hawkins, D., & Cummings, L. 2020).

Content satisfaction plays a crucial role in user retention, engagement, and overall experience. Satisfied users are more likely to return to a platform, share the content, and engage in community discussions, leading to increased brand loyalty and a positive feedback loop. For further exploration, you may look into additional studies

from journals focusing on digital communication, online behavior, and user experience, as they often cover facets of content satisfaction in various contexts. It is closely tied to how engaging and interactive content is. Whether through comments, social shares, multimedia, or user-generated content, engaging content tends to foster higher satisfaction. (Hwang, J., & Kim, S. 2015).

## **2.4. Cultural and Linguistic Relevance**

Cultural and linguistic relevance refers to the way in which language reflects and is influenced by the cultural context in which it is used. These two aspects are inseparable, as language is not merely a tool for communication but a vessel of meaning shaped by shared beliefs, practices, values, and historical experiences within a community. Cultural and linguistic relevance is essential in understanding how societies form their identities, convey ideas, and interact with the world. Culture encompasses the social practices, customs, values, art, beliefs, and norms of a particular group of people (Gay, G. (2010)). It is a broad, dynamic system that affects all aspects of human life. Language, on the other hand, is the system of communication that involves the use of sounds, symbols, or gestures to convey meaning. It is both shaped by and a shaper of culture. As people communicate, they not only exchange information but also transmit cultural norms, history, and values. Different cultures may prioritize different aspects of experience, which can influence linguistic structures. For example, some languages, such as the Eskimo-Aleut languages, have a multitude of words for snow, reflecting the importance of snow in the daily lives of speakers in Polar Regions. Other languages, such as Spanish or Italian, use formal and informal versions of "you" to reflect social hierarchies and relationships, showing how culture shapes language structure. Cultural and linguistic relevance in media is important for ensuring diverse communities see themselves reflected in a way that respects their values and traditions. The portrayal of different cultural groups in film, television, and online platforms should move beyond stereotypes to provide a more nuanced and accurate picture of those groups. Language, too, plays a critical role in media; dubbing, subtitles, and translations must be sensitive to both the linguistic and cultural context of the target audience (Piller, I. (2016)).

## **2.5. Relationship Between Pricing, Program Content, and Consumer Perception**

According to Chang, J. C., & Lee, M. Y. (2018), the relationship between pricing, program content, and consumer perception plays a crucial role in shaping market dynamics, particularly in industries such as media, entertainment, and technology. This interconnected relationship helps businesses to optimize their offerings, reach the right target audience, and influence consumer behavior in a competitive market. Below is an analysis of how each factor influences the others and how they collectively impact the consumer's evaluation and purchasing decision. Price is one of the most important factors influencing consumer perceptions. The perceived fairness of a price is central to how consumers judge its value. Several key factors govern this relationship. Consumers often use price as a cue for quality, assuming that higher-priced products or services are of better quality. This is particularly relevant in sectors where the content is intangible, like digital streaming or software. For example, a streaming service that charges a higher subscription fee may be perceived as having superior content offerings. However, the challenge for businesses is to ensure that the content justifies the price; if it does not, the consumer perception can quickly shift negatively. Consumers also respond to psychological pricing tactics such as price anchoring, decoy pricing, and bundling. A higher-priced premium package may make a standard package seem more affordable, even if it is still above the consumer's original price expectation. By strategically pricing their offerings, businesses can influence consumer behavior and perception, making them feel they are getting a better deal (Kim, W. & Kim, H. B. 2016).

## **2.6. Empirical Studies**

According to the study conducted by M. O'Neill, (2018) investigates consumer perceptions of pricing models and content strategies in television, comparing ad-supported and ad-free platforms (e.g., free TV vs. premium subscription channels). The study finds that while consumers value ad-free content, they are willing to pay less for platforms that offer a mixture of ads and content, provided the content quality is high. Additionally, the study shows that consumers' perceptions of pricing fairness

in ad-supported models are influenced by the frequency and relevance of the advertisements.

Content satisfaction significantly impacts consumer perceptions by influencing how users view a brand's credibility, relevance, and overall value. High levels of content satisfaction can lead to increased trust in a brand, enhanced loyalty, and positive word-of-mouth promotion, while low satisfaction can result in negative perceptions and disengagement (Holliman & Jones, 2013).

In the context of entertainment, (e.g., television, streaming services, online content), the type of program content significantly impacts consumer satisfaction, engagement, and retention. Consumers often evaluate content based on personal preferences, perceived quality, and how well it fits their needs. (Zhang, J. & Yang, S. 2020).

Pricing affects consumer behavior through perceived fairness and value, while content directly impacts satisfaction and retention in sectors like media and entertainment. Researchers continue to explore these dynamics as companies increasingly rely on sophisticated pricing models and content strategies to attract and retain consumers (Lee, T., & Choi, E. 2021).

Consumer perceptions and pricing strategy are significantly linked the way consumers perceive a product or brand can heavily influence their willingness to pay and how they respond to pricing strategies. Here are some key points that summarize this relationship (Kukar-Kinney, M. (2016).

Firms may adopt low initial prices to attract consumers and gain market share. Once loyalty is established, prices may gradually increase. Consumer perceptions of value can influence the success of this strategy (Kotler & Keller, 2016).

## **2.7. Hypothesis of the Study**

Hypothesis testing is a method used in statistics to make decisions or draw conclusions about a population based on sample data. It helps determine whether the observed data is strong enough to reject a starting assumption (Kotler and Keller 2016). Pricing plays a crucial role in shaping consumer perception, especially in service based industries like pay-TV. Consumers often assess the fairness, transparency, and value of pricing before forming judgments about the service provider. According to Kotler and Keller (2016), strategic pricing not only influences

consumer purchase behavior but also helps in establishing a favorable brand image. Therefore, based on the Literatures identified above the researcher was developed the following hypothesis.

1. Pricing strategy has a positive and significant effect on consumer perception of DSTV's Services.
2. Content satisfaction has a positive and significant effect on consumer perception of DSTV's Services.
3. Cultural and linguistic relevance positive and significant effect on consumer perception of DSTV's Services.

## 2.8. Conceptual Frameworks of the Study

The proposed framework for this research proposal will illustrate in Figure 2.1. The framework shows the Effect of DSTV's Service Attributes on Consumer Perception Considering Cultural and Linguistic Factors in terms of pricing strategy, content satisfaction and culture and linguistic relevance.

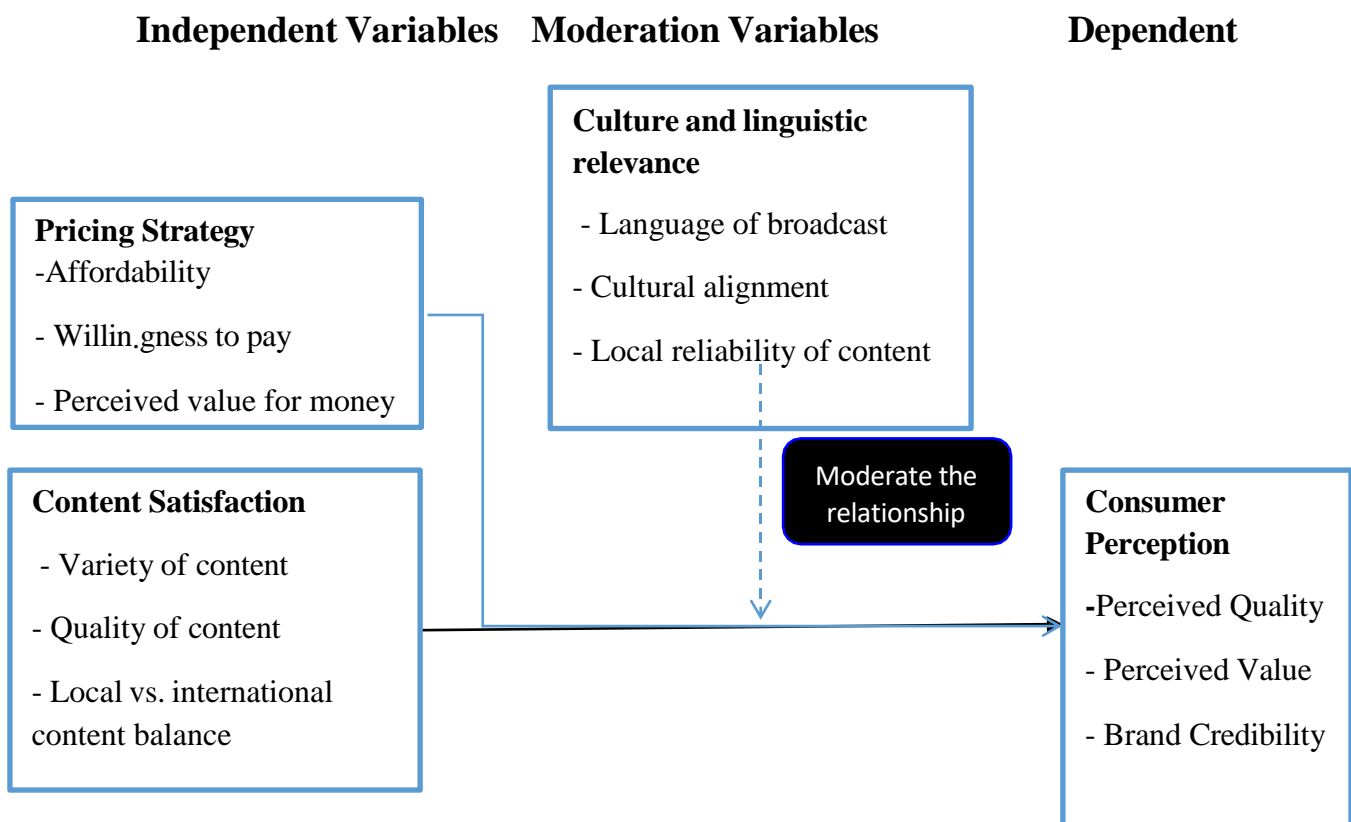


Fig 2.1: Conceptual frame work model

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1. Introduction**

This chapter discusses the research methodology of the study including the research approach and design; sources and methods of data collection; population, sample size and sampling techniques; reliability and validity of data collection instruments; method of data analysis, and the ethical considerations.

#### **3.2. Descriptions of the Study Area**

The area of the study was focused on The Effect of DSTV's Service Attributes on Consumer Perception in Addis Ababa. All the data that are important to this study was collected from DSTV consumer in Addis Ababa.

#### **3.3. Research approach**

The study was primarily built on quantitative data gathered via structured questionnaire. Thus, the researcher applies quantitative research approach to determine effect of DSTV's service Attributes (pricing and program content) on consumer perception. This approach is suitable for the researcher in order to see, identify and evaluate the effect of DSTV pricing and program content on consumer perception.

#### **3.4. Research design**

The study was used both descriptive and explanatory research design. Accordingly, in descriptive method the study was focus on the determination of the frequency with which an event occurs and how variables are related in a particular context. And in explanatory approach the study was concerned with determining the impact and cause and effect relationships among variables and consumer perception, with a specific focus on understanding the moderating effect of cultural and linguistic relevance on the relationship between pricing strategy, program content, and consumer perception.

According to Sekaran and Bougie (2016), such explanatory research can easily harmonize with the cause-and-effect design. The cause-and-effect design, intended to be conducted in the current research, examines the impact of independent variables on dependent variable. Hence, this research was undertaken with descriptive and explanatory research design in order to give an adequate description of the variables and reveal the extent to which the factors of DSTV pricing and program content on consumer perception services in Addis Ababa.

### **3.5. Population**

The target populations of this research were all consumers of DSTV satellite TV located in Addis Ababa. However, there is lack of knowledge about the total number of DSTV customers in the city. In other words, it is difficult to have a sampling frame for the target population.

### **3.6. Sample size**

In this study, the researcher was used a convenience sampling due to the difficulty in obtaining a sampling frame from the total population. In this technique the sample selection process is continued until the required sample size has been reached. To determine the appropriate sample size for this study, Cochran's formula was utilized. Cochran's formula is widely recognized for calculating sample sizes in situations where the population is large and allows researchers to achieve a desired level of precision and confidence (Cochran, 1977). The formula is given by:

$$n_0 = \frac{Z^2 p(1 - p)}{e^2}$$

Where  $n_0$ = required sample size;

Z= Z-value (the number of standard deviations from the mean corresponding to the desired confidence level)

e = margin of error

p= estimated proportion of the population that has the attribute of interest

Applying these values in Cochran's formula:

$$n_0 = \frac{(1.96)^2 \cdot 0.5(1 - 0.5)}{(0.05)^2} = \frac{3.8416 * 0.25}{0.0025} = \frac{0.9604}{0.0025} = 384$$

However, to assess representative more accurately, it's important to consider the estimated total number of DSTV subscribers in Addis Ababa. Therefore, by assuming approximately 300,000 to 500,000 DSTV customers in Addis Ababa, a sample of 384 represents a confidence level of 95% with a 5% margin of error, which is considered statistically reliable and sufficient for generalizing findings within this context. Therefore, the selected sample is both methodologically sound and appropriately scaled relative to the size of the target population, supporting the validity and credibility of the research conclusions.

### **3.7. Sampling technique**

Since it was difficult to prepare sampling frame for the target population (DSTV customers in Addis Ababa), the researcher is subjected to use non-probability sampling method. Non-probability sampling techniques, which were convenience sampling, were used to undertake the study and to complete the structured questionnaire on voluntary basis. It is typically not practical to include every member of the population of interest in a research study. Primarily the main reason to use this technique was due to the unavailability of a comprehensive and accessible sampling frame of DSTV subscribers and potential for sampling bias, as respondents may not be fully representative of all DSTV users in Addis Ababa. In addition to this, to mitigate this limitation, efforts will make to diversify the sample across different districts in Addis Ababa and include participants of varying ages, income levels, educational backgrounds, and subscription types.

### **3.8. Sources of Data**

In order to address the objectives and questionnaires established ahead, the study will use both primary and secondary source of data. The primary data collection technique is close ended questionnaires and Secondary data sources will; company reports, conference papers, and previous studies conducted in related topics.

### **3.9. Data collection Methods**

Questionnaires were collected by checking the completeness of the data and by appreciating their participation and devoting their precious time for the research. For quantitative data, the respondents were asked to indicate their level of agreement and disagreement using a five-point Likert. Data collection tool for this study were structured questionnaire comprising mainly close-ended questions designed to quantify consumer perceptions of DSTV's pricing, content satisfaction, and cultural relevance. However, recognizing that these questions may not fully capture the complex motivations and subjective experiences of respondents, a limited number of open-ended questions was also included. These open-ended items invite participants to elaborate on why they perceive DSTV's pricing as affordable or unaffordable, and to identify specific content elements they find either satisfying or lacking.

### **3.10. Measurement of Variables**

All variables in this study were measured using a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), unless otherwise specified for demographic questions. This scale allowed for the capture of nuanced opinions and perceptions from the respondents. The specific constructs and their measurement items are detailed below:

#### **Dependent Variable: Consumer Perception**

- Measured by items assessing overall satisfaction with DSTV services, whether DSTV meets entertainment needs, likelihood to recommend DSTV, preference for DSTV as a pay-TV provider, and perceived value for money.

#### **Independent Variables:**

- **DSTV Pricing Strategy:** Measured by items assessing alignment of pricing structure with content, perceived value for money, overall entertainment experience despite cost, willingness to switch to cheaper alternatives, and willingness to continue subscribing with slight price increases.
- **DSTV Content Satisfaction:** Measured by items assessing variety of channels, quality and engaging nature of content, availability of local Ethiopian content, satisfaction with international channels, and consistency of content updates.

### **Moderator Variable: Cultural and Linguistic Relevance**

This variable was conceptualized as the extent to which DSTV's content and services resonate with the cultural values, traditions, and linguistic preferences of the Ethiopian audience. It was measured by items assessing whether DSTV content reflects Ethiopian culture, if programs are offered in local languages, if cultural and linguistic relevance enhances the viewing experience, if DSTV addresses the cultural and linguistic needs of Ethiopian audiences, and if respondents prefer DSTV due to its cultural and linguistic relevance. The inclusion of this variable as a moderator is critical to understanding how the impact of pricing and content on consumer perception might vary depending on the degree to which consumers perceive DSTV as culturally and linguistically relevant.

### **3.11. Method of Data Analysis**

Quantitative data gathered via structured questionnaire were processed via SPSSV and analyze using descriptive and inferential statistics. Descriptive statistics (frequency, percentage, mean and standard deviation) was used to describe the perception of customers towards media advertisement and their buying behavior. Moreover, the researcher used correlation analysis (to determine the association between STV pricing and program content and consumer perception) and multiple linear regression analysis (to test the effect of DSTV pricing and program content on consumer perception).

### **3.12. Ethical Considerations**

According to Leedy et al., (2005) there are a number of key ethical issues that protect the rights of research participants. These are protection from harm, informed consent, the right to privacy and honesty with professional colleagues. The principle of informed consent requires that respondents not be forced to participate in research. This capacity that potential lookup individuals have to be entirely informed about the procedures and dangers worried in lookup and should provide their consent to participate. In this study, the participants are well informed about the nature of the study, and participation was on a voluntary basis.

The researcher was clarifying to the respondents about the objectives of the study and explains that the information was used only for research and academic purposes.

During conducting data collection, both honesty and respect for the rights of the respondents is in place. Again, the researcher respected the rights to anonymity, confidentiality and informed consent of the respondents. The researcher also requests the consent of the respondents to conduct the research study with the official letter and finally permission is given.

### 3.13. Reliability and validity of data collection instruments

**Reliability:** - is the extent to which a measurement reproduces consistent results if the process of measurement were to be repeated Malhotra & Birks (2007), In order to check the internal consistency of the instrument, a pilot study was conducted on respondents and reliability test will be conducted using Cronbach-Alpha. Cronbach-alpha is widely used in educational research when instrument for gathering data have items that are scored on a range of values, i.e. different items have different scoring points or attitude scales in which the item responses are in continuum Oluwatayo (2012), This coefficient varies from 0 to 1, and a value of 0.6 or less generally indicates unsatisfactory level of internal consistency (Malhotra & Birks, 2007).

**Table 3.1 Test of Reliability**

Variables	No of items	Cronbach's alpha
DSTV Pricing Strategy	5	.762
Content Satisfaction	5	.843
Cultural and Linguistic Relevance	5	.736
Consumer Perceptions	4	.774

Source: (Own Survey 2025)

Since in the above table 3.1, the reliability were greater than 0.7, the research instrument was reliable. In line with Sekaranand Bougie (2013), the higher the reliability coefficient the more reliable the research instrument.

**Validity Test:** The validity test of the data collection instruments will do with the help of an expert to edit the questionnaire and the interview guide. The researcher will forward the questionnaire and the interview guide to supervisor who is an expert in the area covered by the research for editing and reviewing.

### 3.14. Definition of Terms

**Pricing Strategy:** state that strategy is quite an important aspect of the production process to ensure the sustainability of the company in different ways (Gabel & Kennet 2020).

**Content Satisfaction:** refers to the degree to which users or consumers feel that the content they are interacting with meets their needs, expectations, and interests (Kumar, R., & Shah, A.2021).

**Cultural and Linguistic Relevance:** refers to the importance of considering cultural norms, values, and language use when communicating, creating content, or designing products and services (Shneiderman, B. & Jacobs, S. 2017).

**Consumer Perception:** refers to the way individuals interpret and make sense of information, products, or services based on their personal experiences, beliefs, attitudes, and values (Schmitt, B. H. 2003).

**Affordability:** refers to the degree to which something (a product, service, or living condition) can be purchased or accessed without causing financial strain to an individual or group (Institute for Higher Education Policy2020).

**Content Relevance and Satisfaction:** Assesses whether content resonates with cultural expectations and if it meets viewer satisfaction in terms of enjoyment and reliability (Kim & Choi, 2012).

**Willingness to Pay:** is a concept from economics that refers to the maximum amount an individual is willing to spend to acquire a good, service, or benefit. It reflects the value a person places on that item or experience, and is often used in consumer behavior studies, pricing strategies, and market research(Choi, S., & Choi, S. 2017).

**Perceived Value for Money:** refers to the consumer's evaluation of whether a product or service provides a good balance of quality relative to its price. It involves assessing the benefits, quality, and price of a product or service to determine if it meets or exceeds the consumer's expectations for the cost involved (Zeithaml, V. A. 1988).

## CHAPTER FOUR

### DATA ANALYSIS AND INTERPRETATION

#### Introduction

This chapter presents the analysis and interpretation of the data collected from the survey questionnaires. It begins with a summary of the response rate, followed by a detailed presentation of the demographic characteristics of the respondents. Subsequently, a descriptive analysis of the key variables DSTV pricing strategy, content satisfaction, cultural and linguistic relevance, and consumer perception is provided, including their means and standard deviations. This is followed by a correlation analysis to examine the relationships between these constructs. Finally, the chapter presents the results of the regression analysis, with a particular focus on the moderation analysis of cultural and linguistic relevance on the relationship between DSTV pricing, program content, and consumer perception.

#### 4.1. Response Rate

Out of three hundred eighty four (384) questionnaires were distributed to the respondents three hundred sixteen (316) (83%) respondents were returned back the questioner and they were different personal characteristics and background.

#### 4.2 Demographic Data

The demographic characteristics include: gender, age, and level of education. These types of data analysis study the personal information of the respondents that fill the questionnaires. The figures and tables below in this sub section present the details of background information of the respondents.

#### Gender of the Respondents

**Table 4.1 Gender of the Respondents**

	Gender	Frequency	Valid Percent
Valid	Male	195	61.7
	Female	121	38.3
	Total	316	100.0

Source: (Own Survey 2025)

As depicted on the above table 4.1, 195 (61.7%) of the respondents were male and the remaining 121(38.3%) of the respondents were female. This shows that the number of male respondents on was much greater than female.

Table 4.2 Age of the Respondents

Age of the Respondents		Frequency	Valid Percent
Valid	21-25 years	37	11.7
	26-30 years	112	35.4
	31-35 years	64	20.3
	36-40 years	57	18.0
	Above 40 years	46	14.6
	Total	316	100.0

Source: (Own Survey 2025)

In terms of age group majority of the respondents 112 (35.4%) were between 26-30 years old. While 64(20.3%) of the respondents were between 31-35 years old and 57(18.0%) were between 36-40 years old. The remaining 46 (16.8%) and 37 (11.7%) of the respondents were above 40 years old and 21-25 years old respectively.

### **Educational Level**

Table 4.3 Respondents level of education

Respondents level of education		Frequency	Valid Percent
Valid	Below grade 8	39	12.3
	Grade 10 -12 completed	49	15.5
	Certificate	104	32.9
	College diploma and above	124	39.2
	Total	316	100.0

Source: (Own Survey 2025)

As it is clearly shown on the above table 4.3, 124 (39.2%) of the respondents were college diploma and above, while 104 (32.9%) certificate holders. The remaining 49 (15.5%) and 39 (12.3%) of the respondents were grade 10 -12 completed and below grade 8 respectively.

### **4.3 Descriptive Analysis**

The measurement of central tendency and dispersion or variability of a set of data is done using the mean and standard deviation. In order to understand the descriptive coefficient measurement to the function of digitization practice and challenges in supply chain management, the researcher utilizes SPSS to run frequency and

descriptive on each set of variables. The following conventions was used to depict the mean statistical values of the items based on the 5-point Likert scale: According to Lindner (2024), if the mean (M) score of 1.00–1.50 is strongly disagree, 1.51–2.50 are likely to disagree, with the statement; between 2.51–3.50 is neither agree nor disagree and with the statement between 3.51–4.50 is agree, and between 4.51–5.00 is strongly agree.

Table 4.4 DSTV Pricing Strategy

DSTV pricing strategy on consumer perception	N	Mean	Std. Deviation
DSTV’s pricing structure aligns well with the content it provides.	316	3.38	1.193
I feel that DSTV offers good value for the price I pay.	316	3.44	1.092
DSTV provides a better overall entertainment experience despite its cost.	316	3.45	1.188
I would switch to another service if a cheaper but similar alternative became available.	316	3.40	1.195
I would continue subscribing to DSTV even if the price increased slightly	316	3.40	1.112
<b>Grand mean</b>		<b>3.414</b>	

Source: (Own Survey 2025)

As shown in the above table 4.1, in the first objective of the first statement on DSTV pricing strategy on consumer perception was about DSTV’s pricing structure aligns well with the content it provides. The mean value of the respondents’ response lay on 3.38 with standard deviation of 1.193. The mean score value lay in the above table neither agree nor disagree. Therefore, this implies that DSTV’s pricing structure aligns well with the content it provides were with moderate situation. The other issue about DSTV pricing strategy was DSTV offers good value for the price consumers pay. The mean value of was 3.44 with standard deviation of 1.092. Therefore, this implies that most users feel the service is reasonably priced for what they receive, even if not ardently so.

The third statement was regarding on DSTV provides a better overall entertainment experience despite its cost. In this statement the mean value was 3.45 with standard

deviation of 1.188. Therefore, this implies that respondents believe DSTV delivers a superior entertainment experience, which helps offset its relatively high price.

The fourth statement was regarding on consumers switch to another service if a cheaper but similar alternative became available. The mean score value was 3.40 with standard deviation of 1.195. Therefore the respondents replied that neither agree nor disagree. Therefor this indicating those respondents generally neither agree nor disagree about switch to another service if a cheaper but similar alternative became available. This indicated that a moderate tendency toward price sensitivity and DSTV's value proposition is not strong enough to lock in all consumers if viable competitors arise.

The fifth statement was regarding on consumers continue subscribing to DSTV even if the price increased slightly. The mean value of the respondents' response was also 3.40 with standard deviation of 1.112. So the mean value of 3.40 indicates that, on average, the responses fall somewhat above the neutral point (3) but not high enough to indicate strong satisfaction. This means that, overall, staff's perception of the allocation and scheduling system is slightly positive but not devastatingly so. Therefore this indicated that, consumers continue subscribing to DSTV even if the price increased and a score of 3.40 is closer to the middle of the scale, which reflects a mildly positive or moderate toward consumers subscribing to DSTV.

Table 4.5 DSTV Content Satisfaction

<b>Content satisfaction on consumer perception of DSTV's</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
DSTV offers a wide variety of channels that cater to my interests	316	3.31	1.104
The content available on DSTV is of high quality and engaging.	316	3.59	1.079
DSTV provides enough local Ethiopian content to meet my entertainment needs.	316	3.67	1.154
I am satisfied with the international channels and programs offered by DSTV.	316	3.57	.994
DSTV consistently updates and improves its content offerings.	316	4.00	.910

<b>Grand mean</b>		<b>3.62</b>	
-------------------	--	-------------	--

Source: (Own Survey 2025)

The second objective was regarding on content satisfaction on consumer perception of DSTV's. Under the first statement of DSTV that offers a wide variety of channels that provide to consumers interest. The mean value of the respondents' response was 3.31 with standard deviation of 1.104. This implied that many users may not feel the available channel packages and they reflect their specific personal interests of moderate satisfaction. The other issue was regarding content availability on DSTV is high quality and engaging. The mean value of the respondents' response was 3.59 with standard deviation of 1.079. This implied that the mean value shows that consumers largely perceive DSTV's content as high quality and enjoyable.

The third issue was regarding DSTV provides enough local Ethiopian content to meet consumer entertainment needs. The mean value of the respondents' response was 3.67 with standard deviation of 1.154. This implied that respondents generally agree with the statement that inadequate a higher rated statement, suggesting that local Ethiopian content is meeting viewer expectations in a higher level.

The fourth statement was about consumers' satisfaction with the international channels and programs offered by DSTV. The mean value of the respondents' response was 3.57 with standard deviation of 0.994. This implied that respondents generally agree and express positive satisfaction with DSTV's international content offering, highlighting a well-balanced range.

The other and final statement in the second objective was DSTV consistently updates and improves its content offerings. A mean of 4.00 with standard deviation of 0.910 was the highest valued statement, showing strong consumer approval of DSTV's efforts to refresh and update content regularly.

As shown the above table, the overall score indicates a generally favorable perception of DSTV's content satisfaction among consumers. It reflects a strong content strategy, especially in the areas of local content, international offerings, and content updates, though personalization remains an opportunity.

Table 4.6: Cultural and Linguistic Relevance

<b>Cultural and linguistic relevance on consumer perception of DSTV's Services</b>	N	Mean	Std. Deviation
If another provider offered more culturally relevant and language-inclusive programming, I would consider switching.	316	3.46	1.198
I feel DSTV contributes positively to cultural awareness	316	3.35	1.099
DSTV offers enough programming in Ethiopian languages	316	3.62	1.067
DSTV supports multilingual content that accommodates viewers from different backgrounds.	316	3.58	1.239
I prefer watching locally produced content over international content on DSTV.	316	3.63	1.104
<b>Grand mean</b>	316	<b>3.52</b>	

Source: (Own Survey 2025)

As shown table 4.6 above in the third objective of the first statement regarding consumers feeling with another provider offered more culturally relevant and language inclusive programming. A mean of 3.46 with standard deviation of 1.198 was consumers had moderate to high level of openness to switching providers if better cultural and language based options were available and this indicates a competitive risk for DSTV if it fails to localize more deeply.

The second statement was about feeling of consumers on DSTV contributes positively to cultural awareness. A mean of 3.35 with standard deviation of 1.099 shows that the lowest rated and they suggested that limited recognition of DSTV's role in promoting Ethiopian culture. The study was supported by the report of African Union (2022), media platforms must go beyond entertainment to contribute to cultural education and identity preservation. DSTV may need to feature more documentaries, cultural programming, or local storytelling.

The third statement in the above table 4.6 indicated that about DSTV offers enough programming in Ethiopian languages. The mean of 3.62 with standard deviation of

1.067 indicates general satisfaction with language inclusion, suggesting DSTV has made meaningful progress in offering content in Ethiopian languages.

The fourth statement in same table above indicated that, DSTV supports multilingual content that accommodates viewers from different backgrounds. A mean value of 3.58 with standard deviation of 1.239 indicated that respondents generally agree that Consumers recognize DSTV’s inclusivity in language support, which is important in multicultural societies like Ethiopia. Therefore this implied that DSTV should enhance this strength by integrating more multilingual subtitles, audio dubbing, and pan-African content reflecting linguistic variety.

The fifth statement on the other issue was regarding, consumers’ preference watching locally produced content over international content on DSTV. A mean value of 3.63 with standard deviation of 1.104 indicated that a strong preference for local content, showing a shift in viewer behavior toward culturally relevant material. The finding was supported by the study done by GSMA (2022) found that across Sub-Saharan Africa, locally produced content had higher emotional engagement and repeat viewership than imported content. The grand mean reflects a generally positive perception of DSTV's cultural and linguistic relevance, but also highlights key opportunities for deeper cultural integration and differentiation in a competitive and ethno linguistically diverse market.

Table 4.7: Consumer Perceptions on DSTV Service

<b>Consumer Perceptions on DSTV Service</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
I am satisfied with the quality of DSTV’s service and signal reliability.	316	3.35	1.124
Even if a new pay- TV provider became available, I would still prefer DSTV.	316	3.53	1.122
DSTV provides better customer service compared to other entertainment providers.	316	3.59	1.147
DSTV’s subscription fees are reasonable for the content and service provided.	316	3.49	.990
DSTV offers a diverse selection of channels that meet my entertainment needs.	316	3.94	.987

	Grand			
mean		316		

Source: (Own Survey 2025)

As shown in the above table 4.7, consumer perceptions of DSTV service, based on responses they reveals varying levels of satisfaction across different service aspects. The lowest valued statement, with a mean of 3.35, relates to satisfaction with DSTV service quality and signal reliability, suggesting that while generally acceptable, technical consistency may be an area needing improvement. Subscription fee reasonableness follows with a mean of 3.49, indicating moderate approval of pricing in relation to service value. The statement, —Even if a new pay TV provider became available, they would still prefer DSTV scored 3.53, showing a fair level of brand loyalty, though this could be challenged by competitive offerings. Customer service was rated slightly higher at 3.59, reflecting relatively positive experiences with DSTV support services. The highest satisfaction was recorded for channel diversity, with a mean of 3.94, suggesting that DSTV wide variety of entertainment options strongly meets consumer needs. The grand mean of approximately 3.58 indicates an overall moderately positive perception of DSTV services, with particular strength in content variety, while signal reliability and price sensitivity remain key areas for potential improvement.

#### **4.4 Correlation analysis**

##### **4.4.1 Correlation analysis between constructs of DSTV pricing, program content and consumer perception**

This section presents correlation analysis in relation to the objectives of the study and the relationship between supply chain integration practices and organizational performance was investigated. The bivariate Pearson’s coefficient of correlation is a measure of the degree of relationship between two variables and is denoted by  $r$ . Basically, a Pearson product-moment correlation attempts to draw a line of best fit through the data of two variables, and the Pearson correlation coefficient was conducted to examine the relationship between variables,  $r$ , indicates how far away all these data points are to this line of best fit (how well the data points fit this new model/line of best fit). The Pearson correlation coefficient,  $r$ , can take a range of

values from +1 to -1. A value of 0 indicates that there is no association between the two variables (B.Burns & R.Burns 2008).

Interpretation of correlation coefficient (r) size is as follows: if the correlation coefficient falls between 0.1 to 0.20, it is slight correlation or small; if it is between 0.20 to 0.40 is low correlation or weak relationship, if it lies between 0.40 to 0.60 moderate; if it falls along 0.70 to 0.90 high correlation or substantial relationship and if it is within 0.90 to 1.00 it is very high correlation or very strong correlation between variables (B.Burns & R.Burns 2008).

Table: 4.8. Pearson's coefficient of correlation

Variables		DSTV Pricing Strategy	Content Satisfaction	Cultural and Linguistic Relevance	Consumer Perceptions
DSTV Pricing Strategy	Pearson Correlation	1	.274**	.328**	.440**
	Sig. (2-tailed)		.000	.000	.000
Content Satisfaction	Pearson Correlation	.274**	1	.187**	.678**
	Sig. (2-tailed)	.000		.001	.000
Cultural and Linguistic Relevance	Pearson Correlation	.328**	.187**	1	.338**
	Sig. (2-tailed)	.000	.001		.000
Consumer Perceptions	Pearson Correlation	.440**	.678**	.338**	1
	Sig. (2-tailed)	.000	.000	.000	

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: (Own Survey 2025)

Hence, in the study Bivariate Pearson Coefficient (r) was used to examine the relationship between the DSTV Pricing Strategy, content and Consumer Perceptions by using a two-tailed test of statistical significance at the level of 99% significance  $P < 0.05$ . As it was shown in the above table 4.7, DSTV Pricing Strategy and Consumer Perceptions ( $r = 0.440$ ,  $p < 0.01$ ). Here, there is a moderate positive correlation, indicating that favorable pricing strategies strongly relate to better overall consumer perceptions of DSTV. This shows pricing strategy is a prominent factor influencing

consumers' overall attitudes towards DSTV's service and brand. Whereas content Satisfaction and consumer perceptions ( $r = 0.678$ ,  $p < 0.01$ ) indicated that a high positive correlation, representing that content satisfaction significantly impacts consumer perceptions. When consumers are more satisfied with the content, their overall perception of DSTV improves significantly. Cultural & linguistic relevance and consumer perceptions ( $r = 0.338$ ,  $p < 0.01$ ), indicated that low to moderate positive correlation here proposes that cultural and linguistic relevance moderately enhances consumer perceptions of DSTV services. This underlines the importance of culturally appropriate and multilingual programming in shaping positive consumer attitudes. The findings align with marketing and consumer behavior theories, where pricing, content quality, and cultural relevance contribute distinctly but interactively to overall consumer perceptions (Kotler & Keller, 2016).

#### 4.5 Regression Analysis

This regression analysis is conducted to know by how much the independent variable explains the dependent variable. The regression was conducted between DSTV Pricing, Program Content (independent variable) and Consumer Perception (dependent variable). The result of the regression analysis was presented as follows.

##### 4.5.1 Assumption Tests of Regression Analysis

###### 4.5.1.1 Test of Homoscedasticity

Homoscedasticity means the variance of the residuals is constant across all levels of the independent variables. This is one of the key assumptions in linear regression. If the residuals fan out or narrow in a pattern when plotted, it suggests heteroscedasticity, which violates this assumption and can bias statistical tests (Field, A. 2013). Therefore in this study based on the table below it can be concluded that there is no Heteroscedasticity problem.

Table 4.9 Test of Homoscedasticity

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.534	.116		4.607	.000
	DPS	-.052	.022	-.140	-2.311	.321

	CS	.014	.027	.031	.531	.596
	CLR	-.036	.023	-.095	-1.597	.111
a. Dependent Variable: CP						

Source: (Own Survey 2025)

### 4.5.1.2 Tests of Linearity

Table 4.10 Tests of Linearity

			Sum of Squares	Df	Mean Square	F	Sig.
CP * DP&PC	Between Groups	(Combined)	59.015	38	1.553	7.994	.000
		Linearity	49.134	1	49.134	252.906	.000
		Deviation from Linearity	9.881	37	.267	1.375	.081
	Within Groups		53.815	277	.194		
	Total		112.830	315			

Source: (Own Survey 2025)

CP= Consumer Perception and DP&PC = DSTV Pricing and Program Content

As it shown on the above table the values of sig. deviation from linearity of all variables were  $> 0.05$ . From this it can be concluded that there is a liner relationship between independent variables and dependent variable. As it can be seen from the above ANOVA table the value of sig. Deviation from linearity of each variable were above 0.05 i.e., (Sig.0.08). Therefore, each independent variable is the liner relationship with the dependent variable (consumer perception).

### 4.5.1.3 Tests of Normality

Table 4.11 Tests of Normality

	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
CP	.089	316	.000	.984	316	.002
DPPC	.057	316	.015	.989	316	.017

a. Lilliefors Significance Correction Source: (Own Survey 2025)

As shown in the above table independent variables and dependent variable was normally distributed at the value of significance level ( $p < 0.05$ ) of using Kolmogorov-Smirnov statistics.

#### 4.5.1.4 Multicollinearity Test Analysis

According to (Churchill and Iacobucci 2005), multicollinearity is concerned with the relationship which exists between explanatory variables. When there exists the problem of multicollinearity, the amount of information about the effect of explanatory variables on dependent variables decreases and as a result, many of the explanatory variables could be judged as not related to the dependent variables when in fact they are. Therefore, in this study indicated that the VIF values are less than 10 and the tolerance values are more than 0.01. This indicated that there were multicollinearity problem within the independent variables of the study.

Table 4.12 Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	Variable inflation factor(VIF)
DSTV Pricing Strategy	.846	1.182
Cultural and Linguistic Relevance	.914	1.094
Content Satisfaction	.882	1.133

Source (Own Survey 2025) Dependent Variable: Consumer Perceptions

#### 4.6 Regression Findings

Table 4.13 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.742 <sup>a</sup>	.551	.546	.40313

a. Predictors: (Constant), DSTV Pricing Strategy, Cultural and Linguistic Relevance and , Content Satisfaction

Since R<sup>2</sup> is 55.1% then the independent variable can explain 55.1% of variance on dependent variable. Consequently, and the alternative hypothesis is accepted, which

states that DSTV Pricing and Program Content elements have direct impact on Consumer Perceptions, at ( $\alpha < 0.05$ ).—R square| additionally referred to as the coefficient of determination, which is the share of the variance in the based variable that can be defined by the independent variables DSTV Pricing Strategy, Cultural and Linguistic Relevance and, Content Satisfaction, and the value of 51.1% that the independent variables explain of the variability of the dependent variable which is Consumer Perceptions. In general the regression model demonstrates a strong and significant relationship between the predictors and the dependent variable. With  $R^2 = 0.551$ , the model is effective in explaining over half the variability in consumer perception of DSTV services. This implies that strategic improvements in pricing, cultural alignment, and content quality are likely to yield meaningful increases in consumer perception.

Table 4.14 ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	62.127	3	20.709	127.432	.000 <sup>b</sup>
Residual	50.703	312	.163		
Total	112.830	315			

a. Dependent Variable: Consumer Perception.

b. Predictors: (Constant), DSTV Pricing Strategy, Cultural and Linguistic Relevance and , Content Satisfaction

As shown in the above table 4.13 the last column in ANOVA-table shows the goodness of fit of the model. It is p-value or observed significance of the F. The lower this number, the better the fit. According to Mohammed S.(2020), If Sig < .01, then the model is significant at 99%, if Sig < .05, then the model is significant at 95%, and if Sig < .1, the model is significant at 90%. Significance implies that we can accept the model. If Sig > .1 then the model was not significant (a relationship could not be found) or "R-square is not significantly different from zero", the model does not work at all. Note that p-value is the Sig. column value. Therefore, in this study, the model was fit. The third positive test is looking at the R2 value of the model summary which is  $.551 > 0$ . As this value gets approach to +1, the better the model fit.

Table 4.15 Coefficients of Variables

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.467	.166		2.821	.005
	DSTV Pricing Strategy	.178	.032	.229	5.546	.000
	Content Satisfaction	.571	.039	.587	14.790	.000
	Cultural and Linguistic Relevance	.123	.032	.153	3.789	.000
a. Dependent Variable: CP						

Source: (Own Survey 2025)

The regression coefficients were shown in the above table 4.14, the intercept, and 0.467, representing the estimated average value of Consumer Perception when DSTV Pricing Strategy, Cultural and Linguistic Relevance and, Content Satisfaction were zero. The slop of independent variables also exhibits useful predictive information about the implication. The slop of DSTV Pricing Strategy, Cultural and Linguistic Relevance and, Content Satisfaction were 0.178, 0.571, and 0.123 means that Consumer Perception increased by 17.8%, 57.1%, and 12.3% when DSTV Pricing Strategy, Cultural and Linguistic Relevance and, Content Satisfaction respectively increase by 1. An investigation of these three independent variables indicated that Content Satisfaction represented the strongest positive interference on of Consumer Perception with the standard beta value of 0.571 followed by DSTV Pricing Strategy with beta value of 0.178, and Cultural and Linguistic Relevance with beta value of 0.123. Thus the statistical results prove that DSTV Pricing Strategy, Cultural and Linguistic Relevance and, Content Satisfaction had a positive and linear relationship with Consumer Perception. In general the regression analysis indicates that DSTV's pricing strategy, content satisfaction and cultural and linguistic relevance all significantly affect consumer perception. Among these, content satisfaction has the greatest impact, followed by pricing strategy and cultural relevance.

#### **4.6.1. Testing Moderation: Cultural and Linguistic Relevance as a Moderator**

A moderation analysis was conducted to assess whether Cultural and Linguistic Relevance moderates the relationship between Pricing Strategy, Content Satisfaction,

and Consumer Perception (Memon, 2019). The results indicated that Pricing Strategy, Content Satisfaction, and Cultural and Linguistic Relevance all had significant positive direct effects on Consumer Perception. However, the interaction terms representing the moderating effects of Cultural and Linguistic Relevance were not statistically significant. This suggests that Cultural and Linguistic Relevance does not significantly change the impact of Pricing Strategy or Content Satisfaction on Consumer Perception.

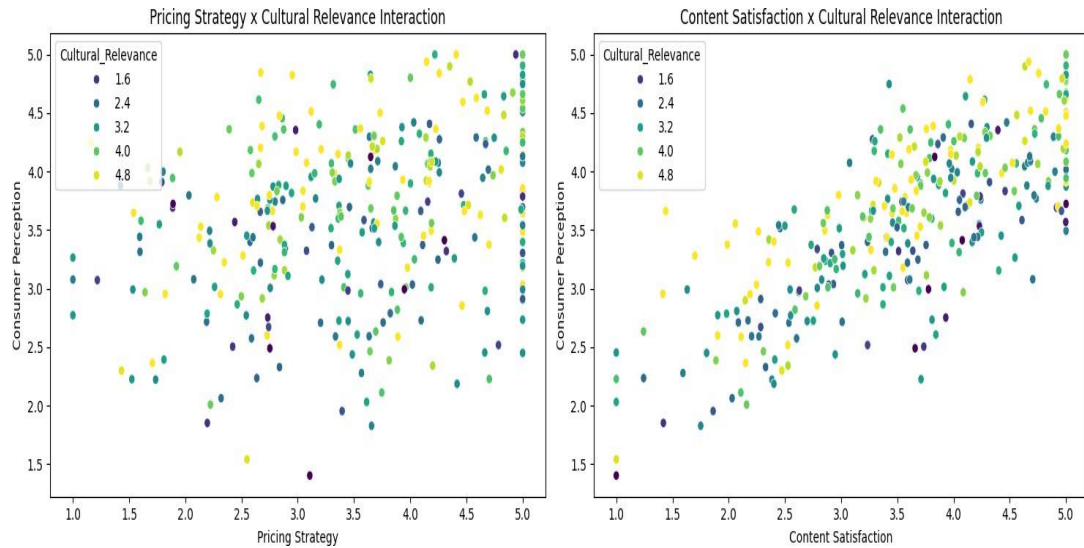
Predictor	Coefficient (β)	Std. Error	t-value	p-value	Significant?
Intercept (constant)	0.0032	0.03	0.104	0.917	No
Pricing Strategy	0.2437	0.03	8.03	<0.001	Yes
Content Satisfaction	0.7613	0.03	25.127	<0.001	Yes
Cultural and Linguistic Relevance	0.2163	0.03	7.12	<0.001	Yes
Pricing Strategy × Cultural Relevance (PS_CR)	-0.0437	0.03	-1.438	0.151	No
Content Satisfaction × Cultural Relevance (CS_CR)	-0.0051	0.029	-0.177	0.86	No

Model fit statistics:

$R^2 = 0.716$ , indicating that approximately 71.6% of the variance in Consumer Perception is explained by the model.

$F(5, N-6) = 156.6$ ,  $p < 0.001$ , indicating the model is statistically significant.

Figure 4.1 : Moderation Analysis



Interpretation: Cultural and Linguistic Relevance plays a significant direct role in shaping Consumer Perception but does not moderate the effects of Pricing Strategy or Content Satisfaction. Therefore, the relationship between these predictors and Consumer Perception is consistent across different levels of Cultural and Linguistic Relevance.

#### 4.7 Result of Hypotheses test

—Hypothesis is a formal statement that presents the expected relationship between an independent and dependent variable. (Creswell, 1994). The hypothesis provides a simple statement of association between Y and X. Nothing is indicated about the association that would allow the researcher to determine which variable, Y or X, would tend to cause the other variable to change in value. Based on the hypothesis drawn for this study the findings which were revealed are presented as shown below.

H1: Pricing strategy has a positive and significant effect on consumer perception of DSTV's Services. According to Aydin & Özer (2005), pricing significantly influences customer perception and loyalty when aligned with perceived value and affordability.

H2: Content satisfaction has a positive and significant effect on consumer perception of DSTV's Services. Choi, Kim, and McMillan (2009) found that content relevance and satisfaction are critical determinants of viewer engagement and service perception in media services.

H3: Cultural and linguistic relevance positive and significant effect on consumer perception of DSTV's Services. According to Ndavula & Mberia (2012), cultural and linguistic relevance enhances reliability and emotional connection to content, thus subtly boosting perception.

Table 4.15 Summary of hypotheses test

<b>Proposed hypotheses</b>	<b>P- value</b>	<b>r- coefficient</b>	<b>Tested value</b>
H1: Pricing strategy has a positive and significant effect on consumer perception of DSTV's Services.	.000 (P<0.05)	.178	Accepted
H2: Content satisfaction has a positive and significant effect on consumer perception of DSTV's Services..	.000 (P<0.05)	.571	Accepted
H3: Cultural and linguistic relevance positive and significant effect on consumer perception of DSTV's Services.	.000 (P<0.05)	.123	Accepted

Source: (Own Survey 2025)

## CHAPTER FIVE

### SUMMARY, CONCLUSION AND RECOMMENDATION

#### **Introduction**

This chapter provides a comprehensive summary of the study, drawing conclusions based on the findings from the data analysis, and offering recommendations for DSTV and future research. The focus remains on the The Effect of DSTV's Service Attributes on Consumer Perception in Addis Ababa: An Analysis Considering Cultural and Linguistic Factors

#### **5.1 SUMMARY**

This study aimed to investigate the effect of DSTV's pricing strategy and program content on consumer perception in Addis Ababa, specifically examining the moderating effect of cultural and linguistic relevance. A quantitative research approach was adopted, employing survey questionnaires distributed to 384 DSTV consumers, with 316 usable responses. Descriptive statistics were used to characterize the demographic profile of respondents and their perceptions of the key variables. Correlation analysis explored the relationships between pricing strategy, content satisfaction, cultural and linguistic relevance, and consumer perception. Finally, multiple linear regression, including a hierarchical moderation analysis, was conducted to test the hypothesized relationships.

The descriptive analysis revealed generally positive perceptions across all constructs, with content satisfaction showing the highest mean scores, particularly regarding content updates and improvements. Cultural and linguistic relevance also demonstrated a positive perception, indicating its importance to Ethiopian consumers. Correlation analysis confirmed significant positive relationships between all independent variables (pricing strategy, content satisfaction, and cultural and linguistic relevance) and consumer perception. This highlighted that as perceptions of pricing, content, and cultural relevance improved, so did overall consumer perception of DSTV services.

However, the moderation analysis yielded a crucial finding: while cultural and linguistic relevance was found to be a significant direct predictor of consumer perception, its moderating effect on the relationship between pricing strategy, content satisfaction, and consumer perception was not statistically significant. This implies

that, within this sample, the impact of pricing and content on consumer perception does not significantly vary based on the level of perceived cultural and linguistic relevance. Despite this, the direct positive effect of cultural and linguistic relevance underscores its independent importance in shaping consumer attitudes towards DSTV.

## **5.2 Conclusion**

Based on the findings of this study, several key conclusions can be drawn:

1. **DSTV Pricing Strategy and Consumer Perception:** The study concludes that DSTV's pricing strategy has a significant positive effect on consumer perception. While consumers generally perceive the pricing as fair, there is a moderate sensitivity to price changes and the availability of cheaper alternatives. This suggests that while pricing is important, it is not the sole determinant of consumer perception.
2. **Content Satisfaction and Consumer Perception:** Content satisfaction is a highly significant and strong positive predictor of consumer perception. Consumers are particularly satisfied with the consistent updates, international channels, and local Ethiopian content provided by DSTV. This reinforces the critical role of high-quality and relevant content in driving positive consumer perceptions and loyalty.
3. **Cultural and Linguistic Relevance and Consumer Perception (Direct Effect):** Cultural and linguistic relevance has a significant positive direct effect on consumer perception. This indicates that when DSTV's content and services resonate with the cultural values and linguistic preferences of Ethiopian audiences, it directly contributes to a more favorable consumer perception. This highlights the intrinsic value consumers place on content that reflects their identity and language.
4. **Moderating Role of Cultural and Linguistic Relevance:** Contrary to the initial hypothesis, the study concludes that cultural and linguistic relevance does not statistically moderate the relationship between DSTV pricing strategy, program content, and consumer perception. This means that while cultural and linguistic relevance is important on its own, it does not significantly alter how pricing and content influence consumer perception. The direct effects of pricing and content satisfaction on consumer perception are robust, irrespective of the level of cultural and linguistic relevance. This finding, while unexpected, provides

valuable insight into the independent nature of these influences within the Ethiopian market. It suggests that consumers value cultural and linguistic relevance as a standalone attribute rather than as a factor that changes the impact of other service aspects.

In essence, while pricing and content are fundamental drivers of consumer perception, cultural and linguistic relevance stands as an independent and significant factor. Its direct influence on consumer perception is undeniable, even if it does not amplify or diminish the effects of pricing and content satisfaction in a statistically significant way within this study's context.

### **5.3. Recommendations**

Based on the findings of this study, the researcher recommends to strengthening consumer perception as follows.

- ✓ DSTV prioritize enhancing content satisfaction, as it has the strongest positive impact on consumer perception. Therefore this can be achieved by continuously improving the quality, diversity, and relevance of content, with a strong focus on local Ethiopian programming and regular content updates.
- ✓ Cultural and linguistic inclusivity should also be strengthened by offering more programming in Ethiopian languages, multilingual subtitles, and culturally relevant content.
- ✓ Pricing Strategies although showed only a moderate correlation with consumer it remains a crucial factor. Therefore DSTV should consider value based pricing models and flexible packages to cater to varying customer segments.
- ✓ Since channel diversity received the highest satisfaction mean score. Therefore DSTV should continue to leverage this competitive advantage by promoting its broad content offering and ensuring continued relevance to consumer preferences.
- ✓ In the finding, the strongest driver of consumer perception, respondents were particularly satisfied with international, local, and updated content. Therefore expand local content to increase original local programming.
- ✓ In general, DSTV should balance strategy that strengthens content quality, pricing value, cultural relevance, and service reliability will most effectively enhance DSTV's consumer perception and long-term customer loyalty.

## **5.4. Limitations and Future Research Directions**

While this study offers important insights into consumer perceptions of DSTV services in Addis Ababa, several limitations should be acknowledged. Such as the use of questionnaires relies on self-reported data, which is subject to biases such as social desirability or recall inaccuracies. Respondents may have provided favorable or unfavorable responses that do not perfectly reflect their actual behavior or long-term satisfaction. To build on the current findings and address its limitations, future studies should expand to include more diverse regions and a broader demographic mix (age, gender, income level) to better generalize the findings to DSTV's entire subscriber base. Comparative analysis between DSTV and competing satellite/pay-TV providers (e.g., StarTimes, IPTV providers) could offer deeper insights into competitive positioning and what differentiates consumer loyalty across platforms.

## Reference

- Agbaeze, E. K., Nwosu, H. E., & Eze, S. C. (2020). Strategic pricing approaches in business markets: A review of theory and application. *Journal of Business and Management*, 22(3), 45–56.
- Aminu, I. M., & Adetona, A. R. (2023). Service quality dimensions and customer loyalty in Nigeria's pay-TV sector. *African Journal of Business Management*, 17(1), 12–25.
- Andai, J. (2016). The influence of brand equity on consumer purchase decisions of pay TV subscribers in Nairobi, Kenya (Master's thesis). University of Nairobi.
- Avlonitis, G. J., & Indounas, K. A. (2005). Pricing objectives and pricing methods in the services sector. *Journal of Services Marketing*, 19(1), 47–57.
- Chang, H. J., & Shin, M. (2016). Cultural relevance and consumer engagement in media services. *Journal of Media and Cultural Studies*, 11(2), 112–125.
- Chang, J. C., & Lee, M. Y. (2018). Strategic pricing and content alignment: An integrated approach to media services. *International Journal of Media Economics*, 21(2), 143–159.
- Choi, S., & Choi, S. (2017). Consumers' willingness to pay and pricing strategies in digital media. *Journal of Economics and Marketing*, 12(4), 76–89.
- Doyle, P. (2013). *Value-based marketing: Marketing strategies for corporate growth and shareholder value*. John Wiley & Sons.

- Dolgui, A., & Proth, J. M. (2010). Pricing strategies and production systems. Springer.
- Gabel, D., & Kennet, M. (2020). The role of pricing strategies in digital services. *Journal of Strategic Marketing*, 28(5), 455–469.
- Gay, G. (2010). Culturally responsive teaching: Theory, research, and practice (2nd ed.). Teachers College Press.
- Graham, D. J., & McGregor, A. (2014). Consumer perception and value in pay-TV markets. *Journal of Media Economics*, 27(3), 138–152.
- Hassan, M. A., & Birungi, P. (2021). Affordability and local content in African media consumption: A consumer-based study. *African Media Studies Journal*, 10(1), 34–49.
- Hawkins, D., & Cummings, L. (2020). Measuring content satisfaction in digital marketing. *Journal of Consumer Research*, 47(3), 219–233.
- Holliman, G., & Jones, M. (2013). Content marketing: The real story. *Journal of Direct, Data and Digital Marketing Practice*, 14(4), 263–267.
- Horwitz, R. B. (2020). Communications and media in Africa: Regional perspectives and global challenges. Polity Press.
- Hwang, J., & Kim, S. (2015). The role of interactivity in content satisfaction and user engagement. *Journal of Media Psychology*, 27(3), 123–132.

- Jonathan, M. (2017). The influence of branding practices on consumer choices in pay-TV services: A case study of Nairobi. *East African Journal of Marketing*, 5(2), 88–104.
- Kim, W., & Kim, H. B. (2016). Consumer psychology and pricing tactics in digital services. *Journal of Service Research*, 19(1), 44–58.
- Kim, Y., & Choi, M. (2012). The effects of content satisfaction and cultural compatibility in digital services. *Journal of International Consumer Marketing*, 24(3), 210–225.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
- Khoso, A., Ahmed, F., & Ahmed, N. (2014). Pricing strategies: An analysis of factors affecting pricing decisions in marketing. *International Journal of Business and Social Science*, 5(3), 23–30.
- Kumar, R., & Shah, A. (2021). Digital content satisfaction: What drives engagement? *Journal of Digital Marketing*, 6(1), 89–102.
- Kukar-Kinney, M. (2016). Price promotions and perceived value: A behavioral approach. *Journal of Retailing*, 92(1), 1–16.
- Lee, T., & Choi, E. (2021). Pricing fairness and consumer satisfaction in digital entertainment. *Journal of Media Economics*, 34(2), 108–125.

- Liu, Y., Zhang, Q., & Yu, X. (2017). Content satisfaction and customer retention in subscription-based services. *International Journal of Digital Media*, 8(1), 56–72.
- MO'Neill, M. (2018). Consumer preferences in pay-TV platforms: Pricing, ads, and content. *International Journal of Media Management*, 20(1), 30–48.
- Pavlov, O., & Othman, M. (2020). Impact of content quality on user satisfaction. *Journal of Digital Media*, 12(2), 78–90.
- Piller, I. (2016). *Linguistic diversity and social justice: An introduction to applied sociolinguistics*. Oxford University Press.
- Riaz, W., & Tanveer, A. (n.d.). Pricing in the marketing mix. *Marketing Science Review*.
- Roth, S. (2007). Strategic price planning for service-based businesses. *Journal of Strategic Marketing*, 15(4), 361–376.
- Safaeian, R. (2019). Pricing strategies in competitive markets. *International Journal of Business Research*, 19(4), 45–62.
- Schmitt, B. H. (2003). *Customer experience management: A revolutionary approach to connecting with your customers*. Wiley.
- Showmax. (2018). *Showmax: The next wave of video streaming in Africa*.
- Shneiderman, B., & Jacobs, S. (2017). Designing with cultural and linguistic sensitivity. *Human-Computer Interaction*, 32(2), 131–149.

Zhang, J., & Yang, S. (2020). Content engagement and viewer satisfaction in online streaming. *Journal of Interactive Marketing*, 52(1), 34–49.

Zhao, Y., & Huchzermeier, A. (2019). Financial distress and pricing options in digital markets. *Production and Operations Management*, 28(6), 1234–1249.

Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means–end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2–22.

## APPENDIX

### Questionnaire to be filled by respondents

Greetings; my name is **Tigist Habtamu** a post graduate candidate at Addis Ababa University, School of Business and Economics Currently, I am conducting a research on The Impact of DSTV's Value Proposition on Consumer Perception in Addis Ababa The main purpose of this questionnaire is to collect necessary data for the study on investigating .The study is purely for academic purpose and your response will be kept confidential. As a result, the outcome of this study will depend upon your response. This is therefore I would like to request you to fill the questionnaire as per the instruction. Your attempt to answer all the questions is highly appreciated. I confirm that the entire data collection and analysis will be held confidential and ethical.

### General Directions

It is not necessary to mention your name

Please put (√) mark in the provided space.

Thank you in advance for your cooperation!

### Part I General Information and Demographic Background of Respondents

1. Gender    Male     Female
2. Age 25 -30 years  31 – 35 years     36 – 40 years  above 40 years
3. Level of Education Secondary School  Certificate  College Diploma   
Degree     Master's Degree & Above

**Part II: Closed-Ended Questionnaire related to DSTV Pricing, Program Content and Consumer Perception**

Please rate to what extent you agree on the following DSTV pricing, program content and consumer perception. The scale below will be applicable:

**Keys:** SA=strongly Agree, A=Agree, N=Neutral, D=Disagree and SD= Strongly Disagree

**Values:** SA=5, A=4, N=3, D=2, and SD=1

**1. DSTV Pricing Strategy**

No	Statements	SD	DA	N	A	SA
1	DSTV's pricing structure aligns well with the content it provides.					
2	I feel that DSTV offers good value for the price I pay.					
3	DSTV provides a better overall entertainment experience despite its cost.					
4	I would switch to another service if a cheaper but similar alternative became available.					
5	I would continue subscribing to DSTV even if the price increased slightly					

**2. DSTV Content Satisfaction**

No	Statements	SD	DA	N	A	SA
1	DSTV offers a wide variety of channels that cater to my interests					
2	The content available on DSTV is of high quality and engaging.					
3	DSTV provides enough local Ethiopian content to meet my entertainment needs.					
4	I am satisfied with the international channels and programs offered by DSTV.					
5	DSTV consistently updates and improves					

	its content offerings.					
--	------------------------	--	--	--	--	--

### 3. Cultural and Linguistic Relevance

No	Statements	SD	DA	N	A	SA
1	If another provider offered more culturally relevant and language-inclusive programming, I would consider switching.					
2	I feel DSTV contributes positively to cultural awareness					
3	DSTV offers enough programming in Ethiopian languages					
4	DSTV supports multilingual content that accommodates viewers from different backgrounds.					
5	I prefer watching locally produced content over international content on DSTV.					

### 4. Consumer Perceptions

No	Statement	SD	DA	N	A	SA
1	I am satisfied with the quality of DSTV's service and signal reliability.					
2	Even if a new pay- TV provider became available, I would still prefer DSTV.					
3	DSTV provides better customer service compared to other entertainment providers.					
4	DSTV's subscription fees are reasonable for the content and service provided.					
5	DSTV offers a diverse selection of channels that meet my entertainment needs.					

*Thank you for your response*

