

## A Study of Jordanians' Television Viewers Habits

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**Abstract** This paper presents the results of a field study that was carried out to explore Jordanians' television viewers' habits. The study classified the viewers into three groups: viewers of terrestrial channels only, viewers of satellite channels only, and viewers of both terrestrial and satellite channels. The results of the study showed that all three groups had similar household size, education level, and similar preference towards watching Children, Family, Movies, and News channels. The study found that there is a significant percentage that statistical difference between the three groups in terms of the household income, and preference towards viewing Religion, Sports, Music, and Business channels. Furthermore, the study assesses the level of satisfaction with current TV services available to Jordanians. It was found that about 70% of the respondents are satisfied with current satellite channels that they receive, while only 25% of the respondents are satisfied with the current terrestrial channels they receive. Finally, the study investigates the probability of Jordanians subscribing to Paid-TV services, and found out that about 19% of the respondents are likely to subscribe to pay-tv.

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### 1. Introduction

Television services are currently delivered to individual households in Jordan through the use of two primary technologies: Over-the-Air (OTA) broadcasting which can be received using antennas, and Direct Broadcast Satellite (DBS) which is received using satellite receivers. The two services deliver different types of channels and programs. Over-the-air broadcasting delivers what has become known as terrestrial channels that are mostly state owned (either locally or by neighboring countries). These terrestrial channels usually focus on local news and airs locally produced programs, in addition to airing general entertainment programs such as movies, music, and sports events. On the other hand, direct broadcast satellite service delivers "satellite channels" which includes both privately and state owned channels. Some satellite channels are considered to be quite generic and air general entertainment programs that include talk shows, TV series, movies, music and sports. While there are other channels that broadcast only one genre such as news channels, music channels, sports channels, children channels, and movies channels. It should be noted here that there is a considerable number of satellite channels that are state owned. Such channels are considered an extension of the current terrestrial channels operated by some states.

Jordanian television viewers experience with satellite TV could be traced back to the nineties when

ARABSAT<sup>1</sup> was opened for commercial use, followed by NILESAT<sup>2</sup>. The number of channels available to Jordanian satellite television viewers increased from a handful of channels to more than 400 channels. The percentage of satellite TV viewers in Jordan has rapidly increased to reach about 90% of the population (MEB Journal, 2005). This increase is due at least in part to the fact that Jordan has no law banning or limiting the sale or use of equipment for receiving satellite transmissions. Another contributing factor is the availability and low price of satellite dishes in the local marketplace. For example, the price of a medium-sized receiver fell from approximately 1,000 Jordanian Dinars (JOD) or 1,400 USD in 1995 to approximately 70 JOD or 30 USD in 2011. Satellite television services offered to the Jordanian market are either free-to-air TV channels, or pay-tv channels such as Orbit®, Arab Radio and Television (ART®), and ShowTime®. Although, pay-tv networks have been operating in Jordan since the mid-nineties; recent estimates indicate that only about 4.6% of Jordanians subscribe to pay-tv (MEB Journal, 2005).

The current situation of Jordanian television market raises the interesting question of whether there

<sup>1</sup> The first Arab regional satellite

<sup>2</sup> The first Arab satellite owned by a single country, Egypt

is a difference in viewing preferences among households that drive the diffusion of satellite television, or whether traditional 'economic' factors such as price and household income are more important. This paper aims to shed light on this issue by comparing the viewing patterns and preferences of three groups of viewers: viewers of terrestrial channels only, viewers of satellite channels only, and viewers of both terrestrial and satellite channels. Furthermore, this paper will compare Jordanians' satisfaction level of terrestrial and satellite channels. Finally, the paper will explore the potentials of pay-tv market in Jordan by estimating the probability of subscribing to pay-tv.

## 2. Objectives of the Study

The current situation of Jordanian television market raises the interesting question of whether it is differences in viewing preferences among households that drive the diffusion of satellite television, or whether traditional 'economic' factors such as price and household income are more important. This paper aims to shed light on this issue through achieving the following objectives:

I. Compare the viewing patterns and preferences of three groups of viewers: viewers of terrestrial channels only, viewers of satellite channels only, and viewers of both terrestrial and satellite channels.

II. Compare Jordanians' satisfaction level of terrestrial and satellite channels.

III. Explore the potentials of pay-tv market in Jordan by estimating the probability of subscribing to pay-tv.

## 3. TV Viewing Preferences Modeling

The literature related to modeling the viewing preferences of TV viewers is mainly based on US data. For example, a number of researchers have modeled viewing choice and programming, both at the micro level using individual data, and at the aggregate level using ratings data (For example, Gensch and Shaman, 1980; Gensch, 1980; Rust and Alpert, 1984; Rust, 1986; Rust and Echambadi, 1989; Rust et al., 1992; Tavakoli and Cave, 1996; Shachar and Emerson, 2000; Goolsbee and Pertin, 2004; Yuan and Webster, 2006). As for the rest of the world, the amount of research dealing with viewing preferences is not as intensive as the US; nevertheless, a few researches addressed the viewing patterns in different parts of the world; for example, Hara et. al (2004) categorized the Japanese TV viewers based on program genres they watch, Choong-Ryuhn, and Kim (2002) identified TV viewer segments in Korea, Fam and Waller (2006) investigated TV viewer attitudes in five Asian cities (Hong Kong, Shanghai, Jakarta, Bangkok and Mumbai).

The issue of modeling the viewing preferences of television viewers received a limited attention in the Arab world including Jordan. This lack of interest could be referred to several factors such as the lack of credible television ratings, and the lack of competition between television stations that use to operate in the region before the rapid diffusion of satellite TV begins. It is expected that viewing preferences will get more attention in the future as the competition between television stations increases. Nevertheless, there exists a considerable amount of research related to television viewing that mainly focuses on discussing the cultural and political impact of satellite TV channels. For example, Ayish (2002) discussed the political communication patterns taking shape on Arab world television. Kraidy (2002) analyzed the role played by satellite television in integrating the Arab world into the global community. Some scholars such as Guloovsen et. al. (2005), Deuze (2006) focused on the relationship between culture and media usage. Galal (2005) studied the children's religious programs broadcasted by Arab satellite channels. Shaheen (2002) studied the development of new media in Egypt. Mansour (2002) studied the effect of television commercials on consumer behavior in Jordan. As far as the authors are aware, there is no published research work that investigates Jordanians television viewers' characteristics. Therefore this paper aims at exploring the viewing preferences of Jordanians viewers. Furthermore, this paper compares the viewing patterns of terrestrial and satellite television channels in Jordan.

## 4. Modeling Jordanian's TV Viewers Preferences

Jordanians have many channels available to watch. The transmission of these channels is received through either antennas or satellite receivers. Antennas are mainly used to receive a limited number of terrestrial channels. While satellite receivers are used to receive a wider range of channels that are transmitted through satellites, these channels include both Free-To-Air (FTA) channels, and encrypted channels (Pay-Tv). The number of channels offered is extremely large and exceed 400 channels in the case of satellite channels. These channels vary in terms of the content they broadcast; some channels are specialized in one program genre such as sports, or movies. Other channels offer a wide variety of program genres. The channels available to Jordanians can be classified based on the type of program genres offered into:

A field study was carried out to investigate the viewing preferences of Jordanian television viewers. More precisely the study aimed at profiling and comparing the viewing patterns and characteristics of three distinct groups of television viewers in Jordan; namely: viewers of terrestrial channels only, viewers

of satellite channels only, and viewers of both terrestrial and satellite channels. The research question investigated was: is there a difference in terms of the viewing preferences between the three groups of viewers, and what are the major characteristics of those viewers. Furthermore, the study investigated the satisfaction level of current terrestrial channels and satellite channels available to Jordanian television viewers. In addition, the study explored the potential for pay-tv services in Jordan by estimating the probability of Jordanian television viewers subscribing to pay-tv services.

Table 1. Classification of television channels

Channel Genre	Example
News	Al-Jazeera, and Al-Arabiya
Educational	Nile Education
Religion	Iqra', and Al-Majd
Sports	Dubai Sports, Kuwait Sports
Music	Melody, and Rotana
Movie	MBC2, Rotana Cinema, Amman Movies
Children	SpaceToon, MBC3
Business	CNBC Arabia
Family	LBC, Future, Jordan Space Channel

The instrument used for data collection is a questionnaire designed to gather data about the demographics of viewers and viewing preferences. Variables related to demographic characteristics were used such as: household income, household size, education level, and profession. Additionally several variables related to viewing preference were used such as: the number of TV watching hours, and the type of channel genre watched. A sample of 450 TV viewers who live in Amman filled the questionnaire. The respondents' selection was randomized across the different geographical areas in Amman in order to obtain a representative sample. Detailed information regarding the demographic characteristics of the sample is shown in tables (2, 3, 4, and 5).

Table 2. Respondents' age intervals distribution

Age Interval	Percentage
Less than 25	30.4 %
25-60	47.7 %
More than 60	22.0 %

Table 3. Respondents' household size distribution

Household Size	Percentage
1 to 3 persons	21.3 %
4 to 6 persons	49.2 %
7 persons and more	33.9 %

Table 4. Respondents' household monthly income

Monthly household income	Percentage
300 JD or less	31.0 %
3001-600 JD	34.4 %
601-1000 JD	33.2 %
more than 1000 JD	1.4 %

Table 5. Respondents' education level

Education Level	Percentage
Less than the High School	10.9 %
High School	27.5 %
Bachelor degree	41.2 %
Others (Diploma, training certificate)	12.9 %
Graduate	7.5 %

Table 6. Respondents' TV service type

TV Service Type	Percentage
Terrestrial Channels only	11.1 %
Satellite Channels only	42.2 %
Both Terrestrial and Satellite Channels	46.7 %

## 5. Data Analysis and Results

### 5.1 Segmentation Analysis

A priori type of segmentation analysis which uses three predetermined groups of television viewers is utilized for the purpose of profiling Jordanian television viewers based on the type of television service they currently use. The three predetermined groups (viewer segments) are:

- Segment I: viewers of terrestrial channels only,
- Segment II: viewers of satellite channels only, and
- Segment III: viewers of both terrestrial and satellite channels

The profile of each segment of viewers and the major commonalities and differences between these segments is presented in the following section.

### 6. Jordanian Television Viewers Profiling:

#### Segment I: Viewers of Terrestrial Channels Only:

##### I. General Characteristics:

This segment of Jordanian TV viewers only watch terrestrial channels that could be received using a traditional antenna. It was found that this segment of viewers have a relatively low household income of less than 300 JD (Table 7). The household size is large and has more than 4 people (Table 8). Most of people within this group of viewers have low education level of high school or less (Table 9).

Table 7. Household income of terrestrial channels only viewers

Household income	Percentage
Less than 300 JD	65.38 %
301 to 600 JD	23.08 %
601 to 1000 JD	7.69 %
More than 1001	3.85 %

Table 8. Household size of terrestrial channels only viewers

Household Size	Percentage
Less than 3	23.08 %
4 to 6	36.54 %
7 or More	40.38 %

Table 9. Education level of terrestrial channels only viewers

Education Level	Percentage
Less than High School	38.46 %
High School	36.54 %
BSc	23.08 %
Higher Degree	1.92 %

## II. Viewing Pattern:

People within this segment stated that they spend between 1 to 3 hours watching TV every day (Table 10). The program genres watched by this segment of Jordanian TV viewers is listed in

Table 11. It was found that the most preferred channels are News, Sports, Religion, and Movies channels; while the least preferred channels were Business, Children, and Music Channels. It was also found that this group of TV viewers did not show any significant preference towards watching Family, and Educational Channels.

Table 10. Number of TV Watching hours of terrestrial channels only viewers

TV Hours per day	Percentage
Less than 1 hr	21.15 %
1 to 3 hrs	55.77 %
3 - 7 hrs	13.46 %
More than 7 hrs	9.62 %

Table 11. Type of TV Channels watched by terrestrial channels only viewers

	Rarely %	Sometimes %	Often %	Always %
News	3.85	13.46	11.54	71.15
Educational	28.85	32.69	17.31	21.15
Religion	11.54	19.23	32.69	36.54
Sports	23.08	17.31	17.31	42.31
Music	36.54	19.23	19.23	25.00
Movie	11.54	23.08	28.85	36.54
Children	46.15	11.54	11.54	30.77
Business	76.92	19.23	1.92	1.92
Family	30.77	15.38	25.00	28.85

## Segment II: Viewers of Satellite Channels Only

### III. General Characteristics:

This segment contains Jordanian television viewers who only watch satellite channels that could be received using a satellite receiver. This segment of viewers have a moderate household income that ranges between 300 and 1000 JD (Table 12). The

household size was found to be moderate and had between 4 and 6 people per house (

Table 13). The education level of viewers within segments was found to be at least a Bachelor's degree (

Table 14).

Table 12. Household income of satellite channels only viewers

Household income	Percentage
Less than 300 JD	19.15 %
301 to 600 JD	30.32 %
601 to 1000 JD	25.53 %
More than 1001	23.40 %

Table 13. Household size of satellite channels only viewers

Household Size	Percentage
Less than 3	16.48 %
4 to 6	54.25 %
7 or More	29.25 %

Table 14. Education level of satellite channels only

Education Level	Percentage
Less than High School	8.51 %
High School	21.28 %
BSc	56.38 %
Higher Degree	13.83 %

## IV. Viewing Pattern:

The number of hours that people within this segment spend on watching television is mostly between 1 to 3 hours. The program genres watched by this segment are listed in

Table 15. Type of TV channel watched by terrestrial channels only viewers

	Rarely %	Sometimes %	Often %	Always %
News	4.26	12.23	20.74	62.77
Educational	31.38	39.36	20.21	9.04
Religion	13.30	32.45	29.79	23.94
Sports	34.57	22.87	14.89	27.13
Music	21.81	23.40	19.15	34.57
Movie	12.23	19.15	20.74	47.34
Children	48.40	14.36	11.70	24.47
Business	65.96	22.34	8.51	2.66
Family	18.09	37.23	28.19	15.96

. It was found that the most preferred channels are News, Movies, Music, and Religion channels; while the least preferred channels were Business, Children, and Educational Channels. It was also found that this group of television viewers did not show any significant preference towards watching Sports, and Family Channels.

Table 15. Number of TV watching hours of satellite channels only viewers

TV Hours per day	Percentage
Less than 1 hr	6.38 %
1 to 3 hrs	45.21 %
3 - 7 hrs	38.30 %
More than 7 hrs	10.11 %

Table 16. Type of TV channel watched by satellite channels only viewers

	Rarely %	Sometimes %	Often %	Always %
News	4.26	12.23	20.74	62.77
Educational	31.38	39.36	20.21	9.04
Religion	13.30	32.45	29.79	23.94
Sports	34.57	22.87	14.89	27.13
Music	21.81	23.40	19.15	34.57
Movie	12.23	19.15	20.74	47.34
Children	48.40	14.36	11.70	24.47
Business	65.96	22.34	8.51	2.66
Family	18.09	37.23	28.19	15.96

### Segment III: Viewers of both Satellite and Terrestrial Channels:

#### V. General Characteristics:

This segment contains Jordanian TV viewers who watch satellite channels and terrestrial channels.

This segment of viewers has a moderate household (Table 17). The household size was found to be income that ranges between 300 and 1000 JD (moderate and had between 4 and 6 people per house (

Table 21. It was found that the most preferred channels are News, Movies, Religion, Sports, and Music channels; while the least preferred channels were Business, Children, and Educational Channels. It was also found that this group of TV viewers did not

Table 21. Type of TV channels watched by viewers of both satellite and terrestrial channels

	Rarely %	Sometimes %	Often %	Always %
News	4.83	14.01	25.12	56.04

Table 18). As for the education level of this segment, it was found that most people had at least a Bachelor's degree (

Table 19).

Table 17. Household income of viewers of both satellite and terrestrial channels

Household income	Percentage
Less than 300 JD	32.85 %
301 to 600 JD	37.68 %
601 to 1000 JD	18.84 %
More than 1001	10.62 %

Table 18. Household size of viewers of both satellite and terrestrial channels

Household Size	Percentage
3 or less	14.49 %
4 to 6	48.79 %
7 or More	36.71 %

Table 19. Education level of viewers of both satellite and terrestrial channels

Education Level	Percentage
Less than High School	11.11 %
High School	30.91 %
BSc	38.64 %
Higher Degree	19.32 %

#### VI. Viewing Pattern:

The number of hours that people within this segment spend on watching TV is mostly between 1 to 7 hours (

Table 20). The program genres watched by this segment are listed in show any significant preference towards watching Family Channels.

Table 20. Number of TV watching hours of viewers of both satellite and terrestrial channels

TV Hours per day	Percentage
Less than 1 hour	10.14 %
1 to 3 hours	41.54 %
3 - 7 hours	32.36 %
More than 7 hours	15.45 %

Educational	33.33	32.85	23.19	10.63
Religion	18.36	18.84	25.60	37.20
Sports	24.15	25.12	14.98	35.75
Music	28.02	19.32	16.91	35.75
Movie	13.04	14.01	21.74	50.72
Children	41.55	19.81	18.36	19.32
Business	66.67	17.39	9.66	5.31
Family	24.64	27.05	22.22	25.12

### 6.1.1 Major Differences and Commonalities between Jordanian TV Viewers Segments

The differences and commonalities among the three television viewers segments were analyzed using the analysis of variance (ANOVA) to test several hypotheses about the difference of means between all three segments. These hypotheses are:

$H_{0,1}$ : There is no statistically significant difference between the respondents' household sizes of all three groups

$H_{0,2}$ : There is no statistically significant difference between the respondents' education levels of all three groups

$H_{0,3}$ : There is no statistically significant difference between the respondents' household income among all three groups

$H_{0,4}$ : There is no statistically significant difference between the respondents' average hours spent on watching TV among all three groups

$H_{0,5}$ : There is no statistically significant difference between the respondents' preferences towards watching children channels among all three groups

$H_{0,6}$ : There is no statistically significant difference between the respondents' preferences towards watching educational channels among all three groups

$H_{0,7}$ : There is no statistically significant difference between the respondents' preferences towards watching family channels among all three groups

$H_{0,8}$ : There is no statistically significant difference in the respondents' preferences towards watching movie channels among all three groups

$H_{0,9}$ : There is no statistically significant difference in the respondents' preferences towards watching news channels among all three groups

$H_{0,10}$ : There is no statistically significant difference in the respondents' preferences towards watching religion channels among all three groups

$H_{0,11}$ : There is no statistically significant difference in the respondents' preferences towards watching sports channels among all three groups

$H_{0,12}$ : There is no statistically significant difference in the respondents' preferences towards watching music channels among all three groups

$H_{0,13}$ : There is no statistically significant difference in the respondents' preferences towards watching business channels among all three groups

The numerical results are shown in Appendix A. The P-value approach was used in the analysis at a confidence level of  $\alpha = 5\%$ . The major findings were as following:

**Hypothesis 1:**  $H_{0,1}$ : There is no statistically significant difference between the respondents' household sizes of all three groups.

➤ It was found that there is no statistically significant difference between the household sizes of all three segments.

**Hypothesis 2:**  $H_{0,2}$ : There is no statistically significant difference between the respondents' education levels of all three groups

➤ Statistical evidence showed that the education levels of all three groups were found similar, although the "Terrestrial Channels only viewers" segment tends to have less education than the other two segments.

**Hypothesis 3:**  $H_{0,3}$ : There is no statistically significant difference between the respondents' household income among all three groups.

➤ There is a statistically significant difference between the incomes of the three segments, where "terrestrial channels only" viewers had the least income, followed by those who watch both terrestrial and satellite channels. On the other hand, "satellite channels only" viewers had the highest income. This leads to suggesting that the higher the income, the less likely that people will watch terrestrial channels, and would be more likely to watch satellite channels.

**Hypothesis 4:**  $H_{0,4}$ : There is no statistically significant difference between the respondents' average hours spent on watching TV among all three groups.

➤ The number of hours that "terrestrial channels only" viewers spend on watching TV is significantly less than the number of hours spent by those who watch satellite channels, i.e. people who

have satellite television spend more time watching television.

**Hypothesis 5:**  $H_{0,5}$ : There is no statistically significant difference between the respondents' preferences towards watching children channels among all three groups.

➤ There was insufficient statistical evidence to suggest that there is any difference in the preference towards watching children channels. Furthermore, it was found that all segments had low preference towards watching children's television channels. Nevertheless, satellite viewers have a slightly more preference towards these channels (although this difference is not statistically significant).

**Hypothesis 6:**  $H_{0,6}$ : There is no statistically significant difference between the respondents' preferences towards watching educational channels among all three groups.

➤ It was found that there is enough statistical evidence to suggest that all three segments have equivalent low preference towards watching Educational television channels.

**Hypothesis 7:**  $H_{0,7}$ : There is no statistically significant difference between the respondents' preferences towards watching family channels among all three groups.

➤ The three segments of television viewers had similar moderate preference towards watching Family oriented television channels.

**Hypothesis 8:**  $H_{0,8}$ : There is no statistically significant difference in the respondents' preferences towards watching movie channels among all three groups.

➤ Statistical evidence showed that all three groups of viewers had similar preference towards watching movie channels.

**Hypothesis 9:**  $H_{0,9}$ : There is no statistically significant difference in the respondents' preferences towards watching news channels among all three groups.

➤ It was found that all viewer groups had similar preference towards watching news channels.

**Hypothesis 10:**  $H_{0,10}$ : There is no statistically significant difference in the respondents' preferences towards watching religion channels among all three groups.

➤ Statistical evidence showed that all three groups had similar preference towards watching religion channel. Although one could also infer that "terrestrial channels only" viewers have a higher preference towards watching religion channels than those who own satellite television.

**Hypothesis 11:**  $H_{0,11}$ : There is no statistically significant difference in the respondents' preferences towards watching sports channels among all three groups.

➤ It was found that "terrestrial channels only" viewers have a higher preference towards watching sports channels than those who own satellite television.

**Hypothesis 12:**  $H_{0,12}$ : There is no statistically significant difference in the respondents' preferences towards watching music channels among all three groups.

➤ It was found that satellite television viewers have a higher preference towards watching music channels than those who watch terrestrial channels.

**Hypothesis 13:**  $H_{0,13}$ : There is no statistically significant difference in the respondents' preferences towards watching business channels among all three groups.

➤ Although most Jordanian television viewers indicated that they have low preference towards watching business channels. These channels are more watched by satellite television viewers than terrestrial television viewers.

## 6.2 Current TV Services Satisfaction Levels

The level of satisfaction of the current television services available to Jordanians television viewers was found to be as depicted in Figure 1. About 70% of the respondents indicated that they are either satisfied or highly satisfied with the current satellite channels that they are currently receiving, while only 20% stated that they are satisfied or highly satisfied with the terrestrial channels that they are receiving. Furthermore, a significant proportion of the respondents (about 48%) stated that they are dissatisfied with the current terrestrial television channels. This could be an indication of the need to improve the quality and perhaps the type of programming that is aired by the terrestrial channels. It is clear from the data that terrestrial channels are losing viewers to satellite channels.

Further insights about the current satisfaction level of Jordanian television viewers with the available television services could be gained by

analyzing the level of satisfaction of the different access to satellite TV services are more dissatisfied with terrestrial channels. This is illustrated in

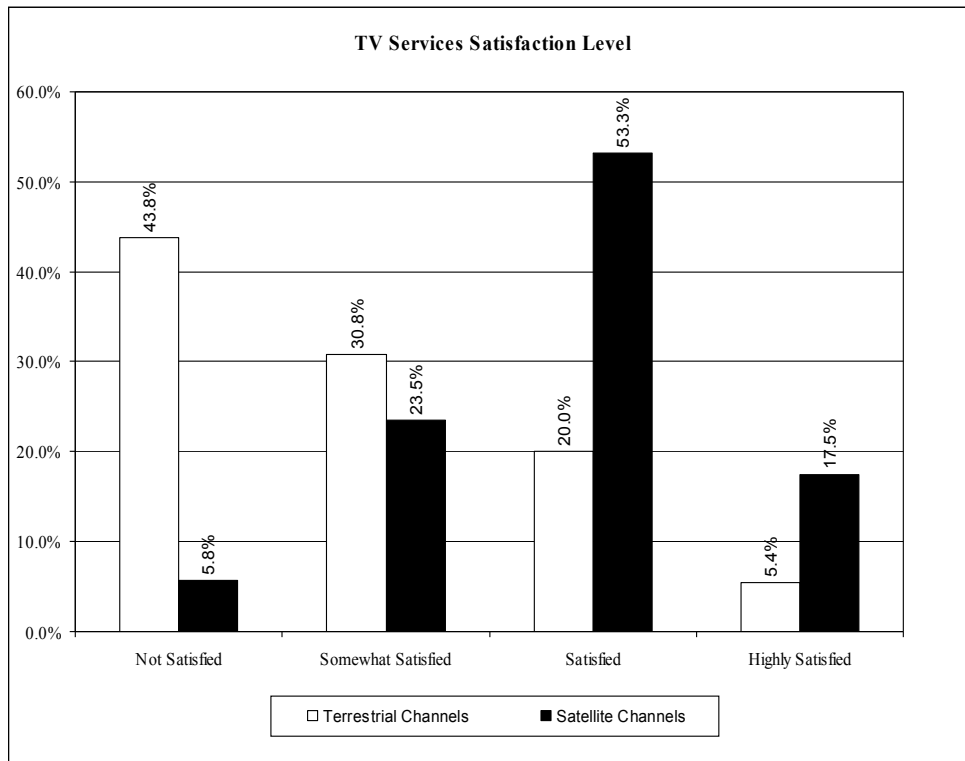


Figure 1. Jordanians TV services satisfaction level

**6.3 Probability of Subscribing to Subscription-based TV Services**

There are three main providers of subscription-based television services who operate in the Jordanian market, namely ORBIT®, ShowTime®, and ART®. The number of subscribers to these services is still limited and amount for about 4.6% of viewers (MEB Journal, 2005). Subscription-based television services are considered a new concept in the Jordanian market, thus there is a need to estimate the probability of subscribing to such a service within the near future.

This was accomplished by adopting a concept testing Table 22. Jordanians’ TV services satisfaction approach (Ulrich and Eppinger, 2004) where the level according to the current TV service respondents are first introduced to the idea of

**Current TV Service**

subscription-based TV service and then asked about the probability of subscribing to such a service. The

probability of subscribing is calculated by determining 168

the percentage of respondents who answered that they

will either certainly or probably subscribe to pay-tv

		Terrestrial Only		Satellite Only		Both	
		C o u n t	%	C o u n t	%	C o u n t	%
Terrestrial TV Service Satisfaction	Not Satisfied	14	28.0%	N/A		10	47.6%
	Somewhat Satisfied	16	32.0%			6	30.5%
	Satisfied	16	32.0%			3	17.1%
	Highly Satisfied	4	8.0%			1	4.8%
Satellite TV Service Satisfaction	Not Satisfied			1	5.8%	1	5.7%
	Somewhat Satisfied			4	22.6%	5	24.3%



	Satisfied	97	51.1%	16	55.2%
	Highly Satisfied	39	20.5%	31	14.8%

Table 23. This indicates that about 19% of the respondents are likely to subscribe within the near future.

Table 22. Jordanians' TV services satisfaction level according to the current TV service

		Current TV Service					
		Terrestrial Only		Satellite Only		Both	
		Count	%	Count	%	Count	%
Terrestrial TV Service Satisfaction	Not Satisfied	14	28.0%	N/A		100	47.6%
	Somewhat Satisfied	16	32.0%			64	30.5%
	Satisfied	16	32.0%			36	17.1%
	Highly Satisfied	4	8.0%			10	4.8%
Satellite TV Service Satisfaction	Not Satisfied	N/A		11	5.8%	12	5.7%
	Somewhat Satisfied			43	22.6%	51	24.3%
	Satisfied			97	51.1%	116	55.2%
	Highly Satisfied			39	20.5%	31	14.8%

Table 23. Probability of Subscribing to pay-tv

	Viewers of terrestrial channels only		Viewers of satellite channels only		Viewers of both satellite and terrestrial channels		Overall	
	Count	%	Count	%	Count	%	Count	%
<i>Certainly No</i>	5	10.00	23	12.23	16	7.73	44	10.02
<i>Probably No</i>	19	38.00	60	31.91	81	39.13	160	35.63
<i>Maybe</i>	17	34.00	67	34.04	72	34.78	156	34.52
<i>Probable</i>	2	4.00%	24	12.77	21	10.14	47	10.47
<i>Certainly Yes</i>	7	14.00	19	9.04	17	8.21	43	9.35

**7. Conclusion**

This paper presented the results of a field study that was carried out in order to investigate the differences in the viewing preferences between three groups of Jordanians TV viewers. The Jordanians TV viewers were classified according to the type of television services used into: 1) viewers of terrestrial channels only, 2) viewers of satellite channels only, and 3) viewers of both terrestrial and satellite channels. It was found that all three groups had similar household size, education level, and similar preference towards watching Children, Family, Movies, Religion, and News channels. The major differentiating demographic characteristic between the three groups was household income. As for viewing patterns, it was found that there are differences in terms of the preferences towards watching Sports, Music, and Business channels.

The study also investigated the level of satisfaction with current television services available to Jordanians. It was found that about 70 % of the respondents are satisfied with the current satellite channels, while only 25 % of the respondents stated that they are satisfied with the current terrestrial channels. Furthermore, the study explored the potential for subscription-based television services and found out that about 19% of the respondents are likely to subscribe to pay-tv.

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**Appendix A**

		Sum of Squares	df	Mean Square	F	Sig.
Household Size	Between Groups	8.221	2	4.111	.869	.420
	Within Groups	2119.508	448	4.731		
	Total	2127.729	450			

Household Income	Between Groups	46.635	2	23.317	23.311	.000
	Within Groups	446.118	446	1.000		
	Total	492.753	448			
Education Level	Between Groups	3.663	2	1.831	1.437	.239
	Within Groups	570.843	448	1.274		
	Total	574.506	450			
Watch TV hours per day	Between Groups	6.900	2	3.450	4.958	.007
	Within Groups	311.782	448	.696		
	Total	318.683	450			
Watch News_Ch	Between Groups	1.089	2	.544	.695	.500
	Within Groups	350.831	448	.783		
	Total	351.920	450			
Watch Edu_Ch	Between Groups	1.705	2	.853	.885	.413
	Within Groups	431.528	448	.963		
	Total	433.233	450			
Watch Religion_Ch	Between Groups	5.632	2	2.816	2.486	.084
	Within Groups	507.539	448	1.133		
	Total	513.171	450			
Watch Sport_Ch	Between Groups	13.692	2	6.846	4.642	.010
	Within Groups	660.711	448	1.475		
	Total	674.404	450			
Watch Music_Ch	Between Groups	4.098	2	2.049	1.380	.253
	Within Groups	665.193	448	1.485		
	Total	669.290	450			
Watch Movie_Ch	Between Groups	1.645	2	.822	.697	.499
	Within Groups	527.280	447	1.180		
	Total	528.924	449			
Watch Child_Ch	Between Groups	.957	2	.479	.312	.732
	Within Groups	687.792	448	1.535		
	Total	688.749	450			
Watch Business_CH	Between Groups	1.690	2	.845	1.284	.278
	Within Groups	294.714	448	.658		
	Total	296.404	450			
Watch Family_Ch	Between Groups	.541	2	.270	.232	.793
	Within Groups	520.582	446	1.167		
	Total	521.122	448			

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