



PAY-TELEVISION CUSTOMER SATISFACTION IN THAI NGUYEN CITY

Thi Phuong Hong Bui 

Thai Nguyen University of Technology, Vietnam

buihiphuonghong@tnut.edu.vn

Thi Thanh Tam Phan

Thai Nguyen University of Technology, Vietnam

thanhtamtc@tnut.edu.vn

Abstract

The pay-TV industry has grown greatly in the past decade in Vietnam, with the country's impressive economic growth. Nevertheless, to establish a growth-oriented pay TV industry, specific laws must be established, as well as transparent regulations and education for the government, the industries, and the general public. Second, of all, channel providers must offer fair and dependable service. There is no greater competitor than the consumer these days; in these times, consumers determine whether the business succeeds or fails. If an organization wishes to draw consumers in, if it maintains their curiosity, and if it cultivates their loyalty, it will succeed. consumer-targeted tactics have risen to the ranks of importance for several corporations In order to be able to provide consumers the most pleasure, the company tries to provide the best service possible. This view of the study suggests a scheme that applies a series of parameters to decide whether or not Pay-television service customers are satisfied based on these considerations, the content of the thesis evaluated pay-center customer loyalty in the city of Thai Nguyen Moreover, the study used multivariate regression analysis to find out the relationship between various variables in order to figure out the overall financial effect on pay-television service in the Thai Nguyen market. Direct on the facts, it recommends management's various options based on concrete outcomes, including encouraging broadcasting executives to implement solutions, to increase their viewers' loyalty, and to maximize pay-television subscriber benefits.

Keywords: *Customer Satisfaction, Service Quality, Business Strategy, Pay-Television Service*

INTRODUCTION

Advertisers are forecasting that the pay-TV industry in Vietnam will see a 60% increase over the next four years with both young adults and a growing middle class in the audience enticing them. The pay-TV industry has grown greatly in the past decade in Vietnam, with the country's impressive economic growth. Of the 22 million tv viewers at the end of 2012, about 4 million were active paid subscribers. Nevertheless, to establish a growth-oriented pay TV industry, specific laws must be established, as well as transparent regulations and education for the government, the industries, and the general public. Second, of all, channel providers must offer fair and dependable service.

Customers are offered many opportunities to use a pay TV channel. the pay-TV providers have their unique customers as customers such as VNPT, VF, and F There's no question that pay TV operators have competed with each other over the years to improve their programs and offerings. We must allow members of the company or management to determine whether these instances of rivalry are safe. However, when it comes to commercials, the audiences have generally been left out of the picture.

There is no greater competitor than the consumer these days; in these times, consumers determine whether the business succeeds or fails. If an organization wishes to draw consumers in, if it maintains their curiosity, and if it cultivates their loyalty, it will succeed. consumer-targeted tactics have risen to the ranks of importance for several corporations. In order to be able to provide consumers the most pleasure, the company tries to provide the best service possible.

The most important thing about any company is to meet and attract your customers' Attracting consumers is vital for an organization's growth and development. Heed the opinion of the customers and be prepared to exceed their expectations. Getting clients, keeping customers, and growing your client base is tough. Maintaining customer loyalty is critical because the customer is the lifeblood. Customer churn is unavoidable, but highly profitable food companies will keep returning consumers. The cost of attracting a new client is much higher than maintaining a customer. At the same time as the advancement of pay cable, the consumer base has satisfied their hunger for content and knowledge.

This was done to find out how the service quality of pay television in Thai Nguyen city influences customers' satisfaction levels.

LITERATURE REVIEW

Customer satisfaction

When previous expectations and actual output differs, it is called customer dissatisfaction (Tse and Wilton, 1988, Oliver 1997). Customer satisfaction with a company's

goods and services is regarded as the most critical factor contributing to its productivity and performance (Hennig-Thurau and Klee, 1997). Customer loyalty is simply a measure of how a customer views an organization's ongoing results (Gustafsson, Johnson and Roos, 2005). Consumer satisfaction, according to Kim, Park, and Jeong (2004), is the customer's response to the state of satisfaction and the customer's assessment of the degree of satisfaction. Customer loyalty is critical in today's business environment, as the capacity of a service provider to generate a high degree of satisfaction is critical for product differentiation and developing good relationships with consumers, according to Kuo, Wu and Deng (2009). Customer happiness breeds loyalty to a particular telecommunications service provider. According to previous studies, customer loyalty will assist brands in developing long-term, profitable partnerships with their clients (Eshghi, Haughton and Topi, 2007). While generating happy and loyal customers is expensive, it will prove lucrative in the long run for a company (Anderson, Fornell and Mazvancheryl, 2004). Therefore, a business should focus on improving service quality and charging a reasonable, competitive price in order to satisfy consumers, which would eventually help the business retain customers (Gustafsson, Johnson and Roos, 2005). It is a well-known fact that the services a brand provides and the price it costs have a greater influence on consumer loyalty than any other factor (Turel and Serenko, 2006). Customer engagement is often important, since when a customer values the product and takes the time to gather details, this eventually increases the degree of satisfaction (Russell-Bennett, McColl-Kennedy and Coote, 2007). This happiness can have an effect on the concerned business by repurchase, additional product purchases, good word of mouth, and the customer's ability to pay a premium for the specific brand. Any company that does not serve consumers as easily and efficiently as its rivals is likely to lose market share, customers, and investors (Anderson, Fornell, and Mazvancheryl, 2004). Consumer satisfaction is a marketing concept that refers to how well a company's goods and services match or exceed customer expectations. Customer satisfaction is described as "the number of customers, or percentage of total customers, who report having a positive experience with a business, its products, or services (ratings)". According to a survey of about 200 senior marketing officers, 71% said that a customer loyalty measure was extremely useful for planning and tracking their companies. It is seen as a critical success measure of industry and is often used in a Balanced Scorecard. Customer loyalty is seen as a critical differentiator in a dynamic environment where firms bid for consumers and has rapidly become a critical component of corporate strategies.

The research incorporated many similar theories, including consumer behavior theories, satisfaction theories, and customer decision theories. The model is strongly influenced by concepts from learning theory (Loudon and Bitta, 1993), and thus six learning constructs are

represented: This process of learning has an impact on the consumer's willingness to explore potential purchases and search out new knowledge. Howard and Sheth hypothesized that consumer behavior is influenced by the intensity of the consumer's attitude toward the available products, which is primarily determined by the consumer's experience and familiarity with the product class. When a buyer lacks strong attitudes, they are said to engage in Extended Problem Solving (EPS), actively seeking knowledge to resolve brand uncertainty. In these instances, the buyer would also deliberate for an extended period before deciding on a product to buy or, even, not to make any purchase at all. When the customer gains familiarity with the product category, the procedures will become less conscientious as the consumer engages in Limited Problem Solving (LPS) and ultimately Routine Problem Solving (RPS) (Foxall, 1990).

Definition of Pay-television

Pay television, subscription television, premium television, or premium channels are all terms that apply to subscription-based television services, which are typically delivered via analog and digital cable and satellite television, but are increasingly available via digital terrestrial and internet television. Subscription television started during the transition to multiple channels and continued into the post-network era. Certain regions of the world, most notably France and the United States, have also made encrypted analog terrestrial signals subscription-based.

Pay television is a method of transmitting television programs in scrambled form, unintelligible to anyone but those who have paid for descrambling equipment.

Consumer Perception Theory

The theory of consumer behaviour attempts to explain how consumers perceive products and services. People who want to understand the perceptions of customers are those who want to understand why they choose the things they do. The usual way of marketing is to create a campaign for a product or a brand is with customer theories in mind. There are those who do so as a psychological understanding of consumers, and those who research the psychology of consumers. The end-users' perceptions can be used to develop and influence the marketing and advertisement definition of sensory perceptions. If interpretation has to do with our five senses, so how do people develop their opinion about corporations and their products? Merchants look to see how consumers view them as creative. They use audience research to direct their promotion and advertisement decisions as well.

Maslow's "Hierarchy of Needs" theory

Abraham Maslow formulated his philosophy of motivation, the hierarchy of desires, in 1943, and it has since become one of behaviorism's most popular theories (Landy and Conte, 2004). In general, it seems that when a person is young, he is more concerned with his physical well-being, and when he gains confidence in his physical life, he begins to rely on his social base.

However, once their psychological needs are met, they learn to maximize their own talents and skills. This five-factor-need hypothesis has been updated many times since its initial implementation by psychologists, but despite this, and despite the fact that it was introduced several years ago, it continues to have a significant influence on the field of motivational psychology and organizational theory (Landy and Conte, 2004).

Maslow asserts that this principle is universal since humans behave similarly. When the hierarchy is applied to job environments, a plethora of fascinating variables emerge. The theory's pyramidal structure, which represents the progression across the sets of needs, has significant ramifications because it implies that hierarchical institutions that seek to empower workers only through money or a stable job limit human growth to the lower levels of the need hierarchy. As a result of this fact, management theorists recognized that emphasizing workers' professional development would aid organisations in meeting their priorities and objectives.

Related Studies

According to Ki-Sung Kwak (2007), television programming has historically been protected in a number of countries on the basis of bandwidth depletion. Thus, regulatory mechanisms have been built around an established collection of laws that have protected (terrestrial) television broadcasting as a distinct market, and regulators have erected barriers to entry to maintain these privileged monopolies (Pepper, 2004). However, with the advent of modern transmission systems, this conventional rationale has been destroyed. Governments' position in adapting to digital media technologies has been more complex as the number of distribution channels has expanded and alternate financing sources have become available.

This article explores how emerging media developments have forced policymakers in selected East Asian countries, including Hong Kong Special Administrative Region, Japan, and South Korea, to adjust regulatory regimes in order to accommodate technical transition and restructure television broadcasting (Korea hereafter).

To differing degrees, all three countries have been at the forefront of the advancement of digital media technology. Korea was a leader of high-speed broadband Internet, while Hong Kong was a pioneer in Internet television – a modern type of broadcasting that requires a high-

speed link. Japan pioneered direct-to-home satellite television and now offers the most advanced and diverse satellite television channels in the country. Thus, comparing how pay television is regulated in these countries should shed light on the extent to which digital media developments have influenced not just the legislation and function of television programming, but also the formulation of national media policies.

Television regulation varies according to communication technology (terrestrial, cable, satellite, DMB, and Internet) (Galperin and Bar, 1999). For a variety of legislative and political factors (e.g., NHK's legacy in Japan's dual system of public-commercial broadcasting, *laissez-faire* in Hong Kong, and politicization of television in Korea), incumbent terrestrial broadcasters' presence in pay television has been subject to the highest degree of regulatory interference in the three countries. This conclusion is well supported by regulatory experience in Hong Kong and Japan, where a variety of regulations placed on terrestrial broadcasters have undermined (in Hong Kong) or restricted the pay television industry (in Japan). In stark contrast, governmental action in Korea has been planned to safeguard terrestrial broadcasters' rights. This has been shown by the fact that terrestrial stations have been permitted to compete in a variety of distribution channels; retransmission of their programming on other platforms has been prohibited; and the ability of telecommunications providers to enter the broadcasting market has been delayed.

This article examined the pay television industry's growth in Hong Kong, Japan, and Korea, focusing on the extent to which new entrants and established players contributed to the industry's technical infrastructure development. One of the most striking characteristics of pay television's evolutionary phase is the major shift in government attitudes toward the evolving pay television industry over time. In Hong Kong, the policy has shifted from 'balanced' growth of all forms of television networks since the Colonial Government era to 'competition' following the 2000 Broadcasting Ordinance, which abolished the distinction between telecommunications and broadcasting and granted telecommunications carriers an early start. In comparison to Hong Kong, deregulation in Japan and Korea has been uneven in implementation and narrow in scale. Indeed, terrestrial broadcasters have been favored in Korea, while SkyperfectTV, the only CS pay television outlet in Japan, has been penalized. According to the findings made in this article, while the pay television industry in Japan and Korea experienced a steady but substantial deregulation in the 1990s, the deregulation framework has been ineffective at integrating all modes of pay television.

Niggi (2013) discovered that both service quality and customer satisfaction have a beneficial impact on customer retention intentions, demonstrating that both service quality and customer satisfaction are critical components of any business's success and longevity in a

competitive environment. This research established a strong correlation between service quality and efficiency. Additionally, the study suggested that while reliability and network capacity (an additional factor) are critical in assessing overall service quality, tangibles, empathy, and assurance should not be overlooked when assessing perceived service quality and efficiency in Zuku Company limited.

Additionally, the analysis found that service efficiency is a predictor of consumer loyalty. Lack of expansion of business branches suggests that customers view service efficiency as low or mediocre, implying that consumers are dissatisfied with Zuku Company limited's services. Customer loyalty as a function of consumer-provider engagement demonstrates that customers are dissatisfied. This may be as a result of inadequate customer-provider relations or as a result of the user being more demanding and unable to accept any shortfalls in the level of services provided by the pay television service provider.

The study concludes that there is a strong correlation between consistency and efficiency and that improving one is likely to result in an improvement in the other. Additionally, the analysis demonstrates that service quality is more abstract than consumer satisfaction, since customer satisfaction represents the customer's feelings regarding many interactions and transactions with a service company, while service quality can be influenced by perceived value (benefit compared to cost) or by the experiences of others that are not as successful.

The study suggests that providers of pay television services enhance efficiency in all aspects of service quality in order to boost customer loyalty, since customers demand better than what providers currently deliver. This will allow them to retain a competitive edge.

The message for pay television service providers' managers is that they can prioritize all aspects of service quality and work to enhance them in order to achieve improved efficiency, which results in higher perceived service quality and consumer loyalty.

Additionally, the study proposes that understanding how customers view service quality and being able to quantify service quality will help service organization management. Measuring service quality enables managers to generate accurate data for monitoring and maintaining increased service quality. Using the SERVQUAL model to assess service quality enables management to better understand the various dimensions and how they affect service quality and customer satisfaction. This would assist them in identifying their strengths and shortcomings and making appropriate corrections.

METHODOLOGY

The descriptive and correlational methods were used to process and analyze data on customers who used pay television services in Thai Nguyen district. Descriptive analysis was a

methodical process of collecting, evaluating, classifying, and tabulating data about current circumstances, behaviors, attitudes, procedures, patterns, and cause-and-effect relationships in order to make adequate and reliable interpretations of those data with or without the assistance of statistical techniques. In which case, descriptive analysis was extremely beneficial for collecting and interpreting primary data, as well as providing sufficient and precise interpretation. On the other hand, the correlation approach proved to be extremely useful in determining the factors impacting consumer loyalty with pay television service in Thai Nguyen district. SPSS was used to handle the data collected.

In Thai Nguyen, the number of customers who subscribed to pay television was very high. The research surveyed 300 consumers using a convenient sampling method. The research surveyed subscribers to two distinct pay-television networks. The table below summarized the distribution of respondents across all consumer tiers.

Table 1. Sample Distribution

No	Type of pay television	Sample frequency	Percentage in population
1	Cable television	150	50.0
2	Satellite television	150	50.0
Total		300	100

The primary instruments were a questionnaire checklist and an interview. It was divided into two sections. The first section detailed the respondents' demographic characteristics, including their age, ethnicity, marital status, educational attainment, and occupation. Part two of the survey inquired into respondents' perceptions of consumer loyalty with pay television services in terms of costs, service efficiency, employee attitude, payment process, and sales promotion. The study used a 5-point Likert scale to ascertain respondents' perceptions of Thai Nguyen city's price, service efficiency, employee attitude, payment process, and sales promotion.

Table 2. 5-points evaluation of Likert

Point	Range	Evaluation
5	4.20 - 5.0	Strongly Agree/Excellent
4	3.40 - 4.19	Agree/Good
3	2.60 - 3.39	Neither Agree or Disagree /Average
2	1.80 - 2.59	Disagree/Poor
1	1.0 - 1.79	Strongly Disagree /Weak

A questionnaire created by the researcher was used to elicit information from the respondents. This questionnaire would be established in accordance with the reference matrix that had been created to assist the researcher in determining what information should be obtained from the respondents. Once the questionnaire was finalized, it will be field-tested with five respondents who would not be included in the study sample. The aim of this test was to assess the questionnaire's friendliness and ease of use. After testing, the questionnaire was circulated to respondents. Each respondent will be required to complete the questionnaire independently. The researcher oversaw data collection to ensure that in situations where respondents need feedback on the questionnaire, the researcher could conveniently provide it. Each checked questionnaire was given a number code to allow data encoding and editing.

The gathered data encoded in the computer using SPSS, statistical software appropriate for this type of research. Frequency tables generated to describe the profile of the respondents and customer's satisfaction. Central tendency test such as mean or median and mode would be used to describe the central tendencies of responses. Finally, data was subjected to inferential analysis viz. one-way ANOVA and regression analysis.

FINDINGS AND DISCUSSIONS

Profile of respondents

According to the sampling plan process, the sample size is 300 samples, taken from a total of 300 questionnaires. For age, the above table indicates that the largest number of respondents are between the ages of 26 and 33 (101 respondents, account for 33.67 percent). Meanwhile, only 30 respondents (10 percent) are below the ages of 18 and 25; 31.67 percent (95 respondents) are between the ages of 34 and 41, and 24.67 percent (74 respondents) are between the ages of 42 and above. This distribution of ages indicates that the majority of the company's customers are young. As a result, the insurer will have the potential to grow a variety of insurance products.

For gender and marital status, the above table indicates that the majority of respondents representing 210 people (70 percent) are female and 90 people are male (30 percent). The majority of respondents (243 people, account for 81 percent) are couples, while only 57 people are single (19 percent).

For education level, the majority have finished college and university (160 people, or 53.33%), followed by high school (108 people, or 36%), and master's and doctor's degrees (32 people, or 10.67 percent).

For jobs, 15 individuals are business owners at a rate of 5 percent, followed by 70 officers at a rate of 23.33 percent, 15 workers at a rate of 5 percent, 37 students and pupils at a rate of 12.33 percent, and 163 housewives at a rate of 54.33 percent - the highest number.

Test for reliability for all variables

Assess the reliability of variables through Cronbach's alpha coefficient. In statistics, Cronbach's is a coefficient of internal consistency. If Cronbach's alpha coefficient is more than 0.6 is used.

Table 3. Cronbach's Alpha testing

No.	Name of variables	Cronbach's Alpha
1	Price	0.712
2	Payment method	0.823
3	Employee attitude	0.768
4	Sale Promotion	0.799
5	Service quality	0.831
6	Customer satisfaction	0.855

According to Cronbach's Alpha analysis results, all proposed variables have high reliability and are suitable for analysis and evaluation.

Respondents' Perception on customer satisfaction with pay television services in Thai Nguyen city

The results of the survey's perception analysis on customer satisfaction and suggested factors are shown in the table below.

Table 4. Respondents' perception on customer satisfaction and its factors

Variable	Cable Television		Satellite Television	
	WM	Descriptive Interpret.	WM	Descriptive Interpret.
Price	2.41	Poor	2.35	Poor
Payment method	3.52	Good	3.67	Good
Employee attitude	2.95	Average	3.23	Average
Sale Promotion	2.35	Poor	3.55	Average
Service quality	2.95	Average	2.52	Poor
Customer satisfaction	3.15	Average	3.20	Average

Overall, there is not much difference in the respondents' perception between cable television and satellite television services. However, in detail, we see that many issues need to be discussed. As for the price, pay-television service is considered to have a high price compared to people's income and willingness to pay. Although the current price of pay-television is much lower than before, it is still quite high. Service providers should consider and develop appropriate pricing plans. As for payment methods, customers all rate the current payment methods as relatively good, diverse and convenient. For employee attitude, customers rate it as average. Enterprises need to make more efforts in improving service attitude to satisfy more customer satisfaction. For sale promotion, customers rate satellite television service as having a better policy than cable television. Satellite television service is quite expensive, not suitable for the majority of users. Therefore, promotion policy is an important tool to stimulate demand. In terms of service quality, customers rate cable television service as having better quality than satellite television. This is understandable due to different technologies, so the transmission of cable television will be better. However, both of these services have not met customer expectations. Overall, customers rate satisfaction as the average for both pay-television services. This is one of the challenges that service providers need to try and make more efforts to meet customer satisfaction.

Factors affecting customer satisfaction for using pay television services in Thai Nguyen city

Five independent variables will be used in the regression analysis: expense, service efficiency, employee personality, payment process, and sales promotion; and one dependent variable will be used: consumers' attraction to pay television services. The value of each element is used to perform a regression on the observed variables' average values. The Enter procedure is used to do the study.

Table 5. Model summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.801	0.642	0.636	0.425

Adjusting the R square indicates the significance of the model's degree of explanation. According to the afore mentioned table, an adjusted R-square of 0.636 indicates that the formula accounts for 63.6 percent of the variation in the dependent variable.

Table 6. ANOVA of the model

Model	Sum of Squares	df	Mean Square	F	Sig.
RSS	100.339	5	20.068	105.62	0.00
ESS	55.86	294	0.19		
TSS	156.199	299			

F = 105.62 and Sig. = 0.00 (less than 0.05) in the regression model indicate that it is safe to reject the null hypothesis that all regression coefficients are zero and assume at a 95 percent confidence level that the linear regression model fits the data.

Table 7. Empirical results

Variable	Beta	Std. Error	t	Sig.	Collinearity Statistics	
					Tolerance	VIF
Constant	-0.223	0.172	-1.049	0.245		
Price	0.503	0.079	4.532	0.000	0.424	2.356
Service quality	0.413	0.026	5.635	0.000	0.536	1.866
Employee Attitude	0.126	0.053	2.155	0.032	0.431	2.322
Payment method	0.254	0.069	3.829	0.000	0.473	2.112
Sales promotion	0.312	0.054	6.512	0.000	0.509	1.963

The VIF coefficients in the table above were between 1-3, indicating that there was no evidence of multicollinearity. The beta value indicates the relative importance of a variable to the dependent variable. If the beta coefficient's absolute value is greater, the factor's impact on consumer loyalty with pay television services is greater. Thus, the most influential consideration on consumer satisfaction of pay television services is price (Beta = 0.503), led by service quality (Beta = 0.413), sale promotion (Beta = 0.312), payment methods (Beta = 0.254), and employee attitude (Beta = 0.144).

CONCLUSIONS AND POLICY RECOMMENDATIONS

Pricing policy

In general, both clients rated the prices of pay television as fair. Thus, with the objective of increasing consumer base and sales, the author makes the following pricing proposal:

- A selection of food packages at varying cost.
- There are bundles for each client piece, such as student prices, worker prices, and farmer prices.

•Provide procedures in place to protect consumers' interests while they use the company's services: installment order, discount...

For a superior level of operation

Customers are not truly satisfied; they stated that the plan to contact customers in order to conduct transactions requiring the use of advertisement resources was not professional, resulting in significant inconvenience. When the time comes to make an order, the service is lengthy and the payment processes are insufficient.

Mode of payment

Customers provided an average rating to processes and procedures following payment registration. Pay and contract liquidation procedures must be carried out efficiently and simply.

Promotion of sales

Create a promotional package that includes discounts, sales, and other incentives for customers who purchase a product or service. Advertising, product or service introductions on television, publications, or radio.

Employee personality training ensures that workers understand how to engage effectively with clients over the course of their jobs in order to build relationships.

Scope for further studies

This study identifies and evaluates the factors affecting customer satisfaction of pay-television services in Thai Nguyen City. Therefore, future research may cover a broader scope or other locations of Vietnam and around the world. Besides, this study only mentions 05 factors (price, service quality, employee attitude, payment method, sales promotion) with an explanation level of 65.6% variation. Future studies may add other factors, with larger sample sizes, more diverse services (besides Cable Television and Satellite Television) with more straightforward current approaches. In addition, the impact of COVID-19 on pay-television services can be considered in future studies.

ACKNOWLEDGMENTS

We would like to express our sincere thanks to Thai Nguyen University of Technology (Thai Nguyen, Vietnam) for the financial support of this research.

REFERENCES

- Anderson, Eugene W., Fornell, Claes and Sanal K. Mazvancheryl (2004), Customer Satisfaction and Shareholder Value. *Journal of Marketing* 68(4): 172-185. DOI: 10.1509/jmkg.68.4.172.42723.
- Eshghi, Abdolreza, Haughton, Dominique and Heikki Topi (2007), Determinants of customer loyalty in the wireless telecommunications industry. *Telecommunications Policy* 31(2): 93-106, DOI: 10.1016/j.telpol.2006.12.005.
- Foxall, G. R. (1990). *Routledge consumer research and policy series. Consumer psychology in behavioural perspective.* Taylor & Frances/Routledge.
- Galperin, H. and F. Bar, (1999), Reforming TV Regulation for the Digital Era: An International/Cross-Industry Perspective. Paper presented at the 27th Annual Telecommunications Policy Research Conference, Stanford University, 25-27 September 1999.
- Gustafsson, Anders, Johnson, Michael and Inger Roos (2005), The Effects of Customer Satisfaction, Relationship Commitment Dimensions, and Triggers on Customer Retention. *Journal of Marketing* 69(4): 210-218.
- Hennig-Thurau, Thorsten and Alexander Klee (1997), The Impact of Customer Satisfaction and Relationship Quality on Customer Retention-A Critical Reassessment and Model Development. *Psychology & Marketing* 14: 737-765.
- Kim, M., Park, M.C. and Jeong, D.H. (2004), The Effects of Customer Satisfaction and Switching Barrier on Customer Loyalty in Korean Mobile Telecommunication Service. *Telecommunication Policy* 28: 145-159.
- Ki-Sung Kwak (2007), The Regulation of Pay Television in East Asia: A Comparative Study. *Westminster Papers in Communication and Culture 2007* (University of Westminster, London), Vol. 4(3): 87-106.
- Kuo, Y. -F., Wu, C. -M. and Deng, W. -J. (2009), The relationships among service quality, perceived value, customer satisfaction, and post-purchased intention in mobile value-added services. *Computers in Human Behavior*, 25(4): 887-896.
- Landy, F., Conte, J. (2004), *Work in the twenty first century.* McGraw-Hill: New York.
- Loudon, David L. and Albert J. Della Bitta (1993), *Consumer Behavior: Concepts and Applications.* McGraw-Hill.
- Ngigi, Sarah Wanjiru (2013), *Service quality and performance of paid television service: The case study of Zuku Company Limited,* University of Nairobi.
- Oliver, Richard L. 1997. *Satisfaction: A Behavioral Perspective on the Consumer.* New York: The McGraw-Hill Companies, Inc.
- Pepper, R. (2004) 'Regulatory Concerns', in E. Noam, J. Groebel, and D. Gerbarg (eds) *Internet Television*, London: Lawrence Erlbaum, pp.105-112.
- Russell-Bennett, Rebekah, McColl-Kennedy, Janet R. and Leonard V. Coote (2007), Involvement, satisfaction, and brand loyalty in a small business services setting. *Journal of Business Research* 60(12): 1253-1260.
- Tse, David K. and Peter C. Wilton (1988), Models of Consumer Satisfaction: An Extension. *Journal of Marketing Research* 25: 204-212.
- Turel, Ofir and Alexander Serenko (2006), Satisfaction with mobile services in Canada: An empirical investigation. *Telecommunications Policy* 30(5): 314-331. DOI: 10.1016/j.telpol.2005.10.003.