

Determinants of local and foreign TV channels viewership amongst TV audience in the Buea municipality, South West Region, Cameroon

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Abstract

This study seeks to identify audience preferences and the determinants that affect their choice to watch local or foreign television. A quantitative research design was used, with survey as specific method. Some 326 respondents were surveyed in ten (10) core neighbourhoods in Buea Municipality where cable television consumption is widespread. According to the findings, 24.5% (80) of the respondents indicated that they view foreign television always, as opposed to 11% (36) who indicated that they view local television channels always. In this value (always) category therefore, there is a 13.5% gap (in favour of foreign television) in viewership preference between foreign television and local television on a weekly basis. An ANOVA test produced a statistically significant difference at the $p < .000$ level in audience weekly foreign TV exposure and high-quality content as a determinant of international over local TV viewership with $F(4, 321) = 8.457, p < .000$. The significance level of 0.000 is less than the threshold value of 0.05, confirming the hypothesis that high-quality content is determinant of audience weekly foreign TV viewership over local channels. Similar statistically significant differences were established for exciting/entertaining programmes and provision of 24 hours TV programmes as a determinant of audience choice for foreign TV over local TV channels. These findings suggest that high quality production content, exciting/entertaining programmes and provision of 24 hours TV programmes were factors that determined high dependence on foreign over local television channels. By implication, local content producers need to focus on these concerns and strive to meet up such audience needs to be able to stand this rife competition from foreign television.

Key Words: Determinants, Local TV, International/Foreign TV, Viewership, Buea Municipality

Introduction

The television audiences in Cameroon are now saturated with a variety of television channels (local and international/foreign), unlike the 1980s and early 1990s where television viewers in the country had a modicum of choice when it came to television exposure. Within this period, television channels were limited as only the state-owned Cameroon Television and subsequently Cameroon Radio Television (CRTV) existed [1]. Tanjong (2012), claimed that, state monopoly of television ended in 2001, with the introduction of TV Max in Douala and other private television stations. Since then, other local television channels have emerged such as: Spectrum Television (STV), Canal 2 International, Arianne Television (ATV), Equinox Television, etc.

The coming of cable television has also increased the television channels ranging from specialised channels in news (CNN, BBC, AL Jazeera, TFI, and France 24), sports (Super Sport, Euro Sport, etc.) entertainment (Africa Magic, etc.), and religion (Emmanuel TV). As cable television channels are growing in Cameroon, the local audience now have a wide variety of local as well as international TV programmes to watch within this wide spectrum of channels which are now provided through cable television. This has also expanded the number of programmes now available on audiences' screens and hence TV watching habits of Cameroonians are no longer the same as in the 80s and early 90s. Thus, one could argue that local TV channels and their programmes are now facing a stiff competition in terms of

viewership with the content of international/foreign TV.

The argument above is buttressed by Nwabueze, Nweke, Okowa-Nwaebi and Ebeze (2012), who noted that the dominance of western-owned global media in developing countries threatens the survival and development of broadcasting in developing countries because of quality and content variety they provide [2]. The study revealed that among others, that viewers in satellite TV households tend to watch more satellite TV than local TV basically due to high quality programme production, and a variety of exciting programmes offered by the satellite TV channels, though the difference in exposure level was not significant. It was recommended among others that broadcast media houses in Nigeria should strive to improve programme content and production quality with a view to competing effectively with foreign Direct Broadcast Satellite (DBS) channels.

Hence, the plurality of international/foreign TV channels and programmes broadcast to the local Cameroon audience can also modify viewership patterns and media reliance among Cameroonians. The spread of cable television is visible today in most households, especially in the Buea Municipality in the South West Region of Cameroon. This has led to increasing fears that foreign television will soon dominate local households in Buea in particular and Cameroon in general, at the detriment of local television viewing. Such worries are intense given that there is the fear that local cultures might soon go extinct, while foreign culture will be the norm of the day in the Cameroonian society. It is against this background that this study seeks to compare audience viewership attitude towards local and international/foreign TV channels and to examine the level of significance of factors that determine audience local and international/foreign TV viewership.

Literature Review

The birth and evolution of television broadcasting in Cameroon

Television broadcasting in Cameroon officially started in 1985, where the then Cameroon Television (CTV) started broadcasting on Saturdays and Sundays and exceptionally during major events [3]. According to Makasso (2014), CTV went operational following the signing of a decree (N°86/005/PR) on the 26th of April 1986, by the President of the Republic, Paul Biya. However, before the setting of CTV, plans for setting up TV in Cameroon had begun since 1962 [4]. Notwithstanding, Muluh and Ndoh (2002) regretted that it took 23 years for television to finally go operational in the country.

According to Muluh and Ndoh (2002), some of the reasons advanced for the slow development of television were as a result of a public statement made by the then President Ahmadou Ahidjo on 29th May 1962 cautioning and stressing the need to proceed with a methodical approach to realize the television project. Another reason they advanced is based on taking a decision on which system they had to accept. Cameroon had to reflect on the system it had to use (Anglo-German Phase Alternate Line--PAL B/G, used in the tropics) or PAL I (used in the temperate zone), French Sequential Colour and Memory (SECAM), North American National Television Standard Committee (NTSC) [1].

Tanjong, stated that the establishment of the state-owned Cameroon Television which eventually became Cameroon Radio Television (CRTV) in 1987, existed as the only television station with viewers having limited choice to make regarding channel selection and viewership of programmes.

Despite developments in communication technology, many parts of Cameroon are still deprived of radio signals originating from the national radio and television stations of the CRTV. Inhabitants in some areas are more exposed to foreign radio and television signals they receive from neighbouring countries [5]. Stanbridge, Ljunggren, Opoku-Mensah, and El Gody (2003), noted that there are areas in Cameroon like Moundou in South East of Cameroon that captures only Africa No. 1 and Radio Congo Brazzaville signals and Ekondo-Titi in the South West Region that receives radio only signals from Equatorial Guinea which are very popular among the audience [5]. Stanbridge et al. (2003), went further to explain that a few homes that receive CRTV signals are those who can afford parabolic antenna [6]. Nevertheless, Adam, Jensen, Song and Southwood (2013), recommended that satellite is likely to be more cost effective than terrestrial transmission, at least in the near-term for scattered viewers in more remote areas.

Muluh and Ndoh (2002), noted that direct broadcast by satellite was introduced in Cameroon in the late 1980s and the early 1990s. They explained that the presence of satellite broadcast was felt as Cameroonians who could afford the new technology purchased satellite dishes, receivers and decoders costing about FCFA 1,000,000 at that time to watch foreign television channels [5]. According to Stanbridge et al. (2003), CRTV began broadcasting by satellite in 2001 [6]. In Adam et al (2013), it is estimated that CRTV covered 60% of the geographic area of Cameroon that is connected to the electricity grid, through 64 transmitters. But since 2001, it has also offered satellite transmission through 14 installed transmitters that are capable of providing both analogue and digital signals [6].

However, Lange (2008), disclosed that additional competition to dial-up has come from the many small cable TV operators in the suburbs who distribute analogue TV to homes from a central satellite receiver. Many of them have started offering Internet access as well, which is, however, low bandwidth and only good enough for e-mail and basic web browsing (i.e. a dial-up replacement). Being a more cost-effective means of transmission as earlier noted, Adam et al (2013) explained that satellite is probably the most significant additional television delivery platform in Cameroon. According to them, there are around 30,000 Canal+ subscribers in Cameroon.

Also considering that there are also more pirated set-top boxes that have access to the company's broadcasts, Adam et al (2013), believed there are both legal and pirate viewers who are able to watch the local free-to-air digital channels that are expected to be carried by Canal+, thus considerably increasing the number of viewers watching local terrestrial channels from the satellite pay-tv signal. Broadcasting by satellites is not the monopoly of CRTV. While private stations also have their own transmitters, Adam et al (2013), stated that images of STV and Canal2 are

received in the southern half of Cameroon over satellite as part of satellite and cable TV bouquets linked together through the satellite subsidiary of the monopoly operator, Camtel.

The struggle in Cameroon today is changing the underlying radio broadcast technology from the outdated analogue system to a system based on equipment capable of transmitting and receiving digital signals, a process known as digital switchover (DSO). By providing more attractive content, Adam et al (2013), maintained that the DSO is expected to increase the levels of TV ownership from the currently estimated 20% household penetration of analogue TV sets with much lower level of penetration in many rural areas. It is disclosed in Adam et al (2013) that satellite and cable already carry the broadcasts of most TV services in the country with CRTV already being accessed on the internet while some major private broadcasters are available on mobile phones.

Though the extent which cable TV will have an impact on the Cameroon broadcast landscape remains unclear, it is believed that the spread of Pentecostalism in Northern Cameroon is as a result of broadcast by satellites through satellite dishes installed on the roofs of buildings. Sundnes (2013), disclosed that members of certain churches in Cameroon whose base are in Nigeria gather to watch and listen to sermons preached by their pastors in Nigeria. This is to indicate that the communication landscape of any country can be transformed through cable TV.

Determinants of Audience TV Viewership and Programme Choices

The television broadcasting industry has grown, and consumers' relationship to television content continues to evolve [7]. This is because television channels are equally aware of changes in audience needs and perceptions of programmes. Consequently, they strive to meet up such audience needs because they are aware that the competition is rife. When they fail to satisfy consumers therefore, the consequence will be a quick switch on the channels that provide audiences with what they need at the moment.

This is fair competition which gives room for improvement in quality and quantity of television content in the 21st Century. In addition, Ibisworld (2018), also noted that competition in television broadcast centres around three factors: ability to alter goods and services; having a clear market position; and ability to quickly adopt new technology. The world is fast driven by technology, and any service provider who lags behind in the technological sphere will also witness a drop-in audience attention, and also revenue through channels like adverts.

Campbell, Martin, and Fabos (2018), attested that the media landscape today has witnessed significant changes because of changes in the digital environment [8]. These changes are evident in the nature of news and information gathering, treatment, and dissemination. To meet up with the digital sphere therefore, media workers are also obliged to work with professional tools that will enable them produce with maximum quality. In the 1980s, communications scholars began to pay more attention to the politics of communications policy, not surprising in light

of the profound changes affecting broadcasting, cable, and telecommunications [9].

Cable TV had shown itself as an inevitable part of society. This trend exists till date, though in a more advanced stage in terms of the numbers of owners of cable lines, that is cable operators, the increasing awareness of the relevance of staying connected to cable TV for daily information, and the consequent increase in audiences for cable TV.

Media consumption is rooted in a three-stage model: routine surveillance, incidental consumption, and directed consumption [10]. People go to cable TV to take note of what is happening in their environments, and if possible, put up particular reactions to conform to the information derived from cable TV. This is the surveillance function. Incidental consumption is not planned. One may simply come across an interesting programme and decide to watch it. This might not have originally been in the consumer's agenda, but it might as well end up making the consumer's day. Then, directed consumption is timed. For instance, knowing that a particular series comes up at a certain time, or that a football match will be played at a certain time, or that the news will be presented at a given time. In such situations, the audience is fully aware of content, and will therefore be ready to receive it.

The media can be used for political power and emancipation [11]. Cable TV is capable of performing this role. One is capable of participating in political debates taking place in other countries because they might have been televised. This informs people of political situations elsewhere, and the possibility of applying similar situations in local contexts. Emancipation can be seen at the level with which cable TV educates people today. Cable TV helps to present cultural issues through means like movies. When people watch such movies, they gain understanding of the world. The knowledge helps increase their awareness of certain community issues that they might not have had the opportunity to be exposed to before.

The television industry has witnessed a boom in terms of number of stations as well as in terms of the number of programme types. According to Bryant (2014), the boom in the television industry has equally influenced TV viewers to quickly adopt new viewing platforms which have been fluctuating continuously.

The patterns of TV programme viewership have been a major concern in recent years in the field of communication research. Basically, research into two programmes preference falls into two schools of thought while one deals with programme related to content, the other deals with programmes choice related to program scheduling [12]. While Atkins et al (2003), Dupagne (1999), models of choice held implicit assumption that programme choice is a function of individual preference as television is free –good and viewers are actively involved in deciding which programme to view.

Literature that holds the view that program choice is related to content identified preference by demographic market segment [13]. Lubang'a (2018) revealed that the age, gender, marital sta-

tus and employment status of the respondents have a significant positive relationship with the choice of television channels they watch. Hence, these factors determine the television stations they watch. In addition to the above factors that determine audience TV preferences of choices, Widyatama, Aw and Mahbob (2021), grouped the factors that determine audience television choices into four categories [14]. These include factors related to the content, audience's purposes, corporate actions, and the influence of friends.

The introduction of cable channels has facilitated the selectivity in the United States. Viewers now have a wide range of channels to explore with the availability of multiple TV channels. According to Copper (1996), viewers are unable to make a choice when they have variety of programmes to choose from. Most at times, they are blind or not even aware of all other options available. Consequently, the availability of multiple channel choice and alternatives such as internet can lead to viewers having a limited repertoire of channels and programmes they frequently used.

Webster and Wakshlag (1983), suggested that programmes choice is a function of other interesting factors such as repeated viewing, channels loyalty (Bruno 1973) programme type (Ehrenberg, 1968) viewers availability (Blumer, 1979) viewer's needs (Elliot, 1974), influence of viewers group (Bower, 1973) and viewers awareness (McGuire, 1974). Thus, scheduling are important variables for predicting choice and behaviour. Herzog's (1994) classic study of daytime radio or television soap opera indicates that social factors such as emotional releases, fictional fulfilment and information seeking are major reasons why people are interested in soap operas (Matelski, 1988), meanwhile (Donthu and Gilliland, 1996; Babics-Zielinska, 2007 and Abraham, 2011) [15].

On their part, Olowe and Osagwu (2021), revealed that the economic status of the audience, their personality and lifestyle have a positive and significant effect on the choice they make of viewing satellite television [16]. On the other hand, they did not find any significant effect between the respondents' family life cycle stage and the choice of satellite television viewership. This study provides empirical evidences that support the necessity of personal factors in the course of chosen satellite television in a typical emerging market.

With such evidence, Olowe and Osagwu (2021), recommended among others that the satellite television marketers should seriously consider the personal factors of the actual and potential subscribers in the process of designing their market offerings. Another research done on consumer behaviour reveals that personal choices or preference are influenced by social cultural psychological and personal factors. While (Allen, 1995 and Matelksi, 1988) in analysing, Korean series state that it contains visual aesthetic culture interest as well as cultural accessibility with its characters being major that make these soap operas popular.

Studies show that one of the factors that influences television viewership is the programme content. Graham (1999), noted that television is a 20th century phenomenon. Its content can be

viewed on many dimensions, but it is the traditional notion of formats that best describes the variety available in the eyes of viewers. These viewers have preferences for soap operas, sitcoms, game shows, police-detective shows, and so forth. Utility theory makes suggestions for how people react as the so-called "television of abundance" reaches the point where audiences can maximize their interests. The theory assumes that a person faced with a set of objects is able to evaluate and rank them in order. Given the opportunity to select one of the elements, the individual will maximize his/her perceived utility by choosing the element most highly evaluated (Miller, 1972).

Jeffres (1978), purported that the concept of interest maximization to describe how audiences are given expanded choices by subscribing to cable TV and may select programmes/ formats that maximize their interests. As the TV menu grows, each individual's viewing pattern might become more homogeneous as he/she avoids those formats disliked and selects those preferred. When Jeffres (1978), came out with this notion, cable television was just beginning to become popular and the limited range of channels available provided a poor test of the concept. However, with an expansion of cable and the inclusion of networks specializing in specific formats, it is now possible to revisit the concept in a more meaningful way.

Although it is possible that someone could devote almost all of their TV viewing time to a few formats, at some point we might expect diminishing returns to set in as the individual becomes saturated with sitcoms or game shows, for example. The individual would have followed his or her interests in those particular forms and the percentage of viewing time spent with the desired content would reach asymptote. Another view relating to viewers' TV preference is that by Donohew and Tipton (1973), who maintained that the individuals operate between the boundaries of variety and redundancy, at one time tuning out monotonous information in favour of something new, and at another time tuning out "new" information if it reaches a certain threat level. The individual is seen as oscillating between the need for a predictable environment and the need for arousal and stimulation. Similarly, a researcher working in experimental psychology, Berlyne, (1970), and Berlyne (1971), found that the hedonic value of a stimulus is maximized at a moderate level of novelty.

Media usage variables were also included in early studies of cable adoption and, similarly, the results have been inconsistent. For instance, Reagan (1987) found TV and magazine exposure to be positively related to cable subscribership but not radio listenership. Paradoxically, Collins et al. (1983) found that TV viewership was negatively related to cable adoption. Other studies have found the opposite to be true [17]. Blumler and Katz (1974), argued that audience needs have social and psychological origins which generate certain expectations about the mass media, leading to differential patterns of media exposure which result in both the gratification of needs and in other (often unintended) consequences. This does assume an active audience making motivated.

Sainful and Laila (2016), in a study titled "why people watch foreign TV channels more than local TV channels in Bangla-

desh, make assertion that watching foreign channel have become a trend whereby the young and old watch foreign channels. They pose a question as to why people choose foreign channels of which they have a lot of local ones. This stance is consolidated as Cynthia (2019), demonstrated using the Blumler and Katz (1974), Uses and Gratification theory [17]. The theory assumes that the audience are not passive consumers of media content. Rather, the audience has power over their own lives.

This theory suggest that media users play an active role in choosing the media by taken active part in the communication process and are goal oriented in the media use. In this light, media user seeks out a media source that best fulfils their needs. Here, audience would either choose foreign or local television stations to satisfy their needs since it is their preference as they have a freedom of choice [18]. Jigsaw Research (2020), that examined news consumption patterns in the UK however, reveals that viewer attitudes, which includes; measures such as quality, accuracy, trustworthiness and impartiality, towards TV channels' news provision are generally consistent in 2020.

Theoretical framework

Contrary to early theories in mass communication like the magic bullet theory that claimed that the audience were passive and inactive, the Uses and Gratifications theory by Katz & Blumler (1974) and the Cognitive dissonance theory by Festinger (1957) explained that the audience are active and decides how and when to use the media for their own gratification. The theoretical basis of this study is therefore based on these two theories [17]. The Uses and Gratifications theory assumes that people are not passive but conscious of what the media can offer them. Their constant usage of different media, is therefore influenced by the content the media provides that satisfies their psychological and social needs. According to the theory, audience expose themselves only to media that responds to their special needs.

In line with the uses and gratification theory, the cognitive dissonance theory was formulated on the basic premise that people will be motivated to avoid information and situations that could increase their dissonance. The application of this theory in this study is justified by Stroud (2011) who used the cognitive dissonance theory to explain why selective exposure occurs. Chaffee, Saphir, Graf, Sandvig & Hahn (2001), Garrett (2009) and D'Alessio and Allen (2002) and more recently, Al Marrar and Allevato (2022) have used the cognitive dissonance theory to explain how it could induce people to expose themselves selectively to some types of media content in preference to others.

Media content being the products of TV channels, selective exposure to different contents is likely to influence, affect or determine local and international/foreign TV viewership. In this light, the assumption using the cognitive dissonance in this study is that, the individual's decision to watch local or international/foreign TV is amplified by factors like quality, entertaining, informative and educative programming that run on 24 hours.

Methodology

A quantitative research design was used, with survey as specific research method. Some 326 respondents were surveyed in ten

(10) core neighbourhoods in Buea Municipality where cable television consumption is widespread. The survey targeted cable TV users in the Buea Municipality of the South West Region, Cameroon. A pretested questionnaire with pronominally closed-ended questions was used. A multi-stage sampling approach was used for this study. First, the neighbourhoods were classified according to availability and non-availability of cable providers.

However, since it was difficult to get access to statistics regarding the number of cable viewers in Cameroon, the researchers applied the proportionate or quota sampling method to get the respondents. Applying this method, only cable viewers available in their homes at the time of this survey and willing to respond to the questionnaire were interviewed. This method is justified by Amin (2005, pp. 243) saying, the quota or proportionate sampling: ...is often used in survey research when it is not possible to list all the members of the population of interest. When quota sampling is involved, those who gather data are given exact characteristics and quotas of persons to be interviewed. ...This technique of sampling is used in large-scale surveys. When quota sampling is used, data is obtained from accessible individuals.

Hence, the unit of analysis in this study was made up of individuals who regularly expose themselves to cable TV. Data collection was done face-to-face and the Statistical Package for Social Sciences (SPSS) version 22.0 was used to analyse the data. Descriptive statistics such as frequency tables were used to generate data that answered the research questions. For testing hypotheses ANOVA (analysis of variance) were calculated using SPSS to generate the probability values on relationships between viewers of cable TV and their exposure to local and international TV channels. Ostertagová and Ostertag (2013) defined analysis of variance (ANOVA) as a statistical procedure concerned with comparing means of several samples. Considering that there are several samples involved in most cases, this test is therefore more appropriate compared to others like the Chi-square test.

Results

Demographic description of respondents

A total of 326 respondents participated in this study. Of this number, 42.6% (139) were males while 55.5 % (181) were females. Some 1.8% (6) of the respondents failed to indicate their sex. In terms of their level of education, a greater population (38.7%) of the respondents reported Advance Level as their highest level of education. This was followed by 26.7 for Bachelor's Degree, 13.2% for Ordinary Level, 12.0% for Master's Degree, 4.6% for those with First School Leaving Certificates and only 0.3% said they had a PhD. While some 1.2% mentioned other certificates, 3.4% failed to indicate their level of education. More than three quarters (75.5%) of the respondents were single while only 14.7% reported that they were married.

Amongst the respondents, 1.2% stated that they were co-habiting, 0.9% each was also reported for divorced and widowhood. Some 6.7% failed to state their marital status in this research. In terms of the religious status of the respondents, majority (91.7%) of them said they were Christians and only 4.3% said they were Muslims. Some 1.2% said they were traditionalists and 2.8%

failed to indicate their religions. Age wise, a greater proportion (36.5%) of the respondents stated that they were aged 21-25 years, followed by 25.8% for those aged 15-20 years, 11.0% 26-30years, 6.4% each for 31-35years and 41 years and above age groups and 1.8% for 36-40years.

However, some 12.0% of the respondents did not state the age group they belonged to. For the occupation of the respondents, majority (60.1%) indicated that they were students. This was fol-

lowed by 7.7% who said they were entrepreneurs. Some 4.3% were teachers, 2.8% were journalists while the rest of the occupations like modelling, carpentry, painting, fashion designers, accountants, hair dressing, etc., were all represented with smaller percentages less than 1.

Examining the extent viewers watch local and international/foreign TV stations in cable TV households in the Buea Municipality

Table 1: Respondents local and international TV viewership on a weekly basis

Average weekly viewership	Television type	
	Local TV	International/foreign TV
Never (0 day)	(27) 8.3%	(5) 1.5%
Rarely (1-2days)	(94) 28.8%	(46) 14.1%
Sometimes (3-4days)	(116) 35.6%	(87) 26.7%
Often (5-6days)	(53) 16.3%	(108) 33.1%
Always (7days)	(36) 11.0%	(80) 24.5%
Total	(326) 100.0%	(326) 100.0%

Source: Field data 2021

The data in Table 1 above displays the weekly viewership of local and international/foreign TV among the respondents. The statistics show that averagely, the frequency of TV viewership for International TV is higher than for Local TV. For average weekly TV viewership was rated 24.5% and 33.1% for respondents who reported that they viewed International TV all always (7 days) and often (5-6 days) per week respectively. Whereas, the corresponding figures are relatively low for Local TV viewership were re-

spondents reported 11.0% and 16.3% for always (7 days) and often (5-6 days) per week respectively. On the other hand, higher percentages were reported indicating low TV viewership in the case of Local TV with 8.3% and 28.8% of the respondents stating that they never (0 days) and rarely (1-2-days) viewership respectively, compared to 1.5% and 14.1% respectively, which were lower, reported for international TV.

Table 2: Respondents local and international/foreign TV viewership on a daily basis

Average daily viewership	Television type	
	Local TV	International/foreign TV
Never (0 hr)	(22) 6.7%	(10) 3.1%
Rarely (1hr)	(120) 36.8%	(57) 17.5%
Sometimes (2-3hrs)	(120) 36.8%	(85) 26.1%
Often (4-6hrs)	(47) 14.4%	(105) 32.2%
Always (above 6hrs)	(17) 5.2%	(69) 21.2%
Total	(326) 100.0%	(326) 100.0%

Source: Field data 2021

In the case of average daily TV viewership, the data in Table 2 above depicts similar trends to those of weekly TV viewership. In terms of international/foreign TV viewership, a greater proportion (21.2% and 32.2%) of the respondents stated that they viewed international/foreign TV above always (6 and often (4-6 hrs), respectively. While only 3.1% stated that they never viewed international/foreign TV, 17.5% said they rarely did. For local TV daily viewership, only 5.2% and 14.4% said they viewed these channels for always (above 6hrs) and often (4-6 hrs) respectively.

However, greater percentages (6.7% and 36.8%) were reported for never (0 hr) and rarely (1 hr) respectively for local TV viewership compared to that reported for international/foreign TV viewership.

Notwithstanding, in terms of average viewership, that is sometimes (2-3hrs) per week, 36.8% was reported for local TV viewership, which is higher for compared to 26.1% reported for international/foreign TV. This indicates that a greater proportion of the respondents only spent sometimes (2-6 days) to watch local TV.

Table 3: Average daily local television viewership within audiences' gender

Average daily viewership	Gender			Total
	Male	Female	No response	
Never (0hr.)	(8) 5.8%	(14) 7.7%	(0) 0.0%	(22) 6.7%
Rarely (1hr.)	(52) 37.4%	(65) 35.9%	(3) 50.0%	(120) 36.8%
Sometimes (2-3hrs)	(55) 39.6%	(62) 34.3%	(3) 50.0%	(120) 36.8%
Often (4-6hrs)	(18) 12.9%	(29) 16.0%	(0) 0.0%	(47) 14.4%
Always (above 6hrs)	(6) 4.3%	(11) 6.1%	(0) 0.0%	(17) 5.2%
Total	(139) 100.0%	(181) 100.0%	(6) 100.0%	(326) 100.0%

Source: Field data 2021

From the frequencies in Table 3 above, it is seen that a greater proportion (37.4% and 39.6%) amongst male respondents stated that they rarely (1hr.) and they sometimes (2-3hrs) viewed local TV on a daily basis, compared to 12.9% and 4.3% that also reported for often (4-6hrs) and always (above 6hrs), respectively. Similar trends are seen amongst female respondents with 35.9% and 34.3% of the female respondents stating that they rarely (1 hr) and sometimes (2-3hrs) viewed local TV, respectively. Likewise, only 16.0% and 6.1% of the female respondents reported they view Local TV often (4-6hrs) and always (above 6hrs) on a daily basis, respectively.

In terms of those who stated that they never (0 hr.) viewed local TV, 5.8% was reported for male while 7.7% was reported for female respondents. Generally, higher percentages (36.8% and 36.8%) were reported for rarely (1hr.) and sometimes (2-3hrs) for daily Local TV viewership compared to 14.4% and 5.2% for often (4-6hrs) and always (above 6hrs), respectively.

Using hypotheses to test level of significant of different factors that determine international/foreign TV viewership over local TV channels in cable TV households in the Buea Municipality
H1: High-quality content is determinant of audience weekly international/foreign TV viewership over Local TV channels.

Table 4: Relationship between high-quality content and audience weekly international/foreignTV viewership over local TV channels

Weekly viewership or exposure to international/foreign	Level of agreement					Total
	Strongly disagree (0%)	Disagree (25%)	Neutral (50%)	Agree (75%)	Strongly agree (100%)	
Never (0 day)	(2) 6.9%	(2) 9.5%	(0) 0.0%	(1) 0.9%	(0) 0.0%	(5) 1.5%
Rarely (1-2days)	(6) 20.7	(0) 0.0%	(16) 24.6%	(15) 13.8%	(15) 13.8%	(46) 14.1%
Sometimes (3-4days)	(11) 37.9%	(8) 38.1%	(22) 33.8%	(28) 25.7%	(18) 17.6%	(87) 26.7%
Often (5-6days)	(7) 24.1%	(8) 38.1%	(20) 30.8%	(38) 34.9%	(35) 34.3%	(108) 33.1%
Always (7days)	(3) 10.3%	(3) 14.3%	(7) 10.8%	(27) 24.8%	(40) 39.2%	(80) 24.5%
Total	(29) 100.0%	(21) 100.0%	(65) 100.0%	(109) 100.0%	(102) 100.0%	(326) 100.0%

One-way ANOVA of audience weekly exposure to international/foreignTV and high-quality content as a determinant of international/foreignover Local TV viewership

	Df	SS	MS	F	Sig.
Between Groups	4	33.954	8.489	8.457	.000
Within Groups	321	322.181	1.004		
Total	325	356.135			

Source: Field data 2021

The relationship between participants (audience) weekly international/foreignTV exposure and high-quality content was examined to determine if high-quality content influences viewer's choice of international/foreignTV viewership over local TV. The data in Table 17 above depicts that more than half (33.1% and

24.5%) of the respondent said they often (5-6days) and always (7days) viewed international/foreign TV, respectively. However, the relationship between their weekly viewership and the quality of the programmes content showed that a greater proportion (34.3% and 39.2%) of those who strongly agreed are exposed

to international/foreignTV often (5-6days) and always (7days), respectively. The percentages are lower (24.1% and 10.3%), respectively for those who strongly disagreed.

To establish if there is a significant relationship between audience weekly international/foreignTV exposure and high-quality content as a determinant of international/foreign over local TV viewership, a statistical test was conducted by means of an analysis of variance (ANOVA). There was a statistically significant difference at the $p < .000$ level in audience weekly international/foreign TV exposure and high-quality content as a determinant of international/foreignover local TV viewership with $F(4, 321) = 8.457, p < .000$. The significance level of 0.000 is less than the threshold value of 0.05, indicating that the hypothesis that high-quality content is determinant of audience weekly international/foreign TV viewership over local TV channels can be accepted.

The actual difference in mean scores between groups (the five levels of agreement) was calculated by running a Post-hoc comparisons between the groups using Tukey HSD test (see appendix). The statistics indicated a significant difference only between the strongly agree (100%) & strongly disagree (0.0%) and between strongly agree (100%) and neutral (50%), with large means differences with significance value of 0.001. In this case there is statistically significant difference between strongly agree (100%) & strongly disagree (0.0%) and between strongly agree (100%) and neutral (50%). There was no statistically significant difference in mean scores between the other levels of agreement since they show little differences in their mean scores.

H2: Exciting/entertaining programmes is a determinant of foreign/international television viewership over local television channels.

Table 5: Relationship between participants' average daily international television viewership over local television channels and exciting/entertaining programmes

Average daily international/foreignTV viewership	Level of agreement with exciting/entertaining programmes					Total
	Strongly disagree (0%)	Disagree (25%)	Neutral (50%)	Agree (75%)	Strongly agree (75%)	
Never (0 hr)	(3) 30.0%	(3) 30.0%	(2) 20.0%	(1) 10.0%	(1) 10.0%	(10) 100.0%
Rarely (1hr)	(5) 8.0%	(7) 12.0%	(12) 21.0%	(22) 38.0%	(11) 19.0%	(57) 100.0%
Sometimes (2-3hrs)	(8) 9.0%	(6) 7.1%	(19) 22.0%	(29) 34.0%	(23) 27.1%	(85) 100.0%
Often (4-6hrs)	(9) 8.0%	(6) 5.0%	(13) 12.0%	(36) 34.0%	(41) 39.0%	(105) 100.0%
Always (above 6hrs)	(4) 5.0%	(2) 2.0%	(6) 8.0%	(29) 42.0%	(28) 40.0%	(69) 100.0%
Total	(29) 8.0%	(24) 7.0%	(52) 15.0%	(117) 35.9%	(104) 31.9%	(326) 100.0%

Source: Field data 2021

The data in Table 18 shows the relationship between participants' daily international/foreign TV viewership and exciting/entertaining programmes on these channels in terms of percentages within averagely, when asked how many hours they spent watching international/foreign television on a daily basis. The data reveals that majority (82%) constituting 42% and 40% agreed and strongly agreed, respectively that, they view international/foreignTV always (above 6hrs) because of exciting/entertaining programmes. On the other hand, only 5.0% and 8.0% strongly disagreed and disagreed that they always (above 6hrs) view International TV because of exciting/entertaining programmes. Similarly, the data revealed that, a majority (73%) within averagely, when asked how many hours the respondents spent watching international/foreign television on a daily basis constituting 34% and 39% agreeing and strongly agreeing that they often (4-6hrs) view international/foreignTV because of their exciting/entertaining programmes. This is not the case with those who stated they never viewed international/foreign TV. Majority (60%) of them constituting 30% each strongly dis-

agreed and disagreed, that they never (0hrs) viewed international/foreignTV because of their exciting/entertaining programmes. On the contrary, only 20% constituting 20% each for those who agreed and strongly, respectively that they never viewed, meaning, their non-viewership of international/foreign TV is not related to exciting/entertaining programmes.

Comparing the percentages of the level of agreement and disagreement of International TV viewership in relation to exciting/entertaining programmes, it can be concluded from this data that many of the respondents view international/foreignTV because of their exciting/entertaining programmes. This notwithstanding, a statistical test has been conducted below to establish if the relationship between participants' average daily international television viewership and exciting/entertaining programmes is significant enough for conclusions to be drawn that it is a determinant of foreign/international television over local television channels viewership.

Table 6: Exciting/entertaining programmes as a determinant of audience foreign/international television viewership over local television channels.

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.000	1	22.000	19.000	.000 ^b
	Residual	370.000	324	1.000		
	Total	393.000	325			

Source: Field data 2021

From the model summary the adjusted R square value was found for exciting and entertaining programmes as it determine respondents' choice of viewership of foreign/international television channels over local television channels to be 0.054 indicating that exciting/entertaining programmes have 05.4% variance

on respondents' viewership of International TV over Local TV channels. The goodness fit for the model was tested using ANOVA and the F value quality care found to be 19.000 which was significant for 0.000 level of significance and model is fit.

Table 7: Evaluating individual independent variable to show relationship between respondents' daily international/foreign TV viewership and how exciting/entertaining programmes influence their choices of international/foreign over local TV channels using Beta value

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta			
1	(Constant)	2.000	.000		14.000	.000
	Do exciting and entertaining programmes determine your choice of viewership of international/foreign TV over local TV channels?	.000	.048	.000	4.000	.000

a. Dependent Variable: Averagely, how many hours do you spend watching international/foreign TV on a daily basis?

Source: Field data 2021

Contribution of individual independent variable was evaluated through computing Beta value. The Beta value for independent variable exciting/entertaining programmes on International TV to be 0.000, which was tested through t-value which was found to be 4.000 which is significant at 0.00% level of significance. This shows that exciting/entertaining programmes significantly

contributes to influencing viewers choices of international TV over Local TV channels.

H3: Provision of 24 hours TV programmes is a determinant of audience choice for International TV over local TV channels

Table 8: Relationship between audience average daily international television viewership and provisions of 24 hours TV programmes.

Average daily international television viewership	Level of agreement					Total
	Strongly disagree (0%)	Disagree (25%)	Neutral (50%)	Agree (75%)	Strongly agree (75%)	
Never (0 hr)	(1) 10.0%	(2) 20.0%	(3) 30.0%	(1) 10.0%	(3) 30.0%	(10) 100.0%
Rarely (1hr)	(1) 1.0%	(12) 21.1%	(18) 31.0%	(15) 26.0%	(11) 19.0%	(57) 100.0%
Sometimes (2-3hrs)	(2) 2.0%	(11) 12.0%	(23) 27.1%	(29) 34.0%	(20) 23.0%	(85) 100.0%
Often (4-6hrs)	(7) 6.0%	(11) 10.0%	(34) 32.0%	(25) 23.0%	(28) 26.0%	(105) 100.0%
Always (above 6hrs)	(2) 2.0%	(6) 8.0%	(14) 20.0%	(26) 37.0%	(21) 30.0%	(69) 100.0%

Total	(13) 3.0%	(42) 12.0%	(92) 28.0%	(96) 29.0%	(83) 25.0%	(326) 100.0%
<i>One-way ANOVA of audience daily exposure to International TV exposure and provision of programmes 24 hours as a determinant of foreign/international television over local television viewership channels</i>						
	<i>Df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Sig.</i>	
Between Groups	4	7.000	1.000	1.000	.000	
Within Groups	321	398.000	1.000			
Total	325	406.000				

Source: Field data 2021

It can be deduced from the data in Table 21 above that a greater proportion of the respondents, that is 29.0% and 25.0% agreed and strongly agreed, respectively, that they always (above 6hrs) viewed international/foreignTV over local TV channels because they provide programmes 24 hours daily. On the other hand, the percentages for those who strongly disagreed and disagreed were relatively lower with 3.0% and 12.0%, respectively. Similar percentages were reported for those who reported that they often (4-6hrs) viewed international/foreignTV over local TV because they provide programmes 24 hours.

This not the case with for respondents who reported that the never viewed international/foreign TV over Local TV because they provide programmes 24 hours. According to the data, while some 10.0% and 30.0% of the respondents agreed and strongly agreed, respectively that they never viewed International TV over Local TV because they provide programmes 24 hours, another 10.0% and 20.0% strongly disagreed and disagreed, respectively that they never viewed International TV over Local TV because they provide programmes 24 hours.

Despite the differences in the percentages as explained above, a statistical test was conducted to establish if the differences were significant to conclude that audience daily International TV viewership and provision of programmes 24 hours as a determinant of audience choice for International TV over local TV channels. The test conducted was analysis of variance (ANOVA). The results from the test show there was a statistically significant difference at the $p < .000$ level. The test results, $F(4, 321) = 1.000$, $p < 0.000$. The significance level of 0.000 is lesser than the threshold value of 0.05, indicating that the hypothesis can be accepted.

The actual difference in mean scores between groups (the five levels of daily international television viewership) was calculated by running a Post-hoc comparisons between the groups using Tukey HSD test (see appendix). The statistics indicated a significant difference for all the pairs with large means differences with significance value of 0.000. For example, there is a statistically significant difference between never (0hr) and rarely (1hr), never and sometimes, never and often and never and always with significance level of 0.000. This was the same for all other comparison with all having significance level of 0.000 which is less than the threshold value of 0.05, indicating that the hypothesis can be accepted. The hypothesis that audience daily International TV exposure or choice for International TV over local TV channels is determined by their provision of programmes 24 hours can is therefore accepted [19].

Conclusion

This study had just two main objectives. The first was to examine audience local and international/foreign viewership and to level of significant difference of the factors that determine viewership of one channel over the other. The findings provides evidence that the audiences in cable TV households in the Buea Municipality watch more international/foreign TV channels over local ones. According to the findings, 24.5% (80) of the respondents indicated that they view foreign television always, as opposed to only 11% (36) for those who indicated that they view local television channels always. In this value (always) category therefore, there is a 13.5% gap (in favour of foreign television) in viewership preference between foreign television and local television on a weekly basis.

An ANOVA test produced a statistically significant difference at the $p < .000$ level in audience weekly foreign TV exposure and high-quality content as a determinant of international over local TV viewership with $F(4, 321) = 8.457$, $p < .000$. The significance level of 0.000 is less than the threshold value of 0.05, confirming the hypothesis that high-quality content is determinant of audience weekly foreign TV viewership over local channels. Similarly, statistically significant differences were established for exciting/entertaining programmes and provision of 24 hours TV programmes as a determinant of audience choice for foreign TV over local TV channels.

These findings suggest that high quality production content, exciting/entertaining programmes and provision of 24 hours were factors that determined high dependence on foreign over local television channels. Having identified that high quality production content, exiting/entertaining programmes and provision of 24 hours TV programmes were factors that determined high dependence on foreign over local television channels, these three elements by implication, should be the focus of local TV owners. They should hire content producers and invest in material resources (better equipment, transmitters, etc.) that for quality production that will improve local TV content and engage in 25 hours broadcasting of high quality programmes to meet up such audience needs to be able to stand this rife competition from foreign television. Based on the empirical findings of this research, the following model has been developed to illustrate the major determinates of audience viewership of international/foreign TV channels over local ones in cable television households in the Buea Municipality. The model as well illustrates what can be done to improve local TV channels viewership as seen in fig 1.

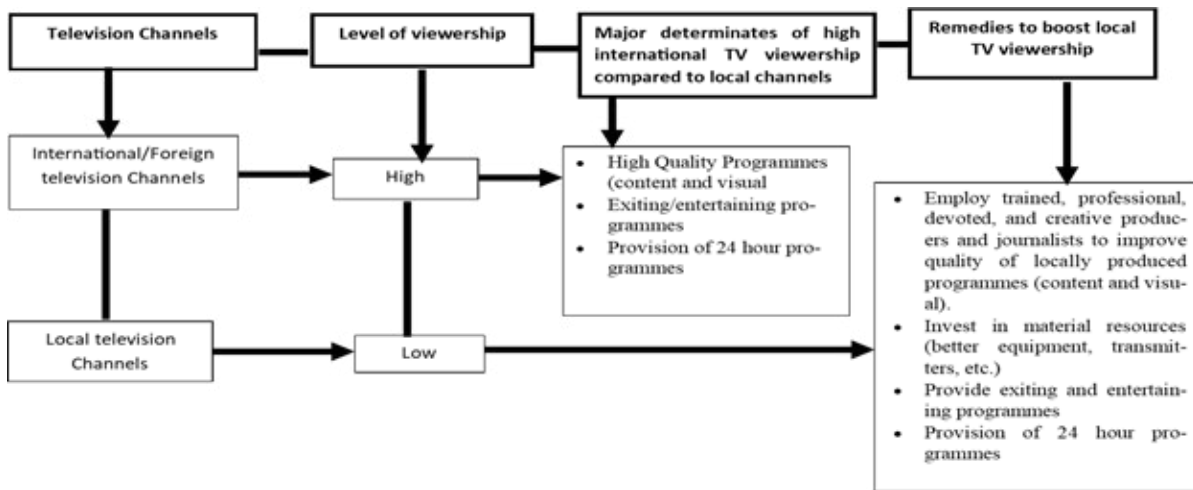


Figure 1: Proposed empirical model on determinants of international/foreign TV viewership over local TV viewership and remedies to boost local TV viewership

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