

VIEWER PERCEPTION AND FACTORS AFFECTING THE ADOPTION OF SATELLITE TELEVISION IN SRI LANKA

By



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Department of Computer Science & Engineering
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DECLARATION

“I hereby certify that this dissertation does not incorporate, without acknowledgement, any material previously submitted for a Degree or Diploma in any University and to the best of my knowledge and belief, it does not contain any material previously published or written by another person or myself except where due reference is made in the text. I also hereby give consent for my dissertation, if accepted, to be made available for photocopying and for interlibrary loans, and for the title and summary to be made available to outside organizations.”

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ABSTRACT

Satellite Television, also referred as direct-to-home or direct broadcast satellite technology was available worldwide for more than a decade. Since its inception, lots of technological advancements have contributed to its success. A large number of people worldwide have embraced the technology due to its ability to fulfill various informational and entertainment needs. For Sri Lankans, satellite television is a relatively new technology and still at early stage of adoption. Despite the various benefits it brings to the consumers, the rate of adoption is still low.

The main objective of this study is to find out the predictors of satellite television adoption in local context. It also explores consumer perceptions of satellite television characteristics, benefits together with other related external variables. These external variables bring in the concept of technology cluster and mass media exposure to the study. Additionally, variables from the consumer's demographic profile were also selected. A conceptual framework was devised which consisted of eleven main independent constructs and one dependent construct the "adoption".

Research findings generally confirmed the Diffusion of Innovations theory. According to the findings, among the demographics no variable found to be significant. Innovativeness and perceived resources were significant predictors of satellite television adoption. In terms of perceived needs, the need for picture quality was the only significant predictor and surprisingly no other need became significant enough. Under the category of mass media exposure, only DVD watching was significant, no other use of mass media such as television watching, radio listening and internet surfing became significant for satellite television adoption.

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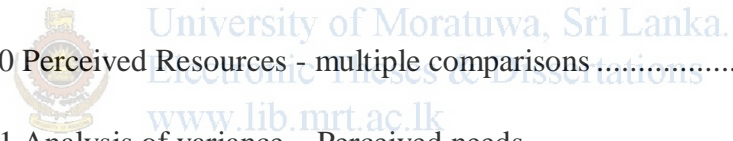
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LIST OF ABBREVIATIONS

CMPCS	Computer Mediated Political Communication Systems
DBS	Direct Broadcast Satellite
DTH	Direct to Home
DTV	Digital Television
DVB-S	Digital Video Broadcasting – Satellite
DVB-T	Digital Video Broadcasting – Terrestrial
DVB-C	Digital Video Broadcasting – Cable
DVD	Digital Versatile Disk
EPG	Electronic Program Guide
ERP	Enterprise Resource Planning
HDTV	High Definition Television
ISP	Internet Service Provider
MPEG	Moving Picture Experts Group
PC	Personal Computer
PDA	Personal Digital Assistant
VCR	Videocassette Recorder



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