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MEASURING HOME3 BRAND AWARENESS

Master´s thesis

Programme Entrepreneurial Management

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I hereby declare that I have compiled the thesis independently

and all works, important standpoints and data by other authors

have been properly referenced and the same paper

has not been previously presented for grading.

The document length is 13 629 words from the introduction to the end of conclusion.

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ABSTRACT

Watching TV is among favourite pastimes of Estonian people and there are many TV service providers in Estonia. Home3 TV service if offered in Estonia by the company AS TV Play Baltics. Home3 provides satellite digital TV service, which means that the TV picture is sent to the TV via satellite. The aim of this paper is to measure Home3 brand awareness as the level of brand awareness could be looked as one of the goals of the business to reach long term targets. The aim is based on the problem, which is as follows: there is lack of knowledge of Home3 brand awareness.

Author used quantitative research method to measure Home3 brand awareness. For data collection structured online questionnaire was used, 209 people participated in the research. Percentage calculation, Spearman correlation analysis, Cronbach Alpha and Chi square were used to analyse the results.

The results of the research showed that the awareness of Home3 brand is significantly lower compared to other TV service providers, as it placed on the third-fourth position in the top-of mind brand awareness by 3% of the respondents and on the nineth position regarding spontaneous brand awareness by 8% of the respondents. Based on the results of the research, Home3 does not belong to the TOP 3 preferred TV service providers as it was ranked at position number five. Therefore, AS TV Play Baltics should take actions to increase the level of Home3 brand awareness. The author has submitted recommendations, based on the research and analysis, to the company.

Keywords: Brand, Brand Image, Brand Equity, Brand Awareness

INTRODUCTION

There are many ways how people can spend their free time and watching TV is one of them, as it offers the possibility to enjoy entertainment without leaving home, choose content what interests the most, stop, rewind, and replay most favourite TV series, movies and news. Nowadays it is even possible to watch TV not only at home but also on the go. This gives customers more freedom to watch TV service compared to what was possible some years ago.

There are many TV service providers in Estonia offering TV service under different brands, e.g., Telia, Elisa, STV, Go3 and Home3. According to the TV audience overview conducted by Kantar Emor, Estonian residents watched television for an average of 3 hours and 42 minutes a day in October 2021 (Teleauditooriumi… 2021). The named average time shows that watching television is an important part of people's daily lives despite other entertainment possibilities, such as going to the movies, theatre, gym, bowling with friends etc. Due to the development of technical solutions and TV service it´s possible to watch TV by many solutions: cable, internet, satellite etc. Many TV service providers able customers to use their TV service with competitors´ internet service and watch TV service any time and from any device. These changes and developments have increased the competition among TV service providers and give customers the freedom to choose whose service to use and to what extent. For that reason, the brand awareness of service providers and the attitude toward brand become more important as it increases the purchase probability (Aktan 2016).

AS TV Play Baltics offers TV services under the names of two brands Go3 and Home3, this paper focuses on the Home3 brand. Home3 offers satellite digital TV service, which means that the TV picture is sent to the TV via satellite. To use Home3 TV service, customers must have a satellite dish placed on the roof or wall of the building and digital box connected to the TV. The advantage of satellite TV is a very wide coverage area, which does not depend on the availability of cable connections nor mobile internet. This makes it possible to offer TV service even in the farthest corners in Estonia and therefore Home3 satellite TV is most suitable for customers who live in an area where there is no cable connections and where mobile internet quality cannot be guaranteed. As customers can choose which technical solution and service provider they want to use, it can be assumed that the competition for gaining customer attention and preference has increased.

To stay competitive and a preferrable service provider for the consumer, it is necessary to know the level of Home3 brand's awareness as the awareness of television service provider influences the consumer perception, which in turn influences the purchase decision (Kiran, Lakshmanna 2016). In addition to the awareness of the television service providers, other aspects such as quality of service, channels and promotions influence the perception of TV service provider (Dixit 2020). The recall of brand name alone will not give enough information for marketeers to make decisions regarding the level of brand awareness, therefore the brand awareness should be looked together with other elements, e.g., the symbols and associations what customers have in their mind when thinking of the brand (Aaker 1996).

As the main aim of most businesses is to earn revenue and profit, it is vital to create a brand image and communication that would attract customers' attention and influence them to prefer one service provider over another. The level of brand awareness could also be looked as one of the goals of the business to reach long term targets (Singh, Singh 2021). Therefore, the information of Home3 brand awareness would make it possible to understand whether Home3 brand awareness is sufficient to stay competitive among TV service providers or are additional actions needed to raise the level of awareness. Hence the problem of the master's thesis - there is lack of knowledge regarding Home3 brand awareness.

The aim of this master's thesis is to measure the awareness of the Home3 brand and, if necessary, to submit proposals for raising and developing the brand awareness. The research questions are:

1) What is the awareness of Home3 brand in Estonia?
2) Which keywords are related to Home3 brand in Estonia?
3) What are the most important criteria when choosing TV service provider in Estonia?

The master's thesis is divided into three parts. The first part provides an overview of the theoretical framework of the nature of brand, brand image and brand equity and brand awareness based on various research of brand.

In the second part, the author presents data of the TV service market in general and gives an overview of the company AS TV Play Baltics who is offering Home3 service in Estonia as well as an overview of the main competitors.

The third part consists of the quantitative study of the Home3 brand, which introduces the research methodology and applied models. This is followed by a thorough analysis of the results. The last part of the third chapter consists of conclusions and suggestions that the author presents to the company representing the Home3 brand in Estonia – AS TV Play Baltics.

The author thanks her supervisor Kristjan Jasinski for his advice and continuous assistance throughout writing the master's thesis. The author also thanks colleagues at AS TV Play Baltics and all the people who participated in the online research to measure the awareness of the Home3 brand.

1. THEORETICAL FRAMEWORK

This chapter provides an overview of the theoretical framework of the research. The nature of the brand, the concepts of brand image and brand equity will be introduced, and the measurement of brand awareness will be explained.

1.1. The nature of the brand

Consumers see products and services every day and if they didn´t have any elements that would distinguish one from another, it would be hard for the consumers to differentiate them. Moore and Reid (2008) have studied the birth of brand and it can be concluded that brands have existed as long as the civilisations, for example some certain marks have been used to show the origin of the product; they also pointed out that the term “proto-brands” should be used when describing the term “brand” in the context of ancient civilizations. For that reason, it can be assumed that even during the ancient times there was already a need to create something that would differentiate one product from the other.

The nature of brand in nowadays sense has been studied for decades and there is still no specific definition nor meaning that everyone would agree on. Kaplan (2016) has defined brand as an instrument to influence a person´s choice, a subjective perception of value that is connected to the experience what a person has had with a product or company. Brand can also be defined by many aspects which help a consumer to distinguish products, e.g., by a slogan, symbol and by spatial characteristic of the product, e.g., shape, image, etc (Išoraitė 2018). Brand and branding could also be used as instruments to catch customers attention or increase the value of the offered product or service and therefore improve the image of business (Rehman *et al.* 2019).

Brand can have both broad and narrow meaning. From the customer´s point of view the broad meaning of brand reflects the value that customer expects from the brand, which in turn also affects the emotions regarding purchase experience. The narrow meaning of brand is related to the brand definition where the objective of the brand is to distinguish products and services from others. As the number of different offers has increased over time, it may be easier for the consumers to remember the brand name rather than the features offered. (Świtała *et al.* 2018)

If we compare those definitions with the one described decades ago, we can see that there are some similarities but the definitions have changed over time, e.g. Aaker’s (1991) definition of brand was: “A brand is a distinguishing name and/or symbol (such as a logo, trademark, or package design) intended to identify the goods or services of either one seller or a group of sellers, and to differentiate those goods or services from those of competitors.” The newer definitions emphasize on the experience and value as a way to improve company´s image whilst Aaker was focusing on the name or symbol to identify and distinguish products and services.

Brands are not only important to the companies who own the branded services or products but also to the consumers as they can use brands for personal positioning to show what they value, e.g., by using or buying branded products or services they can reflect who they are or want to become or show belonging to some group (Keller 2020). In addition, the personalisation aspect has become more important for consumers as they are constantly looking for what would fit with their needs, which is why it is important to understand consumer behaviour as brands and consumers are closely related (MacInnis, Folkes 2017).

Westre (2016) has defined branding as a promise or as something unique what customer benefits from – it must create value to the customer. The value can be created through positive feelings what the product or service can offer to the customer, which in turn lead to brand association, brand awareness and brand equity (*Ibid.*). In addition to creating value, brands can also provide peace of mind as consumers obtain happiness and comfort when they purchase some products (Koliwad 2021).

The Figure 1 below illustrates the connection between physical and emotional connection to the brand based on the different theories of brand, such as brand equity, brand value, brand awareness and customer satisfaction analysed by Chobhan (2021). Kotler and Keller (2016) have also studied customer satisfaction against expectations when customers are using some product or service and stated that if the expectations are met, customers are satisfied, if not, then dissatisfied.

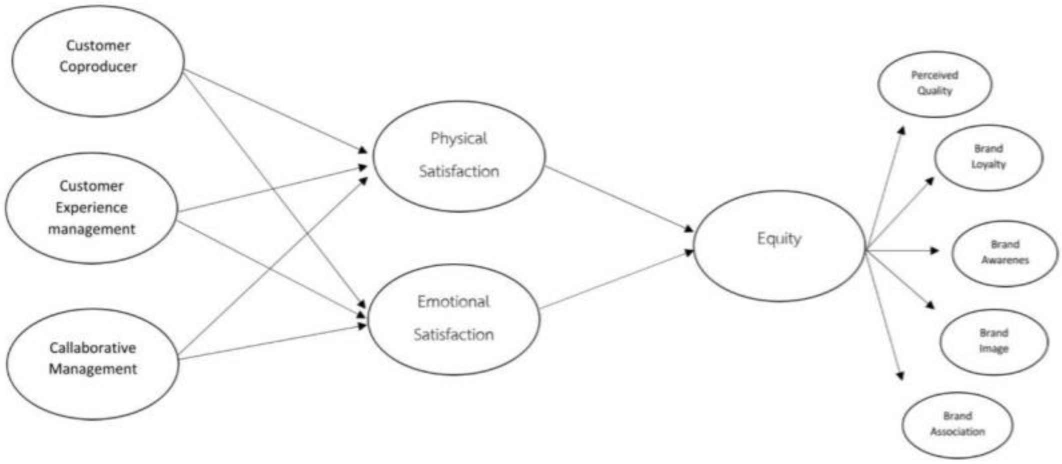

Figure 1. Conceptual framework of product brand value development in the dimension of customer satisfaction
Source: Chobhan (2021)

Emotional satisfaction can be obtained when a person consumes the product and senses the feelings they relate to the product or brand; physical satisfaction is related to the product functionality. To fulfil customer's emotional and physical needs, it´s important to understand the needs when designing brands and the characteristics of products and services it represents. (Chobhan 2021)

1.2. Brand image and brand equity

As does the brand, the image and equity of the brand also have many definitions and explanations. Brand image can be defined as a result of different factors like association with certain product and service or the experience what customer has had with the service or product; but in addition, it is also connected to the reputation of the company and marketing activities held (Świtała *et al.* 2018). To ensure the financial remuneration and competitiveness, it is needed to strengthen the connection with the customer via branding activities as the equity of the brand is related to the brand image and brand loyalty. It is also important to understand the customers goals and acknowledge that the image of the brand can help the customers to achieve the fulfilment as the brand image helps to recognise their needs. (Hossain 2020)

Ianenko *et al.* (2020) studied the brand identity as a planned brand image and it can be concluded that brand identity is the base for brand management, it forms the image of the brand, helps customers to recognize and distinguish the brand, and therefore increases customers purchase decision.

In the scientific literature the brand image concepts have been studied and as brand doesn´t have one definition, neither has the brand image. The definitions have changed over the decades, e.g., Martineau in 1959 defined brand image as associations in the consumer's mind what consist of functional and psychological attributes but in 2017 Grubor and Milovanov emphasized the value aspect from the customers point of view and brand image as the most invaluable asset for the company (Išoraitė 2018). Table 1 below illustrates the diversity of different concepts over the decades of brand image.

Table 1. Brand image concepts

Authors	**Brand image concept**
Martineau (1959)	Associations in the consumer's mind what consist of functional and psychological attributes.
Bivainienė, Šliburytė (2008)	Value what the consumer gets and how consumers understand the object, e.g., brand or company.
Lee,L., J., James, J. D., Kim, Y. K. (2014)	A basis of strategic marketing and decisions regarding positioning products and reaching desired target group.
Rio,A., B., Vazquez, R. , Iglesias, R. (2001)	Associations what consumers have in their mind and what they connect with the name of the brand.
Grubor, A., Milovanov, O. (2017)	Consumers perceive a brand as a mixture of emotional and functional characteristics. It is something that adds value, a fulfilled promise and the most important asset for the company.

Source: Išoraitė (2018); compiled by the author

The most important objective of marketing is to influence consumer´s behaviour and perception towards brand and through that influence the purchase decision, increase sales and develop brand equity; brand equity is the key driver of brand image as brand image is the factor that influences the consumption decision and loyalty the most (Zhang 2015). Brand can also be seen as a part of self-identity. This is more likely to occur when the consumer sees the brand as very similar to their self-image, particularly when the overlap between the brand's goals, themes and/or concerns are high. Brand-self connections increase the attachment to the brand and therefore increase the brand loyalty. (MacInnis, Folkes 2017)

Altangerel and Munkhnasan (2019) have studied the impact of brand image on brand loyalty in the telecommunication sector; based on the study it can be concluded that the findings are in line with Zhang’s conclusions – brand image has positive impact on brand loyalty and on customers’ satisfaction. Customer’s loyalty is influenced by their behavioural engagement towards a brand. Therefore, creating systems, e.g., online communities where customers could engage with the brand by sharing their experience and knowledge, can create high value to the company and brand as it could create interactions with other customers; it can also attract new clients as their purchase decision is more likely influenced by the values what are created and expressed by current customers´ experience. (Casidy *et al.* 2019)

1.3. Brand awareness

Brand awareness shows to what extent consumer can retrieve information regarding certain brand from the memory and therefore recognise and recall the brand in different situations. Brand awareness can create a certain image in customers´ mind, reflect salience and eventually influence the choice and loyalty. (Aaker 1996)

Brand awareness can have different levels of which this master´s thesis will focus on measuring brand awareness based four levels developed by Aaker and on Kapferer's recommendations for measuring the awareness.

Four levels of brand awareness based on Aaker’s theory (1996):

1) brand dominance – the only brand what customer can recall
2) top-of-mind – the first brand what customer can recall
3) recall – customer can name brands in certain category
4) recognition – customer is shown different brand from which they are asked to express if they know certain brands

Depending on the brand the importance of the level of awareness may differ, e.g., for new brands the recognition is more important compared to well-known brands to whom the recall and top-of-mind may be more relevant. It is also important to acknowledge that the recall of brand name will not give enough information for marketeers to make decisions regarding the level of brand awareness as the brand awareness should be looked together with the visual imagery and symbols of the brand. In addition, it´s also important to acknowledge that the brand awareness is a part of brand equity. Many brands face difficulties with finding the right measurements that consider the brand assets measurements and financial measurements. When both named measurement types are included in the brand measurement system, it´s easier to plan, explain/defend and execute brand building activities. (Aaker 1996)

To measure brand assets (equity), Kapferer (2008) suggests using four indicators:

1) Aided brand awareness
2) Spontaneous brand awareness
3) Evoked/ consideration set
4) Consumption

The first and the second indicators show if and to what extent the brand is in consumers´ mind. Aided brand awareness measures if customer has any knowledge of the brand, e.g., minimal resonance. Spontaneous brand awareness is a measure to indicate the saliency. The third indicator demonstrates if customer would consider buying the product, whether the brand is among the 1-3 brand shortlist in consumers mind what consumer would consider when making the purchase decision. The fourth indicator asked if consumer has already consumed the brand or not. (*Ibid.*)

Different marketing activities are expected to increase consumers knowledge (recall and recognition) of products and services, which in turn influence the consideration and purchase decision. (Khurram *et al*. 2018)

The awareness of the brand is correlated with dimensions that are related to the image, e.g., trust and good quality; but on the other hand, it has no correlation with aspects such as innovation and style as these are aspects what brands need to earn, and they must be attributed to brand by consumers. In the service sector, the recognition of brand is important both inside the company and outside. Inside the company employees need to recognise the values of the brand as they are their own values. From the customer’s point of view, the values must be those what attract customers, create good experience and satisfy customers’ needs. (Kapferer 2008)

The recognition could be considered as the first level of brand awareness as it shows to what extent consumer knows the brand based on previous contact when they seen the name or the logo of the brand. The recall is the next level showing if a customer can retrieve information regarding brand in certain category of products or services without directly showing the name of the brand. (Chokpitakkul *et al*, 2020)

Brand awareness can be used and taken as a tool for making the purchase decision easier for the consumer as the symbolic qualities what the consumer associates with the brand can be the motivators and steppingstones towards the purchase and repurchase decisions. Therefore, it is important to make consumer memorise the brand as it´s the base for the future brand association and by that, marketers hope that whenever the sales need to be increased and promotions will be made, the brand will arise in the consumers´ memory and will be considered in the purchase process between various alternatives. (Razak, *et al*. 2019)

To maintain and grow brands' positions in the market, it is important for the brands to be visible as visibility draws attention and creates brand image and awareness; it is also vital as brand image is the key influencer for the purchase decision and creates higher acceptance of the products and services (Seturi 2017). Brand awareness influences consumer behaviour, e.g., purchase intention but in addition to that, it increases the loyalty and trust, creates emotional connection, and may offer peace of mind. When a company promises to deliver quality product and the customer feels they got what they were expecting, then the promise was delivered and the excellent customer service together with the previous details create emotional connection which leads to the willingness to share the experience with others and therefore become a loyal customer. (Koliwad 2021)

Brand awareness is influenced by many factors, e.g., name, advertising, promotion & sales and first mover advantage. As all these elements influence bringing the brand to consumers' consciousness, it is vital to take all these into consideration when building a brand and its communication. See Figure 2 for a detailed overview of all the above-mentioned variables. (Shahid, *et al.* 2017)

According to the study conducted by Patil (2017) consumers prefer the brands that are familiar to them and therefore have high awareness in their minds. Awareness of the brand name can be looked as an anchor of the product or service, something what consumer can relate to when recognizing or recalling a brand under different conditions (*Ibid.*).

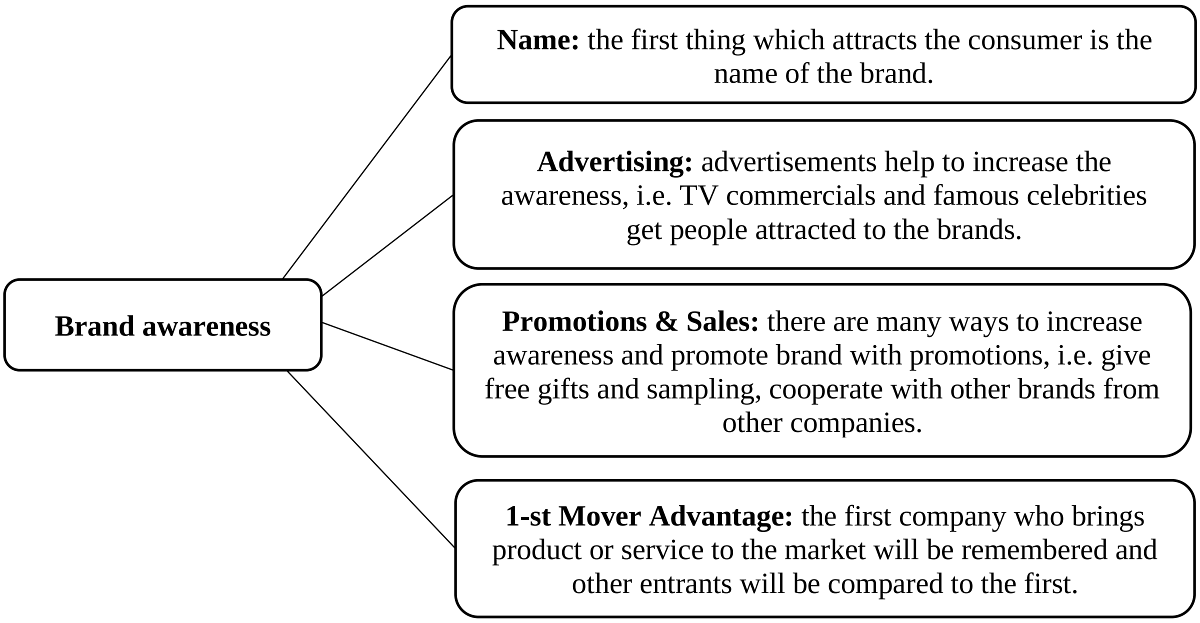

Figure 2**.** Influencers of brand awareness
Source: compiled by the author based on Shahid, *et al.* (2017)

As consumers are different, companies should use different techniques to grow the brand awareness, e.g., through different advertisements or other ways to attract customers' attention (Alkhawaldeh *et al*. 2017). Shabbir *et al.* (2017) concluded in their study that to increase the awareness in the telecommunication service, advertisers should personalize their brands from the customers´ point of view and connect brand with the customers´ self-image. This suggestion is similar to MacInnis and Folkes (2017) conclusion that brand self-connection increases the attachment to the brand and therefore increases the brand loyalty. Customers attitudinal and behavioural loyalty is directly influenced by brand awareness as customers tend to buy well-known brands as those brands seem more credible and therefore more reliable (Oppong 2020). It is important to acknowledge that the attitudinal loyalty towards brand influences the willingness to recommend certain brand or service provider to others and to pay higher price. Attitudinally loyal customer has higher connection to the brand, service or product and therefore those customers are not so easily influenced by other offerings. (Appiah, Ozuem 2019)

Brand awareness can be considered as one of the most important factors to reflect the strength of the brand as the recognition of brand proves that the brand is existing in customers' mind. This in turn influences the next steps, consideration and purchase decisions. (Świtała *et al.* 2018)

Based on the theories discussed in this paper, it can be concluded that measuring brand awareness is not important only for marketeers, but it is important business metric as it has impact on purchase decisions and therefore overall business results. To attract customers attention, different advertisements, including personalized ads should be used as self-connection increases the loyalty towards the brand and helps therefore to engage customers to use the services to a wider scope.

2. AS TV PLAY BALTICS AND TV SERVICE MARKET IN ESTONIA

In this chapter the author provides an overview of AS TV Play Baltics and its competitors in the Estonian television service market to give a better understanding of the market and competitive environment. The overview is based mainly on the 2020 financial statements of the companies, information available at the Home3 and competitors' websites, various articles published in media and press releases.

2.1. Overview of AS TV Play Baltics

AS TV Play Baltics is a company operating in the three Baltic States. The main activity is provision of digital TV channels to private customers via satellite television transmission and streaming services. In addition, the company produces three TV channels: TV3 Sport, TV3 Sport 2 and TV3 Film, which are broadcasted on the company's platforms as well as resold to other Baltic TV operators. The sales revenue in 2020 was 39,4 million euros, the year before 34,5 million euros. By activity, all sales revenue is within one activity: provision of satellite services. (AS TV Play Baltics… 2021)

AS TV Play Baltics company belongs to the TV3 Group who owns popular TV channels such as TV3, TV6, 3+, TV3 Film and TV3 Sport, radios Power Hit Radio and Star FM, video portals TV3 Play and Go3, news and entertainment portal Buduaar.ee, as well as All Media Digital (AS TV Play Baltics juriidilised andmed …2021). AS TV Play Baltics was previously part of Modern Times Group (MTG), leading media group in Baltics who owned many TV channels and radios. In March 2017, the US venture capital Providence Equity Partners acquired all MTG Baltic businesses: Viasat – satellite digital television operator in the Baltics, national commercial radio channels, three TV channels in Estonia (TV3, 3+ and TV6), five TV channels in Latvia (TV3, TV3+, TV6, Kanâls 2 and LNT), three TV channels in Lithuania (TV3, TV6 and TV8), and other companies (Providence Equity Partners…2017). By that transaction all the leading media companies in Estonia, Latvia and Lithuania were united under the brand All Media Baltics (All Media Baltics – Leading the Change...2018). In September 2018 All Media Baltics renewed its brand portfolio and TVPlay became the umbrella brand to unite All Media Baltics services. This brand portfolio renewal led to the Viasat rebranding to TVPlay Home (TV3 omanikfirma investeeris …2018). Little after one year, in December 2019, second rebranding took place when All Media Baltics changed its name to TV3 Group and consolidated all brands under the redesigned TV3 umbrella brand. This renewal led to the TVPlay Home rebranding to Home3 (All Media Baltics koondas kõik kaubamärgid…2019).

Home3 offers satellite digital TV service, which means that the TV picture is transmitted from satellite and therefore reaches to the farthest corners of Estonia; due to the transition via satellite, the service has wider coverage compared to the TV services that are offered via cable or mobile internet (10 fakti satelliittelevisiooni…2021). Home3 offers satellite TV service alone and together with internet-based services as watching TV on smart devices and streaming. In cooperation with mobile operator Tele2, Home3 offers mobile internet packages with unlimited speed and data, as in order to use internet-based services, the Home3 digital box must be connected to the internet.

2.2. Overview of TV service market and Home3 competitors in Estonia

According to the TV audience overview conducted by Kantar Emor, Estonian residents watched television for an average of 3 hours and 42 minutes a day in October. Estonians spent 3 hours and 45 minutes watching television every day, the most popular channels were ETV, Kanal 2 and TV3. In comparison, non-Estonians spent slightly less time watching TV, 3 hours and 33 minutes a day and the most popular channels were RTR Planeta, NTV Mir and PBK. (Teleauditooriumi…2021)

Based on the sales revenues of companies providing TV service in Estonia, this master's thesis will focus on the five biggest ones: Telia Eesti AS, Elisa Eesti AS, AS TV Play Baltics, AS STV and AS Telset. AS Apollo TV was launched in February 2021 and therefore no information can be analysed in terms of sales revenues based on annual reports (Eestis alustas…2021). Figure 3 reflects the 2020 sales revenues for AS TV Play Baltics and for the four main competitors. The amounts shown are total sales revenues, without distinguishing between geographical areas or activities. From the Figure 3 it can be concluded that the biggest revenue belongs to Telia Eesti AS and smallest to the AS Telset.

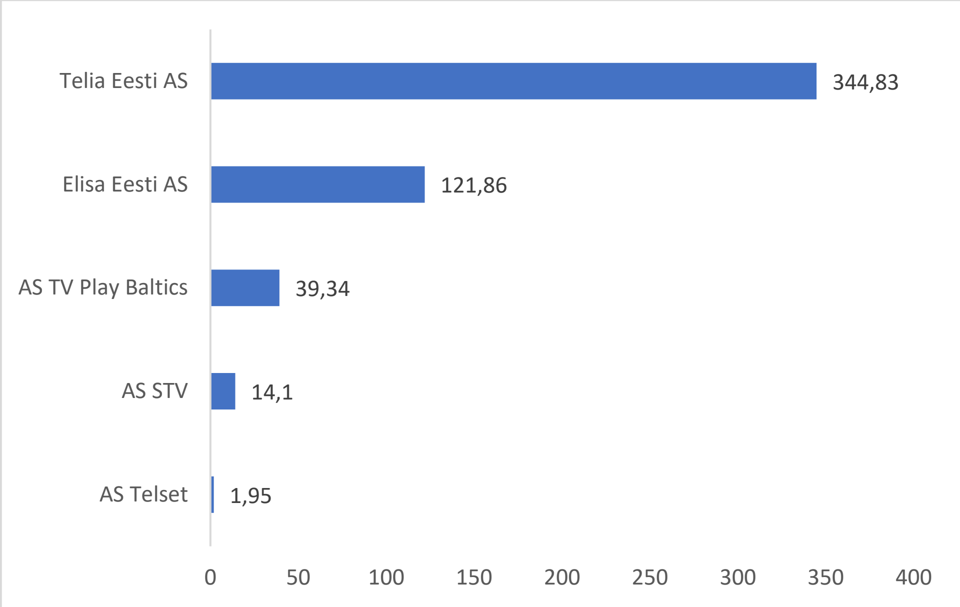

Figure 3. Sales revenues of TV service providers in 2020 (million euros)
Source: compiled by the author based on annual reports of AS Telia Eesti… 2020, AS Elisa Eesti... 2020, AS TV Play Baltics... 2020, AS STV... 2020, AS Telset…2020

Telia Eesti AS (hereinafter Telia) is a new generation IT and telecommunications company that provides various services (IT, communications, entertainment) under the Telia brand. The company has a separate brand for virtual mobile operator, Diil, and two prepaid calling card brands, Simpel and Super. In Estonia Telia is the leading provider of television services, mobile communications, voice communications, IT services and broadband connections, focusing on the provision of internet, voice communications solutions, TV services and various IT services. In January 2020, Telia launched its TV channel Inspira. Telia is 100% owned by one of the biggest telecommunications companies in Northern Europe, Telia Company AB. Year 2020 was successful for Telia as the company managed to increase the sales revenue by 10% compared to 2019. The company explained the growth with constant development of current and new services. In addition, Covid-19 pandemic increased the usage of internet and TV services as customers worked remotely and children were on distance learning. In September 2020, CVKeskus.ee job portal announced Telia as the most desirable employer in 2020. (AS Telia Eesti…2020)

Telia's high-speed 4G network covers almost 99% of Estonia's area and population, offering mobile Internet at speeds of up to 1.2 Gbit/s (Telia mobiilne…2021). As mentioned above, in January 2020 the new TV channel Inspira was launched; it is only visible for Telia TV service customers and is reachable for more than 200 000 customers. Inspira offers wide range of exclusive

TV content, including new foreign series, domestic shows, sports and other entertainment. (Telia telekanal…2021)

Figure 4 shows the percentage-based distribution of Telia Eesti AS's sales revenue by business areas in 2019 and 2020 by the data given in the annual report. The largest share was accounted by the provision of telecommunications services in both years, which accounted for 61% of total sales revenue in 2019 and decreased 6% in 2020 to 55% of the total sales revenue. As for merchandise, the share of revenue share has also decreased from 18% to 15%. Biggest positive change in share of total revenue comes from services provided to group companies, where the share increased from 1% to 10% of total sales revenue.

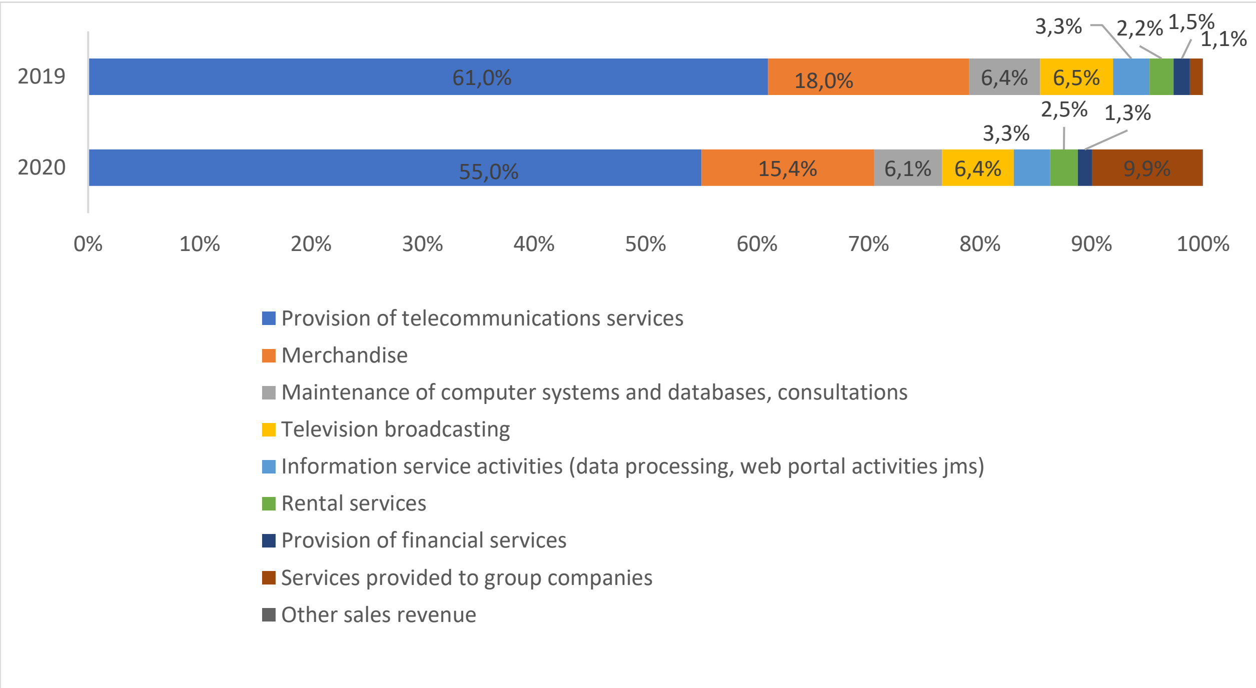

Figure 4. Distribution of sales revenue of AS Telia Eesti by areas of activity in 2019 and 2020
Source: compiled by the author based on AS Telia Eesti… 2020

Elisa Eesti AS (hereinafter Elisa) is part of the Elisa OYJ Group. Elisa is the market leader in telecommunications services in the private customer segment in Estonia, offering mobile communication, fixed internet connection, TV services, reading experiences through Elisa Raamat app, Google Play payment options and M-ID service. By the end of 2020, Elisa had covered more than 99% of the Estonian territory and 99% of the Estonian population with the 4G network and improved the network in all Estonian counties. In the spring of 2020, Elisa launched a new streaming platform called Elisa Stage. This brought entertainment, such as festivals, productions and live music to 40,000 people during the Covid-19 crisis. Elisa's turnover increased by 4% compared to 2019, reaching 121,8 million euros in 2020 and 117,5 million euros in 2019. In 2020, Elisa won the first place among Äripäev's TOP telecommunication companies. In 2020, the company launched several innovations that offer added value and entertainment to customers, such as the Elustiil service premium package in cooperation with partner Geneto and Tartu Institute of Genomics, which links together diet, exercise, and human genetic risk scores. Based on the annual report, no impact was brought out on business results but stated that company reacted agilely during the Covid-19 crisis and reorganized cable and radio network developments to serve customers who worked from home or studied at home and therefore needed to consume more internet data volumes. (AS Elisa Eesti…2020)

Figure 5 shows the percentage-based distribution of Elisa Eesti AS´s sales revenue by business areas in 2019 and 2020 by the data given in the annual report. The largest share was accounted by the provision of telecommunications services, in 2019 69% from the sales revenue, in 2020 it decreased by 3% and accounted for 66% of the total sales revenue. Share of the other wired telecommunication activities remained at the same level but the share of retail sale of telecommunication equipment grew by 2% from 28% to 30%.

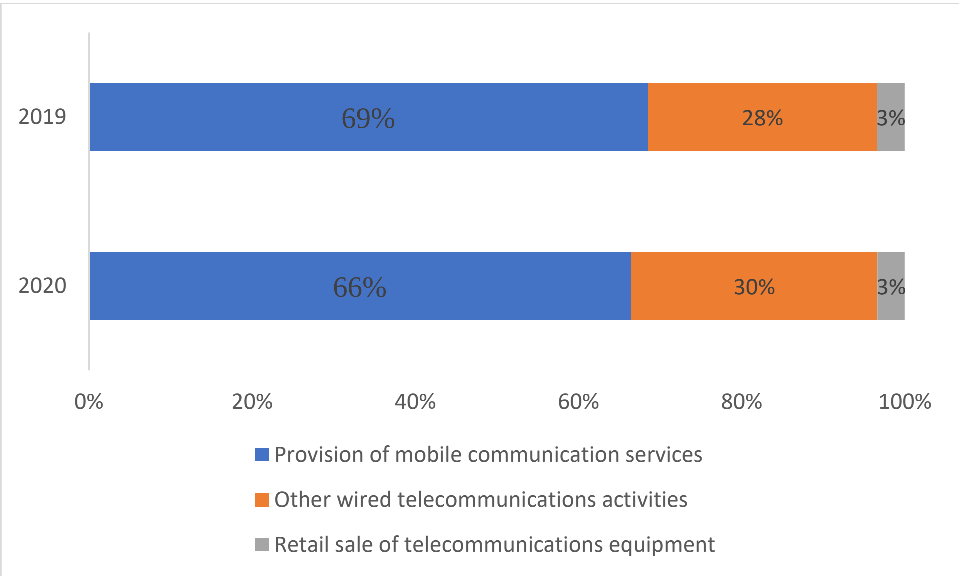

Figure 5. Distribution of sales revenue of Elisa Eesti AS by areas of activity in 2019 and 2020
Source: compiled by the author based on Elisa Eesti AS… 2020

AS STV is a company based in Estonian capital that provides television, internet, telephone, and security services. In 2020, the company offered its services only in selected areas of Estonia: in Tallinn and beyond in the immediate vicinity, Tartu, Pärnu, Narva, Viljandi, Rakvere, Paldiski, Haapsalu, Ämari, Peat, Tapa, Sillamäe, Sindi, Jõgeva, Tammsalu, Sõmeru, Vinni and Pajusti. Due to the COVID-19 pandemic and heavy competition, in 2020 the company focused on retaining existing customers: they generated new individual offers that have negative impact on the company's business results in the short term. AS STV pointed out a trend towards a change in the culture of TV content consumption: customers have started to choose more VoD (video on demand) services, while the usage of classic TV services is decreasing. COVID-19 did not have a significant impact on the company's operations, but the pandemic affected the business as much as it created the need to restructure the company's business processes, e.g., increase the efficiency of communication with customers. Sales revenue decreased by 1,06% in 2020 compared to 2019 – in 2020 the sales revenue was 14,09 million euros and in 2019 14,25 million euros. Merger with the parent company RVD Holdings OÜ took place in 2020. (AS STV …2020)

Figure 6 shows the percentage-based distribution of AS STV sales revenue by business areas in 2019 and 2020 by the data given in the annual report. The largest share was accounted by 53,9% by the provision of other telecommunications / Internet access via a network which increased by 6,4% compared to 2019. This business area was followed by other telecommunications / provision of special telecommunications applications, resale of telecommunications network capacity which decreased 6% compared to 2019 from the share of 48,6t% to 42,6% in 2020.

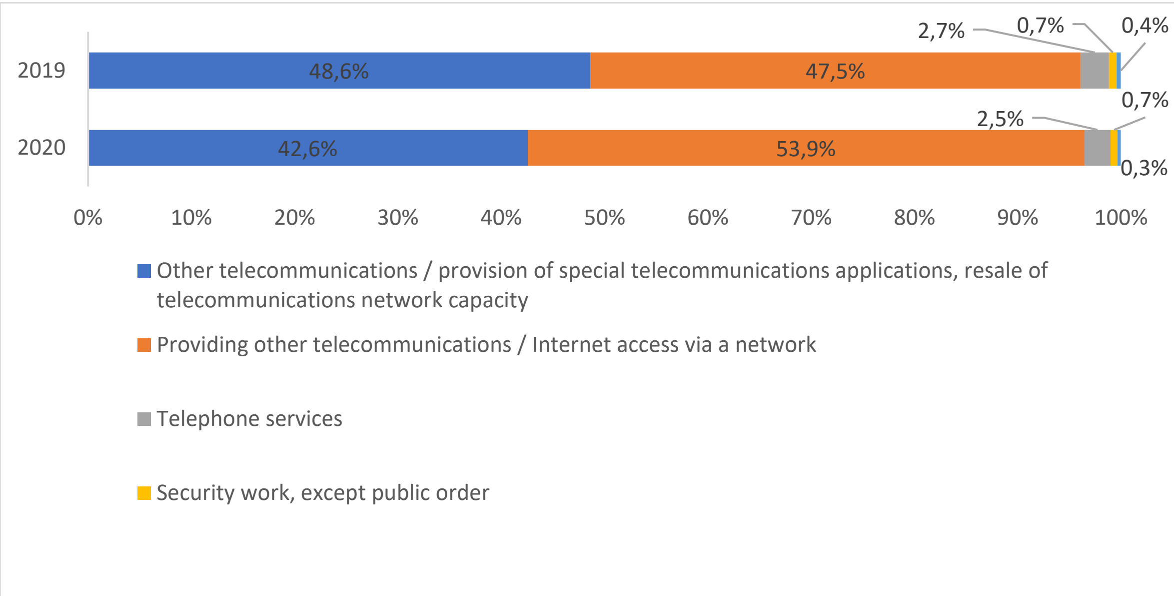

Figure 6. Distribution of sales revenue of AS STV by areas of activity in 2019 and 2020
Source: compiled by the author based on AS STV… 2020

AS Telset is a company based in Estonian capital. Main activity is the provision of telecommunications services in selected Estonian cities: Tallinn, Maardu, Viimsi, Kose, Keila, Haapsalu, Sillamäe, Kohtla-Järve, Jõhvi, Narva. The main services provided are cable TV, digital TV, fixed internet connection and telephone services. In 2020, the company's focus was on renovating telecommunications networks. Compared to 2019, the company's sales revenue decreased by 0.3% reaching 1,96 million euros. (AS Telset …2020)

Figure 7 shows the percentage-based distribution of AS Telset sales revenue by business areas in 2019 and 2020 by the data given in the annual report. The largest share in 2020 accounted by 47% by the internet services, followed by rental of office buildings by 41%. The share of products for sale decreased by 2% and telephone services by 1%.

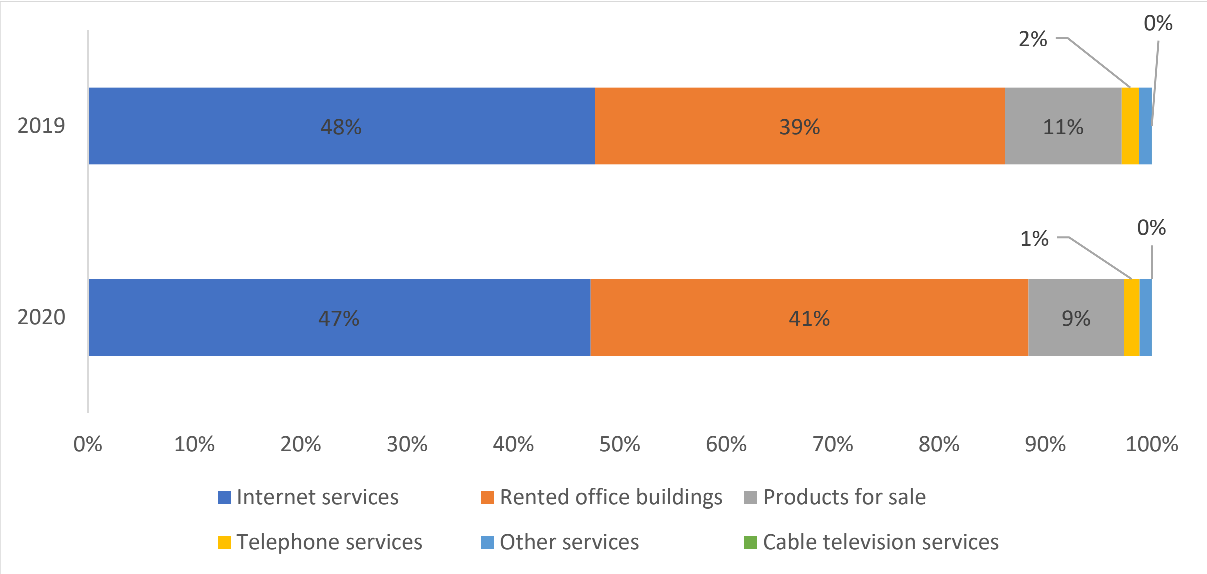

Figure 7. Distribution of sales revenue of AS Telset by areas of activity in 2019 and 2020
Source: compiled by the author based on AS Telset… 2020

Next, an overview of TV packages and pricing of the named service providers will be described based on an overview composed by the author. Other additional services, such as different theme packages and number of view spots are not included in this overview.

Home3 offers three TV packages, monthly fee of the smallest and cheapest package is 15,99 € but this also includes the cost of the devices and customer doesn´t need to pay anything extra. Telia also offers three TV packages, price starts from 6 € but in addition to the monthly fee, customer has to pay for the devices and it is important to acknowledge that Telia TV service cannot be used without internet, so the minimum price with internet and devices is 22 €. Elisa has two TV packages, price starts from 7,99 € and as for Telia, customer must pay extra for the internet as the service can´t be used without internet. The minimum fee customer must pay for using Elisa TV service with Elisa internet is 23,98 € per month. From customer's point of view, it is important to know that one can use both Elisa and Telia TV service with other provider's internet, it is not mandatory to take internet from the same service provider. As mentioned above, Telset and STV offer services only in specific areas, their service doesn´t cover whole Estonia. STV has two TV packages, monthly fee starting from 7 €, but in addition customer must pay 6 € for devices and for the internet provided by STV, so the minimum total cost is 24 €. Telset offers thee TV packages and as for STV customer must pay for devices and their internet. The monthly fee of TV service package starts from 8,5 €, monthly fee for the devices is 6 € and as it is mandatory to take Telset internet, the smallest monthly cost for customer is 19,5 €. (See Appendix 1)

In conclusion it can be stated that choosing appropriate TV service provider and package is quite complicated as different service providers have different requirements and pricing plans. If customer looks only the TV service monthly fee, then the price for Home3 TV service may seem expensive but if the other fees are added (devices, mandatory internet etc.), then the Home3 TV service packages have competitive pricing, and the strength of this service is the fact that it is provided via satellite and therefore has wide coverage area and offers stabile quality which is not dependant on cable connection nor mobile internet.

3. MEASURING HOME3 BRAND AWARENESS

The aim of this master's thesis was to measure Home3 brand awareness. The first subchapter describes the conducted research, data collection and processing methods. In the second subchapter, the author presents results of the study, in the last subchapter the conclusions and proposals are made.

3.1. Methodology of the research and limitations

The author used quantitative research method to measure Home3 brand awareness. An online questionnaire was used to collect data for the empirical study. The sample was formed using an unlikely sampling method Snowball, where the author found first persons to answer the questionnaire who in turn lead to the next respondents (Valimi…2014). Given that the population is very large, the sample is not representative, and the results cannot be generalized to the population, therefore this should be considered as a limitation of the survey. The author's goal was to collect as many answers as possible to get the most reliable result possible. Online questionary was conducted in Google Forms and shared electronically. The author shared the questionnaire publicly on her Facebook account, it was directly shared by her acquaintances 17 times. In addition, the questionnaire was posted by the author to different groups, e.g., Viimsilased (13,4 thousand members), Tartumaa/Tartu/Elva kuulutused (7,8 thousand members), Hiiumaa/Kärdla kuulutused (4,1 thousand members), Saaremaa/Kuressaare kuulutused (2,6 thousand members) and direct link to the questionnaire was sent by the author to her acquaintances via messenger.com with the request to forward the questionnaire to recipients acquaintances.

Percentage calculation, Spearman correlation analysis, Cronbach Alpha and Chi square were used to analyse the results. The Spearman correlation, Cronbach Alpha and Chi square were calculated in the SPSS program with the help of lecturer Jelena Hartšenko. The Corder and Foreman textbook (2009) was used to assess the strength of the correlation coefficient, where based on the statistician Jacob Cohen, the scale of the strength of the relationship was brought out. Based on that, the weak correlation is in the range of 0.1-0.3, the average correlation is 0.3-0.5 and the strong correlation is 0.5-1.0. If the coefficient is 0.0, the relationship is non-existent and 1.0 is a perfect relationship. The same strength scale applies to negative correlation coefficients. (Corder, Foreman 2009) Based on the overview conducted by Daud, Khidzir, Ismail and Abdullah (2018), the reliability level of Cronbach Alpha between 0.6-0.8 is considered as moderate but acceptable, value below 0.6 is considered as low and between 0.8-1 as very good. In the Chi-statistics, there are six levels of interpretation of association, where values between 0.0-0.10 reflect negligible association, 0.1-0.2 reflect weak association, 0.2-0.4 reflect moderate association, 0.4-06 relatively strong association, 0.6-0.8 strong and 0.8-1 reflect very strong association. (Lee, 2016)

The research questionnaire (see Appendix 2) consisted of three blocks and 22 questions of which 20 were mandatory. Half of the questions, in total eleven, were multiple choice questions (3-7; 15-20) so it would be easier for the respondents to answer, and it would be easier for the author to process data and make the answers comparable. Six questions were Likert 6-point scale, four questions open questions and one question rating scale. Three questions included possibility for the respondent to add additional information as author could not have listed all possible choices, other multiple-choice answers did not have the possibility to add additional information.

The aim of the first three questions was to measure brand awareness based on Aaker brand awareness levels, such as top-of-mind, dominant, spontaneous, and aided awareness. With question number one, top-of mind awareness was measured to get an overview which TV service provider respondents remember first. With question number two, spontaneous awareness was measured by letting respondents name brands they know or have heard within the TV service providers. Question number three was shown in the next section so respondent would have not been able to change first two answers using the list provided. The list of brands in the third question and onwards were in alphabetical order to avoid any link with brands based on popularity or other associations that could have affected answers and results. With question number three, aided awareness was measured by letting respondent mark if they know or have heard of the brands and if they know what the brands offer.

Next section (questions 4-12) consisted of nine questions to get an overview of respondent’s TV service consumption, perceptions, evaluation and attitude towards listed TV service providers as Kapferer (2008) has pointed out that there is a correlation between awareness, brand image and consideration. Question number four asked which TV service provider the respondent is using. It was possible to mark multiple choices because customers may have many service providers at the same time. In addition, it was possible to name other service providers as this research was with the focus on local TV service providers and author could not foresee all possible worldwide TV service providers what respondents can use via internet. Question number five asked in what conditions the respondent would be willing to swich service provider and gave the respondent opportunity to mark suitable conditions. The answer options considered the options company has and what could be later translated to future activities to grow the Home3 customer base. Question number six asked if the respondent would consider switching current TV service provider within six months. Question number seven asked the respondent to mark brands he/she would consider. Questions number six and seven together with the questions of brand awareness could give insight regarding consideration of Home3 brand when choosing new TV service provider as Kapferer (2008) has pointed out that there is a correlation between awareness and consideration. Question number eight asked to mark how relevant different aspects are when choosing TV service provider. This gives opportunity to analyse the correlation between the listed aspects, e.g., does the importance of price influence the importance of channels choice. Questions number 9-12 asked the respondents to evaluate the image, value for money, innovation and user experience of the brands included in the research. These questions were based on the relationship between brand awareness and brand image (*Ibid.*) and abled to give evaluations on six-point scale. Question number 13 sought to find out what associations the respondents have (if any) with the Home3 brand – to move beyond brand name and gain a more complete picture of brand awareness as Aaker has stated that if the focus of brand awareness is only on the brand name, then the final image may be incomplete and therefore the measurement may also be based on open questions – what do you remember (if at all) when mentioning a brand name (Aaker 1996). An open box was given so the respondents could give answers in free format. Question 14 asked respondent to evaluate Home3 in comparison with other TV service providers in five aspects (price, quality, innovation, content, user experience) to evaluate strengths and weaknesses from the customers perception. Question number 15 asked where respondents have seen Home3 advertising campaigns to evaluate if the level of advertising campaigns have been sufficient to be remembered. Question number 16 asked if the respondent is aware that Home3 is the former brand of Viasat. As introduced above, Viasat was firstly rebranded as TVPlay Home and slightly more than year later it was rebranded to Home3. According to Kapferer (2008), the objective of changing brand name may be the ambition to increase the share of market and increase sales. The last part of the questionnaire, questions 17-20 focused on identifying demographic characteristics. Demographics were collected as follows: gender, age, income, and place of residence. At the last point, before submitting the questionnaire, there was an opportunity for the respondents to comment in a free form the answers given above or add something on the topic in case the respondent could not express enough above or wished to justify their answer. In addition, it was asked to share e-mail address in case the author finds it necessary to contact the respondent to clarify some answers.

To test the questionnaire, a pilot study was conducted on five people, which found that "innovation", "content that meets expectations" and "ease of use" were incomprehensible to them. Therefore, additional explanation was added to the named terms. Everything else had been clear and the answering process was smooth and understandable.

The questionnaire was open from November 9th to November 23rd, 2021 (total 15 calendar days). Altogether 209 people participated in the research during this time. Of the 209 respondents, 151 (72,2%) were women and 53 (25,4%) were men, and 5 respondents (2,4%) did not want to indicate their gender. The questionnaire had options to mark age within seven age groups and gave an opportunity to choose option “don´t want to specify”. Most of the respondents, 81 belong to the age group 30-39 year (38,8%), it is followed by age group 40-49 by 70 respondents (33,5%). Next age groups, 50-59 and 20-29 are rather equal, accordingly 25 respondents (12,0%) and 24 respondents (11,5%). Smallest number of respondents belonged to the group 60 – 69, 8 persons (3,8%). One of the respondents belonged to the group aged until 19 of years. The largest number of research participants was from Harju County – 152 (72,7%), it was followed by Rapla County 21 (10%), Tartu County by 18 (8,6%) respondents and Hiiumaa by 9 (4,3%). Rest of the 9 respondents (4,3%) of total 209 respondents live in the other areas of Estonia. Under the demographic characteristics, salary ranges were listed so the respondents could mark the personal net income per person per month. It was also possible to choose option “don't want to answer”. The highest number of respondents was in a group where monthly net income exceeded 1501 €, it included was 91 respondents (43,5%). This was the highest salary option in this research. As the majority of respondent were from Harju County, it is not a surprising result. This group was followed by the group “don´t wish to answer” by 41 respondents (19,6%). 32 respondents (15,3%) belonged to the group where net income per person was 1201 € - 1500 €. 21 respondents marked net income as 501€ - 1000 € (10%), 17 respondents marked 1001 € - 1201 € as per net income. 5 (2,4%) of the total 209 respondents’ market that their net income is less than 500 € and 2 of the respondents marked they don´t have any income (see Appendix 3). Microsoft Excel for Microsoft 365 MSO software and SPSS program were used to process the quantitative data.

3.2. Results of the research

The questionnaire consisted of 22 questions, of which the last two were voluntary to provide additional information. Next, the results of the questions are presented in the same order as they were in the research.

Figure number 8 gives an overview of the demographic profile of the 209 respondents covered by the research by gender, age and place of residence. Almost three-quarters, 72,2% of the respondents were women, most respondents by age groups were 30-39 (38,8%) and 40-49 (33,5%). In terms of places of residence, the highest number of respondents was from Harjumaa (72,7%), it was followed by Raplamaa (10%) and Tartumaa (8,6%).

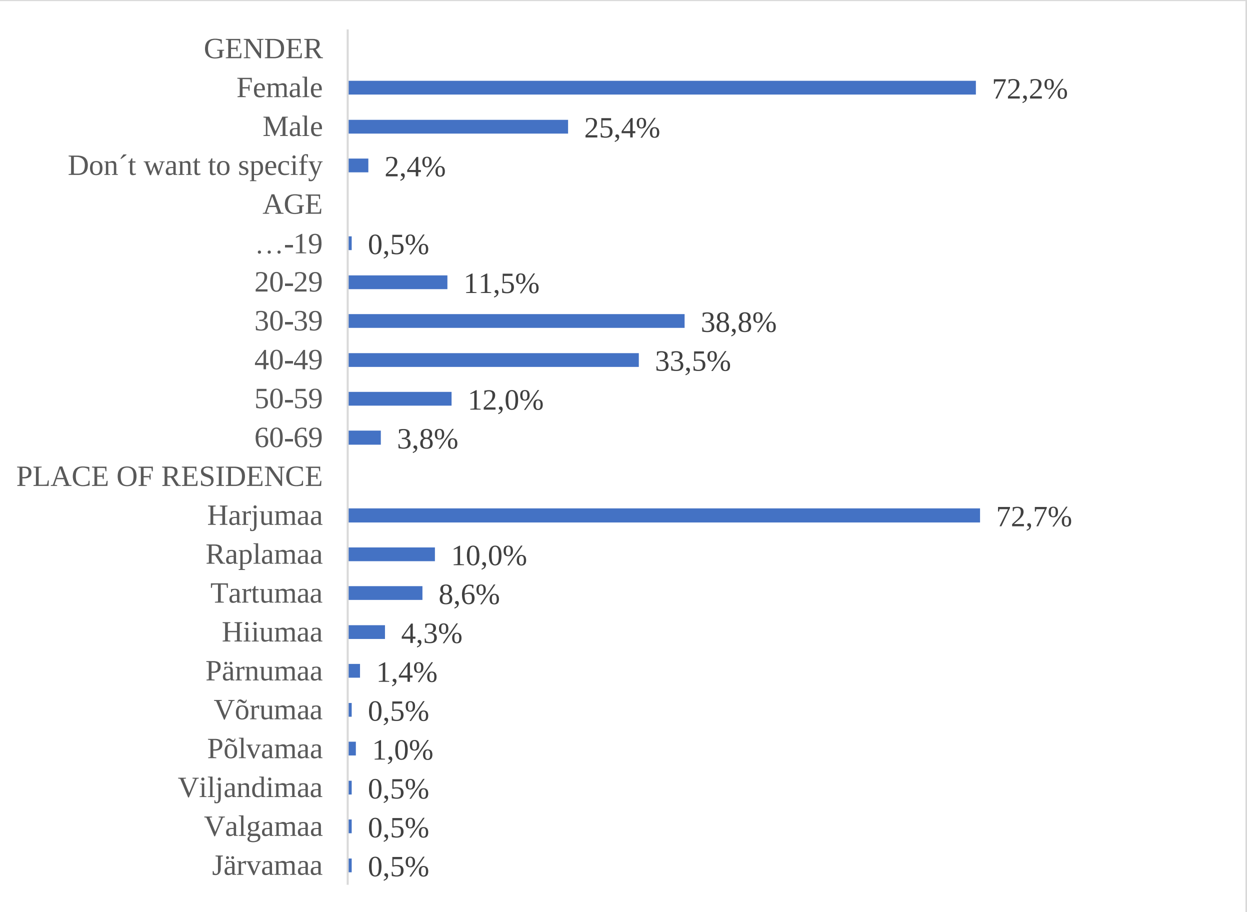

Figure number 8. Respondents demographic profile, n=209
Source: compiled by the author based on the data in the Appendix 3

Question number 1 sought to identify the brand who has the highest top-of mind awareness among the television service providers in Estonia. The question was based on Kapferer (2008) recommendations for measuring brand awareness and asked the respondent to name the first TV service provider one remembers when thinking of TV service providers. The most remembered and named brand was Telia by 59%, it was named 124 times, Elisa ranked to the second position by 24%, named altogether 51 times. Third and fourth position belonged to Tele2 and Home3 by 3% as Tele2 was named 7 times and Home3 was named 6 times (see Figure 9). In this paper Tele2 is not considered as a TV service provider as they have a partnership with AS TV Play Baltics and offer Go3 service to their customers (Võta TV Tele2-st… 2021).

Analysing the results of question number one based on the respondents gender, Telia is still on the first position among female and male, but top-of-mind awareness is 5% higher among female – 60% vs 55% among male. At the same time, Elisa who is on the second positions has higher top-of-mind awareness among male – 30% vs 23% among females. Home3 has higher awareness among male by 6% vs 2% among female (see Appendix 4).

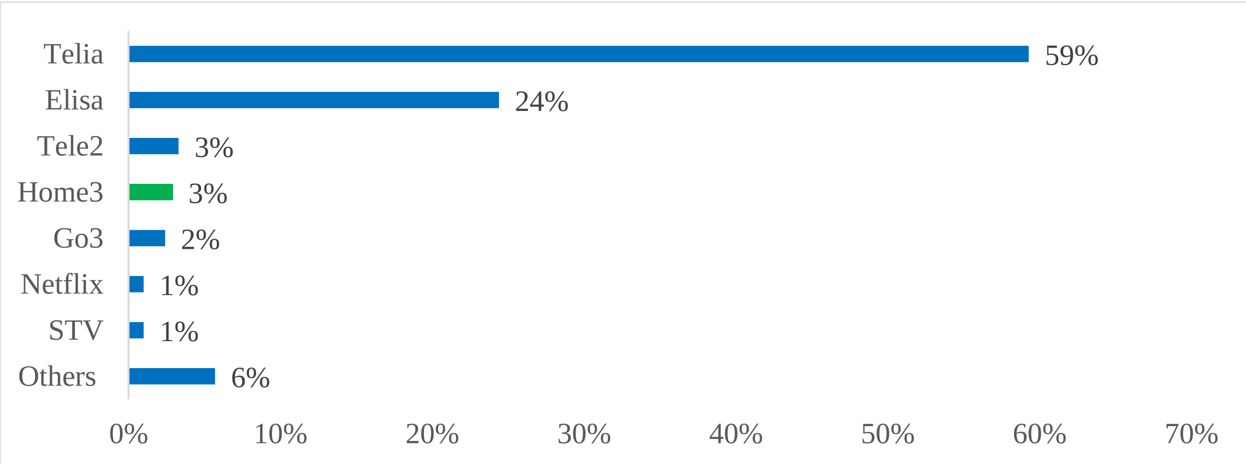

Figure 9. Top-of-mind awareness among TV service providers, n=209
Source: compiled by the author based on the data in the Appendix 4

Question number two was based on Kapferer recommendations for measuring spontaneous brand awareness and asked the respondent to name other TV service providers the respondent knows or has heard of. Elisa was mentioned the most by 59% of the respondents and it was followed by Telia by 32%. STV who offers its service in the limited areas of Estonia ranked at position number three by 24%. Go3 and Tele2 were mentioned equally 18%. Starman was mentioned 11% though this brand doesn´t exist as since January 2018 it carries brand name Elisa (Elisa muutis…2018). Viasat that was rebranded in 2018 to TVPlay Home and in 2019 to Home3 ranked at position number eight by 10% and Home3 ranked at position number nine by 8% (TV3 omanikfirma…2018; All Media Baltics koondas…2019). From this we can conclude that Viasat has higher spontaneous awareness compared to the new brand Home3 (see Figure 10).

Analysing the results of question number 2 based on the respondents' gender, Elisa was mentioned more by female respondents – 62%, male respondents mentioned Elisa 55%. Telia was mentioned more by male respondents – 38% and 30% by female. STV was mentioned 36% by male and 20% by female, Go3 was mentioned 25% by male and 15% by female, Tele2 was mentioned 21% by male and 17% by female. Starman was mentioned more by female respondents – 11% and 9% by male. Home3 was mentioned less by female – 6% and more by male – 13% (see Appendix 4).

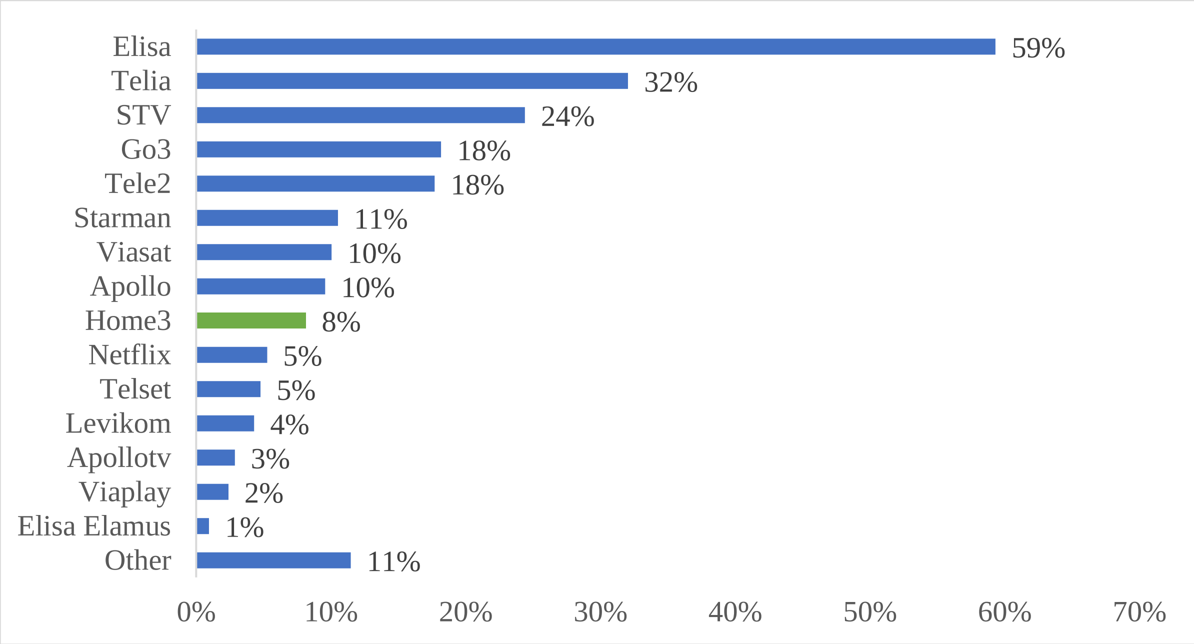

Figure 10. Spontaneous awareness among TV service providers, n=209
Source: compiled by the author based on the data in the Appendix 4

All respondents were able to spontaneously name different brands of TV service providers, therefore dominant awareness can´t be indicated for any brand.

Based on Kapferer's recommendations, question number three asked the respondent to mark which brands they known from the list provided. List consisted of Estonian local TV service providers. Different levels of exposure with the brands were provided to get more thorough overview of how much respondents know the brands.

Figure 11 reflects the answers to the question number three measuring aided awareness, based on that Telia was the most known and used brand among the TV service providers listed in the research. All 209 respondents know the brand, only 2% of respondents marked that they have heard of this brand but don´t know what it offers, none of the respondents' marked that they have never heard of this brand. Elisa was on the second position as 99% of the respondents know the brand to some extent and only 1% haven´t heard the name of this service provider. Go3 ranked on the third position in the spontaneous awareness as 91% of the respondents know the brand to some extent and 9% of the respondents hadn´t heard of this service provider. Go3 was followed by STV, with 16% of respondents marking they haven´t heard of this service provider. 11% out of 209 respondents answered regarding Home3 that they know the name of this brand and have used its services, 32% have heard the name but haven't used the services, 26% have heard the name but don´t know what services it offers and 32% of the respondents answered that they have never heard of the TV service provider Home3. Though Home3 had higher top-of-mind brand awareness compared to STV (Home3 2,9% and STV 1%), 16% of the respondents marked that they haven't heard of STV but at the same time, for Home3 twice as many respondents (32%) marked they haven´t heard of this service provider. 66% of the respondents have never heard of the service provider Telset, which makes the Telset the most unknown service provider based on this research (See Figure 11). Comparing the answers regarding option "I have never heard of this service provider," it can be seen that 32% of the respondents marked this option for Home3 and 3% less – 29% for Apollo TV, which has been available among the Estonian TV service providers since February 2021 (Eestis alustas tööd…2021). It can be concluded that though Apollo TV is rather new in the market, it has almost equal level in the aided awareness as Home3 brand.

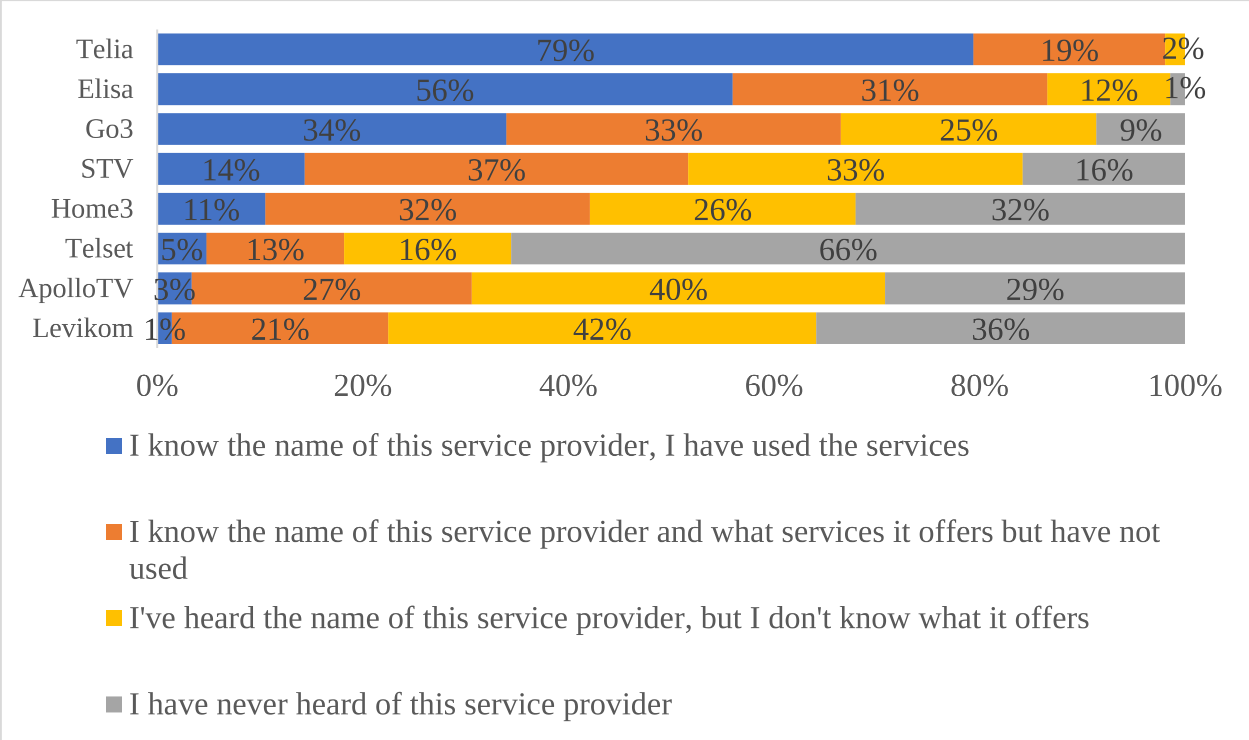

Figure 11. Aided awareness among TV service providers, n=209
Source: compiled by the author based on the data in the Appendix 4

The Chi-Square Test was used to analyse if the awareness of the Home3 brand is associated with the age of the respondents. It can be concluded that there is moderate association as the value of Φ=0.361 and value of Cramér's V=0.209.

The awareness of Home3 brand is highest in the age group up to 29 years and lowest in the age group of 50-69 years (see Figure 12).

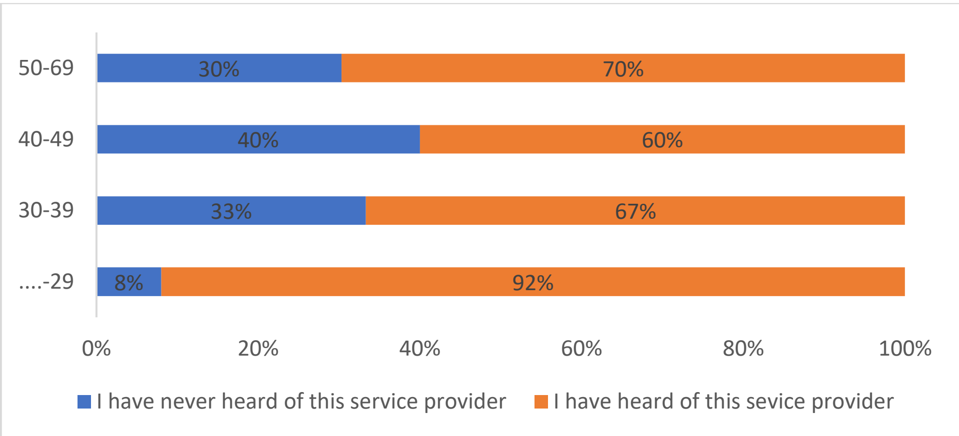

Figure 12. Aided awareness of Home3 brand by different age groups, n=209
Source: compiled by the author based on the data in the Appendix 4

The aim of the questions 4-12 was to gather data regarding TV service consumption, perceptions, evaluation, and attitude towards listed TV service providers. As Kapferer (2008) has pointed out there is a correlation between awareness, brand image and consideration, the data of the described aspects gives valuable information to the author of this paper. Question number 4 asked which TV service provider the respondent is using, it was possible to mark as many providers as are used and open answer to add TV service provider if it was not listed. 37% of the respondents answered they are using only Telia TV service, 21% are using only Elisa and 6% Go3. 30% (64 respondents) out of 209 answered they are using more than one TV service provider. Home3 and STV was marked as only TV service provider 2 times, accordingly both 1% of the respondents and 2 respondents marked Viasat as their only TV service provider (see Figure 13 and Appendix 5). The fact that Viasat was written by two respondents as the TV service provider, shows those two respondents are not aware that this brand carries new name – Home3.

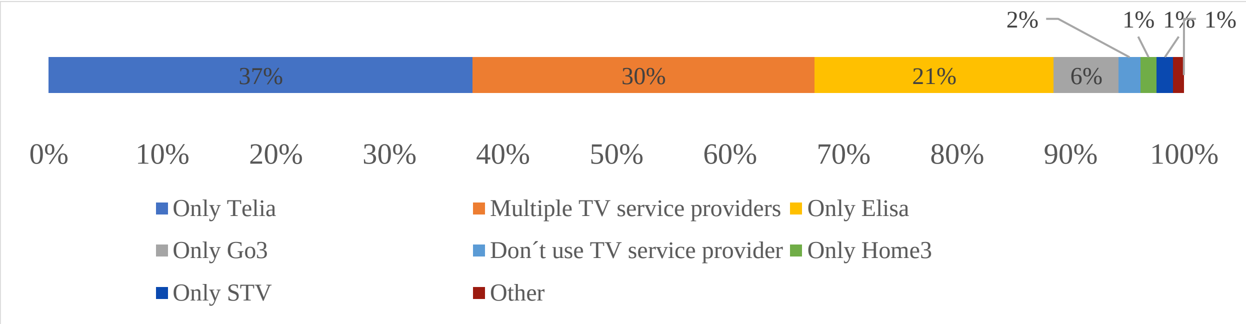

Figure 13. Usage of TV service providers, n=209
Source: compiled by the author based on the data in the Appendix 5

Question number 5 asked to mark under what conditions would respondents be willing to change TV service provider to evaluate which aspects are most important when choosing TV service provider as aspects such as quality of service, channels and promotions influence the perception of TV service provider (Dixit 2020). Author listed six different options, respondents had the possibility to choose multiple options, and open question was added so respondent could add other reasons what author could not foresee. Based on the results, cheaper price was the most important criteria, chosen by 54% of the respondents, it was followed by the option “More services from the same service provider” by 42%. 26% of the respondents marked they would be willing to change TV service provider if the price would remain the same, but they would get more channels (see Figure 14).

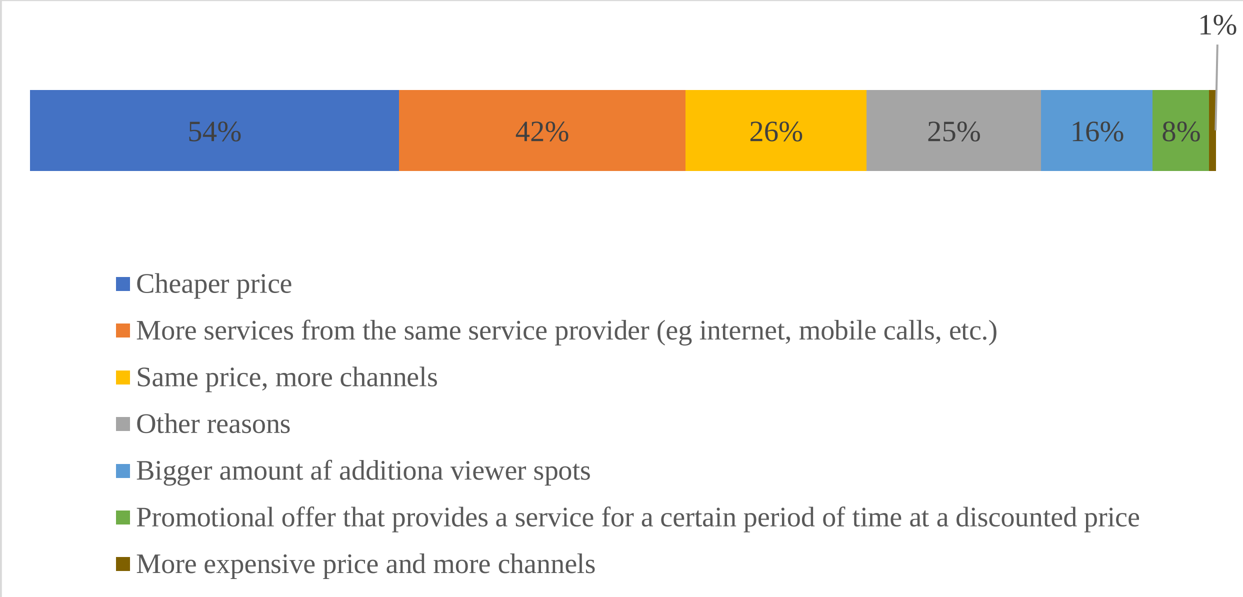

Figure 14. Aspects to change TV service provider, n=209
Source: compiled by the author based on the data in the Appendix 5

Question number 6 asked respondents if they would consider changing current service provider within 6 months. There is no difference between gender as 62% of female (93 persons) and 62% male (33 persons) respondents answered they are not considering changing TV service provider and 38% female and 38% male would consider changing. Those who didn’t want to specify their gender are not willing to change current TV service provider (see Figure 15 and Appendix 5).

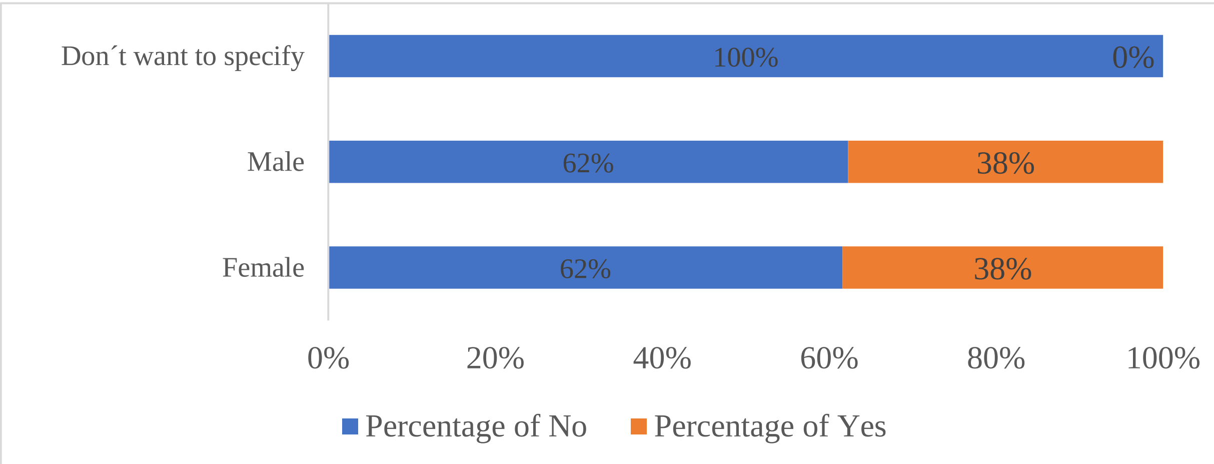

Figure 15. Willingness to change TV service provider within 6 months by gender, n=209
Source: compiled by the author based on the data in the Appendix 5

Question number 7 asked the respondents which TV service provider they would prefer even if they do not consider switching current TV service provider within 6 months. Based on Kapferer theory (2008), brand needs to belong to the 1-3 brand shortlist in consumers mind what consumer would consider when making the purchase decision.

The results of this question are in line with the brand awareness and support the Kapferers´ theory as in the top-of-mind band awareness Telia held position number one by 59,3%, and from the answers of question number seven Telia was named as considered TV service provider by 53% of the respondents. 46% of respondents marked Elisa as one of the considered service providers. When looking at the results from top-of mind awareness, Elisa ranked at position number two with 24% but got first position in the spontaneous brand awareness by 59%. 33% of the respondents would consider Go3 as TV service provider and 11% of the respondents would consider Home3 as TV service provider, which is surprising as top-of-mind awareness for Home3 was 2,9% and spontaneous awareness 8%. Least considered TV service providers were Telset and STV (see Figure 16).

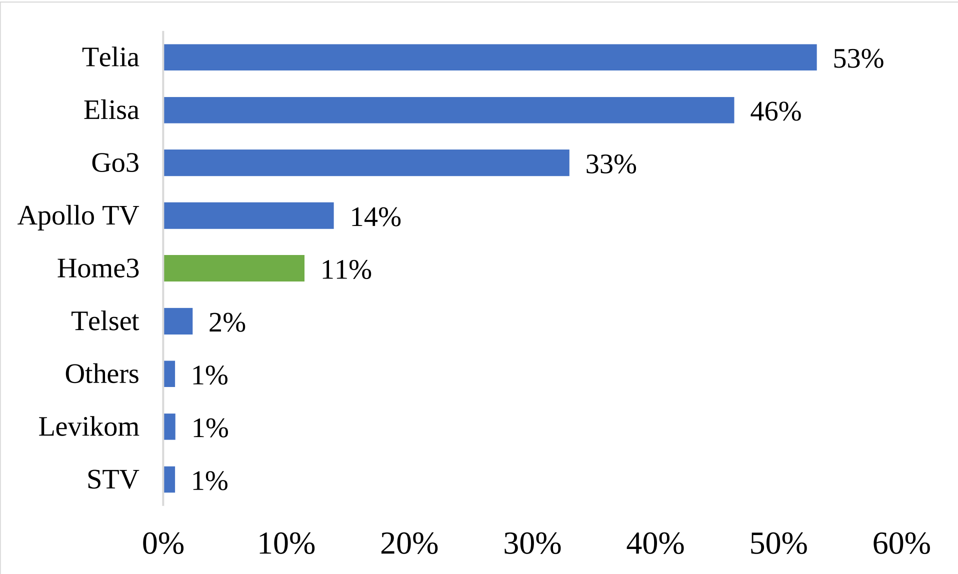

Figure 16. Preference of TV service providers, n=209
Source: compiled by the author based on the data in the Appendix 5

When analysing TV service preference based on gender, it can be concluded that Telia is rather equally preferred among male and female respondents, Elisa and Go3 are more preferred by male respondents but Home3 more preferred by female respondents (see Appendix 5).

With the question number 8, the respondents were asked to rate on a 6-point Likert scale how important aspects of quality, TV service content, trustworthy company, service provider name / brand are for a television service provider as already mentioned above, aspects such as quality of service, channels and promotions influence the perception of TV service provider (Dixit 2020). Question 8 asked: “Please indicate how important the following keywords and statements are for the TV service provider", where on the Likert scale " 1 " marked not important at all, " 5 "- very important," 6 "- can't say. Based on the answers it can be concluded that the quality of picture and sound is the most important criteria as 169 of the respondents marked this criteria as very important, which is followed by the possibility to review programs and movies (147 respondents) and on the third position was price which was marked as very important by 125 respondents. The criteria “not important at all” was chosen the most in terms of the name/brand of the service provider (see Appendix 5).

In addition to the overview above, Spearman correlation analysis was conducted, and Cronbach alpha calculated using the SPSS program in order to determine whether there is correlation between the importance of different factors related to TV service and to measure reliability. Though the author did not calculate the Spearman correlation manually by corresponding formula, it is also possible to calculate the Spearman correlation coefficients manually by using the formula

$r_s = 1 - \frac{6 \sum D_i^2}{n(n^2-1)}$. (Corder, Foreman 2009)

The results (see Appendix 5) showed that no two aspects had strong correlation between them, five pairs of aspects had moderate correlation and all others weak or statistically insignificant correlation between them. The five pairs of factors with moderate correlation were:

1. “Trustworthy company” and “Quality of picture and sound” (r=0.455)
2. “Possibility to review programs and movies” and “Possibility to view the service on multiple devices simultaneously” (r=0.392)
3. “Possibility to take other services or devices from the same service provider” and “Trustworthy company” (r=0.355)
4. “Possibility to take other services or devices from the same service provider” and “Possibility to review programs and movies” (r=0.342)
5. “Quality of picture and sound” and “Channel selection” (r=0.304)

All these correlations were positive, which shows that as one of the variables increases, the other one also tends to increase. For example, when the importance of the possibility to review programs and movies increases, then the importance of the possibility to view the service on multiple devices simultaneously tends to increase as well. The Cronbach's Alpha Based on Standardized Items was measured as 0,648 and can be considered as moderate but acceptable (see Appendix 5).

Figure 17 represents the answers to the question number 9, where respondents were asked to evaluate the reputation of the following TV service providers based on respondents' own assessment as the image. Respondents had the possibility to mark "1" as very bad up to "5" very good. Those who could not answer had the option to choose "6" can't say. Based on the Descriptive Statistics, the mean reputation is highest for Telia (4,42), followed by Go3 and Elisa by accordingly 3,99 and 3,98. Though the awareness of Home3 brand is significantly lower compared to Telia and Elisa, the difference in mean reputation is not as high, 0.33 less compared to Elisa and 0.76 less compared to Telia.

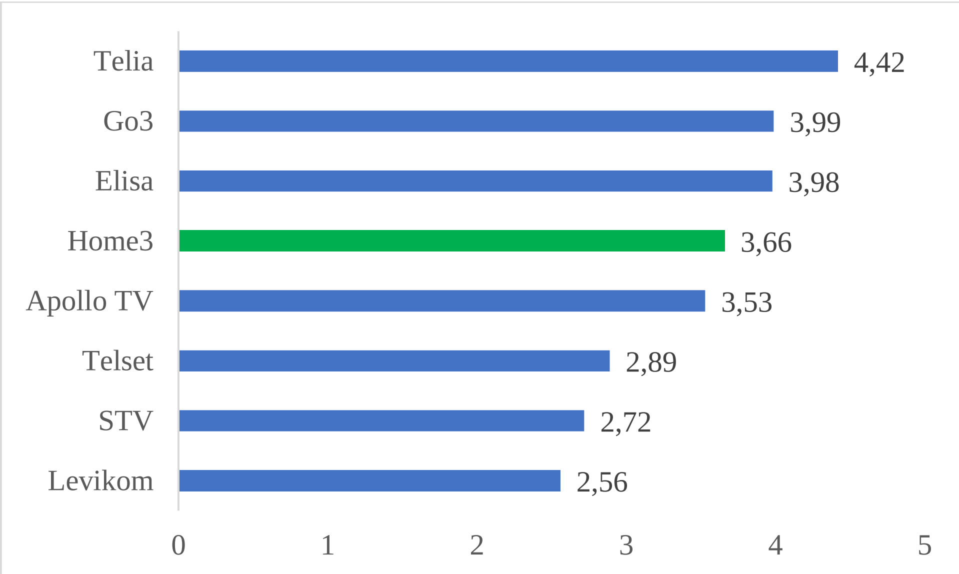

Figure 17. Mean reputation of the listed TV service providers, n=209
Source: compiled by the author based on the data in the Appendix 5

Question number ten asked the respondents opinion on the ratio of the price and quality of the TV service providers as the attitudinal loyalty towards brand influences the willingness to recommend certain brand or service provider to others and to pay higher price. (Appiah, Ozuem 2019) Respondents had the possibility to mark "1" as very bad up to "5" very good. Those who could not answer had the option to choose "6" can't say. Based on the Descriptive Statistics mean value, the evaluation of price and quality is highest for Go3 services, it was followed by Elisa and Telia. While Go3 is rather equally evaluated by male and female, it can be seen that female rate the ratio of quality of price and quality higher for Telia (see Appendix 5).

The question number 11 asked respondents' opinion on innovativeness of the TV service providers. Innovation and style are some of aspects attributed to brand by consumers what brands need to earn in consumers mind. (Kapferer 2008) Respondents had the possibility to mark "1" as very bad up to "5" very good. Those who could not answer had the option to choose "6" can't say. Based on the results of the research, using Descriptive Statistics mean value, Go3 was evaluated as the most innovative, it was followed by Elisa and Telia. It can be concluded that male respondents gave slightly higher evaluation to the innovativeness compared to female respondents for Go3, Elisa, Telia and Apollo TV, female respondents gave slightly higher evaluation for Home3 innovativeness (see Appendix 5).

Figure number 18 represents the answers for the question number 12 where the respondents' opinion was asked on the ease of use of the TV service providers. The aspect ease of use could also be described as characteristic what consumer attribute to the brand. (Kapferer 2008) Based on the results of the research, it can be concluded that the awareness of TV service providers analysed in this paper influences the respondents answers towers this question. In total 72% of the respondents evaluated Telia as "very good" and "rather good", both accordingly by 36% of the respondents. Telia was followed by Elisa – 15% less of the respondents, 21% evaluated Elisa as "very good" and 12% less compared to Telia, 24% evaluated as "rather good". Based on the results of brand awareness, the awareness of Home3 brand is rather low on all levels (top-of mind, spontaneous and aided) and the answers to this question reflect the low awareness as 84% of the respondents answered "can´t say" for Home3. Similar level of respondents gave the "can´t say" evaluation for STV, Apollo TV, Telset and Levikom (see Figure 18).

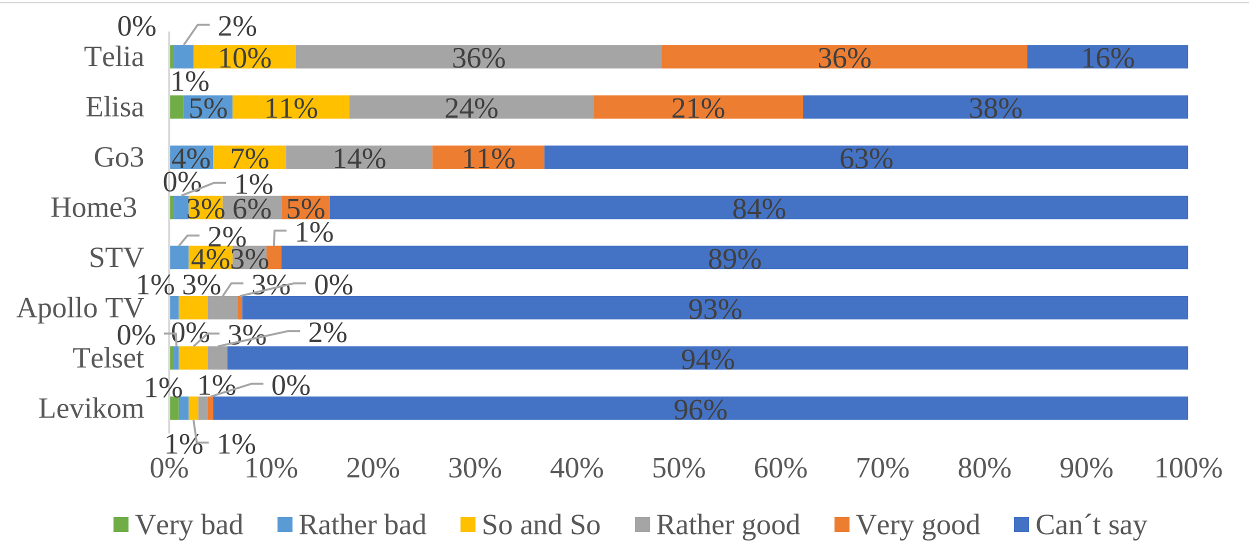

Figure 18. Assessment on the ease of use of the TV service providers, n=209
Source: compiled by the author based on the data in the Appendix 5

Figure 19 represents the answers for the question number 13 where the respondents were asked to name up to three keywords they relate with Home3 brand. The answers to the named question reflect the low brand awareness as in total 29% of the respondents answered “*ei tea midagi* (Eng.: don´t know anything) 17% and “*ei ole kuulnud* (Eng: haven´t heard) 12%. 14% of the respondents named TV3, 9% respondents named satellite (dish) related keywords, 6% named Viasat.

Figure 19. Keywords related to Home3 brand, n=209
Source: compiled by the author based on the data in the Appendix 5 with the Word Art application

The question number 14 asked the respondents to rate where Home3 is positioned in five aspects (user experience, content that meets expectations, innovation, quality of services and price) compared to other TV service providers. Dependent on the aspect, only 20- 24% of the respondents chose other options than “can´t say”. Aspect “very good” was chosen the most, for “content that meets expectations”, rather good was equally chosen for “content that fits my needs” and “quality of services.” Option “very bad” was mostly chosen for user experience and innovation, in total both aspects were chosen by three respondents, it was followed by quality of services (two respondents), price and content what meets expectations, both by one respondent (see Appendix 5). This information confirms the low level of brand awareness as majority of the respondents chose the option “can´t say”.

When analysing the replies of the respondents who expressed their opinion (chose other options than can´t say), it can be concluded that the evaluations are not high as only one respondent, who did not want to specify gender, marked 5 for innovation but other aspects mean evaluation is between 3,22 and 3,84 (see Figure 20).

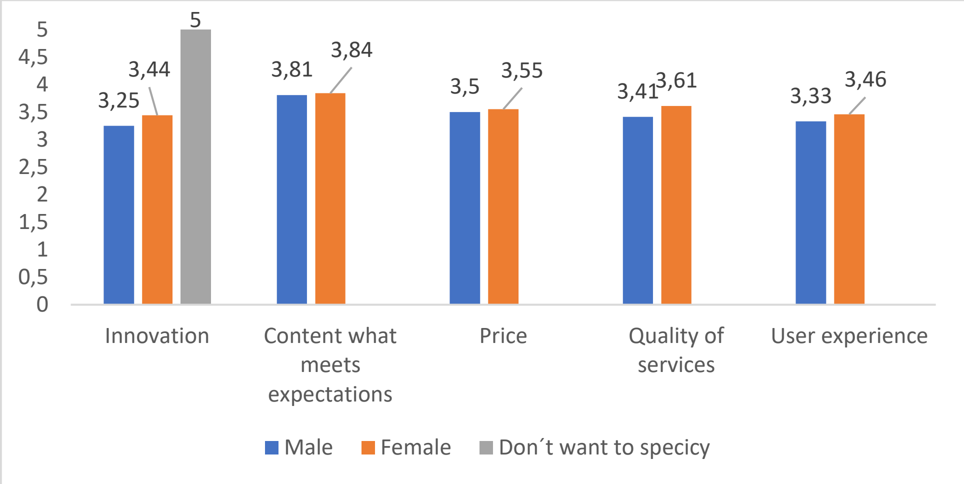

Figure 20. Home3 mean positioning compared to other TV service providers, n=51
Source: compiled by the author based on the data in the Appendix 5

Figure number 21 represents the answers for the question number 15 where the respondents were asked to mark where they have seen Home3 campaigns, it was possible to choose multiple choices. Domazet, Đokić and Milovanov (2017) concluded that TV ads have the highest impact on brand awareness, it is followed by Internet ads, billboards are ranked at third position; all of those options plus additional ones were available for answering this question. In total half of the respondents marked they haven´t noticed any campaigns. 42% of the respondents have seen Home3 campaigns on television, 10% on the Internet, 5% on social media and 4% have heard of campaigns from friends or acquaintances. Campaigns on the streets and bus stops, newspaper and magazines and radio were also marked by 3-5 respondents (see Appendix 5).

Question number 16 asked if the respondents were aware that Home is the former Viasat. Based on Kapferer (2008), the objective of changing brand name may be the ambition to increase the share of market and increase sales. 72% of the respondents were not aware that Home3 is the former Viasat and 28% were aware (see Appendix 5).

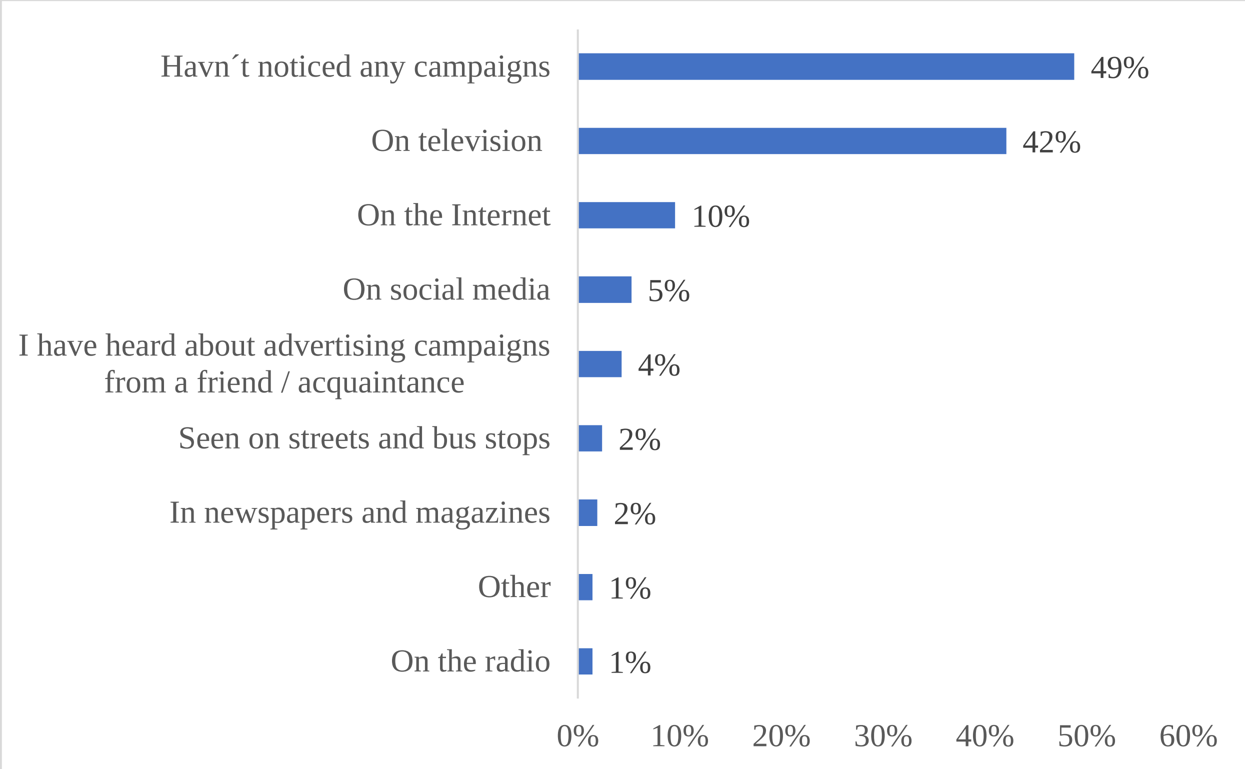

Figure 21. Home3 campaigns, n=209
Source: compiled by the author based on the data in the Appendix 5

Question number 16 was followed by demographic questions (questions number 17-20), an overview of the demographic profile of the respondents was described above. Question number 21 gave the respondents possibility to give additional information. There were 29 answers in total of which the author didn´t find any new information relevant to this research and therefore these answers will not be analysed in this paper.

3.3. Conclusions and recommendations

The aim of this paper was to measure Home3 brand awareness as there is lack of knowledge of Home3 brand awareness. In the conducted research, 209 respondents expressed their knowledge regarding different TV service providers and Home3 brand in Estonia. Measurement of brand awareness was based on the four levels of Aaker's theory (1996): brand dominance, top-of-mind, recall and recognition.

As all respondents named different brands of TV service providers, dominant awareness can´t be indicated for any brand. In the top-of mind awareness, Telia held the highest position by 59%, Elisa ranked to the second position by 24%. Third and fourth position belonged to Tele2 and Home3 by 3% (see Figure 9). It is not surprising that Telia has the highest top-of mind brand awareness as based on the survey conducted by Kantar Emor, Telia is on the nineth position among most favourite brands of Estonian residents (Eesti inimeste lemmikbrändid…2021). In addition, based on the survey conducted by job portal CVkeskus, Telia is on the fourth position among most desirable employers in Estonia (TOP 20: tööportaal reastas Eesti…2021).

Spontaneous awareness was highest for Elisa and it was followed by Telia. STV ranked at position number three by 24%, Go3 and Tele2 were mentioned equally 18%. Starman was mentioned 11% (as mentioned above, this brand doesn´t exist anymore). Home3, former Viasat ranked at lower position compared to Viasat, as Viasat was mentioned by 10% and Home3 by 8% of the respondents. From this we can conclude that Viasat has higher spontaneous awareness compared to the new brand Home3 (see Figure 10).

In terms of aided awareness (recognition), Telia was the most known and used brand among the TV service providers listed in the research as all respondents knew and had heard of this brand. Only 2% of respondents marked that they have head of this brand but don´t know what it offers, meaning 98% know the name and what services the company is offering. Elisa is on the second position, 1% of the respondents marked that they have never heard the name of this TV service provider. Home3 ranked at position number five as 32% of the respondents answered that they have never heard of this TV service provider (see Figure 11). This answer was marked for Apollo TV by 29% respondents showing that the brand and service what was launched in February 2021 has higher level of aided awareness compared to the brand what has been on the market for few years.

From the results based on the questions regarding awareness of TV service providers in Estonia, the author of this paper estimates that the current level of Home3 brand awareness is significantly lower compared to Telia, Elisa, Go3, STV and Apollo TV. Author suggests the management of the AS TV Play Baltics to evaluate if the current level of Home3 brand awareness is in line with the goals of the company.

To increase the level of brand awareness, many surveys have been conducted of which for example Shabbir *et al*. (2017) concluded in their study that in order to increase the awareness in the telecommunication service, advertisers should personalize their brands from the customers´ point of view and connect brand with the customers´ self-image.

Domazet, Đokić and Milovanov (2017) concluded that TV ads have the highest impact on brand awareness, it is followed by Internet ads, billboards are ranked at third position. In terms of Internet ads, the importance of social media marketing, part of online/Internet advertising, has become more important as it allows customers to get information and share their own experience of products and services and therefore has impact on consumers purchase decision. (Ebrahim, 2019) Next, the author of this paper gives suggestions to increase the level of Home3 brand awareness.

To increase the awareness of Home3 brand, TV ads should be used to increase the overall brand awareness (including top-of mind, spontaneous and aided awareness). The usage of TV ads should be based on the company’s business objectives, including the information on what level the Home3 brand awareness would be in line with company’s business goals. Author suggests conducting more thorough research to gain information what is the awareness of Home3 brand in the representative sample, what is the detailed profile of the main target group of Home3 TV service so the marketing team would have information what aspects should be considered composing personalized communication to reach right target group. The research to measure Home3 brand awareness should be conducted regularly, for example once a year to evaluate the influence of different activities to the level of brand awareness. In addition, the author suggests communicating values of Home3 TV service provides to customers, that can´t be provided by other TV service providers (not dependent on mobile or cable internet, monthly fee that includes all cost for watching Home3 TV service).

TV ads should be supported with the Internet ads, including social media, and billboards as they have impact on the customers´ purchase decision. To create efficient Internet campaigns and billboards, analysis should be conducted to get information of most used websites and online platforms which are visited by the Home3 TV service target group. To create effective plan for billboards, information about areas and main trajectories where the target group of the Home3 TV service live and move around should be gathered and used.

Author suggests cooperation with Go3 brand as this brand is also owned by AS TV Play Baltics and has higher brand awareness compared to Home3. The marketing teams of Home3 and Go3 should discuss if the cooperation between Home3 and Go3 would be in line with company´s strategy and evaluate the risks if the cooperation could create a mess in customers´ minds or create additional value from which both brands would benefit from. If the management team and marketing team would agree to cooperate, the author suggests agreeing the cost allocation between brands beforehand to analyse and evaluate the profitability of the cooperation for both parties.

For measuring Home3 brand awareness, the keywords related to Home3 were asked in the research. 17% of the respondents answered "*ei tea midagi*" (Eng.: don´t know anything), 14% answered TV3 and 12% answered "*ei ole kuulnud*" (Eng: haven´t heard), 9% of the respondents named satellite and 6% named Viasat. Keywords such as innovative and qualitative were named only by few respondents (see Appendix 5). As Home3 belongs to the TV3 Group, the association with TV3 is not surprising but the fact that in total 29% of the respondents answered that they don´t know anything or haven´t heard reaffirms the low level of the brand awareness.

In the service sector, the recognition of brand is important both inside the company and outside. Inside the company employees need to recognise the values of the brand as they are their own values. From the customers' point of view, the values have to be those that attract customers, create good experience and satisfy customers' needs. (Kapferer 2008)

To increase the level of awareness and expand the keywords what customers relate with Home3, the author of this paper suggests the management team of AS TV Play Baltics to (re)list the keywords they want customers to relate with the Home3 brand when seeing and thinking of it. In addition, the author suggests the management team of AS TV Play Baltics to lists the values they want employees to relate with the Home3 brand when seeing and thinking of it and marketing team to communicate the keywords and values in the marketing activities with the name of the brand as the name of the brand with other aspect may create higher awareness and recall. The keywords and values related to Home3 brand should be used and communicated also inside the company to strengthen the link between brand, brand values and employees.

In addition to the keywords, the importance of different criteria when choosing TV service provider were analysed in the research. Most important criteria based on the conducted research is the quality of picture and sound what was chosen by 81% of the respondents. If customer has used the service before, one has the experience regarding the quality of the picture and sound of the TV service provider but as only 11% of the respondents have used Home3 service (see Appendix 5), then author of this paper suggests increasing the image of the Home3 brand by using keywords that would create the quality service provider image in consumer mind. Of course, the promises regarding qualitative service should be fulfilled. Home3 offers the possibility to review TV programs and movies (see Appendix 1) and therefore the second most important criteria was met as 70% of the respondents answered that it is very important to have to possibility to review programs and movies (see Appendix 5).

Price was marked as very important by 60% of the respondents making this the third most important criteria. The pricing logic of different TV service providers was described above (see Appendix 1) and Home3 is the only service provider who has put the fee for the devices inside the monthly fee. It is important to acknowledge that the TV service of Home3 doesn´t require internet/cable connection, but it is required by other TV service providers. Author of this paper sees this as a risk as it could be difficult for the consumers to understand that the monthly fee already includes all costs, and no additional cost are added to use this TV service. Therefore, author suggests for the AS TV Play management to evaluate the need to change pricing logics. It can be assumed that for customers of Telia, Elisa, Go3 and STV this pricing plan is confusing and may lead to understanding that the TV service provided by Home3 is more expensive but based on the data regarding the prices of different TV service providers gathered by the author, it can be seen that Home3 TV service isn´t more expensive compared to other TV service providers (see Appendix 1).

To determine whether there is a correlation between the importance of different factors related to TV service, Spearman correlation analysis was conducted. Based on the analysis (see Appendix 5) it can be seen that no two aspects had strong correlation between them. Moderate correlation can be seen in the five pairs of aspects and all others had weak or statistically insignificant correlation between them. The highest correlation level was between “Trustworthy company” and “Quality of picture and sound” (r=0.455), it was followed by “Possibility to review programs and movies” and “Possibility to view the service on multiple devices simultaneously” (r=0.392).

Based on the conducted correlation analyses, the author suggests that the AS TV Play management and marketing team should focus on the five pairs of factors with moderate correlations. In addition, to communicate and share information in public with using the name of the company to increase the awareness, credibility, and trustworthiness of both the company and the Home3 brand as the factor trustworthy company was ranked at the fourth position when choosing TV service by 54% of the respondents. Telia, Elisa, STV, Telset and Levikom have the same brand name as is the company´s business name but Home3 is different from the company's legal name – AS TV Play Baltics.

In addition to awareness and keywords related to Home3, the positioning compared with other TV service providers was analysed based on five aspects: user experience, content that meets expectations, innovation, quality of services and price. Dependent on the aspect, 76-80% of the respondents chose option "can´t say". The results are not surprising as the author has already concluded based on the previous information that the level of awareness and knowledge regarding Home3 brand is rather low. However, there were respondents who expressed their opinion. Aspect "very good" was chosen the most, by 5% of the respondents for the aspect "content what meets expectations", rather good was equally chosen by 11% of the respondents for "content what fits my needs" and "quality of services". Option "very bad" was mostly chosen for user experience and innovation (see Appendix 5). Author suggests conducting survey among Home3 customers to get wider knowledge of the Home3 positioning compared with other TV service providers and gather data what current customers value when using Home TV service.

Though the question number 16 asking if the respondent is aware that Home3 is the former Viasat is not directly connected to the Home3 brand awareness, it was interesting for the author of this paper to conclude that 72% of the respondents were not aware of it. Author suggests the management of the AS TV Play Baltics to analyse if this is the result they expected via the rebranding processes and is the management of the company satisfied with this result and from the spontaneous brand awareness it could be seen that Viasat has 2% higher brand awareness compared to Home3 (see Appendix 4).

SUMMARY

The aim of this paper was to measure Home3 brand awareness and make proposals to increase brand awareness if necessary. To fulfil the tasks set to achieve the aim, an overview of theoretical framework of the nature of the brand, brand image and brand equity, brand awareness and theoretical approaches and methods for measuring brand awareness were given as well as an overview of the company AS TV Play Baltics and the TV service market in Estonia. Online quantitative research was conducted in the Google Forms and shared electronically to measure Home3 brand awareness. In total 209 respondents participated in the research.

The results of the research showed that Home3 has lower level of brand awareness compared to other TV service providers in Estonia, e.g., Telia, Elisa, Go3 and STV. In the top-of mind awareness, Home3 was at the third-fourth position as only 3% of the respondents named Home3 as the first TV service provider what comes in their mind. At the same time, Telia held the highest position as 59% of the respondents named Telia as the first one. Elisa ranked on the second position by 24%. Spontaneous awareness was highest for Elisa when 59% of the respondents named this brand as other TV service providers known. Elisa was followed by Telia (32%). Home3, former Viasat ranked at lower position compared to Viasat, as Viasat was mentioned by 10% and Home3 by 8% of the respondents. In terms of aided awareness, Home3 ranked at position number five as 32% of the respondents answered that they have never heard of this TV service provider.

To increase the awareness (including top-of mind, spontaneous and aided awareness) of Home3 brand, author suggests using TV ads as the main channel for increasing the brand awareness. The volume of TV ads should be based on the company’s business objectives as the awareness of Home3 brand should be in line with company’s business goals. Author suggests conducting more thorough research to gain information what is the awareness of Home3 brand in the representative sample, what is the detailed profile of the main target group of Home3 TV service so the marketing team would have information what aspects should be considered composing personalized communication to reach right target group. In addition, the author suggests conducting survey among Home3 customers to get wider knowledge of the Home3 positioning compared with other TV service providers and gather data what current customers value when using Home3 TV service.

Author suggests supporting TV ads with the Internet ads, including social media, and billboards as they have impact on the customers´ purchase decision. To create efficient Internet campaigns,

research of most used websites and online platforms which are visited by the Home3 TV service target group should be conducted. To create effective plan for billboards, information about areas and main trajectories where the target group of the Home3 TV service live and move around should be gathered and used.

The author suggest regularly conducting research to measure Home3 brand awareness to evaluate the influence of different advertising activities to the level of brand awareness. In addition, the author suggests communicating values of Home3 TV service to customers, that can´t be provided by other TV service providers (not dependent on mobile or cable internet, monthly fee that includes all cost for watching Home3 TV service).

Cooperation with Go3 brand should be considered as this brand is also owned by AS TV Play Baltics and has higher brand awareness compared to Home3. Risks of the cooperation should be evaluated as the cooperation could create a mess in customers´ minds instead of creating additional value from which both brands would benefit from.

To increase the level of awareness and expand the keywords what customers relate with Home3, the author of this paper suggests the management team of AS TV Play Baltics to (re)list the keywords they want customers to relate with the Home3 brand when seeing and thinking of it. In addition, the author suggests the management team of AS TV Play Baltics to list the values they want employees to relate with the Home3 brand when seeing and thinking of it and marketing team to communicate the keywords and values in the marketing activities with the name of the brand as the name of the brand with other aspect may create higher awareness and recall.

Based on the conducted correlation analyses, the author suggests that the AS TV Play Baltics management and marketing team should focus on the five pairs of factors with moderate correlations. In addition, to communicate and share information in public with using the name of the company to increase the awareness, credibility, and trustworthiness for both the company and the Home3 brand.

The results of the research should not be generalized to the overall TV service market and TV service providers in Estonia. The author of this paper suggests to research the awareness of different TV service providers in Estonia more thoroughly to make more precise decisions regarding marketing strategies and gather data of consumers perceptions and aspects influencing the choice of TV service providers. In addition, the impact of rebranding of different brands in the telecommunication sector could be analysed to evaluate the rebranding impact on business results and brand awareness of the new brand compared to the previous.

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APPENDICES

Appendix 1. Home3 and competitors TV packages pricing overview

	Home3			Elisa				Telia						STV				Telset					
	Starter	Kodu	Kodu +	Väike		Suur		Mini		Standard		Family		Üle 60 kanali		Üle 100 kanali		Baaspakett		Põhipakett		Plaatinum	
TV Service	16,00 €	23,00 €	28,00 €	8,00 €		13,00 €		6,00 €		16,00 €		39,00 €		7,00 €		11,00 €		8,50 €		10,00 €		26,90 €	
Number on channels	26	40	47	34		60		30		60		150		30+		100+		91		128		167	
No of viewer spots in package	1	1	1	2		3		2		3		5		1		1		1		1		1	
Additional viewer spot	6,00 €	6,00 €	6,00 €	3,00 €		3,00 €		3,00 €		3,00 €		3,00 €		2,00 €		2,00 €		1,00 €		1,00 €		1,00 €	
Router rental fee	included in the monthly fee			2,00 €		2,00 €		Standard 2,99 €, Premium 4,99 €		Standard 2,99 €, Premium 4,99 €		Standard 2,99 €, Premium 4,99 €		3,00 €		3,00 €		3,50 €		3,50 €		3,50 €	
Digiboxi rental	included in the monthly fee			5,00 €		5,00 €		1,99 €		1,99 €		1,99 €		3,00 €		3,00 €		2,50 €		2,50 €		2,50 €	
TV+Internet	**Starter & Internet**	**Kodu & Internet**	**Kodu+ & Internet**	**Väike & cable Internet**	**Väike & Mobible Internet**	**Suur & cable Internet**	**Suur & Mobible Internet**	**Mini & cable interner Kaabliga**	**Mini & Mobile internet**	**Standard & cable internet**	**Standard & Mobile Internet**	**Family &Cable Internet**	**Family & Mobile internet**	**Üle 60 kanali &Internet**	**Üle 60 kanali & mobile internet**	**Üle 100 kanali + cable internet Internet**	**Üle 60 kanali & mobile internet**	**Baaspakett & internet in apartment**	**Baaspakett & internet in private house**	**Baaspakett & internet in apartment**	**Baaspakett & internet in private house**	**Baaspakett & internet in apartment**	**Baaspakett & internet in private house**
5 Mbit/s									22,00 €		32,00 €		55,00 €	-									
10 Mbit/s								22,00 €		32,00 €		55,00 €											
15 Mbit/s				24,00 €	24,99	29,00 €	29,99																
20 Mbit/s									27,00 €		37,00 €		60,00 €						25,50 €		27,00 €		43,90 €
30 Mbit/s	28,99 £ (unlimited mobile internet)	32,99 € (unlimited mobile internet)	37,99 € (unlimited mobile internet)															19,50 €	30,50 €	21,00 €	32,00 €	37,90 €	48,90 €
50 Mbit/s				28,00 €	30,99	33,00 €	35,99	28,00 €		38,00 €		61,00 €				24,00 €		23,50 €	41,50 €	25,00 €	43,00 €	41,90 €	59,90 €
100 Mbit/s								31,00 €		41,00 €		64,00 €				31,00 €		29,50 €	50,50 €	31,00 €	52,00 €	47,90 €	68,90 €
150 Mbit/s				34,00 €	46,99 € (unlimited internet)	39,00 €	51,99 € (unlimited internet)																
300 Mbit/s								39,00 €		49,00 €		72,00 €						38,50 €	57,50 €	40,00 €	59,00 €	56,90 €	75,90 €
500 Mbit/s				41,00 €		46,00 €		48,00 €		58,00 €		81,00 €						48,50 €		50,00 €		66,90 €	
1 Gbit/s								105,00 €		115,00 €		138,00 €						98,50 €		100,00 €		116,90 €	

Source: by the author based on available information on the Internet– Elisa Elamus…2021, Home3 TV packages…2021, STV TV packages…2021, Telia Eesti AS TV…2021, Kõrge pildikvaliteediga televisioon… 2021

Appendix 2. Research questionnaire

Dear respondent!

I am Anu Ozolit, a student at Department of Business Administration at Tallinn University of Technology, and I am asking for your help with a brand study within the framework of a master's thesis. To participate in the survey, please answer the questionnaire, which takes the most 8 minutes. The answers to the questionnaire are anonymous and shall be used as generalized format for writing a master's thesis.
Shall you have additional questions, please contact me via email anu.oz@hotmail.com.

Thank you for finding time to answer the questionnaire!

* Mandatory

1. Please name the first brand that comes to mind when thinking of TV service providers. *
2. Please name any other TV service providers you know or have heard of. *
3. How do you rate the TV service providers below based on the following criteria: *

	I have never heard of this service provider	I've heard the name of this service provider, but I don't know what it offers	I know the name of this service provider and what services it offers but have not used	I know the name of this service provider, I have used the services
ApolloTV				
Elisa				
Go3				
Home3				
Levikom				
Telia				
Telset				

4. Please mark which TV service provider (s) you currently use? *

- Apollo TV
- Elisa
- Go3

- Home3
- Levikom
- STV
- Telia
- Telset
- Other…

5. Please mark under what conditions would you consider to change your TV service provider? *

- Cheaper price
- Same price, more channels
- More expensive price and more channels
- Bigger amount of additional viewer spots
- More services from the same service provider (eg internet, mobile calls, etc.)
- A promotional offer that provides a service for a certain period of time at a discounted price
- Other:

6. Would you consider switching to another provider in the next six months? *

- Yes
- No

7. Please indicate which service providers you would prefer (indicate your preference (s) even if you are not considering switching TV service providers).*

- Apollo TV
- Elisa
- Go3
- Home3
- Levikom
- STV
- Telia
- Telset
- Other:

8. Please indicate how important the following keywords and statements are for the TV service provider*:

	„1“ Not important at all	„2“ Rather important	„3“ So and So	„4“Rather important	„5“ Very important	„6“ Can´t say
Channel selection						
Quality of picture and sound						
Trustworthy company						
Name/brand of the service provider						
Possibility to view the service on multiple devices simultaneously						
Price						
Possibility to review programs and movies						
Possibility to take other services or devices from the same service provider						

9. Please evaluate the reputation of the following TV service providers: *

	„1“ Very bad	„2“ Rather bad	„3“ So and So	„4“Rather good	„5“ Very good	„6“ Can´t say
Apollo TV						
Elisa						
Go3						
Home3						
Levikom						
STV						
Telia						
Telset						

10. In your opinion, what is the ratio of the price and quality of the TV service of the following service providers *

	„1“ Very bad	„2“ Rather bad	„3“ So and So	„4“Rather good	„5“ Very good	„6“ Can´t say
Apollo TV						
Elisa						
Go3						
Home3						
Levikom						
STV						
Telia						
Telset						

11. What is your assessment of the innovativeness of the following TV service providers (service development, new equipment, etc.) *

	„1“ Very bad	„2“ Rather bad	„3“ So and So	„4“Rather good	„5“ Very good	„6“ Can´t say
Apollo TV						
Elisa						
Go3						
Home3						
Levikom						
STV						
Telia						
Telset						

12. In your opinion, what is the ease of use of the TV service of the following service providers (understandable menu, easy to find and change channels, etc.) *

	„1“ Very bad	„2“ Rather bad	„3“ So and So	„4“Rather good	„5“ Very good	„6“ Can´t say
Apollo TV						
Elisa						
Go3						
Home3						
Levikom						
STV						
Telia						
Telset						

13. Please name 1-3 keywords that relate to you the first when thinking of Home3 TV service provider *:

14. Please rate where Home3 is positioned in the following aspects compared to other TV service providers? *

	„1“ Very bad	„2“Rather bad	„3“ So and So	„4“Rather good	„5“ Very good	„6“ Can´t say
Price						
Quality of services						
Innovation						
Content what meets expectations						
User experience						

15. Where have you noticed Home3 advertising campaigns? *

- On the television
- On the radio
- On the Internet
- In the magazines and newspapers
- On the streets and bus stops
- On social media
- I have heard about advertising campaigns from a friend / acquaintance
- Haven’t noticed any campaigns
- Other:

16. Are you aware that Home3 is the former Viasat? *

- Yes
- No

17. Gender *

- Male
- Female
- Don´t want to specify

18. Your age*

- …-19
- 20-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70+

19. Net income per month (neto): *

- Up to 500 €
- 501 €-1000 €
- 1001€-1201€
- 1201 € -1500€
- Over 1501 €
- No definite income
- Don´t want to answer

20. Your place of residence*

- Harjumaa
- Tartumaa
- Ida-Virumaa
- Lääne-Virumaa
- Pärnumaa
- Viljandimaa
- Läänemaa
- Saaremaa
- Hiiumaa
- Järvamaa
- Raplamaa
- Jõgevamaa
- Põlvamaa
- Võrumaa
- Valgamaa
- Don´t live in Estonia

21. If you wish to comment on or add something to your answered above, you can do so here:

22. If you agree me contacting you to clarify some of the answers, please enter your email address here:

Thank you for answering!

Source: compiled by the author

Appendix 3. Demographic profile of the respondents

Demographic profile	Frequency	Percentage
GENDER		
Female	151	72,2%
Male	53	25,4%
Don´t want to specify	5	2,4%
AGE		
…-19	1	0,5%
20-29	24	11,5%
30-39	81	38,8%
40-49	70	33,5%
50-59	25	12,0%
60-69	8	3,8%
PERSONAL NET INCOME PER MONTH		
Up to 500 €	5	2,4%
501 €-1000 €	21	10,0%
1201 € -1500€	32	15,3%
1001€-1201€	17	8,1%
Over 1501 €	91	43,5%
No definite income	2	1,0%
Don´t wish to answer	41	19,6%
PLACE OF RESIDENCE		
Harjumaa	152	72,7%
Hiiumaa	9	4,3%
Järvamaa	1	0,5%
Põlvamaa	2	1,0%
Pärnumaa	3	1,4%
Raplamaa	21	10,0%
Tartumaa	18	8,6%
Valgamaa	1	0,5%
Viljandimaa	1	0,5%
Võrumaa	1	0,5%

Source: based on the research data compiled by the author

Appendix 4. Top-of-mind, spontaneous and aided awareness

Top-of-mind awareness

	All respondents		All women		All men		Don´t want to specify	
	frequency	percent	frequency	percent	frequency	percent	frequency	percent
Telia	124	59%	91	60%	29	55%	4	80%
Elisa	51	24%	35	23%	16	30%	0	0%
Tele2	7	3%	6	4%	1	2%	0	0%
Home3	6	3%	3	2%	3	6%	0	0%
Go3	5	2%	4	3%	1	2%	0	0%
Netflix	2	1%	1	1%	1	2%	0	0%
STV	2	1%	2	1%	0	0%	0	0%
Viasat	2	1%	2	1%	0	0%	0	0%
Apollo tv	1	0%	1	1%	0	0%	0	0%
Diil	1	0%	1	1%	0	0%	0	0%
Dormeo	1	0%	1	1%	0	0%	0	0%
Elion	1	0%	0	0%	1	2%	0	0%
Emt	1	0%	1	1%	1	2%	0	0%
EMT	1	0%	1	1%	1	2%	0	0%
Kanal2	1	0%	1	1%	0	0%	0	0%
Levikom	1	0%	1	1%	0	0%	0	0%
Meelespea	1	0%	1	1%	0	0%	0	0%
Starman	1	0%	0	0%	0	0%	1	20%
n=209	209	100%	151	100%	53	100%	5	100%

Source: based on the research data compiled by the author

Spontaneous awareness

	All respondents		Female		Male		Don´t want to specify	
	Frequency	percent	frequency	percent	frequency	percent	frequency	percent
Elisa	124	59%	93	62%	29	55%	2	40%
Telia	67	32%	45	30%	20	38%	2	40%
STV	51	24%	30	20%	19	36%	2	40%
Go3	38	18%	23	15%	13	25%	2	40%
Tele2	37	18%	25	17%	11	21%	1	20%
Other	24	11%	14	9%	10	19%	0	0%
Starman	22	11%	16	11%	5	9%	1	20%
Viasat	21	10%	14	9%	6	11%	1	20%
Home3	17	8%	9	6%	7	13%	1	20%
Apollo	14	7%	5	3%	9	17%		
Netflix	11	5%	8	5%	3	6%	0	0%
Telset	10	5%	6	4%	4	8%	0	0%
Levikom	8	4%	3	2%	5	9%	0	0%
Apollotv	6	3%	5	3%	1	2%	0	0%
Viaplay	5	2%	2	1%	3	6%	0	0%
Elisa Elamus	2	1%	1	1%	0	0%	1	20%
n=209	209		151		53		5	

Source: based on the research data compiled by the author

Aided awareness

	ApolloTV	Elisa	Go3	Home3	Levikom	Telia	Telset
	frequency	frequency	frequency	frequency	frequency	frequency	frequency
I have never heard of this service provider	61	3	18	67	75		137
I've heard the name of this service provider, but I don't know what it offers	84	25	52	54	87	4	34
I know the name of this service provider and what services it offers but have not used	57	64	68	66	44	39	28
I know the name of this service provider, I have used the services	7	117	71	22	3	166	10
n=209							

Source: based on the research data compiled by the author

Aided awareness of Home3 brand by age groups

Age	I have never heard of this service provider	I've heard the name of this service provider, but I don't know what it offers	I know the name of this service provider and what services it offers but have not used	I know the name of this service provider, I have used the services	Total	Share of Total (n=209)
....-29	2	6	10	7	25	12%
30-39	27	20	30	4	81	39%
40-49	28	20	19	3	70	33%
50-69	10	8	7	8	33	16%

Source: based on the research data compiled by the author

Appendix 5. Results of the questions number 4 - 16

Results of the question 4: Which TV service provider(s) you currently use?

	Frequency	Percent
Telia	78	37%
Elisa	44	21%
Go3, Telia	17	8%
Elisa, Telia	12	6%
Go3	12	6%
Elisa, Go3	6	3%
Elisa, Go3, Telia	6	3%
Go3, Home3, Telia	3	1%
Home3	3	1%
STV	3	1%
Apollo TV, Elisa	2	1%
Elisa, Go3, Home3	2	1%
Viasat	2	1%
Apollo TV, Elisa, Go3	1	1%
Apollo TV, Telia	1	1%
not using	1	1%
Not using any	1	1%
Elisa, will swich to Telia	1	1%
Elisa, Go3, Home3, Viaplay	1	1%
Elisa, Go3, Telia, Viaplay	1	1%
Elisa, STV	1	1%
ERR + Netflix	1	1%
err.ee	1	1%
Go3, Home3	1	1%
Go3, Telia, Netflix	1	1%
Netflix	1	1%
Don´t have TV, not using any	1	1%
Non	1	1%
Tele2	1	1%
Telia, IP tv	1	1%
Telia, Tricolor	1	1%
Free Air TV, Netflix, Amazon prime	1	1%
n=	209	100%

Source: based on the research data compiled by the author

Results of the question number 5: Under what conditions would you be willing to change current TV service provider?

	All respondents		Female		Male		Don´t want to specify gender	
	frequency	percent	frequency	percent	frequency	percent	frequency	percent
Cheaper price	112	54%	82	54%	28	53%	2	40%
More services from the same service provider (eg internet, mobile calls, etc.)	87	42%	64	42%	21	40%	2	40%
Same price, more channels	55	26%	43	28%	12	23%		0%
Other reasons	53	25%	37	25%	14	26%	2	40%
Bigger amount af additiona viewer spots	34	16%	26	17%	6	11%	2	40%
A promotional offer that provides a service for a certain period of time at a discounted price	17	8%	13	9%	4	8%		0%
More expensive price and more channels	2	1%	2	1%		0%		0%
n=209	209		151		53		5	

Source: based on the research data compiled by the author

Results of the question number 6: Would consider to change current service provider within 6 months?

	Frequency of "No"	Percentage of "No"	Frequency of "Yes"	Percentage of "Yes"	Grand Total
Female	93	62%	58	38%	151
Male	33	62%	20	38%	53
Don´t want to specify	5	100%		0%	5
n=209	131	63%	78	37%	209

Source: based on the research data compiled by the author

Results of the question 7: Please indicate which service providers you would prefer (indicate your preference (s) even if you are not considering switching TV service providers).

	All respondents		Female		Male		Don´t want to specify gender	
	frequency	percentage	frequency	percentage	frequency	percentage	frequency	percentage
Telia	127	53%	90	60%	34	64%	3	60%
Elisa	103	46%	70	46%	33	62%	0	0%
Go3	68	33%	45	30%	21	40%	2	40%
Home3	27	11%	16	11%	11	21%	0	0%
Apollo TV	29	14%	17	11%	11	21%	1	20%
Telset	6	2%	3	2%	2	4%	1	20%
STV	6	1%	3	2%	3	6%	0	0%
Levikom	2	1%	3	2%				
Others	4	1%	3	2%	1	2%	0	0%
n=209	209		151		53		5	

Source: based on the research data compiled by the author

Results of the question 8: Please indicate how important the following keywords and statements are when choosing TV service provider.

	Channel selection	Quality of picture and sound	Trustworthy company	Name/brand of the service provider	Possibility to view the service on multiple devices simultaneously	Price	Possibility to review programs and movies	Possibility to take other services or devices from the same service provider
Very important	95	169	112	29	104	125	147	94
Rather important	56	30	66	48	40	62	30	51
So and So	29	2	19	65	29	16	10	29
Rather it doesn't matter	16	2	4	37	23	3	6	18
Not important at all	11	4	4	25	7	0	5	9
Can´t say	2	2	4	5	6	3	11	8
n=209								

Source: based on the research data compiled by the author

Spearman correlation analysis based on the results of the question 8: Please indicate how important the following keywords and statements are when choosing TV service provider.

	Mean	Std. Deviation	N	Channel selection	Quality of picture and sound	Trustworthy company	Name/brand of the service provider	Possibility to view the service on multiple devices simultaneously	Price	Possibility to review programs and movies	Possibility to take other services or devices from the same service provider
Channel selection	4.06	1.135	185	1	0.304	0.17	0.097	0.224	0.19	0.306	0.114
Quality of picture and sound	4.76	0.66	185	0.304	1	0.457	0.082	0.115	0.016	0.214	0.169
Trustworthy company	4.35	0.897	185	0.17	0.457	1	0.281	0.028	0.016	0.24	0.355
Name/brand of the service provider	3.11	1.222	185	0.097	0.082	0.281	1	0.121	0.011	0.205	0.217
Possibility to view the service on multiple devices simultaneously	4.07	1.156	185	0.224	0.115	0.028	0.121	1	0.109	0.392	0.255
Price	4.54	0.691	185	0.19	0.016	0.016	0.011	0.109	1	0.13	0.083
Possibility to review programs and movies	4.56	0.895	185	0.306	0.214	0.24	0.205	0.392	0.13	1	0.342
Possibility to take other services or devices from the same service provider	4.04	1.153	185	0.114	0.169	0.355	0.217	0.255	0.083	0.342	1

Source: based on the research data compiled by the author using data from SPSS program

Cronbach Alpha based on the results of the question 8: Please indicate how important the following keywords and statements are when choosing TV service provider.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
	0,648	8

Source: based on the research data compiled by the author using data from SPSS program

Results of the question 9: Please indicate the reputation of the following TV service providers by your opinion.

	N	Minimum	Maximum	Mean	Std. Deviation
Telia	196	3	5	4,42	0,599
Go3	120	2	5	3,99	0,692
Elisa	188	1	5	3,98	0,821
Home3	77	1	5	3,66	0,736
Apollo TV	59	2	5	3,53	0,878
Telset	35	1	4	2,89	0,9
STV	95	1	5	2,72	0,919
Levikom	57	1	5	2,56	0,982

Source: based on the research data compiled by the author using data from SPSS program

Results of the question 10: In your opinion, what is the ratio of the price and quality of the following TV service providers.

Gender	TV service provider	N	Minimum	Maximum	Mean	Std. Deviation
Male	Apollo TV	14	2	5	3,71	0,914
	Elisa	40	2	5	3,72	0,877
	Go3	32	2	5	3,91	0,928
	Home3	17	2	5	3,59	0,939
	Levikom	7	1	3	2,43	0,787
	STV	15	2	5	3,27	0,799
	Telia	48	2	5	3,5	0,851
	Telset	4	3	4	3,25	0,5
	Valid N (listwise)	2				
Female	Apollo TV	10	2	4	3	0,943
	Elisa	105	1	5	3,83	0,86
	Go3	55	2	5	3,93	0,858
	Home3	27	2	5	3,52	0,753
	Levikom	7	1	5	3	1,291
	STV	28	2	5	3,39	0,916
	Telia	121	2	5	3,74	0,75
	Telset	11	2	5	3,27	1,009
	Valid N (listwise)	3				
Don´t want to specify	Apollo TV	1	4	4	4	.
	Elisa	2	3	4	3,5	0,707
	Go3	3	3	4	3,67	0,577
	Home3	2	3	4	3,5	0,707
	Levikom	1	3	3	3	.
	STV	1	3	3	3	.
	Telia	4	3	4	3,75	0,5
	Telset	1	3	3	3	.
	Valid N (listwise)	1				

Source: based on the research data compiled by the author using data from SPSS program

Results of the question 11: What is your assessment on the innovativeness of the following TV service providers (service development, new equipment, etc.)

Gender	TV service provider	N	Minimum	Maximum	Mean	Std. Deviation
Male	Telia	43	2	5	4,21	0,742
	Go3	29	1	5	4,17	0,848
	Apollo TV	16	2	5	4,13	0,885
	Elisa	37	2	5	4	0,943
	Home3	16	1	5	3,44	1,153
	Telset	6	2	5	3,17	1,169
	Levikom	8	1	5	2,75	1,282
	STV	13	1	5	2,62	1,044
	Valid N (listwise)	4				
Female	Telia	108	2	5	4,1	0,735
	Go3	46	2	5	4,04	0,698
	Elisa	86	1	5	3,97	0,887
	Home3	29	2	5	3,79	0,94
	Apollo TV	17	2	5	3,53	1,068
	Telset	9	1	4	2,67	1,118
	STV	21	1	5	2,62	1,071
	Levikom	9	1	5	2,56	1,424
	Valid N (listwise)	4				
Don´t want to specify	Apollo TV	1	5	5	5	.
	Elisa	2	5	5	5	0
	Go3	1	5	5	5	.
	Home3	0				
	Levikom	1	4	4	4	.
	STV	1	4	4	4	.
	Telia	4	4	5	4,5	0,577
	Telset	0				
	Valid N (listwise)	0				

Source: based on the research data compiled by the author using data from SPSS program

Results of the question 12: What is your assessment on the ease of use of the following TV service providers.

Gender		N	Minimum	Maximum	Mean	Std. Deviation
Male	Apollo TV	9	2	5	3,56	0,882
	Elisa	35	1	5	4,03	1,014
	Go3	30	2	5	3,83	0,95
	Home3	14	2	5	3,79	1,051
	Levikom	5	1	5	3	1,581
	STV	6	3	4	3,33	0,516
	Telia	47	1	5	4,19	0,924
	Telset	5	3	4	3,2	0,447
	Valid N (listwise)	3				
Female	Apollo TV	6	2	4	3,17	0,753
	Elisa	93	1	5	3,89	1,005
	Go3	45	2	5	3,87	1,014
	Home3	19	1	5	3,84	1,119
	Levikom	4	1	4	2,5	1,291
	STV	17	2	5	3,41	1,064
	Telia	126	2	5	4,25	0,745
	Telset	7	1	4	3	1,155
	Valid N (listwise)	2				
Don´t want to specify	Apollo TV	0				
	Elisa	2	2	5	3,5	2,121
	Go3	2	4	5	4,5	0,707
	Home3	0				
	Levikom	0				
	STV	0				
	Telia	3	5	5	5	0
	Telset	0				
	Valid N (listwise)	0				

Source: based on the research data compiled by the author using data from SPSS program

Results of the question 13: Please name 1-3 keywords that first relate to you with TV service provider Home3.

Keyword	Frequency	Percentage	Keyword	Frequency
Ei tea midagi	36	17%	Kanalid	1
TV3	30	14%	Kohalik	1
Ei ole kuulnud	25	12%	Pealetükkiv	1
Satelliit (taldrik)	19	9%	Muusika	1
Filmid	16	8%	Ebamugav ui	1
Viasat	12	6%	Tasuline	1
Kodu sellga seonduv	11	5%	Segane menüü	1
Go3	8	4%	Kallis	1
Kanalid	8	4%	Seadmed	1
Reklaam	6	3%	Stabiilne	1
Sport	7	3%	Striiming teenus	1
Internet	4	2%	Homer	1
TV / teleteenus	4	2%	Telekas	1
Väljaspool linna	4	2%	Kosmos	1
Anu Ozolit	3	1%	Arenev	1
Multikad	3	1%	Kass ja hiir	1
Müügimehed	3	1%	Korrektne firma	1
Uuenduslik	3	1%	Hakib	1
Home alone	2	1%	Uus	1
Sarjad	2	1%	Vanaaegne	1
Soodne	2	1%	Veel üks SVOD teenuse pakkuja	1
Kvaliteetne	2	1%	Voogedastus	1
Läbi õhu	2	1%	Väljaspool linna	1
Seriaalid	2	1%	Where is Home1	1
Ilmast sõltuv	2	1%	Muusika	1
Teleteenus	2	1%	Lux	1
Internet	2	1%	Imelik nimi	1
Eesti	1	0%	Järelvaatamine	1
Elutuba	1	0%	Kaabel	1
Halb klienditeenindus	1	0%	Naabrist parem	1
TV6	1	0%	Inglisekeelne nimi	1
Wireless	1	0%		
n=209				

Source: based on the research data compiled by the author

Results of the question 14: Please rate where Home3 is positioned in the following aspects compared to other TV service providers.

	Price	Quality of services	Innovation	Content what meets expectations	User experience
Can´t say	164	159	160	162	168
So and So	19	12	16	9	15
Rather good	18	23	16	24	14
Very good	5	7	8	10	6
Rather bad	2	6	6	3	3
Very bad	1	2	3	1	3
N=209					

Source: based on the research data compiled by the author

Results of the question 14: Please rate where Home3 is positioned in the following aspects compared to other TV service providers.

Gender		N	Minimum	Maximum	Mean	Std. Deviation
Male	Price	16	2	5	3,5	0,816
	Quality of services	17	2	5	3,41	0,939
	Innovation	16	1	5	3,25	1,065
	Content what meets expectations	16	2	5	3,81	0,981
	User experience	15	1	5	3,33	1,113
	Valid N (listwise)	12				
Female	Price	29	1	5	3,55	0,87
	Quality of services	33	1	5	3,61	1,059
	Innovation	32	1	5	3,44	1,105
	Content what meets expectations	31	1	5	3,84	0,898
	User experience	26	1	5	3,46	1,067
	Valid N (listwise)	23				
Don´t want to specify	Price	0				
	Quality of services	0				
	Innovation	1	5	5	5	.
	Content what meets expectations	0				
	User experience	0				
	Valid N (listwise)	0				

Source: based on the research data compiled by the author using data from SPSS program

Results of the question 15: Where have you noticed Home3 advertising campaigns.

Haven´t noticed any campaigns	102	49%
On television	88	42%
On the Internet	20	10%
On social media	11	5%
I have heard about advertising campaigns from a friend / acquaintance	9	4%
Seen on streets and bus stops	5	2%
In newspapers and magazines	4	2%
On the Radio	3	1%
Other	3	1%
n=209		

Source: based on the research data compiled by the author

Results of the question 16: Are you aware that Home3 is a former Viasat

	Frequency	Percentage
No	151	72%
Yes	58	28%
N=209	209	100%

Source: based on the research data compiled by the author

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