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Toward an understanding of video on demand use and dependency in South Africa

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A research report submitted to Wits Business School, Faculty of Commerce, Law and Management, University of the Witwatersrand, in partial fulfilment of the requirements for the degree of Master of Management in Strategic Marketing (MMSM).

Johannesburg, 2018

Declaration

I, Mbali Rametse, declare that this research report is my own work except as indicated in the references and acknowledgements. It is submitted in partial fulfilment of the requirements for the degree of Master of Management in Strategic Marketing at the University of the Witwatersrand, Johannesburg. It has not been submitted before for any degree or examination in this or any other university.

……..

Mbali Lerato Rametse

Signed at ……

On the …….. day of …… 20…..

Dedication

This dissertation has been dedication to my family; my husband Maemo and our children Thorišo and Ndal'enhle. Maemo, thank you for supporting me and believing in me throughout this entire process, motivating me, being patient with me, partnering with me and allowing me to shine. You are blessed to be a blessing. Thank you for honouring your commitment to God, through our family. I love you, *Moshabi*! Thorišo and Ndal'enhle, God chose me to be your mother, a role I will seek to master for the rest of my life. I hope that my achievements will inspire you to be the best versions of yourselves. With God on your side, nothing is impossible. Mommy loves you very much.

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Firstly, I would like to give honour and praise to the Almighty, without whom this work would not have been fulfilled. Thank you God, for my gifts, my talents and my blessings. My success serves to give You the glory.

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Thirdly, I would like to thank my friends and my extended family for their support – from prayers to babysitting – and always reminding me of what I am capable of. From the bottom of my heart, *ngiyanibonga*!

Fourthly, to my MMSM syndicate group (six), who have turned into friends for life; I was blessed to be grouped with such an intelligent and selfless group of individuals. Each and every one of you is destined for greatness.

Lastly, thank you to my late mother, Ncamisile Mabizela and to my late grandmother, Anna Mmakereke Selepe-Mabizela. You may not be alive to enjoy the fruits of your labour, but I have no doubt that you were watching over me all the way. I promise to continue to make you proud.

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Abstract

The growth of the on-demand era is continuously reshaping the way in which people are consuming media, and the growth of video on demand (VoD) service providers flooding the South African market is birthing opportunities for studies of this new media dynamic. At a micro level the uses and gratifications (U&G) theory seeks to understand the choices which shape the uses sought and the gratifications obtained from the chosen media, and at a macro level, the media systems dependency (MSD) theory unpacks the external influences and subsequent effects of the successful attainment of these. This study applies the uses and a dependency perspective and quantifies the relationships between these two theories by examining the correlation between audience values, uses and gratifications and VoD consumption against societal influence, media and functional alternatives; as well as media effects (collectively called media dependency relationships). A quantitative research design was followed, and a sample of 325 responses were analysed using SPSS and AMOS for structural equation modelling, and where it wasn't applicable, multidimensional scaling was used for the values scales. The multivariate approach was used to quantify these relationships in order to understand the causes of media dependency amongst a South African internet sample. The uses and gratifications for VoD were established, and four hypotheses were supported, with two partially supported, as some media and functional alternatives and media effects were found to not support dependency. This study has implications for practitioners, industry players and policy makers in the growing on-demand industry in South Africa.

Key words: Uses and gratifications, video on demand, media dependency, media usage

Chapter 1: Introduction

1.1 Purpose of the study

Major advances in information technology in recent years have impacted on the communications media. The result has been a fragmentation of media, offering consumers a much greater range of choices that was not available even two decades ago. The dynamic environment presents consumers not only with more content choices but also with more choices as to when media is consumed, and which platforms on which to consume it. The current research focuses on a recent innovation: video on demand (VoD). VoD refers to a system that allows consumers to choose audio-visual content (usually a movie, television series episode, or sporting event) from a catalogue selection, for consumption at a convenient time. VoD has been the subject of prior research, but it is a new and evolving medium that is not at all well researched in emerging markets.

The conceptual development of the paper rests on two well-known theories: Uses and Gratifications (U&G) theory and Media Systems Dependency (MSD) theory. These theories show how social influences and individual differences affect consumer choice of VoD as a medium to satisfy needs and goals, and the effects of the successful attainment of these. Thus, in the current research, the primary goal is to study the relationship between social influences, media alternatives and media effects on audience values, uses and gratifications, VoD consumption and dependency.

1.2 Context of the study

South African audiences have been in the centre of a transformation, and have experienced much change in the recent decades – not only in the societal structure, but also in its media configuration and access to information. Since the birth of democratisation, the media has also

undergone significant change – notably the political economy, the emergence of new information, communication technology and the redefinition of audiences (Wasserman, 2005). The media has also become an outlet for the distribution of information by the government, and more especially through social media. Although platforms such as newspapers, radio and television continue to distribute information (online and on the ground), South Africans are also afforded through technology, media platforms on which they are the author. With the autonomy that comes with these platforms, one can see it as a vehicle for a new form of "freedom of expression", transforming how people access and use information from their chosen media.

The internet and its infusion into mainstream media is a discontinuity that has tremendous potential to affect the use and survival of traditional offline media offerings (Cha & Chan-Olmsted, 2012), as the internet is said to have elements of television, radio and print media, and it still possesses differences to television. The availability of newer media has had the biggest impact on the way in which television is consumed. One of the more recent major innovations has been the availability of television content on demand. Video on demand (VoD) in South Africa is growing – and is shaping how people are experiencing television and how prominent media giants such as DSTV and the SABC are viewing their audiences.

Founded in 1995, DSTV is a subsidiary of NASPERS, one of the world's largest internet and media groups with its headquarters in Cape Town, South Africa. It operates in over 130 countries worldwide and holds a 96% share of the South African market. MultiChoice is DSTV's digital pay-media platform which generates its revenues from subscriptions, advertising and licensing fees.

Showmax was DSTV's response to the rumours of Netflix's imminent entry into the market. Netflix is the world's largest provider of VoD content, with over 130 million subscribers,

operating in over 200 countries worldwide. Launched in August 2015, Showmax has proved to be a formidable contender in the VoD market – mostly fuelled by aggressive advertising and pricing promotions. According to Vermeulen (2016), considerations when selecting a VoD service are price, range of content, streaming quality, platform support and the usability of apps. New VoD entries into the South African landscape are set to aggressively increase competition, as users are given more choice of platform with each VoD provider using titles as their bidding tool. Over and above Netflix and Showmax (these are the market leaders), available in South Africa are Black (by the mobile giants Cell C), Apple iTunes, Amazon Prime Video, Google Play Movies and Kwesé, an African broadcaster with Pay TV, Free-to-Air TV, and Digital offerings. Other platforms such as Kodi, are open source software which collate available content from various sources and requires an internet connection to access. Ster-Kinekor, one of South Africa's biggest cinema chains has also announced their imminent entry into VoD.

With the growth anticipated in the South African VoD space, this paper turned to literature to understand how audiences in South Africa are likely to make their choice of platform and the influences that will keep the likes of Showmax in the market – gaining and retaining subscriptions in spite of a proliferation of international competition.

1.3 Theoretical framework

The Uses and Gratifications (U&G) and Media Systems Dependency (MSD) theories provide the overarching conceptual foundation for the current research. These media communications theories address the cause and the effect of media consumption, respectively. MSD has been studied as an extension of the U&G theory and was formed from criticism of the individualistic nature of U&G.

The U&G perspective explains what the consumer *does with media*. It suggests that individuals use media to fulfil specific needs and to assist in attaining specific goals, suggesting the role of values as motives for the choice of media. The U&G theory also assumes that different media may be compatible or in conflict, as consumers strive to gratify needs and wants (R. Cooper & Tang, 2009).

MSD theory, on the other hand, explains what the media *does to the user*. Dependency in this context, is the outcome of successful media use, which has in some MSD research studies been used as an independent variable (Rubin, 2000). MSD is said to be a theory "in which the satisfaction of needs or the attainment of goals by individuals is contingent upon the resources of the other party" (DeFleur & Ball-Rokeach, 1976, p. 6). Rubin and Windahl (1986) further elaborate by incorporating the relationships between the audience, its media system and the societal system as being determinants of media selection, usage and the influence it ultimately has on the user's dependency. The audience's motives for use are the drivers of this activity – activity which exists in both theoretical applications. Both theories are audience centred and concur that media use could lead to media dependency (Rubin, 1982).

Together, the U&G and the MSD theories help to explain the relationship between audience motivation, involvement and dependency (S. Sun, Rubin, & Haridakis, 2008). This is the premise of the Uses and Dependency Model (UDM), which integrates the U&G and MSD theories. Media dependency relationships are the macro (group) influences, depicting the relationship between societal influences, media and functional alternatives, as well as the media effects – all which impact the choices made by the audience (individual). This theoretical grounding seeks to connect the variables in a framework; unpacking the nuanced relationships between U&G and MSD theories.

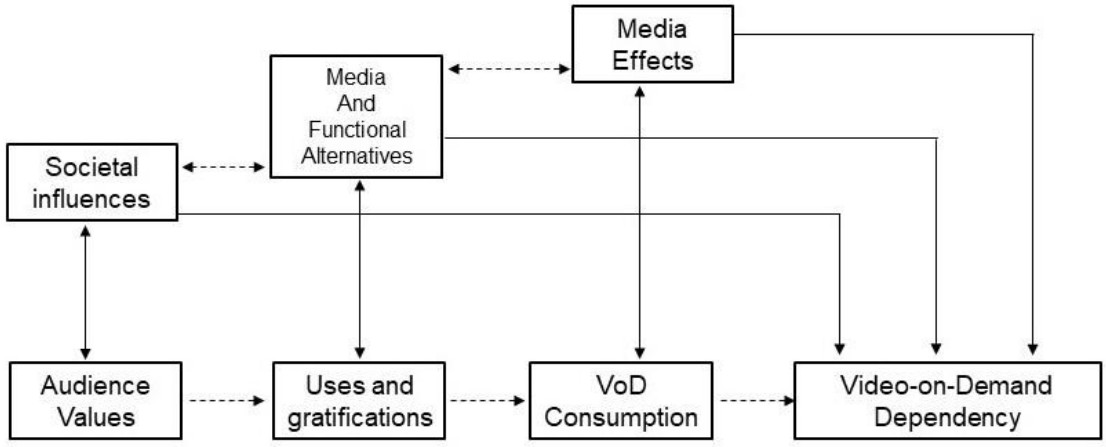


Figure 1: Adapted Conceptual Framework representing theorised relations.

The above framework is an adapted version of the Uses and Dependency Model (UDM), which has been modified to outline the possible relations and incorporates a uses and gratifications perspective at an individual level, and a media systems dependency relationship at a group level. The possible associations are between the audience and societal influence, uses and gratifications and their influence on media and functional alternatives, as well as the VoD consumption and media effects interplay.

1.4 Problem statements

The main problem is to establish the relationship and the influence of the group level variables of the media systems dependency theory on the associated individual variables of the uses and gratifications theory, in supporting VoD dependency.

Table 1: Group, individual and associated sub-problems derived from the theoretical framework

Group	Sub-Problem 1: To establish the impact of societal influences, media and functional alternatives, and media effects in supporting individual dependency on VoD.
Individual	Sub-Problem 1: To determine which audience values influence uses and gratifications of VoD. Sub-Problem 2: To ascertain the uses and gratifications underpinning VoD consumption. Sub-Problem 3: To establish the relationship between VoD consumption and VoD dependency.
Associated	Sub-Problem 1: To establish the relationship between societal influences and audience values. Sub-Problem 2: To establish the relationship between media and functional alternatives and uses and gratification for VoD. Sub-Problem 3: To establish the relationship between media effects and VoD consumption. Sub-Problem 4: To establish the direct influence of society, media and functional alternatives and media effects on VoD dependency.

1.5 Research objectives and contribution of the study

Theoretically, the conceptualisation draws on existing U&G and MSD literature, to consider gratifications from media as a way of understanding how the macro-environment influences the individual's choice of media on a micro level. It applied a Uses and Dependency model to newer media. According to Fleming (2014, p. 34) "more empirical applications of the model should help mass communication scholars to better understand the role of an individual's motivation, experience and perceived barriers and benefits in using news media."

Davis (2007, p. 146) states: "given the rising number of media choices in modern life, understanding how audiences choose to spend their time with media will surely become an increasingly important issue for media scholars to address." In South Africa, the current players Showmax, and to a lesser degree, Netflix, need to be poised for the influx of competition. The findings of this study will also be crucial to pay-tv giants DSTV, as they seek to retain audiences, who may be seeking different gratifications from newer forms of media. With traction being gained in the fight for cheaper data, the emerging market will be gaining more access to newer media technologies, and this study may assist in understanding preconceived notions about the platform, and ascertain gratifications sought versus those obtained, and finally how to ethically leverage binge-culture in South Africa.

1.6 Assumptions

I assume that the internet sample acquired for the study is broadly representative of the entire population of interest and that the results will provide generalisable insights to the population and that users subscribed to VoD services (other than Showmax) have done so legally. The target market must be living in South Africa and must have previously owned a television and

used the internet. The sample size of n=325 is also assumed to be adequate for analysis and representation.

Chapter 2: Literature Review

This chapter presents a review of relevant theory and prior empirical findings. From its inception as a discipline, consumer behaviour research has borrowed eclectically from other behavioural sciences (Robertson & Myers, 1969) and differentiated between social and environmental influences and individual differences on "consumer decision-making" (Engel, Kollat, & Blackwell, 1968; Howard & Sheth, 1969). In this vein, consumer behaviour researchers have borrowed from the communications literature to apply U&G and MSD in consumer behaviour.

In communication research, the uses and gratifications (U&G) theory is applied to explain consumer behaviour from socio-cognitive (LaRose & Eastin, 2004) and psychological (Papacharissi, 2008; Rubin, 2008) perspectives; emphasising the purposive consumption that is actively sought by its users (Lou, Chea, & Chen, 2011). According to Rubin (2008), the five basic assumptions of the U&G theory are that the selection and the use of media is goal-oriented, that audiences choose and make use of the media to gratify needs, social and psychological factors determine behaviour, the media competes with other communication forms and that the user is responsible for choice and that this choice may have an effect on the user, by means of behavioural patterns and sometimes reliance. Cooper & Tang (2009, p. 401) support by stating that: "it offers an understanding of how audience motivations, individual characteristics, and preferences link to media behaviour." U&G theory assumes that audience motivations for television consumption are related more to the content being viewed, than on the platform itself, and that the audience is "goal directed," when seeking media content to satisfy specific needs – both social and psychological.

Media Systems Dependency (MSD) is also a mass communication theory. It incorporates the perspectives of psychology with social studies. The theory addresses the large framework consisting of the relationship between audiences, the media they choose, in the society in which they live (DeFleur & Ball-Rokeach, 1976). Comparably, U&G is a framework for explaining the adoption and the usage of new media following, which, MSD theory asserts, are the effects that media use has on the user. The MSD suggests that media-use decisions are motivated by individual needs; accounting for the role of macro influences (Davies, 2007). At a macro level, MSD explores the interrelations between audience, media and the larger social system. These are theoretically known as the media dependency relationships: societal influences, media (and functional alternatives), as well as media effects.

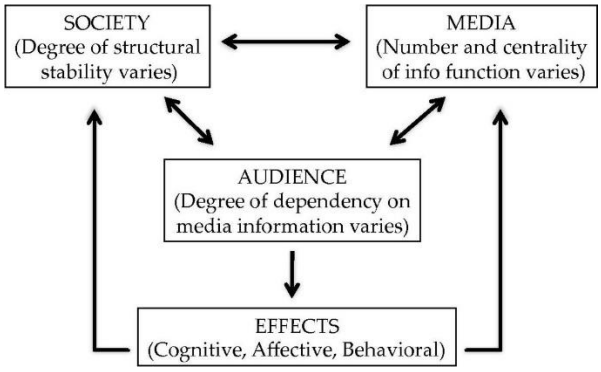


Figure 2: Media Systems Dependency Model, DeFleur and Ball-Rokeach (1976).

As further illustrated and expanded by Rubin and Windahl (1986), the nature of these influences are determined by the iterations between the societal and media systems, as well as the audience.

2.1 Audience

Audience behaviour is central to U&G and MSD theory. The active audience has the autonomy to select content and media specific to their needs and desires (Papacharissi, 2008) and is influenced by the media with which they are actively engaging, rather than passively receiving messages (Ruggiero, 2000; Rubin, 2008; Pittman & Sheehan, 2015). This activity is voluntary (Shade, Kornfield, & Oliver, 2015) and their ability to select their own content (especially internet users) has seen the move from them being called audiences, to users (Sundar & Limperos, 2013). However, some researchers have concluded through studies, that users are not universally active (Ruggiero, 2000; Rubin, 2008) and according to Sundar and Limperos (2013, p. 172), "they are not equally active at all times."

Audience needs and motivations influence their media choice (Lin, 1993). Motivational tendencies have been used to study people's actions (Burgess & Steenkamp, 2002), needs and gratifications sought and obtained (Lin, 1993), the changes in media choice and the use following the adoption of new technologies (Ferguson, 2000), and how audiences use the media from a communication perspective (Papacharissi, 2008) and in the adoption of new media (Lou et al., 2011) – which adapts to their evolving needs.

According to Schwartz (1994, pg. 21), "values represent, in the form of conscious goals, responses to three universal requirements with which all individuals and societies must cope: the needs of individuals as biological organisms, requisites of co-ordinated social interaction, and requirements for the smooth functioning and survival of groups." Values are beliefs that people use as criteria and standards for motivating action: using what we value, and hold in high regard to strive to attain certain goals – meaning values are motivationally distinct (Schwartz, 1994).

Values have common features but are distinguished from norms and attitudes by virtue of them being prioritized differently from one individual to the next, in order of importance. This is the premise of the values theory (Schwartz, 1992).

The theory of basic human values is a unifying theory which organises the different needs, goals and motivations derived from other theories, across many studies (Schwartz, 1994) and applies across cultures (Schwartz et al., 2001). According to Rokeach (1973), values are defined as beliefs relating to "desirable end states or modes of conduct". Schwartz (1992) added that they are desirable and trans-situational goals, with varying importance, depending on context, that serve as a guiding principle in an individual's life. Ten motivationally distinct value types are derived, which incorporate the three universal human requirements culminating in core values across cultures: these being "self-direction, stimulation, hedonism, achievement, power, security, conformity, tradition, benevolence and universalism" (Schwartz, 1994; 2003).

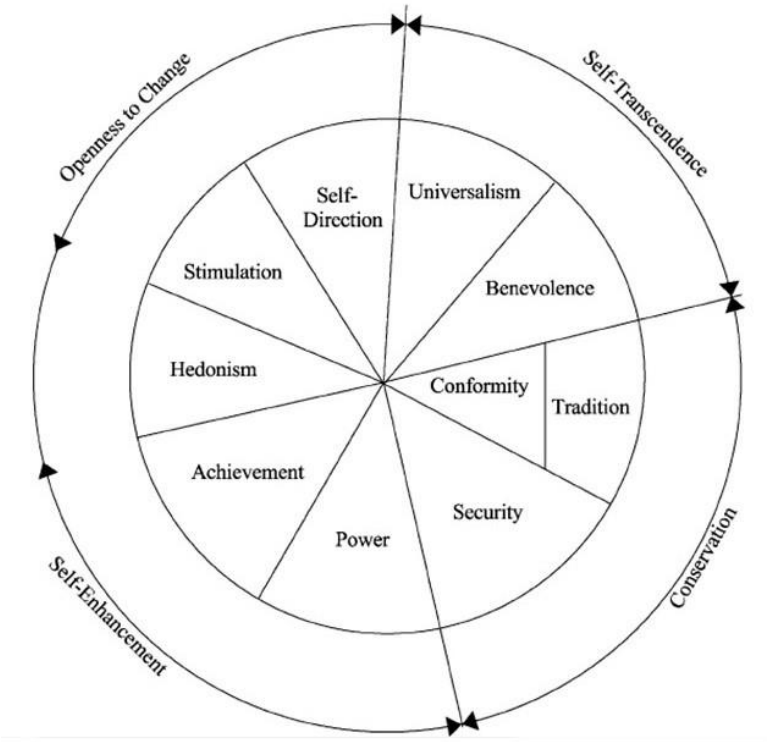


Figure 3: "Model of relations among motivational types of values and higher order value types."

Source: Schwartz et al., (2001)

Schwartz's continuum of related motivations is depicted in a circular structure "that captures the notion that the pursuit of different value types can be compatible or in conflict; depending on how close the value types are" (Burgess & Steenkamp, 2002, p. 133). Values are grouped according to their four dimensions; "self-enhancement, openness to change, self-transcendence and conservation" (Schwartz et al., 2001, p. 522), and those values which share motivational goals will be closer to one another. The ten value types can be measured using a number of methods. However, the two distinct methods are: the Schwartz Value Survey (SVS) (Schwartz, 1992) and the Portrait Value Questionnaire (PVQ). The SVS rates the importance of

each value item on a 9-point scale, whereas the PVQ allows the respondent to liken themselves to the statement representing an individual described in the portrait (Schwartz et al., 2001).

Based on the above literature, in attempting to understand the reasons for media selection the following question will be stated:

RQ1: What influences a user's values and which value priorities influence media choice?

2.2 Societal influences

The first media dependency relationship of the Media System Dependency (MSD) theory is between the society and the audience, which is translated as the influence on an audience's needs, motives and ultimately values, by the society in which they exist. Accordingly, "people's social realities are regarded as not only a product of their social histories and current systems of symbolic interaction, but also as being fundamentally connected to the structural conditions of the society in which they live" (pg. 4). External, macro-environmental factors such as political, economic and sociocultural structures influence an individual's needs and motives and influence their choice of media (Rubin & Windahl, 1986), and possible dependency.

Dependency seems bigger in societies where there is tighter societal control, such as within religious groups (Davies, 2007) or countries like China where according to Sun, Chang and Yu (2001), authoritarian political systems enforce severe limitations on what information is produced and disseminated. It can therefore be said that, as per Georg & Jackob (2010, p. 591), "the potentially powerful role of mass media in modern society is deduced from its control over information resources that individuals and groups must access to attain their goals." People will seek different channels to gratify their personal needs – based on what is important to them within

their societal structures (T. Sun, Chang, & Yu, 2001). Based on the related modern expectancy-value model, values are also seen as general beliefs about what is desirable, based on societal norms as well as on the individual's perception of themselves (Eccles & Wigfield, 2002); so a change in social environment might inform a change in one's value structure. In Schwartz (2006, p. 140), the theory of cultural value Orientations addresses critical issues that confront societies and may affect value judgements in that particular society, such as "boundaries between the person and the group," where uniqueness may be considered improper in a society – so one may need to conform (prevalent in religious groups), the preservation of social fabric by prescribing how people must behave (prevalent in tight cultural groups) and regulating how people relate to the world.

Mediatization addresses media in culture and society and its changing importance (Hjarvard, 2008, p. 113). Over and above the influence on individuals and their values, according to Hjarvard (2008), mediatization has had a role to play in the broader societal change. It has extended human communication, substituted social interaction, amalgamated activities and made people from different sectors of society more accommodating of one another. According to Sun, Chang and Yu (2001), with less control, audiences are open to actively explore and to diversify media content and platforms. With the change in usage patterns, the following research question arises:

RQ2: How does societal influence affect audience values, media choice and VoD dependency?

2.3 Uses and gratifications

The uses and gratifications theory assumes that "people select and use one medium over another, to gratify specific needs and purposes" (Cha & Chan-Olmsted, 2012: 262). According to

Fleming (2014, p. 25), "it posits that expectations will guide individuals to determine different patterns of media exposure and hence results in need gratification and other consequences" – one of these consequences being the continuous return to the platform for further gratification, also known as media dependency.

Lou, Chea and Chen (2011) state that as it stands, the traditional U&G model can still be used to study the uses and the gratifications of television and newer media communication platforms such as the internet. Prior studies of U&G of television and the internet have yielded some interesting findings:

Table 2: Prior studies on media uses and gratifications and their resulting typographies

Media research area	Year	Uses and gratifications
Internet	2000	Interpersonal utility, convenience, pass time, entertainment and information seeking.
Internet	2004	"Process (resources, search engines, searching, surfing, technology, websites), content (education, information, knowledge, learning, research) and social (chatting, friends, interactions, people)."
Television	2012	"Pass(ing) time, relaxation, companionship, social interaction, habit, entertainment, information, arousal and escape."

Source: Papacharissi & Rubin (2000), Stafford et al., (2004) and Cha & Chan-Olmsted (2012).

According to Sundar and Limperos (2013, p. 508), “when comparing the gratifications from early television studies to the internet and new communication technologies, one is left with the impression that newer media do not really afford any new gratifications that cannot be found in traditional media.” Rather, an overlapping of gratifications is seen when trying to understand newer media, such as the internet and VoD.

The internet has however, introduced more nuanced uses and gratifications due to technological affordances. Its capability to store vast amounts of information and catalogues of entertainment series are what gives the power and autonomy to the user: to personalise offerings, compare and select products as well as share information with others instantly (Lou et al., 2011); adding convenience, social interaction and searching to its list of uses and gratifications. Based on the absence of defined uses and gratifications for VoD and the identified structural similarities and interchangeability of internet and television, the study proposes utilising existing uses and gratifications for television and internet usage, when determining uses and gratifications pertaining to newer media: VoD.

The U&G theory has had wide appeal, however, with the advancement of related theories that develop or supplement it, it nevertheless isn’t without criticism. Internet related studies have criticised U&G studies for its weakness in explaining media exposure (LaRose & Eastin, 2004), its failure to unpack the effects of the media and rather focusing on the motives (Rubin, 2008). Other criticisms relate to ambiguity when deciphering needs, motives, and behaviours (Ruggiero, 2000).

Relating to U&G’s usage and outcome, the social cognitive theory (SCT) speaks to human behaviour which is also applied to media attendance (LaRose & Eastin, 2004), and suggests that the behaviour is determined by the expected outcome. This theory was applied to explain

consumption of current and future internet users. The expectancy theory can be applied to create a distinction between gratifications sought and those obtained (Papacharissi, 2008). According to Rubin (2008, p. 171), "expectancy-value models predict gratification seeking from communication channels based on an expected outcome."

From a technological perspective, Sundar and Limperos (2013), responded to a call to refine Rubin's (2008) and Ruggerio's (2000) studies of uses and gratifications for newer media; and conducted a study which ultimately revealed nuanced gratification. The study proposes that technology itself could be able to create new gratifications, as it has unearthed new rituals and behaviours. Sundar and Limperos (2013) explores whether the expansion in scope for user interactions through technology will lead to an increase in gratifications, or whether consumers will seek new types of gratifications from new technologies. The authors propose the likelihood that technology itself, is responsible for the creation of new gratifications; a call to update the uses and gratifications study to include new media usage, in this case VoD. Notably, the focus of many U&G studies are on gratifications sought from media use and not those from functional alternatives (Davies, 2007) – providing an opportunity for this research. Based on the criticisms of traditional U&G research, the following question is posed:

RQ3: What are the uses and gratifications of video on demand and are there functional media alternatives to fulfil them?

2.4 Media and functional alternatives

According to DeFleur & Ball-Rokeach (1976) people use media to fulfil three basic media needs: surveillance, social utility and fantasy escape. Similarly, and more recently stated, people use it to understand the world, act meaningfully and to aid escapism (Abuljadail, Wang, Ha, &

Yang, 2015). The second MSD relationship is between the society and the media and relates to media access and availability, as determinants of a user's experience of the media (Rubin & Windahl, 1986). Kaye and Johnson (2003) review that people who purposefully select and watch media for information are most likely to remain loyal to it, as opposed to those who are habitually watching for ritualised gratifications such as escapism. This user is less likely to be concerned with the actual content and would easily switch between different media. In recent decades, the audience has seen an increase in the source of media information – enter: new personalised media (Fleming, 2014), and a desired plethora of content sources available at a time convenient for the user.

Access to content was once a prerequisite for television consumption. Newer media forms offer a choice of platforms and a wider range of content to view. Time previously spent watching TV is now being shared with other forms of screentime. "An individual's availability for and the use of the internet (e.g., at work, for business-related correspondence) may, at times, differ substantially from availability for and use of television." New media offers functional alternatives, affecting occasions for television exposure (Cooper & Tang, 2009).

Relating to VoD consumption, availability of many platforms has also affected activity levels (Lin, 1993). Not only has technology afforded multiple screens in-home, but it has meant that these devices can also be used simultaneously (Tweeting on your phone about your favourite show as you watch it on your smart-tv, whilst downloading the next episode on your iPad), migrating from one to the other in one sitting (Yang et al., 2015). According to Fleming (2014, p. 33), "when a new medium becomes available, audiences will evaluate the usefulness of the new option relative to older media for satisfying existing demands." That being the case, the following research questions are posed:

RQ4: What functional alternative media does VoD compete with, and does it mitigate or support VoD dependency?

2.5 Video on demand consumption

In South Africa, television content is served through terrestrial and satellite technologies, with some currently being migrated to digital. According to IHS Technology (2015), for video distribution, linear content refers to content served and consumed at the time of broadcast and direct from the broadcaster, whereas non-linear is available on demand. VoD is one such non-linear offering and refers to content that can be streamed from the internet, acquired and stored via personal video recorder (PVR) or downloaded onto computers or any other compatible media playing devices for later viewing (IHS Technology, 2015). Time-shifted content however is different as it refers to "content watched via a PVR or via an online or pay TV catch-up service, within seven days of original broadcast" (IHS Technology, 2015: 14).

VoD has its roots in internet streaming, and has been used interchangeably with traditional television. Users are migrating to VoD in order to gain more control over their viewing, resulting in new patterns of media consumption (Moe & Schweidel, 2016), where the biggest VoD players in the world "position themselves as an alternative to scheduled, synchronised and 'traditional' television" (Jenner, 2017, p. 305). VoD is also shaping the way in which audiences are consuming media through motivations, audience characteristics, audience availability and access – mirroring their similarities to internet and television. "In addition to individual motivations, audience characteristics such as age, gender, and economic status also influence media usage" (R. Cooper & Tang, 2009, p. 405). Affordability of data, infrastructure and connectivity may be barriers to entry into emerging markets.

In traditional television viewing, audience availability was the main determinant of content choice (R. Cooper & Tang, 2009). Capabilities for autonomous scheduling (Jenner, 2017) mitigate the debate around audience availability. Access relates to where and how people are consuming VoD. Much like the internet, VoD is available on multiple platforms, with factors affecting platform choice being "bandwidth, signal availability, picture quality, and battery life" (Ducey & Phalen, 2012, p. 143). Access also refers to functionality, and how consumption of specific content can be customised. Interactivity of the medium enables the user to fast forward, rewind and pause content whilst watching it (Wirth & Rizzuto, 2002) – significantly enhancing the experience with the medium. With VoD offering the best of television and internet, and with an increase of technological aid, the following question is presented:

RQ5: What are the VoD consumption patterns and what effects do they have on the user?

2.6 Media effects

The final macro level media dependency relationship is between the media and the audience, and looks at the cognitive, affective and behavioural effects that media usage may have on the user. Similarly, Bantura (2001) depicts them as human thought, affect and action, respectively, and hypothesises that these media effects determine the level of dependency on media.

According to MSD theory, cognitive effects refer to the creations and "resolution of ambiguity, attitude formation, agenda setting, expansion of people's systems of beliefs", as well as value clarification and conflict (DeFleur & Ball-Rokeach, 1976; Rubin & Windahl, 1986) - ultimately what the audience thinks after consuming the content (Rubin, 2008). Historically, media was the go-to source of information, creating tension and misunderstandings when not available.

Audience's ambiguity was resolved and tension was relieved by being served a piece of news. In modern day media, this is not the case, as audiences are not reliant on traditional so-called "news agencies" for information – but are rather authors of the reports of everyday occurrences. It is evident here that newer media may be more responsible for the creation of conflict. There is less control over what information is disseminated and shared – therefore the role of the media is no longer to "limit the range of interpretations audiences are able to make" (DeFleur & Ball-Rokeach, 1976, p. 10); by means of exposing audiences to new information and people – media aids attitude formation, and subsequent formation of opinions. Media also expands an audience's knowledge and subsequent belief in society. It can grow what people know about others, the world around them, places and may expose them to new things. This is the representation of the expansion of people's systems of beliefs.

Value clarification and conflict refer to how the media allows people to clarify values by engaging with other people's values and making consequential judgements or alterations to theirs. In understanding value proposition, conflicts in one's beliefs may also develop. Krcmar and Nabi (2004) outlines the primary focus of the cognitive component as being in judgment of a character's actions, judgement of the storyline, and even assessing similarities with one's own life.

According to Sun, Rubin, and Haridakis, (2008, p.411), "cognitive involvement and affective involvement are interrelated and influence media use and outcomes." Affective effects are the observed impacts of messages on audience's feelings and emotional response. According to DeFleur and Ball-Rokeach (1976) one of the most prominent effects of media messaging are desensitization (from a prolonged exposure to certain information, much like a numbing effect). Other emotional effects are "fear, anxiety and trigger-happiness" when it comes to exposure to media relating to violence and unrest. Morale or alienation can flourish where information exists

about the society in which you belong. Sun et al., (2008) states that those experiencing positive cognition whilst watching television may lead a user to not changing a channel, whereas negative affects stem from users who are less cognitively involved and will most likely change channels or halt viewing.

Behavioural media effects are more overtly effective, and have been used to study many theories in mass communication. Behavioural media effects are what drives the actual action/s by the individual. DeFleur & Ball-Rokeach (1976) refers to this effect as being activation. This is when a user is pushed to act, based on a message received from the media, as well as having action altered based on information received from the media. Other examples of behavioural effects are viewing itself (Rubin & Windahl, 1986), imitation (Cohen, 2001) activeness (Shade et al., 2015) which is the autonomy that the user has to switch between channels or content, as well as binge watching (Jenner, 2017). Based on the literature, the following question arises:

RQ6: What are the cognitive, affective and behavioural effects of VoD consumption and what influence do they have on dependency?

2.7 Video on demand dependency

DeFleur and Ball-Rokeach (1976) argue that one of the limitations of U&G is its inability to explain the outcome of media usage, once the user's needs have been met, and subsequently defines dependency as being a relationship in which needs are satisfied and goals are attained, subject to the resources of external parties. At a micro level, VoD dependency is the cumulative result of societal influence, media and functional alternative and media effects. According to Davies (2007, p. 135), "Rubin and Windahl also argued that dependency may manifest itself in unique patterns of media use …" The more a medium meets a user's needs the more the user

becomes dependant on the medium – which in turn, exerts influences on them (Yang, Ha, Wang & Abuljadail, 2015). Heavy media usage reflects a user's dependency on the media – which is directly related to how successful the media is at meeting his/her needs (Rubin & Windahl, 1986).

"Intensity is defined as the perceived exclusivity of resources for goal attainment. For individuals, the intensity of the dependency relation grows with the perceived helpfulness of the media in attaining *personal* goals" (Georg & Jackob, 2010, p. 591). At a micro level MSD is called the Individual Media Dependency (IMD) theory and looks at the degree of intensity at which an individual is dependent on a chosen media. According to the IMD, dependency heightens when: a) the number of accessible and available media is high – where the media is offered more opportunities to address a number of different societal needs, and b) where there is a high degree of conflict or change; anything that shakes the structural stability of society (DeFleur & Ball-Rokeach, 1976; Rubin & Windahl, 1986).

Excessive viewing of VoD is what is known as binge-watching, which is the act of watching multiple episodes of a series, back-to-back without taking a break, and can be measured by how many episodes of a serialised show one watches in a sitting or how long it takes an individual to complete an entire serialised season (Moe & Schweidel, 2016). Binge-watching content is aided by technological advancements and is synonymous with indulgence and a lack of control (Jenner, 2017). "Binge-watching serves the interests of the emerging VOD industry" (Jenner, 2017, p. 305), and has become such a phenomena, that VoD providers have built business models shaped to leverage binge-behaviour. With the outcomes of the U&G and MSD theories differing we pose two questions:

RQ7: What VoD consumption patterns constitute dependency?

RQ8: Which MSD relationship has the highest influence on dependency?

2.8 Uses and dependency model

The need for the application of both the U&G and MSD theories culminates in the Uses and Dependency Model, which is crucial, as it incorporates the uses and gratifications theory – a perspective that looks at the individual solely – not just in the greater context of their external environment. This Uses and Dependency theory outlines the dual-dependency relationship that exists between variables of U&G and MSD theories. It is an integrated model that presents U&G theory against a dependency perspective. According to Rubin and Windahl (1986, p. 186), "it's possible to relate uses and gratifications' micro perspective of individual media behaviour, to dependency's macro perspective of the media operating in a society." The model highlights the function of the social and psychological effects of individual needs, as well as dependency, to appreciate the interdependencies between an audience and its choice of media (Fleming, 2014). According to Davis (2007, p. 135), "essentially, the model posits that the interaction between various social structures (i.e., political, economic, cultural), the media, and the audience will influence the relative importance of a medium to an individual."

There has been little application of this model for reasons including its complexity and multidimensionality, where studies such as Davis (2007) apply only a portion of the model, citing that it would be impossible for a single study to test the entire model. This study however, seeks to do just that – but simplifying it; just as a first step, to ensure its suitability for the South African market – creating an opportunity for a much wider, advanced research study. Successful applications of the U&G model can be summarised as follows:

Table 3: Notable Uses and Dependency Model Applications

Area of study, Author (year)	Findings	Recommendations
"The effects of the media transformation on the audiences and their media use in the new environment in China" (T. Sun et al., 2001)	In mass communication, motives and needs vary depending on interactions between a society and its embedded media systems. Political and economic systems have an impact on the socio-cultural system which determines desirable needs, norms and behaviours.	Studies should incorporate looking at the socio-cultural structure and its effects on the individual's needs and on media dependency, and vice versa. The model can be extended to explore relations within media dependency relationships, as well as "media–media dependency and its implications of media use for the audiences" (p. 216).
"Uses and dependency of entertainment television among Mormon young adults" (Davies, 2007)	Decision to spend time watching television is influenced by gratifications and constraints from authority – their influence (and teachings) may result in less reliance on media. Selectivity is prescribed by society, not dependence. The model doesn't give measures for effects, other than time. "Shows that uses and dependency can be applied successfully to entertainment media and religious contexts" (p. 146).	Future applications of the model should use more traditional measures of U&G to avoid overlap, such as religious connotations (study specific). Consider examining media content preferences. Always measure time spent on media. "The inclusion of other [non-dependency relating] variables to measure effects, would hamper the ability of the model to test the proposed relationships between variables" (p. 145).

"Effects of uses and dependency model on the use of both print and online community newspaper at an individual level" (Fleming, 2014)	"It provides a useful perspective that human motivation can be viewed as a self-determination continuum of motivation, ranging from extrinsic motivation to intrinsic motivation, different from the theoretical constructs of media dependency and uses and gratifications" (p. 34). The model suggests that the use of new media is driven by how it gratifies a person's needs. It affords a view of the interactivity of mass communication uses and subsequent effects.	Must be measured alongside viewpoints of self-determination theory. Consider applying a longitudinal design, as it allows for time-lagged analysis – this will improve on causality – if using a national sample. Simplify measures for use of media and if comparatively assessing two different media – response categories must be consistent. Use more specific and contextual measures.

Source: Author's own compilation, based on literature review

The success of adapting this model to VoD consumption lies in being able to establish the direct correlations between media systems relationships (societal influence, media and functional alternatives and media effects) and an audience's values, their uses and gratifications and media consumption in causing VoD dependency.

2.9 Conclusion of literature review

Values vary in importance and are seen as desirable goals, guiding principle in people's lives. What distinguishes various values are the goals that they intend to fulfil – goals which are motivationally distinct. Needs are derived from values that the users learn and adopt from cultural

circumstances as well as the society in which they exist. Societal structures affecting media choice and ultimately dependency are products of political, economic and sociocultural structures, which have manifested as control, access, affordability, as well as identity (be it religion or race). A change in the social dynamics may cause change in a user's value structures – proving the strength of the influence of society on individual choice.

U&G theory perceives the user as active and goal-oriented, and because it is audience centred, it concerns itself with why the user passively makes the choices they do. As the U&G theory assumes that competition exists amongst media in satisfying needs, functional alternatives may provide an easing of dependency on a media, if they satisfy the uses and gratifications sought. U&G isn't without criticism and there has been a call to ascertain uses and gratifications of new media – in particular VoD. Aided by technology, media and functional alternatives have come in various forms of traditional and new media, affording the user not only the choice of content to consume, but also flexibility as to when they can access it, based on their particular needs in that time.

There is limited academic literature on VoD consumption – as a relatively new media, most of the writing stemming from its technical perspective - the nuts and bolts. An opportunity to explore the medium is presented by marketing research, to afford academics and marketers alike, an opportunity to better understand the effects of this new media. Cognitive, affective and behavioural media effects are consequences that determine the user's reaction to chosen media and influences dependency on it. Cognitive and effective needs drive the motivation for media use and they are predictors of migration between various forms of media. The greater the intensity of needs met, the greater the consumption and subsequent return to use, for more gratification.

The Uses and Dependency Model (UDM) helps to theorise the questions, “why users choose certain media (U&G), and when all external influences are considered, what does the media do to the user (MSD)?” The limited application of the Uses and Dependency model is due to its complexity and multi-level dimensions. Without excluding any constructs of it, this literature review outlined how dependency upon VoD (the independent variable) is a result of the interrelationships between society and values, uses and gratifications and how they inform media and functional alternatives as well as VoD consumption and the resultant media effects (all which are dependent variables).

2.10 Summary

This chapter discussed the literature which formed the basis of this study. The various media dependency relationships were unpacked, and as such, hypotheses were constructed based on the supporting literature. The next chapter outlines the methodology which was used to carry out the research.

Conceptual framework and hypotheses statements

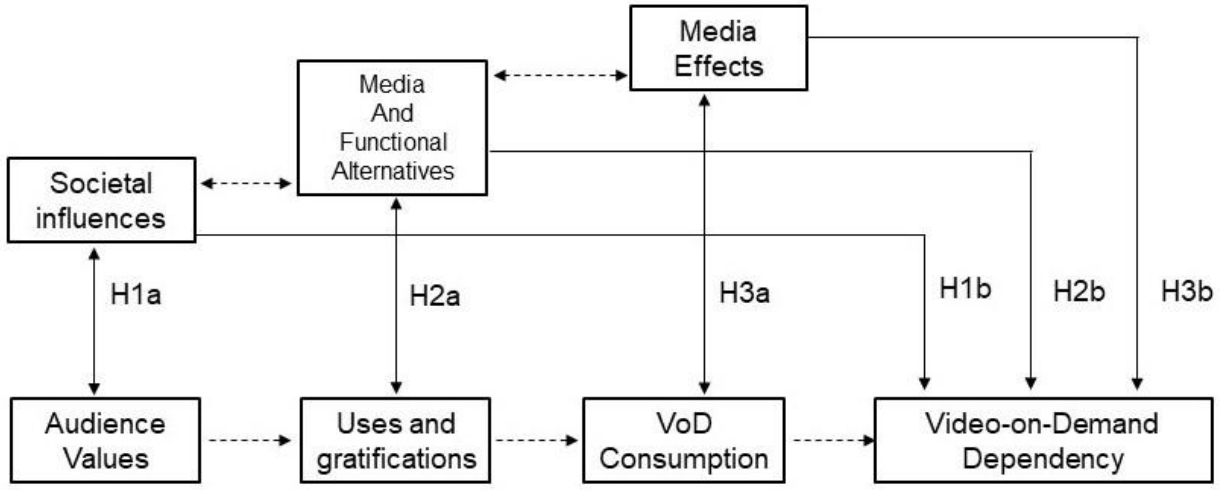


Figure 4: Conceptual framework outlining hypothesis development.

Source: Author's own based on literature review

→ = Causal Relationship, ↔ = Correlational Relationship, ←---→ Existing constructs and theorised relations of the U&G and MSD

The following proposed hypotheses are formulated based on the literature review and the conceptual diagram illustrated above:

H1a: There is a positive correlation between societal influence and audience values for VoD choice;

H1b: Societal influence has a positive effect on VoD dependency;

H2a: There is a positive correlation between media and functional alternatives and uses and gratifications for VoD usage;

H2b: Media and functional alternatives have a positive effect on VoD dependency;

H_{3a}: There is a positive correlation between media effects and VoD consumption; and

H_{3b}: Media effects have a positive effect on VoD dependency.

Chapter 3: Research Methodology

This chapter describes the methodology which this study utilised. It identifies and addresses the selected research strategy and the research design, as well as the research procedures, sampling plan and methods employed.

3.1 Research strategy

According to Kumar (2011), research strategy concerns itself with the collection of accurate and reliable information, to provide evidence of the effectiveness of one's study, and includes and justifies which approach will be used to conduct the study (Creswell, 2014). This study employed a quantitative research strategy, which has a positivist approach, is deductive and uses data to unpack phenomena (Saunders, Lewis, & Thornhill, 2012).

3.2 Research design

Thomas (2010, p. 308) stated that "research design can be thought of as the logic or master plan of a research project that throws light on how the study is to be conducted," prioritising methods that will be employed during the research process (Bryman, 2012). This research made use of cross-sectional research design which concerns itself with the collection of data connecting two or more variables at a single point in time. This quantitative study was active from November 2017 through to July 2018, beginning with a pilot study in May 2018, then recruitment and collection of data for the final study in June and July 2018, and analysis and reporting at the end of July 2018.

3.3 Sampling plan

Sampling involves itself with selecting a portion of the total population that will represent the whole in your study (Saunders et al., 2012), becoming the basis for predicting the behaviour of the bigger group (Kumar, 2011). Ethical considerations when collecting data are “the standards of behaviour that guide your conduct in relation to the rights of those who become the subject of your work, or are affected by it” (Saunders et al., 2012, p. 264). Below is the sampling plan used for this research study.

Table 4: Sampling plan for the research study

Target population	VoD subscribers aged 21 years or older, employed full-time or part-time, and having resided in South Africa for 12 months.
Sampling Mechanism	Non-Probability – Convenience Sampling
Sample size	n = 325. A minimum of 300 participants was the target for recruitment, as that quantity is sufficient for structural equation modelling.
Sampling Procedure	Data was collected using the following social media platforms: 1. The link was circulated to the WhatsApp (application) groups who were likely consumers of VoD and would have expressed interest in the series. 2. Links were posted to the following relevant social media: a) Binge Watch recommendations - https://www.facebook.com/bingewatchrecommendations/ b) New on Netflix - https://www.facebook.com/NewonNetflixSouthAfrica/ 3. Twitter a) Tweets posted and promoted (advertised to suitable respondents) online with link to survey via www.twitter.com b) Recruiting internet users who used the hashtags #bingewatching #Netflix #Showmax #Hulu #VoD #OnDemand #DSTV and whatever VoD content was trending on the day.
Ethics and confidentiality	Ethical clearance was obtained from the WBS prior to fielding the research. No incentive or remuneration was offered for the participation. When launching the questionnaire, all respondents were made aware of the process through a covering letter. Their privacy was guaranteed, as their views were to be used anonymously for the purpose of data collection, processing and analysis.

Source: Author's own compilation

3.4 Data collection instrument

According to Kumar (2011, p.41), a research data collection instrument is what you use to collect data for your study. “To collect data specifically for your study (primary data), you need either to construct a research instrument or to select one that has already been constructed.” The data was collected using a pretested online questionnaire that was available to respondents via a link to the Qualtrics survey website. The questionnaire comprised eight sections that are explained in the following paragraph (please see Appendix 1 for the full research instrument).

Section 1 featured a screening question with regard to the subscribed service. Respondents who don’t subscribe to any VoD services had their session immediately terminated to ensure legitimacy and validity of the collected data.

Section 2 ascertained consumption schedules, patterns and habits – by measuring the time spent watching VoD, as well as the frequency of the return to the medium on a weekly cycle.

Section 3 and *4* addressed values (using the 21-item PVQ) and societal influence as well as uses and gratifications of VoD and Media and functional alternatives, respectively.

Section 5 determined the user’s favourite genre as a precursor to *Section 6* which addressed media effects and VoD consumption.

Section 7 addressed media dependency, and finally S*ection 8* featured socio-demographic questions, as “previous research has shown that it is necessary to statistically control for demographics, when media dependency and use of mass media are examined” (Fleming, 2014, p. 28).

Video on demand use and dependency in South Africa:

The instrument was presented as an online questionnaire on the Qualtrics survey website. The questionnaire employed measurement scales validated previously in research. Please see Appendix 2 for a full list of measurement scales and sources. The content of the questionnaire relied primarily on recommendations made in prior research by Ball-Rokeach, Rokeach and Grube (1984), Fleming (2014), Davies (2007) and Sun, Chan, & Yu (2001, a Chinese study). Measurement scale wording was also adapted so the question target and context (e.g., television, Internet, or VoD) were explicit.

The data was collected using a 5-Point Likert scale (strongly disagree, disagree, neither disagree/agree, agree and strongly agree), where 1 means "strongly disagree" and 5 means "strongly agree". The section on audience values made use of the Portrait Values Questionnaire. The PVQ adapted here uses short verbal portraits, where respondents in the original questionnaire would answer "very much like me" to "not like me at all," and similarly, this study used the 5-point Likert scale (strongly agree to strongly disagree). A shortened 21-item PVQ was utilised in this study as it is a less complex instrument – considering the intense requirements of this study's research instrument.

The last section of the questionnaire collected sociodemographic information, including age, race, gender, employment, education level, number of persons in household and combined household income. Nominal sociodemographic variables were coded "1" or "0", for presence or absence, and included in models in the appropriate manner. These variables were used as covariates in some analyses and aided in interpretation.

3.5 Pilot testing of questionnaire

An initial pilot was run in order to test the flow and design of the questionnaire and the results were also used to test the validity of the scales. Minor copy changes were made to eliminate ambiguity identified by the respondents. However, due to the small sample (30) the sample was not adequate for covariance-based Confirmatory Factor Analysis or Structural Equation Modelling. The decision was made to proceed with the collection of the final data using a larger sample for analysis.

3.6 Data collection and storage

Data collection and storage goes hand-in-hand with ethical considerations. This process refers to the gathering of data from respondents sampled for the study in order to answer research questions (Bryman, 2012, p. 93) "…while preparing your data collection, you should consider whether there are any possible ethical problems associated with your research methods or your approach to contacting people…" Data collection requires a process that sets boundaries for your study procedure (Creswell, 2014) and essentially answers the "who, what, when, how, and where" (D. R. Cooper & Schindler, 2014, p. 181).

The advantage of utilising online questionnaires are speed, convenience and security of data. "They also offer versatility for use with various types of measurement scales… " (Saunders et al., 2012, p. 273). Questionnaires distributed via email may be convenient, however the rate of non-responsiveness is high. The advantage of recruiting respondents from social media platforms are that respondents are already using the internet and they are a captive audience which is familiar with the VoD service – increasing the chances of clicking through to the online survey and qualifying to participate in the study.

Once the questionnaire was closed, raw data was extracted for analysis and reporting. For security and ethical purposes, data collected from the study was handled in the most secure manner.

3.7 Data processing and analysis

Research data processing is about ensuring the accuracy of the data through the collection, categorising of raw data and preparation for analysis (Saunders et al., 2012) following which "data analysis is the process of editing and reducing accumulated data to a manageable size, developing summaries, looking for patterns, and applying statistical techniques" (Saunders et al., 2012, p. 655). It also involves classification of data to reduce and manage it for the purpose of interpreting it (Creswell, 2014; Bryman; 2012).

According to Kumar (2011), data processing refers to how you will treat your data as you receive it, and in preparation for analysis. Quantitatively, data coding refers to assigning numerical values to all the data categories in preparation for input into the system (where computer language is critical) and preparation for analysis. Data entry into a computer not only serves to store data securely but may be the mode in which the data is interpreted and analysed. There are a number of programs (i.e. SPSS which was used in this study) that are used to analyse data once inputted into a computer. Data cleaning is all about editing research instruments to ensure that no errors exist, starting with ensuring that the questionnaire is completed and accounts for all the responses required for the accuracy and validity of the study. These checks include running frequencies and cross tabulations.

3.8 Research reliability and validity measures

According to Bryman (2012, p. 46), "reliability is concerned with the question of whether the results of a study are repeatable [and] is particularly at issue in connection with quantitative research. The quantitative researcher is likely to be concerned with the question of whether a measure is stable or not." Research reliability speaks to the accuracy, precision and stability of the measurement procedure (Cooper & Schindler, 2014; Kumar, 2011).

Validity refers to the consistency of the study – always testing if it is still measuring what the study set out to. Validity of the study not only refers to the actual research instrument but also to the person who will be using it, and the context of the group which it will be used on. Research validity, "is concerned with the integrity of the conclusions that are generated from a piece of research" (Bryman, 2012, p. 47) and is about putting in place procedures that will ensure reliability of results and clearance from error (Saunders et al., 2012). Cronbach's Alpha Value (measured using SPSS) and Composite Reliability Value (measured using AMOS) are used to measure coefficients for reliability (Hair, Bush, & Ortinau, 2000). Quantitatively, measurement validity is when the same construct is being assessed – and one scale used to measure one, correlates with another (Saunders et al., 2012). Internal validity speaks to dependability. It is about the researcher's ability to correctly interpret the data and measuring what they are actually set out to measure using the appropriate instrument (Creswell, 2014; Saunders, Lewis, & Thornhill, 2012). Transferability is the ability of the study to hold its ground in another setting – for another study Kumar (2011, p. 187). It speaks to how it holds in a different context, a different experiment and different time (Bryman, 2012; Creswell, 2014). Ecological validity concerns itself with confirmability. Will others be able to vouch for the results? Kumar (2012, p. 185) states that, "it is

only possible if both researchers follow the process in an identical manner for the results to be compared."

For this study, reliability and validity was tested to assess the extend in which the questionnaires will reproduce the same result when repeated. Validity is important to measure as it sense checks if the study is still measuring what it sought out to, and measure of reliability and validity keeps the research honest. It ensures that it doesn't stray from the many scales being refined – and ensures that the study maintains a level of consistency. Reliability measures ensured that the study payed attention to the fit of question, data and method. It also ensured that the data was appropriately handled and the questions addressed fully and responsibly and that each step in the analysis was properly account for.

The psychometric properties of this study and the configural measurement invariance of scales, were assessed using the well-known confirmatory factor analysis (CFA) method proposed by Steenkamp and van Trijp (1991). CFA was however not appropriate for the audience values scale so multidimensional scaling was employed instead. Structural Equation Modelling (SEM) was used to validate the strength of the relationship among latent variables in the structural model. The multivariate approach was a combination of factor analysis and regression for U&G scales and CFA and correlation analysis was conducted to assess the media dependency relationships and regression analysis for testing dependency relations (for hypotheses $_{H1b}$, $_{H2b}$ and $_{H3b}$), deleting those values which score low squared multiple correlations. CFA also concerns itself with the testing of validity of the model, otherwise known as model fit. Hypothesis testing was conducted using regression analysis including testing of validity of the model and coefficients, testing for heteroscedasticity, violation of error term conditions, violations of independence (using the Durbin-Watson statistic) as well as testing for Multicollinearity.

The following values were used to check the research model: Target chi-square = <3, Target Goodness-of-Fit Statistic (GFI) = >0.9 and Target comparative fit index (CFI) = >0.9, Normed Fit Index (NFI) > 0.80, the Tucker Lewis Index (TLI) <0.9, as well as the Root Mena Square Error of Approximation (RMSEA). CFA was conducted for the scales measuring dependency, adhering to the following index of media dependency: M = > 1, SD = < 0.9, Cronbach alpha = < 0.7. This SEM as a form of data analysis, is crucial for data reduction when there is a large data set that needs to be analysed accurately.

3.9 Research methodology limitations

One of the identified technical limitations are access to a representative sample for a nationwide perspective. Administrative limitations relate to the running of your study – mainly the logistics. One of the most pronounced limitations which were avoided was the sending of questionnaires via email, as the response rates are low. This was mitigated by distribution of the questionnaire to VoD users on social media from May to July 2018. As targeted as the respondents may be, making use of an internet sample is subject to response bias. In order to reduce the possibility of bias responses, this research was also forwarded via WhatsApp Messenger and respondents who are users of VoD but are not necessarily followers of the platform of services in social media, by encouraging people to forward the questionnaire link, via WhatsApp.

3.10 Summary

This chapter outlined the rigorous research methodology to be followed, its design and plan (including ethical considerations), the research instrument to be used, as well as how data was to be collected, stored, processed and analysed using the statistical packages SPSS and AMOS. The

crucial reliability and validity was also addressed to ensure the consistency and accuracy of the results to be analysed and presented. The initial identified research methodology limitations were also tabled, with details on how these were mitigated.

Chapter 4: Data Analysis and Presentation of Results

4.1 Introduction

The purpose of this study was to ascertain nuanced uses and gratifications for VoD and applying the MSD theory – establish the relationship between societal influences, media alternatives and media effects, on audience values, uses and gratifications and VoD consumption respectively. The relationships were tested to quantify their contribution to supporting dependency, using SEM. This section therefore presents the findings, as well as substantiating using data whether the various hypotheses stated were supported or rejected. The demographic profile of the respondents acts as a prelude to the descriptive statistics of the measurement scales.

4.2 Demographic profile of respondents

A total of 660 responses were received. Of those responses, 162 were incomplete and 173 indicated that they did not subscribe to Video on demand (VoD) services and therefore had their Qualtrics session terminated, and excluded from the sample. Hence, a total of 325 responses were analysed. The chart below shows the VoD services that the respondents subscribe to.

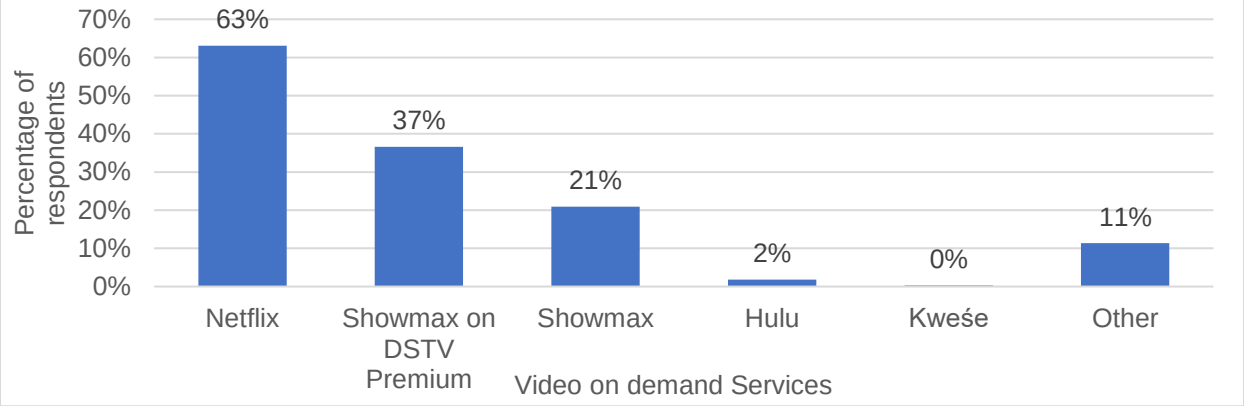


Figure 5: Video on demand services subscribed to.

Most of the respondents subscribe to Netflix (63%) followed by Showmax on DSTV Premium (37%), Showmax (21%) and Hulu (2%). The gender distribution of the sample is summarised below.

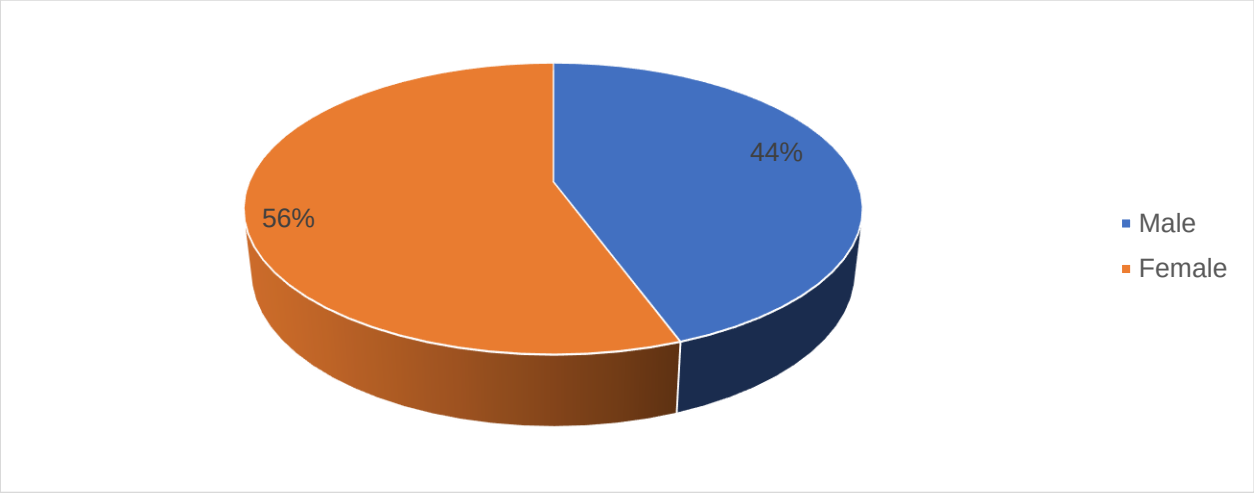


Figure 6: Respondent gender.

The majority of the respondents were female (56%) while the other 44% were male. The age distribution of the study is shown below.

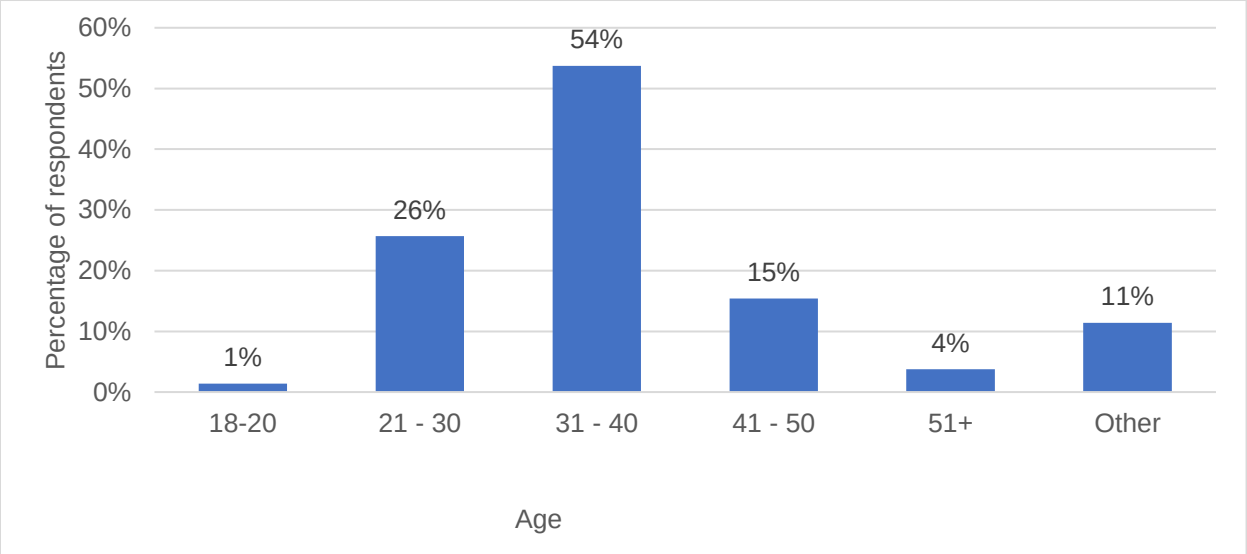


Figure 7: Respondent age.

More than half of the respondents were 31 – 40 years old (54%). The distribution of the sample by ethnic group is summarised in the bar graph below.

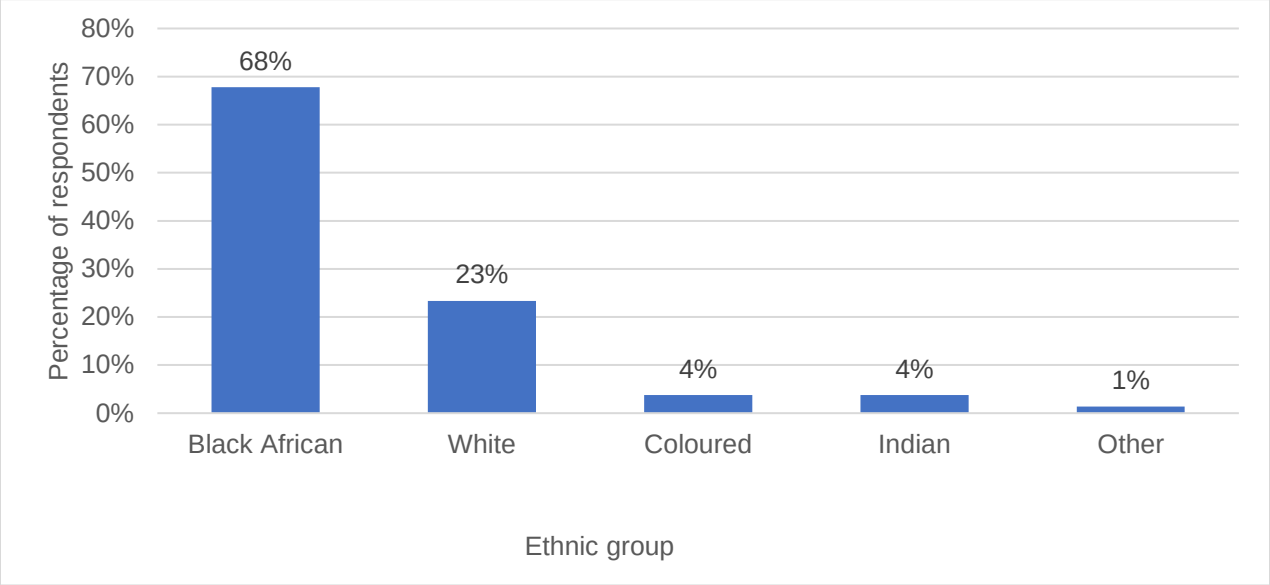


Figure 8: Respondent ethnic group.

The majority of the respondents were 68% Black African followed by 23% White and 4% Coloured. Only 14% of the respondents did not have a degree. The other, 36% apiece had undergraduate degrees, and Honours degrees.

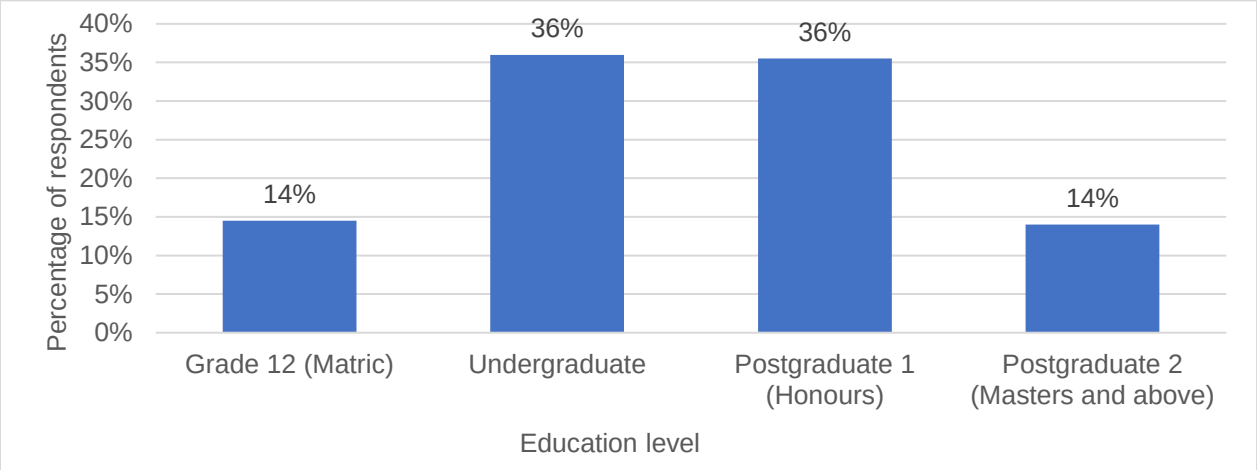


Figure 9: Education level.

The employment status of the respondents is summarised in the pie chart below.

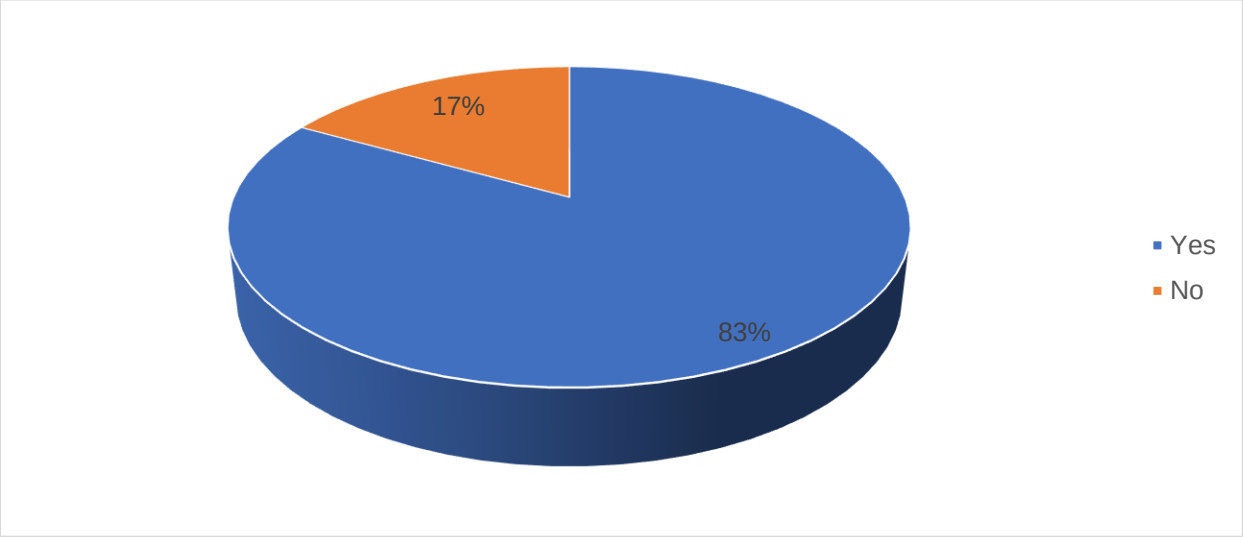


Figure 10: Employment status.

Most of the respondents in the sample were employed (83%) with only 17% indicating that they were not employed. The respondents were asked if they were current students and the respondents are shown in the chart below.

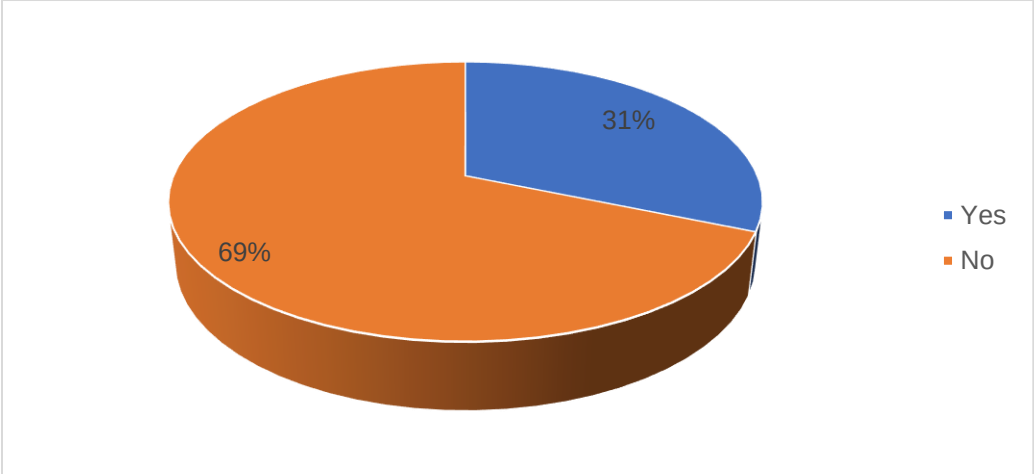


Figure 11: Are you a student?

A proportion of 31% of the respondents indicated that they were students. The income distribution of the sample is shown below.

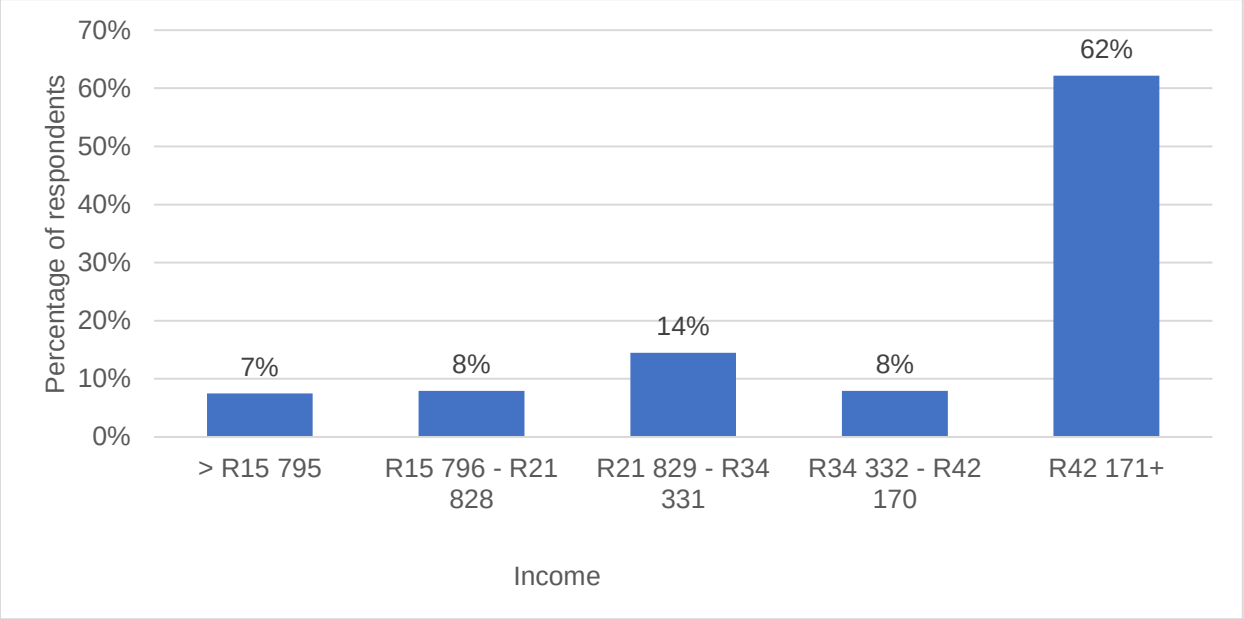


Figure 12: Monthly household income.

The majority of the respondents indicated that their monthly household income was R42 171 and above with only 7% indicating that they have a monthly household income of less than R15 795. The following table outlines other demographic characteristics of the sample.

Results for other demographic characteristics

Table 5: Sample Profile Characteristics

Number of persons in household	Percentage	No. of TV sets at home	Percentage
1	18.15%	1	45.23%
2 - 4	64.62%	2	32.00%
4 - 6	15.08%	3+	22.77%
6+	2.15%		
TOTAL	**100%**	**TOTAL**	**100%**
No. of connected devices* Household	Percentage	Monthly data budget	Percentage
1 - 2	24.92%	<R100	4.31%
3 - 4	47.08%	R100 – R699	44.31%
5+	28.00%	R700 – R1 500	41.85%
		R1 500+	9.54%
TOTAL	**100%**	**TOTAL**	**100%**

*Note: *Devices = Tablets, Laptops, Smartphones etc. used for entertainment*

When asked about their favourite day of the week to watch Video on demand, the results were as follows:

Table 6: Favourite day of the week to watch Video on demand

Answer	Percentage (%)
Monday - Tuesday	13.76
Wednesday - Thursday	13.39
Friday	19.45
Saturday	16.88
Sunday	13.39
Entire Weekend	23.12
Total	100%

The image below represents the respondent's favourite series to binge-watch:

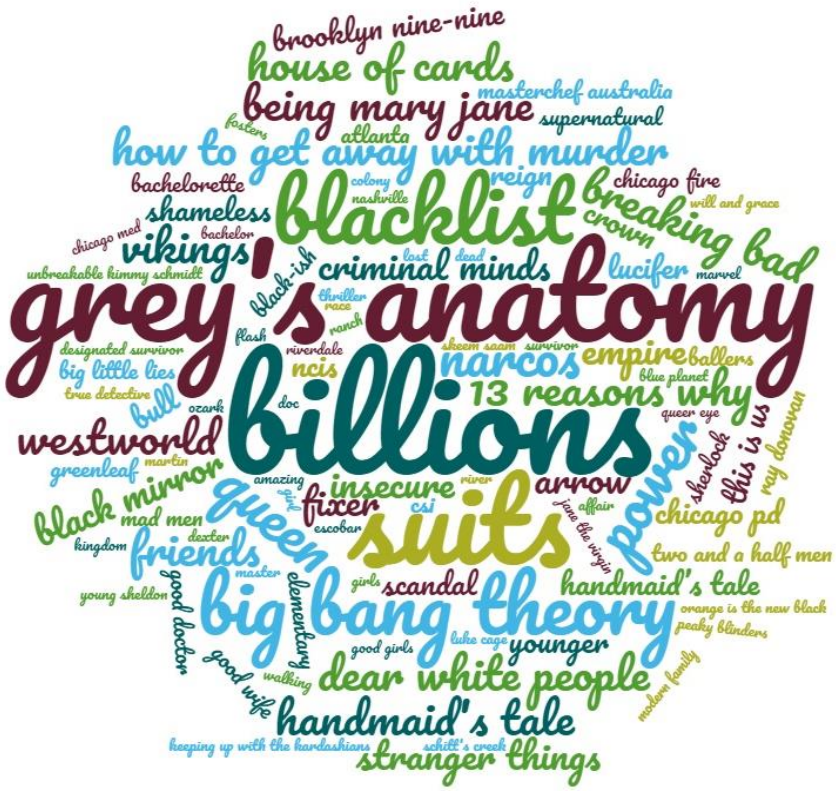


Figure 13: Word Cloud of favourite series to binge watch.

Source: Author's own illustration using www.wordcloud.com.

The above Word Cloud outlines the top series respondents elected as favourites to binge-watch, with Game of Thrones (40), Suits (20), Billions (19) and Grey's Anatomy (17) presenting the highest frequencies amongst the 325 respondents. Series with less than three mentions (less than 1%) were not included on the Wordcloud.

4.3 Descriptive statistics: Measurement scales

The following section represents results from the 5-point Likert scales collected from respondents. The structure follows the relationships that were explored. The section will table the descriptive statistics of the measurement scales, followed by the reliability and validity measures. Finally, the hypothesis testing results will be presented as a prelude to the next chapter, where these results are discussed.

4.3.1 Values and societal influence

When respondents were asked what option best describes their belief systems 48% strongly agree "*It is important to me to make my own decisions about what I do. I like to be free to plan and to choose my activities for myself"* (self-direction) and the majority (50%) strongly agree that they "*… think it is important that every person in the world be treated equally."* They "*want justice for everybody, even for people I don't know"* (universalism). Furthermore, 48% agree that "*I strongly believe that people should care for nature. Looking after the environment is important to me*". 51% of respondents strongly agree that "*It is important to me to be loyal to my friends. I want to devote myself to people close to me",* and similarly, 49% agree *"It's very important to me to help the people around me. I want to care for other people,"* all which are reflective of the benevolence value priority.

When asked what external factors greatly influenced their use of VoD, respondents disagreed (all greater than 35%) with the fact that politics, negativism, the economy and race relations drive their VoD consumption, illustrating that respondents do not immerse themselves in VoD based on societal influences.

4.3.2 Uses and gratifications and Media and functional alternatives

One of the aims of the study was to ascertain the uses and the gratifications for VoD consumption. Below are the results of the Likert scale response items. As per Q6.1 - I watch video on demand ...

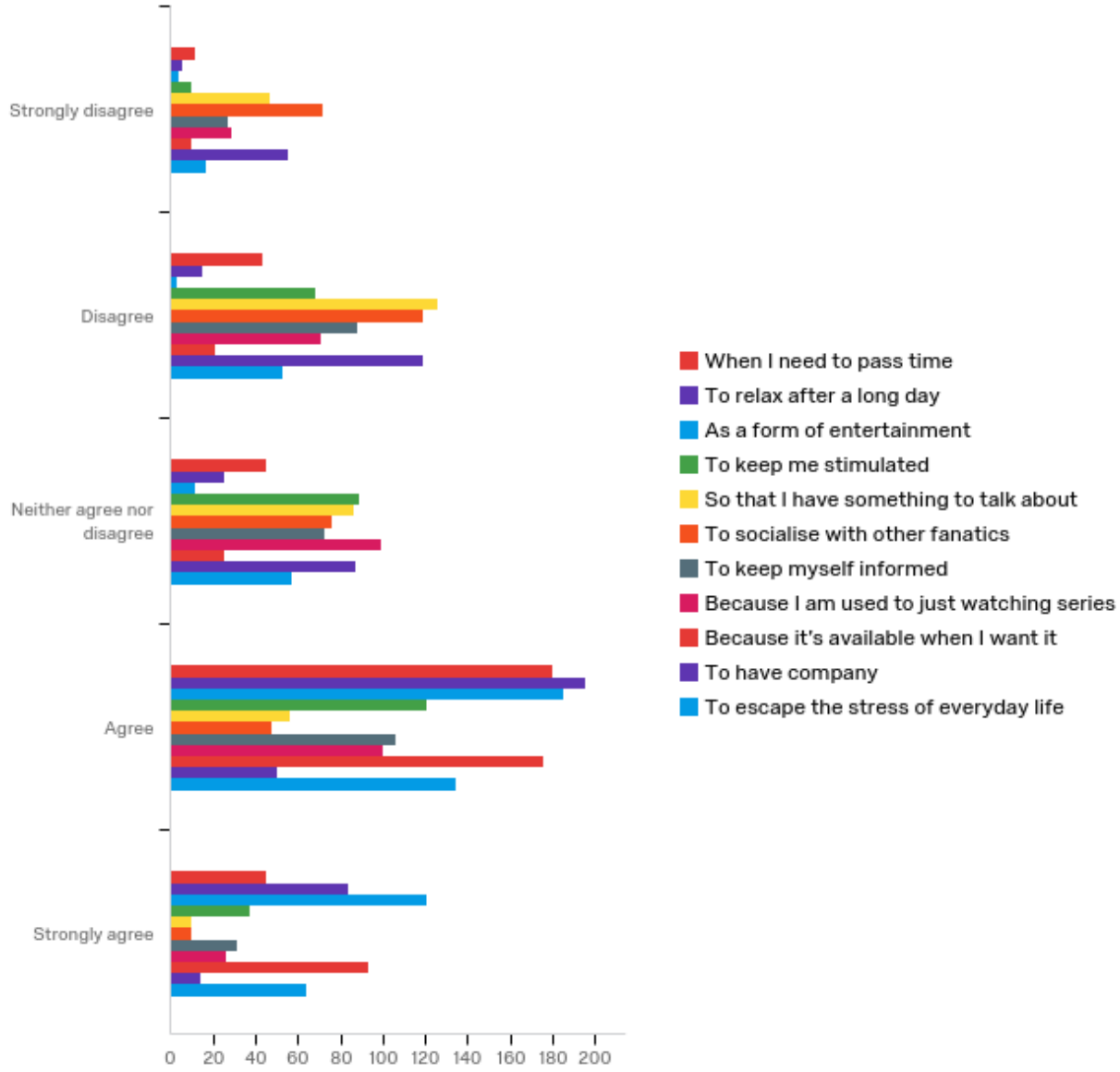


Figure 14: Uses and the gratifications for VoD consumption.

Table 7: Analysis of Likert scale response items - Uses and gratifications

Question	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Total
When I need to pass time	3.69%	13.23%	13.85%	55.38%	13.85%	100%
To relax after a long day	1.85%	4.62%	7.69%	60.00%	25.85%	100%
As a form of entertainment	1.23%	0.92%	3.69%	56.92%	37.23%	100%
To keep me stimulated	3.08%	20.92%	27.38%	37.23%	11.38%	100%
So that I have something to talk about	14.46%	38.77%	26.46%	17.23%	3.08%	100%
To socialise with other fanatics	22.15%	36.62%	23.38%	14.77%	3.08%	100%
To keep myself informed	8.31%	27.08%	22.46%	32.62%	9.54%	100%
Because I am used to just watching series	8.92%	21.85%	30.46%	30.77%	8.00%	100%
Because it’s available when I want it	3.08%	6.46%	7.69%	54.15%	28.62%	100%
To have company	16.92%	36.62%	26.77%	15.38%	4.31%	100%
To escape the stress of everyday life	5.23%	16.31%	17.54%	41.23%	19.69%	100%

Items which scored over 50% for agree or strongly agree have been used as nominated uses and gratifications for VoD use. These are "*when I need to pass time"* (55% agree), *"to relax after a long day"* (60% agree) and "*because it's available when I want it"* (54% agree). It is worth noting that none of the uses and gratifications scored over 50% on disagree or strongly disagree.

On the functional alternatives, 47% agree that switching and "*watch DSTV to relax"*, 52% agree that they switch "*and surf the net looking for information"* and 48% equally agree that they switch to social media *"for entertainment"* and "*for the news".* It is worth mentioning that 38% of respondents disagree to switching "*to see which of my shows are trending on social media".*

4.3.3 Media Effects and VoD Consumption

As a qualifier to assessing media affects, respondents were asked to select their favourite genre, which they would also relate the following media effects to. The results as per Q7.1 – "*My favourite genre on video on demand is*" were as follows:

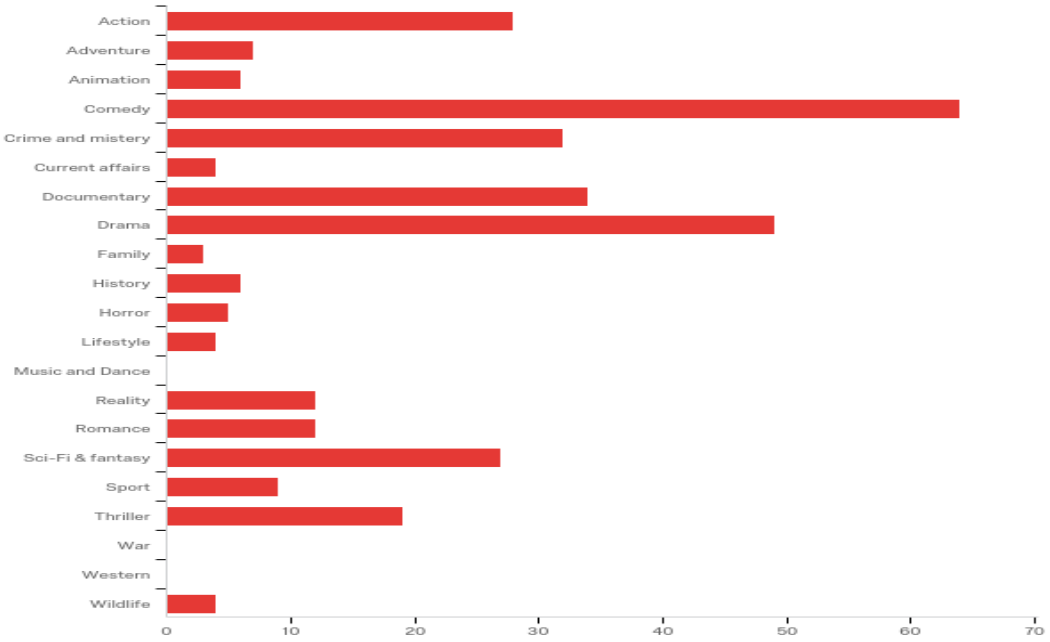


Figure 15: Favourite genre.

The genre with the highest selections were comedy (19.69%), drama (15.08%) and documentaries (10.46%).

When asked to describe how they feel following video on demand consumption, respondents' highest scoring cognitive effects were "*Ponder on the content I have watched"* (52.31% agree) and "*Always get immersed into the storyline"* (58.46% agree). With regard to effective effects, the majority of respondents agree to feeling humoured (62%), engaged (52%) and thrilled (51%) after watching their series on-demand. Overwhelmingly, pertaining to behavioural effects, after watching their series on-demand the majority of respondents disagreed (41%) and strongly disagreed (40%) to imitating the lives of their favourite characters. Respondents also disagreed (38%) and strongly disagreed (37%) to "*going online to share my views on the show".* 43% however, agreed that "*I watch another episode – sometimes more than*

3 in one sitting" after they watch their series and 34% agree "*that I can't stop, I keep coming back for more"*.

With regard to VoD consumption habits, the majority "*watch 1 - 2 series episodes back-to-back in a week"* (36% agree), "*I watch VoD at least 3 times a week"* (38% agree) and *"I regularly binge-watch (3 or more back-to-back) series episodes in one sitting"* (30% strongly agree). It is valid to note that a significant 27.69% disagrees that "*I have completed all episodes of a season in one sitting."*

4.3.4 VoD Dependency

The majority disagreed to relying on VoD to "*know how to act around others" (41%)* or "*better interact around others"* (40%). Twenty percent both strongly disagreed and agreed that they return to VoD to "*understand the society in which I exist".*

4.4 Reliability and validity measures

4.4.1 Audience values scale validity

The validity of the model was assessed using multidimensional scaling, since confirmatory factor analysis was not appropriate for the audience values scale. The results are shown below.

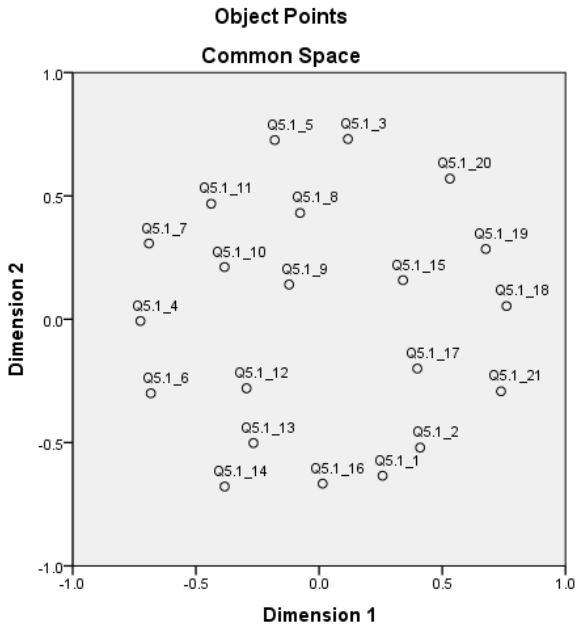


Figure 16: Multidimensional scaling: Values validity (1).

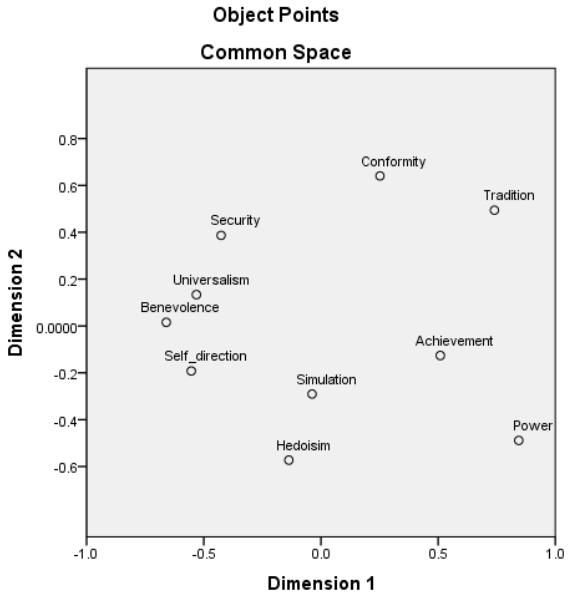


Figure 17: Multidimensional scaling: Values validity (2).

The resulting configuration is almost circular, denoting a circumplex as hypothesised.

4.4.2 Societal Influence

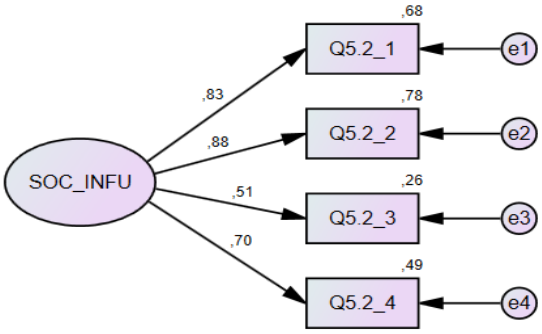


Figure 18: CFA Model - Societal Influence.

Table 8: Regression Weights – Social Influence

			Estimate	Standardised Estimate	S.E.	C.R.	P
Q5.2_1	<---	SOC_INFU	1,000	,826			
Q5.2_2	<---	SOC_INFU	1,186	,883	,093	12,712	***
Q5.2_3	<---	SOC_INFU	,511	,506	,070	7,293	***
Q5.2_4	<---	SOC_INFU	,876	,699	,083	10,611	***

Table 9: Model Fit Summary - Societal Influence

Absolute Fit Indexes	Acceptable Value	Value	Outcome
GFI	>0.9	0.937	Acceptable level
AGFI	>0.9	0.685	Below acceptable level
RMSEA	<0.08	0.256	Above acceptable range
NFI	>0.9	0.916	Acceptable level
NNFI (TLI)	>0.9	0.761	Below acceptable level
CFI	>0.9	0.920	Acceptable level

The NFI (0.916), GFI (0.937) and the CFI (0.920) were within acceptable range, thus showing good fit. The factor loadings showed high values (above 0.3). Reliability was assessed using Cronbach's Alpha and the results are shown below.

Table 10: Reliability - Societal Influence

Reliability Statistics	
Cronbach's Alpha	N of Items
.826	4

The Cronbach's Alpha for Societal Influence was 0.826, which was above the required value of at least 0.7. Thus, the items within the Societal Influence scale could be grouped together to form a summated scale.

4.4.3 Uses and gratifications

Confirmatory factor analysis led to the removal of the items Q6.1_1 (*When I need to pass time*) and Q6.1_19 (*Because it's available when I want it*) from the scale as they had factor loadings less than 0.3. The resultant items are shown in the chart below.

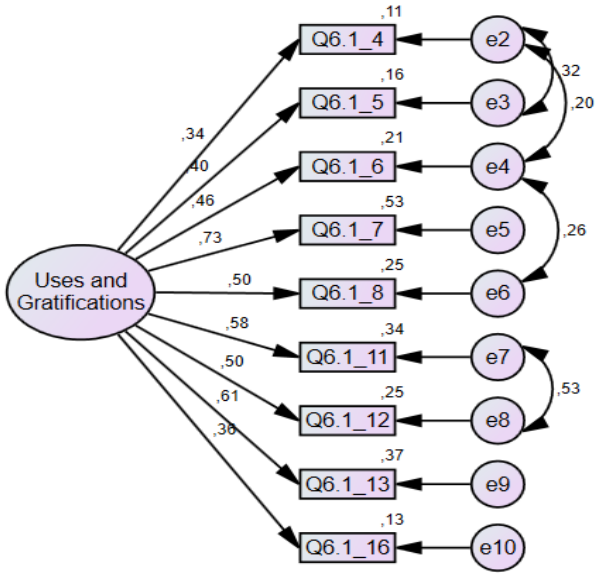


Figure 19: CFA Model - Uses and Gratifications.

Table 11: Regression Weights – Uses and gratifications

			Estimate	Standardised Estimates	S.E.	C.R.	P
Q6.1_4	<---	UG	1,089	,511	,266	4,090	***
Q6.1_5	<---	UG	,941	,517	,228	4,119	***
Q6.1_6	<---	UG	1,485	,518	,360	4,121	***
Q6.1_7	<---	UG	2,006	,781	,438	4,576	***
Q6.1_8	<---	UG	1,149	,432	,301	3,814	***
Q6.1_11	<---	UG	1,265	,515	,307	4,119	***
Q6.1_12	<---	UG	1,189	,448	,307	3,878	***
Q6.1_13	<---	UG	1,614	,578	,376	4,291	***
Q6.1_16	<---	UG	1,000	,360			

Table 12: Model Fit Summary – Uses and gratifications

Absolute Fit Indexes	Acceptable Value	Value	Outcome
GFI	>0.9	0.945	Acceptable
AGFI	>0.9	0.893	Slightly below acceptable range
RMSEA	<0.08	0.077	Acceptable
NFI	>0.9	0.903	Acceptable
NNFI (TLI)	>0.9	0.909	Acceptable
CFI	>0.9	0.942	Acceptable

Most of the indices had acceptable values except for AGFI, which was slightly below acceptable range. All the items had high factor loading (above the minimum acceptable of 0.3). Reliability was assessed using Cronbach's Alpha and the results are shown below.

Table 13: Reliability – Uses and gratifications

Reliability Statistics	
Cronbach's Alpha	N of Items
.789	9

The Cronbach's Alpha for Uses and gratifications was 0.789, which was above the required value of at least 0.7. Thus, the items within the Uses and gratifications scale could be grouped together to form a summated scale.

4.4.4 Media and functional alternatives

Confirmatory factor analysis led to the following items being removed as the produced factor loadings were less than 0.3 and the results are shown in the table below.

Table 14: Removed items - Media and functional alternatives

DSTV	Internet	Social Media
Q6.2_1 *And watch DSTV if there's nothing to watch on my video on demand services*	Q6.3_4 *To pass time online on the web*	Q6.4_2 *And go to social media for entertainment*
Q6.2_2 *When I can't decide what to watch*		

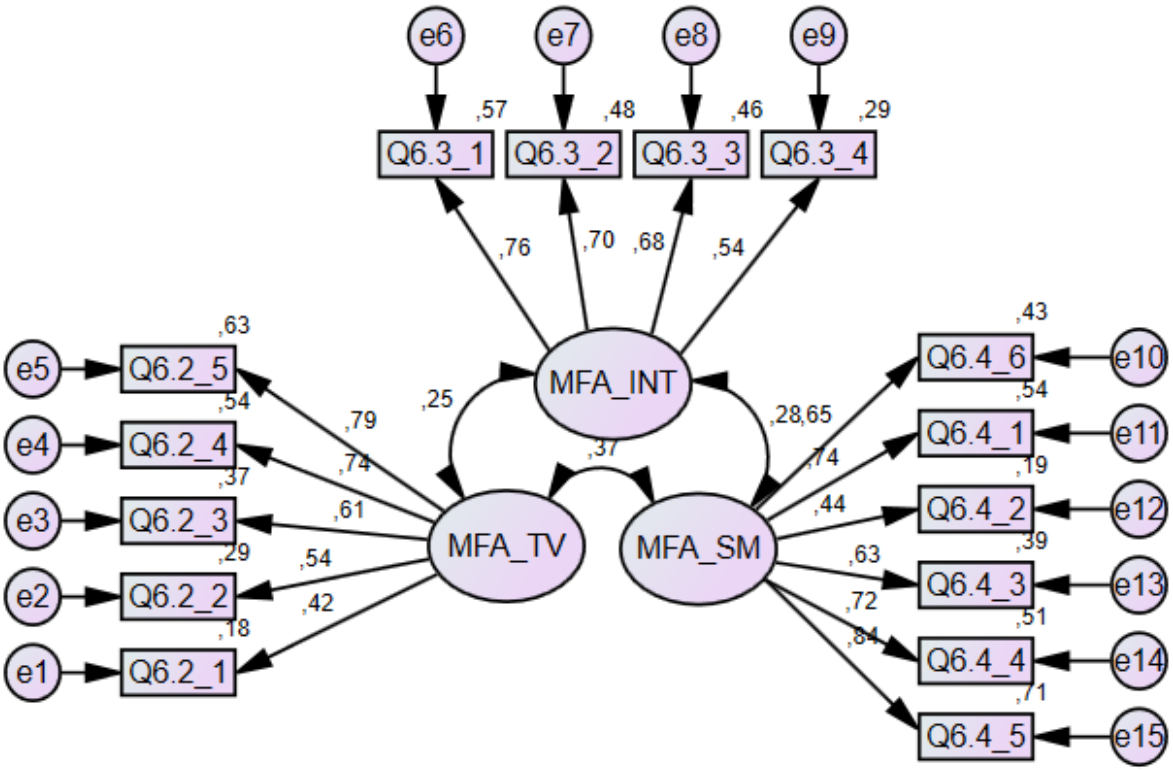


Figure 20: CFA Model - Media and Functional Alternatives.

Table 15: Regression Weights - Media and functional alternatives

			Estimate	Standardised Estimate	S.E.	C.R.	P
Q6.2_1	<---	MFA_TV	1,000	,423			
Q6.2_2	<---	MFA_TV	1,224	,543	,250	4,897	***
Q6.2_3	<---	MFA_TV	1,410	,607	,274	5,141	***
Q6.2_4	<---	MFA_TV	1,556	,738	,283	5,495	***
Q6.2_5	<---	MFA_TV	1,709	,793	,307	5,573	***
Q6.3_1	<---	MFA_INT	1,000	,756			
Q6.3_2	<---	MFA_INT	1,070	,696	,129	8,270	***
Q6.3_3	<---	MFA_INT	1,102	,682	,135	8,167	***
Q6.3_4	<---	MFA_INT	,920	,542	,136	6,779	***
Q6.4_6	<---	MFA_SM	1,000	,655			
Q6.4_1	<---	MFA_SM	1,131	,738	,126	8,980	***
Q6.4_2	<---	MFA_SM	,651	,438	,114	5,721	***
Q6.4_3	<---	MFA_SM	,943	,627	,120	7,860	***
Q6.4_4	<---	MFA_SM	1,119	,715	,128	8,762	***
Q6.4_5	<---	MFA_SM	1,269	,840	,130	9,791	***

Table 16: Model Fit Summary - Media and functional alternatives

Absolute Fit Indexes	Acceptable Value	Value	Outcome
GFI	>0.9	0.858	Below acceptable level
AGFI	>0.9	0.804	Below acceptable level
RMSEA	<0.08	0.100	Above acceptable level
NFI	>0.9	0.770	Below acceptable level
NNFI (TLI)	>0.9	0.793	Below acceptable level
CFI	>0.9	0.828	Below acceptable level

Although all the model fit indices were not within the required ranges, the items loaded highly onto the respective factors, as seen on the Standardised regression coefficients. Reliability was assessed for each of the Media and functional alternatives and the results are summarised below.

Table 17: Reliability - Media and functional alternatives

Construct	Cronbach's Alpha	N of Items
Media and functional alternatives - Television	.757	5
Media and functional alternatives – Internet	.755	4
Media and functional alternatives - Social Media	.828	6

The Cronbach's Alpha values for each of Media and functional alternatives – Television ($\alpha = 0.757$), Media and functional alternatives – Internet ($\alpha = 0.755$) and Media and functional alternatives – Social Media ($\alpha = 0.828$) were above the minimum required value of 0.7.

4.4.5 Media Effects

The confirmatory factor analysis resulted in the removal of Q8.3_1 (*Ponder on the content I have watched*) from the construct. The results are shown below.

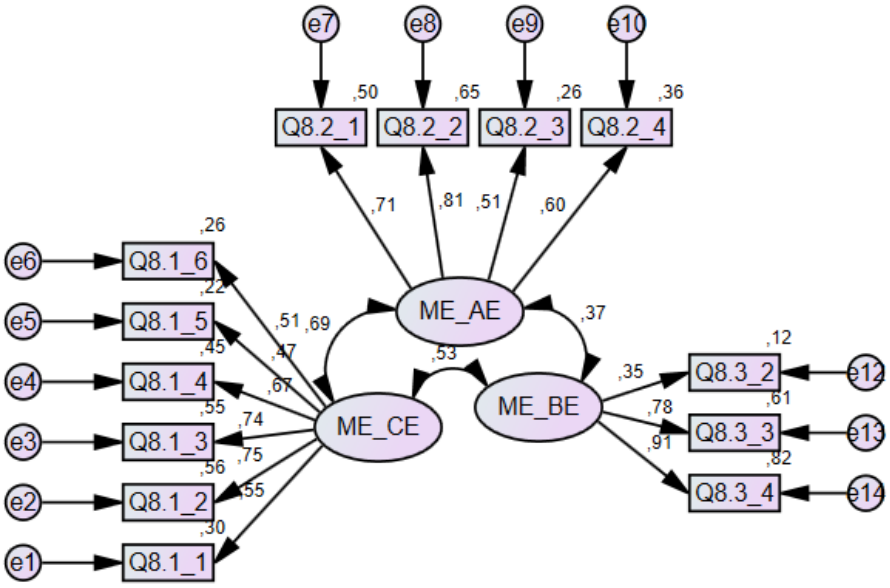


Figure 21: CFA Model - Media Effects.

Table 18: Regression Weights - Media Effects

			Estimate	Standardised Estimate	S.E.	C.R.	P
Q8.1_1	<---	ME_CE	1,000	,548			
Q8.1_2	<---	ME_CE	1,529	,746	,208	7,360	***
Q8.1_3	<---	ME_CE	1,266	,744	,172	7,351	***
Q8.1_4	<---	ME_CE	1,389	,673	,200	6,962	***
Q8.1_5	<---	ME_CE	,823	,474	,150	5,498	***
Q8.1_6	<---	ME_CE	1,005	,512	,173	5,818	***
Q8.2_1	<---	ME_AE	1,000	,707			
Q8.2_2	<---	ME_AE	1,065	,809	,115	9,287	***
Q8.2_3	<---	ME_AE	,600	,512	,092	6,543	***
Q8.2_4	<---	ME_AE	,794	,603	,104	7,606	***
Q8.3_2	<---	ME_BE	1,000	,350			
Q8.3_3	<---	ME_BE	2,543	,782	,529	4,806	***

Table 19: Model Fit Summary - Media Effects

Absolute Fit Indexes	Acceptable Value	Value	Outcome
GFI	>0.9	0.824	Below acceptable level
AGFI	>0.9	0.742	Below acceptable level
RMSEA	<0.08	0.123	Above acceptable range
NFI	>0.9	0.754	Below acceptable level
NNFI (TLI)	>0.9	0.745	Below acceptable level
CFI	>0.9	0.797	Below acceptable level

Although all the model fit indices were not within the required ranges, the items loaded highly onto the respective factors as seen on the Standardised regression coefficients. Reliability was assessed for each of the Media Effects and the results are summarised below.

Table 20: Reliability - Media Effects

Construct	Cronbach's Alpha	N of Items
Media Effects - Cognitive Effects	.791	6
Media Effects - Affective Effects	.748	4
Media Effects - Behavioural Effects	.693	3

The Cronbach's Alpha values for Media Effects - Cognitive Effects ($\alpha = 0.791$) and Media Effects - Affective Effects ($\alpha = 0.748$) were above the minimum required value of 0.7. Reliability for Media Effects - Behavioural Effects ($\alpha = 0.693$) was slightly below the minimum required value of 0.7, but was above 0.5, below which no reliability level is acceptable. Thus items within each scale were grouped together to form a summated scale.

Summated scale for each constructed was computed by calculating the average of the items retained within the scale.

4.4.6 Video on demand consumption

Confirmatory factor analysis was conducted to assess the validity of the VoD Consumption scale. The results revealed that the item Q4.1_3 (*I can't watch only one episode of a series in a sitting*) was removed from the scale as it had low factor loading. The resultant structure is as shown below.

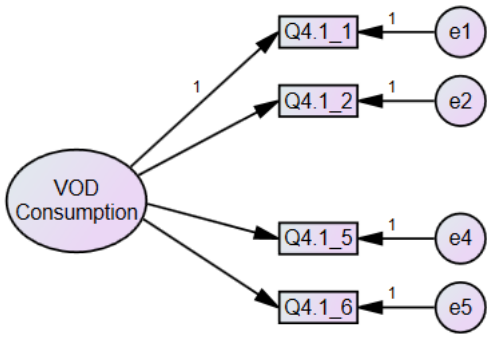


Figure 22: CFA Model - VoD Consumption.

Table 21: Regression weights - VoD Consumption

			Estimate	Standardised Estimates	S.E.	C.R.	P
Q4.1_1	<---	VC	1,000	,717			
Q4.1_2	<---	VC	,671	,475	,092	7,292	***
Q4.1_5	<---	VC	,910	,717	,090	10,159	***
Q4.1_6	<---	VC	,953	,741	,093	10,274	***

Table 22: Model Fit Summary - VoD Consumption

Absolute Fit Indexes	Acceptable Value	Value	Outcome
GFI	>0.9	0.980	Acceptable
AGFI	>0.9	0.898	Slightly below acceptable range
RMSEA	<0.08	0.130	Above acceptable range
NFI	>0.9	0.960	Acceptable
NNFI (TLI)	>0.9	0.897	Slightly below acceptable range
CFI	>0.9	0.966	Acceptable

The Bentler's Comparative fit index (CFI) value was 0.966 which shows a good fit. On the other hand, the Non-Normed Fit index (NNFI) also referred to as the TLI, was 0.897. This statistic shows a possibly poor fit since the cut-off point is > 0.9 for an ok fit and >0.95 for a good fit. The indices are however not used in isolation, the Root Mean square error approximation (RMSEA) was 0.130, which shows a poor fit. This suggests that although the model is not good fit NNFI (<0.9) and RMSEA > 0.08, it is still an okay fit since the GFI, NFI and CFI were within acceptable ranges. Reliability was assessed using Cronbach's Alpha and the results are shown below.

Table 23: Reliability - VoD Consumption

Reliability Statistics	
Cronbach's Alpha	N of Items
.761	4

The Cronbach's Alpha was acceptable above the required value of at least 0.7. Thus, the items within the VOD consumption scale could be grouped together to form a summated scale.

4.4.7 Video on demand dependency

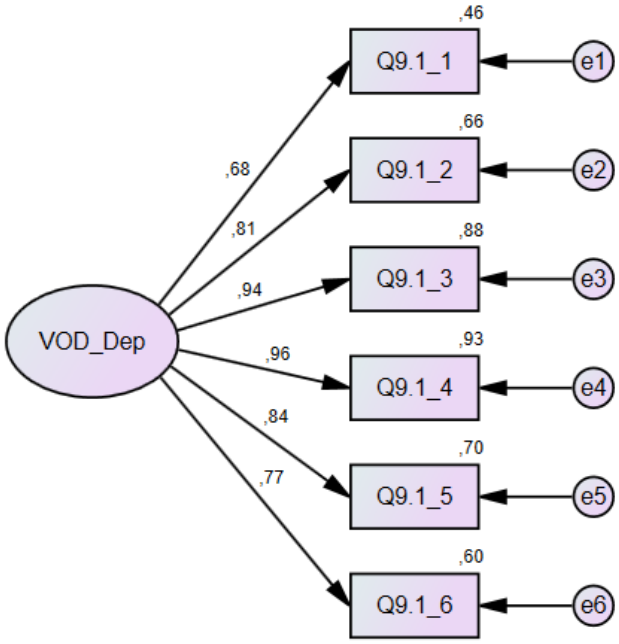


Figure 23: CFA Model - VoD Dependency.

Table 24: Regression Weights - VoD Dependency

			Estimate	Standardised Estimates	S.E.	C.R.	P
Q9.1_1	<---	VOD_Dep	1,000	,678			
Q9.1_2	<---	VOD_Dep	1,097	,811	,100	10,981	***
Q9.1_3	<---	VOD_Dep	1,229	,936	,099	12,429	***
Q9.1_4	<---	VOD_Dep	1,315	,964	,103	12,717	***
Q9.1_5	<---	VOD_Dep	1,206	,839	,107	11,316	***
Q9.1_6	<---	VOD_Dep	1,083	,773	,103	10,511	***

Table 25: Model Fit Summary - VoD Dependency

Absolute Fit Indexes	Acceptable Value	Value	Outcome
GFI	>0.9	0.848	Below acceptable level
AGFI	>0.9	0.646	Below acceptable level
RMSEA	< 0.08	0.238	Above acceptable range
NFI	>0.9	0.905	Acceptable level
NNFI (TLI)	>0.9	0.851	Below acceptable level
CFI	>0.9	0.911	Acceptable level

The NFI (0.905) and the CFI (0.911) were within acceptable range, thus showing good fit. The other indices showed otherwise. The factor loadings showed high values (above 0.3). Reliability was also assessed using Cronbach's Alpha and the scores are shown below.

Table 26: Reliability - VoD Dependency

Reliability Statistics	
Cronbach's Alpha	N of Items
.932	6

The Cronbach's Alpha for VoD Dependency was 0.932, which indicates an excellent reliability level. Thus, the items within the Video on demand Dependency scale were grouped together to form a summated scale.

4.5 Hypothesis testing results

4.5.1 Hypothesis $_{H1a}$

$_{H1a:}$ There is a positive correlational between societal influence and audience values for VoD choice.

H_0: There is no relationship between societal influence and audience values for VoD choice.

Correlation analysis was conducted to assess the relationship between societal influence and audience values for VoD choice. The results are shown below.

Table 27: Correlation between Societal Influence and audience values for VoD choice

Correlations											
	Benevolence	Universalism	Self-direction	Simulation	Hedonism	Achievement	Power	Security	Conformity	Tradition	Societal Influence
Benevolence	1										
Universalism	.354**	1									
Self-direction	.262**	.387**	1								
Simulation	.158*	.251**	.374**	1							
Hedonism	.247**	.143*	.230**	.479**	1						
Achievement	.073	.111	.142*	.118	.223**	1					
Power	.043	-.039	.146*	.201**	.288**	.493**	1				
Security	.224**	.270**	.158*	.120	.157*	.166*	.187**	1			
Conformity	.059	.081	-.114	-.083	.086	.252**	.073	.342**	1		
Tradition	.103	.050	-.025	.110	.059	.104	.026	.143*	.448**	1	
Societal Influence	-.121	.049	-.007	.032	.023	.070	.085	.104	.209**	.250**	1

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

The results show that Conformity ($r = 0.209$, p-value < 0.01) and Tradition ($r = 0.250$, p-value < 0.01) are positively correlational with VoD consumption since the p-values were less than 0.05. The other 8 audience values for VoD choice are not correlated to societal influence since the p-values were greater than 0.05.

Regression analysis was conducted to assess whether Societal influence, Media and functional to test alternatives and Media Effects had an impact on Video on demand Dependency.

This was hypotheses H_{1b}, H_{2b}, and H_{3b}.

Table 28: Dependency regression model summary and ANOVA

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.625[a]	.391	.370	.72554	1.861

a. Predictors: (Constant), Societal Influence, Media and functional alternatives - Internet, Media and functional alternatives - Television, Media Effects - Cognitive Effects, Media and functional alternatives - Social Media, Media Effects - Behavioural Effects, Media Effects - Affective Effects

b. Dependent Variable: Video on demand Dependency

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69.669	7	9.953	18.907	.000[b]
	Residual	108.441	206	.526		
	Total	178.110	213			

a. Dependent Variable: Video on demand Dependency

b. Predictors: (Constant), Societal Influence, Media and functional alternatives - Internet, Media and functional alternatives - Television, Media Effects - Cognitive Effects, Media and functional alternatives - Social Media, Media Effects - Behavioural Effects, Media Effects - Affective Effects

The model summary shows that Societal influence, Media and functional alternatives and Media Effects explains 39.1% of variation in Video on demand Dependency. The ANOVA table shows an F-value of 18.907 and a p-value of 0.000. This implies that at least one of the variables Societal influence, Media and functional alternatives and Media Effects had a significant impact on Video on demand Dependency.

The impact per variable is summarised in the coefficients table below.

Table 29: Regression coefficients

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-0.779	0.343		-2.27	0.024		
	Media and functional alternatives - Television	0.111	0.067	0.098	1.651	0.100	0.843	1.186
	Media and functional alternatives - Internet	-0.048	0.064	-0.044	-0.738	0.461	0.848	1.179
	Media and functional alternatives - Social Media	0.264	0.067	0.248	3.949	0.000	0.749	1.335
	Media Effects - Cognitive Effects	0.393	0.086	0.323	4.596	0.000	0.600	1.667
	Media Effects - Affective Effects	0.173	0.098	0.126	1.765	0.079	0.577	1.735
	Media Effects - Behavioural Effects	0.000	0.061	0.00	-0.002	0.998	0.746	1.34
	Societal Influence	0.108	0.035	0.174	3.104	0.002	0.94	1.064

a. Dependent Variable: Video on demand Dependency

Testing of Validity of the model.

The null hypothesis, is that all the coefficients of the independent variables are equal to zero:

That is, $H_0: B_1 = B_2 = \cdots B_7 = 0$

The alternative hypothesis is that at least one coefficients is not equal to zero.

That is, $H_1: \ At\ least\ one\ B_i \neq 0, for\ i = 1, 2, 3, \ldots, 7$

The model is said to be invalid if the null hypothesis is true. The results show that the p-value of the F test in the ANOVA table was 18.907 and the p-value was 0.000, which shows that the model is valid since the p-value was less than 0.05. Thus, at least one of the independent variables was significant in predicting VoD dependency.

Testing the Coefficients

For each of the independent variables, we test for (i = 1, 2, 3, …,7).

$$H_0: B_i = 0$$

$H_1: B_i \neq 0$

Table 30: Test of significance of coefficients

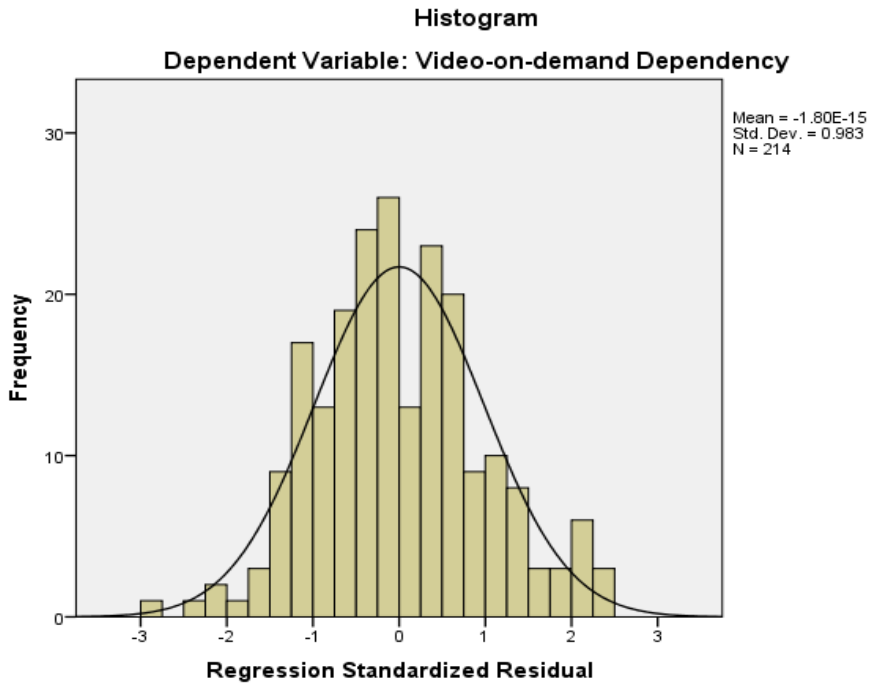
Variable	Coefficient	P-value
Media and functional alternatives - Television	B_1	0.100
Media and functional alternatives - Internet	B_2	0.461
Media and functional alternatives - Social Media	B_3	0.000
Media Effects - Cognitive Effects	B_4	0.000
Media Effects - Affective Effects	B_5	0.079
Media Effects - Behavioural Effects	B_6	0.998
Societal Influence	B_7	0.002

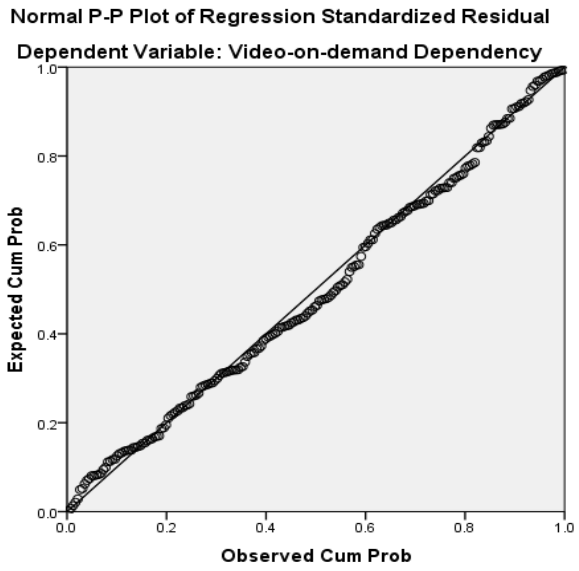
The results show that there is sufficient evidence to suggest that Media and functional alternatives - Social Media (p-value = 0.000), Media Effects - Cognitive Effects (p-value = 0.000) and Societal Influence (p-value = 0.002) were linearly related to Video on demand Dependency.

The results show that there is no sufficient evidence to suggest that Media and functional alternatives – Television (p-value = 0.100), Media and functional alternatives - Internet (p-value =0.461), Media Effects - Affective Effects (p-value =0.079) and Media Effects - Behavioural Effects (p-value = 0.998) were linearly related to Video on demand Dependency, since the p-values were all greater than 0.05.

Testing for violation of error term conditions

The histogram and the normal P-P plots below were drawn to assess whether the error terms were normally distributed as required for regression analysis.

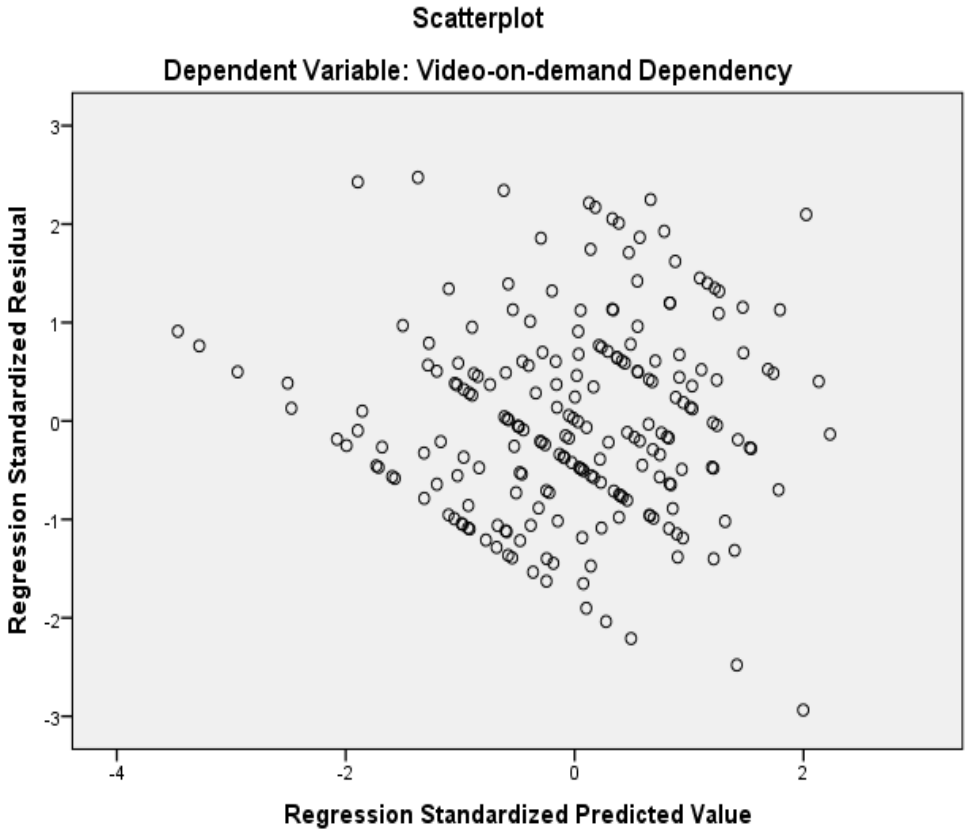




The histogram is bell shaped, which suggests that the residuals are indeed normally distributed. The Normal P-P plot of standardised residuals also shows values very close to the diagonal line. This suggests that the residuals are normally distributed. Thus, the assumption for error terms being normally distributed is met.

Testing for Heteroscedasticity

The error terms were plotted against the fitted values to assess whether there is any pattern in the error terms. The requirement is that the error terms should not show any pattern as they should be constant, a condition called homoscedasticity.



The error terms were scattered all over, which shows that there was no pattern. This indicates that there was no Heteroscedasticity.

Violations of independence

The Durbin-Watson statistic which provides a test for significant residual autocorrelation was computed. The Durbin-Watson value was 1.861, as shown in the Model Summary table. This value was within the acceptable range of between 1.4 and 2.6. This means that the error terms were independent.

Test for Multicollinearity

The table below shows the Collinearity Statistics.

Table 31: Collinearity Statistics

Model	Collinearity Statistics	
	Tolerance	VIF
Media and functional alternatives - Television	0.843	1.186
Media and functional alternatives - Internet	0.848	1.179
Media and functional alternatives - Social Media	0.749	1.335
Media Effects - Cognitive Effects	0.600	1.667
Media Effects - Affective Effects	0.577	1.735
Media Effects - Behavioural Effects	0.746	1.34
Societal Influence	0.94	1.064

The VIF values were both less than 10, implying that there was no problem of Multicollinearity. There was no violation of any of the conditions required for fitting a regression model. The regression model in this case is

$$\hat{y} = -0.779 + 0.111\,x_1 - 0.048\,x_2 + 0.264\,x_3 + 0.393\,x_4 + 0.173\,x_5 + 0\,x_6 + 0.108\,x_7$$

where, $\hat{y}$ is the predicted value for Video on demand Dependency,

x_1 is Media and functional alternatives - Television,

x_2 is Media and functional alternatives – Internet,

x_3 is Media and functional alternatives - Social Media,

x_4 is Media Effects - Cognitive Effects,

x_5 is Media Effects - Affective Effects,

x_6 is Media Effects - Behavioural Effects, and

x_7 is Societal Influence.

4.5.2 Hypothesis $_{H1b}$

$_{H1b}$: Societal influence has a positive effect on VoD dependency.

$_{H0}$: There is no relationship between Societal influence and VoD dependency.

The results in the coefficients table show that there is a positive relationship between VoD dependency and Societal influence (B =0.108, β = 0.174, t-value = 3.104, p-value = 0.002). The relationship was significant because the p-value was less than 0.05 and the relationship was positive since the coefficient for Societal Influence was greater than zero. This implies that the null hypothesis was rejected in favour of the alternative hypothesis. It is thus concluded that Societal influence has a positive effect on VoD dependency.

4.5.3 Hypothesis $_{H2a}$

$_{H2a}$: There is a positive correlational between media and functional alternatives and uses and gratifications for VoD usage.

$_{H0:}$ There is no relationship between media and functional alternatives and uses and gratifications for VoD usage.

Correlation analysis was conducted to assess the relationship between media and functional alternatives and uses and gratifications for VoD usage. The results are shown below.

Table 32: Correlation between media and functional alternatives and uses and gratifications for VoD usage

	Media and functional alternatives - Television	Media and functional alternatives - Internet	Media and functional alternatives - Social Media	Uses and gratifications
Media and functional alternatives - Television	1			
Media and functional alternatives - Internet	.214**	1		
Media and functional alternatives - Social Media	.343**	.291**	1	
Uses and gratifications	.316**	.322**	.396**	1

**. Correlation is significant at the 0.01 level (2-tailed).

It can be noted from the results that there is a significant positive correlation between Uses and gratifications and each of Media and functional alternatives - Television ($r = 0.316$, p-value < 0.01), Media and functional alternatives - Internet ($r = 0.322$, p-value < 0.01), and Media and functional alternatives - Social Media ($r = 0.396$, p-value < 0.01). The correlations are significant since the p-values were less than 0.05.

4.5.4 Hypothesis $_{H2b}$

$_{H2b}$: Media and functional alternatives have a positive effect on VoD dependency

$_{H0}$: There is no relationship between Media and functional alternatives and VoD dependency.

The results in the coefficients table show that there is a positive relationship between VoD dependency and Media and functional alternatives - Social Media ($B = 0.264$, $\beta = 0.248$, t-value =

3.949, p-value = 0.000). The relationship was significant because the p-value was less than 0.05 and the relationship was positive since the coefficient for Media and functional alternatives - Social Media was greater than zero. This implies that the null hypothesis was rejected in favour of the alternative hypothesis. It is thus concluded that Media and functional alternatives – (Social Media) has a positive effect on VoD dependency.

It can however be noted that Media and functional alternatives – Television (B = 0.111, β = 0.098, t-value = 1.651, p-value = 0.100) and Media and functional alternatives – Internet (B = -0.048, β = -0.044, t-value = -0.738, p-value = 0.461) do not have a positive effect on Video on demand Dependency. This is because the p-values were greater than 0.05.

Overall, the hypothesis is supported since Media and functional alternatives - Social Media has an effect impact on VoD dependency.

4.5.5 Hypothesis $_{H3a}$

$_{H3a:}$ There is a positive correlational between media effects and VoD consumption.

$_{H0:}$ There is no relationship between media effects and VoD consumption.

Correlation analysis was conducted to assess the relationship between media effects and VoD consumption. The results are shown below.

Table 33: Correlation between media effects and VoD consumption

	Media Effects - Cognitive Effects	Media Effects - Affective Effects	Media Effects - Behavioural Effects	VOD Consumption
Media Effects - Cognitive Effects	1			
Media Effects - Affective Effects	.558**	1		
Media Effects - Behavioural Effects	.451**	.378**	1	
VOD Consumption	.187**	.201**	.531**	1

**. Correlation is significant at the 0.01 level (2-tailed).

The results show that there is a significant positive correlation between VOD Consumption and each of Media Effects - Cognitive Effects (r = 0.187, p-value < 0.01), Media Effects - Affective Effects (r = 0.201, p-value < 0.01), and Media Effects - Behavioural Effects (r = 0.531, p-value < 0.01). The correlations are significant since the p-values were less than 0.05

4.5.6 Hypothesis $_{H3b}$

$_{H3b:}$ Media effects have a positive effect on VoD dependency.

$_{H0:}$ There is no relationship between Media effects and VoD dependency.

The results in the coefficients table show that there is a positive relationship between VoD dependency and Media Effects - Cognitive Effects (B =0.393, β = 0.323, t-value = 4.596, p-value = 0.000). The relationship was significant because the p-value was less than 0.05 and the relationship was positive since the coefficient for Media Effects - Cognitive Effects was greater than zero. This implies that the null hypothesis was rejected in favour of the alternative hypothesis.

It is thus concluded that Media Effects - Cognitive Effects have a positive effect on VoD dependency.

It can however be noted that Media Effects - Affective Effects (B = 0.173, β = 0.126, t-value = 1.765, p-value = 0.079) and Media Effects - Behavioural Effects (B = 0, β 0, t-value = -0.002, p-value = 0.998) do not have a positive effect on Video on demand dependency. This is because the p-values were greater than 0.05. Overall, the hypothesis is supported since Media Effects - Cognitive Effects has a positive effect impact on VoD dependency.

4.6 Conclusion

The aim of this study was to use the U&G theory to establish uses and gratifications for VoD and establish the relationship between societal influences, media alternatives and media effects, on audience values, uses and gratifications and VoD consumption respectively. Using the MSD theory these relationships were hypothesised and tested to quantify their role in supporting dependency.

The data concludes that passing time, relaxation and convenience are uses and gratifications sought from VoD consumption. This extensive quantitative research supports $_{H1a}$, in that there is a positive correlation between societal influence and audience values for VoD choice, $_{H1b}$ that societal influence has a positive effect on VoD dependency and $_{H2a}$, that there is a positive correlation between media and functional alternatives and uses and gratifications for VoD usage. Hypothesis $_{H2b}$ was partially supported in that in its entirety, media and functional alternatives have a positive effect on VoD dependency however when constructs are separated, the p-values of internet and television were greater than 0.05, meaning they do not have a positive effect on VoD dependency. The study also supports hypothesis $_{H3a}$ – that there is a positive correlation between

media effects and VoD consumption. Lastly, hypothesis $_{H3b}$ depicts that cognitive effects are the only media effects that have a positive effect on VoD dependency. The study does not support affective and behavioural effects as having a positive effect on VoD dependency. These findings are crucial to the understanding of the cause and effect of VoD consumption, and are discussed extensively in the following chapter.

Chapter 5: Discussion of Results

5.1 Introduction

This study was centred on two theories: the Uses and Gratifications, as well the Media Systems Dependency theories. Results were presented pertaining to profiles of the respondents', Likert scale response items and the three relationships between societal influences and audience values, media alternatives and uses and gratifications, as well as media effects and VoD consumption. This chapter unpacks the findings as deduced from the research data presented in Chapter 4, and aims to deliberate them in relation to the hypotheses tested, within a South African context – considering the literature reviewed in Chapter 2.

5.2 Discussion of the demographic profile of respondents

The qualifying question for this research questionnaire required respondents to select the VoD services they are subscribed to. The American founded Netflix was the majority with 63% followed by Showmax on DSTV Premium (37%), Showmax stand-alone (21%) and Hulu (2%). Showmax on DSTV is offered as a value-add to its premium subscribers (the top tier of subscription contracts).

325 qualifying respondents presented demographic information which can be used to understand the composition of the VoD market in South Africa. Secondary data was acquired and is used to compare the demographic profile of the respondents to that of the South African populous as per Statistics South Africa (StatsSA).

Table 34: "Mid-year population estimates for South Africa by population group and sex."

Population Group	Male ('000)		Female ('000)		Total ('000)	
Black African	22 311	80.8%	23 345	80.8%	45 656	80.8%
Coloured	2 403	8.7%	2 559	8.9%	4 962	8.8%
Indian/Asian	719	2.6%	689	2.4%	1 409	2.5%
White	2 186	7.9%	2 307	8.0%	4 493	8.0%
Total	27 620	100%	28 901	100%	56 521	100%

Source: www.statssa.gov.za, (2017)

The majority of the study's respondents were female (56%) and 44% were male. This closely mirrors the South African distribution of 51.1% female and 48.9% male (StatsSA, 2017). What this study referred to as "race", the official Stats SA report refers to as "population groups". The race breakdown of the research respondents were Black African (68%), and 23% White, with the rest shared amongst Coloured, Indian and other, whereas the local demographic is split amongst 80.1% Black African, 8% white, and the remaining 11.9% spread across the other population groups (StatsSA, 2017). 54% of the respondents were 31 – 40 years old, of which 83% are employed. It is however not clear if the remaining 17% are "not employed" because they are full-time students or because they are unemployed, as 31% of the respondents indicated that they were students.

The Living Standards Measure (LSM) is a South African segmentation tool which is widely used to group individuals based on their living standards. It cuts across race, gender, age and a number of other variables. These categories range from the lowest income earners with basic

services “minimal access to services, minimal ownership of durables, except radio sets” – with an average household income of R1363 per month (SAARF, 2009), to LSM 10+ with “full access to services and bank accounts, full ownership of durables and increased participation in activities, excluding stokvel meetings”. This LSM group has a R32 521 average household income per month, and a “wide range of commercial radio, TV (M-Net, DStv, Community TV, all print media and has accessed internet in the past 7 days” (SAARF, 2009).

It is accurate to infer that the respondents of the study and subscribers of VoD are predominantly LSM 10+ as 62% of the respondents earn a monthly household income of R42 171. This goes to prove the affordability barrier to entry to VoD, as costs of owning VoD include having a subscription, purchasing data (which is an expensive commodity in South Africa), as well as having connected devices on which to watch your content. This LSM group has access to the wide range of media, including newer media which isn’t yet included in the segmentation tool – the VoD subscription.

5.3 Critical discussion of the findings from the hypothesis testing

The various hypotheses explored relations and tested their correlations and variable influence on dependency. The following section unpacks the findings for each hypothesis using the research data, and findings from the literature review in Chapter 2.

5.3.1 Values and societal influence

H_{1a}: There is a positive correlation between societal influence and audience values for VoD choice.

The hypothesis above was accepted because of the ability of society to influence audience values in general. However, it should be highlighted that societal influence independently is not

influential in supporting dependency as per the results from the dependency analysis. This could be one of the consequences of mediatization – explaining societal change and the change in its influence on individuals (Hjarvard, 2008).

When asked to liken themselves to the various value portraits, 48% prioritised self-direction and 50% strongly agreed in universalism. The majority (51%) strongly agree in benevolence - both involved taking care of people and being loyal to people around them. Understanding these value priorities and due to the absence of vast disparities in the selection of them, the research proves the premise of the values theory, where values are seen to be prioritized differently from person to person, in order of importance (Schwartz, 1992).

The values found to be prioritised from an individualistic perspective here, are in line with the three universal requirements for survival as per Schwartz (1994). Self-direction relates to the needs of the individual. Universalism relates to the functioning and survival of groups and finally, benevolence is all about coordinated, social interaction.

$_{H1b}$: Societal influence has a positive effect on VoD dependency

Of the 10 tested value types only conformity and tradition appeared to be correlated to societal influence pertaining to VoD choice. This pattern of relation is said to be universal, where "tradition and conformity values are especially close motivationally. They share the goal of subordinating the self to socially imposed expectations. They differ primarily in the objects to which one subordinates the self" (Schwartz, 2015, p. 66).

On the continuum of related motivations, tradition and conformity are adjacent to one another, a positioning that demonstrates the values to be compatible (Schwartz, 1996). According

to Schwartz (2015), the value theory is applicable across studies, to different variables; in this case the correlation between values and societal on VoD dependency.

Research data from this study proves that there is an absence of societal influence when it comes to VoD choice. More than thirty-five percent disagree to using the media based on political, economic or even racial factors. Tight societal control such as religious groups (Davies, 2007) and political systems (T. Sun et al., 2001) support dependency, as per the data pertaining to the dependency variable. Early studies of Rubin & Windahl (1986) and more recently, studies of Georg & Jackob (2010) show that mass media has a role of controlling information resources. However, due to the absence of external, societal influence when it comes to VoD dependency, it can be deduced that, use of VoD is self-directed. Values are said to be learnt through social interactions (Parks & Guay, 2009); but this research further illustrates that these do not impact their choice of medium, and also using the Theory of Culture Value Orientations, VoD consumption is devoid of conformity or seeking to adhere to prescribed behaviours (Schwartz, 2006). Society does not have control over this cohort's use and dependency on VoD, and as such, according to Sun, Chang, Yu (2001), because of this lesser control, audiences are open to explore and diversify what media content they consume and platforms they consume it from.

5.3.2 Uses and gratifications and Media and functional alternatives

$_{H2a}$: There is a positive correlation between media and functional alternatives and uses and gratifications for VoD usage.

The above hypothesis was supported and confirms the parallels in the uses and gratifications sought through media and functional alternatives and VoD.

Uses and gratifications (UG) assume that people have specific needs and purposes to fulfil and therefore select different medium in an attempt to satisfy them (Cha & Chan-Olmsted, 2012) and that the media competes with other forms of media to gratify those needs. Dependency is otherwise known as the continuous return to the medium for further gratification. This research sought to ascertain U&G of VoD and whether these have an influence on VoD dependency. Lou, Chea & Chen (2011) advised that the use of the traditional U&G model can be used to study newer media, and it was by using this premise that the study sought to ascertain the uses and gratifications of VoD.

Less than 50% of the respondents disagreed to any of the uses and gratifications – proving the structural similarities and interchangeability of television, the internet and now video on demand. Using those pre-existing measures from television and internet usage (Cha & Chan-Olmsted, 2012; Papacharissi & Rubin, 2000); this research found that passing time (same as for television and the internet), relaxation (same as for television) and convenience (same as for the internet) are uses and gratifications for VoD. The convenience factor being introduced by the technological affordance – provides new rituals and behaviours – perhaps unearthing a need to explore the nuanced uses and gratifications brought on by technology itself (Sundar & Limperos, 2013).

$_{H2b}$: Media and functional alternatives have a positive effect on VoD dependency.

The above hypothesis was supported for social media, but rejected for television and the internet, as they do not have a positive effect on VoD dependency (their p-values were greater than 0.05). This means that social media supports dependency and this could be attributed to the type of content enjoyed on social media platforms. Based on the fact that social media does not show series like one would enjoy on the internet (streaming from YouTube) or television (watching your

shows when they are aired on DSTV), the uses gratified by the media do not completely mirror those of VoD.

Research shows that the availability of a newer media allows the audience an opportunity to evaluate the usefulness of the new media against the old media, which they use to satisfy their needs (Fleming, 2014). This study reveals that the uses and gratifications responsible for the use of functional alternatives include 47% of respondents switching to DSTV for *relaxation*, 52% switching to the internet for *information* and 48% switching to social media for *entertainment* and *news*. It is important to note that, relaxation was the common media use nominated for VoD consumption. Relaxation here would relate to "zoning out", and not actively selecting content as DSTV serves time-based content.

The research also proved that even though users are switching from VoD to social media, they aren't necessarily abandoning VoD. It is worth mentioning that 38% of respondents disagree to switching *to see which of my shows are trending on social media* – a platform highly used by industry players to launch and advertise new content available on their on-demand platforms.

5.3.3 Media effects and VoD consumption

H_{3a}: There is a positive correlation between media effects and VoD consumption.

The above hypothesis was supported in that the media effects intensify with an increase in VoD consumption. The research question however further asked what the effects are, and whether they support dependency.

Cognitive, affective and behavioural effects are results of media usage. This research sought to test if these human thoughts, effects and actions (Bantra, 2001) have an effect on dependency, and if so – to what degree. The respondent's favourite genres on VoD were used to

select Likert responses relating to media effects. The media effects could not be assessed in general because how respondents feel after watching a romance isn't necessarily how they will feel after watching a war movie. Notably, this caveat was added to the research instrument following the initial pilot study. The respondent's favourite genres were comedy, drama and documentaries.

Cognitive effects relate to how the respondent feels after consuming VoD – their thoughts and reasoning. Krcmar & Nabi (2004) sees the primary focus of cognitive effects as being a judgement of characters' actions and even pondering on the storyline, even to the point of relating it to their own lives. When asked about what they think after watching their favourite series 58% agree that they "always get immersed into the storyline".

Sun et al., (2008) stated that cognitive and affective effects are similar in their use and outcome, where cognition is the thought action, and effect is the impact action. Affective effects are about the emotion, based on the content being watched. The highest performing affective effects were humoured (62%), engaged (52%) and thrilled (51%), which are typical responses to the best performing genres; comedy, drama and documentaries.

Behavioural effects drive the action following VoD consumption. According to the research 43% of respondents agree that they "*watch another episode – sometimes more than 3 in one sitting"* after they watch their series and 34% agree that, *"I can't stop, I keep coming back for more"*. These behavioural effects are typical of binge-watching behaviour (Jenner, 2017) – a phenomenon which should not be confused with dependency, although the two behaviours relate to the extended and prolonged use of VoD.

VoD consumption is shaped by motivation, audience characteristics, audience availability and access (Cooper & Tang, 2009). These motivations refer to the audience needs (S. Sun et al., 2008) by means of which they choose media in order to meet them, but are motivated more by the

actual content than the platform. Parks and Guay (2009) links motivations to personal values, which this research has shown as being "self-direction" (independent thought and action) and "universalism" (understanding and tolerance for the welfare of others) These motivations were prioritised by the respondents.

In this particular research, the audience characteristics were reflective of the South African demographic in terms of age and gender. The level of income however showed that affordability is a barrier to entry, as the consumer of VoD in South Africa is in the higher LSM 10+, with 56% of the cohort having a household income of R42 171+ per month.

With regard to VoD consumption habits, 36% of the respondents agree that they "*watch 1 - 2 series episodes back-to-back in a week"* and 38% agree that they watch VoD at least 3 times a week. In terms of availability and access, on average, in their households of 2 – 3 (65%), 45% of respondents are enjoying their series on one television set and 47% on 3 – 4 connected devices (tablets, laptops, smartphones); having more platforms (also not home bound as these are also mobile) to consume content anytime and in any place. 44% of respondents are spending R100 – R699 per month on data, and 23% electing the entire weekend as their favourite day of the week to watch video on demand. Weekends are when the majority are not working or studying and thus have more time to indulge in their series. This is in line with the data that shows that the most sought after use for VoD consumption was passing time (which you have over a weekend), relaxation (because you're taking a break from your weekly activities) and convenience (it is available when you want it).

30% strongly agree to "*binge-watching (3 or more back-to-back) series episodes in one sitting regularly".* When asked what series respondents are binge-watching, the highest mentions were Game of Thrones (an adventure-fantasy), Suits (a legal drama), Billions (drama) and Grey's

Anatomy (medical drama), with the highest media effects emanating from this research being respondents becoming immersed in the storyline, being humoured, engaged and binge-watching; one of the behaviours resulting from dependency.

$H3b$: Media effects have a positive effect on VoD dependency.

This hypothesis was supported for cognitive effects and not affective and behavioural effects meaning – what the respondents thought after watching VoD increases the level of dependency more than how they felt or acted thereafter.

Criticism of the uses and gratification theory has been that it fails to consider the effects and outcomes of satisfaction of needs and successful attainment of goals sought from media. Hypothesis $H3a$ "there is a positive correlation between media effects and VoD consumption" was proven. The research then needs to tie this outcome to the relationship between VoD consumption and VoD dependency. VoD consumption is usage of VoD as a medium, to satisfy certain needs and dependency is defined as continuously returning to the platform for further gratification of those needs (Fleming, 2014). Dependency manifests itself by unique patterns related to the success of the medium meeting those needs (Davies, 2007), and the intensity of the dependency is said to grow as these needs are met (Georg & Jackob, 2010). It can therefore be said that as media effects increase with consumption, so also they increase with dependency.

5.3.4 VoD Dependency

The research questionnaire made use of dependency measurements scales "social understanding, self-understanding, action orientation, interaction orientation, social play, solidarity play"; to ascertain what factors respondents are influenced by for dependency. The data

shows that respondents are disagreeing with the statements that they rely on VoD to: - "*understand the society in which I exist, better understand myself, know how to act around others, better interact around others, better socialise with others and be unified with others socially*." Based on the above, it is safe to infer that since respondents have communicated an overwhelming return to VoD as a medium, it has to be due to the satisfaction of their uses sought and obtained from the medium, and effects of consumption, as illustrated by the uses and gratifications and MSD theories respectively.

The conceptual framework developed for this research was an adaptation of the Uses and Dependency Model (UDM), which outlines the relationships that exist between variables of the U&G and MSD theories. Criticism of the UDM have stemmed from its multidimensionality and complexity (Davies, 2007). One such criticism also stipulated that the entire model cannot be used in a single study – which this study did. This study also managed to respond to the recommendations of Sun et al., (2001) by exploring the relations between media dependency relationships and its implications of media use for the audiences.

5.4 Conclusion

The research study sought to establish the relationship between group level variables of the Media Systems Dependency theory and the individual variables of the Uses and Gratifications theory, in supporting VoD dependency. It successfully applied the complex Uses and Dependency model to ask why individuals chose VoD as a medium of choice, and what external influences impacted their return for further gratification.

Netflix was found to be the leading VoD service amongst the respondents tested through this study, with Showmax (free offering through DSTV premium) being a distant second, followed

by Showmax as a standalone subscription – proving that the majority of the Showmax respondents tested use the service because of this offering. Due to their elected monthly income (and by virtue of the infrastructure and household services they have access to), majority of these respondents are LSM 10+, inferring that VoD use in South Africa is to a large degree, influenced by affordabilty.

The three media dependency relationships were hypothesised and tested. Firstly the relationship between society and audience values ($H1a$) was supported, with respondents prioritising benevolence – taking care of people and being loyal to people around them. The compatible values: conformity and tradition, correlated to societal influence on VoD choice, however society appeared to not have a direct influence on dependency ($H1b$), suggesting that dependency on VoD is self-directed.

Using the second media dependency relationship, the data proved that there are parallels in the uses and gratifications sought through VoD and media and functional alternatives ($H2a$). Hypothesis $H2b$ however, was partially supported, where only social media as a functional alternatives was found to have a positive effect on VoD dependency – and television and the internet did not. The structural similarities between television, the internet and VoD did however prove to create an overlap between the gratifications sought. This research addressed the U&G criticism by Rubin (2008) that it fails to unpack the effects but rather looks at the motives. It also addresses the opportunity to study the increase in media sources (Fleming, 2014) and how they are offering functional alternatives, impacting exposure to other platforms (R. Cooper & Tang, 2009) and subsequently their dependency on them. Even though social media was found to have a positive effect on VoD dependency, this relationship requires further investigation to quantify the cause of this – other than the fact that technology has afforded the interchangeable and simultaneously use of new media platforms.

The final relationship tested was between media and the audience - specifically the cognitive, affective and behavioural effects of consumption, on users. Media effects were found to intensify with consumption ($_{H3a}$), with "being immersed to the storyline", "being humoured" and "binge-watching" being the highest performing cognitive, affective and behavioural effects resulting from VoD consumption respectively, across the top performing genres: comedy, drama and documentaries. Ultimately, it was only cognitive effects which were found to positively affect dependency ($_{H3b}$). The hypothesis was therefore partially supported as affective and behavioural media effects were shown to not have a positive effect on VoD dependency. With over a third of respondents agreeing to watching VoD more than 3 times a week, and over 2 episodes back to back with – more research needs to be done on binge-watching culture to understand its long-term effects. Almost half the respondents watch VoD on mobile connected devices, which in itself aids dependency as users are able to consume content on the go – any time and any place. Pretested dependency measurements (for internet use) were applied in an attempt understand the factors influencing dependency, but users overwhelmingly rejected them as reasons for their return for further gratification – unearthing an opportunity to develop dependency measures specific to VoD.

5.5 Summary

The objective of this chapter was to discuss the results presented in Chapter 4, and apply theoretical lenses in understanding their outcome. The next chapter will bring this research report to its conclusion by means of discussing its implications for various stakeholders and conclude by outlining limitations and offering empirical recommendations and suggestions for future academic research.

Chapter 6: Conclusion and Recommendations

6.1 Introduction

The current research examined the relations of individual differences, social influences and prior use on VoD dependency, incorporating uses and gratifications theory as a conceptual lens. The theorised model (see Figure 4) proposed a complex set of theorised relations, which were supported with the exception of two sub-sets of variables. This final chapter outlines the overall conclusions of the study, outlines some important managerial implications, and provides recommendations for various stakeholders. Finally, the chapter outlines the limitations of the study and tables suggestions for future research.

6.2 Conclusions of the study

This research is entitled "toward an understanding of video on demand use and dependency in South Africa" and has achieved what it sought out to do. The study sought to understand why audiences choose VoD as a medium, and the effects of the successful attainment of these. It found that passing time, relaxation and convenience were identified uses and gratifications for VoD. The relationships between societal influences, media alternatives and media effects, on audience values, uses and gratifications and VoD consumption respectively were hypothesized in order to understand their influence in supporting dependency. The Uses and Dependency Model looked at the relationship between U&G and MSD variables and concerned itself with how the relationship between the society, the media and the audience influence the value of the media to the individual (Davies, 2007) – in essence, how an individual values it for the fulfilment of specific needs and

the continuous return for further gratification. The study concluded that to varying degrees, external factors influenced the choice of VoD as a medium, and their dependency thereon.

6.3 Implications

6.3.1 Managerial implications

Marketers have a role to play in initiating consumers into this new media phenomena. This research has shown that although structurally similar, strategies and approaches that worked for traditional television won't necessarily be effective to acquire this new autonomous audience. On a revenue generating front; on-demand viewing has offered less platforms for advertisers to intercept audience activity. To stay in line with the growth in technologies, many companies have started investing more in interactive advertising – exhibiting more lucrative and measurable returns on investment. Different ad formats (other than the traditional 30 second ads) are becoming more prevalent, and other forms of advertising tricks are being employed, in order to remain visible to the target on-demand consumer.

Policy makers have been under fire for failing to regulate international players coming into the market. Local services have a host of regulations to adhere to (such as BEE compliancy, taxes and the like), whereas international players don't. Compliance across the board may be the solution to subsequently levelling the playing field and removing "price" as the determinant for choice of VoD service subscription.

6.3.2 Theoretical implications

This study contributes to academic literature on video on demand in South Africa. It shines a light on the use of values in media selection, the role of society and the availability of other resources in decision making. This study also challenges what we know about media effects and exposes us to media dependency as a desired state. It unpacks and explains what is known as binge culture, as a result of a much more complex set of relationships. The evaded uses and dependency model has been successfully applied and can be used to understand the on-demand industry in South Africa. Studies can be expanded to include other new media such as music streaming and downloading services.

6.3.3 Contextual implications

The research findings offer some contextual insight into the bourgeoning video on demand industry in South Africa. Consumers are being given more autonomy in the content they watch, as well as the platforms on which they watch it. In an emerging market, the improved infrastructure, and increased use of technology is giving consumers access to international services that meet their needs, and local players need to be poised to be competitive and innovative in the market amidst growing international competition. Industry players need to embrace the future, and innovate in order to gain a competitive advantage. Using insights from research studies such as these, there is a call to diversify a service's portfolio of content and have different points of entry for various income levels. An indication of the respondent's favourite content (and best performing VoD service currently in the market) tells local services what content South Africans want to see. Notwithstanding the power of local content however, certain international influences can be the bait that local VoD services need to acquire subscribers.

6.4 Limitations and recommendations for further research

The current research has several limitations, namely the obscurity of the research findings pertaining to values and their relationship with societal influence in supporting VoD dependency, motivations relating to VoD usage, the limited literature on uses and gratifications of VoD, sample size and representation, as well as the geographic restriction imposed on the study. These limitations suggest several opportunities for future research, which I will now outline briefly.

First, the paucity of research findings pertaining to the relations of values, social influence and VoD dependency, and partial support for the theorised relations in the current research, suggest that there remains a need to explore a different measure for behaviour which might provide better understanding of the absence of overt societal influence on individuals. There is an opportunity to contrast values (the guiding principles) against attitudes (the expressions of the behaviour) in the context of VoD consumption and dependency. Monetary attitudes can replace values in ascertaining the decision-making process when making decisions to subscribe to VoD in an emerging market. Since the dependency on VoD is a function of individual differences in social influences, studies into the diminishing role of society in the digital age become an opportunity to relate media theory to the evolving social fabric.

Second, studies have been conducted to reveal the intrinsic and extrinsic motivations in human behaviour, which have been described as individuals engaging in activity for enjoyment versus instrumental motivation (Eccles & Wigfield, 2002). Similarly, hedonism is seen as the seeking of pleasure, which can be seen as enjoyment or joy (Denecli & Babur Tosun, 2015), speaking to sensory and cognitive stimulation and utilitarianism involves itself with practical, useful satisfaction which provides functional value. Although the literature alluded to motivations having an influence on media usage, future research can investigate hedonic and utilitarian

motivations enabled by newer viewing technologies such as VoD, in more depth, relating them back to MSD, media effects and dependency.

Third, prior research studies of uses and gratifications of television and internet have unveiled similarities in the reasons for choice of the two mediums, where newer media didn't really offer any profoundly new gratifications that aren't found in historically traditional media (Sundar & Limperos, 2013). Due to the similarities of VoD to television and internet, uses and gratifications were tested, based only on existing measures of the traditional media. An opportunity exists to establish a new list of nuanced uses and gratification for VoD and these can be constructed by means of a mixed-methods research study, instead of relying on the adaptation of existing ones. Through qualitative research, focus groups can be used to draw up the initial measurement scales which can then be refined using a quantitative methodology.

The fourth limitation relates to the research sample. Convenience sampling was the sampling mechanism used in this study and therefore the data cannot be considered representative of the sampling universe. Future studies should employ a random sampling method, on a more sizeable sample – as larger samples produce richer data and are preferred for SEM. The sample of 325 qualifying respondents was adequate for this study, but could be expanded to a larger sample, by extending it to a larger geographical area.

Lastly, based on the existing infrastructural and economical barriers to entry that exist in many more countries, research can incorporate more emerging markets, by seeking to understand video on demand use and dependency in Africa. For example, communications infrastructure theory offers potential as a way of linking geography to media dependency and consumption. Ball-Rokeach and her colleagues (Ball-Rokeach et al., 2018) apply communications infrastructure theory as a tool to explain how place-based communication, interpersonal discussion among

neighbours and close others, geo-ethnic media, and local organisations, might be used to increase a sense of belongingness (Kahle, Beatty, & Homer, 1986) and improve intergroup relations (Demangeot, Broderick, & Craig, 2015; Miller, Brewer, & Arbuckle, 2009).

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Appendix 1: Research Instrument

Video on demand use and dependency in South Africa

Introduction letter

Thank you for your attention to this academic questionnaire. I am a post-graduate student at the University of the Witwatersrand – Graduate School of Business Administration, undertaking a Master of Management degree in the field of Strategic Marketing. I am currently conducting research for my dissertation entitled: Toward an understanding of video on demand use and dependency in South Africa.

I kindly request you to complete the attached survey, which will take less than 10 – 15 minutes to complete. Your response is greatly appreciated and will be of great value to my research.

Thank you in advance for your most valuable time and assistance.

Regards,

Mbali Rametse

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Qualifying Question

Video on demand Services subscribed to:

☐ Showmax (1)	☐ Hulu (3)	☐ Showmax on DSTV Premium (4)
☐ Netflix (2)	☐ Kweśe (7)	Other (please specify) (5) _____

☐ None (6)

Skip To: End of Survey If Video on demand Services subscribed to: = None

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Welcome!

The following categories of questions relate to your personal use of video on demand (VoD) services in South Africa.

Please answer as honestly and as accurately as possible?

Consumption Schedule and Pattern

Please select the option that best describes your video on demand viewing patterns:

	Strongly disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly agree (5)
I watch 1 - 2 series episodes back-to-back in a week (6)	○	○	○	○	○
I watch VoD at least 3 times a week (5)	○	○	○	○	○
I regularly binge-watch (3 or more back-to-back) series episodes in one sitting (1)	○	○	○	○	○
I have completed all episodes of a season in one sitting (2)	○	○	○	○	○
I can't watch only one episode of a series in a sitting (3)	○	○	○	○	○

Values and Societal influence

Please select the option that best describes your belief systems?

Where my beliefs and values are concerned…

	Strongly Disagree (1)	Disagree (2)	Neither agree nor disagree (4)	Agree (6)	Strongly agree (7)
It's very important to me to help the people around me. I want to care for other people. (1)	○	○	○	○	○
It is important to me to be loyal to my friends. I want to devote myself to people close to me. (2)	○	○	○	○	○
I think it is important that every person in the world be treated equally. I want justice for everybody, even for people I don’t know. (3)	○	○	○	○	○
It is important to me to listen to people who are different from me. Even when I disagree with them, I still want to understand them. (4)	○	○	○	○	○
I strongly believe that people should care for nature. Looking after the environment is important to me. (5)	○	○	○	○	○
Thinking up new ideas and being creative is important to me. I like to do things in my own original way. (6)	○	○	○	○	○

It is important to me to make my own decisions about what I do. I like to be free to plan and to choose my activities for myself. (7)	○	○	○	○	○
I like surprises and am always looking for new things to do. I think it is important to do lots of different things in life. (8)	○	○	○	○	○
I look for adventures and like to take risks. I want to have an exciting life. (9)	○	○	○	○	○
Having a good time is important to me. I like to "spoil" myself. (10)	○	○	○	○	○
I seek every chance I can to have fun. It is important to me to do things that give me pleasure. (11)	○	○	○	○	○
It is very important to me to show my abilities. I want people to admire what I do. (12)	○	○	○	○	○
Being very successful is important to me. I like to impress other people. (13)	○	○	○	○	○
It is important to me to be rich. I want to have a lot of money and expensive things. (14)	○	○	○	○	○

It is important to me to be in charge and tell others what to do. I want people to do what I say. (15)	○	○	○	○	○
It is important to me to live in secure surroundings. I avoid anything that might endanger my safety. (16)	○	○	○	○	○
It is very important to me that my country be safe from threats from within and abroad. I am concerned that social order be protected. (17)	○	○	○	○	○
I believe that people should do what they're told. I think people should follow rules at all times, even when no-one is watching. (18)	○	○	○	○	○
It is important to me always to behave properly. I want to avoid doing anything people would say is wrong. (19)	○	○	○	○	○
I think it's important not to ask for more than what you have. I believe that people should be satisfied with what they have. (20)	○	○	○	○	○
Religious belief is important to me. I try hard to do what my religion requires. (21)	○	○	○	○	○

Please select the option that best describes external factors that influence your video on demand usage:

I immerse myself in video on demand content because…

	Strongly Disagree (1)	Disagree (2)	Neither agree nor disagree (4)	Agree (6)	Strongly agree (7)
I want to avoid all the politics in the media. (1)	○	○	○	○	○
I want to avoid negative news about corruption, crime, poverty and unemployment. (2)	○	○	○	○	○
it is a break from my religious commitments. (3)	○	○	○	○	○
I want to escape racial issues. (4)	○	○	○	○	○

Uses and gratifications and Media and functional alternatives

Please select the option that best describes your reason for watching video on demand: *I watch video on demand...*

	Strongly disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly agree (5)
When I need to pass time (1)	○	○	○	○	○
To relax after a long day (4)	○	○	○	○	○
As a form of entertainment (5)	○	○	○	○	○
To keep me stimulated (7)	○	○	○	○	○
So that I have something to talk about (11)	○	○	○	○	○
To socialise with other fanatics (12)	○	○	○	○	○
To keep myself informed (13)	○	○	○	○	○
Because I am used to just watching series (16)	○	○	○	○	○
Because it's available when I want it (19)	○	○	○	○	○
To have company (8)	○	○	○	○	○
To escape the stress of everyday life (6)	○	○	○	○	○

Please select the option that best describes your reasons for using DSTV*:

*Please skip question if you are not a DSTV subscriber.

I switch screens from watching video on demand...

	Strongly disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly agree (5)
And watch DSTV if there's nothing to watch on my video on demand services (1)	○	○	○	○	○
When I can't decide what to watch (2)	○	○	○	○	○
And watch DSTV because I'm so used to having it on – it's habit (3)	○	○	○	○	○
And watch DSTV to relax (4)	○	○	○	○	○
And watch DSTV to zone out (5)	○	○	○	○	○

Please select the option that best describes your reasons for using the internet:

I switch screens from watching video on demand...

	Strongly disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly Agree (5)
And surf the net looking for information (1)	○	○	○	○	○
To check my emails (2)	○	○	○	○	○
To surf the net for entertainment or news (3)	○	○	○	○	○
To pass time online on the web (4)	○	○	○	○	○

Please select the option that best describes your reasons for using social media:

I switch screens from watching video on demand...

	Strongly disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly agree (5)
To see which of my shows are trending on social media (6)	○	○	○	○	○
And go to social media for entertainment (1)	○	○	○	○	○
And go to social media for News (2)	○	○	○	○	○
And go to social media to interact (3)	○	○	○	○	○
And go to social media to interact as I watch my series (4)	○	○	○	○	○
When I need some excitement on social media (5)	○	○	○	○	○

Favourite Genre

My favourite genre on video on demand is:

○ Action (1)	○ Drama (8)	○ Sci-Fi & fantasy (15)
○ Adventure (2)	○ Family (9)	○ Sport (16)
○ Animation (3)	○ History (10)	○ Thriller (17)
○ Comedy (4)	○ Horror (11)	○ War (18)
○ Crime and mystery (5)	○ Lifestyle (12)	○ Western (19)
○ Current Affairs (6)	○ Music & Dance (13)	○ Wildlife (20)
○ Documentary (7)	○ Romance (14)	○ Reality (21)

Media Effects and VoD Consumption

The following questions relate to your favourite genre, selected above.

Please select the option that best describes how you feel following video on demand consumption:

After watching my series on-demand I…

	Strongly disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly agree (5)
Ponder on the content I have watched (1)	○	○	○	○	○
Get personally invested and involved in the lives of the characters (2)	○	○	○	○	○
Always get immersed into the storyline (3)	○	○	○	○	○
Relate what I've just watched with what's happening around me (4)	○	○	○	○	○
Want to imitate the characters in my favourite series (5)	○	○	○	○	○
Obsess over my favourite actors and stars (6)	○	○	○	○	○

Please select the option that best describes how you are affected after watching video on demand:

After watching my series on-demand I…

	Strongly disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly agree (5)
Feel inspired (1)	○	○	○	○	○
Feel engaged (2)	○	○	○	○	○
Feel humoured (3)	○	○	○	○	○
Feel thrilled (4)	○	○	○	○	○

Please select the option that best describes your behaviour after watching video on demand:

After watching my series on-demand I…

	Strongly disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly agree (5)
I start imitating the lives of my favourite characters (1)	○	○	○	○	○
I go online to share my views on the show (2)	○	○	○	○	○
I watch another episode – sometimes more than 3 in one sitting (3)	○	○	○	○	○
I can't stop, I keep coming back or more (4)	○	○	○	○	○

Video on demand Dependency

Please select the option that best describes why you rely on VoD for a particular use and continuously return to it for further gratification:

I rely on VoD to:

	Strongly disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly agree (5)
understand the society in which I exist (1)	○	○	○	○	○
better understand myself (2)	○	○	○	○	○
know how to act around others (3)	○	○	○	○	○
better interact around others (4)	○	○	○	○	○
better socialise with others (5)	○	○	○	○	○
be unified with others socially (6)	○	○	○	○	○

Please tell me more about yourself:

Are you currently living in South Africa for 12 months?

○ Yes (1)	○ Yes, but for less than 12 months (2)	○ No (4)

Age (Years)

○ < 18 (1)	○ 21 - 30 (3)	○ 41 - 50 (5)
○ 18-20 (2)	○ 31 - 40 (4)	51+ (6)

Gender

○ Male (1)	○ Female (2)

Race

○ Black African (1)	○ Indian (3)	○ Asian (5)
○ Coloured (2)	○ White (4)	○ Other (6)

Employed?

○ Yes (1)	○ No (2)

Student?

○ Yes (1)	○ No (2)

Highest education obtained

○ Grade 12 (Matric) (1)	○ Postgraduate 1 (Honours) (3)
○ Undergraduate (2)	○ Postgraduate 2 (Masters and above) (4)

Number of persons in household

○ 1 (1)	○ 4 - 6 (3)
○ 2 - 4 (2)	○ 6+ (4)

Combined Income/Month/Household

○ > R15 795 (1)	○ R21 829 - R34 331 (3)	○ R42 171+ (5)
○ R15 796 - R21 828 (2)	○ R34 332 - R42 170 (4)	

No. of TV sets at home

○ 1 (1)	○ 2 (2)	○ 3+ (3)

No. of connected devices* in Household

○ 1 - 2 (1)	○ 3 - 4 (2)	○ 5+ (3)

*Devices = Tablets, Laptops, Smartphones etc. used for entertainment

Favourite day of the week to watch Video on demand

☐ Monday - Tuesday (1)	☐ Friday (3)	☐ Sunday (5)
☐ Wednesday - Thursday (2)	☐ Saturday (4)	☐ Entire Weekend (6)

Monthly data budget

○ <R100 (1)	○ R700 – R1 500 (3)
○ R100 – R699 (2)	○ R1 500+ (4)

What are your favourite series to binge-watch?

_____

End of Survey

Thanks for your participation, you can get back to your shows now!

Appendix 2: Measurement Scales and Items

1. Audience

Portrait Value Questionnaire: Benevolence, universalism, self-direction, stimulation, hedonism, achievement, power, security, conformity and tradition (Schwartz, 2003)

2. Uses and Gratifications

Television: Passing time, Relaxation, Companionship, Social interaction, Habit, Entertainment, Information, Arousal, Escape (Cha & Chan-Olmsted; 2012 & Rubin; 1983)

Internet: Interpersonal utility, convenience, Pass time, Entertainment, Information seeking (Papacharissi & Rubin, 2000)

3. Societal Influence

Political efficacy (Ognyanova & Ball-Rokeach, 2015), negatism (Pinkleton & Austin, 2002) economic and racial (Author's own, 2017) was constructed specifically for this instrument and tested for validity and reliability in the pilot study

4. Media and Functional alternatives

Television, internet, social media (Sundar & Limperos, 2013).

5. Media Effects

Cognitive effects: elaboration, parasocial, interaction, identification, television fandom, narrative engagement (Shade, Kornfield, & Oliver, 2015)

Affective effects: inspiring, engaging, humouring, thrilling (Shade, Kornfield & Oliver, 2015)

Behavioural effects: imitation (Cohen, 2001), talking to others about the content (Rubin, 2008) and binge-watching (Jenner, 2017), Activeness (Shade et al, 2015)

6. Video on demand Consumption

Binge watching (Jenner, 2017), Time spent (Shade et al., 2015), Back-to-back (Moe & Schweidel, 2016), Intensity (Georg & Jackob, 2010)

7. Video on demand Dependency

Social understanding, self-understanding, action orientation, interaction orientation, social play, solidarity play (Grant, Guthrie, & Ball-Rokeach, 1991)