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FACTORS INFLUENCING VIEWER'S INTENTION TO ADOPT ON-DEMAND TV:

A STUDY IN JOHANNESBURG, SOUTH AFRICA

THARESHMA MAHARAJ
Student Number: 366778

A Research Report Submitted to the Faculty of Commerce, Law and Management

University of the Witwatersrand, Johannesburg

In fulfilment of the requirements of a Master Degree of Commerce specialising in Marketing

Supervisor: Prof. Norman Chiliya

Department of Marketing

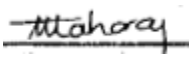
School of Economic and Business Sciences

Faculty of Commerce, Law and Management

Date of final submission: 19 May 2021

Declaration

- The work in this dissertation is my own original work.
- All of the sources which were used or referred to have been documented and recognised.
- This dissertation has not been previously submitted in full or partial fulfilment of the requirements for an equivalent or higher qualification at any other recognised educational institution.



Miss Thareshma Maharaj

25 January 2021

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Lastly, a big heartfelt thank you to my Mother, Reena Maharaj, my sisters, Keshika Maharaj and Ormitha Naicker, as well as my friends who believed in me, cheered me on and encouraged me to keep going even when things got tough.

Abstract

Research on the adoption of on-demand television (TV) has received much attention in recent years. The purpose of the present research was to investigate the factors influencing the viewer's intention to adopt on-demand television (TV). The factors explored are Hedonic Motivation (HM), Social Influence (SI), Subjective Norms (SN), Perceived Ease of Use (PEOU), Perceived Usefulness (PU), Attitude towards Use (ATU), and Intention towards Use (ITU). The study reviewed previous literature on On-demand TV or also known as Video-on-Demand (VOD). Data was collected from a total of 382 registered students and staff members, 18 years and older from the University of the Witwatersrand in Johannesburg. Structural Equation Modelling (SEM) was performed to analyse the data set using the Statistical Package for Social Sciences (SPSS) 25 and Analysis of Moment Structure (AMOS) software programme. The results revealed that the constructs had a strong direct impact on each other. Hedonic motivation had a strong and positive direct impact on perceived ease of use. Perceived usefulness has a positive impact on attitude towards use, which is stronger than the direct impact of attitude towards use and the intention towards use of on-demand TV. The contribution of this study is to enhance the comprehension of existing literature on the factors influencing viewers' intention to adopt on-demand TV as well as the media and entertainment industry.

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Chapter 1: Introduction and Background of Study

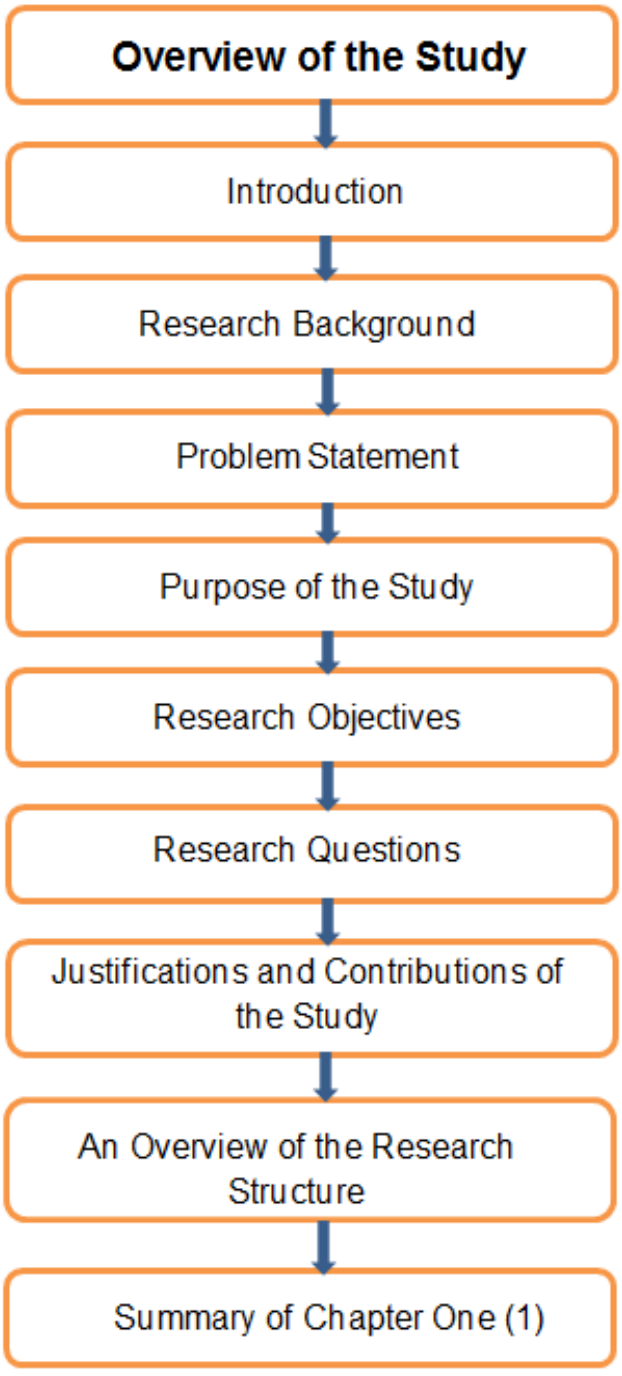


Figure 1: Diagrammatic Representation of Chapter 1

1.1 Introduction

On-demand television (TV) or video on demand (VOD) has become rather popular amongst all age groups and is an important evolution in the entertainment industry (Bleumers, Broeck & Lievens, 2014; Vanattenhoven & Geerts, 2015; Mikos, 2016). This platform allows viewers to watch what they want, when they want, and has eliminated the anxiety of waiting weeks to watch only one episode each of their favourite TV shows or movie (Smith, 2017). Barbee (2018) has put in perspective that consumers in the digital age are deeply affected by technology, and further, purports that this has completely changed the entertainment industry and assisted in cutting the cord on the traditional way of watching TV. Video streaming allows thousands of viewers to watch large videos from the comfort of their homes (Raba, 2014). Video-on-demand (VOD) systems allow viewers to choose what they would like to watch using a media box, whilst most viewers just have a smart TV, whereby they can navigate directly (Perez, 2019). This study focuses on factors influencing viewers' intention to adopt on-demand TV. Intention is defined as the consumers' will to do something, whether they succeed or not (Kwok & Yang, 2017).Therefore, it is important to study factors influencing viewers' intention to adopt on-demand TV to derive their subscription intention and repeat usage of this evolving new way of watching TV.

1.2 Background on South African Television Broadcasting

Television landed in South Africa as early as 1936, however, the country was not equipped with the necessary skills and manpower to make it flourish (Orlik, 1970). The year 1975 saw the first national television broadcast that went live in Johannesburg, South Africa (Smit, 2016). Decades ago, Orlik (1970) argued the there was a demand for progress in broadcasting, however, this was hampered due to insufficient funding, resulting in the prime minister at the time, Mr JBM Hertzog, investigating all aspects of broadcasting to give birth to the South African Broadcasting Corporation (SABC). By July 1950 viewers were able to watch news bulletins in both English and Afrikaans (Smith, 2017). As the country developed, gathered skills and became knowledgeable about the technology, the SABC created three TV channels, namely; SABC 1, SABC 2, SABC 3, and later an

independent channel E-TV became available (Luyt, 2012). A decade later, the country was introduced to Digital Satellite Television (DSTV) decoders which enabled viewers to widen their choice of viewing by paying a monthly subscription fee (Multichoice, 2018). Now, over three decades later, viewers are spoilt for choice by using on-demand TV to watch what they want when they want and have begun to cut the cord on paying monthly subscriptions for cable TV (Downs, 2017).

Viewers in South Africa have opened themselves to on-demand TV over the years, resulting in leisure watching and gave local media industries an opportunity to expand (Dekie et al., 2015). Streaming providers like Netflix amongst others, has given various countries the opportunity of producing local content to be featured on their platform – this has led local directors, producers, actors and actresses to reach out to their people and gain viewership from the many viewers in South Africa who have moved away from traditional TV (Dekie et al., 2015; Motumi, 2020). Watching on-demand TV would not be possible if not for advancements in technology, namely, fibre infrastructure and Wi-Fi (Geerdts, Gillwald, Chair, Moyo & Rademan, 2016).

1.2.1 How Fibre has changed the way we watch TV

Fibre is an innovative technology that uses “fibre optic” cables that travel with electric impulses through copper cables (MWeb, 2018). This has provided users with fast and effective use, made possible by light springing off a thin glass that makes it move at the speed of light (MWeb, 2018). Through fibre, Wi-Fi is delivered to thousands of South Africans homes. Wi-Fi is an innovative technology that allows the telecommunications service providers to compete in the wireless markets (Geerdts et al., 2016). This fast form of internet allows viewers in South African an advantage by not only watching TV shows and movies when they want, but also with great clarity (BusinessTech, 2016). When Wi-Fi first landed in South Africa, there was a monopoly in the market, however, this has changed drastically over time, leaving viewers spoilt for choice, having the ability to compare prices and service offerings (Geerdts et al., 2016). According to MWeb (2018), fibre is remarkably reliable and still functions efficiently in bad weather. Government has rolled out campaigns to provide fibre and Wi-Fi to underprivileged communities, giving

them an opportunity to use the internet and be in touch with changing technology; this also enables them to also partake in on-demand TV viewing (Geerdts et al., 2016). This ultimately gives all South Africans the ability to watch this new kind of viewing.

1.2.2 Competition amongst service providers

South Africa has the South African Broadcasting Corporation (SABC) that has three channels which provides old movies and series, but also has current local content TV shows and movies available (SABC, 2018). DSTV, under Multichoice, is the biggest provider of satellite TV and has had a very profitable run with thousands of subscribers (BusinessTech, 2016). However, due to technology advancements subscribers can now watch what they want when they want and are moving towards on-demand TV rather than having to rush home to watch scheduled shows (Lotz, 2016) .All service providers are fighting to retain subscribers and gain new subscribers and this sparks competition (Choudhury, 2014). Competition has ensured that companies continuously improve their services (Choudhury, 2014). New subscribers to streaming services, such as Netflix, Hulu and Showmax, are influencing viewers into a different way of watching TV, causing a stir in the media and entertainment industry (Lotz, 2016).

1.2.3 Viewer's Retention and the Process of Switching from Traditional TV to On-demand TV

Retaining viewers and ultimately achieving customer loyalty is the main goal that all companies should work towards; however, there will be instances where customers change their viewing options as a result of dissatisfaction (Chiu, Chang, Cheng & Fong, 2009; Geerdts et al., 2016). Switching is a choice that a customer will make to no longer use a service offering due to a problem that they might have encountered or due to new technologies that may surface (Hong, Yu & Hwang, 2014). Although switching was not easy a few years ago, customers did switch service providers, nowadays switching has become easier, and a viewer can cancel their subscription by providing a months' notice or going onto a month-to-month subscription (Hong et al., 2014). However, Vanattenhoven and Geerts (2015) found that the switching process can be overwhelming for some viewers, as understanding a new technology can be quite daunting at first. Technology

has increased the ease of watching TV and this has left viewers spoilt for choice of watching what they want when they want and most importantly, in the comfort of their own home (Mann, 2016). Netflix offers viewers one month free subscription to try out their offerings; this is seen as a very clever marketing tactic, as the intention is to get the viewers hooked onto watching anything they want at their fingers tips and will possibly cut the cord on traditional and digital satellite TV and encourages subscription with them (Raba, 2014). More importantly, customer retention is directly linked with customers' perceptions of how a service provider delivers their services as the outcome, in turn, will affect the level of satisfaction ratings, and switching rates (Vanattenhoven & Geerts, 2015).

1.3 Problem Statement and Research Gap

On-demand TV or video on demand (VOD) has gained popularity amongst all age groups (Perez, 2019). This type of platform allows viewers to watch what they want, when they want, and has eliminated the anxiety of waiting weeks to watch only one episode each of their favourite TV series or movie (Smith, 2017) . According to Van de Broeck, Pierson and Lievens (2007), people spend their free time watching TV, making it a part of their daily routine as a "time-consuming" activity. Television watching is a popular research topic, however few studies have focused on the intention for viewers to adopt on-demand TV, thus creating a gap in research. Research has been conducted on on-demand TV, however, focused particularly on "Binge-watching" (de Feijter, Khan, & van Gisbergen, 2016; Mikos, 2016; Jenner, 2017), while others focused more around the technology and other ways to watch on-demand TV (Gorodetsky, 2015; Vanattenhoven & Geerts, 2015; Bleumers et al., 2014; Jennes & Pierson, 2012), rather than the factors influencing the adoption of on-demand TV.

There have been studies conducted on television and video on demand in South Africa, however, there has not been a study on factors influencing on-demand TV from a South African perspective. Chertkow (2002) conducted a study on *"An Early Assessment of the Market Readiness for Pay-Per View Video on Demand to the Home in South Africa*". The aim of the study was to find out how viewers in South Africa felt about watching pay-per-view video on demand TV shows or movies and found that at least 40% of the viewers

were not willing to watch this type of TV or did not have the technology to do so. Although, Chuchu (2013) conducted a study on "*A Study on the Perceptions of Mobile TV as a Marketing Tool in South Africa",* the aim of the study was to explore the different tools to watch mobile TV and how this impacted on the lives of the viewers and not on on-demand TV. The findings were that when viewers watched TV on smart phones, laptops and computers, it caused discomfort to their eyes, therefore, they did not have a favourable judgement on the topic.

The mentioned studies touched on the adoption of on-demand TV but did not focus on factors that influence the adoption of on-demand TV; although the adoption has risen drastically over the years, there are still viewers that have yet to adopt on-demand TV. Therefore, further research is required to explore whether the identified variables (hedonic motivation, social influence, subjective norms, perceived ease of use, perceived usefulness, attitude toward uses and intention towards use) do in fact, influence viewers to adopt on-demand TV.

1.4 Purpose of the study

The purpose of this study is to investigate the factors that influence viewers' intention to adopt on-demand TV.

1.5 Research Objectives

The aim of the proposed study is to investigate the factors that influence viewers' intention to adopt on-demand TV.

1.5.1 Empirical Objectives

Given the reason for the study, this study endeavours:

- To investigate the impact that subjective norms, social influence and hedonic motivation have on perceived ease of use.
- To investigate the impact that perceived ease of use and perceived usefulness have on attitude towards use.

- To investigate the impact that subjective norms and attitude towards use have on viewers' intention to watch on demand TV.
- To investigate the impact that hedonic motivation has on attitude towards use.

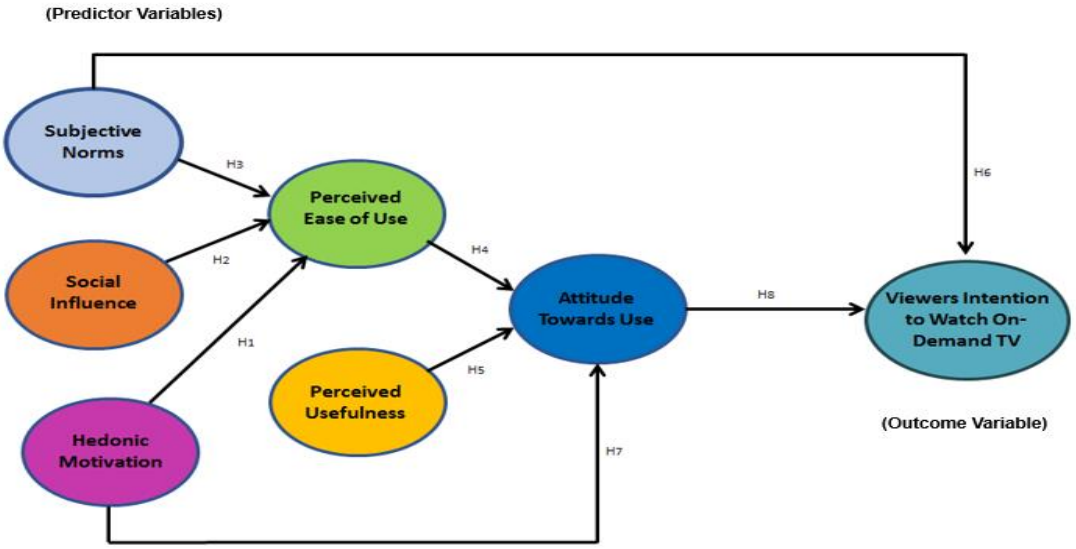
1.6 Research Questions

1.6.1 Primary Research Questions

- Does hedonic motivation have a relationship with perceived ease of use?
- Does hedonic motivation have a relationship with attitude towards use?
- Does social influence have a relationship with customer perceived ease of use?
- Do subjective norms have a relationship with perceived ease of use?
- Do subjective norms have a relationship with intention towards use?
- Does perceived ease of use have a relationship with attitude towards use?
- Does perceived usefulness have a relationship with customer attitude towards use?
- Does attitude towards use have a relationship with intention to use?

1.7 Conceptual Framework and Hypotheses Statements

Based on the research question and an extensive review of literature the following hypotheses and conceptual model was formulated. A detailed review of these will be covered in Chapter 3.



1.7.1 Hypotheses Statements

H1: Hedonic motivation has a positive impact towards perceived ease of use of on-demand TV

H2: Social influence has a positive impact towards perceived ease of use of on-demand TV

H3: Subjective norms have a positive impact towards perceived ease of use of on-demand TV

H4: Perceived ease of use has a positive impact towards attitude towards use of use of on-demand TV

H5: Perceived usefulness has a positive impact towards attitude towards use of on-demand TV

H6: Subjective norms have a positive impact towards intention towards use of on-demand TV

H7: Hedonic motivation has a positive impact towards attitude towards use of on-demand TV

H8: Attitude towards use has a positive impact towards intention towards use of on-demand TV

1.8 Theoretical Framework

Technology Acceptance model (TAM) was developed by Fred Davis (1986). TAM is specifically matched for modelling users' or introducing new technology, therefore, has been used in many marketing studies and many other fields of research. The Unified theory of acceptance model (UTAUT) model was introduced by Venkatesh and others in 2003, as an extension of the popular technology acceptance model (TAM) which focuses on human behavioural intentions of technology and explains both performance expectancy and effort expectancy. The Theory of Reasoned Action (TRA) was first developed in the late 1960s by Martin Fishbein and revised and expanded by Fishbein and Icek Azjen in the decades that followed, it is a theory that focuses on a person's intention to behave a certain way.

1.9 Research Design and Methodology

The following is a summarised version of what is extensively explained in Chapter 4.

1.9.1 Sampling Design

This research study used a sample of students and staff from the University of the Witwatersrand, who are over the age of 18 and lives in the Johannesburg region of Gauteng, South Africa. This study is made up of 382 respondents from the University of the Witwatersrand and convenience sampling was used.

1.9.2 Questionnaire Design

An adopted questionnaire was used based on the proposed model and literature review. The measurements have been adapted from various sources to suit the nature of this study. The survey questions used a 5-point Likert Scale and pilot testing was done to ensure that any ambiguous or unclear questions were corrected.

1.9.3 Data Collection Method

The research questionnaires were hand-distributed and emailed to staff and students at the University of the Witwatersrand. In order to obtain a representative of respondents, the researcher distributed the questionnaire at different times and days. However, the majority of the questionnaires were distributed during the lunch hour in an effort to not disturb students during their classes.

1.9.4 Data Analysis Approach

The data collected was first coded in an Excel spreadsheet and then imported for analysis in SPSS version 25. Thereafter confirmatory factor analysis and path modelling were done using AMOS version 25.

1.10 Research Report Structure

- Chapter 1: Introduction and background to the study

Chapter one begins with an introduction to the research and explores on-demand TV by providing a research background. Highlighted is the purpose of the research, factors influencing viewers' intention to adopt on-demand TV, together with the research objectives, research gap, research questions and finally, the research justification, are outlined. Further to this, a research flow of the study is provided for the reader.

- Chapter 2: Literature Review

Chapter two presents and discusses theories and empirical studies that adds value to the research study, in particular, on the theoretical aspect of this study, theories such as the Technology Acceptance Model (TAM) and Unified Theory of Acceptance and Use of Technology Model (UTAUT) and Theory of Reasoned Action (TRA). Empirical studies regarding research constructs i.e. hedonic motivation, social influence, subjective norms, perceived ease of use, perceived usefulness, attitude towards use and intention towards use of on-demand TV are discussed.

- Chapter 3: Conceptual Model and Hypothesis Development

Chapter three discusses the research model that is used in this study. It also discusses the hypotheses development and hypotheses are stated. The research model visualises these relationships proposed by the hypotheses statements.

- Chapter 4: Research Design and Methodology

This chapter outlines the research design, sampling methodology, data collection and data analysis procedures employed in this study.

- Chapter 5: Data Analysis

This chapter provides the data measurement results which details statistical techniques used, by conducting Confirmatory Factor Analysis (CFA) to check for the measurement

reliability, validity and the research model fit, using SPSS 25 and AMOS 25 software. Finally, hypotheses testing and the discussion of results conclude the chapter.

- Chapter 6: Discussion, Conclusion, Recommendation and Future Research

This chapter discusses and covers the conclusions, limitations, and contributions. Theoretical and practical recommendations to the entertainment industry are provided. Finally, future research importance and recommendations are indicated, and a concluding summary is provided.

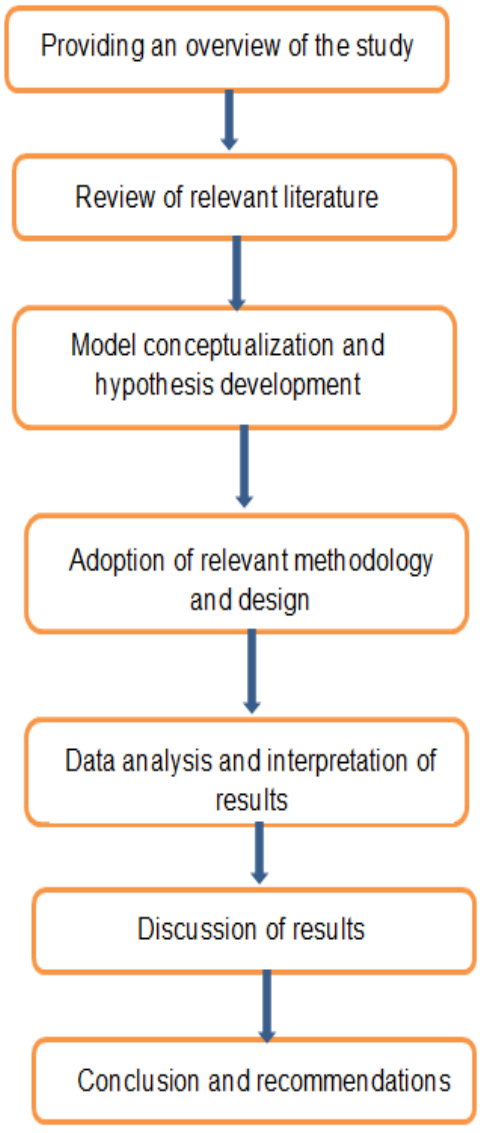


Figure 2: Research Flow

1.11 Justification of the Study

Limited research has been conducted on the adoption of on-demand TV from a South African perspective. Due to technology innovations, there will always be a gap in research (Jenner, 2017). There is a lack of studies conducted specifically on factors that influence the intention to adopt on-demand TV in South Africa and explore the way the major companies have changed the way we watch TV namely, Netflix, Hulu, Amazon and Showmax, amongst others. The study measures the impact of perceived ease of use, perceived usefulness, hedonic motivation, subjective norms, social influence, attitude towards use and intention towards the actual use of on-demand TV. Thus, research on how viewers are influenced to adopt on-demand TV will provide additional knowledge in the industry (Shen, Laffey, Lin & Huang, 2006). This research will assist marketing managers to keep accelerating their services offerings.

1.12 Summary of Chapter One (1)

This chapter comprises twelve sections. The first section provides an introduction to the research, followed by outlining the background of the TV industry in South Africa and the factors that influence the intention to adopt on-demand viewing. The third section explores the problem statement which provides the reason for the study to take place, and the purpose of the study. The research objectives of the study are followed by the research questions which will later give answers in the fifth and sixth section. Section seven provides definitions of the variables and explores a theoretical framework through previous literature. In section eight the conceptual framework and hypothesis statements are provided and the research model is introduced. The ninth section looks at the research design and methodology design and focuses on how data is collected and later analysed. The tenth section provides the research structure of the study. Section eleven discusses the justification and the reason for the study. Finally, section twelve provides a conclusion to Chapter One.

Chapter 2: Literature Review

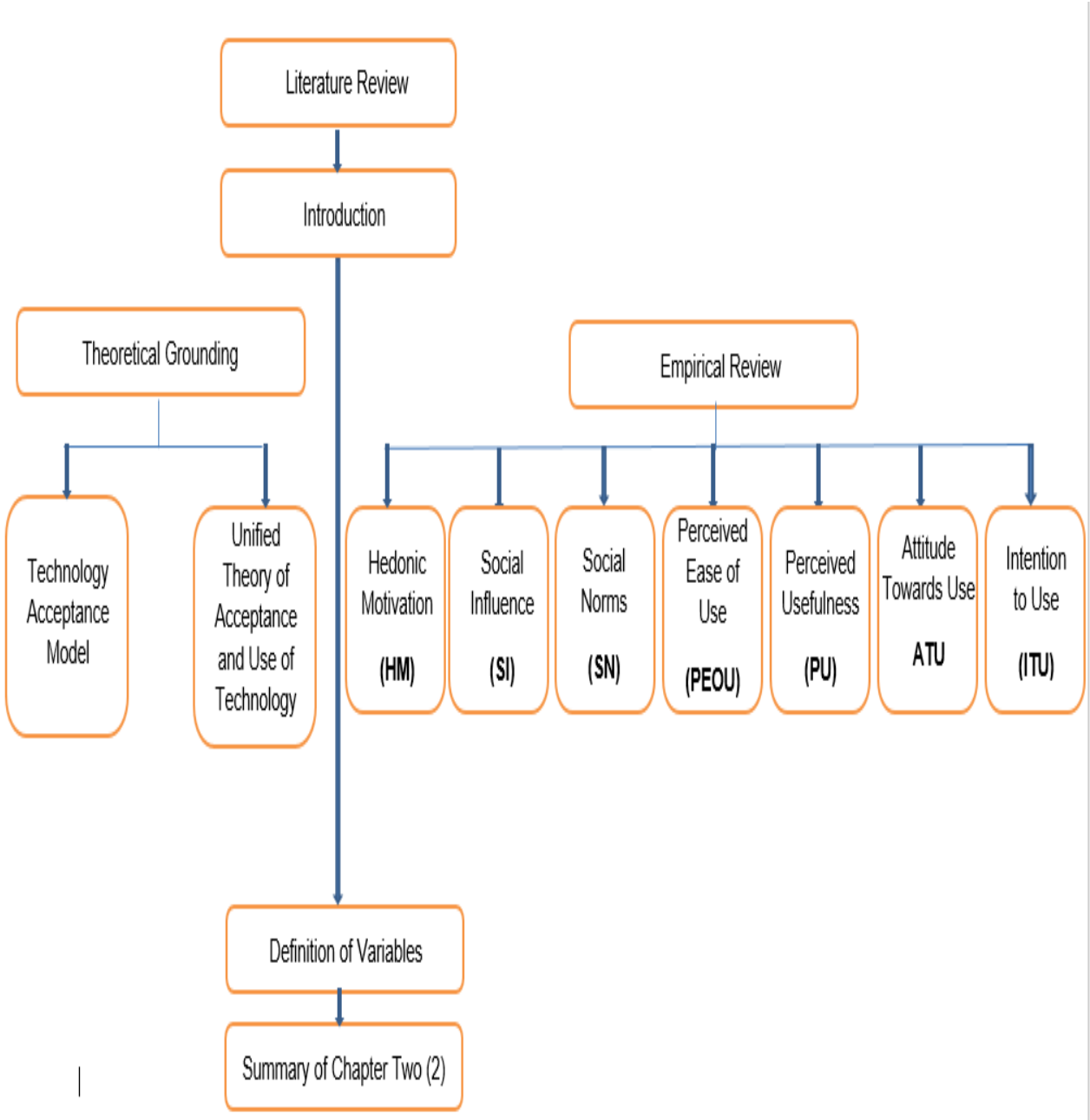


Figure 3: Diagrammatic Representation of Chapter 2

2.1 Introduction

In an effort to execute a research report, existing literature must be reviewed which will serve as a foundation for the research study (Chinomona, 2017). Baker (2000) stresses the fact that the review of current literature will assist in developing the research topic, is

imperative and a strong foundation for undertaking the research project. The main aim of the literature review is to explore the literature available and ultimately, to explore the information and findings related to the current literature, relevance to theoretical grounding and empirical literature to this study. The chapter starts by providing an introduction, thereafter, a fundamental and detailed analysis of the relevant empirical studies and theoretical grounding that have been undertaken with the research topic, namely, viewers' preferences on on-demand TV, context of the entertainment industry and innovations in the entertainment industry follows. The Chapter also discusses and focuses on the available on-demand TV facilities, how one can use them and what is needed to use these platforms. Fibre is an entity that is used in most homes, which makes it possible for individuals to watch on-demand TV. This chapter discusses theories in detail that have been used in this study, which is, the Technology Acceptance Model (TAM), and Unified Theory of Acceptance and Use of Technology (UTAUT) and Theory of Reasoned Action (TRA). The empirical literature review is explored and explained in this chapter, and exploration of all constructs namely, hedonic motivation, social influence, subjective norms, perceived ease of use, perceived usefulness, attitude towards use and intention towards use. Theories that were consulted and used to assist this study, assisted in revealing new or addition outcomes. The different on-demand service TV providers are introduced and their offerings are outlined.

2.2 Theoretical Grounding

The Theoretical model for this study is based on the Theory of Acceptance Model (TAM) (Davis,1986) and Unified Theory of Acceptance and Use of Technology (UTAUT), (Venkatesh, Morris, Davis & Davis, 2003). The Theory of Reasoned Action (TRA) is also explained as TAM is an extension of TRA.

2.2.1 Technology Acceptance Model (TAM)

The theoretical grounding for this research will use the Technology Acceptance Model (TAM). TAM was put forward by Davis (1989). This model is used to predict and explain end-user take on information systems across a number of information technology systems (Kalaiarasi & Srividya, 2012). TAM is an extension of an existing theory called Theory of

Reasoned Action (TRA), put forward by Fishbein and Ajzen in1977, in an effort to determine behaviour, intentions, beliefs and subjective norms of individuals (Kalaiarasi & Srividya, 2012). Researchers like; Sreejesh, Anusree and Mitra (2016); Oliveira et al (2014); Kalaiarasi and Srividya (2012), Kwok and Yang (2017), and Alotaibi, Houghton and Sandhu (2017), to name a few, have widely applied TAM in a digital context in various countries. Some individuals may find online applications (mobile, cell phone, TV) difficult or risky; therefore, there should be an ease of use to change this perception (Perez, 2019).

The TAM suggests that when individuals are faced with a new technology the two factors that will influence their decision is perceived ease of use or perceived usefulness, on whether to accept or reject the use. Davis (1989) defines perceived ease of use as an individual's belief that not much effort has to be put into using a technology, whereby perceived usefulness is defined as how the technology will enhance their performance. TAM provides a flow of perceived ease of use and perceived usefulness having a major importance on attitude towards the use of new technology and thus influences the intention to use a technology, leading to the actual usage (Kwok & Yang, 2017). The belief that will push individuals towards a technology or system may be influenced by other external factors within TAM (Lai, 2017). TAM assists in outlining the intention to use when using a new technology (Sharif and Raza, 2017). Thus, individuals are more likely to enquire on the perceived ease and usefulness when introduced to a new technology (Sreejesh et al., 2016). Alotaibu, Houghton and Sandhu (2017) found that TAM was the most effective research model in determining factors that lead to technology usage. For many years, TAM has been the leader in applied practices, academic studies and has been widely empirically tested in the information management field.

TAM assists this study in establishing the intention of individuals moving from traditional TV to using on-demand TV, ultimately showing the results of their intention of usage, and other factors that lead to this intention.

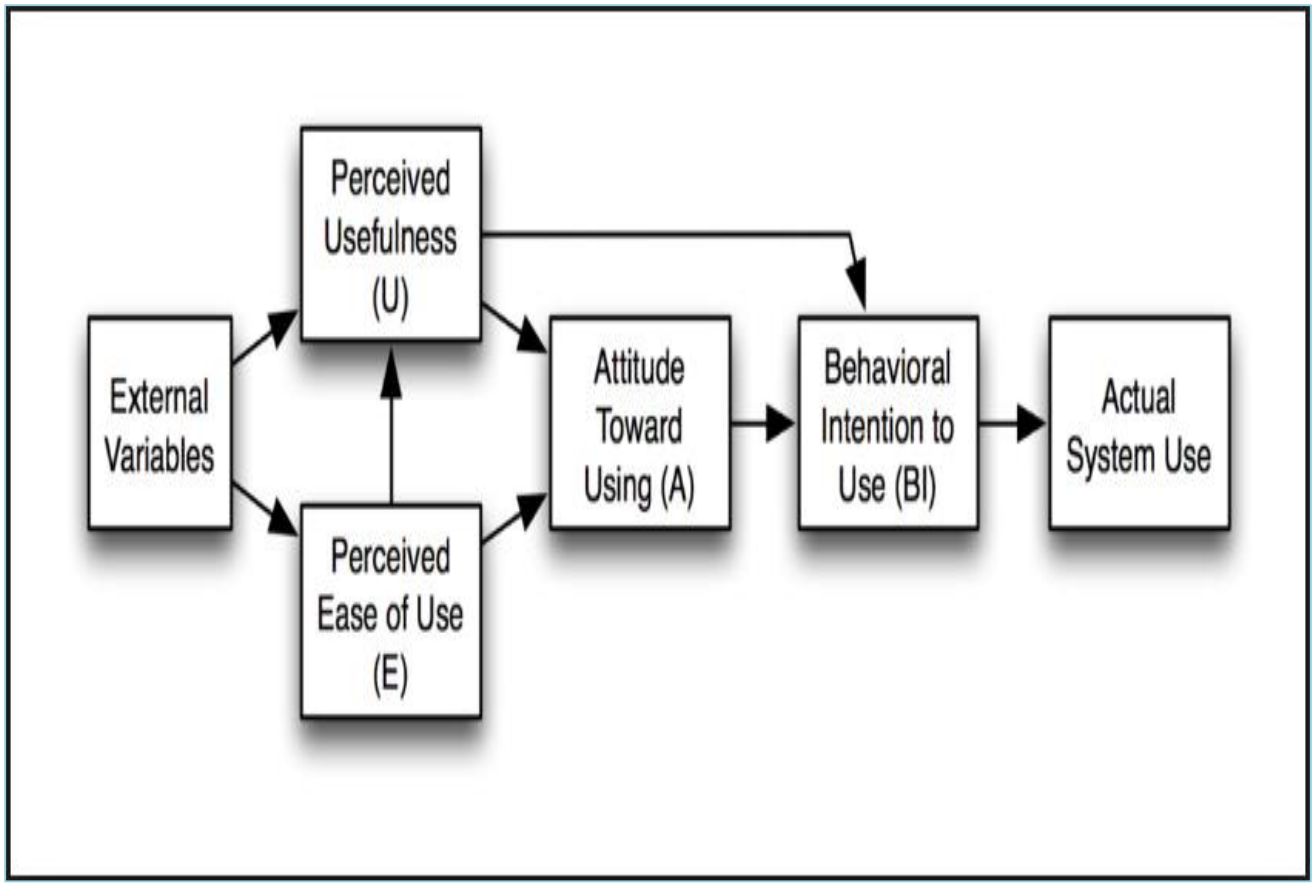


Figure 4: Technology Acceptance Model (TAM)

Source: Davis (1989)

2.2.2 Unified Theory of Acceptance and Use of Technology (UTAUT)

The Unified theory of acceptance model (UTAUT) model was introduced by Venkatesh et al. (2003), as an extension of the popular technology acceptance model (TAM) which focuses on human behavioural intentions of technology and explains both performance expectancy and effort expectancy (Wang, Cho & Denton, 2017). Performance expectancy measures the extent to which customers believe technology will enhance the performance of what they watch and the platforms used to access the latest TV shows and movies. Effort expectancy measures the difficulty that is related to the use of on-line services (Wang et al., 2017).

UTAUT has drawn attention from many researchers who were interested in studying behaviour intention and technology adoption (Oliveira et al, 2014). The UTAUT features

four predictors of users' behavioural intention: *performance expectancy, effort expectancy, social influence and facilitating condition* (Venkatesh et al., 2003).

Kumar (2013) argues that it is imperative to understand why individuals accept technology, and further states that this will assist in improving service offerings, development and the prediction of the responses to new and improved technology. Similarly, decades ago, Venkatesh et al. (2003) found that the understanding of technology usage is the intelligent pathway to gaining answers when conducting a research study. The study by Kumar (2013), "*The Moderating Factors of 3G User Acceptance Technology in Shimla (India) Using UTAUT Model";* revealed that the variables used in UTAUT correlate well and depend on each other when predicting the usage of technology. The usage of on-demand TV can be predicted when using factors that viewers find important in their everyday lives, and the adoption of new and innovative technology.

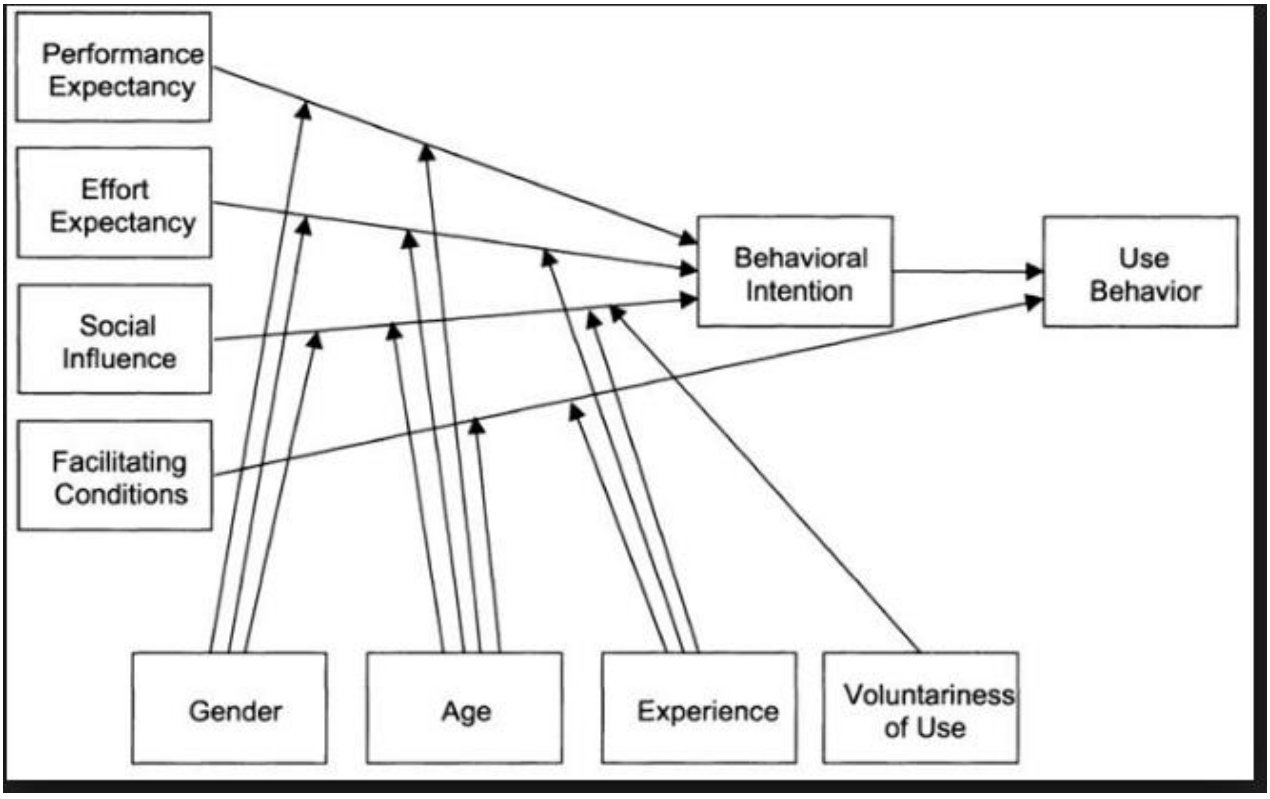


Figure 5: Unified Theory of Acceptance and Use of Technology Model (UTAUT)

Source: Venkatesh, Morris, Davis, and Davis, (2003)

2.2.3 Theory of Reasoned Action (TRA)

The Theory of Reasoned Action (TRA) provides an insight into the probing, exploring, understanding and predicting of human behaviour (Mishra, Akman & Mishra, 2014). Fishbein and Ajzen (1975) define TRA as a popular theory used to determine behavioural intention of individuals' attitude towards that specific behaviour. Later, Davis (1986) confirms that intention is indeed significantly influenced by attitude. Intention changes over time and with the innovations in technology, an individual's intention at the beginning of the behaviour will change at the actual time of doing the action.

Being a predictive model, TRA has been used in a variety of fields such as, banking, public, educational, information technology, in an effort to predict behaviour (Lai, 2017). Attitudes are the belief that individuals have about a certain object or act, which leads to the intention of carrying out this act (Mishra et al., 2014). Subjective norms as a factor of TRA have significant influence on individuals, where they feel pressure from society to perform or not, taking into consideration their normative beliefs (Fishbein & Ajzen, 1975). TRA posits that the willingness, attitude, subjective norm and decision-making abilities has an effect on his/her behavioural intention (Liao et al., 2008).

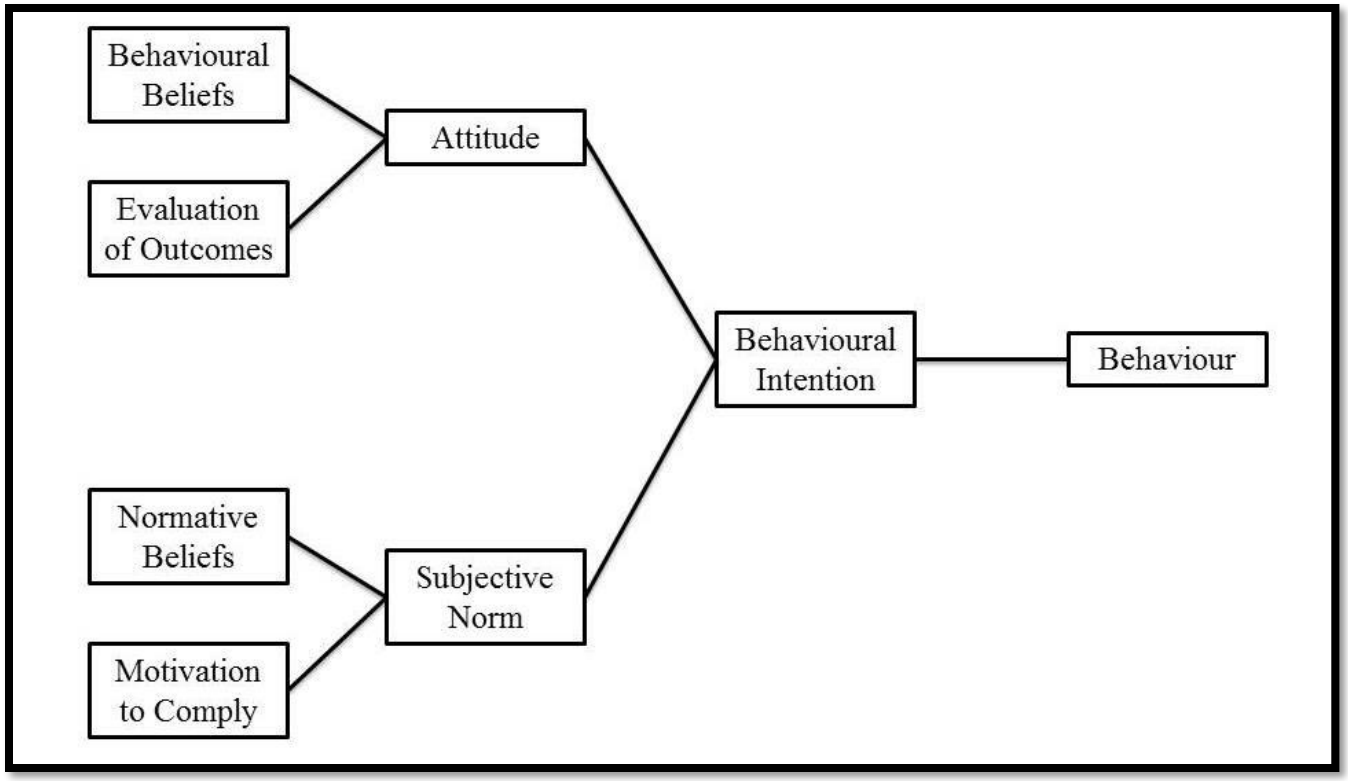


Figure 6: Theory of Reasoned Action (TRA)

Source: The Theory of Reasoned Action (Volk, 2001)

2.3 Empirical Review

This section of the literature review focuses on the review of the empirical literature of the research variables relating to the constructs in the conceptual model and to the various on-demand TV sites.

2.3.1 Hedonic Motivation

Liao, Tsou and Shu (2008) define hedonic motivation that will bring about joy, happiness and in some cases, arousal when using a new technology and can be a powerful tool in an interactive environment. Individuals who have fun or find enjoyment in using a technology are also defined as hedonic motivated (Sharif & Raza, 2017). A study by Salimon, Yusoff and Mokhtar (2017), found hedonic motivation plays a vital role in the relationship of other determinents of technology adoption, where intrinsic motivation guaranteed adoption. According to Stevens and Dillman Carpentier (2017), individuals are

driven by their moods to be in a situation where they actually want what they are partaking in, if this unwittingly has a positive effect they will continue doing so. Additionally, hedonic motivation has been found as an important driver of technology adoption since it helps to trigger positive attitude among users (Sharif & Raza, 2017; Salimon, Yusoff & Mokhtar, 2017).

2.3.2 Social Influence

The acceptance of a concept is largely based by reviews from society, therefore, social influence is when a person's action, attitude towards something or someone and change in behaviour is affected by others (Malik, Suresh & Sharma, 2017). Social influence takes many forms in both the household and office perspective and can be anything from peer pressure, socialisation, sales, and marketing (Shen et al., 2006). Additionally, social influence in most cases, is a determining factor when individuals are faced with making a decision (Lewis et al., 2003; Eckhardt, Laumer & Weitzel, 2008). Aral and Walker (2013) found social influence to be a construct that has a strong influence and is said to spread faster than any other advertising; this is called (WOM) Word-of-Mouth.

2.3.3 Subjective Norms

Subjective Norms is defined as the way in which an individual's action will be considered acceptable in a group or society (Trafimow, 2015). This can also differ amongst different cultures, religions, or groups (Trafimow, 2015). Consequently, subjective norms are an important determinant of intention to adopt technology. For example, a study by Ho, Ocasio-Velázquez and Booth (2017) found that subjective norms had a positive effect on the usage of Cloud computing technology. Additionally, Schepers and Wetzels (2007) advise that in a consumer market of technology adoption, subjective norms are created by word of mouth, therefore, managers and business owners should realise that it is a powerful construct that can make or break their product.

2.3.4 Perceived Ease of Use

When a person finds that a new way of doing something is easier than what they are currently doing, they are more likely to accept the new way, with the thinking that less effort is required from them (Davis, 1989). However, a recent study by Ho, Velazquez and Booth

(2017) argues that perceived ease of use has carved its way into user's beliefs and intention towards using technology, which can yield results of influencing behavioural outcome of adopting the technology, however, Tefertiller (2020) posits that within TAM, perceived ease of use predicts not only the use of a technology but also its acceptance. Tefertiller (2020) found that the more users found traditional TV to be frustrating to watch, especially with the large amounts of advertisements, the more they perceived on-demand TV to be easy to use.

2.3.5 Perceived Usefulness

Similar to perceived ease of use, perceived usefulness is also derived from TAM. Perceived usefulness is the degree to which an individual is of the belief that using a particular technology will boost their performance (Davis, 1989). Chao and Chen (2009) define perceived usefulness as technology that will change one's daily life. According to Nkonko, Chiliya, Chuchu and Ndoro (2019), perceived usefulness is an important factor which assists in revealing individuals' acceptance and usage of technology, available features and users who will actually be utilising the technology. Additionally, Tefertiller (2020) found that as long as users have the perception that streaming on-demand TV will be advantageous to their life, they will be willing to adopt it. One of the main advantages found to attract users when it comes to on-demand TV was the avoidance of advertisements (Tefertillers, 2020). Consequently, perceived usefulness positively increases individuals' attitude towards the use of technology (Nkonko et al., 2019).

2.3.6 Attitude Towards Use

Davis (1986) suggests that attitude is based on the salient beliefs that a person has about the consequences of a given behaviour and his or her evaluation of those consequences. Attitude can be defined as the way in which an individual acts when faced with something new (Shen et al., 2006), and reflects an individual's positive or negative feelings about performing a certain behaviour and has a rather positive influence on behavioural intention (Alotaibi et al., 2017). Research conducted by Singh et al. (2020) revealed that people who possess a high level of innovativeness have a positive attitude towards using new technology and will continue to use the product even with limited information. However,

Tefertiller (2020) believes that as long as people perceive technology to be easy to use and that it will be useful in their daily life, then they will have a positive attitude towards usage. Consequently, the way in which an individual behaves towards a certain technology will indicate if they nurture positive feelings and will attempt to use it (Shen et al., 2006).

2.3.7 Intention Towards Use

Intention towards use is defined as an individual's intention to use a certain technology or product (Pousttchi & Heidmann, 2007). Fishbein and Ajzen (1975) argued that attitude is a main predictor of intentions, which in turn, predicts behaviour. Intention towards use can also be defined by how eager an individual is to use a specific product and the lengths that they are willing to go to use a specific product or technology (Alotaibi et al., 2017). Tefertiller (2020) found that one of the reasons that people are drawn to using on-demand TV is due to the frustration of many advertisements and the long wait for the next time their show is airing, this in turn, results in cord cutting of traditional TV and the positive intention to use on-demand TV. Evidently, as predicted by Fishbein and Ajzen (1975) in order for an individual to put all of their efforts on a certain behaviour, that behaviour is the driving force of their intentions towards use.

Table 1: Definition of Variables

Construct	Definition	Sources	Item
Hedonic Motivation (**HM**)	Something that brings about joy, happiness and in some cases, arousal, when using a new technology.	Venkatesh et al, 2012	HM1 – HM5
Social Influence (**SI**)	Occurs when a person's emotions, opinions, or behaviours are affected by others. It takes many forms and can be seen in conformity, socialisation, peer pressure, obedience, leadership, persuasion, sales, and marketing.	Shen et al, 2006	SI1 – SI5

Subjective Norms (**SN**)	The way in which an individual's action will be considered acceptable in a group or society.	Trafimow (2015)	SN1 – SN5
Perceived Ease of Use (**PEOU**)	The degree to which an individual believes that using a particular information technology system would be free of effort. An application perceived to be easier to use than another is more likely to be accepted by users, with the thinking that less effort is required from them.	Davis (1989)	PEOU1 – PEOU5
Perceived Usefulness (**PU**)	The degree to which an individual believes that using a particular information technology system would enhance his or her job performance.	Davis (1989)	PU1 – PU5
Attitude Towards Use (**ATU**)	Based on the salient beliefs that a person has about the consequences of a given behaviour and his or her evaluation of those consequences. Attitude can be defined as the base of compatibility, which includes, for instance, the preference for self–service, technology and lifestyle.	Shen et al, 2006	ATU1 – ATU5

Intention Towards Use (**ITU**)	A person's perceived likelihood or "subjective probability" that he or she will engage in a given behaviour.	Pousttchi and Heidmann, (2007)	ITU1 – ITU5

The following is an Empirical review of the Entertainment industry and on-demand TV sites;

2.3.8 Viewer preferences of on-demand TV

Based on statistics provided by Statista (2019), it is evident that more and more viewers are moving towards on-demand TV. Therefore, on a daily basis, viewers are cancelling subscriptions and moving onto on-demand TV that allows them to watch TV when they want to, in the comfort of their home, offices, cars or even sitting in a park as long as they have access to the internet (Raba, 2014). Viewers simply have the attitude of ”I will subscribe to what suits me best” and service providers are struggling to keep up with this (Steinkamp, 2010). Because of the enhancements in technology, viewers are always looking to increase their satisfaction, by using the latest version of TV entertainment that makes life easier and more comfortable. A research study carried out by Steinkamp (2010) revealed that college students preferred to watch TV online rather than broadcast media, allowing them to view programmes at their leisure. This study also strives to reveal the adoption techniques used to view on-demand TV, namely through the internet, via their mobile phones or laptop, or through media boxes, viewing it directly onto their TV.

2.3.9 Television (TV) Experience

For decades, television (TV) has brought entertainment into the home and lives of many individuals, making viewing their daily routine, a time of relaxation and a means of passing time (Orlik, 1970; Van den Broeck et al., 2007; Bleumers et al., 2014); Dogruel, 2018). Traditional TV watching has scheduled viewing, putting viewers unconsciously into routine watching and gives some structure to their daily lives (Van den Broeck et al., 2007). Although, there is choice to flip between channels, the viewer will sometimes watch a

programme that they do not find interesting, merely because there is nothing else to watch, however, this may become interesting to them over time “unwillingly” (Vanattenhoven & Geerts, 2015). Viewers can enjoy watching on-demand TV alone or with friends or family with each one in their own homes, however, watching at the exact same time or watching it together in one home making it a social gathering (Chaney, Gartrell, Hofman, Guiver, Koenigstein, Kohli & Paquet (2014).

Traditional TV indeed has held viewers captivated and entertained for decades, however, they are always looking to expand their viewership and making their lives easier and more enjoyable with family and friends (Chaney et al., 2014). Marketers have heeded this calling for audience satisfaction and enjoyment (Steinkamp, 2012). Cohen and Wouk (2019) found that measuring satisfaction of viewers can lead to gaining information on how to “cut-the -cord” of traditional TV and bring about an innovative yet attractive on-demand TV, and strategies on how it can improve in the future.

2.3.10 Viewer’s perceptions and expectations

What is expected today is not the same as what will be expected in years to come. Therefore, it is important to remember that both expectations and perceptions are dynamic and change with time (Chiu et al., 2009; Bleumers et al., 2014). Innovations in technology and the way in which viewers act towards these changes should be measured, as this will give an insight to their wants and needs, further to this, viewers seek means of making their daily lives easier and enjoyable. (Jennes & Pierson, 2012). Today, Netflix could be the greatest technology used to watch TV, but since viewers are continuously looking for more, service providers should not become complacent in their innovations (Raba, 2014). Streaming content should be such that the TV shows, movies, series and documentaries available should meet the viewer’s expectation and keep them watching and wanting more of the same content (Steinkamp, 2012).

2.3.11 Video on Demand (VOD) in South Africa

Innovation is ever-changing and companies need to keep up by using the latest technology, systems and analytical tools to retain their customers. Having said this,

viewers in South Africa are moving towards on-demand TV (Perez, 2019). Viewers are continuously looking to make their viewing experience easier and better, therefore, will be willing to seek advice from family, friends and peers on how to go about doing this (Mann, 2016) . When new technology is introduced in the market, both industries and consumers make changes to adopt it (Raba, 2014). According to Jennes and Pierson (2012), the television industry has revolutionised due to the digitalisation of the television (TV), and this in fact, has had an impact on viewers' watching behaviour. "The streaming video landscape is definitely going to look more interesting, and fragmented than ever as each year continues to unfold, with established names like Netflix and Hulu, Amazon and ShowMax, amongst others, are continuing to grab market share as traditional cable providers and will try anything to slow down their bleeding of subscribers and new contenders" is what an article by Andy Meek (2019,) stated. The following are the latest innovations in the television (TV) industry that are available in South Africa;

2.3.11.1 Netflix

Netflix is an American entertainment company which was founded in 1997 by Reed Hastings and Marc Randolph (Raba, 2014). The company's primary businesses are its large subscription-based, streaming video-on-demand, which offers online streaming of a library of films and television programmes, as well as the distribution and production of original films and television series that are distributed exclusively by the service (Raba, 2014). This has come about by the founders wanting to be able to own a series or movie without having to return it by a specific time (Raba, 2014). Netflix landed in South Africa in 2016 and managed to capture a viewership of 44 400 and has grown substantially and currently has 152 000 subscribers, and this is predicted to rise to over the next few years (Statista, 2018). Due to the corona virus pandemic this predication doubled to Netflix is said to be very user friendly, allowing all ages to navigate with ease. Viewers are in control of watching movies, series as well as documentaries, old and new, and can stop and take up from where they left at any time, not forgetting that they can view anything at anytime and anywhere as long as they have access to the internet (Netflix, 2019). Viewers find the content on Netflix amongst others' binge-able suggestions (Wayne, 2018). Binge-watching refers to a viewer watching a whole season of their favourite series in one go, this could

also be related to subjective norms (Wayne, 2018). Netflix has made the term “binge-watching” and “couch potato” popular terms, referring to viewers who watch the same series or TV show in one sitting without moving from the comfortable spot that they find for themselves (de Feijter et al., 2016).

Netflix has a good marketing strategy where they provide a month of free subscription for viewers to experience their offering; in most cases viewers get hooked and subscribe fully (Meek, 2019). Figure 7, below, proved an estimated number of viewers in South Africa who are subscribed to Netflix from 2016 – 2020. Netflix has positioned themselves in a strategic way, putting themselves high up the on-demand TV scale, so much so, that they do not find traditional TV networks as a threat (Wayne, 2018).

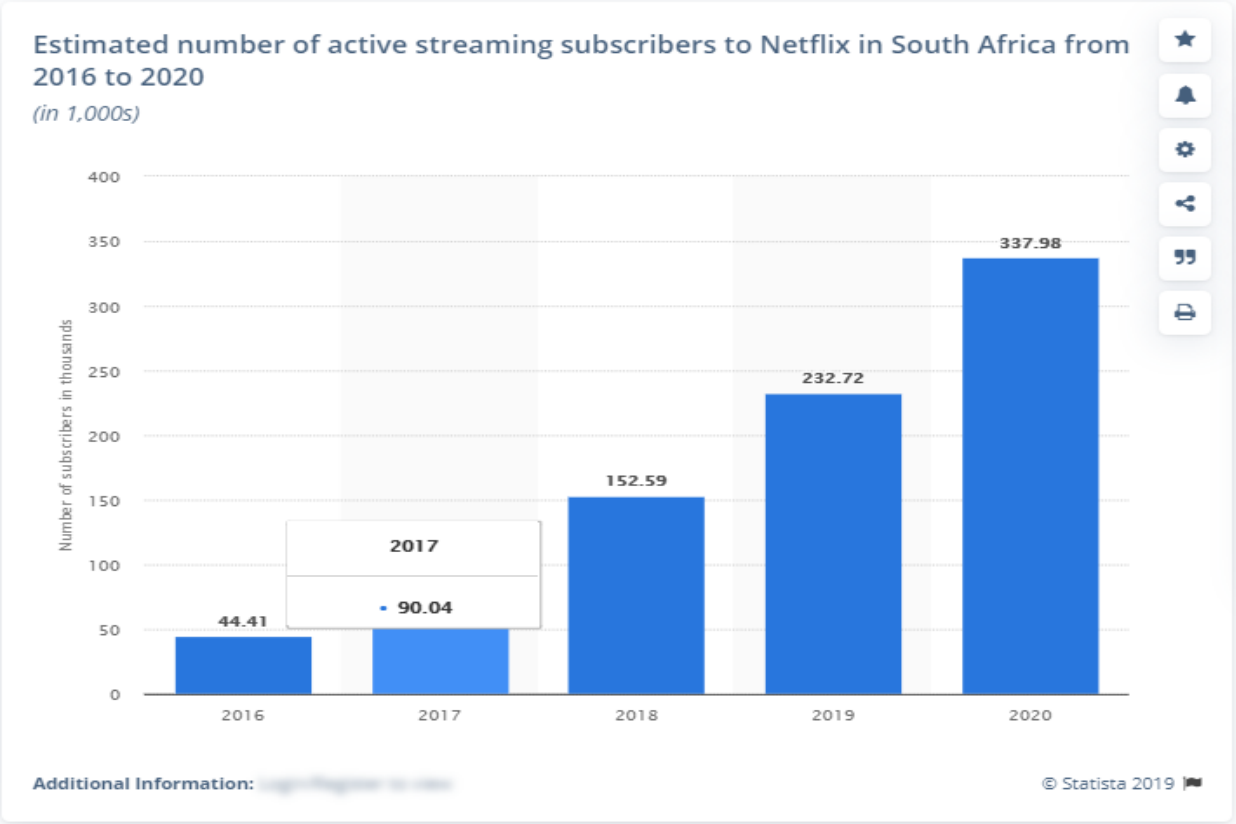


Figure 7: Estimated South African subscribers on Netflix

Source: Statista 2019, estimated number of streaming subscribers to Netflix in South Africa 2016-2020.

2.3.11.2 Hulu

Hulu was launched in 2008 and provides an access premium streaming service that offers viewers instant access to live and on-demand channels, original series and movies (Lotz, 2016). The company has a large viewership in the United States of America with almost 20 million subscribers since their opening (Lotz, 2016). The service provider is owned by the famous Walt Disney company (Wayne, 2018). Focusing on new and trending TV shows and movies as well as developing its original content of movies, it provides a selection for viewers to choose from (Mann, 2016). Hulu, however, differs from Netflix since they have advertisements whilst viewers watch a movie or series, and by doing so, offer a cheaper subscription fee, and gain additional revenue from airing the advertisements (Mikos, 2016). Hulu is still gaining popularity in South Africa (Mann, 2016).

2.3.11.3 Amazon Prime Video

Amazon Prime Video was launched in 2006, and was developed and is owned by the famous company, Amazon.com (Wayne, 2018). In 2011, Amazon was the first provider granted the licence to stream television shows and by 2013, the company noticed a drastic and flattering increase in subscriptions and repeat usage (Wayne, 2018). Mikos (2016) describes Amazon Prime Video as a platform that allows viewers to make Video-on-demand (VOD) or on-demand TV a part of their everyday life. Like Netflix and Hulu, Amazon allows viewers to watch what they want, when they want (Wayne, 2018). Prior to innovative technology, viewers had to watch their favourite shows or movies at a scheduled time, on-demand TV has given viewers the freedom to be schedule-free (Mikos, 2016). According to Mikos (2016), over indulging in on-demand TV leads to binge-watching, and this was later verified by Wayne (2018), finding that no matter the age of the viewer, finding yourself engrossed in a series on demand TV can have you glued to your seats for hours (Mikos, 2016). Mann (2016) found that viewers rewarded themselves after a hectic day or week of work by watching on-demand TV. While Netflix offers a month free trial subscription, Amazon offers only a trial (Broadband, 2018). Amazon is still gaining popularity in South Africa, whereas, in the United States of America, they are a strong competitor to Netflix (Broadband, 2018).

Figure 8 provides a comparison of subscription rates for Netflix, Showmax and Amazon Prime.

Netflix vs Showmax vs Amazon Prime Video			
Streaming Service	Series	Movies	Price
Netflix	1,030	2,726	R99-R169
Showmax	637	457	R99
Amazon Prime	373	3,876	$2.99 ($5.99)

Figure 8: Netflix VS Amazon Prime

Source: Broadband, 2018 (Netflix VS Showmax VS Amazon Prime – Price and Content)

2.3.11.4 Showmax

Showmax is an online subscription on-demand TV service provider and is obtained through DSTV. It was launched in South Africa on 19 August 2015, will the intention to change the way viewers in South Africa watch TV (Showmax, 2019). Showmax is also available through DSTV and always DSTV subscription viewers at a discounted rate (DSTV, 2019). The different between Showmax and all other on-demand service providers is that Showmax shows more local content on their site and this is an advantage to attract viewers in South Africa (Showmax, 2019). However, considering this offering, viewers in South Africa may want the best of both local and international content for their viewing pleasure. Therefore, this on-demand service might suit them as they have an option to watch what they want when they want, as well as always being in touch with their local movies and talent. In South Africa, Showmax is the closest competitor to Netflix (Broadband, 2018). Figure 9 provides an estimate of South African visitors currently using Showmax.

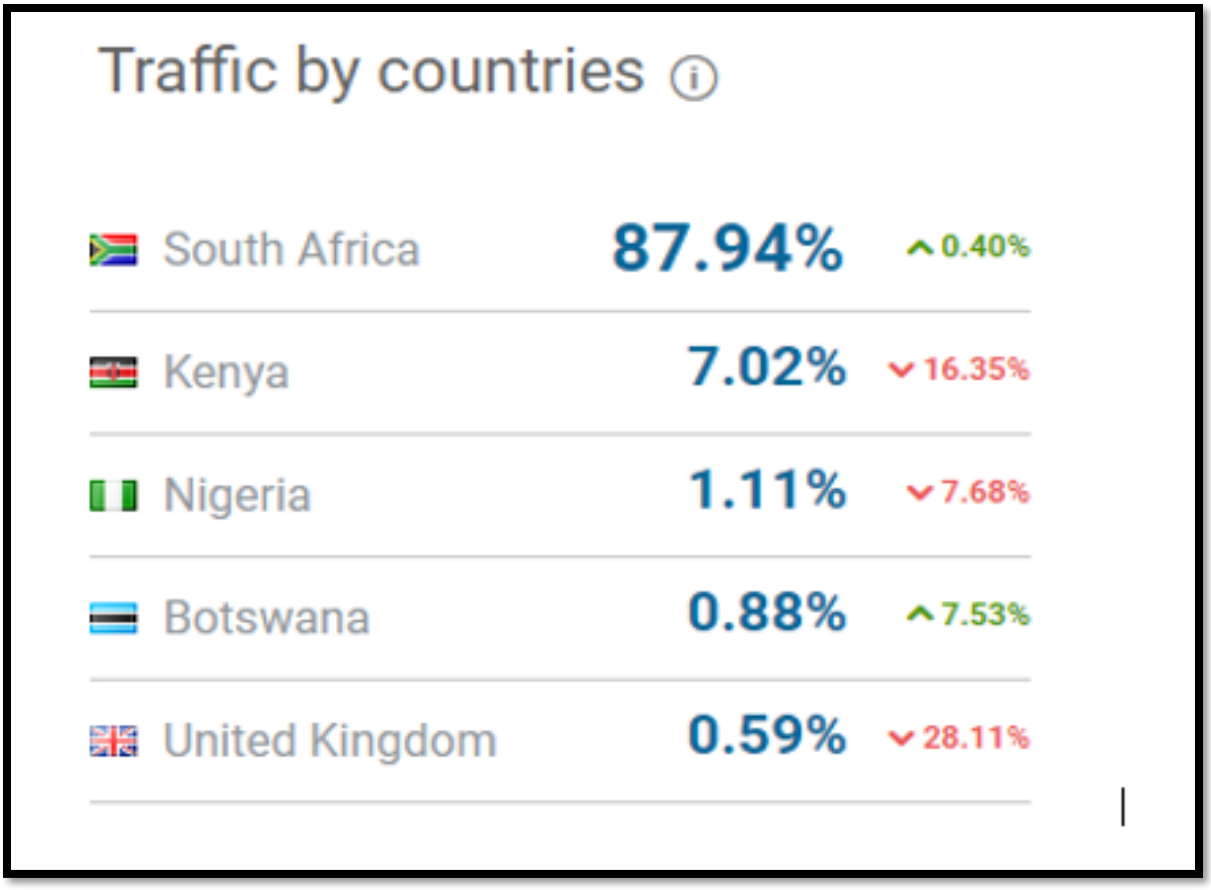


Figure 9: Estimated South African subscribers on Showmax

Source: SimilarWeb 2019, (Showmax.com Analytics – Market Share Stats and Traffic Rankings)

2.3.11.5 123 Movies

123 Movies, or also known as F-Movies or GoMovies, was established between 2015 and 2016 and operates from Vietnam; it is a site that requires no subscription (123Movies, 2019). The reason for their different names or complete change in name is due to it being an unlicensed site that allows viewers to also watch what they want, when they want, but in this case, there is no fee attached ("free TV streaming 123movies What You need to Know before You," 2019). With a viewership of almost 98 million at peak times, this unlicensed site generates an income by having pop-up ads on their site. All viewing content is saved on their rather large server which allows for more than one person to be watching the same movie or services ("free TV streaming 123movies What You need to Know before You," 2019).

The viewer is, however, required to have a reliable internet (Wi-Fi) for their viewing pleasure, and sometimes must deal with poor quality or buffering while viewing. Considering, the number of viewers, one can say most viewers that cannot afford a monthly subscription to watch on-demand will rely on this site for their enjoyment and deal with the mishaps ("free TV streaming 123movies What You need to Know before You," 2019). 123 Movies have content on their sites that you find on subscription streaming sites like Hulu, Amazon and Netflix amongst others ("free TV streaming 123movies What You need to Know before You," 2019).

Although,123 Movies is not a legal streaming site, they show that they care for their viewer's by educating them on safety measure when using their website (Hochstadt, 2020). They encourage their viewers to have a virtual private network (VPN) on their computers and laptops (Hochstadt, 2020). Hochstadt (2020) further states that by using the VPN, the viewers, third parties, and service providers are securing themselves from being hacked and are protected against people wanting to snoop on their computers or smartphones.

Since 123 Movies is a unlicensed site, getting statistics on how many viewers in South Africa are using the site was not possible ("free TV streaming 123movies What You need to Know before You," 2019), however, Figure 10 provides information on how the movies and series are available and that new movies are also released not long after they are available in cinemas.

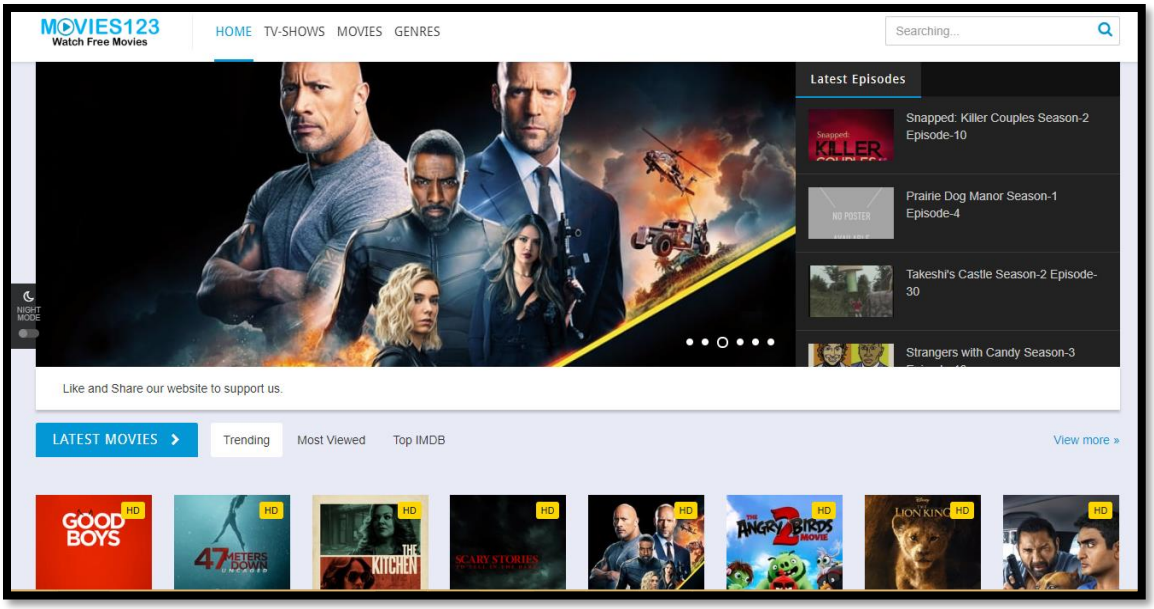


Figure 10: 123 Website Offerings

Source: 123 Movies website

2.4 Summary of Chapter Two (2)

The purpose of chapter 2 was to lay out the theoretical groundwork for the chapters to follow. The chapter explored the study's empirical literature review of the research constructs in great detail, by giving insight into the background of the South African entertainment industry. Competition in the market and new innovation that has made headway in the way viewers watch TV. The theoretical grounding consists of three theories; the Technology Acceptance Model (TAM) and Unified Theory of Acceptance and Use of Technology Model (UTAUT) and Theory of Reasoned Action (TRA). The research constructs include; hedonic motivation, social influence, subjective norms, perceived ease of use, perceived usefulness, attitude towards use, and finally, intention towards use of on-demand TV. The empirical research gave an overview of the available service providers for streaming on-demand TV and the offerings that they provide for viewers to enjoy as well as the expectations and experience that viewers seek.

Chapter 3: Conceptual Model and Hypotheses Development

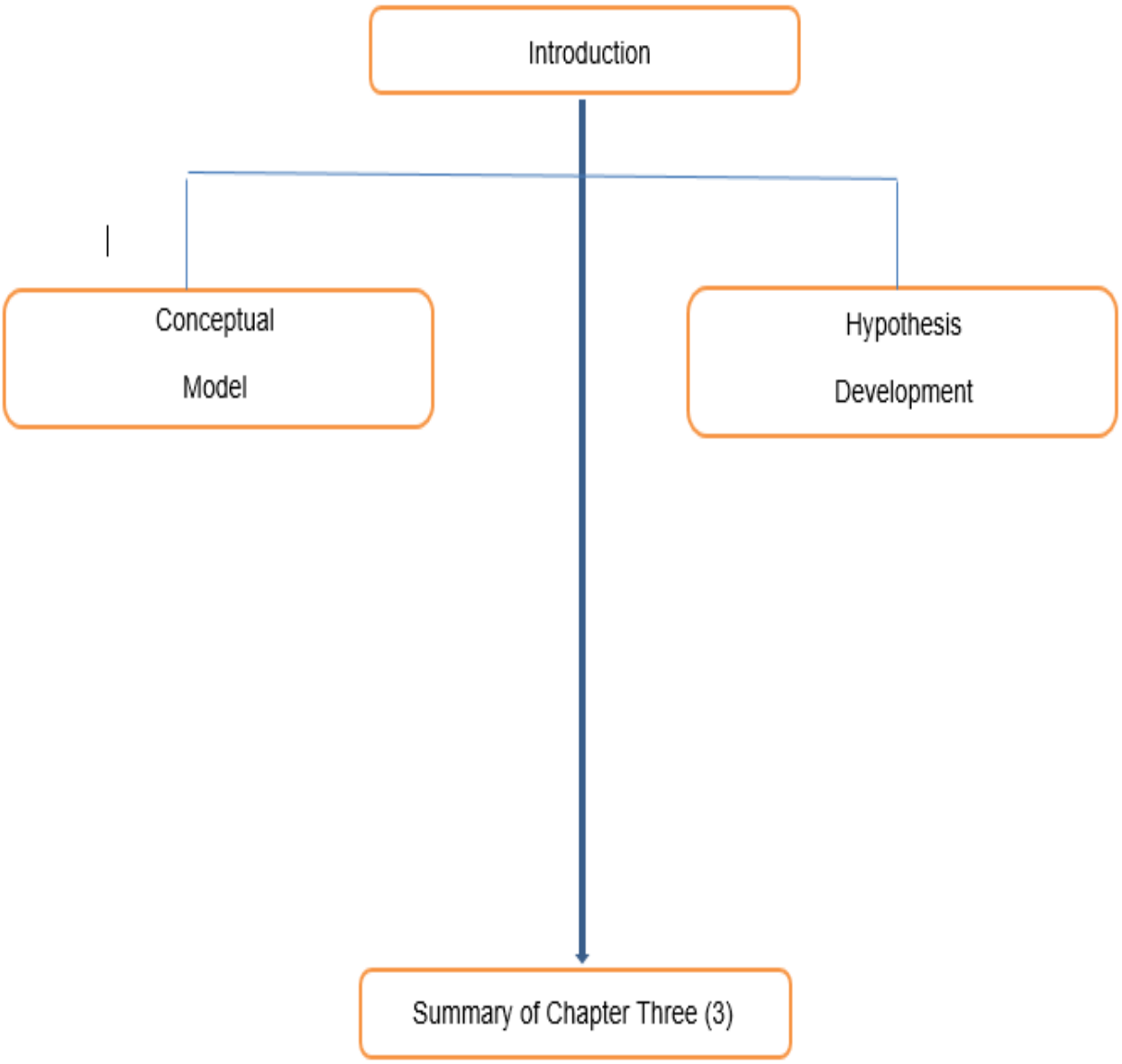


Figure 11: Diagrammatic Representation of Chapter 3

3.1 Introduction

A research model has been conceptualised, this was developed from the literature explored in Chapter 2, especially from the theoretical and empirical literature. Hypothesised relationships between research constructs were developed for further empirical examination thereafter. In the conceptualised research model, hedonic motivation (HM), social influence (SI) and subjective norms (SN) are predictor variables, perceived ease of use (PEOU), perceived usefulness (PU) and attitude towards use (ATU) the mediator variables, intention to use is the outcome variable. The variables are explained and the inter-relationship between the variables is highlighted to show how they complement each other, formulating hypotheses for this study. The conceptual model for this study was built using one model, the Technology Acceptance Model (TAM). The Technology Acceptance Model (TAM) developed by Davis in 1986, was adapted to conceptualise this research report. Perceived ease of use (PEOU), perceived usefulness (PU), hedonic motivation (HM), subjective norms (SN), social influence (SI), attitude towards use (ATU) and intention towards use (ITU) are investigated to determine the influence that these constructs have on the intention for viewers to adopt on-demand TV. The constructs have an interrelatedness that yields results to either support or not support the hypotheses formulated. A research model shows the flow of the relationships amongst constructs and the manner in which intermediate variables have an effect on the outcome variables. The research model for this study is provide in Figure 12.

3.2 Research Model

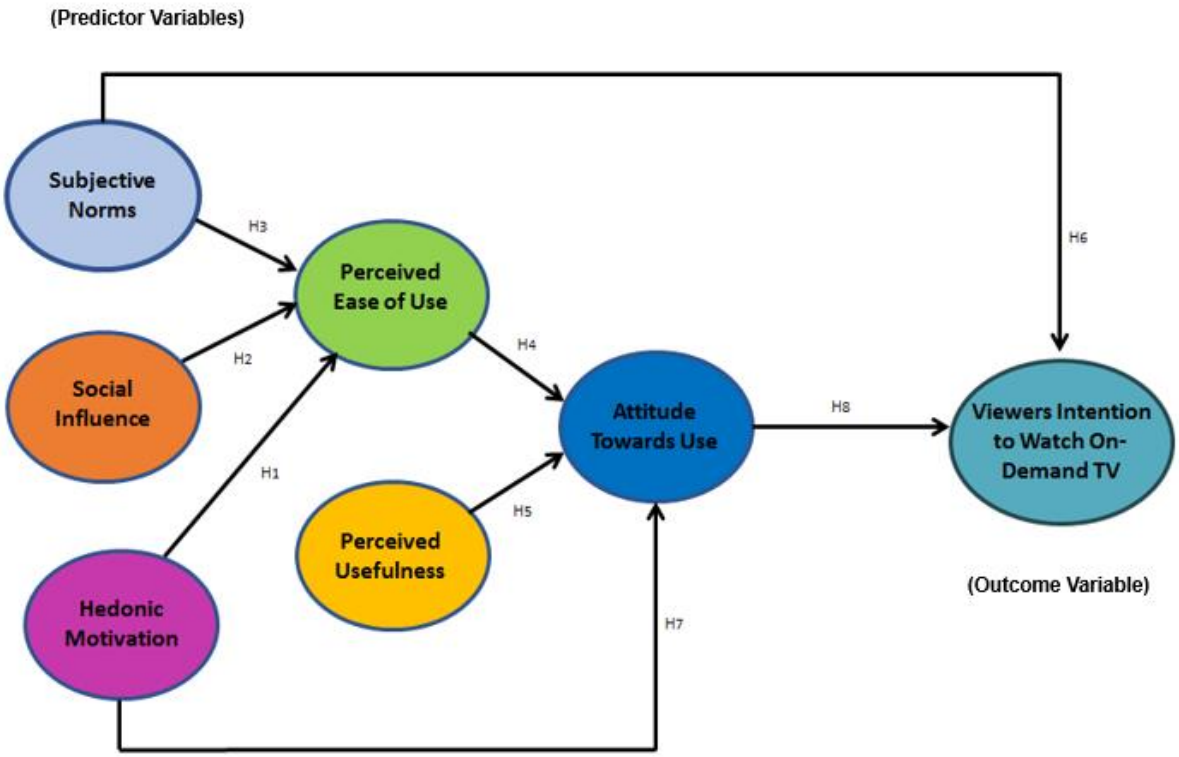


Figure 12: Research Model

3.3 Hypotheses Development

3.3.1 Hedonic Motivation and Perceived Ease of Use of On-demand TV

Hedonic motivation is defined as the enjoyment and pleasurable feeling that an individual develops when using a technology, and further has played a vital role in the acceptance and usage of technology (Brown & Venkatesh, 2005). According to Salimon, Yusoff and Mokhtar (2017), hedonic motivation directly and positively influences perceived ease of use. This was also supported by Sola and Baras (2016), who also found that there was a relationship between hedonic motivation and perceived ease of use. Hedonic motivation manifests from hedonic usage of technology that can be closely related to leisure activities in the home and is seen as a reward of enjoyment and pleasure (Sharif & Raza, 2017). According to Stevens and Carpentier (2017), mood management plays a vital role as a driving force for hedonic goals, and influences an individual into using a specific technology

(Stevens et al., 2017). However, looking at a different approach, Stevens and Loebbecke (2011), found that perceived ease of use motivates an individual into using a certain technology, given that ease of usage builds interest in the individual. On-demand TV will make individual lives easier and more exciting, making it an attraction, and motivation for adoption.

Therefore, taking into consideration the abovementioned, gathered from empirical literature evidence, the study hypothesises:

- ***H_1**: Hedonic Motivation has a positive impact towards Perceived Ease of Use of On-demand TV*

3.3.2 Social Influence and Perceived Ease of Use of On-demand TV

Social influence occurs when an individual's behaviour, emotions, thinking and judgements are affected by others in society, these actions are rooted and developed in humans and urges them to partake in social actions and activities (Eckhardt et al., 2008). According to Sathye, Prasad, Sharma, Sharma, & Sathye (2018), social influence directly and positively influences perceived ease of use. This was also supported by Altalhi (2020), who found that there was a relationship between social influence and perceived ease of use. Social influence takes many forms and can be pressure from peers and family, religious groups, work colleagues, and in a consumer context, it can be experts, other consumers, suppliers, and competitors (Shen et al., 2006). Perceived ease of use can be adopted from social influence; by conforming to what is the latest technology available to watch on-demand TV. This could lead to individuals trying to connect to on-demand TV that is perceived to be easy to use. Social influence is a construct that has a strong influence and is said to spread faster than any other advertising; this is called Word-of-Mouth (WOM) (Aral & Walker, 2013). However, in a different view, Vanattenhoven and Geerts (2015) argue that individuals are influenced to use a technology by what they see on social media platforms, and incur a feeling of not wanting to be left out. Social influence could actually make it easier for marketers, as they get individuals to use their technology with no effort – content is available at low or no cost, and individuals have a low risk by watch on-demand TV from

the comfort of their home and not having to go out (Aral & Walker, 2013). Further, Thakur (2013) found that social influence has a significant impact on the adoption of technology.

Therefore, taking into consideration the abovementioned, gathered from empirical literature evidence, the study hypothesises:

- ***H2**: Social Influence has a positive impact towards Perceived Ease of Use*

3.3.3 Subjective Norms and Perceived Ease of Use of On-demand TV

Subjective norms is an individual's concern of what others' perception will be of them when performing a certain action; and that person's motivation to comply with those important referents (Funmilola & Dahunsi, 2015). According to Abdullah, Ward and Ahmed (2016), subjective norms directly and positively influence perceived ease of use. This was also supported by Baleghi-Zadeh, Ayub, Mahmud and Daud (2014) who found that there was a relationship between subjective norms and perceived ease of use. Subjective norms can influence viewer's perceptions of perceived ease of use towards using technologies like on-demand TV (Shen et al., 2006). All other factors being equal, a technology that is perceived to be easy to you, will indeed yield a larger influence from subjective norms (Funmilola & Dahunsi, 2015). Trust can be an additional factor that influences usage, for example, if an individual has trust in their family or friends, they will be easily persuaded to use a technology, having the mind-set that that subjective norm has their best interest at heart (Ho et al., 2017).

Therefore, taking into consideration the abovementioned gathered from empirical literature evidence, the study hypothesises:

- ***H3**: Subjective Norms have a positive impact towards Perceived Ease of Use*

3.3.4 Perceived Ease of Use and Attitude Towards Use of on-demand TV

Similar to perceived usefulness, perceived ease of use is also derived from the Technology Acceptance Model (TAM). According to Fishbein and Ajzen (1975), the perception that an

individual has when considering using a certain technology will determine their attitude towards usage. According to Suroso, Retnowardhani and Fernando (2017), perceived ease of use directly and positively influences attitude towards use. This was also supported by Alsultanny and Alotaibi (2015), who found that there was a relationship between perceived ease of use and attitude towards use. The Technology Acceptance Model (TAM) postulates that the construct, perceived ease of use has proven to have a direct positive attitude towards using technology (Kim & Woo, 2016). Such perceived ease of use of gathering usage information, features and adopting the use of on-demand TV should enable favourable notice and be compelling for an individual experience (Shen et al., 2006). It is suggested by Kim and Woo (2016) and Petzer, De Mayer-Heydenrych and Svensson (2017), that an individual will be interested in a certain product, even if they do not have the slightest idea that that product will be making their lives easier. By saving time and energy instead of being bogged down by things that can actually be done faster or done by using no manpower is something that will render a positive attitude towards usage by individuals (Shen et al., 2006). However, Nkonko et al. (2019) argue that perceived ease of use has a positive rather strong influence towards technology, and the acceptance and adoption to learning how to use a certain technology. Considering that perceived ease of use is a construct that influences attitude towards use, it can be noted that individuals may have a positive attitude towards the use of on-demand TV.
Therefore, taking into consideration the abovementioned gathered from empirical literature evidence, the study hypothesises:

- ***H_4:*** *Perceived Ease of Use has a positive impact towards the attitude to use on-demand TV*

3.3.5 Perceived Usefulness and Attitude Towards Use of on-demand TV

Perceived ease of use is a component of the Technology Acceptance Model (TAM) and has been shown to be a determent in the use of technology (Su, Tsai, & Hsu, 2013). As stated in the literature, perceived usefulness is an individual's belief that using a specific technology will be effortless for them (Shen et al., 2006). According to Alsultanny and Alotaibi (2015), perceived usefulness directly and positively influences attitude towards

use. This was also supported by Suroso, Retnowardhani and Fernando (2017) who also found that there was a relationship between perceived usefulness and attitude towards use. This implies that a technology that is easier to operate than any other technology will be accepted by users in a more positive way (Davis, 1989). As in previous literature, Technology Acceptance Model (TAM) studies revealed that the construct perceived usefulness will have a possibly positive impact on individual attitude towards a certain technology. It is believed that perceived usefulness is affected by the level of an individual's trust which then impacts their attitude (Shen et al., 2006; Su et al., 2013). Furthermore, it is believed that is a certain technology can indeed make an individual's life easier and make their daily routine easier, by saving time and having to put in less effort, their acceptance to using the technology will be enhance (Nkonko et al., 2019; Kim & Woo, 2016). Perceived usefulness is an important construct in determining individuals' usage of a technology, acceptance and the targeted user' acceptance of such technology (Nkonko et al., 2019). Nowadays, individuals are always looking to make their lives easier, therefore, marketers have to ensure that they highlight ways in which using a certain technology can assist them in doing so. If a certain technology assists in changes of lifestyle, saves time and ultimately, makes daily living easier, individuals will most definitely explore this avenue and have a positive attitude towards usage (Shen et al., 2006); this is what on-demand TV boasts to provide.

Considering the abovementioned gathered from empirical literature evidence, the study hypothesises:

- ***H_5**: Perceived Usefulness has a positive impact on attitude towards use of on-demand TV*

3.3.6 Subjective Norms and Intention of On-demand TV

According to Ho et al. (2017), the individual's subjective norms has a rather strong impact on behavioural intention. An individual's subjective norm is the extent to which a consumer is influenced by those people whom they hold significant to them, including friends, family and members of a community (Shen et al., 2006). According to Baker Al-gahtani and Hubona (2007), subjective norms directly and positively influence intention to use. This

was also supported by Alhassany and Faisal (2018) who found that there was a relationship between subjective norms and intention to use. If members of this group think positively about performing a certain behaviour, they are likely to be influenced or at least have an expectation as to whether they should perform that behaviour or not, or use a certain technology or not (Shen et al., 2006). Eckhardt et al., (2008) and Funmilola and Dahunsi (2015) found that technology adoption in the household context, friends and parents were the subjective norms that influenced intention to use, while, in the work context, peers and superiors are the influencers. Consequently, subjective norms have proved to be an important detriment of individual's intention to use a technology. For example, both Ho et al. (2017) and Lin and William (2016) have revealed that subjective norms have a moderate and direct effect on intention to use technology.

Therefore, taking into consideration the abovementioned gathered from empirical literature evidence, the study hypothesises:

- ***H_6**: Subjective Norms have a positive impact towards Intention to use on-demand TV*

3.3.7 Hedonic Motivation and Attitude Towards Use of On-demand TV of On-demand TV

Hedonic motivation can also refer to the influence of a persons' pleasure or pain and their willingness to move towards a goal or away from a threat (Brown & Venkatesh 2005). According to Lombardi, Cicia, Del Giudice, Lombardi and Panico (2017), hedonic motivation directly and positively influences attitude towards use. This was also supported by Chepurna and Criado (2018) who found that there was a relationship between hedonic motivation and attitude towards use. Shen et al. (2006) and Liao et al. (2008) have further confirmed that hedonic motivation in a consumer context, has yielded a favourable usage of technology. A study conducted by Stevens and Loebbecke (2011), revealed that individuals have an attitude of joyfulness and excitement when they are in control of using technology, they portray the same traits when using on-demand TV, which puts them totally in control of what they watch and when they watch. Attitude towards a technology

is a predictor in the intention towards using a technology (Shen et al., 2006). Finding motivation from an individual's curiosity was tested with Information Systems (IS) and found that being in control of functions, especially when using Video-on-demand (VOD) yielded a higher interest and usage (Weniger & Loebbecke, 2011).

Therefore, taking into consideration the abovementioned gathered from empirical literature evidence, the study hypothesises:

- ***H*$_7$***: Hedonic Motivation has a positive effect towards Attitude Towards Use*

3.3.8 Attitude Towards Use and Intention Towards Use of On-demand TV

In the early years, attitude was defined as a determinant of behavioural intention and commemorates an individual's mental processing and the feelings (favourable or unfavourable) that they have when performing a certain behaviour (Ajzen & Fishbein, 1980). According to Schepers and Wetzels (2007), attitude towards use directly and positively influences intention to use. This was also supported by Kim et al. (2010) who found that there was a relationship between attitude towards use and intention to use. Decades later, the perception of attitude still remains the same amongst researchers. When a consumer has positive salient beliefs about behaviour, it would likely influence their intention to participate in that behaviour (Shen et al., 2006). It is suggested by Alotaibi et al. (2017) that attitude can be defined as an individual's feeling of positivity or negativity that they portray about performing a certain behaviour. The TRA model depicts attitude as a powerful predictor, and the influence that it has on individual behaviour; so much so that many researchers (Alotaibi et al., 2017; Kwok and Yang, 2017; Nkonko et al., 2019) found that it has a direct relationship with intention. However, for this study, the direct relationship that attitude depicts towards intention is not important, but rather the impact that it purports on the intention to use on-demand TV. Deriving from TAM, Jenner (2017) claims that the user's intention to adopt on-demand TV is the closest predictor of the actual usage of on-demand TV.

Considering, the abovementioned gathered from empirical literature evidence, the study hypothesises:

- ***H8:*** *Attitude towards use has a positive impact on Intention towards use of on-demand*

Table 2: Summary of Hypotheses

SUMMARY OF HYPOTHESES		
H/NO:	**Hypotheses Statement**	**Hypotheses Relationship**
H1	Hedonic motivation has a positive impact towards perceived ease of use of on-demand TV.	HM→PEOU **(+)**
H2	Social influence has a positive impact towards perceived ease of use of on-demand TV.	SI→PEOU **(+)**
H3	Subjective norms have a positive impact towards perceived ease of use of on-demand TV.	SN→PEOU **(+)**
H4	Perceived ease of use has a positive impact towards attitude towards use of use of on-demand TV.	PEOU→ATU **(+)**
H5	Perceived usefulness has a positive impact towards attitude towards use of on-demand TV.	PU→ATU **(+)**
H6	Subjective norms have a positive impact towards intention towards use of on-demand TV.	PEOU→ITU **(+)**
H7	Hedonic motivation has a positive impact towards attitude towards use of on-demand TV.	HM→ATU **(+)**

H8	Attitude towards use has a positive impact towards intention towards use of on-demand TV.	ATU→ITU **(+)**

Key:

SN= Social Norms

SI = Social Influence

HM = Hedonic Motivation

ITU = Intention Towards Use

PEOU = Perceived Ease of Use

ATU = Attitude Towards Use

PU = Perceived Usefulness

3.4 Summary of Chapter Three (3)

Chapter 3 provided the research model that was used in this research study. The research model was developed using the Technology Acceptance Model (TAM). The aim of the chapter was to formulate the hypotheses that supported existing literature. The chapter consist of three sections. The first section is an introduction to the chapter and the research model for the study. The second section provides the research model and an insight into the researcher's flow of the constructs. Finally, the third section, provides the hypotheses statements and the relationships that were developed between the constructs. The proposed hypotheses were formulated in concurrence with the research objectives and research questions of the study. Chapter 4 highlights the design and methodology that was used to test the significance of the model and hypotheses statements.

Chapter 4: Research Design and Methodology

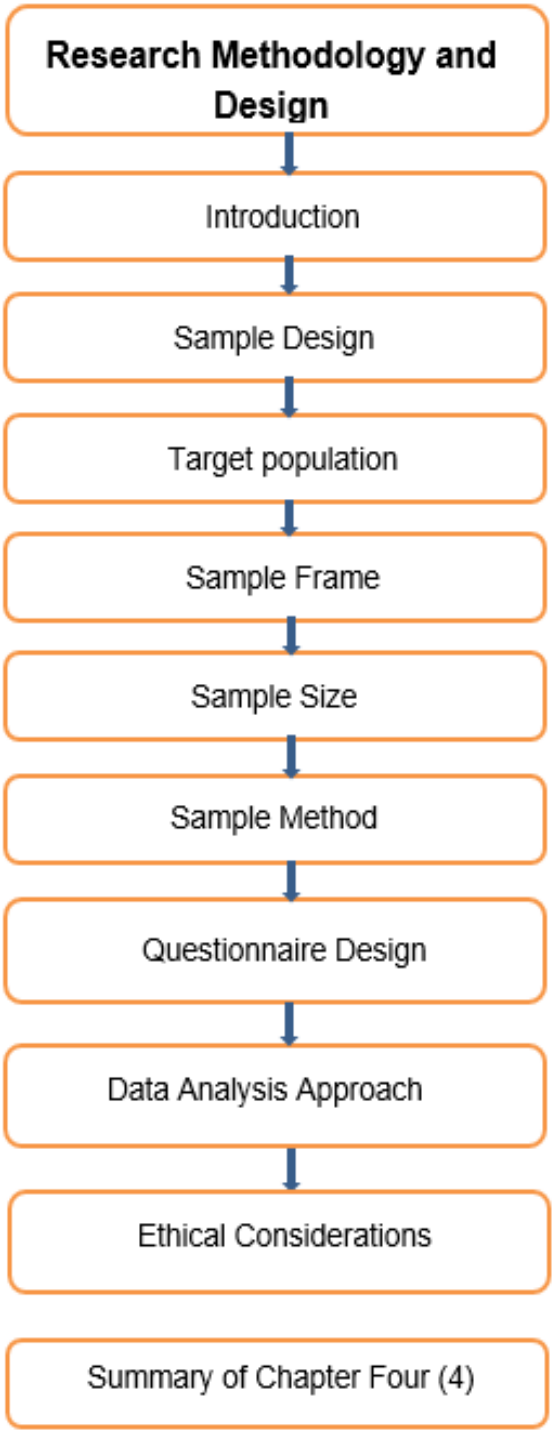


Figure 13: Diagrammatic Representation of Chapter 4

4.1 Introduction

According to Kothari (2004), in order to ascertain how a research is carried out, a research methodology should be used in a systematic way. Therefore, to produce scientific studies, scientific methods should be followed. In Chapter 3, theories were formed and explained, together with the variables that were adopted in the research model. This chapter (Chapter4) provides an insight into the research methodology which highlights the techniques used to analyse data and to generate new knowledge for further studies (Chinomona, Lin, Wang & Cheng, 2010). Validity of the study is recognised and the influence that methodology has on a study. This study used a quantitative method to analyse the collected data. A five-point Likert-scale was used to collect data from respondents on the factors that influence the adoption of on-demand TV. Previous studies that were adopted for this research also used a five-point Likert scale, therefore, the researcher found it fit to do the same. Data was collected using a self-administered questionnaire given to staff and students from the University of the Witwatersrand. Respondents were approached in a friendly manner by the researcher and were reminded that their participation was voluntary, their identification safe, and, that the data collected would be kept in a safe place. In order to yield true and compatible results, the correct methodologies were utilised, making it essential for relevant methodology. The research design explores: data acquisition, instruments employed and utilised and the intended means for analysing the data. Relevant tests are explained which purports to provide the correct values for the study to examine.

4.1.1 Research Philosophy

According to Kothari (2004), research philosophy refers to the transcendence of knowledge, and a source of nature. In essence, research philosophy involves being aware and formulating your beliefs and assumption whilst maintaining principles and strong moral ethics (O'Gorman, Lochrie & Watson, 2014). There are three views of philosophy namely; *positivism, interpretivism, and realism*. All have their uses and importance; however, this study has taken on a positivist approach. Positivism purports that through scientific methods, individuals believe factual knowledge and gain this by observation (Kothari,

2004; O'Gorman et al., 2014). A positivist study means that there is the bare minimum interaction between the researcher and the participant, their only role is the collection of data through an objective approach (Kothari, 2004). Usually research findings are observed and quantifiable, therefore, as a rule, positivist studies usually adopt a deductive approach (Kothari, 2004). This study follows a quantitative approach.

4.1.2 Research Design

The nature of a problem itself and the extent or level of existing knowledge depend on whether a particular method of enquiry is appropriate for a research (Smith et al., 2012). Research designs are unique to a methodology and the study is the strategy that is used to ensure that the research objectives are met. This is done merely through collecting data, measuring, and analysing the data. This study makes use of explanatory research design as it attempts to identify the links between variables, further, this study is of the view that individuals make use of technology on the pretence that it will make their lives easier. Explanatory research designs can be used in a quantitative approach (Nkonko et al., 2019).

4.1.3 Quantitative Research

Research is conducted by companies to determine why and how things occur, to gather information and find ways in which to improve offerings and customer satisfaction (Kwok & Yang, 2017). Quantitative research is explaining data that is collected and quantified, highlighting the main objectives that a study seeks to understand (Smith et al., 2012). When utilising a quantitative approach, data collecting is done in a scientific manner and the scientific method which uses designs that feature causal inferences to interpret results (Smith et al., 2012).

According to the questions that the study wishes to address, primary and secondary data will need to be collected. Collecting primary data is imperative and it assists in finding solutions to research problems and is crucial to achieving the research objective and answering the research questions of the paper. The primary data collected in this paper was done through self-administered questionnaires and emailed questionnaires that were

adapted to answer the research questions set out in chapter 1 and based on secondary data.

Secondary data is collected from previous research. Secondary data can be both raw or published data that can be qualitative and quantitative.

4.1.4 Sampling Design

According to Grafstrom (2010), a sampling design should be efficiently implemented whilst being easy and must cover various means of measuring the sample to be generally applicable (Grafstrom, 2010). In quantifiable measuring terms, the sample must be valid, depending on two considerations: accuracy and precision (Cooper & Schindler, 2014).

4.1.5 Target Population

In statistical terms, population is denoted by (N). A population makes up the total set of individuals that the researcher would include in their study; a sample is a segment of this population that will be used in the study (Smith et al., 2012). This study surveyed students and staff who are 18 years old and above at the University of the Witwatersrand, located in the Johannesburg area of Gauteng, South Africa.

Table 3: Profile of University of Witwatersrand Students and Staff

Total o Staff and Students	49 000
Postgraduates	19.63%
Undergraduates	59.69%
Certificate	8.12%
Diploma	7.59%
Other	4.97%
Male	54.19%

Female	45.81%

Source: University of the Witwatersrand (2019)

4.1.6 Sample

The sample covered all aspects of the research environment and subjects who were used in the survey (Smith et al., 2012). To have a sound measurement from surveys, the design of the sample was conducted with seamless importance (Smith et al., 2012). The sample chosen for the research study was staff and students from the University of the Witwatersrand, ordinary individuals who are 18 years and older. The reason for using students and staff as the sample, is because the researcher works at the University of the Witwatersrand which made it easy to collect data as she has a full-time job. Further to that, by having had conversations with staff and students, most are currently using on-demand TV or plan to switch to on-demand TV.

4.1.7 Sample Size

In statistical terms, sample is denoted by (n) (Smith et al., 2012). A sample is the number of observations used for calculating estimates of a given population (Smith et al., 2012) . The main purpose of creating a sample size is not to waste time, cut costs and allows the researcher to predict data on the entire chosen population rather than having to interview each person individually (Steinkamp, 2010).

This study has a minimum of 382 respondents made up of students and staff from the University of the Witwatersrand. This sample size or this research was calculated using Raosoft sample size calculator. Raosoft, is a sample size online calculator software which is available for public use for free.

When using Raosoft to calculate the sample size for this study, the default factors were kept standard, such as the margin error of 5%, a confidence level of 95% and a response distribution of 50%. The population size of 49000 was put into the software, as there are 49000 staff and students at the University of the Witwatersrand (Wits University, 2018).

4.1.8 Sample Method

The two main types are sampling methods are: probability sampling and non-probability sampling (Cooper & Schindler, 2014). This study made use of a non-probability method called convenience sampling. According to Steinkamp (2010), convenience sampling means that the population is easily accessible, convenient, easy to measure, co-operative and articulate. The researcher should remain bias free when having the questionnaires completed and should be open to individuals volunteering to complete the questionnaire (Smith et al., 2012). Overall, this type of sampling allows the research to be conducted swiftly and in an economical way.

4.2 Questionnaire Design

4.2.1 Research Instrument

The research questionnaire was adapted from previous scales and modified to fit the context of this study. The measurement of hedonic motivation was adapted from Salimon, Yusoff and Mokhtar (2017), social influence was adapted from Sathye, Prasad, Sharma, Sharma, and Sathye (2018), subjective norms was adapted from Abdullah, Ward and Ahmed (2016), perceived ease of use was adapted from Suroso, Retnowardhani and Fernando (2017), perceived usefulness was adapted from Alsultanny and Alotaibi (2015), attitude towards use and intention towards use was adapted from Scheepers and Wetzels (2007). A pilot questionnaire was distributed to a limited number of individuals at the University of the Witwatersrand in the Johannesburg region of Gauteng. The reason for this pre-testing was to scrutinise individual reactions or comments on the questions in order to examine if certain expressions needed to be altered. Thereafter, a final questionnaire was distributed to 382 willing respondents. The research consisted of two (2) sections namely; demographic section and a series of five-point Likert scale questions that were based on the research model.

4.3 Data Collection

4.3.1 Data Collection Techniques

A questionnaire was developed to collect data from respondents, this serves as the primary means of data collection. The collected data was coded into an Excel spreadsheet. The researcher hand distributed a self-administered questionnaire on factors influencing the adoption of on-demand TV, to staff and students who study and work at the University of the Witwatersrand in the Johannesburg region of Gauteng.

4.3.1.1 Primary Research

Primary research is conducted to assist in finding a solution to a current problem that requires significant information, where new data has to be collected (Hox & Boeije, 2005). Primary research for this study was conducted by a self-administered questionnaire to a sample size of 382 respondents, who were staff and students of the University of the Witwatersrand.

4.3.1.2 Secondary Research

According to Gallivan et al. (2003), secondary research is information that was previously collected for research other than the current study but is used to assist in the study at hand. The researcher consulted other secondary data that was made available on the Wits University e-Library portal, e-books, and journal articles in Google Scholar.

4.4 Data Analysis

4.4.1 Structural Equation Modelling (SEM)

Structural Equation Modelling (SEM) is a popular research tool used in various social science fields such as marketing, management and psychology (Barrett, 2007). Its popularity is due to the fact that it can simultaneously assess the various types of relationships among variables (Dilalla, 2000). Both Dilalla (2000) and Nusair and Hua, (2010) suggest that SEM encompasses and is a combination of confirmatory factor analysis (CFA) and path analysis, which make it so effective in the testing of hypotheses. According to Alotaibi et al. (2017), path analysis provides a description of the association

between measured variables and theoretical constructs. SEM assists in interpreting behavioural relationships amongst constructs, by establishing measurement models and structural models (Nusair & Hua, 2010). Path modelling (PM) provides a description of the association between measured variables and theoretical constructs. The main aim of doing SEM is to test structural paths of the hypothesised conceptual model for a study. In an effort to examine the relationship that exists amongst constructs, data was run analysed using SPSS and AMOS (Hox & Bechger, 2002).

4.5 Data Screening

After collecting data from respondents, the researcher implemented the data screening process proposed by Chinomona et al. (2010) and Moss (2009). The collected data was cleaned before conducting statistical tests. As first step before starting any statistical analysis, data has to be cleaned, in order to extract the necessary information that the data holds. The accuracy of data entries and the elimination of outliers is imperative, before the researcher proceeds to analysis (Gorodetsky, 2015). Importance should be targeted on ensuring that the screening process has a check list, by doing this, the researcher can ensure that the questionnaire is checked, edited, correctly coded and that the tables used are accurate. By utilising the statistical software SPSS 25, all data fields collected were tested for mean and standard deviation, to detect any typing errors and to sift out any outliers. The data was cleaned after errors in data entry were rectified.

4.6 Data Analysis Approach

According to Alotaibi et al. (2017), when raw data is prepared for imperative information to be extracted to assist a study, this is called data analysis and statistical process. As a starting point, the first step is to code the collected data into an Excel spreadsheet, prior to analysis. The analysis process purports to provide valuable information, for example, attributes of the construct; descriptive statistics, mean and standard deviation values of each factor. The researcher was tasked with analysing the collected data; this is done by utilising the statistical software. The Statistical Package for the Social Sciences (SPSS) version 25 was used for descriptive statistics and the Analysis of Moment Structures

(AMOS) version 25 was used for conducting confirmatory factor analysis (CFA) and path modelling (PM), which yielded the reliability values and check for model fit.

4.6.1 Data Cleaning and Coding

The researcher must always ensure that collected data is analysed. This process is conducted to eliminate any incorrect data that may have been excluded in the Excel spreadsheet. Chinomona (2017) stresses that data must be screened adequately in order for accurate information to be used. In addition, it by imperative to sift out any discrepancies by the researcher asking the following questions:

- Are the responses on the questionnaire written clearly?
- Have all the questions been answered by the respondent?
- Have all the relevant sections been completed by the respondent?
- Does the questionnaire have the signature of the respondent?

4.7 Reliability Tests

In an attempt to check the reliability of the research study, three methods were used, namely, Cronbach's alpha test (Cronbach α), the composite reliability test (CR), and the average variance extracted test (AVE). These three methods are discussed further below.

4.7.1 Cronbach Alpha

Cronbach Alpha is used to measure internal consistency of a test scale which is expressed as a value between zero (0) and one (1) (Tavakol & Dennick,2011). This unique tool was developed by Lee Cronbach in 1951 and has been used in thousands of studies over many decades (Tavakol & Dennick, 2011). Acceptability ranges from 0.7 to 0.9; an alpha lower than this range could be due to a low number of questions, poor relationship between constructs or heterogeneous measures (Chinomona et al., 2010). A higher value of the Cronbach alpha indicates that there is indeed a high reliability of the measurement scale at hand (Chinomona et al., 2010).

4.7.2 Composite Reliability (CR)

As a collection of heterogeneous data, a measurement of the overall reliability provides composite reliability (Chinomona et al., 2010). Cronbach Alpha looks at the individual item reliability whereas composite reliability looks at the entire construct (scale reliability). A value above the 0.7 threshold is recommended and is an acceptable value (Yang & Lai, 2010).

4.7.3 Average Variance Extracted (AVE)

Average Variance Extracted (AVE) is the variance extracted estimate which measures the extent of variance captured by a construct in relation to the variance due to the random measurement error. AVE measures discriminate validity. A value above 0.5 is recommended (Fornell & Larcker,1981).

4.7.4 Convergent Validity

Validity is the degree to which an instrument purports to evaluate. Convergent validity measures the degree to which a construct comes together and an inspection of the variance of each construct (Chinomona et al., 2010). Convergent validity is acceptable when the AVE or factor loading of constructs are higher than 0.5 (Yang & Lai, 2010).

4.7.5 Discriminant Validity

According to Chinomona et al. (2010), discriminant validity refers to having constructs that are distinct from each other by making parallels with the correlation. Different traits are measured by means of using either the same or different traits (Raykov, 2011). All values should be below one (1) to ensure that discriminant validity exists, the lower the values the more discriminant validity is present (Raykov, 2011: Chinomona et al., 2010). Below is an example of how discriminate validity is measured;

Social influence (SI) has an AVE of 0.670, which is greater that the shared variance squared of SI and Subjective Norms (SN) which is (0.508 x 0.508 = 0.258). This proves the existence of discriminant validity.

4.8 Confirmatory Factor Analysis (CFA)

Confirmatory Factor Analysis (CFA) is a statistical technique used to verify the factor structure of observed variables as well as to test hypotheses proposed about the relationships that exist between observed variables. It requires several statistical tests that determine the adequacy of the proposed model (Cooper & Schindler, 2014).

4.8.1 Chi-Square Test

According to Moss (2016), the chi-squared test is used to determine the adequacy of a proposed model in the population. A chi square value that indicates an acceptable model fit ranges between one (1) and three (3). A chi-square value below 0.3 is considered to be an acceptable model fit as stated by Chinomona et al. (2010).

4.8.2 Comparative Fit Index (CFI)

The CFI value is the discrepancy function adjusted for the sample with regards to the hypothesised model. CFI ranges from 0 to 1; the higher the value the better fit the model is. A value 0.9 or greater indicates a good model fit (Moss, 2009).

4.8.3 Goodness of Fit Index (GFI)

The Goodness of Fit Index (GFI) is a test which provides the fit between the hypothesised model mentioned in the study and the observed covariance matrix. GFI varies from 0-1, however, theoretically can reflect meaningless negative values. Through general consensus, GFI should be equal to or greater than 0.90 to accept the model (Moss, 2009).

4.8.4 Incremental Fit Index (IFI)

Also known as Bollen's IFI, it assesses the difference between the Chi square value of the hypothesised and the independent model, however it is relatively insensitive toward sample size in comparison to the NFI (Chinomona, 2010). The IFI ranges from zero (0) to one (1) with a value above 0.9 indicating a good model fit (Moss, 2009).

4.8.5 Normed Fit Index (NFI)

The NFI analyses the discrepancy between the chi-squared value of the hypothesised model and the independent model. The NFI ranges between 0 and 1 with a value of 0.9 or higher indicating a good model fit (Moss, 2009).

4.8.6 Tucker- Lewis Index (TLI)

Also referred to as a non-normed fit index as it resolves some of the negative bias that can occur with the NFI. It may fall beyond the ranges of 0 and 1, however, a good model fit should range between 0 and 1 with a value of 0.9 indicating an acceptable model fit (Moss, 2009).

4.8.7 Root Mean Square Error of Approximation (RMSEA)

Root mean square error of approximation (RMSEA) was developed by Steiger and Lind in 1980. The RMSEA disregards the issue of sample size and allows one to analyse the discrepancy between the hypothesised model, with optimally chosen parameter estimates, and the population covariance matrix. It ranges from zero (0) to one (1) with a value below 0.8 or lower being an acceptable model fit. The lower the value the better fit the model is (Moss, 2009).

4.9 Ethical Considerations

Before researchers begins to collect data, they must consider getting valid and ethical access to the population of choice (Cooper & Schindler, 2014). Ethical considerations are important in the negotiation of gaining access to the individuals needed to conduct the study, therefore, strict ethical consideration was taken in this study. Firstly, the questionnaire was designed strategically, where it avoids harmful, embarrassing or offensive statements that could cause the participant emotional distress. Secondly, in an effort to protect the rights of the participants and their privacy, fair treatment, autonomy and confidentiality, all the relevant information that was needed was explained to the respondent, including why the information was needed. The respondent was not asked for any form of identification or contact details in order to protect their identity, and it was explained that the information that was gathered would be kept in a safe place and would

not be shared with unauthorised individuals. In addition, to protecting the right of the respondents, the ethical consideration taken omitted any bias and is free of any errors. An institutional ethics approval certificate was issued to the researcher by the University of the Witwatersrand. Ethical clearance number H18/10/20.

4.10 Summary of Chapter Four (4)

Chapter 4 gave an insight into the research methodology and design of the study and undertook a quantitative approach. The researcher developed a self-administered questionnaire in an effort to collect data from 382 respondents from the University of the Witwatersrand on factors that influence the adoption of on-demand TV. The chapter consists of six sections. The first section is an introduction to the chapter. The second section is the research strategy and explanation of the design. The third section is the design and sample size, and sample population. Section four provided the data techniques explored. Finally, section five provided the ethical considerations reflecting the steps that the researcher took to ensure fairness and autonomy. The next chapter is Chapter 5, which explores the data analysis process and discusses the yielded results. In addition, Chapter 5 includes the interpretations of the results and concludes with a summary of the chapter.

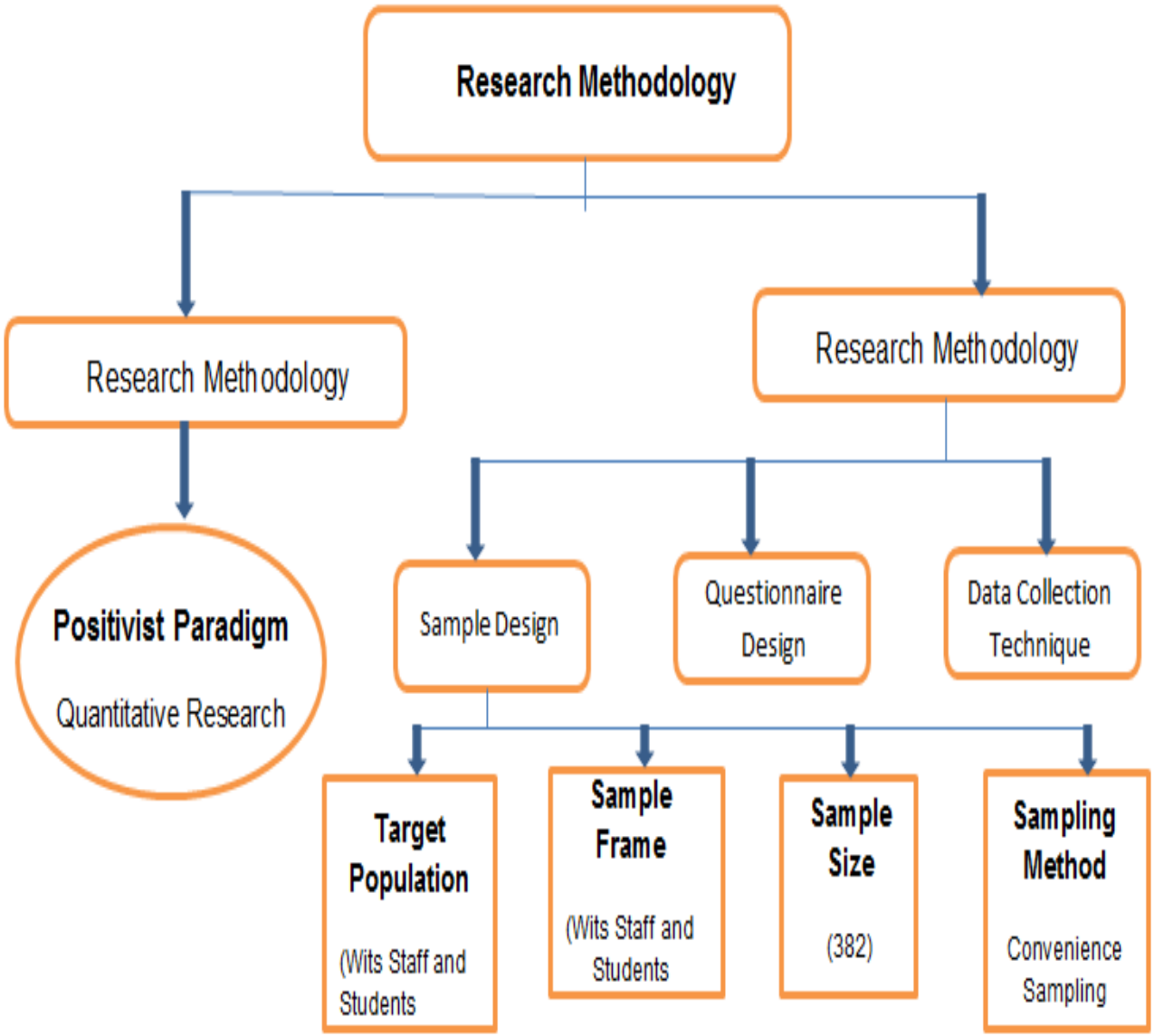


Figure 14: Diagrammatic Representation of Research Methodology

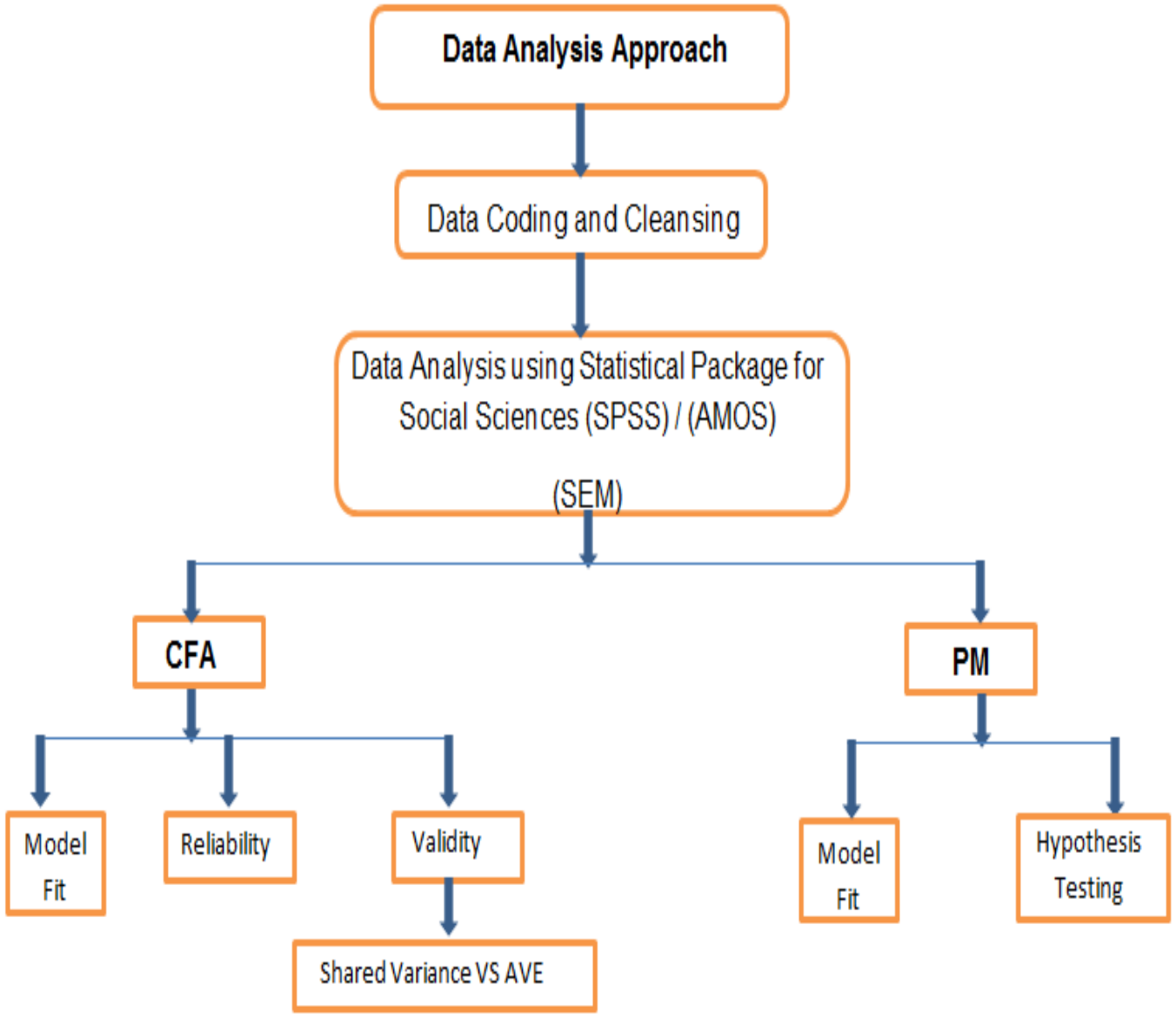


Figure 15: Diagrammatic Representation of Data Analysis Approach

Chapter 5: Data Analysis and Discussion of Results

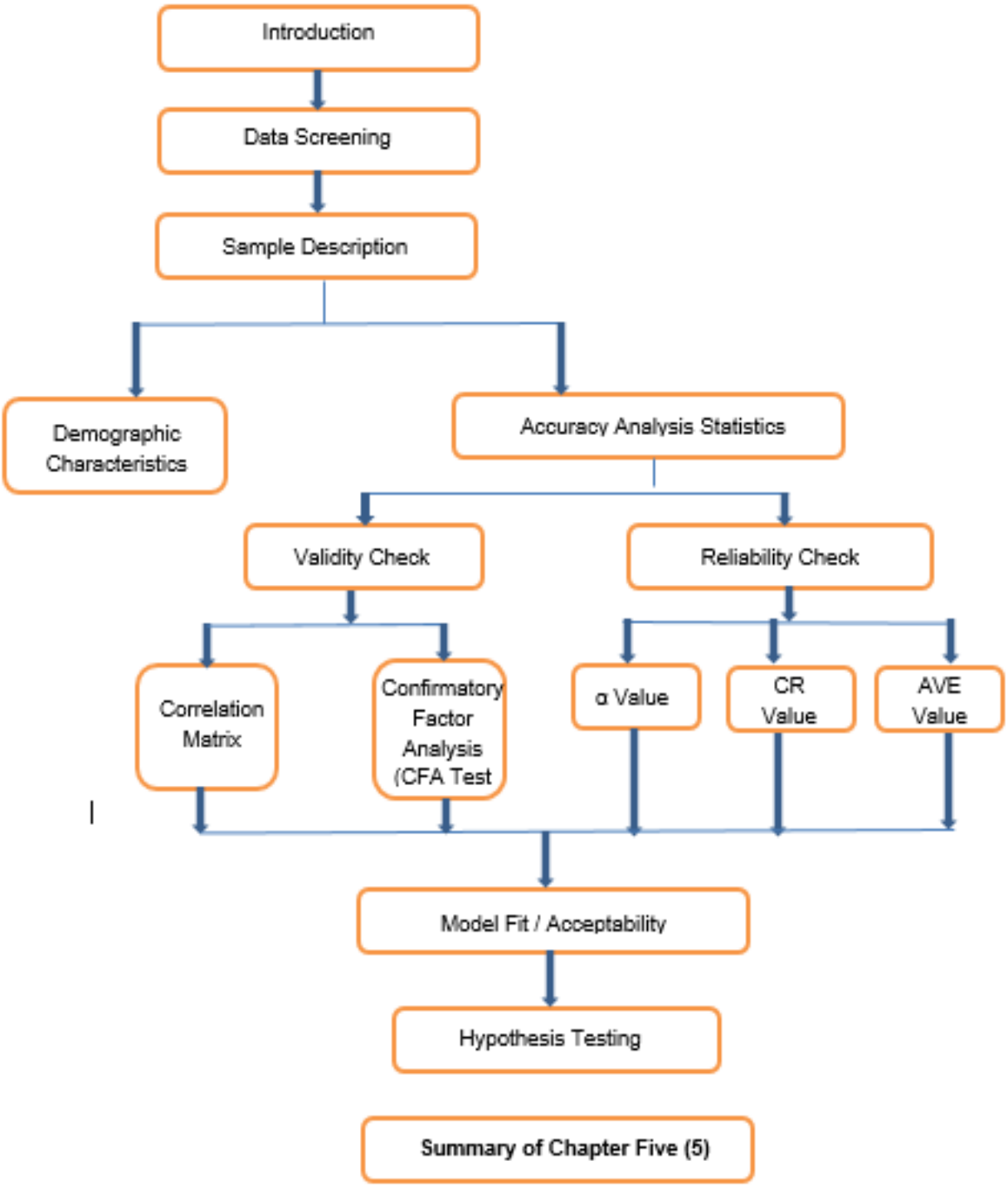


Figure 16: Diagrammatic Representation of Chapter 5

5.1 Introduction

Chapter 4 discussed the methods, design and techniques that were utilised to be examined and interpreted in this chapter. Chapter 5 presents and discusses the findings obtained from the results. A research questionnaire was used as a tool to collect data, thereafter, a statistical analysis was drawn. In order to analyse the collected data, the Statistical Package for the Social Sciences (SPSS) was utilised. This chapter discusses the descriptive statistics and the reliability of all the constructs in the model developed from the questionnaire. Using the Analysis of Moment Structures (AMOS) Structural Equation Modelling was also conducted and Confirmatory Factor Analysis and Path Modelling were conducted by correlating the constructs. Confirmatory Factor Analysis (CFA) was conducted to check for Model Fit, Reliability and Validity of the scales used in the research questionnaire. An assessment of comparison was done between Shared variance (SV) and average variance extracted (AVE) to check the validity of the scales. In order to check if the model met the acceptable thresholds for the model fit and to test the proposed hypothesis for the study, Path Modelling (PM) was conducted. Chapter 5 begins by exploring the data screening process, thereafter, provides an in-depth overview of the data analysis procedures used for the study. After the abovementioned checks and tests, the sample description is provided. After the mentioned screening and checks, the sample description, which is a test of measures and accuracy analysis statistics is provided. This section of the chapter mainly tests for the measures of reliability and validity of the results, by providing proof that the constructs indeed are different from one another. This is conducted by using a variety of methods to ascertain accuracy of the results. For measuring reliability, the Cronbach's Alpha, the Composite Reliability (CR) value, and the Average Value Extracted (AVE) were used. However, for conducting validity, Confirmatory Factor Analysis (CFA) was utilised if convergent validity and correlation matrix and chi-square, indeed showed evidence of discriminant validity. The section thereafter presents the research model's fit. Numerous indicators such as the chi-square value, Goodness of Fit Index (GFI), Normed Fit Index (NFI), Incremental Fit Index (IFI), Comparative Fit Index (CFI) and Root Mean Square Error of Approximation (RMSEA), were used to check if the model fits the data.

5.2 Data Analytical Procedures

In order to analyse the empirical data, a variety of statistical methods have to be utilised. As a first step, to access the consistency that each construct provided, the coefficient alpha and adjusted item-to-total correlations were used. The collected data was analysed using the Statistical Package for Social Science (SPSS) 25. For the assessment of final measures, Confirmatory Factor Analysis (CFA) was performed using the Analysis of Moment Structures (AMOS) 25. Statistical procedures used to validate measures involved the assessment of items and scale reliability, convergent and discriminant validity. The full details of the results obtained by analysing the Structural Equation Modelling (SEM) in chapter 5 is discussed in Chapter 6, together with interpreting the hypothesis results.

5.3 Descriptive Statistics

Lui, Parelius and Singh (1999) advise that a research study should start by first explaining the demographics of the sampled population, and should preferably be done in a way that is understood by the reader. In addition, they profess that the statistics should be easy for the reader to interpret and the graphs should be kept simple. The statistics provides an overall picture of the sample profile in which the number of respondents is provided, gender and age breakdowns, well as level of study were also provided (Lui et al., 1999). The descriptive statistics can be provided in the form of pie charts, bar charts or in tabulation form, showing the basic data of the main components of the study for example, demographic or biographical data.

5.3.1 Sample Description

Table 4 provides the descriptive profile of the respondents, namely, age, gender, service provider preference and level of study. The University of Witwatersrand, which has a total population of 36 000 students and approximately 1000 staff members (University of the Witwatersrand, 2018), was used as the sample. Only students who were registered of the University of the Witwatersrand completed the questionnaire. This was verified by the students showing the researcher a valid student card.

The profile provides the distribution of males represented by 45.8% and females which was slightly higher at 54.2% of the total sample size. Respondents from the age group of 18-24 years of age were the majority, and the age group 65 years and older were the least and represented 5% of the total sample. Derived from the results, the majority of the respondents indicated that they were studying towards an undergraduate degree, indicated by 59.7% of the total sample. The respondents were students and staff, where 51.8% indicated that they mostly watch Netflix, followed by 17.5% who watch Showmax. Only 4% of the respondents indicated that they use other service providers.

Table 4: Sample Demographic Profile

Gender	**Frequency**	**Percentage**
Male	175	45.8%
Female	207	54.2%
Total	**382**	**100%**
Age	**Frequency**	**Percentage**
18-24	204	53.4
25-34	67	17.5
35-44	51	13.4
45-54	18	4.7
55-64	23	6.0
65+	19	5.0
Total	**382**	**100%**
Level of Study	**Frequency**	**Percentage**
Certificate	31	8.1%
Diploma	29	7.6%
Undergraduate	228	59.7%
Postgraduate	75	19.6%
Other	19	5.0%
Total	**382**	**100%**
On-Demand TV Service Providers	**Frequency**	**Percentage**
Amazon	36	9.4%
Hulu	31	8.1%
Netflix	198	51.8%
Showmax	67	17.5%
123 Movies	46	12.0%
Other	4	1.0%
Total	**382**	**100%**

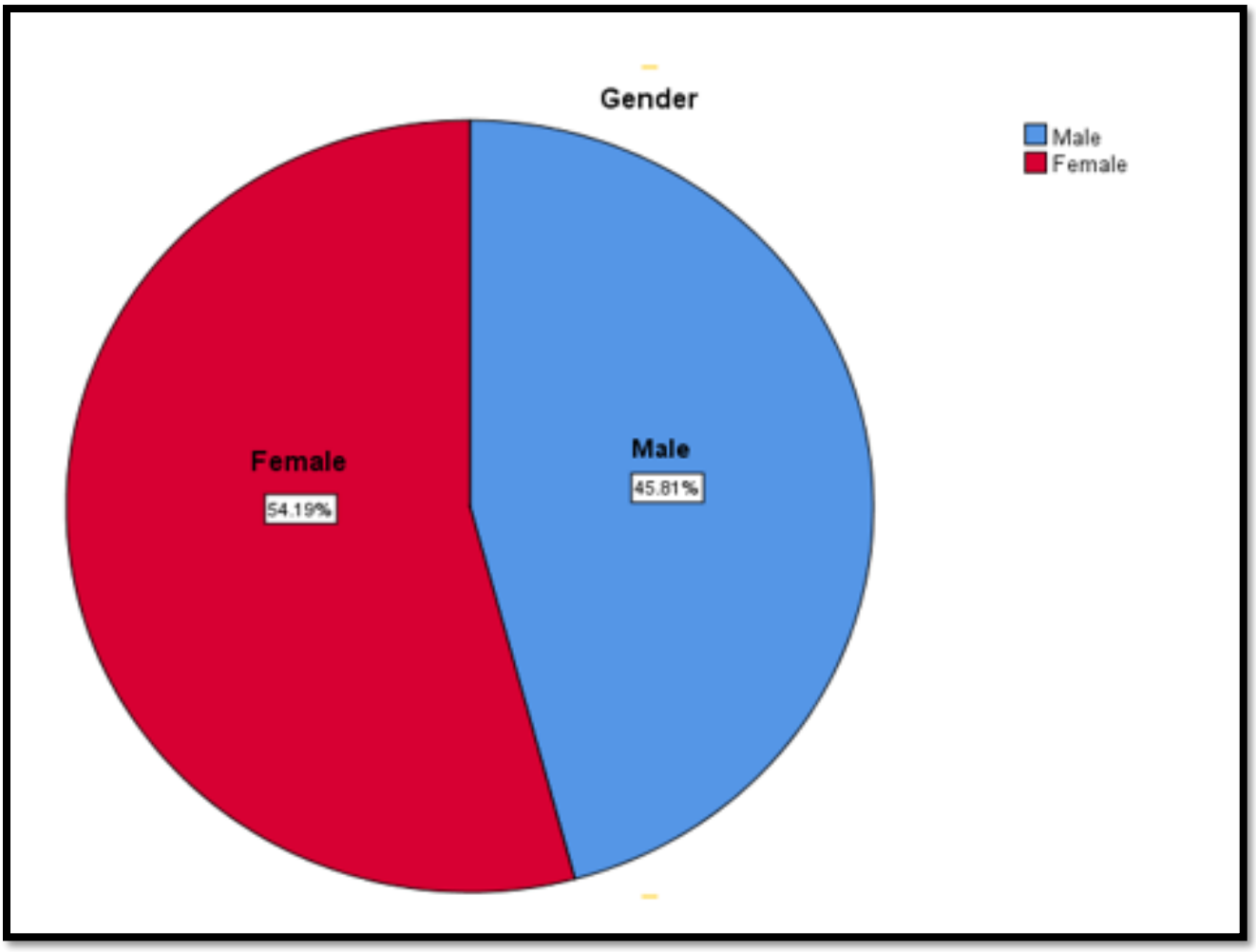


Figure 17: Pie Chart Illustrating the Distribution of Males and Females in the Sample

Figure 17 is a Pie Chart which illustrates the gender distribution of males and females in the sample. From the chart it is visually easy to understand, the males elucidated 45.80% of the total sample number, and that females elucidated 54,20% of the total sample. The 382 respondents were almost equally distributed between the staff and students of the University of the Witwatersrand. Figure 18 presents a bar graph illustrating the educational levels of the sample.

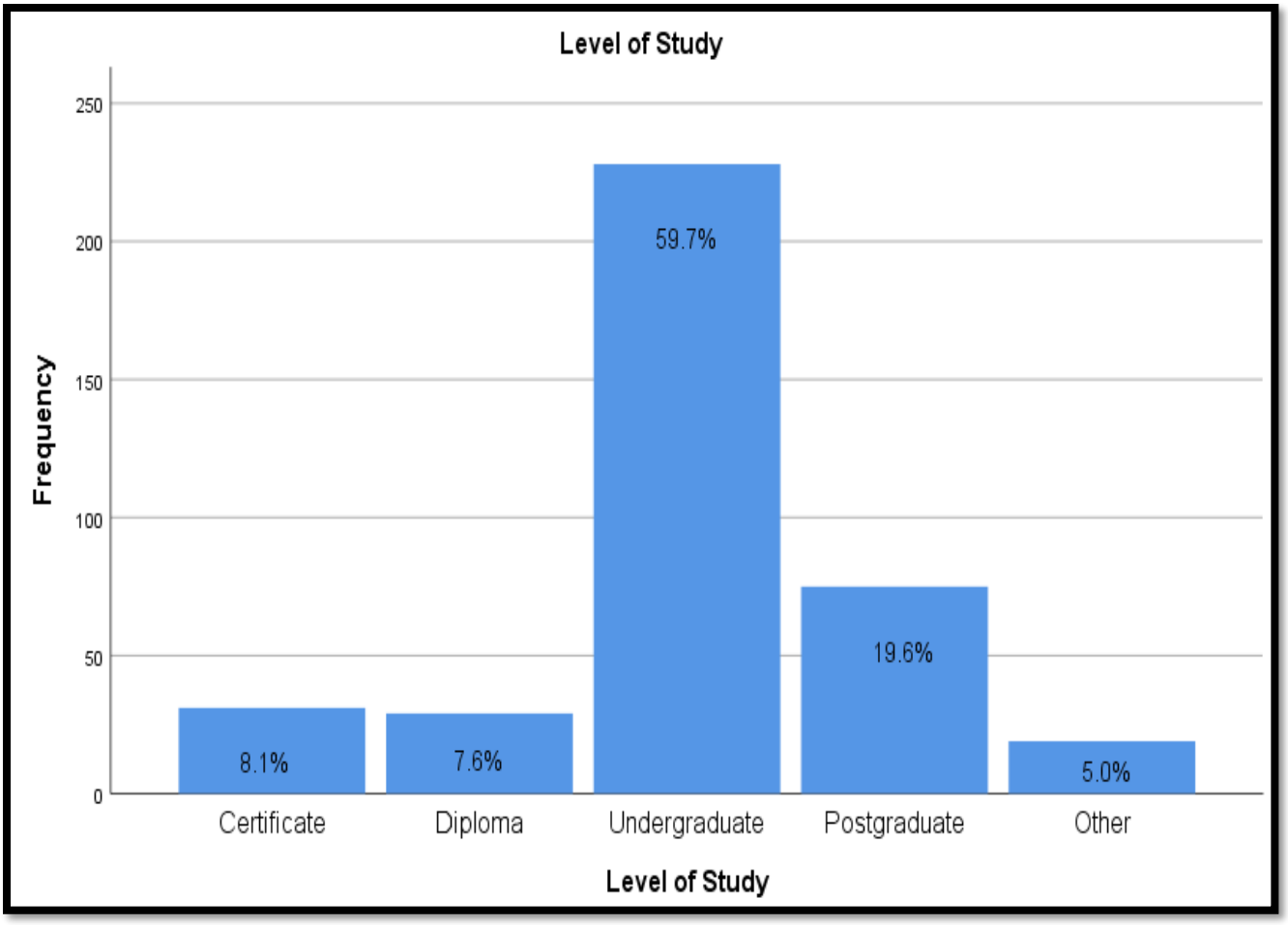


Figure 18: Bar Graph Illustrating Educational Levels of the Respondents

As shown in Figure 18, the majority of the respondents are studying towards an undergraduate degree as highest education level, indicated by the 59.7% respondents, followed by 19.6% who held a postgraduate degree. The respondents who held a certificate qualification is 8.1%; not much from those respondents that held a diploma qualification which accounted for 7.6% of the sample. Lastly, with the smallest percentage of respondents indicating “other” as their highest education level accounted for 5.0% of the total sample. Figure 19 shows a bar graph illustrating On-demand service providers that are currently being used by the sample.

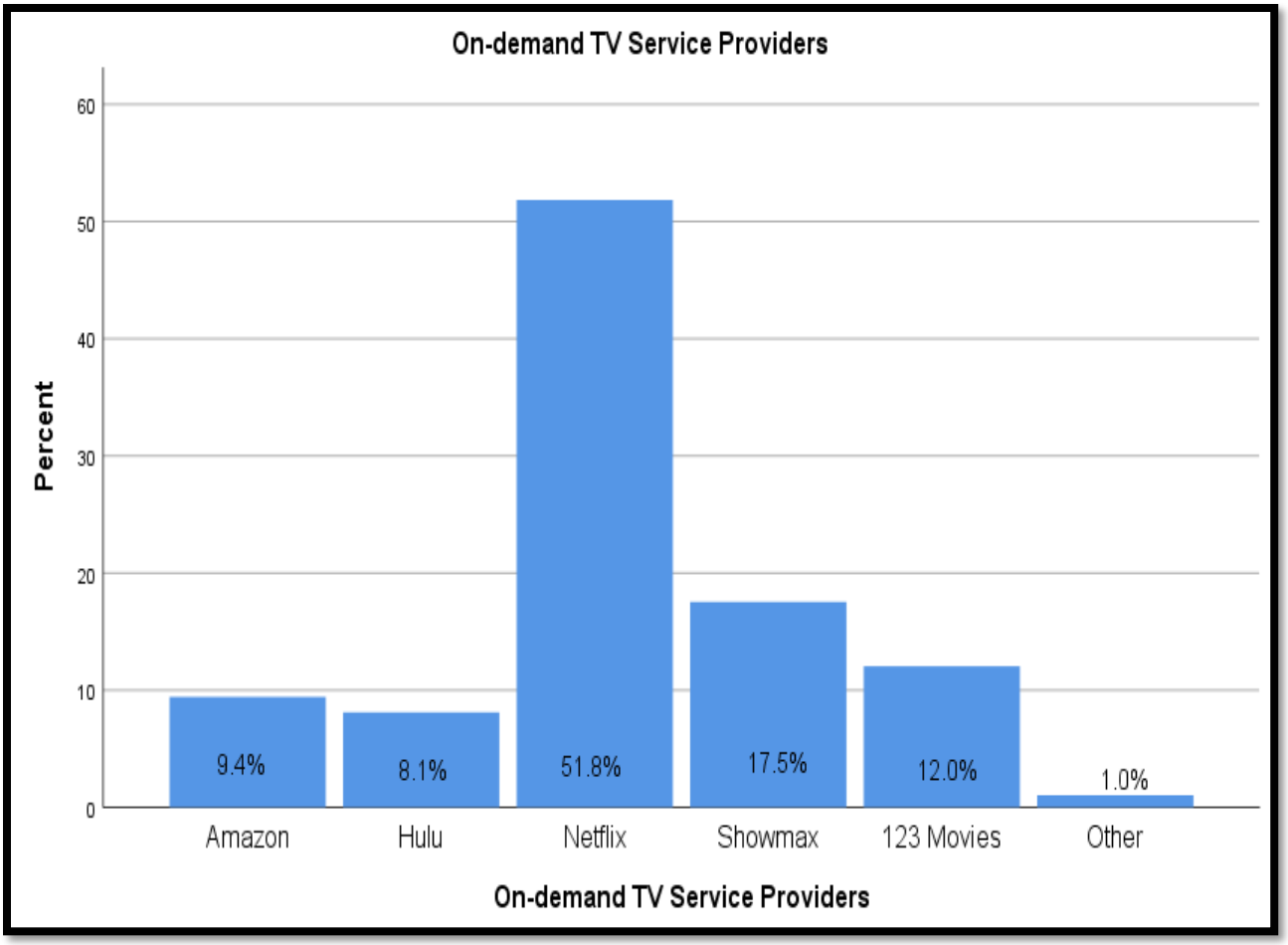


Figure 19: Bar Graph Illustrating On-demand Service Providers used by Respondents

As shown in Figure 19, this bar graph depicts that the majority of the respondents spend their time watching Netflix, demonstrated by 51,8% of the sample size, amounting to almost 200 respondents. Showmax usage accounted for 17.5% of the sample size, leaving a gap between Amazon and Hulu, which accounted for 9.4% and 8.1% respectively. Respondents watching 123 Movies and other on-demand TV streaming platforms had the lowest representation of 12.0% and 1.0%, accounting for close to 50 out of the total 382 respondents.

5.4 Reliability Tests

In order to accurately check for reliability of research measures used for this study, tests for Cronbach's alpha test (Cronbach α), Composite Reliability test (CR) and Average Value Extracted (AVE) were conducted. Table 5 presents the results of the three abovementioned tests, used to check the research measure reliability.

5.4.1 Cronbach's Alpha Test

The Cronbach Alpha test was developed by Lee Cronbach, in order to measure internal consistency amongst the constructs (Tavakol & Dennick, 2011). The reliability of each construct was measured using the standardised Cronbach's coefficient alpha. Results that showed higher values of Cronbach's coefficient alpha represented indicated a higher value of the scale, for the study. As seen in Table 5, values ranged from 0.524 to 0.798 and therefore, were above the acceptable threshold of 0.3 (often ≦0.3) endorsed by Chinomona (2017). The Cronbach's alpha coefficients can also be observed in the table below and range from 0.742 to 0.851 surpassing the 0.7 acceptable threshold recommended by Alotaibi et al. (2017).

5.4.2 Composite Reliability (CR)

The reliability of each construct was also evaluated using the Composite Reliability (CR) index test. According to Yang and Lei (2010), a Composite Reliability index greater than 0.7 shows internal consistency of the constructs. The results in Table 5 indicate that composite reliability (CR) indexes were between 0.761 and 0.856. All of values met the acceptable threshold (Alotaibi et al., 2017).

Table 5: Accuracy Analysis Statistics

Research Construct		Descriptive Statistics				Cronbach's Test		C.R. Value	AVE Value	Highest Shared Varience	Factor Loading
		Mean Value		Standard Deviation		Item-total	α value				
HM	HM1	3.87	4.034	0.830	0.819	0.678	0.845	0.855	0.545	0.213	0.784
	HM2	3.96		0.838		0.725					0.839
	HM3	4.12		0.792		0.674					0.756
	HM4	4.02		0.862		0.647					0.718
	HM5	4.20		0.771		0.541					0.564
SI	SI1	3.25	3.430	1.351	1.262	0.761	0.856	0.857	0.670	0.508	0.839
	SI2	3.27		1.314		0.798					0.911
	SI4	3.77		1.121		0.646					0.689
SN	SN1	2.84	3,420	1.187	1.238	0.469	0.824	0.838	0.513	0.508	0.551
	SN2	3.79		1.148		0.697					0.782
	SN3	3.51		1.126		0.709					0.823
	SN4	3.60		1.185		0.658					0.737
	SN5	3.37		1.545		0.605					0.657
PEOU	PEOU1	4.04	4.108	0.877	0.829	0.557	0.844	0.834	0.505	0.238	0.600
	PEOU2	4.01		0.779		0.654					0.689
	PEOU3	4.13		0.866		0.733					0.852
	PEOU4	4.16		0.807		0.661					0.721
	PEOU5	4.20		0.816		0.656					0.665
PU	PU2	4.23	4.208	0.675	0.708	0.529	0.761	0.747	0.431	0.292	0.674
	PU3	4.21		0.716		0.633					0.805
	PU4	4.28		0.679		0.641					0.608
	PU5	4.11		0.761		0.578					0.502
ATU	ATU1	4.21	4.264	0.696	0.720	0.594	0.828	0.820	0.480	0.292	0.682
	ATU2	4.23		0.742		0.679					0.710
	ATU3	4.33		0.777		0.646					0.783
	ATU4	4.29		0.707		0.682					0.737
	ATU5	4.26		0.680		0.524					0.526
ITU	ITU1	4.24	4.203	0.699	0.713	0.592	0.778	0.784	0.548	0.258	0.687
	ITU2	4.16		0.700		0.681					0.787
	ITU3	4.21		0.740		0.577					0.743

5.4.3 Average Variance Extracted

Table 5 shows the (AVE) results. Values that were greater than 0.40 for the variance showed that it adequately represented the latent construct. The average variance extracted (AVE) values ranged from 0.431 to 0.670, thus within the acceptable threshold recommended by Chinomona (2017). The average variance extracted (AVE) of social influence (SI) is 0.67, which is greater than the square of the shared variance of social influence (SI) and subjective norms (SN), which is [(0.713)2 = 0.508]. This proves the discriminate validity in fact does exist.

Table 6: Diagrammatic Representation of Composite Reliability Calculations

Standised regression Estimates (all variables and instruments included)							
				Composite Reliability (CR)			
					mmation of error ter		$CR_\eta=(\Sigma\lambda yi)2/[(\Sigma\lambda yi)2+(\Sigma\varepsilon i)]$
				$(\sum\lambda Yi)^2$	εi	$\sum\varepsilon i$	CR
HM	<---	HM1	0,784	13,403	0,385	2,276	0,855
	<---	HM2	0,839		0,296		
	<---	HM3	0,756		0,428		
	<---	HM4	0,718		0,484		
	<---	HM5	0,564		0,682		
SI	<---	SI1	0,839	5,949	0,296	0,991	0,857
	<---	SI2	0,911		0,170		
	<---	SI4	0,689		0,525		
SN	<---	SN1	0,551	12,603	0,696	2,433	0,838
	<---	SN2	0,782		0,388		
	<---	SN3	0,823		0,323		
	<---	SN4	0,737		0,457		
	<---	SN5	0,657		0,568		
PEOU	<---	PEOU1	0,600	12,440	0,640	2,477	0,834
	<---	PEOU2	0,689		0,525		
	<---	PEOU3	0,852		0,274		
	<---	PEOU4	0,721		0,480		
	<---	PEOU5	0,665		0,558		
PU	<---			6,703		2,276	0,747
	<---	PU2	0,674		0,546		
	<---	PU3	0,805		0,352		
	<---	PU4	0,608		0,630		
	<---	PU5	0,502		0,748		
ATU	<---	ATU1	0,682	11,820	0,535	2,598	0,820
	<---	ATU2	0,710		0,496		
	<---	ATU3	0,783		0,387		
	<---	ATU4	0,737		0,457		
	<---	ATU5	0,526		0,723		
ITU	<---	ITU1	0,687	4,915	0,528	1,357	0,784
	<---	ITU2	0,787		0,381		
	<---	ITU3	0,743		0,448		

According to Nusair and Hua (2010), an acceptable Composite Reliability (CR) value must exceed 0.7. The internal reliability of each construct was also evaluated using the Composite Reliability (CR) index test. It is calculated using the following formula:

(CR): $CR\eta = (\Sigma\lambda yi)^2 / [(\Sigma\lambda yi)^2 + (\Sigma\varepsilon i)]$

Composite Reliability = (square of the summation of the factor loadings)/ {(square of the summation of the factor loadings) + (summation of error variances)}.
The results in Table 6 indicates that Composite Reliability (CR) indexes were between 0.747 and 0.857. These values surpassed the estimate criteria used by past literature.

The construct “Hedonic Motivation (HM)” was used to demonstrate the calculation for Composite Reliability and is conducted as follows:

Step 1: $(\Sigma\lambda yi)^2 = (0.784 + 0.839 + 0.756 + 0.718 + 0.564)^2 = 13.403$

Step 2: $\Sigma\varepsilon i = (1-0.784)^2 + (1-0.839)^2 + (1-0.756)^2 + (1-0.718)^{2+} (1-0.564)^2 = 2.276$

Step 3: $CR\eta = 13.402/ (13.402 + 2.276) =$ **0.855**

Table 7: Diagrammatic Representation of Average Variance Extracted Calculations

					Calculation of Average Variance Extracted (AVE)			
			Estimate	λyi²	∑λyi²	ε̇i	∑ε̇i	∑λyi² / (∑λyi² + ∑ε̇i)
HM	<---	HM1	0.784	0.615		0.385	2.276	
	<---	HM2	0.839	0.704		0.296		
	<---	HM3	0.756	0.572	2.724	0.428		0.545
	<---	HM4	0.718	0.516		0.484		
	<---	HM5	0.564	0.318		0.682		
SI	<---	SI1	0.839	0.704		0.296	0.991	
	<---	SI2	0.911	0.830	2.009	0.170		0.670
	<---	SI4	0.689	0.475		0.525		
SN	<---	SN1	0.551	0.304		0.696	2.433	
	<---	SN2	0.782	0.612		0.388		
	<---	SN3	0.823	0.677	2.567	0.323		0.513
	<---	SN4	0.737	0.543		0.457		
	<---	SN5	0.657	0.432		0.568		
PEOU	<---	PEOU1	0.6	0.360		0.640	2.477	
	<---	PEOU2	0.689	0.475		0.525		
	<---	PEOU3	0.852	0.726	2.523	0.274		0.505
	<---	PEOU4	0.721	0.520		0.480		
	<---	PEOU5	0.665	0.442		0.558		
PU	<---						2.276	
	<---	PU2	0.674	0.454		0.546		
	<---	PU3	0.805	0.648	1.724	0.352		0.431
	<---	PU4	0.608	0.370		0.630		
	<---	PU5	0.502	0.252		0.748		
ATU	<---	ATU1	0.682	0.465		0.535	2.598	
	<---	ATU2	0.710	0.504		0.496		
	<---	ATU3	0.783	0.613	2.402	0.387		0.480
	<---	ATU4	0.737	0.543		0.457		
	<---	ATU5	0.526	0.277		0.723		
ITU	<---	ITU1	0.687	0.472		0.528	1.357	
	<---	ITU2	0.787	0.619		0.381		
	<---	ITU3	0.743	0.552	1.643	0.448		0.548
	<---							
	<---							

The average variance extracted estimate reveals the overall amount of variance in the indicators accounted for by the latent construct (Chinomona, 2017). Higher values for the variance extracted estimate (greater than 0.50) reveal that the indicators represent the latent construct well.

The formula below is used to calculate Average Variance Extracted (AVE):

$V\eta = \Sigma\lambda yi^2 / (\Sigma\lambda yi^2 + \Sigma\varepsilon i)$

AVE **=** {(summation of the squared of factor loadings) / {(summation of the squared of factor loadings) + (summation of error variances)}

Using the results of the construct 'Intention Towards Use (ITU)' to demonstrate, the calculation for AVE was conducted as follows:

Step 1: $(\Sigma\lambda yi)^2 = (0.551^2 + 0.782^2 + 0.823^2 + 0.737^2 + 0.657^2)$

$= 2.567$

Step 2: $\Sigma\varepsilon i = (1-0.551)^2 + (1-0.782)^2 + (1-0.823)^2 + (1-0.737)^2 + (1-0.657)^2$

$= 2.433$

Step 3: $V\eta = 2.567 / (2.567 + 2.433)$

$= \mathbf{\underline{0.513}}$

The above demonstrated steps were carried out when calculating the AVE of each of the research constructs. As indicated in Table 4, this is above 0.5 (Chinomona, 2017). However, results of AVE range from 0.431 to 0.670 in Table 4 thereby confirm an acceptable value for HM, SI, SN, PEOU, and ITU and thereafter, representation of the latent construct by the items, except for PU (0.431) and ATU (0.480), which are marginally acceptable (Chinomona, 2017). Altogether, the construct reliabilities and the average variance extracted estimates suggest the scales are internally consistent. In this study, the average variance extracted estimate revealed that the overall amount of variance in the indicators was accounted for by the latent construct. As indicated in Table 5, all the average value extracted (AVE) are above the shared values (SV) for all the research

constructs, for example, the average variance extracted (AVE) of perceived ease of use (PEOU), which is 0.50, is greater than the shared variance (SV) perceived ease of use (PEOU) and attitude towards use (ATU), which is 0.480 (marginally acceptable), where this further confirms the existence of discriminant validity.

5.5 Validity Tests

5.5.1 Convergent Validity

As recommended by Anderson and Gerbing (1988), convergent validity (CV) was assessed by checking if individual item factor loadings of research constructs showed a value that is greater than 0.5. As indicated in Table 5, the factor loadings ranged from 0.5 to 0.9. revealing that all the items used for this study had a loading of more than the recommended 0.5. The convergent validity of all scales for this study was supported.

5.5.2 Discriminant Validity

5.5.2.1 Correlation Matrix

Correlations that have a value of less than 1.0 is another way of showing that discriminant validity exists. These values are indicated in Table 8 and were lower than 1.0, therefore, positing the presence of discriminant validity. All the latent variables had values less the recommended 0.7 (Chinomona, 2017).

5.5.2.2 Inter-construct Correlation Matrix

The inter-construct correlation matrix was used to check for discriminant validity of the research constructs. Correlations among latent constructs were evaluated to see if the values were lower than 1.0. Chinomona (2017) suggests that when confirming discriminant validity, a value lower than 0.7 is recommended. The values for the constructs presented in Table 8 meet the acceptable threshold as they range from 0.07 to 0.6. Table 8 illustrates the relationships among constructs.

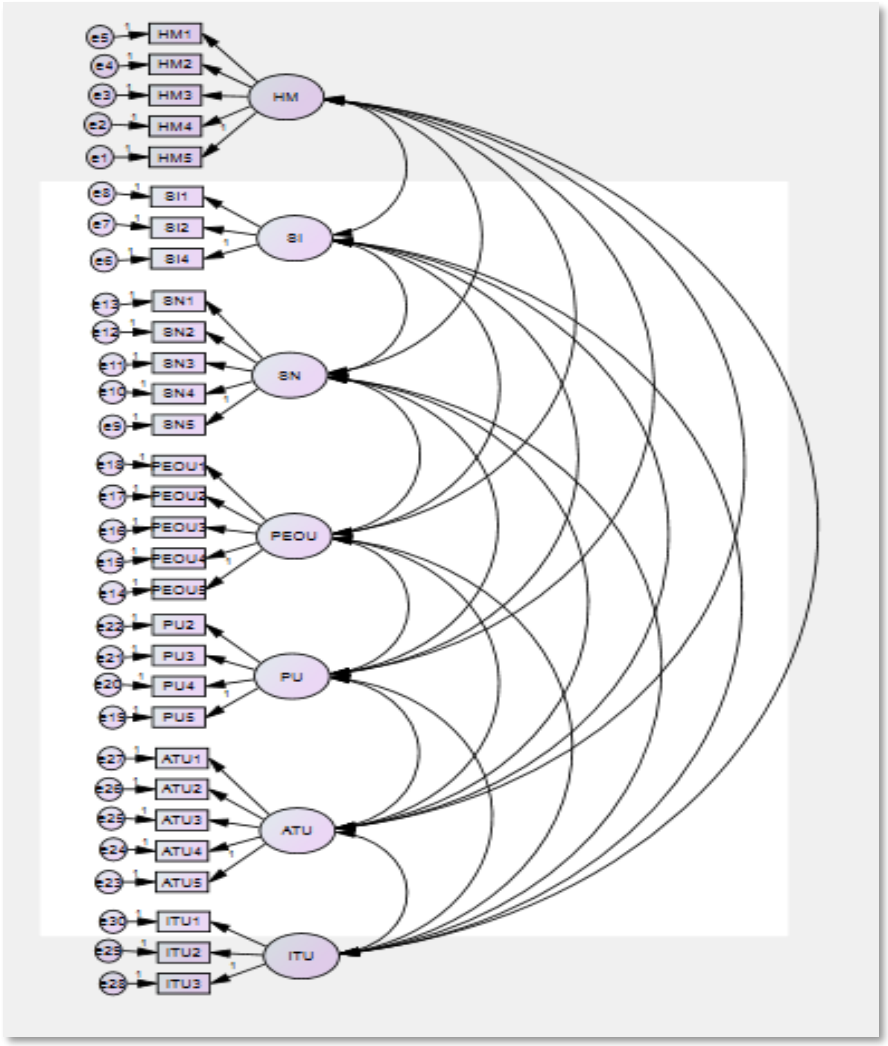
Table 8: Correlations between Constructs

Inter-Construct Correlation Matrix								
		HM	SI	SN	PEOU	PU	ATU	ITU
HM – Hedonic Motivation	Pearson Correlation	1						
SI – Social Influence	Pearson Correlation	.222**	1					
SN – Social Norms	Pearson Correlation	.139**	.667**	1				
PEOU – Perceived Ease of Use	Pearson Correlation	.462**	.248**	.230**	1			
PU – Perceived Usefulness	Pearson Correlation	.418**	.154**	.070	.444**	1		
ATU – Attitude Towards Use	Pearson Correlation	.387**	.305**	.171**	.488**	.562**	1	
ITU – Intention Towards use	Pearson Correlation	.332**	.258**	.213**	.397**	.493**	.498**	1
**. Correlation is significant at the 0.01 level (2-tailed).								

5.5.2.3 Average Variance Extracted (AVE) and Shared Value (SV)

Confirmation of discriminant validity tests if AVE is higher than SV (Shared variance (Chinomona, 2017). Table 8 illustrates that all the average variance extracted (AVE) values were above the shared values (SV) for all the research constructs, therefore, providing further confirming that discriminant validity exists. The average variance extracted (AVE) of social influence (SI) was 0.670 which is greater that the square of the shared variance of (SI) and (SN) which is [(0,713) 2] = 0. 508.These values, therefore, proves the existence of discriminate validity (Chinomona, 2017).

5.6 Confirmatory factor Analysis (CFA) Model



Key:

SN= Social Norms

SI = Social Influence

HM = Hedonic Motivation

ITU = Intention Towards Use

PEOU = Perceived Ease of Use

ATU = Attitude Towards Use

PU = Perceived Usefulness

Figure 20: Confirmatory Factor Analysis (CFA) Model

The research model was run and had the following results:
Chi-square (χ2/df) = 1.298, Goodness of Fit Index (GFI) = 0.930, Comparative Fit Index (CFI) = 0.980, Tucker Lewis Index (TLI) = 0.975, Incremental Fit Index (IFI) = 0.981, Relative Fit Index (RFI) = 0.901, Normed Fit Index (NFI) = 0.981, Random Measure of Standard Error Approximation (RMSEA) = 0.028

Table 9: Model Fit Results

Model Fit Criteria	**Chi-square (X^2/DF)**	**CFI**	**GFI**	**NFI**	**IFI**	**TLI**	**RMSEA**
Indicator Value	1.298	0.980	0.930	0.921	0.981	0.975	0.028

5.7 Conceptual Model Fit Assessment

Barrett (2007) proposed a two-step process in order to assess model fit which comprises confirmatory factor analysis (CFA) and hypotheses testing. Confirmatory factor analysis (CFA) was primarily performed to examine scale accuracy (including reliability, convergent validity, and discriminant validity) of the multiple-item construct measures using AMOS 25. Acceptable model fit was indicated by chi-square value over degree of freedom (χ2/df) of value between 1 and 3, the values of Goodness of Fit Index (GFI), Comparative Fit Index (CFI), Incremental Fit Index (IFI) Tucker Lewis Index (TLI), and equal to or greater than 0.90, and the Root Mean Square Error of Approximation (RMSEA) value to be equal to or less than 0.08 (Barrett, 2007). Recommended statistics for the final overall model assessment revealed acceptable fit of the measurement model to the data. All correlation values were less than 0.8, the measurement model produced a ratio of chi-square value over degree-of-freedom of 1.298, and GFI (0.930), CFI (0.980), TLI (0.975), IFI (0.981), RFI (0.901), NFI (0.920) and RMSEA (0.028) respectively. Since an acceptable confirmatory factor analysis (CFA) measurement model fit was obtained, the study

proceeded to the hypothesis testing stage using structural equation modelling with AMOS 25 software programme.

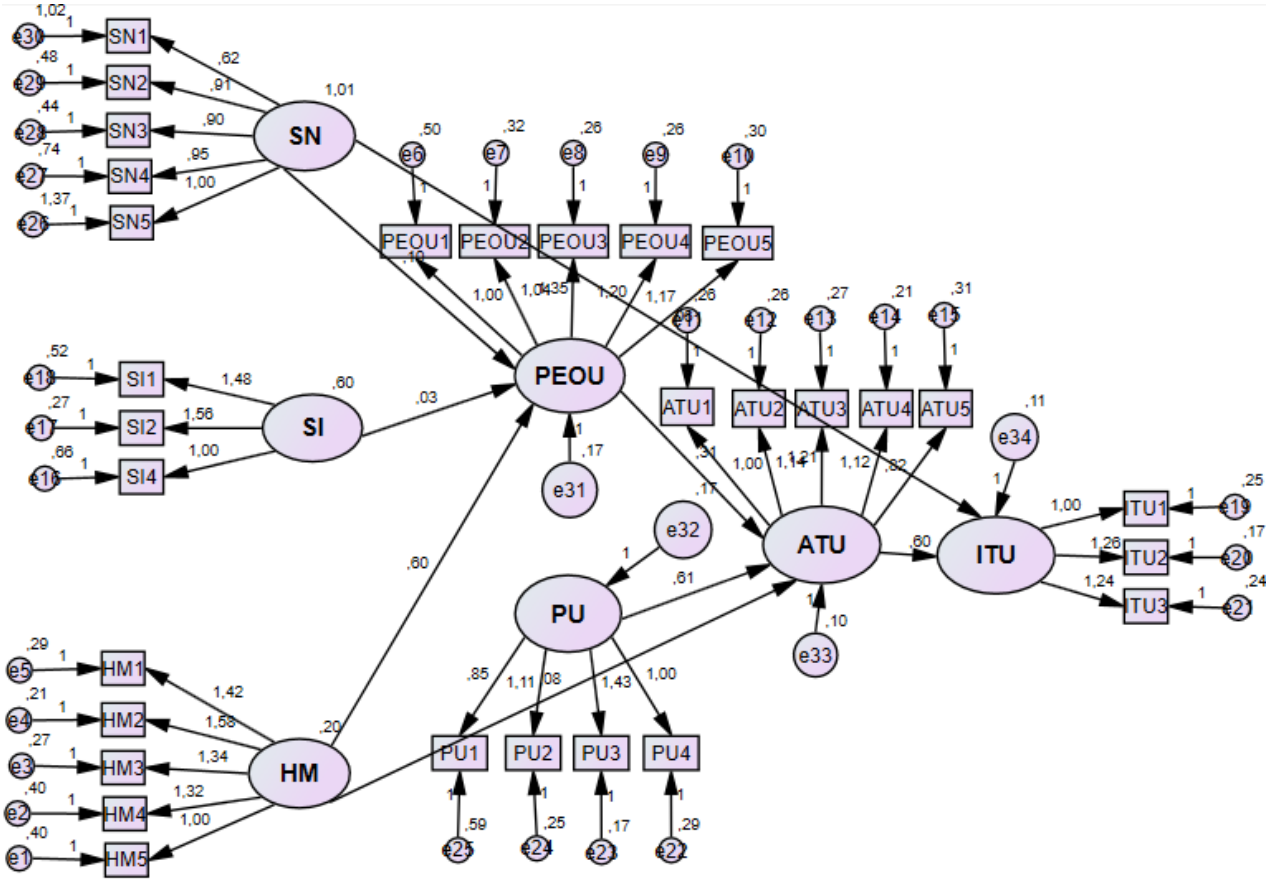


Figure 21: Structural Equation Model (SEM)

Table 10: Results of Structural Equation Model Analysis (P-Values)

Proposed Hypothesis Relationship	Hypothesis	Path coefficients	P-value	Significant/Not significant	Supported/Rejected
Hedonic Motivation (**HM**) → Perceived Ease of Use (**PEOU**)	H_1	0.604	***	Significant	Supported
Social Influence (**SI**) → Perceived Ease of Use (**PEOU**)	H_2	0.032	0.339	Not significant	Rejected
Subjective Norms (**SN**) → Perceived Ease of Use (**PEOU**)	H_3	0.100	***	Significant	Supported
Perceived Ease of Use (**PEOU**) → Attitude Towards Use (**ATU**)	H_4	0.306	***	Significant	Supported
Perceived Usefulness (**PU**) → Attitude Towards Use (**ATU**)	H_5	0.615	***	Significant	Supported

Subjective Norms (**SN**) → Intention Towards Use (**ITU**)	H_6	0.056	0.017	Significant	Supported
Hedonic Motivation (**HM**) → Attitude Towards Use (**ATU**)	H_7	0.076	0.212	Not significant	Rejected
Attitude Towards Use (**ATU**) → Intention Towards Use (**ITU**)	H_8	0.597	***	Significant	Supported

Structural model fits: χ^2/df= 1,298; GFI= 0.930; CFI= 0.980; TLI= 0.975; IFI= 0.981; RFI= 0.901; NFI= 0.921; RMSEA= 0.028

[a] significance level p <0.05; [b] significance level <0.01; [c] significance level <0.001

5.8 Model Fit Results

The collected data was used to yield results. The ratio of chi-square over degree-of-freedom was 1.139. This value is less than the recommended threshold of less than 3.0 which is recommended, therefore, confirming the model fit (Bollen & Long, 1993). The results yielded for GFI (0.930), CFI (0.980), TLI (0.975), IFI (0.981), RFI (0.901), NFI (0.920) respectively. The model fits measures exceeded the recommended acceptable threshold of than 0.8 for GFI, CFI, TLI and for RMSEA, the model fit was lower than the recommended threshold of 0.08 (Bollen & Long,1993; Barrett, 2007; Chinomona et al., 2010; Alotaibi et al., 2017). These results show the reader that the data collected from the University of the Witwatersrand and the proposed conceptual model for the study converged well with each other. The model fit was acceptable and the study proceeded to test the research hypotheses.

5.9 Discussion of Hypothesis Testing Results

Table 10 shows that six of the eight hypotheses were at a significant level of >0.01 or >0.05. Hypothesis H1 posits that hedonic motivation has a positive and direct impact on perceived ease of use, the results of this study is also consistent with the empirical evidence from Salimon, Yusoff and Mokhtar (2017) and Sola and Baras (2016) who also found that there was a positive and direct relationship between hedonic motivation and perceived ease of use. This means that the hypothesis is supported and that if viewers feel motivated to watch on-demand TV, they will continue to do so. Hypothesis H2 posits that social influence has a negative impact on perceived ease of use and was found to be insignificant, this is contrary to the findings by Sathye, Prasad, Sharma, Sharma, Sathye (2018) and Altalhi (2020), who found that social influence directly and positively influences perceived ease of use. This hypothesis is rejected. This means that viewers are not influenced to believe that using on-demand TV is actually an easy technology to use however, it could not necessarily be an important factor to them. Hypothesis H3 posits that subjective norms have a positive and direct impact on perceived ease of use, the results of this study is also consistent with the empirical evidence from Abdullah, Ward and Ahmed (2016) and Baleghi-Zadeh, Ayub, Mahmud and Daud (2014) who also found that there was a positive and direct relationship between subjective norms and perceived ease of use. This action will make them look good in society while being easy to watch, they will be influenced to watch on-demand TV.

Hypothesis four and five (H4 and H5) posit that perceived ease of use and perceived usefulness positively impact attitude towards use of on-demand TV, these findings are in line with Suroso, Retnowardhani and Fernando (2017) and Alsultanny and Alotaibi (2015), who found that perceived ease of use directly and positively influences attitude towards use and Alsultanny and Alotaibi (2015) and Suroso, Retnowardhani and Fernando (2017) who found that perceived usefulness directly and positively influences attitude towards use. The hypotheses were supported and significant, meaning that viewers will have a positive attitude towards using on-demand TV that will be favourable if they find it to be useful and makes their lives easier. Perceived usefulness is found to have a stronger impact on attitude towards use than perceived ease of use, this could mean that as long

as viewers find on-demand TV to be useful in their daily lives, they will be influenced to use it.

Hypothesis six (H6) posited that subjective norms has a positive impact on the intention towards use of on-demand TV, the results are consistent with the empirical evidence from Baker Al-gahtani and Hubona (2007), lhassany and Faisal (2018) who also found that there was a relationship between subjective norms and intention to use. This hypothesis was supported, therefore, indicating that subjective norms have an important and significant impact on viewer's intention to watch on-demand TV.

Hypothesis seven (H7) posited that hedonic motivation has a direct impact on attitude towards use. H7 was rejected and insignificant, meaning that hedonic motivation does not have a significant impact on the attitude of viewers watching on-demand TV, and is rejected. This is contrary to the findings by Lombardi, Cicia, Del Giudice, Lombardi and Panico (2017), who found that hedonic motivation directly and positively influences attitude towards use.

Finally, hypothesis eight (H8) posited that attitude towards use has a rather positive and significant impact on the intention towards use of on-demand TV, which is in line with the findings of Scheepers and Wetzels (2007) and Kim et al. (2010) who also found that there was a positive and significant relationship between attitude towards use and intention to use. This hypothesis was supported, meaning that the attitude that a viewer has towards using on-demand TV will influence them to use on-demand TV in their daily lives and continue to use it in the future.

5.10 Summary of Chapter Five (5)

Chapter 5 consists of ten sections. The Chapter starts by providing an overview of Chapter 4 and then the introduction of Chapter 5. The second and third sections depict how the data was collected and screened, ensuring that the data was cleaned by checking and editing before it was put into the Statistical Package for Social Sciences (SPSS) 25 software programme. The software programme sifted out any outliers. This was followed by data analysis procedures by means of conducting Confirmatory Factor Analysis (CFA) using the Analysis of Moments Structures (AMOS) 25 software programmes, to check for

reliability. The fourth section provides the descriptive statistics where the respondents demographic and biographic data were analysed. This was done in tabulation form or pie chart or bar charts. The fifth section consisted of the reliability test. Testing for validity was done by testing for convergent validity and discriminant validity. Discriminant Validity is in the sixth section where the inter-correlation matrix is shown in tabulation form showing the results of the construct and further tests for the shared variance between average variance (AVE) and the shared variance (SV) of each construct amongst one another. The seventh section provides details on how the data was used to run Confirmatory Factor Analysis (CFA), and by doing so, the model fit results are provided to test the scale accuracy. The eight section show the model fit results and examines if they meet the acceptable thresholds. This is followed by the ninth section in which the hypothesis results are discussed in detail. Finally, the tenth section is the summary of chapter 5 and provides a brief introduction to Chapter 6.

Chapter 6: Findings, Conclusions, Implications and Future Research

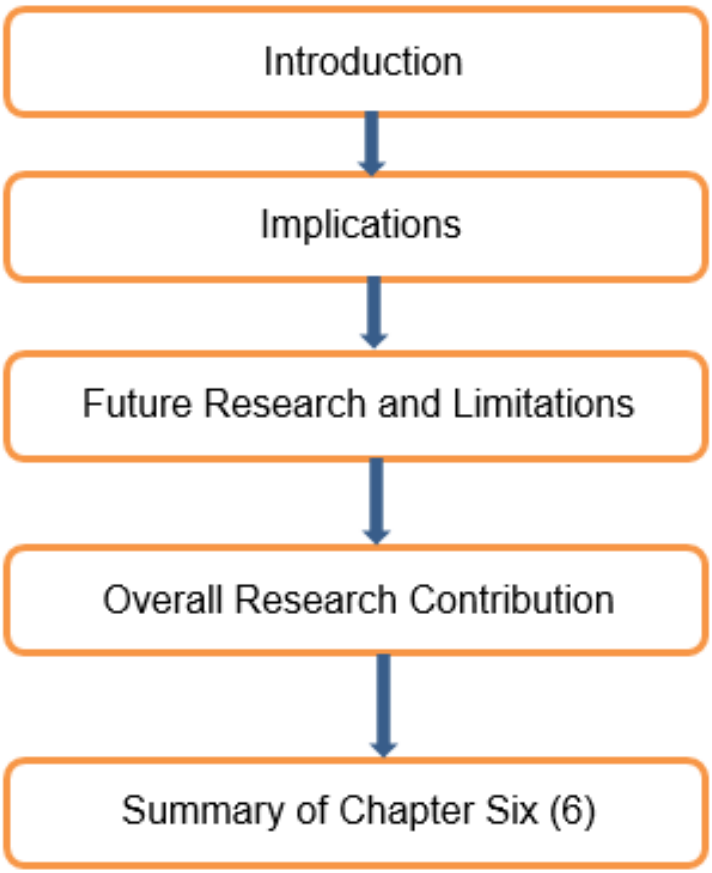


Figure 22: Diagrammatic Representation of Chapter 6

6.1 Introduction

This chapter provides the reader with the findings of the study, and provides the limitations experienced, implications the study has on possible future research, and lastly, also provides a comprehensive conclusion to the entire study. The aim of this study was to examine the relationship that hedonic motivation, social influence, and subjective norms has on perceived ease of use, thereafter perceived ease of use and perceived usefulness

towards attitude towards use and finally, intention towards use of on-demand TV. Structural equation modelling (SEM) was applied to assess the proposed research model and hypotheses using Analysis of Moment Structures (AMOS) 25. All eight hypotheses were supported according to the yielded results. Further, it can be observed that the construct perceived usefulness (PU) is the most important factor that influences the adoption of on-demand TV, as it has the highest factor loading result of 0.615.

6.2 Implications and Contributions

Academic and practical implications are featured in this research. Academically, this study contributes to existing literature on how the factors, namely, hedonic motivation, social influence, subjective norms, perceived ease of use, perceived usefulness and attitude towards use maintains a relationship with the intention of using on-demand TV. The relationship and implications assist marketers in understanding how the consumers will behave and in predicting if the consumer does actually intend watching on-demand TV and moving away from the traditional way of watching scheduled TV. Still focusing on academics, it was found in the study that hedonic motivation and subjective norms have a direct and positive relationship with perceived ease of use. The implication of the results is that hedonic motivation and subjective norms are strategic factors that managers can use to gain a competitive advantage. The findings will allow managers to investigate deeper into how to motivate consumers can capitalise on on-demand TV being recommended by friends and family and the viewer wanting to fit in with society and they should emphasise more on how the product is easy to use. Social influence had a negative and insignificant relationship with perceived ease of use. This could imply that viewers do not necessary act on being influenced, and if a product is advertised as being easy to use, they will automatically be attracted to it and do not require further persuasion. Both perceived ease of use and perceived usefulness was found to have a positive and direct relationship with attitude towards use. This implication of the results to the practice is that managers need to improve their marketing on how useful on-demand TV can be to people's life and highlight the ways in which it will make their lives easier. Managers should also be mindful that consumers are always looking to make their lives easier and stress free, by saving time and feeling good to be in control of what they watch and when they

watch. Subjective norms and intention towards use was found to have a positive and direct relationship; it is interesting to note that subjective norms and perceived ease of use have the same relationship. This implies that the more viewers are influenced by subjective norms, the higher is their intention of using on-demand TV. In addition, managers need to look ahead to ensure that society is always talking positively about their product and perhaps using them as a tool to promote on-demand TV, by using hashtags and having then reposting about on-demand TV on social media platforms, inevitably this should yield an increase in usage. Hedonic motivation and attitude towards use had a negative and insignificant relationship. This implies that hedonic motivation does not have any relevance on viewer's attitude towards using on-demand TV. This might be due to other factors having a stronger influence. It was found that attitude towards use and intention towards use had a positive relationship. The implication of the results to the practice is that managers need to encourage the usage of on-demand TV since it has a positive and significant relationship. The results imply that on-demand service providers need to invest in making viewers' attitude a favourable one and promote their product widely; this in turn, will yield a higher usage and ultimately an increase in income. Managers need to also be mindful of ensuring that viewers always have a good attitude towards their product in the long term, so that if any other additional products are introduced they already have a good reputation.

The study has both practical and academic contributions; Theoretically, this study will add to existing literature in a number of fields, such as media, entertainment, consumer behaviour, attitude and intentions towards use. Academics will have a better understanding of factors the initiate adoption of new technology and how they link with each other. This research paper will also build on existing literature on the intention of viewers to adopt on-demand TV and could assist in possible future innovations in technology. Marketers and brand managers can get a better understanding of how viewers are influenced, and as shown by the findings, hedonic motivation, perceived ease of use and attitude use are strong constructs for the intention towards use. Moreover, it is anticipated that the findings of this study will be of value to future researchers and scholars who may use this study to conduct further studies that may yield other interesting results.

Further, this study highlights the importance of using perceived usefulness as a leading factor in encouraging the usage of on-demand TV. Having yielded the highest factor loading, it is evident that consumers are looking for products that will make their life easy and stress free and important in their daily lives, as the study concluded that the attitude that viewers have towards using on-demand TV will ultimately lead to the usage currently and in the future.

6.3 Future Research and Limitations

This study opens up the gates to future research as the world is moving rapidly towards online technology, thus greater research can be conducted on adopting on-demand TV. Researchers can utilise the same variables as this study or perhaps take it a step further by add additional variables, that will assist in a stronger outcome, where viewers abandon the traditional way of watching TV. The researcher recommends that the current study can and should be further researched by other marketing scholars. The topic has many different avenues to explore, perhaps a comparison between factors influencing on-demand TV and traditional TV. In order to not be limited to specific geographical profile, research can be conducted with a larger sample size and within other geographic regions in South Africa. To elaborate, the study only used staff and students from on University, however, by surveying multiple universities and regions may yield additional interesting results. This would allow for more diversity in the sample and for more informed results, making the study more insightful. Future research may also enrich knowledge in accessing consumer's attitudes towards using on-demand TV to other competing brands. Factors such as attitude towards use and intention towards use can be used as potential moderators to yield interesting results.

The study provides several contributions; however, it is not without limitations. Firstly, the study suffered time constraints and secondly, a lack of assistance with the statistical components, this should be addressed timeously for future research, resulting in more informative results. Lastly, considering that only staff and students completed the questionnaire during their lunch times, there could be some inaccurate completion of the survey, due to the respondents rushing to get back to class and/or the office. Additionally,

it should be noted that the aforementioned limitations do not necessarily negate the contributions of this study but open up avenues for future research.

6.4 Summary of Chapter Six (6)

Chapter 6 is the final chapter which concludes this research study. The main aim was to investigate the factors that influence the adoption of on-demand TV: hedonic motivation, social influence, subjective norms, perceived ease of use, perceived usefulness, attitude towards use and intention towards use. This was done to determine if the constructs had a relationship with one another and the extent to which they also impacted one another. Using the mentioned factors, a research model was developed (see Figure 12). The Chapter consists of three sections. The implications and finding discussed the outcome results and how it can be interpreted. Further, the future research provides an insight on how the study can be extended to other studies or adapted to other studies as well as noting the limitations that were experienced. Lastly, the Chapter concludes with a summary.

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APPENDIX A: Participant Information Sheet

Participant Information Sheet

Good Day,

My name is Thareshma Maharaj and I am a Masters student in the Marketing Division at the University of the Witwatersrand, Johannesburg. I am conducting research on **factors that influence viewer's' intention to adopt on-demand TV**. Intention is the cognitive process of a person's willingness to perform a given behaviour and is considered to be the immediate antecedent of behaviour. Behaviour is thus the translation of intention into action if a person chooses to perform the behaviour based on their attitudes and subjective norms towards performing that behaviour.

As users of on-demand TV, you are **invited** to take part in this survey. The purpose of this survey is to investigate factors that influence viewer's' intention to adopt on-demand TV.

Your response is important and there are no right or wrong answers. This survey is both confidential and anonymous. Anonymity and confidentiality are guaranteed by not needing to enter your name on the questionnaire. Your participation is completely voluntary and involves no risk, penalty, or loss of benefits whether or not you participate. Respondents whom complete the online survey (Email), consent to participate once they press send. You may withdraw from the survey at any stage.

Section A of this survey captures some demographic data; please cross (X) whichever boxes are applicable. Section B, C, D, E, F, G captures the factors influencing viewer's intention and comprises of 35 statements, please cross (X) the number you feel is most appropriate. Finally, Section H captures the customer intention to use on-demand TV. The entire survey should take between 10 to 15 minutes to complete. The survey will be approved by the Human Research Ethics Committee (Non-Medical), Protocol Number: (H18/10/20)

Thank you for considering participating. Should you have any questions, or should you wish to obtain a copy of the results of the survey, please contact me on the details listed below, I will be happy to send it to you on request.
If you have any queries, concerns or complaints regarding the ethical procedures of this study, you are welcome to contact the University Human Research Ethics Committee (non-medical), telephone +27(0)11 717 1408, email Shaun.Schoeman@wits.ac.za **.**

Yours sincerely,

Thareshma Maharaj

Email:Thareshma@gmail.com ,Cellphone No: 0767489738
Supervisor's details: Dr. Norman Chiliya, Email:Norman.Chiliya@wits.ac.za , Telephone: +27(0)11 717 8063.

APPENDIX B: Research Questionnaire

SECTION A
GENERAL INFORMATION

Please indicate your answer by crossing (X) on the appropriate box.

A1 Please indicate your gender.

Male		Female		Prefer not to say	

A2 Please indicate your age.

18 - 24		25 - 34		35 - 44		45 - 54		55 - 64		65 +	

A3 Indicate your level of study.

Certificate	
Diploma	
Undergraduate	
Postgraduate	
Other	
Non - Applicable	

A4 Please indicate if you use any of the following on-demand TV service providers.

Amazon	
Hulu	
Netflix	
Showmax	
123 Movies	
Other	

SECTION B

HEDONIC MOTIVATION (HM)

Below are statements about Hedonic Motivation. You can indicate the extent to which you agree or disagree with the statement by crossing the corresponding number in the 5-point scale below:

1=strongly disagree, 2= disagree, 3= moderately agree, 4= agree and 5= strongly agree

Please cross only one number for each statement

HM1	Watching on-demand TV is fun.	Strongly disagree	1	2	3	4	5	Strongly agree
HM2	Watching on-demand TV is enjoyable.	Strongly disagree	1	2	3	4	5	Strongly agree
HM3	Watching on-demand TV is very entertaining.	Strongly disagree	1	2	3	4	5	Strongly agree
HM4	Watching on-demand TV is a pleasure.	Strongly disagree	1	2	3	4	5	Strongly agree
HM5	Watching on-demand TV allows me to relax and pass time.	Strongly disagree	1	2	3	4	5	Strongly agree

SECTION C

SOCIAL INFLUENCE (SI)

Below are statements about Social Influence. You can indicate the extent to which you agree or disagree with the statement by crossing the corresponding number in the 5-point scale below:

1=strongly disagree, 2= disagree, 3= moderately agree, 4= agree and 5= strongly agree

Please cross only one number for each statement.

SI1	People who influence my behaviour think I should use on-demand TV.	Strongly disagree	1	2	3	4	5	Strongly agree
SI2	People who are important to me think I should use on-demand TV.	Strongly disagree	1	2	3	4	5	Strongly agree
SI3	A high proportion of people from my social environment watch on-demand TV.	Strongly disagree	1	2	3	4	5	Strongly agree
SI4	A high proportion of people from my social environment think that I should watch on-demand TV.	Strongly disagree	1	2	3	4	5	Strongly agree
SI5	In general, my family and friends have supported the use of on-demand TV.	Strongly disagree	1	2	3	4	5	Strongly agree

SECTION D

SUBJECTIVE NORMS (SN)

Below are statements about Subjective Norms. You can indicate the extent to which you agree or disagree with the statement by crossing the corresponding number in the 5- point scale below:

1=strongly disagree, 2= disagree, 3= moderately agree, 4= agree and 5= strongly agree

Please cross only one number for each statement

SN1	My family think that I should use on-demand TV.	Strongly disagree	1	2	3	4	5	Strongly agree
SN2	My friends think that I should use on-demand TV.	Strongly disagree	1	2	3	4	5	Strongly agree
SN3	My colleagues think that I should use on-demand TV.	Strongly disagree	1	2	3	4	5	Strongly agree
SN4	My partner/spouse think that I should use on-demand TV.	Strongly disagree	1	2	3	4	5	Strongly agree
SN5	I feel pressure from society to use on-demand TV.	Strongly disagree	1	2	3	4	5	Strongly agree

SECTION E

PERCEIVED EASE OF USE (PEOU)

Below are statements about Perceived Ease of Use. You can indicate the extent to which you agree or disagree with the statement by crossing the corresponding number in the 5-point scale below:

1=strongly disagree, 2= disagree, 3= moderately agree, 4= agree and 5= strongly agree. ***Please cross only one number for each statement***

PEOU1	Learning to operate on-demand TV is easy for me.	Strongly disagree	1	2	3	4	5	Strongly agree
PEOU2	I find it easy to get on-demand TV to do what I want to do.	Strongly disagree	1	2	3	4	5	Strongly agree
PEOU3	Navigating on-demand TV is effortless for me.	Strongly disagree	1	2	3	4	5	Strongly agree

PEOU4	I am able to find my favourite movies and series with ease when watching on-demand TV.	Strongly disagree	1	2	3	4	5	Strongly agree
PEOU5	Overall, I find on-demand TV easy to use on a daily basis.	Strongly disagree	1	2	3	4	5	Strongly agree

SECTION F

PERCEIVED USEFULNESS (PU)

Below are statements about Perceived Usefulness. You can indicate the extent to which you agree or disagree with the statement by crossing the corresponding number in the 5-point scale below:

1=strongly disagree, 2= disagree, 3= moderately agree, 4= agree and 5= strongly agree

Please cross only one number for each statement

PU1	I find on-demand TV to be cheaper than cable TV.	Strongly disagree	1	2	3	4	5	Strongly agree
PU2	Having on-demand TV allows me to watch at my leisure.	Strongly disagree	1	2	3	4	5	Strongly agree
PU3	On-demand TV makes it easier for me to catch up on my favorite movies and series.	Strongly disagree	1	2	3	4	5	Strongly agree
PU4	On-demand TV enables me to log-on at any times of the day or night.	Strongly disagree	1	2	3	4	5	Strongly agree
PU5	Having on-demand TV makes my life easier.	Strongly disagree	1	2	3	4	5	Strongly agree

SECTION G

ATTITUDE TOWARDS USE (ATU)

Below are statements about Attitude Towards Use. You can indicate the extent to which you agree or disagree with the statement by crossing the corresponding number in the 5-point scale.

1=strongly disagree, 2= disagree, 3= moderately agree, 4= agree and 5= strongly agree

Please cross only one number for each statement

ATU1	I like on-demand TV because I usually catch up on shows that I've missed.	Strongly disagree	1	2	3	4	5	Strongly agree
ATU2	On-demand TV allows me to relax and have some downtime, watching what I enjoy.	Strongly disagree	1	2	3	4	5	Strongly agree
ATU3	On-demand TV initiates conversation with others who are watching the same shows.	Strongly disagree	1	2	3	4	5	Strongly agree
ATU4	Having on-demand TV allows me to be in control of what I watch.	Strongly disagree	1	2	3	4	5	Strongly agree
ATU5	On-demand TV entertains me and helps me pass time.	Strongly disagree	1	2	3	4	5	Strongly agree

SECTION H

INTENTION TO USE (ITU)

Below are statements about Intention to Use. You can indicate the extent to which you agree or disagree with the statement by crossing the corresponding number in the 5-point scale.
1=strongly disagree, 2= disagree, 3= moderately agree, 4= agree and 5= strongly agree

Please cross only one number for each statement

ITU1	I intend to keep using on-demand TV.	Strongly disagree	1	2	3	4	5	Strongly agree
ITU2	I anticipate that I will be using on-demand TV in the future.	Strongly disagree	1	2	3	4	5	Strongly agree
ITU3	I plan to still use on-demand TV in the future.	Strongly disagree	1	2	3	4	5	Strongly agree
ITU4	I intend to not go back to using cable TV.	Strongly disagree	1	2	3	4	5	Strongly agree
ITU5	I predict that my friends and family will also be using on-demand TV soon.	Strongly disagree	1	2	3	4	5	Strongly agree

Thank you for your time, patience, and, willingness to participate.

APPENDIX C: Ethic Clearance Certificate

Research Office

HUMAN RESEARCH ETHICS COMMITTEE (NON-MEDICAL)
R14/49 Maharaj

CLEARANCE CERTIFICATE	**PROTOCOL NUMBER: H18/10/20**
PROJECT TITLE	Factors that influence viewers' intention to adopt on-demand TV
INVESTIGATOR(S)	Miss T Maharaj
SCHOOL/DEPARTMENT	Economic and Business Sciences/
DATE CONSIDERED	19 October 2019
DECISION OF THE COMMITTEE	Approved
EXPIRY DATE	20 November 2021

DATE 21 November 2018 **CHAIRPERSON** _____
(Professor J Knight)

cc: Supervisor : Dr N Chiliya

DECLARATION OF INVESTIGATOR(S)

To be completed in duplicate and **ONE COPY** returned to the Secretary at Room 10004, 10th Floor, Senate House, University. Unreported changes to the application may invalidate the clearance given by the HREC (Non-Medical)

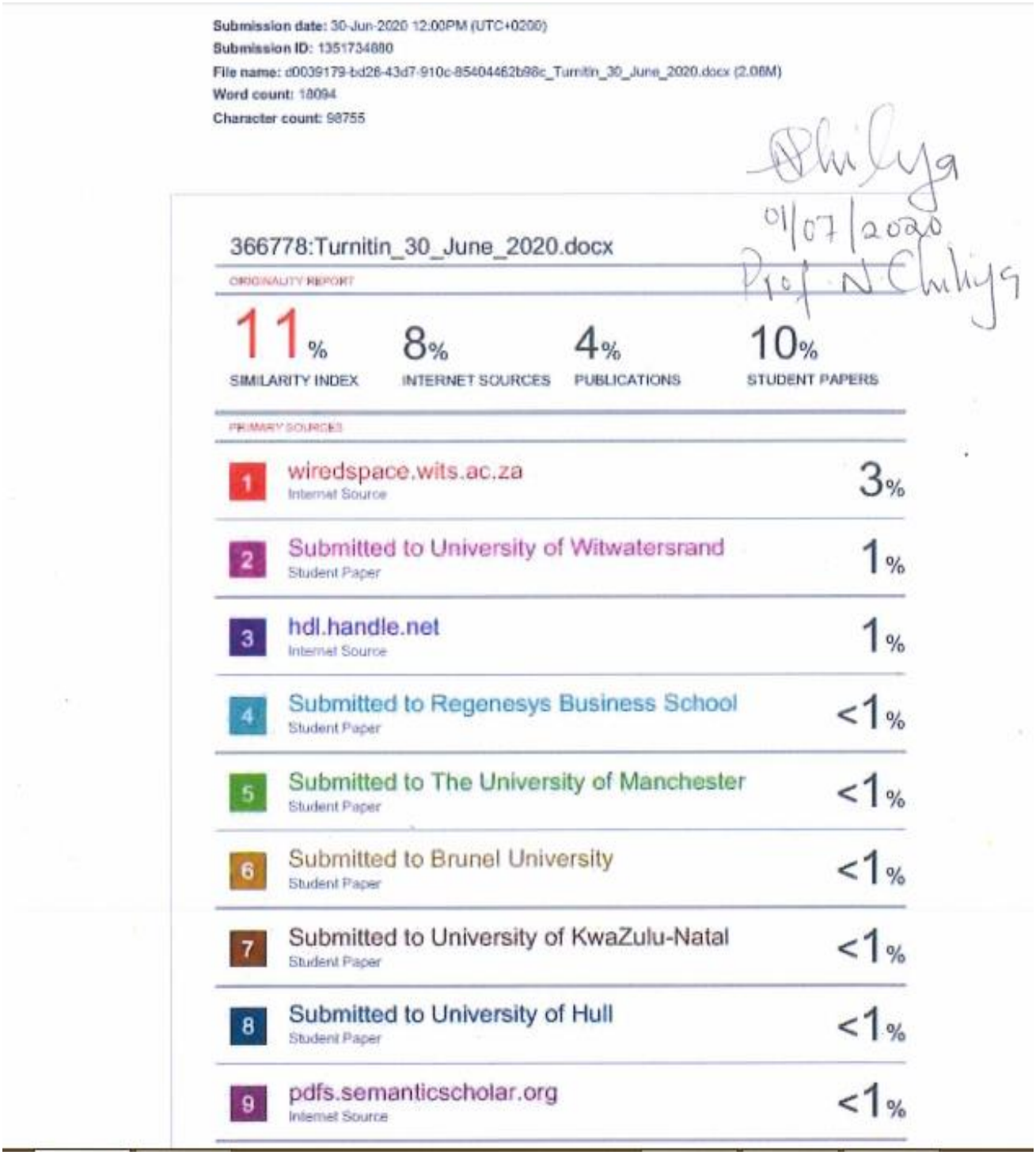
I/We fully understand the conditions under which I am/we are authorized to carry out the abovementioned research and I/we guarantee to ensure compliance with these conditions. Should any departure to be contemplated from the research procedure as approved I/we undertake to resubmit the protocol to the Committee. **I agree to completion of a yearly progress report.**

Maharaj
Signature

22 / 11 / 2018
Date

PLEASE QUOTE THE PROTOCOL NUMBER ON ALL ENQUIRIES

APPENDIX D: Turnitin Originality Report



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APPENDIX E: Language Editing Letter

CONFIRMATION OF PROOFREADING

This serves to confirm that I have proofread this thesis and have made the necessary corrections, suggestions and emendations:

FACTORS INFLUENCING VIEWER'S INTENTION TO ADOPT ON-DEMAND TV: A STUDY IN JOHANNESBURG, SOUTH AFRICA

by

THARESHMA MAHARAJ

I have been proofreading articles, Honours, Masters and Doctoral dissertations, research reports and theses for the past 14+ years for, *inter alia*, the following institutions: University of the Witwatersrand; GIBS; University of Cape Town; Milpark; Mancosa; University of KwaZuluNatal; University of Johannesburg; Unisa; Tshwane University of Technology; Stellenbosch; Henley Business School, Regenesys, University of Pretoria and, more recently, the Da Vinci Institute.

I have also undertaken proofreading for publishers, such as Oxford University Press, Knowledge Resources and Juta & Company, companies, institutions and non-governmental organisations.

I have a major in English, and excellent knowledge of Afrikaans.



Jennifer Croll

BA(Wits); H.Dip.Lib. (UCT); B.Tech.(LIS), B.Inf.Sc.(Hons)(Unisa); MM(Research), MM(Strategic Marketing)(Wits).

Email: crolljennifer@gmail.com

Mobile: 072-351-7997

Date: 19th January 2021