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Understanding the impact that mobile digital streaming has on overall television consumption amongst Gen Z and Millennials living in Gauteng

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UNIVERSITY OF THE
WITWATERSRAND,
JOHANNESBURG

Understanding the impact that mobile digital streaming has on overall television consumption amongst Gen Z and Millennials living in Gauteng

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A research report submitted to the Faculty of Commerce, Law and Management, University of the Witwatersrand, in partial fulfilment of the requirements for the degree of Master of Business Administration

ABSTRACT

This study embarked on a comprehensive exploration of consumer behaviour within the dynamic landscape of the media industry, with a particular focus on television and mobile devices. It delves into the distinct viewing habits of two influential demographics: Generation Z and Millennials. The objective is to unravel how the accelerated rise of mobile technology has reshaped TV consumption patterns across these generations.

By employing a quantitative research design, the study examines prevailing market trends within the media sphere. It seeks to dissect the unique consumer behaviours exhibited by both generations while also projecting potential future trajectories in media consumption. The findings illuminate a compelling shift, revealing that Generation Z is increasingly favouring mobile devices over traditional television. This trend is predominantly driven by their preference for streaming content, which aligns seamlessly with their fast-paced and on-the-go lifestyles.

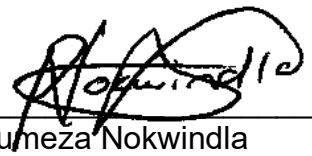
Moreover, the research highlights the critical significance of a multi-device experience, showcasing how seamlessly integrated media consumption across platforms has become essential. It emphasizes the necessity of understanding and leveraging the diffusion of innovation theory, offering insights that can foster more effective business strategies in this rapidly evolving environment. This study not only sheds light on current consumer trends but also presents a framework for anticipating the future of media consumption in an increasingly digital world.

Key Words

Mobile Device, Television, Media Consumption, Generation Z (Gen Z), Millennials, Diffusion of Innovation, Over-The-Top Services (OTT), Media Content, Social Media, Media Platforms, Smart Phones, Tablets, Projectors.

DECLARATION

I, **Phumeza Nokwindla**, hereby declare that this research report is my original work, except as acknowledged in the references. It is submitted in partial fulfilment of the requirements for the degree of Master of Business Administration at Wits Business School. This report has not been submitted previously for any degree or examination at this or any other university.



Phumeza Nokwindla
Signed at Bryanston
On 26 February 2025

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1. INTRODUCTION

The digital revolution has been ongoing for years and continues to impact various aspects of our lives. According to Datareportal, as of January 2024, there were 5.35 billion internet users worldwide, comprising 66.2% of the global population (Datareportal, 2024).

In recent years, there has been a significant shift towards digitisation in various domains, including communication, entertainment, education, and commerce (Kraus et al., 2021). According to (Liu et al., 2019), the proliferation of digital technologies such as smartphones, tablets, laptops, and high-speed internet drives this transformation; as a result, traditional media such as television, radio, and computers have undergone a paradigm shift, altering the way people interact with them in their daily lives (Sobral, 2019). For instance, people are now more likely to stream their favourite shows, such as Netflix or YouTube, on a smartphone rather than watching them on cable television (TV). These changes in human behaviour have far-reaching implications, and it is essential to understand them to adapt to the rapidly evolving digital landscape. It is widely believed that various generations have distinct media consumption patterns, with Generation Z, those born between the years 1997 and 2012, and Millennials, those born between the years 1981 and 1996, together making up approximately 60% of South Africa's population (Roux, 2023). It would be intriguing to delve into these varying habits and predict future trends, particularly regarding television consumption.

The surge in digital transformation has spurred innovation among hardware and software providers, particularly in the mobile device sector (Walker et al., 2007). This trend begs the question of whether traditional television screens will remain relevant in the future, raising concerns about their future existence.

This study examined the impact of mobile digital streaming on traditional TV consumption amongst Generation Z (Gen Z) and Millennials by analysing both existing and primary research.

1.1 The Research Problem

Extensive studies have been conducted on media consumption habits, evolving streaming dynamics, and the increasing trend of multi-device usage for streaming content on both TVs and mobile devices. However, a critical knowledge gap remains in predicting whether mobile streaming will render TVs obsolete. This gap in understanding could result in incomplete knowledge for businesses and research communities in the TV and mobile streaming markets. Therefore, it is crucial to address this gap and gain a comprehensive understanding of the shifting landscape of media consumption.

According to Walker et al. (2007), incorporating media consumption trends into business models enables companies to stay up-to-date and remain competitive in an ever-changing marketplace.

According to (Bardeen & Cerpa, 2015), the emergence of modern technology has brought a significant change in communication methods, transforming how people connect and interact with each other. In addition, it has created a platform for the swift and efficient provision of services, which is far more effective than traditional methods. With the help of advanced communication tools, people can easily communicate and collaborate with others from different parts of the world, regardless of time and distance. Furthermore, businesses and organisations can leverage this technology to streamline their operations and enhance their customer service, resulting in increased productivity and customer satisfaction. Overall, the impact of this technological advancement on communication and service delivery cannot be overstated.

The widespread adoption of digital mobile devices has resulted in the decline of various communication mediums. Among these mediums are portable CD players, VHS and DVD players, and radio devices. Despite the continued usefulness of their features, these mediums have become obsolete as they have been absorbed into digital media devices (Solutions, 2022).

With the rapid advancement of technology, it is natural to wonder if the devices we use daily will eventually become outdated. In this context, one cannot help but ponder whether the ever-present television will follow a similar trajectory. Will we see a time

when televisions are no longer the centrepiece of our living rooms? Will this be a reality for all people, or will it be specific to a certain group of individuals? Will TVs be replaced by newer, more innovative forms of entertainment? These questions raise a lot of interesting possibilities and are worth exploring further.

The purpose of this research was to collect corroborative information about the influence of mobile digital streaming platforms regarding television consumption by comparing Gen Z and Millennials, thereby aiding in the comprehension of forthcoming patterns for the different customers and overall businesses.

1.2 The Research Questions

Below are the key research questions explored:

a) What is the impact of mobile streaming devices on TV usage amongst the two generations (Gen Z and Millennials)?
b) What are the Media consumption trends of Mobile and Television consumption, understanding what the future holds for TV? Will it remain relevant or become obsolete like DVD players, traditional radio devices, record players, etc.?

1.3 Research Objectives

A review of related literature reveals a lack of comprehensive studies examining the impact of mobile devices on TV sales trends, which is a significant gap in scholarly understanding. It is essential to investigate how the adoption and usage of mobile devices affect the demand for and use of TVs, given the noticeable shift in TV usage patterns in recent years. Understanding the implications of mobile technologies for TV sales trends is crucial for predicting future changes in the media landscape and informing strategic decisions by businesses.

Below are the study's key research objectives:

a) Assess the influence of mobile streaming devices on TV consumption patterns among Gen Z and Millennials and explore attitudes towards traditional TV viewing.

b) Forecast the trajectory of the television industry's relevance by synthesising current trends, technological advancements, and consumer behaviours to determine its potential evolution or obsolescence.

1.4 The Significance of the Study

The study delved into the impact of mobile streaming devices and evolving generational preferences on media consumption. Its significance can be found in the following aspects:

1.4.1 Understanding Generational Shifts

The study sheds light on how traditional TV consumption habits differ for Gen Z and Millennials, offering valuable insights for businesses to tailor their offerings and strategies accordingly.

1.4.2 Forecasting Industry Trends

By forecasting the future trajectory of the television industry, stakeholders can proactively prepare for potential disruptions or opportunities, enabling them to make informed decisions and strategic plans to stay ahead in a rapidly evolving landscape.

1.4.3 Predicting Market Dynamics

The analysis of how mobile streaming devices will impact future TV sales provides critical insights for manufacturers, retailers, and investors to adapt their business strategies, product development, and investment decisions to align with emerging consumer preferences and market dynamics.

1.5 Research Hypothesis

1.5.1 The increased use of Mobile devices influences a reduction in television consumption

H1: Both generations (millennials and Gen Z's) show that increased mobile device usage negatively impacts television screen time.

1.5.2 The use of mobile devices promotes multi-device screening

H2: The use of mobile devices allows consumers to access multiple media sources simultaneously, such as using their mobile devices while watching TV.

2. LITERATURE REVIEW

Understanding consumer behaviour and its impact on product usage is paramount. Genuine consumer insights enable businesses to make informed decisions and cater to the appropriate target audience with suitable offerings while contemplating innovative ways to sustain the business in the long run.

The ever-expanding digital landscape presents a challenge for businesses to anticipate the future with confidence due to the rapid growth and evolution of technology and changing consumer behaviours, which make it difficult to keep pace. Each year brings a wave of new apps, trends, and shifting product usage patterns that must be navigated. The adoption of various media platforms varies significantly among individuals. Depending on one's level of exposure to new developments, some may be slower to adapt to new means of media consumption, while others are naturally attuned to the continuous evolution of media. Regardless, these differing scenarios can impact businesses.

The following section explores several themes, examining their effects and providing a synopsis of each theme and its implications for future media consumption. The identified themes also encapsulate several prominent management theories prevalent within the industry. For the purposes of this research, the focus was narrowed to two key management theories.

The first theory is the **media dependency theory developed by Ball-Rokeach and DeFleur in 1976**. This theory posits that individuals increasingly rely on various forms of media—specifically television and social media platforms—to satisfy a range of needs, including acquiring information, pursuing entertainment, and facilitating social interaction. In the contemporary landscape, this dependency has markedly shifted from traditional television to social media channels, as characterised by the proliferation of digital platforms. Social media not only provides content but also offers an interactive and dynamic experience, allowing users to engage with real-time information and connect with others in a more immediate and participatory manner (Ball-Rokeach & DeFleur, 1976).

The second management theory that effectively captures consumer behaviour within the evolving media landscape is the **diffusion of innovations theory**, introduced by Everett Rogers in 1962. This theory was crucial to this research as it clarifies the processes and patterns associated with changes in consumer behaviour as a response to innovation and its impact on existing and old innovation (Kocak et al., 2013). At its core, this theory outlines how innovative technologies and new media channels are disseminated and gain consumer traction. It offers valuable insights into the stages of adoption, highlighting the significant role of early adopters in driving the widespread acceptance of new forms of media. The theory illustrates a notable shift in consumer behaviour as audiences move away from traditional scheduled television programming in favour of the flexibility and immediacy provided by on-demand digital media platforms; this transition not only reflects evolving preferences but also signifies a broader cultural shift towards more personalised and accessible media consumption experiences (García-Avilés, 2020).

The themes outlined below aim to enrich our understanding of the theories, providing additional insights into the evolving landscape of media consumption.

1. Media consumption trends of Generation Z and Millennials
2. Media consumption habits post COVID-19
3. Understanding the use of media in various economies
4. The growth of OTT (over-the-top) services and the influence it has on media consumption

2.1 Media Consumption Trends of Generation Z and Millennials

Gen Zs and Millennials share a commonality in that they come from an era where technology is ever-present and instantly accessible. As a result, they tend to be more tech-savvy than their predecessors (Erlacher & White, 2022). There are, however, differences in how they consume media.

Looking at the previous generations, such as Baby Boomers (those born between 1946 and 1964), (Roux, 2023) explains that the Baby Boomer generation accounts for 10% of the population and that, interestingly, this demographic is highly active on digital platforms, spending an average of 1.5 hours on social media each day, with

Facebook and YouTube being their preferred platforms for staying connected with family and friends, keeping up with news, seeking entertainment, networking, learning, and job searching. Though they have grown to understand technology, it is important to note that Baby Boomers still trust traditional media sources such as radio, TV, and newspapers and are influenced by word-of-mouth recommendations.

Now, looking at Millennials, a significant portion of South Africa's population, 35%, are Millennials, those born between 1981 and 1996 (Roux, 2023). According to (Roux, 2023), this demographic also constitutes 38% of internet users in the country; they devote an average of four hours daily to social media platforms, with Facebook (55%), Instagram (32%), and YouTube (28%) being their go-to choices. For Millennials, social media serves as a means of staying connected with loved ones, self-expression, and keeping up with the latest trends. Online media outlets, social media influencers, and user-generated content all play a role in influencing their behaviour.

Now, to compare consumer behaviour with Generation Z: They are those born between 1997 and 2012 and represent approximately 25% of South Africa's population and 26% of internet users (Roux, 2023). Stephen (2023) shares how Gen Zs spend around 4.5 hours per day on social media, favouring platforms like TikTok (52%), Instagram (40%), and YouTube (35%), mostly using their social media for self-expression, connecting with like-minded individuals, and discovering new trends. Like Millennials, they are also influenced by online media sources, social media influencers, and user-generated content.

Certain writers have put forth the viewpoint that both conventional and digital media have distinct uses and that various mediums are more desirable for different types of consumption.

In a study conducted by H Wada (Wada, 2019), a comparison was made between Gen Zs and Millennials on what media choice is used to consume news; the findings are presented in Table 1 below.

Table 1: Preferred source of platform for consuming news

Choices Offered	Generation Z	Millennials
Radio and Television	16.5%	42%
Social Media	16.5%	6%
Internet	54%	26%
Newspapers	6%	23%
Twitter	7%	3%
	100%	100%

It can be inferred from the table presented above that Gen Z relies heavily on digital platforms to consume news content. However, while Millennials still exhibit some inclination towards conventional modes of media, the internet plays a significant role and is where some media is consumed, which is easily accessible from mobile devices.

2.2 Media Consumption Habits Post COVID-19

The impact of COVID-19 on consumer behaviour cannot be ignored, particularly regarding media consumption. With pandemic-induced lockdowns confining people to their homes, consumers had to seek out new sources of entertainment to stay occupied.

A study by (Tagrid Lemenager 2020) explored media consumption changes among 3,245 participants aged 18 to over 55. The study found that 71.4% reported increased online media usage during the lockdown, potentially as a coping mechanism for stress and anxiety. Gender differences were observed, with males more likely to increase gaming and erotic platform usage, while females showed higher increases in social networks, information research, and video streaming. The proliferation of internet-based content can be attributed to the desire for social connection and interaction among individuals who have experienced feelings of isolation and disconnection from others.

The traditional solitary activity of watching TV has been replaced by social TV viewing, which allows for a broader social experience through the use of communication technology (Kim et al., 2021). With social TV viewing, people can watch TV content while engaging in online communication with virtual co-viewers, thereby expanding the social experience beyond physical boundaries. This shift in TV habits has changed the

medium from being solely focused on entertainment to one that emphasises significant social engagement. As a result of the global COVID-19 lockdown measures, understanding social TV viewing behaviours became increasingly important. The multi-device experience is not something that only started during the COVID pandemic, as confirmed in a study by (D'heer & Courtois, 2016), which found that using multiple devices alongside watching TV was common before the pandemic. However, it can also reduce face-to-face conversations, showing how technology is changing how families interact during TV time.

2.3 Understanding the Use of Media in Various Economies

It is undeniable that a digital divide exists in South Africa, primarily due to economic disparities that determine who has access to various digital offerings. A study done in the United States (Bach et al., 2013) predicted that the knowledge society would bring about a time of reduced poverty, inequality, and social exclusion, with a more just society emerging alongside the growth of the information economy. Despite these hopeful predictions, the United States has experienced a marked increase in socioeconomic inequality and social exclusion in the years that followed. These forms of marginalisation, especially regarding the accessibility of information and communications technologies (ICTs), have become more apparent, exemplified by what is now known as the digital divide (Bach et al., 2013).

Research by (Madianou, 2014) explored the necessary components for effectively navigating the polymedia (multi-device) environment. These include accessibility, affordability, and media literacy. The author details how economic circumstances, technological availability, and content-creation abilities all shape communication preferences. The piece also highlights the significant impact of smartphones in overcoming barriers related to transnational, generational, and occupational differences. However, despite some progress, access disparities still exist. Some individuals cannot afford multiple devices for consuming media and must prioritise a device that offers a range of benefits. In most cases, individuals opt for a smartphone due to its ability to facilitate text, audio, visual, and video communication.

Access to the internet plays a critical role in determining affordability and economic variation. While South Africa offers free-to-air television content that does not require

internet access, over-the-top service providers like Netflix, Showmax, and Disney+ do require internet access. Table 2 below shows the research results by (Tengeh & Udoakpan, 2021). Their survey indicates that the primary source of internet for consumers is their home. However, it is worth noting that the respondents were predominantly 35 years and older, which suggests that they are likely homeowners and/or a working-class population with internet access.

The reality is that not every household in South Africa has access to the internet, which raises concerns about the potential disadvantages for those who cannot afford it and the trade-offs they must make to enjoy media content.

Table 2: Source of internet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Wi-FI at work	18	4.6	4.6	4.6
	Wi-FI at home	288	73.7	73.8	78.5
	Free WI-FI hotspot zone	4	1.0	1.0	79.5
	Mobile Data	77	19.7	19.7	99.2
	Wi-FI in school/university	3	.8	.8	100.0
	Total	390	99.7	100.0	
Missing	System	1	.3		
Total		391	100.0		

2.4 The Growth of OTT (Over-The-Top) Services and Its Influence on Media Consumption

Recent changes in the television landscape of South Africa have been significant, primarily influenced by factors such as affordable broadband data and the popularity of alternative devices for accessing TV content. This shift has led to changes in consumer viewing behaviours, with the explosion of over-the-top (OTT) TV services providing more options than ever before (Tengeh & Udoakpan, 2021). OTT services like Netflix, Amazon Prime, YouTube Premium, and Hulu distribute television content over the internet, offering convenience, access to quality content, and competitive pricing. This digital transformation has given rise to new market players viewed as substitutes or complements to traditional pay-TV services.

The Independent Communications Authority of South Africa (ICASA) surveyed consumers and found that viewers of OTT TV prefer to stream or download content for later viewing. The survey also found that cost is a significant factor preventing pay-

TV subscribers from upgrading their services (ICASA, 2019). MultiChoice Group (MCSA), which owns DStv, has expressed disagreement with the recent ICASA findings; the company presented a feedback report that shows how OTT services are impacting their services, including both paid media and free-to-air channels (ICASA, 2021). One of the driving factors mentioned in the report is the reduced costs, which have now increased access to OTT services. These services also allow members to share their access with friends and families at no cost, negatively impacting DSTV and free-to-air television.

Thanks to OTT services, media consumption has expanded beyond television, as OTT services enable downloading and viewing on mobile devices. This allows for greater convenience but also blurs the distinction between traditional TV usage and mobile viewing.

3. RESEARCH METHODOLOGY

3.1 Introduction

According to (Lans & Van Der Voordt, 2002), descriptive research is primarily concerned with objective observation rather than delving into the reasons for observed phenomena. Its primary purpose is to provide a neutral description of reality rather than to develop theories or hypotheses. Based on this description, the chosen methodology for this study was descriptive research. The data collected covered demographics (age, income, and household description), current and future media consumption habits, and innovation opportunities.

This research delved into the intricate dynamics between television streaming and mobile streaming services. In this study, television streaming was the dependent variable, reflecting the outcomes influenced by various factors. Meanwhile, mobile streaming was the independent variable, providing a crucial framework for understanding how it affects television streaming behaviour. The aim of the investigation was to shed light on the evolving relationship between these two forms of media consumption in an increasingly digital landscape.

According to Bell et al. (2011), the unit of analysis pertains to the primary unit of measurement. For this study, the unit of analysis was the Gen Z and Millennial respondents who consume media through TV and/or mobile devices.

3.2 Research Design

The chosen research method for this study was quantitative research. Quantitative research can be described as the scientific study of social phenomena using numerical or statistical data. It emphasises measurement and assumes that phenomena can be quantified to collect data, examine it for patterns and connections, and validate measurements (Watson, 2015).

Opting for quantitative research in this study presented various benefits. Primarily, it enabled precise measurement and analysis of the subject matter using numerical or statistical data (Quick & Hall, 2015). In the case of this study examining media

consumption habits among Gen Z and Millennials, quantitative research allowed for accurately quantifying targeted behaviours, preferences, and trends.

3.3 Data Collection Method

In line with the quantitative research design, this research used a questionnaire as the research instrument to collect data.

3.3.1 Research Instrument

A questionnaire was used to gather data about Gen Z and Millennials' demographics, media consumption habits, opinions on media consumption trends, and innovation opportunities. The questionnaire was distributed online through the University of Witwatersrand, the University of Johannesburg, and Samsung Electronics databases. Consent was obtained before the survey was conducted. The research instrument has been included in Appendix A.

3.3.2 Population

This study focused exclusively on Gauteng Province in South Africa to gather data. Gauteng was selected because it is a business hub with a high population density, making it easier to select a representative sample of Gen Z and Millennials.

The total population of Gauteng is shown in Table 3 below (Statssa, 2023), along with a breakdown by age group: Gen Z and Millennials are highlighted.

The table indicates that approximately 2,737,121 Gen Z's and Millennials live in Johannesburg. Due to resource constraints, the research only selected 300 respondents from this population.

Table 3: Statistics South Africa (Stats SA) - Gauteng broad age distribution

Province, district and local municipality	CENSUS 2011					CENSUS 2022				
	0 - 4	5 - 14	15 - 34	35 - 59	60 +	0 - 4	5 - 14	15 - 34	35 - 59	60 +
Gauteng	**1 191 418**	**1 717 513**	**5 004 830**	**3 516 219**	**842 281**	**1 291 354**	**2 112 691**	**5 589 776**	**4 819 892**	**1 284 987**
Sedibeng	**89 564**	**142 847**	**345 678**	**263 568**	**74 826**	**99 594**	**186 362**	**412 352**	**371 878**	**120 467**
GT421 : Emfuleni	71 223	113 202	274 511	205 635	57 091	80 475	148 867	328 550	292 480	95 250
GT422 : Midvaal	8 379	13 725	34 046	29 750	9 401	8 556	16 447	36 367	38 462	12 418
GT423 : Lesedi	9 962	15 920	37 122	28 183	8 334	10 564	21 048	47 435	40 936	12 799
West Rand	**78 305**	**119 858**	**317 539**	**252 762**	**52 726**	**87 339**	**148 917**	**363 429**	**313 155**	**85 524**
GT481 : Mogale City	33 926	52 113	142 235	107 999	26 344	37 433	62 970	159 418	137 838	40 471
GT484 : Merafong City	19 119	28 500	75 204	64 076	10 622	19 893	34 695	81 189	71 710	17 979
GT485 : Rand West City	25 259	39 246	100 100	80 687	15 760	30 013	51 252	122 821	103 608	27 074
Ekurhuleni	**316 977**	**455 486**	**1 293 711**	**907 729**	**204 567**	**340 310**	**559 452**	**1 532 927**	**1 306 280**	**327 642**
City of Johannesburg	**432 706**	**596 079**	**1 862 299**	**1 252 477**	**291 071**	**415 628**	**637 738**	**1 829 535**	**1 542 990**	**377 218**
City of Tshwane	**273 866**	**403 243**	**1 185 603**	**839 684**	**219 091**	**348 483**	**580 221**	**1 451 533**	**1 285 588**	**374 135**

3.3.3 Sample and Sampling Method

Research Group

- Gen Z Population: Individuals born between 1997 and 2012
- Millennials: Individuals born between 1981 and 1996

Region

- Johannesburg in Gauteng Province, South Africa

Sample Size

- Total = 300
- Gen Z = 150
- Millennials = 150

Sampling Technique

- Simple random sampling is used for probability testing to guarantee that the research is unbiased, fully representative, and that the results are credible and reflective of the research population (Noor et al., 2022).

3.4 Data Analysis Strategies and Interpretation

The research makes use of descriptive analysis, measuring the significance of differences using ANOVA, as well as a T-test. In addition, the research also covered the three analysis strategies:

Comparative Analysis: Media consumption patterns between Gen Z and Millennial respondents were compared to identify differences and similarities.

Correlation Analysis: This focused on exploring relationships between different media consumption variables, such as investigating whether there is a correlation between social media usage and traditional media consumption among participants.

Regression Analysis: This was used to identify predictors of media consumption behaviours, using demographic variables like age, gender, or income to understand their influence on media habits.

The interpretation aimed to provide meaningful insights into the media consumption habits of Gen Z and Millennials in Gauteng, contributing to a deeper understanding of their engagement with various media channels and content types.

3.5 Limitation

One potential limitation of the study was its demographic representation. Although the goal was to involve both Gen Z and Millennials, achieving an equally representative sample of these groups was challenging.

3.6 Quality Assurance

- Simple random sampling was used to ensure inclusive representation of Gen Z and Millennials residing in Gauteng Province.
- Unequivocal survey tools were used to gather data on media consumption habits while controlling for potential variables that may skew results.
- The data collection process was standardised, and consistency was maintained in survey administration to achieve reliable results.

3.7 Ethical Considerations

Ethical considerations for this study included obtaining consent and approval from relevant institutional review boards and the study respondents.

4. RESEARCH FINDINGS

4.1 Introduction

The research aimed to examine the impact of mobile streaming devices on television consumption among Generation Z and Millennials residing in Gauteng. To achieve this, the selected research methodology involved conducting a survey using *Survey Monkey,* a platform that stands as a worldwide frontrunner in online surveys and forms and enables individuals to gain the insights required to make informed decisions swiftly and with assurance (Monkey, 2024).

The survey was distributed across multiple social media channels, including WhatsApp and LinkedIn, encouraging individuals to participate. Figure 1 below illustrates a representation of the survey distribution process. A total of 312 participants engaged with the survey, with a completion rate of 72%, and it took an average of 5 minutes and 21 Seconds to complete the survey. The number of respondents exceeded the initially planned sample size of 300 participants.

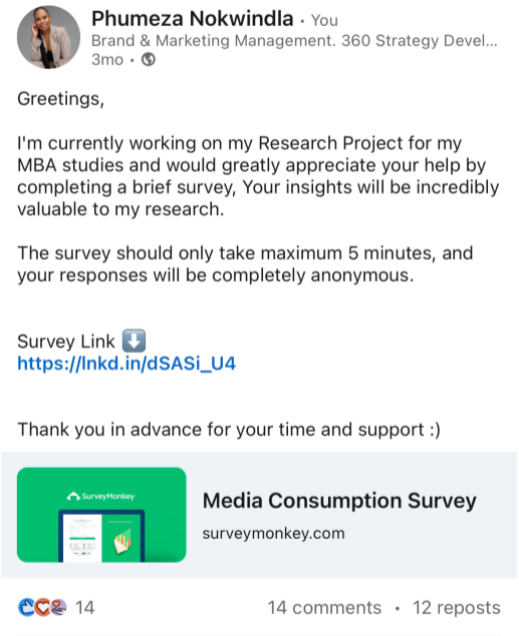

Figure 1: Survey Distribution Method



Figure 2: Survey Completion Summary Insights

4.2 Data Analysis

4.2.1 Introduction

This chapter describes the findings of the statistical analyses performed to fulfil this study's research objective of examining the influence of mobile digital streaming on overall television consumption among Generation Z and Millennials residing in Gauteng. The analysis was of data obtained from a structured survey, which was analysed using SPSS version 29 to guarantee the accuracy and reliability of the results. The study had two primary objectives: Evaluate the impact of mobile streaming devices on television consuming behaviours among Generation Z and Millennials and investigate their perceptions of conventional television viewing. An independent sample t-test was performed to evaluate the television viewing patterns between participants who utilised mobile streaming devices and those who did not. The second purpose was to predict the television industry's relevance trajectory by analysing current trends, technical breakthroughs, and consumer behaviours to determine if the business is on the brink of evolution or obsolescence. A one-way analysis of variance (ANOVA) was utilised to examine variations in attitudes and perceptions according to essential consumer behavioural indicators. Furthermore, descriptive statistics and frequency analysis were employed to encapsulate the demographic variables of the sample, yielding an in-depth comprehension of the respondents' profiles, encompassing age, gender, and other pertinent aspects. These analyses establish the basis for understanding the overarching trends in media consumption and preferences within the target group.

4.1.2 Descriptive Statistics

Table 4 summarises the participants' demographic data, encompassing gender, age, employment status, and residence. The sample had 312 participants, with a greater percentage of females (58.3%) than males (41.7%). The average value for gender was 1.58 (SD = 0.494), suggesting a slightly higher proportion of females in the dataset. The predominant age group among the respondents was Millennials, comprising 54.8%, followed by Gen Z at 36.9%, with a minority identifying as “Other” at 8.3%. Regarding their employment status, around 48.4% of participants were employed full-time, while 25.6% classified themselves as students. Additional significant groupings comprised self-employed individuals (12.8%) and part-time workers (3.8%). A minority of participants were unemployed (6.1%), freelancers or contractors (1.3%), or not actively pursuing employment (0.3%). The average employment status score was 2.72 (SD = 1.736), indicating the sample's variability in professional and educational backgrounds.

Most of the participants lived in Johannesburg (43.3%), especially in the Northern Suburbs (18.6%). A minority of participants resided in Pretoria (11.5%) and Ekurhuleni (4.5%), with smaller proportions in Krugersdorp (1.3%) and undetermined localities (1.0%). The average residence score was 3.97 (SD = 3.502), indicating the geographic diversity of the Gauteng region, particularly in metropolitan areas.

Table 4: Descriptive statistics

Variable Name	*Categories*	*N*	*%*	*Mean (SD)*
Gender	*Male*	*130*	*41.7%*	*1.58 (0.494)*
	Female	*182*	*58.3%*	
Age	*Between 1981 and 1996*	*171*	*54.8%*	*1.54 (0.646)*
	Between 1997 and 2012	*115*	*36.9%*	
	Other	*26*	*8.3%*	
Employment Status	*Full-time Employed*	*151*	*48.4%*	*2.72 (1.736)*
	Part-time Employed	*12*	*3.8%*	
	Self-employed	*40*	*12.8%*	
	Unemployed	*19*	*6.1%*	
	Student	*80*	*25.6%*	
	Retired	*2*	*0.6%*	
	Homemaker	*2*	*0.6%*	
	Freelancer/Contractor	*4*	*1.3%*	
	Temporary/Casual Worker	*1*	*0.3%*	

Research Objective 1: What is the impact of mobile streaming devices on TV usage amongst the two generations (Gen Z and Millennials)?

4.1.3 Independent T-test

Tables 5 and 6 present the results of the independent sample t-test performed to analyse the disparities in device ownership, content consumption, and platform preferences between persons born from 1981 to 1996 (Millennials) and those born from 1997 to 2012 (Gen Z).

No significant difference was observed in the number of devices possessed between Millennials (M = 4.36, SD = 2.53) and Gen Z (M = 4.69, SD = 2.38), (t (284) = -1.088, p = .278), under the assumption of equal variances. The average difference was -0.324 (95% CI (-0.911, 0.263)). Levene's test for equality of variances was insignificant (F = 3.726, p = .055), suggesting that the condition for homogeneity of variance was satisfied.

A statistically significant difference in television ownership was observed, with Gen Z (M = 1.81, SD = 0.49) exhibiting greater ownership than Millennials (M = 1.44, SD = 0.60), (t (284) = -5.426, p < .001), under the assumption of equal variances. The average difference was -0.364 (95% CI (-0.496, -0.232)). Levene's test for equality of variances was significant (F = 23.557, p < .001), indicating a violation of the homogeneity of variance assumption; nevertheless, the results remained significant when equal variances were not assumed (t (271.689) = -5.626, p < .001).

No significant difference in mobile device content consumption was found between Millennials (M = 3.25, SD = 2.01) and Gen Z (M = 3.37, SD = 2.33), (t (284) = -0.474, p = .636), under the assumption of equal variances. The average difference was -0.122 (95% confidence interval (-0.631, 0.386)). Levene's test for equality of variances yielded significant results (F = 8.523, p = .004), signifying a breach of homogeneity of variance. The results remained non-significant when equal variances were not assumed (t (219.160) = -0.460, p = .646).

A statistically significant difference was seen between Millennials (M = 1.73, SD = 0.445) and Gen Z (M = 1.57, SD = 0.498) on Twitch (t (284) = 2.945, p = .003) under the assumption of equal variances. The average difference was 0.166 (95% CI (0.055, 0.277)). Levene's test revealed a breach of the homogeneity of variance assumption

(F = 24.596, p < 0.001), although the outcome remained significant when equal variances were not presumed (t (225.606) = 2.880, p = 0.004).

A notable disparity was identified for YouTube, with Millennials (M = 1.42, SD = 0.495) exhibiting somewhat more usage than Gen Z (M = 1.30, SD = 0.458) (t (284) = 2.163, p = .031). The average difference was 0.125 (95% CI (0.011, 0.240)). Levene's test yielded a significant result (F = 19.562, p < .001), and the significance persisted when equal variances were not assumed (t (257.019) = 2.196, p = 0.029).

No significant difference was observed between Millennials (M = 1.35, SD = 0.477) and Gen Z (M = 1.26, SD = 0.441) on TikTok (t (284) = 1.508, p = .133) under the assumption of equal variances. The average difference was 0.084 (95% CI (-0.026, 0.194)). Levene's test revealed a breach of homogeneity of variance (F = 9.782, p = .002), although the outcome remained non-significant when equal variances were not presumed.

For Instagram, there was no notable difference between Millennials (M = 1.25, SD = 0.432) and Gen Z (M = 1.23, SD = 0.420), (t (284) = 0.379, p = .705) on the assumption of equal variances. The average difference was 0.020 (95% CI (-0.082, 0.121)), and Levene's test validated the homogeneity of variance (F = 0.584, p = .445).

No significant difference was observed between Millennials (M = 1.35, SD = 0.479) and Gen Z (M = 1.35, SD = 0.478) on Twitter/X (t (284) = 0.053, p = .958) under the assumption of equal variances. The average difference was 0.003 (95% CI (-0.111, 0.117)), and Levene's test confirmed the homogeneity of variance (F = 0.011, p = .916).

For Facebook, there was no statistically significant difference between Millennials (M = 1.32, SD = 0.468) and Gen Z (M = 1.39, SD = 0.490), (t (284) = -1.210, p = .227) under the assumption of equal variances. The average difference was -0.070 (95% CI (-0.183, 0.044)). Levene's test revealed a breach of homogeneity of variance (F = 5.170, p = .024), although the outcome was non-significant when equal variances were not presumed.

A notable disparity was identified for Netflix, with Millennials (M = 1.70, SD = 0.459) exhibiting more usage than Gen Z (M = 1.57, SD = 0.498), (t (284) = 2.384, p = .018) under the assumption of equal variances. The average difference was 0.137 (95% CI (0.024, 0.249)). Levene's test demonstrated a breach of homogeneity of variance (F = 16.453, p < .001), although the outcome remained significant when equal variances were not presumed.

For Showmax, no significant difference was observed between Millennials (M = 1.78, SD = 0.417) and Gen Z (M = 1.70, SD = 0.462), (t (284) = 1.563, p = .119) under the assumption of equal variances. The average difference was 0.082 (95% CI (-0.021, 0.186)). Levene's test revealed a breach of homogeneity of variance (F = 9.189, p = .003), although the outcome remained non-significant when equal variances were not presumed.

No not difference was observed between Millennials (M = 1.80, SD = 0.400) and Gen Z (M = 1.77, SD = 0.426) for DSTV, (t (284) = 0.726, p = .468) under the assumption of equal variances. The average difference was 0.036 (95% CI (-0.062, 0.133)), with Levene's test validating the homogeneity of variance (F = 2.063, p = .152).

In the context of Disney+, a notable disparity was identified, with Millennials (M = 1.85, SD = 0.360) exhibiting more usage than Gen Z (M = 1.75, SD = 0.436), (t (284) = 2.116, p = .035) under the assumption of equal variances. The average difference was 0.100 (95% CI (0.007, 0.193)). Levene's test demonstrated a breach of homogeneity of variance (F = 17.367, p < 0.001), although the outcome remained significant when equal variances were not presumed.

The results underscore significant generational disparities in media intake and gadget ownership. Certain platforms, such as Twitch, Netflix, and YouTube, are favoured by Millennials, whilst others, including Disney+, are chosen by Gen Z. The notable disparity in television ownership may indicate broader generational changes in media choices, as Gen Z presumably favours streaming services over traditional television. These findings offer a detailed comprehension of generational technology utilisation trends, with significant ramifications for marketing and digital media strategy.

Table 5: Group statistics

Age		N	Mean	SD	SE Mean
Which of the following devices do you own?	Between 1981 and 1996	171	4.36	2.532	0.194
	Between 1997 and 2012	115	4.69	2.382	0.222
Do you or your household own a Television (TV)?	Between 1981 and 1996	171	1.44	0.595	0.046
	Between 1997 and 2012	115	1.81	0.494	0.046
What Content do you consume from your Mobile Device?	Between 1981 and 1996	171	3.25	2.006	0.153
	Between 1997 and 2012	115	3.37	2.334	0.218
Twitch	Between 1981 and 1996	171	1.73	0.445	0.034
	Between 1997 and 2012	115	1.57	0.498	0.046
YouTube	Between 1981 and 1996	171	1.42	0.495	0.038
	Between 1997 and 2012	115	1.30	0.458	0.043
TikTok	Between 1981 and 1996	171	1.35	0.477	0.036
	Between 1997 and 2012	115	1.26	0.441	0.041
Instagram	Between 1981 and 1996	171	1.25	0.432	0.033
	Between 1997 and 2012	115	1.23	0.420	0.039
Twitter/X	Between 1981 and 1996	171	1.35	0.479	0.037
	Between 1997 and 2012	115	1.35	0.478	0.045
Facebook	Between 1981 and 1996	171	1.32	0.468	0.036
	Between 1997 and 2012	115	1.39	0.490	0.046
Netflix	Between 1981 and 1996	171	1.70	0.459	0.035
	Between 1997 and 2012	115	1.57	0.498	0.046
Showmax	Between 1981 and 1996	171	1.78	0.417	0.032
	Between 1997 and 2012	115	1.70	0.462	0.043
DSTV	Between 1981 and 1996	171	1.80	0.400	0.031
	Between 1997 and 2012	115	1.77	0.426	0.040
Disney+	Between 1981 and 1996	171	1.85	0.360	0.028
	Between 1997 and 2012	115	1.75	0.436	0.041

Table 6: Independent samples test

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance				95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Mean Difference	SE Difference	Lower	Upper
Which of the following devices do you own?	Equal variances assumed	3.73	0.055	-1.09	284	0.14	0.28	-0.32	0.30	-0.91	0.26
	Equal variances not assumed			-1.10	254.51	0.14	0.27	-0.32	0.29	-0.90	0.26
Do you or your household own a Television (TV)?	Equal variances assumed	23.56	0.000	-5.43	284	0.00	0.00	-0.36	0.07	-0.50	-0.23
	Equal variances not assumed			-5.63	271.69	0.00	0.00	-0.36	0.06	-0.49	-0.24
What Content do you consume from your Mobile Device?	Equal variances assumed	8.52	0.004	-0.47	284	0.32	0.64	-0.12	0.26	-0.63	0.39
	Equal variances not assumed			-0.46	219.16	0.32	0.65	-0.12	0.27	-0.65	0.40
Twitch	Equal variances assumed	24.60	0.000	2.94	284	0.00	0.00	0.17	0.06	0.05	0.28
	Equal variances not assumed			2.88	225.61	0.00	0.00	0.17	0.06	0.05	0.28
YouTube	Equal variances assumed	19.56	0.000	2.16	284	0.02	0.03	0.13	0.06	0.01	0.24
	Equal variances not assumed			2.20	257.02	0.01	0.03	0.13	0.06	0.01	0.24
TikTok	Equal variances assumed	9.78	0.002	1.51	284	0.07	0.13	0.08	0.06	-0.03	0.19
	Equal variances not assumed			1.53	257.11	0.06	0.13	0.08	0.05	-0.02	0.19
Instagram	Equal variances assumed	0.58	0.445	0.38	284	0.35	0.70	0.02	0.05	-0.08	0.12
	Equal variances not assumed			0.38	249.14	0.35	0.70	0.02	0.05	-0.08	0.12
Twitter/X	Equal variances assumed	0.01	0.916	0.05	284	0.48	0.96	0.00	0.06	-0.11	0.12
	Equal variances not assumed			0.05	244.78	0.48	0.96	0.00	0.06	-0.11	0.12
Facebook	Equal variances assumed	5.17	0.024	-1.21	284	0.11	0.23	-0.07	0.06	-0.18	0.04
	Equal variances not assumed			-1.20	237.08	0.12	0.23	-0.07	0.06	-0.18	0.04
Netflix	Equal variances assumed	16.45	0.000	2.38	284	0.01	0.02	0.14	0.06	0.02	0.25
	Equal variances not assumed			2.35	230.90	0.01	0.02	0.14	0.06	0.02	0.25
Showmax	Equal variances assumed	9.19	0.003	1.56	284	0.06	0.12	0.08	0.05	-0.02	0.19
	Equal variances not assumed			1.53	227.30	0.06	0.13	0.08	0.05	-0.02	0.19
DSTV	Equal variances assumed	2.06	0.152	0.73	284	0.23	0.47	0.04	0.05	-0.06	0.13
	Equal variances not assumed			0.72	234.32	0.24	0.47	0.04	0.05	-0.06	0.13
Disney+	Equal variances assumed	17.37	0.000	2.12	284	0.02	0.04	0.10	0.05	0.01	0.19
	Equal variances not assumed			2.04	212.53	0.02	0.04	0.10	0.05	0.00	0.20

4.1.3 Independent Test (Usage Habit)

An independent samples t-test was performed to assess media usage patterns and preferences between Millennials (born between 1981 and 1996) and Gen Z (born between 1997 and 2012).

Regarding the frequency of usage of television and mobile devices, Millennials (M = 2.34, SD = 1.018) and Gen Z (M = 2.26, SD = 1.077) exhibited comparable frequencies of simultaneous television and mobile device usage. Levene's test for equality of variances revealed no significant difference ($F(1, 284) = 0.290$, $p = 0.591$). The independent samples t-test revealed no significant difference in means ($t(284) = 0.623$, $p = 0.534$). The 95% confidence interval (CI) for the mean difference spanned from -0.169 to 0.326, indicating no significant difference between the groups.

Millennials (M = 1.67, SD = 0.471) had a marginally lower propensity to utilise mobile devices for casting or mirroring content on television than Gen Z (M = 1.77, SD = 0.420). Levene's test revealed uneven variances ($F(1, 284) = 15.211$, $p < 0.001$). The t-test with the assumption of unequal variances indicated a statistically significant difference ($t(262.34) = -1.906$, $p = 0.058$) (one-tailed). The mean difference was -0.101 (95% CI: -0.206, -0.003), suggesting that younger participants had a higher propensity for this behaviour.

Regarding typical circumstances for utilising mobile devices rather than television, Millennials (M = 2.99, SD = 1.148) exhibited a significantly elevated mean score for instances of mobile device usage in place of television compared to Gen Z (M = 2.14, SD = 1.432). Levene's test indicated uneven variances ($F(1, 284) = 33.642$, $p < 0.001$). The t-test with unequal variances revealed a highly significant difference ($t(207.78) = 5.314$, $p < 0.001$). The mean difference of 0.849 (95% CI: 0.534, 1.164) indicates significant disparities in preferences between the two groups.

For essential factors in selecting a media device, Millennials (M = 5.31, SD = 2.484) evaluated essential factors in selecting a media device substantially higher than Gen Z (M = 3.63, SD = 2.783). Levene's test indicated uneven variances ($F(1, 284) = 7.561$, $p = 0.006$). The t-test with unequal variances indicated a significant difference

(t (225.47) = 5.210, p < .001). The mean difference was 1.675 (95% CI: 1.042, 2.309), suggesting that older individuals emphasised distinct elements.

Regarding consumption of media content by families, the participants and their families consumed similar media content, with Millennials (M = 1.45, SD = 0.499) reporting marginally higher ratings than Gen Z (M = 1.32, SD = 0.469). Levene's test indicated uneven variances (F (1, 284) = 18.592, p < 0.001). The t-test with unequal variances revealed a statistically significant difference (t (254.60) = 2.214, p = 0.028). The mean difference of 0.129 (95% CI: 0.014, 0.243) indicates that the older participants were more inclined to engage with media material like that of their relatives.

The results underscore generational disparities in media consumption habits and preferences, indicating that younger adults are more inclined to utilise mobile devices for streaming and engaging with varied content than their older counterparts. Moreover, the criteria for selecting media devices and family media practices differed markedly among age demographics.

Table 7: Group statistics

Group Statistics

	Age	N	Mean	SD	SE Mean
How often do you use BOTH your Television and mobile device at the same time?	Between 1981 and 1996	171	2.34	1.018	.078
	Between 1997 and 2012	115	2.26	1.077	.100
Do you ever use your mobile device to cast/mirror content on your television?	Between 1981 and 1996	171	1.67	.471	.036
	Between 1997 and 2012	115	1.77	.420	.039
On what occasion do you typically use your mobile device to watch content you would otherwise view on your television? Please provide some details.	Between 1981 and 1996	171	2.99	1.148	.088
	Between 1997 and 2012	115	2.14	1.432	.134
When choosing a media device to use, what are key considerations do you look for?	Between 1981 and 1996	171	5.31	2.484	.190
	Between 1997 and 2012	115	3.63	2.783	.259
Do you and your family consume the same media content, if not please specify the differences.	Between 1981 and 1996	171	1.45	.499	.038
	Between 1997 and 2012	115	1.32	.469	.044

Table 8: Independent t-test

Independent Samples Test

		Levine's Test for Equality of Variances		t-test for Equality of Means							
						Significance		Mean	SE	95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Difference	Difference	Lower	Upper
How often do you use BOTH your Television and mobile device at the same time?	Equal variances assumed	.290	.591	.623	284	.267	.534	.078	.126	-.169	.326
	Equal variances not assumed			.616	235.318	.269	.538	.078	.127	-.172	.329
Do you ever use your mobile device to cast/mirror content on your television?	Equal variances assumed	15.211	<.001	-1.864	284	.032	.063	-.101	.054	-.208	.006
	Equal variances not assumed			-1.906	262.335	.029	.058	-.101	.053	-.206	.003
On what occasion do you typically use your mobile device to watch content you would otherwise view on your television? Please provide some details.	Equal variances assumed	33.642	<.001	5.546	284	<.001	<.001	.849	.153	.548	1.151
	Equal variances not assumed			5.314	207.784	<.001	<.001	.849	.160	.534	1.164
When choosing a media device to use, what are key considerations do you look for?	Equal variances assumed	7.561	.006	5.327	284	<.001	<.001	1.675	.314	1.056	2.294
	Equal variances not assumed			5.210	225.474	<.001	<.001	1.675	.322	1.042	2.309
Do you and your family consume the same media content, if not please specify the differences.	Equal variances assumed	18.592	<.001	2.188	284	.015	.030	.129	.059	.013	.244
	Equal variances not assumed			2.214	254.602	.014	.028	.129	.058	.014	.243

Research Objective 2: What does the future hold for TV? Will it remain relevant or become obsolete like DVD players, traditional radio devices, record players, etc.?

4.1.4 One-Way ANOVA

Descriptive Statistics

Descriptive statistics were calculated to analyse replies concerning the selection of devices for media consumption and the probability of utilising television in the forthcoming decade. The mean, standard deviation (SD), standard error (SE), and 95% confidence intervals (CI) for each group were as follows:

Selection of Device for Media Consumption: The average score for participants who responded “Yes” to the device preference question was 2.73 (SD = 1.539), with a 95% confidence interval of 2.37 to 3.09. The cohort that selected “No” exhibited a mean of 3.13 (SD = 1.562) and a 95% confidence range ranging from 2.87 to 3.38. The “Others” category, presumably indicative of a broader spectrum of responses, exhibited the highest mean of 3.69 (SD = 1.949), with a 95% confidence interval spanning from 3.27 to 4.11. The aggregate mean for all individuals was 3.19 (SD = 1.705), with a 95% confidence range ranging from 3.00 to 3.38.

Probability of Television Utilisation in the Next Decade: Participants who answered “Yes” to the television usage inquiry had a mean of 1.60 (SD = 0.493), with a 95% confidence range ranging from 1.49 to 1.72. The “No” group had a mean of 1.07 (SD = 0.260), with a 95% confidence interval spanning from 1.03 to 1.11. The “Others” group had a mean of 1.46 (SD = 0.501) and a 95% confidence interval ranging from 1.35 to 1.57. The overall mean for all groups was 1.30 (SD = 0.461), with a 95% confidence interval of 1.25 to 1.36.

Table 9: Descriptive statistics

			N	Mean	SD	SE	95% Confidence Interval for Mean		
							Lower Bound	Upper Bound	Between-Component Variance
If you had a choice, what device would you choose to view media content? (Select one option)	Yes		73	2.73	1.539	0.180	2.37	3.09	
	No		152	3.13	1.562	0.127	2.87	3.38	
	Others		87	3.69	1.949	0.209	3.27	4.11	
	Total		312	3.19	1.705	0.097	3.00	3.38	
	Model	Fixed Effects			1.674	0.095	3.00	3.38	
		Random Effects				0.265	2.05	4.33	0.165
Do you foresee yourself using Television in the next 10 Years?	Yes		73	1.60	0.493	0.058	1.49	1.72	
	No		152	1.07	0.260	0.021	1.03	1.11	
	Others		87	1.46	0.501	0.054	1.35	1.57	
	Total		312	1.30	0.461	0.026	1.25	1.36	
	Model	Fixed Effects			0.399	0.023	1.26	1.35	
		Random Effects				0.177	0.54	2.07	0.084

Homogeneity of Variances Tests

Levene's test for homogeneity of variances was conducted to assess the validity of the assumption of equal variances across the groups for both variables.

Selection of Device for Media Consumption: Levene's test for equality of variances based on the mean produced a significant result ($F(2, 309) = 5.144$, $p = 0.006$), indicating substantial differences in variances among the groups. Levene's test, when utilising the median, neared significance ($p = 0.055$), suggesting a possible breach of the equal variance assumption.

Probability of Television Usage in the Next Decade: Levene's test for equality of variances yielded a highly significant result ($F(2, 309) = 181.506$, $p < 0.001$), indicating that the variances among the groups were significantly disparate. Levene's tests utilising the median ($p < 0.001$) and the trimmed mean ($p < 0.001$) demonstrated substantial discrepancies, hence reinforcing the violation of the homogeneity of variances assumption.

Table 10: Tests of homogeneity of variances

Tests of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
If you had a choice, what device would you choose to view media content? (Select one option)	Based on Mean	5.144	2	309	.006
	Based on Median	2.926	2	309	.055
	Based on Median and with adjusted df	2.926	2	304.546	.055
	Based on trimmed mean	5.216	2	309	.006
Do you foresee yourself using Television in the next 10 Years?	Based on Mean	181.506	2	309	<.001
	Based on Median	31.953	2	309	<.001
	Based on Median and with adjusted df	31.953	2	234.470	<.001
	Based on trimmed mean	181.506	2	309	<.001

ANOVA

A one-way ANOVA (analysis of variance) was performed to assess significant differences among the groups regarding device selection and the probability of television usage in the future decade.

Selection of Device for Media Consumption: The ANOVA results revealed significant differences among the groups for selecting devices for viewing media material ($F(2, 309) = 6.795$, $p = 0.001$). The between-groups sum of squares was 38.077, whereas the within-groups sum of squares was 865.766, indicating that the variability across groups exceeded the variability within groups. This outcome indicates a substantial disparity in device selection among the groups (Yes, No, and Others).

Probability of Television Usage in the Next Decade: The ANOVA regarding the probability of television usage during the next decade revealed a statistically significant difference across groups ($F(2, 309) = 52.598$, $p < 0.001$). The between-groups sum of squares was 16.781, while the within-groups sum of squares was 49.293, signifying significant disparities in replies concerning the future utilisation of television among the three groups. The analysis results indicate substantial disparities in the selection of devices for media consumption and the probability of television usage during the next decade. In response to the device preference inquiry, participants who answered "Yes" had lower mean scores than those who responded "No" and "Others." The "Yes" group indicated a greater propensity for television consumption, whilst the "No" group

exhibited the least likelihood of utilisation. The notable ANOVA results demonstrate that preferences for media devices and perceptions of the future of television usage vary significantly among the Millenials and Gen Z.

Table 11: ANOVA

ANOVA

		Sum of Squares	*df*	*Mean Square*	*F*	*Sig.*
If you had a choice, what device would you choose to view media content? (Select one option)	*Between Groups*	*38.077*	*2*	*19.038*	*6.795*	*.001*
	Within Groups	*865.766*	*309*	*2.802*		
	Total	*903.843*	*311*			
Do you foresee yourself using Television in the next 10 Years?	*Between Groups*	*16.781*	*2*	*8.391*	*52.598*	*<.001*
	Within Groups	*49.293*	*309*	*.160*		
	Total	*66.074*	*311*			

5. DISCUSSION OF THE RESEARCH RESULTS

5.1 Introduction

After conducting the research over three months, the required data was successfully collected and met the target sample size. Although the goal was to achieve an equal distribution of responses from both Gen Z and Millennials, the questionnaire had a higher completion rate among Millennials. Nonetheless, the data collected was suitable for making a credible comparative analysis.

This section discusses the research results in relation to the literature review to determine whether the findings align with the discussion points made in the comparative literature or if there is a significant difference.

5.2 Summary of Research Demographics

The graph below illustrates the demographic profile of research participants. Among them, 54.5% were Millennials, and 37.1% were Gen Z. Regarding gender, female respondents made up 58.71%, compared to 40.32% male respondents. Additionally, understanding employment status was crucial, as it impacts purchasing decision-making. In this study, most respondents (48.71%) reported being employed full-time, while 28.39% were students, 13.23% self-employed, 8% unemployed, and 3.87% retired. This data helps to identify the primary income sources and assess the respondents' purchasing power for electronic devices.

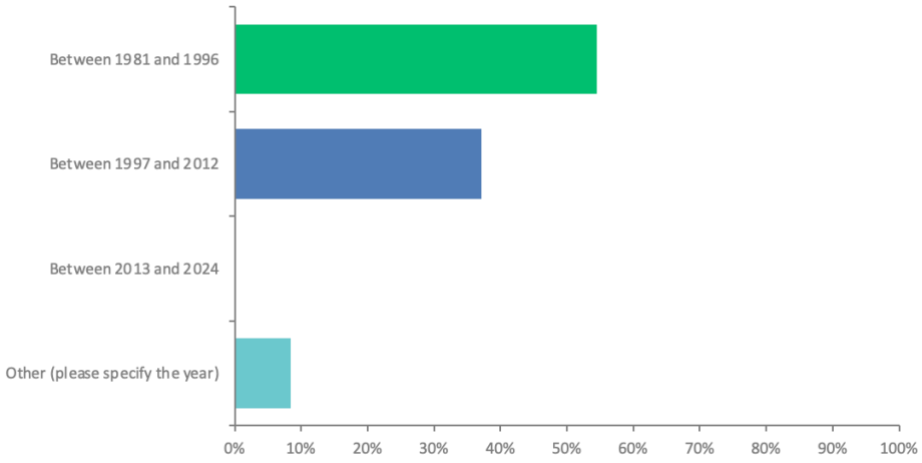

Figure 3: Summary of respondent demographics

5.3 Discussing Media Consumption Trends of Generation Z and Millennials in Relation to the Diffusion of Innovations Theory

The research analysis uncovered a significant disparity in television ownership, highlighting broader generational shifts in media preferences. Gen Z seems to prefer streaming services over traditional television. Various factors influence this phenomenon, one of the key factors being affordability, which was examined as a significant driver of purchase decisions. Additionally, Gen Z has the ability to leverage mobile devices to create multi-device experiences, often relying solely on their smartphones to stream content, listen to music, and access the internet and social media platforms. These results offer valuable insights into generational trends in technology usage, which have important implications for marketing and digital media strategies. The results reinforce the reliability of the literature review, as it was suggested that Gen Z extensively utilises various digital platforms for media consumption. The research findings reveal notable generational differences in media consumption habits and preferences. Younger adults are more inclined to use mobile devices for streaming and interacting with a variety of content than older adults. Furthermore, the reasons for selecting media devices and family media practices differ significantly across age groups, which aligns with Table 1, which illustrates the differences between Gen Z and Millennials regarding their preferred devices for various types of content.

Analysing the diffusion of innovation theory discussed in the literature review identifies five essential traits characterising innovations: relative advantage, compatibility, complexity, trialability, and observability. Relative advantage pertains to the idea that an innovation provides enhancements over its former version. Compatibility relates to how well an innovation meets the user's needs, values, and experiences. The complexity trait tackles the degree of difficulty involved in utilising the innovation. Finally, trialability refers to the extent to which potential adopters can test the innovation on a small scale (Atkin et al., 2018). Mobile device use has been tested on these characteristics, and with their wide use, one can agree that it easily passes the character test.

Notable differences emerged when examining device usage among the surveyed individuals. A striking 97% of the participants reported owning a mobile device,

highlighting the widespread accessibility and prevalence of mobile technology in their daily lives. In contrast, only 68% of the respondents indicated owning a television. This disparity suggests that while mobile devices are practically ubiquitous, access to television as a medium is much less common among this group. Such differences in device ownership may reflect shifts in media consumption habits, with mobile devices increasingly becoming the primary source of information and entertainment for many.

5.4 Discussing the Use of Media in Various Economies

The study comprehensively analysed device ownership and uncovered significant barriers and limitations affecting how individuals acquire and utilise technology. According to the findings, 48% of respondents reported owning a television outright, while 46% indicated they had access to one through family ownership. This suggests that while many have access to this traditional form of entertainment, ownership remains challenging for a notable portion of the population.

In contrast, mobile devices demonstrated a markedly higher penetration rate among participants, indicating that these devices have become more ubiquitous. This trend suggests that affordability plays a crucial role in the disparities observed in television ownership. The data imply that for many individuals, especially those navigating financial constraints, purchasing and maintaining a mobile device may be a more viable option than investing in a television.

Moreover, Figure 4 below provides valuable insights into the key factors consumers prioritise when selecting a television. Affordability emerged as the most important criterion, highlighting that financial considerations heavily influence purchasing decisions. Following affordability, respondents placed a high value on ease of use and picture quality, indicating that while cost is paramount, consumers also seek a user-friendly experience and high-definition visuals.

The research delved deeper into the relationship between economic status and device ownership, revealing that individuals from lower economic backgrounds often struggle to own multiple devices within their financial means, further supporting the respondent data concerning device ownership.

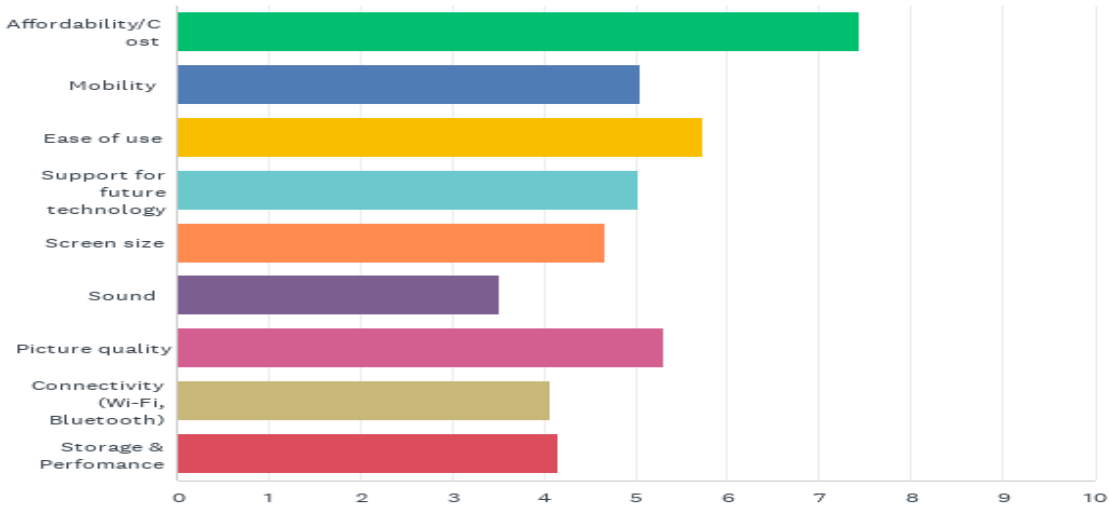

Figure 4: Factors that influence purchase decisions

5.5 The Growth of OTT (Over-The-Top) Services and Its Influence on Media Consumption in Relation to the Research Results

Upon careful examination of the research outcomes, it becomes clear that mobile devices serve a dual purpose beyond their traditional association with social media usage. In addition to facilitating social interactions, these devices are increasingly utilised for accessing over-the-top (OTT) services, such as streaming platforms that offer video content directly to viewers via the internet.

Conversely, the role of televisions appears to be more singularly focused on home entertainment. While televisions remain a go-to medium for consuming films, shows, and other forms of entertainment, they are not extensively employed for engaging with social media platforms. This distinction highlights a significant behavioural shift in how people choose to navigate their entertainment options across different devices.

Figure 5 below illustrates this analysis effectively, showcasing the multifaceted usage of mobile devices. It reveals that these devices are not only utilised for social networking and communication but also serve as a valuable tool for streaming audio and video content, which has traditionally been the domain of television sets.

This trend suggests that as the penetration of mobile devices continues to rise, their capacity for supporting multiple functions, ranging from social interaction to content consumption, will likely expand further. As a result, we may see a convergence of media consumption behaviours, where activities previously associated exclusively

with television are increasingly shared with mobile platforms. This shift could have far-reaching implications for content creators and advertisers as they navigate the evolving landscape of viewer preferences and technology integration.

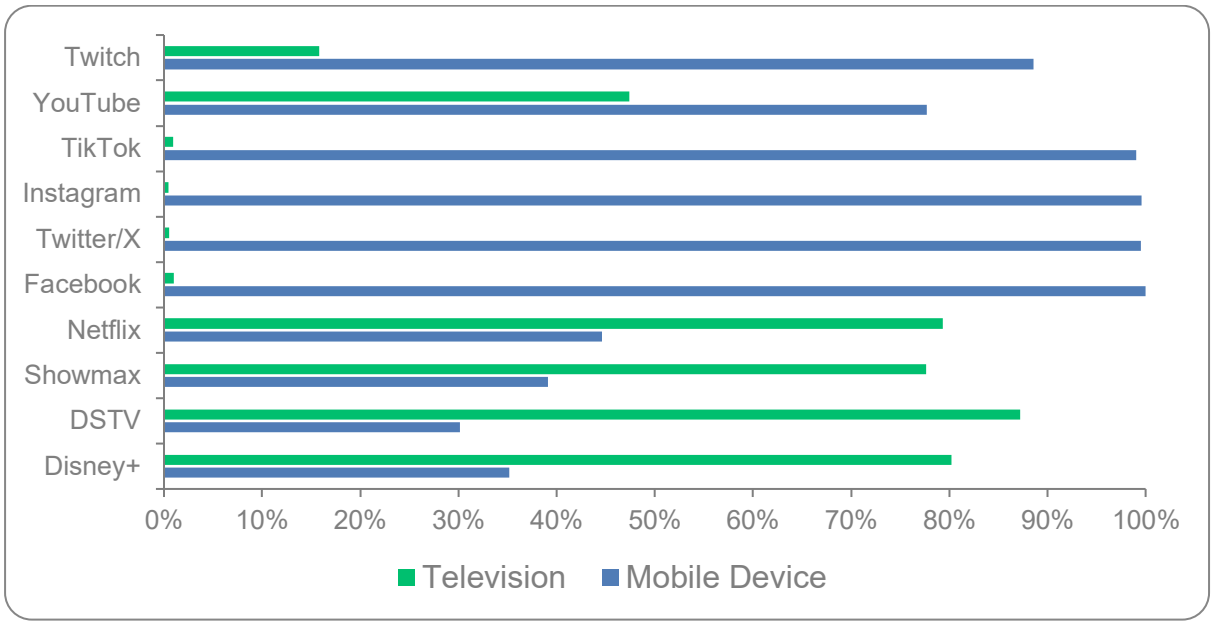

Figure 5: Device usage comparison chart

6. RECOMMENDATIONS AND CONCLUSIONS

6.1 Introduction

This section presents a comprehensive summary of the research findings and evaluates them in relation to the initial research objectives. Additionally, it outlines targeted recommendations for policymakers to consider, aiming to enhance decision-making processes and address the identified issues effectively. Furthermore, this section discusses the challenges encountered during the research and proposes actionable recommendations for future studies, ensuring a deeper understanding of the subject and paving the way for continued exploration and refinement in the field.

6.2 Summary of Findings

The relationship between the growth of mobile devices and television consumption is increasingly evident in media consumption trends across different generations. Both Millennials and Gen Z are significant users of mobile devices; however, their media consumption habits reveal marked differences. Gen Z, in particular, demonstrates a pronounced inclination toward streaming content, which can be conveniently accessed on both mobile devices and televisions. In contrast, the older generation, primarily represented by Millennials, is in a transitional phase. While they are gradually embracing mobile devices for media consumption, they still predominantly rely on televisions for viewing. This finding aligns with the research objective, demonstrating a distinction in behaviours between Millennials and Gen Z, indicating that mobile devices notably influence television consumption.

To explore the second research objective regarding the trajectory of the television industry's relevance, the aim was to synthesise current trends, technological advancements, and consumer behaviours to assess its potential evolution or obsolescence. The findings show that when respondents were asked to choose their preferred media consumption devices, 39% opted for smartphones, while 29% selected televisions. The remaining respondents opted for other devices, further underscoring the trend where mobile devices emerge as the preferred choice for a significant portion of the population. This data highlights not only the rising prominence of mobile devices but also indicates a shift in consumer priorities in media consumption. Figure 6 below shows the respondents’ device preferences.

ANSWER CHOICES	RESPONSES
Tablet	15.11%
Smart Phone	39.11%
Portable Projector	1.78%
Television	29.33%
Smart Monitor	4.89%
Laptop	8.89%
Smart Watch	0.44%
Other (please specify)	0.44%

Figure 6: Device preferences (If you had a choice, what device would you choose to view media content?)

Upon delving deeper into the research findings, it is interesting to note that many respondents foresaw a future where televisions play a significant role in their media consumption habits. Despite the growing trend towards mobile usage, there remains a belief in the enduring relevance of televisions. This indicates that, while some individuals may express concerns regarding the potential obsolescence of televisions, a substantial portion of the population continues to value the traditional medium and anticipates its continued place in the media landscape. Overall, these dynamics paint a complex picture of media consumption, where both mobile devices and televisions coexist and evolve alongside one another.

6.3 Policy Recommendations for the TV and Mobile Industry in South Africa

6.3.1 The Government of South Africa

A significant challenge facing regulatory bodies is the insufficient financial and human resources provided to them, which undermines their ability to carry out their responsibilities effectively. Despite the telecommunications sector generating significant revenue through licensing fees, it has not sufficiently pressured the government to secure proper funding for regulators. At the same time, the government has gradually decreased their budgets, restricting their independence and effectiveness.

To promote sustainable growth, the government must adopt a strategic, long-term approach that places public interests above immediate industry demands. Without a unified national information and communication (ICT) policy, South Africa may face conflicting regulations that could hinder its goals of becoming a regional ICT leader and stimulating economic growth (Gillwald, 2001). To enhance this policy and foster local broadcasting while promoting local content, the government could implement stringent measures regarding the content accessible in South Africa to ensure a balanced mix of local and global content. Many platforms and over-the-top (OTT) services operating in South Africa do not originate locally, leading to the growth of these global entities at the expense of local creators.

6.3.2 Policy Recommendations for the Telecommunication and Broadcasting Industry

In recent years, the prevailing theme guiding South Africa's mobile sector policy has been a drive to reshape the industry's structure and reassert government control over its design rather than allowing it to develop organically through market interactions under regulatory oversight (Howell & Potgieter, 2022). This initiative includes the mandate to establish a wholesale open access network (WOAN). WOANs function through technological and business models that distinctly separate the physical and commercial aspects of network operations (upstream) from the sale and delivery of services to consumers (downstream retail operations)(Howell & Potgieter, 2022).

The mobile devices and digital presence of social media and some OTT services experienced today are made possible by the telecommunication industry, with companies such as Vodacom, MTN, and Telkom, to name a few, providing essential data and internet services. The research explored how the affordability of devices significantly influences consumer purchasing decisions, while the costs of data and Wi-Fi play a significant role in both mobile and television consumption., it is crucial to regulate data/internet services or WI-FI costs to manage these expenses and ensure that South African customers have access to affordable content. Given the variations in costs among different operators, the telecommunications and broadcasting industry must enforce strict regulations that promote universal accessibility, which will further demonstrate an equitable comparison of mobile devices and televisions.

7. ISSUES AND RECOMMENDATIONS FOR FURTHER RESEARCH

7.1 Expansion of OTT Services into Mobile Applications

A crucial area for future research lies in expanding over-the-top (OTT) services as they increasingly transition into mobile applications designed for enhanced mobile compatibility. This dynamic shift presents a fascinating avenue for investigation, exploring how these adaptable mobile apps have fuelled the growth of mobile viewing. Additionally, it raises questions about the potential impact on traditional television consumption, as audiences may gradually pivot away from conventional TV in favour of more flexible, on-the-go entertainment options. Understanding this evolution could illuminate the changing landscape of media consumption and user preferences in a digital age.

7.2 How Can the Television Industry Continue to Operate When the Rate of Device Replacement is Slower Than That of Mobile Devices?

In order to gain a deeper understanding of the commercial dimensions of the television industry, it is crucial to examine the underlying factors that explain why consumers often upgrade and replace their mobile devices so frequently. In contrast, the replacement rate for televisions tends to lag, raising intriguing questions about consumer behaviour and preferences within the tech landscape. By analysing these distinctions, we can gain insights into the motivations driving these trends and their implications for market strategy. This observation is particularly interesting, as it prompts considering why some mobile devices are replaced more frequently despite having a higher price point than televisions.

7.3 Understanding Consumer Behaviour Regarding Media Consumption Across Generations

This research mainly examined the media consumption patterns of Millennials and Generation Z. However, it is crucial to recognise the rise of newer generations, especially Generation Alpha. Born 2010 and beyond, Generation Alpha is regarded as the second authentic generation of the 21st century.

Generation Alpha is distinguished from earlier generations primarily because of the significant impact of technology on their upbringing. This cohort is maturing in a time

marked by extraordinary transformation and swift technological advancements, effectively engaging in a global experiment where screens have functioned as calming tools, sources of amusement, and educational resources from an early age (Ziatdinov & Cilliers, 2022). A thorough understanding of the generational landscape in media consumption is crucial for gaining deeper insights into contemporary research trends. By investigating the preferences, behaviours, and motivations of various age groups, we can identify significant patterns and shifts in how media is consumed. This nuanced analysis not only enhances our understanding of audience dynamics but also offers valuable insights that can benefit the media market. Ultimately, these findings can guide strategies for content creation, distribution, and marketing, ensuring that media organisations engage effectively with their diverse audiences.

7.4 Nominated Journal for Potential Publishing

In light of the relevance of this study, which examines media consumption patterns across mobile and television, the recommended journal is the Sabinet Journal (Journal, 2025), as it covers a wide array of topics and themes, including aspects of media consumption in the digital age. Additionally, the South African Journal of Business Management (Management, 2025) would also be suggested. This journal primarily focuses on marketing, consumer behaviour, and business strategy, aligning closely with the core themes of the study.

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Appendix A: Research Instrument (Media Consumption Survey)

Research Instrument (Media Consumption Survey)

Demographics

Age:

Gender:

Employment Status:

Screening Questions

1. Which of the following devices do you own? (Mark with "x")

Smart Phone	
Tablet	
Portable Projector	
Television	
Smart Monitor	
Laptop	
Smart Watch	

2. Do you or your household own a Television (TV)? (Mark with "x")

Yes, I own	
Yes, My Household	
Neither me nor my household own a Television (TV)	

Content Needs

3. What Content do you consume from your Mobile Device? (Tick all that apply)

Social Media	
Gaming	
Live Video Streaming	
Watching Sports	
Watching Movies /Series	
Music Streaming	
Watching News	

4. What Content do you consume from your Television? (Tick all that apply)

Social Media	
Gaming	
Live Video Streaming	
Watching Sports	
Watching Movies /Series	
Music Streaming	
Watching News	

5. From the below options, please tick the ones that you watch either on your mobile device, on television and/or on both.

Media Type	Mobile Device	Television
Twitch		
YouTube		
TikTok		
Instagram		
Twitter/X		
Facebook		
Netflix		
Showmax		
DSTV		
Amazon Prime		
Disney+		
Apple TV		
Spotify		
SABC		

Usage Habits

6. How often do you use BOTH your Television and mobile device at the same time? (Mark "x" on your choice)

Always	Very often	often	Not so often	Never

7. Do you ever use your mobile device to cast/mirror content on your television?

Yes	
No	
If “Yes”, What do you cast?	

8. When do you usually use your Mobile Device to watch content that you would normally watch on your television? (Please elaborate)

9. When choosing a media device to use, what are key considerations do you look for?

Affordability	
Mobility	
Convenience	
Accessibility	
Screen size	
Sound	
Picture quality	
Wi-Fi Access	
Other (Please specify)	

10. Do you and your family similarly consume media, if not please specify the differences.

Future Trends & Opportunities

11. If you had a choice to choose 1 device to view content from for 1 Year, what device would you choose?

Smart Phone	
Tablet	
Portable Projector	
Television	
Smart Monitor	
Laptop	
Smart Watch	

12. Do you foresee yourself using Television in the next 10 Years?

Yes	
No	

13. DVD players, VCRs, and traditional radios are nearly obsolete. Would you say TVs will be next?

Yes (Please provide a reason)	
No (Please provide a reason)	

Thank You for participating in this Survey.

Appendix B: Correlation and Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.161[a]	0,026	0,000	2,181

a. Predictors: (Constant), DVD players, VCRs, and traditional radios are nearly obsolete. Would you say TVs will be next?, Do you foresee yourself using Television in the next 10 Years?, If you had a choice, what device would you choose to view media content? (Select one option), How often do you use BOTH your Television and mobile device at the same time?, On what occasion do you typically use your mobile device to watch content you would otherwise view on your television? Please provide some details., Do you ever use your mobile device to cast/mirror content on your television?, Do you and your family consume the same media content, if not please specify the differences., When choosing a media device to use, what are key considerations do you look for?

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38,410	8	4,801	1,009	.429[b]
	Residual	1441,385	303	4,757		
	Total	1479,795	311			

a. Dependent Variable: What Content do you consume from your Mobile Device? (Tick all that apply)

b. Predictors: (Constant), DVD players, VCRs, and traditional radios are nearly obsolete. Would you say TVs will be next?, Do you foresee yourself using Television in the next 10 Years?, If you had a choice, what device would you choose to view media content? (Select one option), How often do you use BOTH your Television and mobile device at the same time?, On what occasion do you typically use your mobile device to watch content you would otherwise view on your television? Please provide some details., Do you ever use your mobile device to cast/mirror content on your television?, Do you and your family consume the same media content, if not please specify the differences., When choosing a media device to use, what are key considerations do you look for?

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2,281	0,789		2,891	0,004
	How often do you use BOTH your Television and mobile device at the same time?	0,111	0,125	0,053	0,891	0,374
	Do you ever use your mobile device to cast/mirror content on your television?	0,173	0,293	0,036	0,589	0,557
	On what occasion do you typically use your mobile device to watch content you would otherwise view on your television? Please provide some details.	-0,071	0,249	-0,043	-0,284	0,777
	When choosing a media device to use, what are key considerations do you look for?	0,112	0,123	0,138	0,912	0,362

Do you and your family consume the same media content, if not please specify the differences.	*0,046*	*0,289*	*0,010*	*0,159*	*0,873*
If you had a choice, what device would you choose to view media content? (Select one option)	*-0,098*	*0,076*	*-0,077*	*-1,293*	*0,197*
Do you foresee yourself using Television in the next 10 Years?	*0,183*	*0,289*	*0,039*	*0,635*	*0,526*
DVD players, VCRs, and traditional radios are nearly obsolete. Would you say TVs will be next?	*0,101*	*0,207*	*0,033*	*0,487*	*0,627*

a. Dependent Variable: What Content do you consume from your Mobile Device? (Tick all that apply)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.297[a]	0,088	0,058	2,117

a. Predictors: (Constant), Disney+, Instagram, Twitch, DSTV , YouTube , Facebook , Netflix , TikTok , Showmax, Twitter/X

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	130,202	10	13,020	2,904	.002[b]
	Residual	1349,593	301	4,484		
	Total	1479,795	311			

a. Dependent Variable: What Content do you consume from your Mobile Device? (Tick all that apply)
b. Predictors: (Constant), Disney+, Instagram, Twitch, DSTV , YouTube , Facebook , Netflix , TikTok , Showmax, Twitter/X

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,184	0,726		1,629	0,104
	Twitch	-0,033	0,289	-0,007	-0,113	0,910
	YouTube	-0,076	0,313	-0,017	-0,243	0,808
	TikTok	-0,269	0,352	-0,058	-0,764	0,445
	Instagram	0,816	0,411	0,163	1,986	0,048
	Twitter/X	0,745	0,360	0,165	2,069	0,039
	Facebook	-0,221	0,344	-0,049	-0,643	0,520
	Netflix	0,423	0,339	0,092	1,246	0,214
	Showmax	-1,023	0,387	-0,203	-2,640	0,009
	DSTV	0,329	0,378	0,062	0,869	0,385
	Disney+	0,800	0,383	0,142	2,088	0,038

a. Dependent Variable: What Content do you consume from your Mobile Device? (Tick all that apply)

Correlations

		Twitch	YouTube	TikTok	Instagram	Twitter/X	Facebook	Netflix	Showmax	DSTV	Disney+
Twitch	Pearson Correlation	1	.281**	.318**	.340**	.372**	.353**	.145*	.255**	.178**	.240**
	Sig. (2-tailed)		0,000	0,000	0,000	0,000	0,000	0,011	0,000	0,002	0,000
	N	312	312	312	312	312	312	312	312	312	312
YouTube	Pearson Correlation	.281**	1	.440**	.493**	.383**	.385**	.438**	.336**	.320**	.281**
	Sig. (2-tailed)	0,000		0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
	N	312	312	312	312	312	312	312	312	312	312
TikTok	Pearson Correlation	.318**	.440**	1	.590**	.565**	.565**	.302**	.253**	.174**	.238**
	Sig. (2-tailed)	0,000	0,000		0,000	0,000	0,000	0,000	0,000	0,002	0,000
	N	312	312	312	312	312	312	312	312	312	312
Instagram	Pearson Correlation	.340**	.493**	.590**	1	.640**	.573**	.300**	.248**	.157**	.180**
	Sig. (2-tailed)	0,000	0,000	0,000		0,000	0,000	0,000	0,000	0,005	0,001
	N	312	312	312	312	312	312	312	312	312	312
Twitter/X	Pearson Correlation	.372**	.383**	.565**	.640**	1	.590**	.221**	.268**	.168**	.241**
	Sig. (2-tailed)	0,000	0,000	0,000	0,000		0,000	0,000	0,000	0,003	0,000
	N	312	312	312	312	312	312	312	312	312	312
Facebook	Pearson Correlation	.353**	.385**	.565**	.573**	.590**	1	.283**	.236**	.169**	.227**
	Sig. (2-tailed)	0,000	0,000	0,000	0,000	0,000		0,000	0,000	0,003	0,000
	N	312	312	312	312	312	312	312	312	312	312
Netflix	Pearson Correlation	.145*	.438**	.302**	.300**	.221**	.283**	1	.568**	.497**	.423**
	Sig. (2-tailed)	0,011	0,000	0,000	0,000	0,000	0,000		0,000	0,000	0,000
	N	312	312	312	312	312	312	312	312	312	312
Showmax	Pearson Correlation	.255**	.336**	.253**	.248**	.268**	.236**	.568**	1	.559**	.518**
	Sig. (2-tailed)	0,000	0,000	0,000	0,000	0,000	0,000	0,000		0,000	0,000
	N	312	312	312	312	312	312	312	312	312	312

Appendix C: Survey Monkey Research Results



312

Total Responses

Date Created: Tuesday, August 20, 2024

Complete Responses: 312

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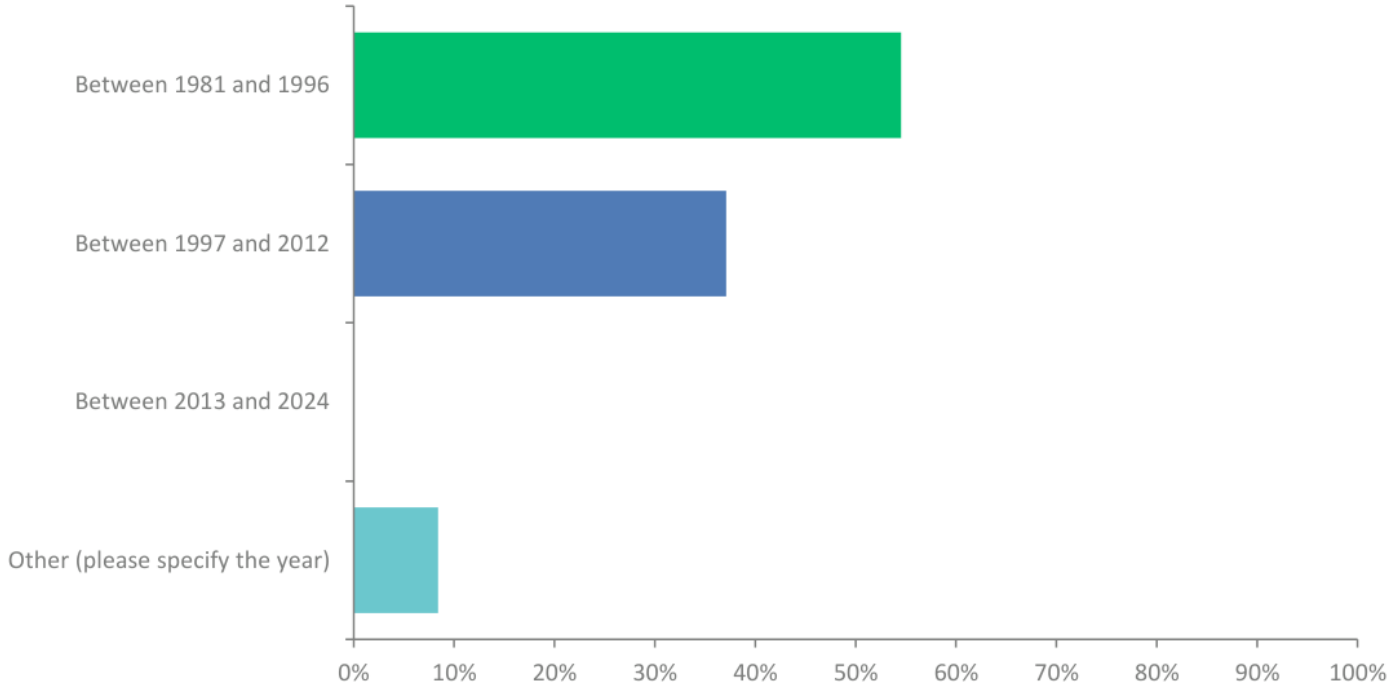
Q1: Which of the following represents the period you were born?

Answered: 310 Skipped: 2



Powered by SurveyMonkey

Q1: Which of the following represents the period you were born?

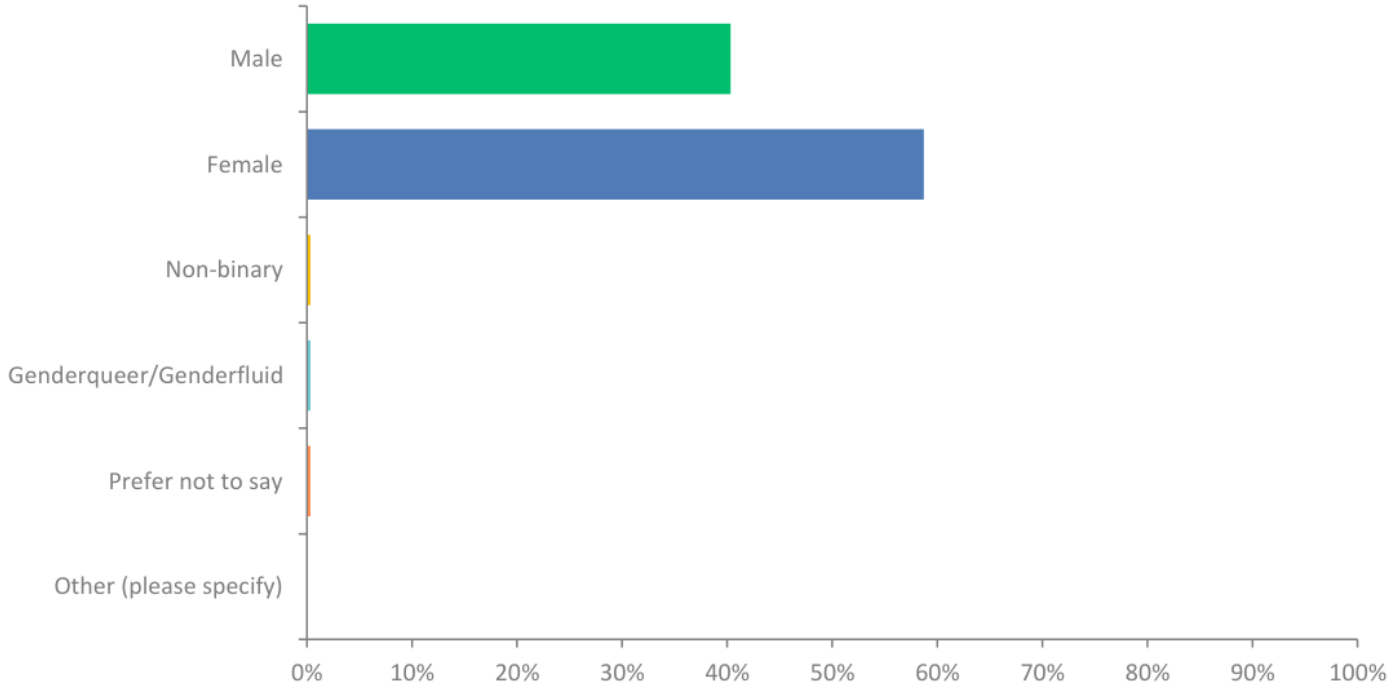
Answered: 310 Skipped: 2

ANSWER CHOICES	RESPONSES	
Between 1981 and 1996	54.52%	169
Between 1997 and 2012	37.10%	115
Between 2013 and 2024	0.00%	0
Other (please specify the year)	8.39%	26
TOTAL		310

Powered by SurveyMonkey

Q2: Gender:

Answered: 310 Skipped: 2



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Q2: Gender:

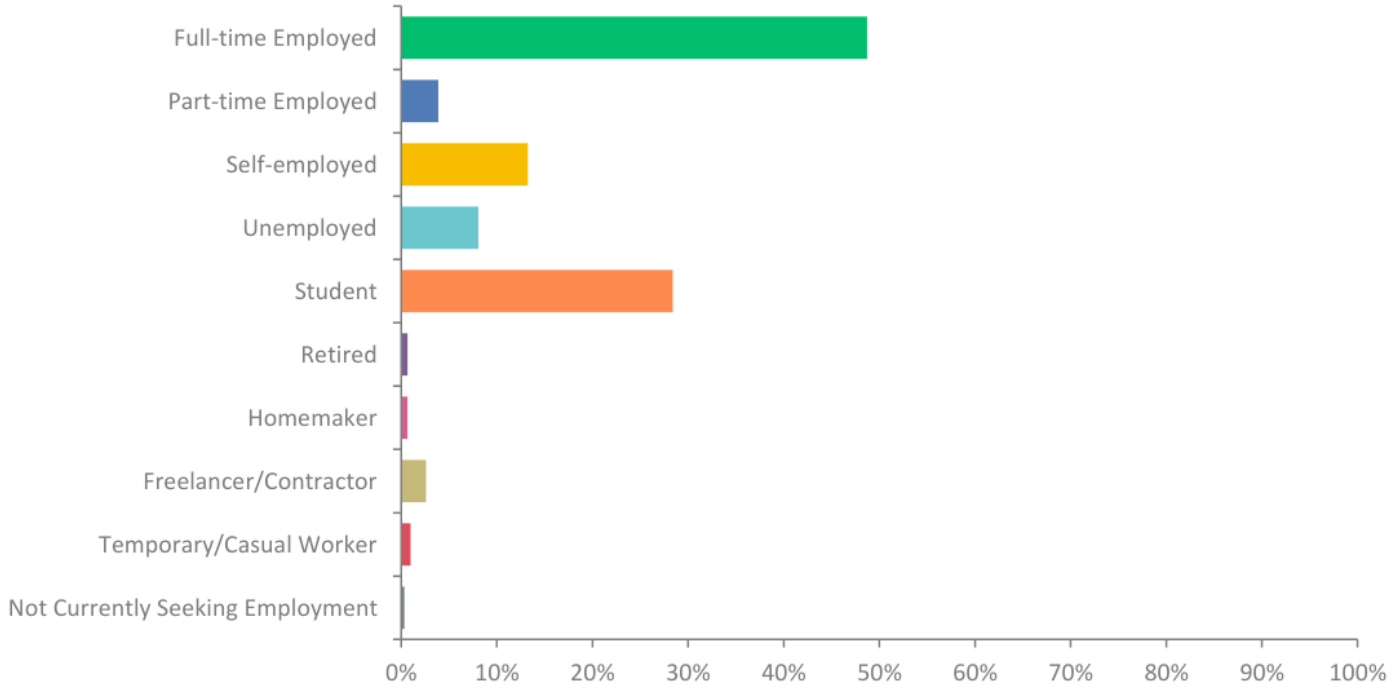
Answered: 310 Skipped: 2

ANSWER CHOICES	RESPONSES	
Male	40.32%	125
Female	58.71%	182
Non-binary	0.32%	1
Genderqueer/Genderfluid	0.32%	1
Prefer not to say	0.32%	1
Other (please specify)	0.00%	0
TOTAL		310

Powered by SurveyMonkey

Q3: Employment Status:

Answered: 310 Skipped: 2



Powered by SurveyMonkey

Q3: Employment Status:

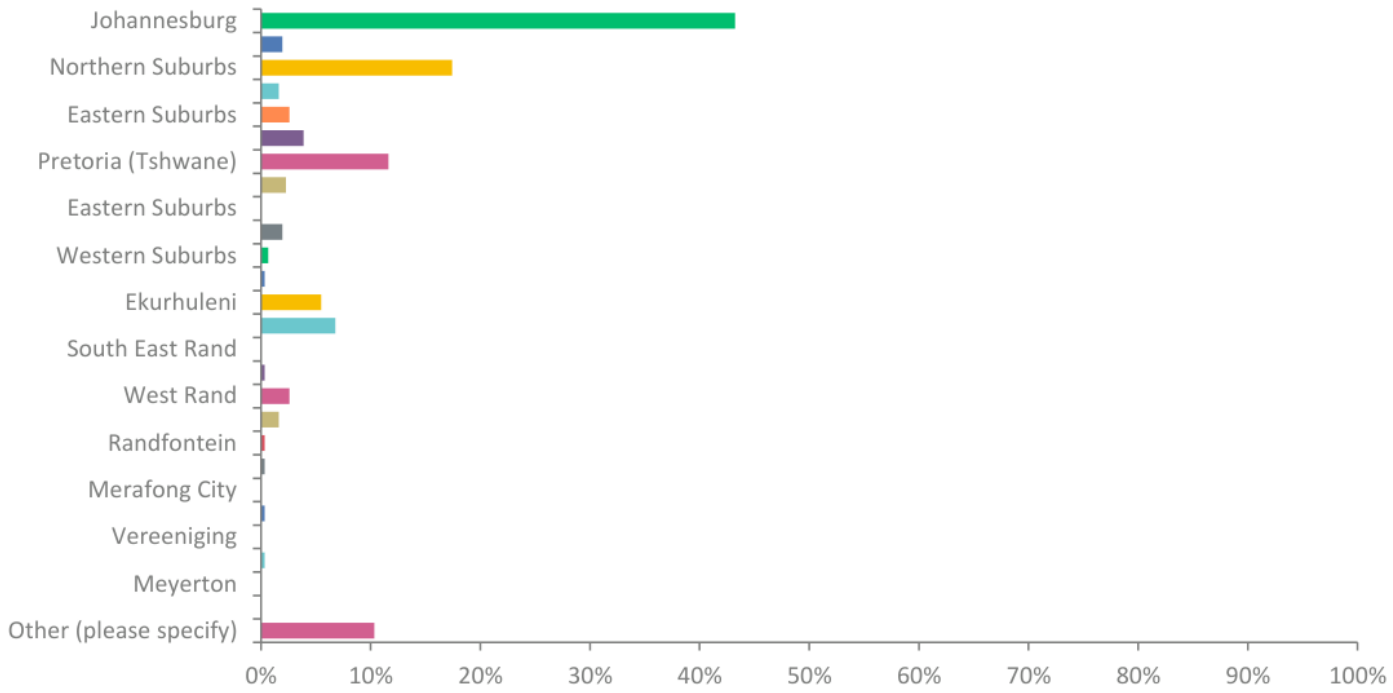
Answered: 310 Skipped: 2

ANSWER CHOICES	RESPONSES	
Full-time Employed	48.71%	151
Part-time Employed	3.87%	12
Self-employed	13.23%	41
Unemployed	8.06%	25
Student	28.39%	88
Retired	0.65%	2
Homemaker	0.65%	2
Freelancer/Contractor	2.58%	8
Temporary/Casual Worker	0.97%	3
Not Currently Seeking Employment	0.32%	1
TOTAL		333

Powered by

Q4: Where do you currently reside?

Answered: 310 Skipped: 2



Powered by SurveyMonkey

Q4: Where do you currently reside?

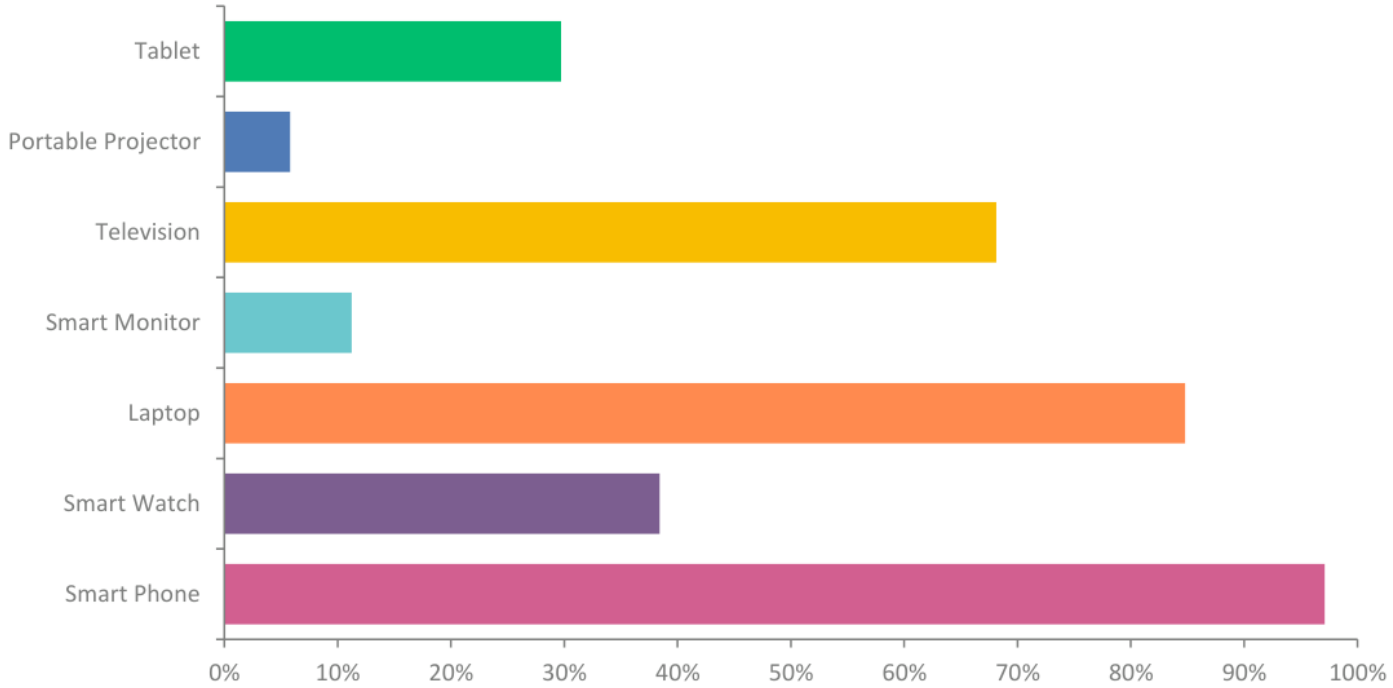
Answered: 310 Skipped: 2

ANSWER CHOICES	RESPONSES	
Johannesburg	43.23%	134
Central Johannesburg	1.94%	6
Northern Suburbs	17.42%	54
Southern Suburbs	1.61%	5
Eastern Suburbs	2.58%	8
Western Suburbs	3.87%	12
Pretoria (Tshwane)	11.61%	36
Central Pretoria	2.26%	7
Eastern Suburbs	0.00%	0
Northern Suburbs	1.94%	6

Powered by SurveyMonkey

Q5: Which of the following devices do you own? (Tick all that apply)

Answered: 276 Skipped: 36



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Q5: Which of the following devices do you own? (Tick all that apply)

Answered: 276 Skipped: 36

ANSWER CHOICES	RESPONSES	
Tablet	29.71%	82
Portable Projector	5.80%	16
Television	68.12%	188
Smart Monitor	11.23%	31
Laptop	84.78%	234
Smart Watch	38.41%	106
Smart Phone	97.10%	268
TOTAL		925

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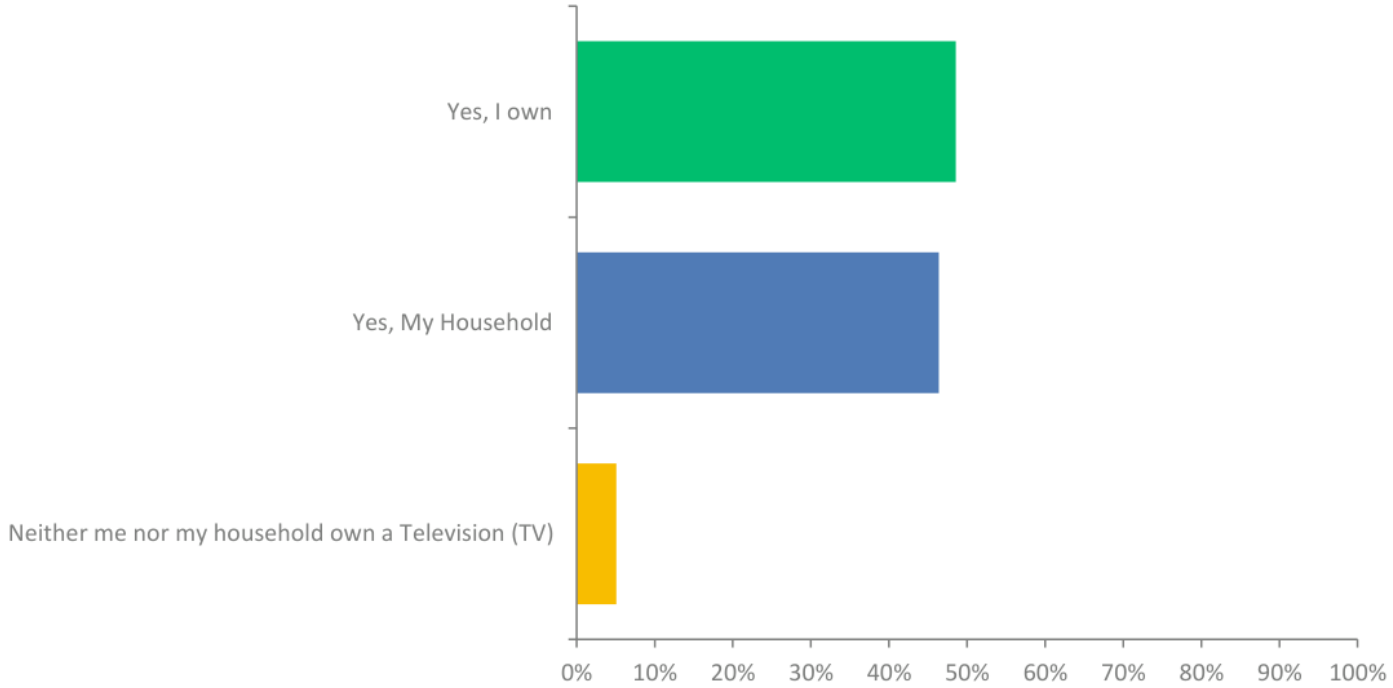
Q6: Do you or your household own a Television (TV)?

Answered: 276 Skipped: 36



Powered by SurveyMonkey

Q6: Do you or your household own a Television (TV)?

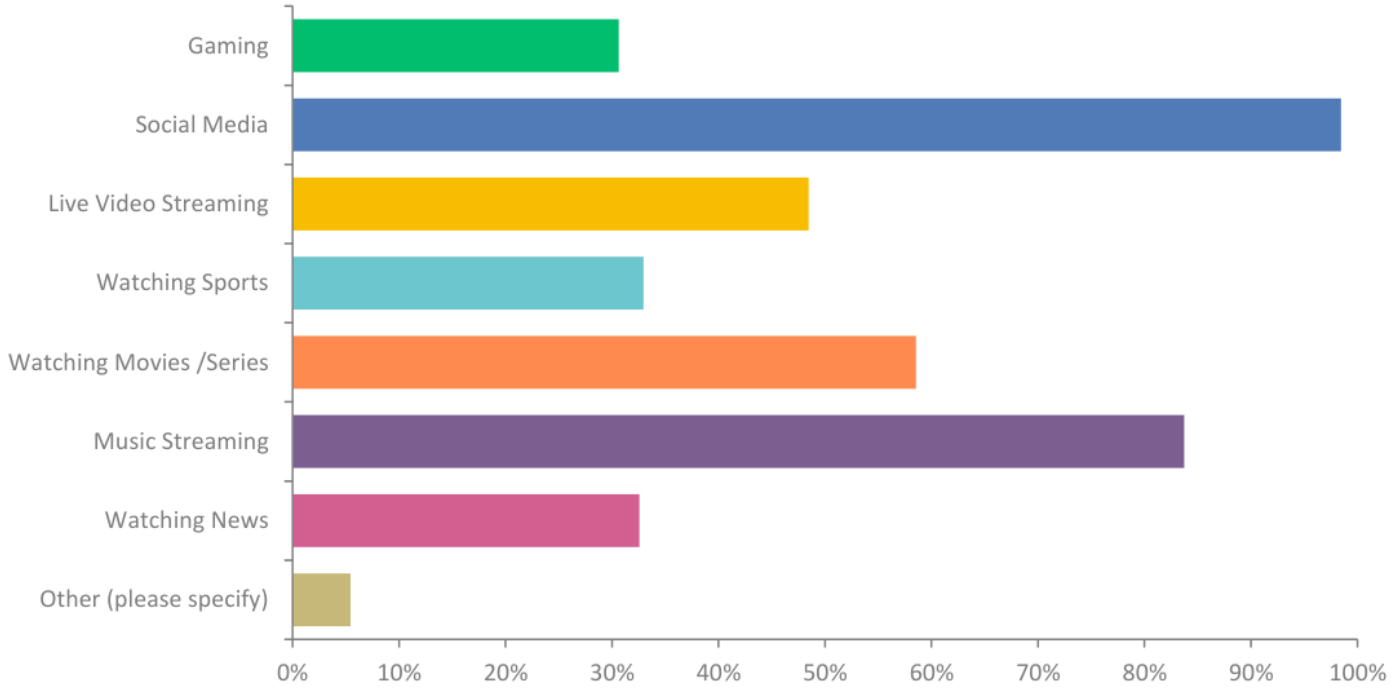
Answered: 276 Skipped: 36

ANSWER CHOICES	RESPONSES	
Yes, I own	48.55%	134
Yes, My Household	46.38%	128
Neither me nor my household own a Television (TV)	5.07%	14
TOTAL		276

Powered by SurveyMonkey

Q7: What Content do you consume from your Mobile Device? (Tick all that apply)

Answered: 258 Skipped: 54



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Q7: What Content do you consume from your Mobile Device? (Tick all that apply)

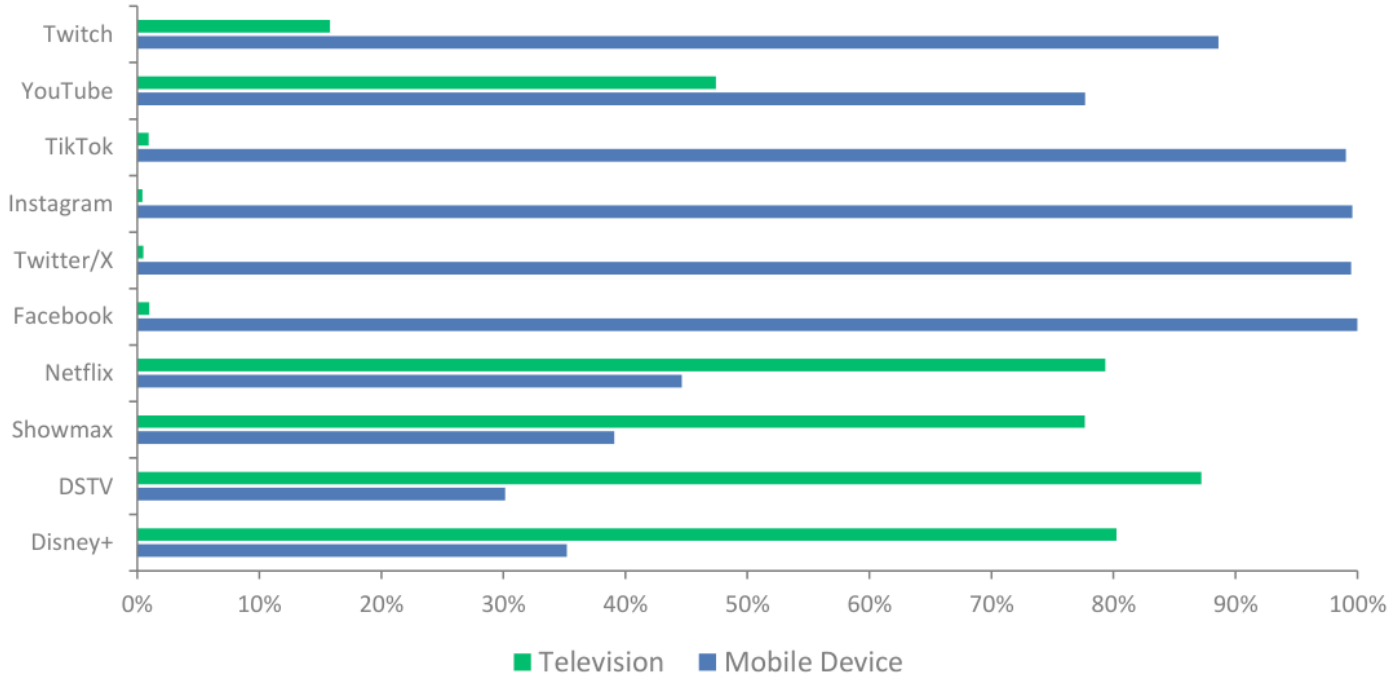
Answered: 258 Skipped: 54

ANSWER CHOICES	RESPONSES	
Gaming	30.62%	79
Social Media	98.45%	254
Live Video Streaming	48.45%	125
Watching Sports	32.95%	85
Watching Movies /Series	58.53%	151
Music Streaming	83.72%	216
Watching News	32.56%	84
Other (please specify)	5.43%	14
TOTAL		1008

Powered by SurveyMonkey

watch either on your mobile device or television (Choose either TV or Mobile Device in each row)

Answered: 256 Skipped: 56



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watch either on your mobile device or television (Choose either TV or Mobile Device in each row)

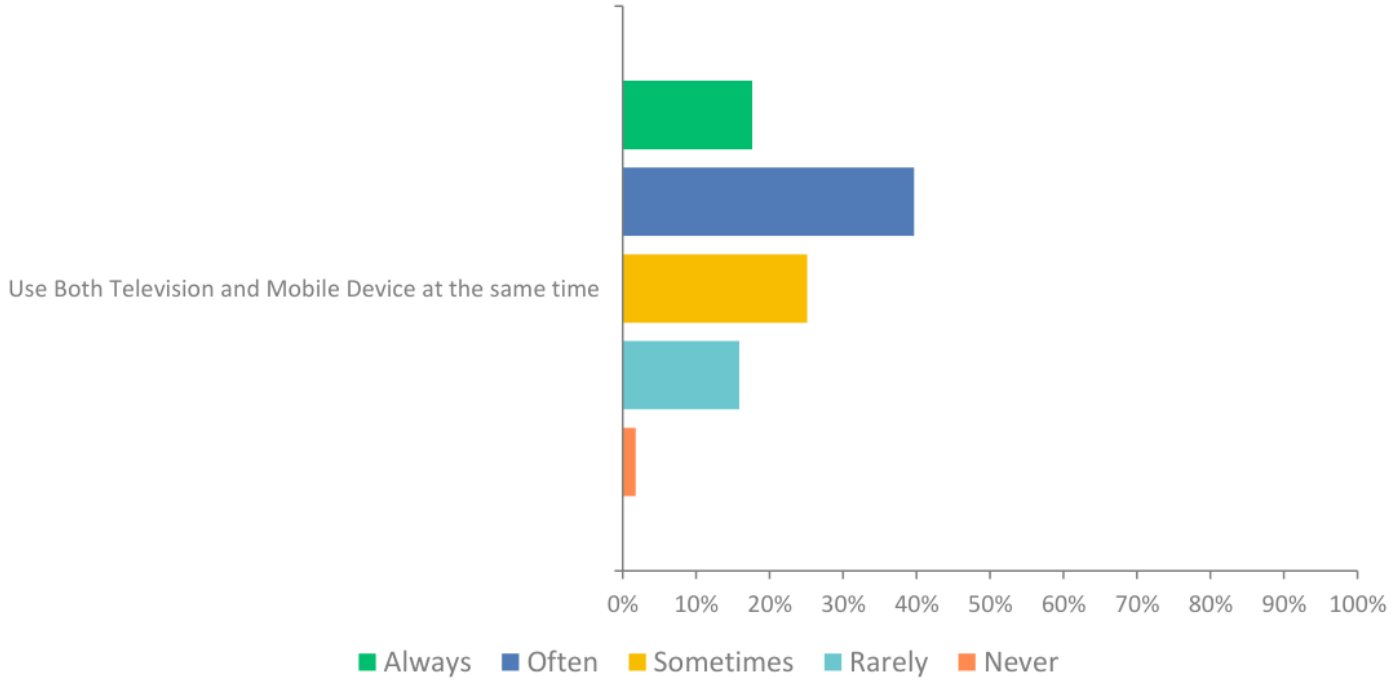
Answered: 256 Skipped: 56

	TELEVISION	MOBILE DEVICE	TOTAL
Twitch	15.79% 18	88.60% 101	114
YouTube	47.41% 119	77.69% 195	251
TikTok	0.94% 2	99.06% 211	213
Instagram	0.43% 1	99.57% 233	234
Twitter/X	0.51% 1	99.49% 197	198
Facebook	0.99% 2	100.00% 202	202
Netflix	79.34% 192	44.63% 108	242
Showmax	77.66%	39.09%	197

Powered by SurveyMonkey

Q9: How often do you use BOTH your Television and mobile device at the same time?

Answered: 227 Skipped: 85



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Q9: How often do you use BOTH your Television and mobile device at the same time?

Answered: 227 Skipped: 85

	ALWAYS	OFTEN	SOMETIMES	RARELY	NEVER	TOTAL	WEIGHTED AVERAGE
Use Both Television and Mobile Device at the same time	17.62% 40	39.65% 90	25.11% 57	15.86% 36	1.76% 4	227	2.44

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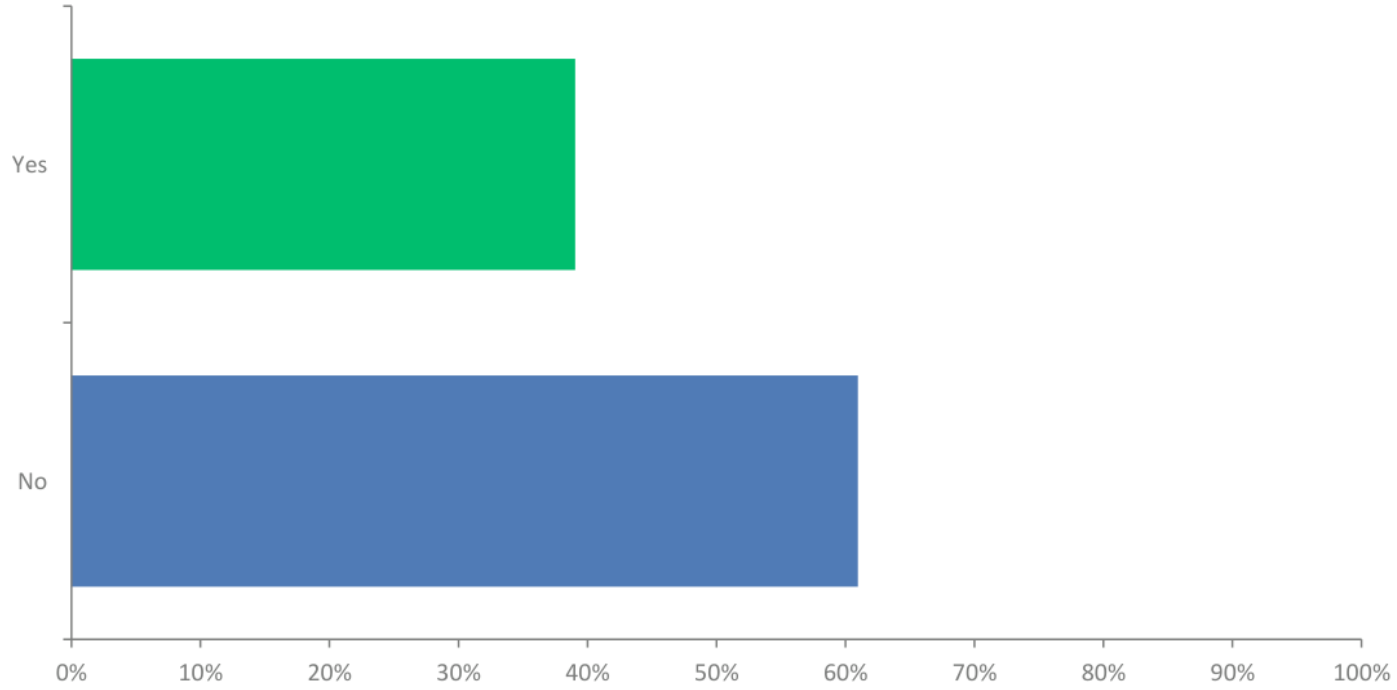
Q10: Do you ever use your mobile device to cast/mirror content on your television?

Answered: 228 Skipped: 84



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Q10: Do you ever use your mobile device to cast/mirror content on your television?

Answered: 228 Skipped: 84

ANSWER CHOICES	RESPONSES	
Yes	39.04%	89
No	60.96%	139
TOTAL		228

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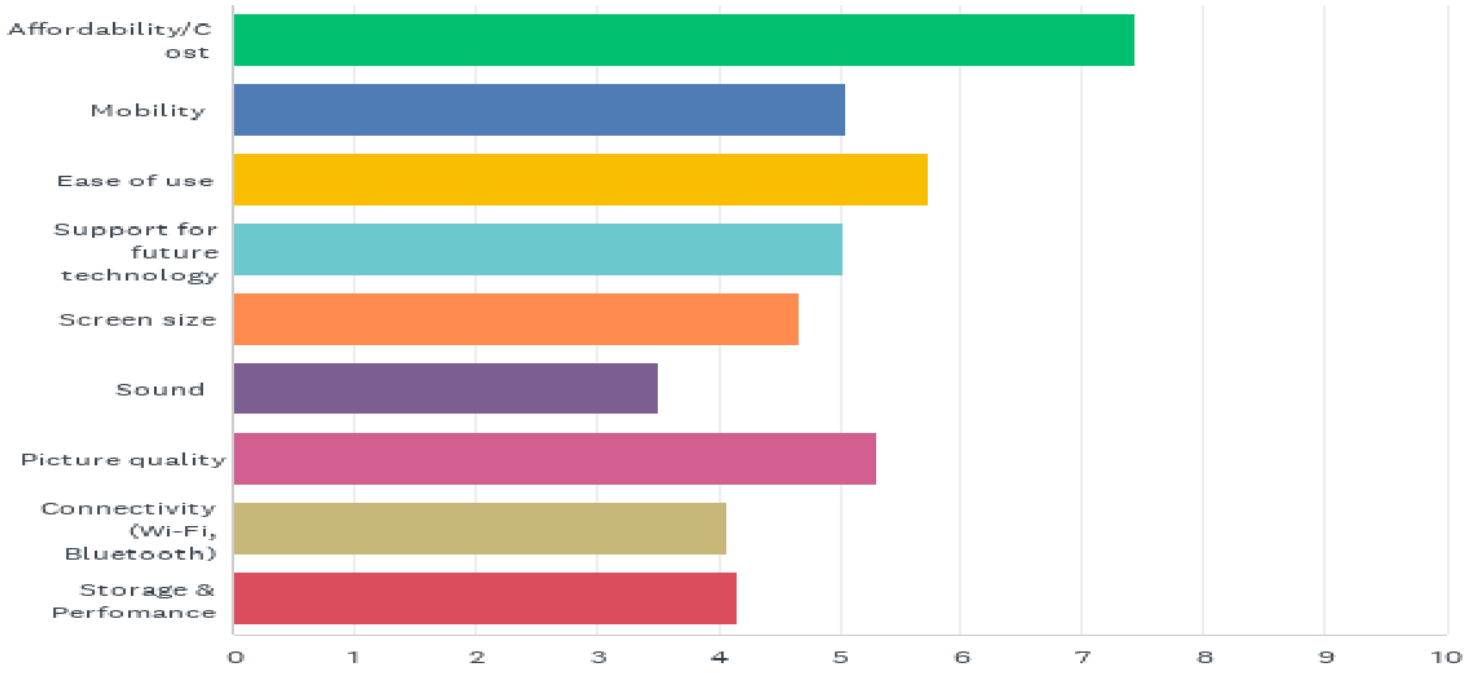
importance? (Please rank in order of Importance by using arrows or by dragging up/down)

Answered: 230 Skipped: 82



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importance? (Please rank in order of Importance by using arrows or by dragging up/down)

Answered: 230 Skipped: 82

	1	2	3	4	5	6	7	8	9	TOTAL	SCORE
Affordability/Cost	50.87% 117	18.70% 43	7.39% 17	6.52% 15	3.04% 7	3.04% 7	3.04% 7	3.04% 7	4.35% 10	230	7.45
Mobility	9.57% 22	15.22% 35	10.87% 25	11.74% 27	8.70% 20	8.70% 20	12.17% 28	13.91% 32	9.13% 21	230	5.06
Ease of use	9.13% 21	15.22% 35	22.61% 52	14.78% 34	9.13% 21	8.26% 19	7.83% 18	7.39% 17	5.65% 13	230	5.73
Support for future technology	6.52% 15	9.57% 22	12.61% 29	20.43% 47	12.17% 28	10.87% 25	9.13% 21	7.83% 18	10.87% 25	230	5.04
Screen size	3.48% 8	9.13% 21	10.87% 25	7.83% 18	21.30% 49	15.22% 35	15.22% 35	10.00% 23	6.96% 16	230	4.67
Sound	0.00% 0	1.74% 4	1.74% 4	8.26% 19	13.48% 31	25.65% 59	19.57% 45	17.83% 41	11.74% 27	230	3.52
Picture quality	9.13% 21	10.00% 23	18.26% 42	12.17% 28	11.30% 26	11.30% 26	15.65% 36	7.39% 17	4.78% 11	230	5.31
Connectivity (Wi-Fi, Bluetooth)	6.09% 14	6.96% 16	8.26% 19	7.83% 18	10.43% 24	10.00% 23	13.48% 31	23.48% 54	13.48% 31	230	4.08
Storage & Perfomance	5.26% 12	13.60% 31	7.46% 17	10.53% 24	10.53% 24	7.02% 16	3.95% 9	9.21% 21	32.46% 74	228	4.15

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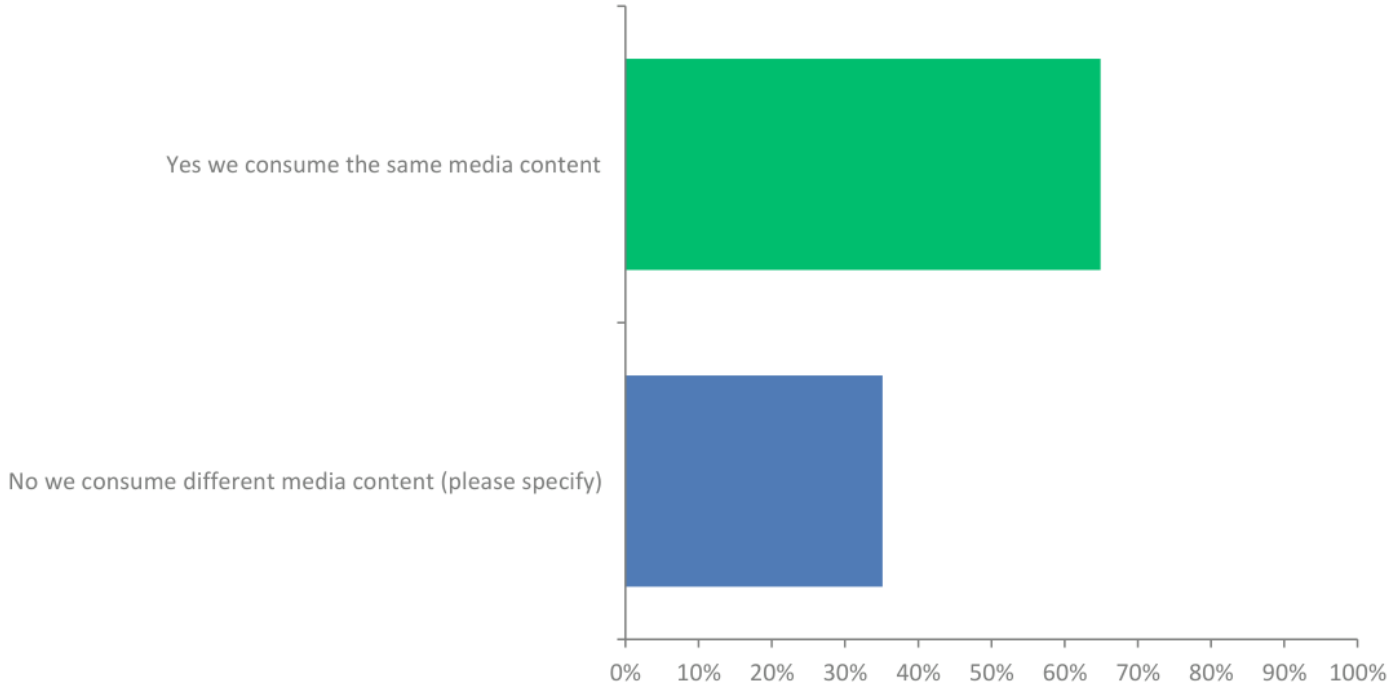
Q13: Do you and your family consume the same media content, if not please specify the differences.

Answered: 225 Skipped: 87



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Q13: Do you and your family consume the same media content, if not please specify the differences.

Answered: 225 Skipped: 87

ANSWER CHOICES	RESPONSES	
Yes we consume the same media content	64.89%	146
No we consume different media content (please specify)	35.11%	79
TOTAL		225

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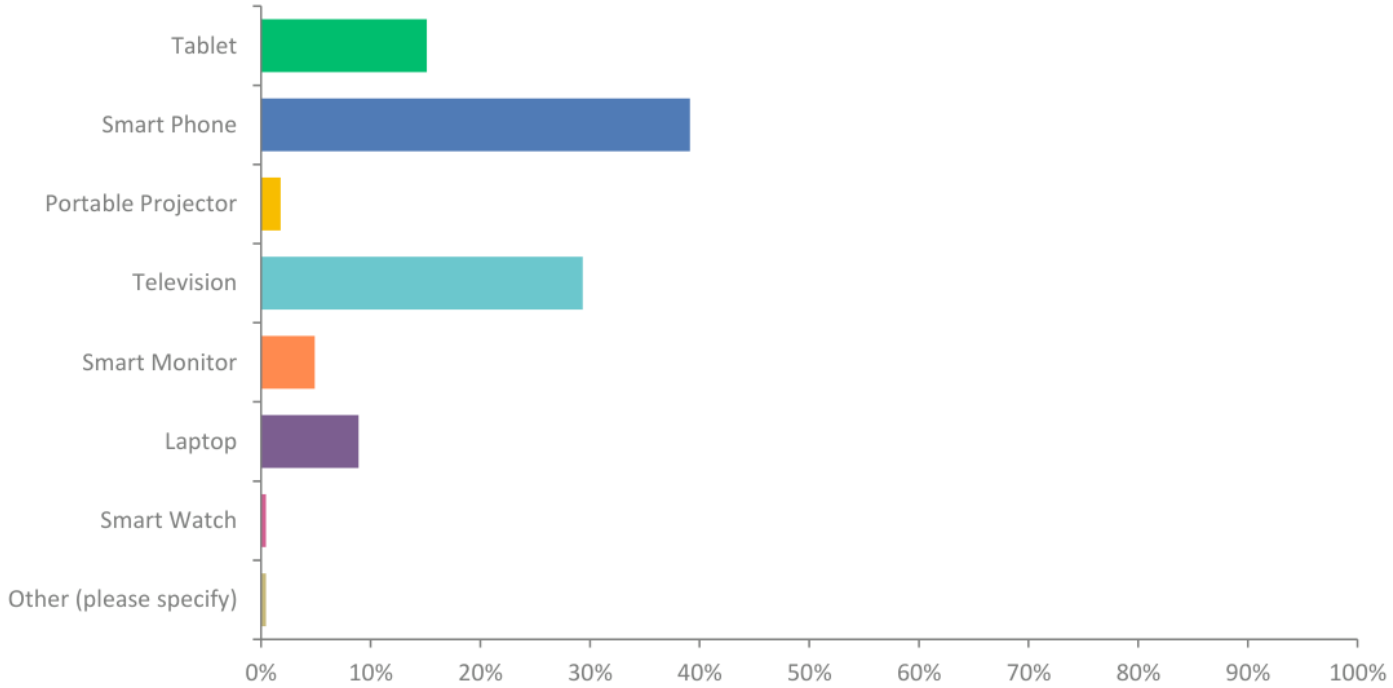
Q14: If you had a choice, what device would you choose to view media content? (Select one option)

Answered: 225 Skipped: 87



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Q14: If you had a choice, what device would you choose to view media content? (Select one option)

Answered: 225 Skipped: 87

ANSWER CHOICES	RESPONSES	
Tablet	15.11%	34
Smart Phone	39.11%	88
Portable Projector	1.78%	4
Television	29.33%	66
Smart Monitor	4.89%	11
Laptop	8.89%	20
Smart Watch	0.44%	1
Other (please specify)	0.44%	1
TOTAL		225

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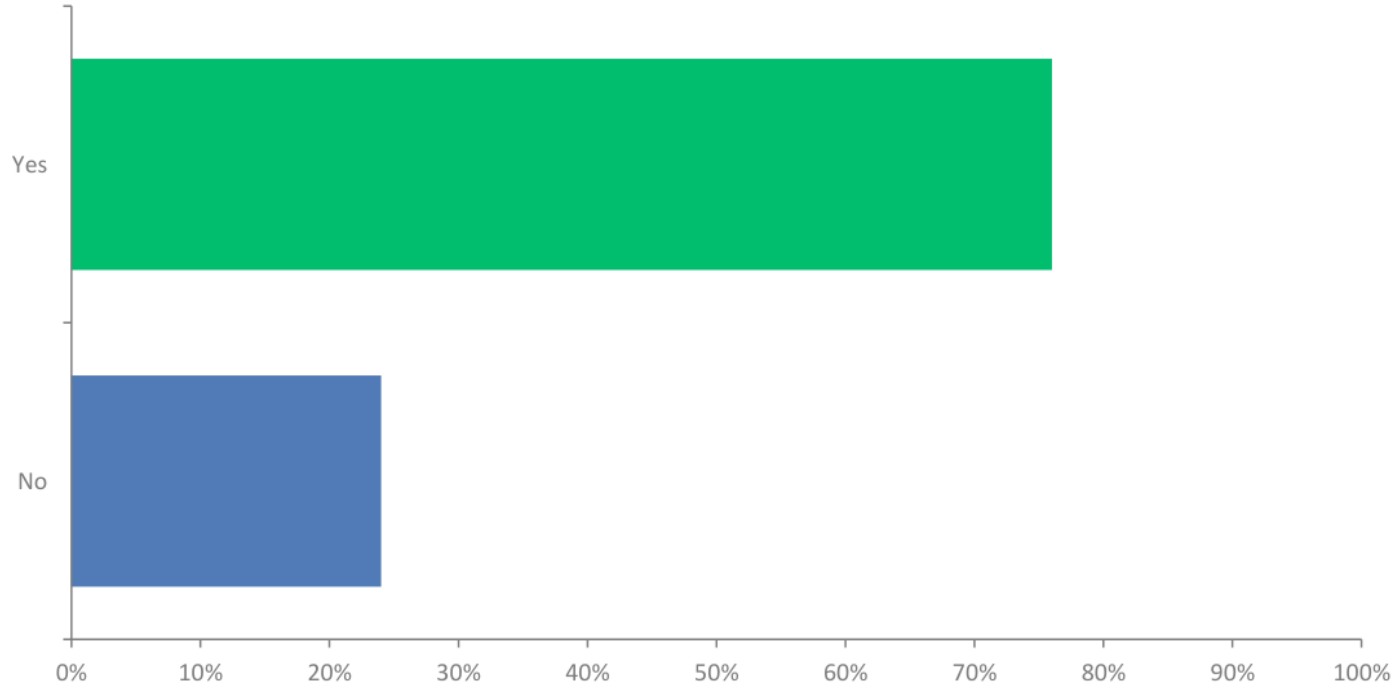
Q15: Do you foresee yourself using Television in the next 10 Years?

Answered: 225 Skipped: 87



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Q15: Do you foresee yourself using Television in the next 10 Years?

Answered: 225 Skipped: 87

ANSWER CHOICES	RESPONSES	
Yes	76.00%	171
No	24.00%	54
TOTAL		225

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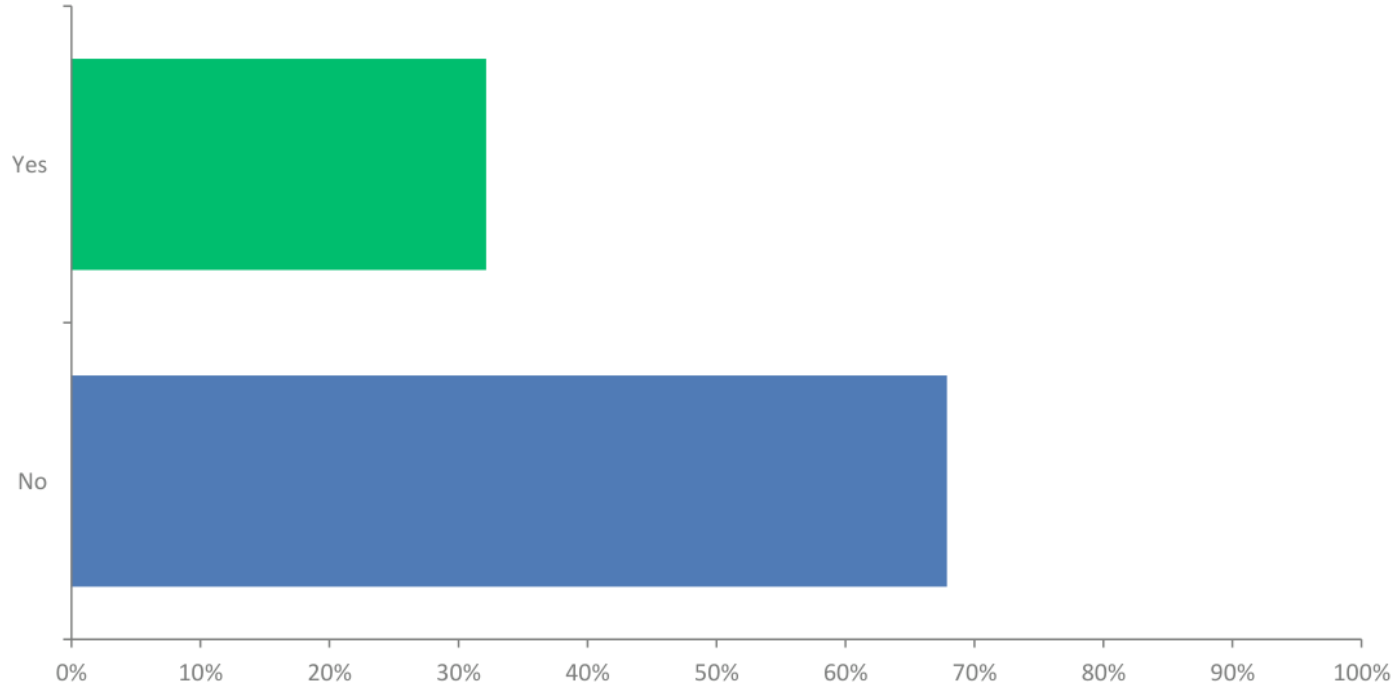
Q16: DVD players, VCRs, and traditional radios are nearly obsolete. Would you say TVs will be next?

Answered: 224 Skipped: 88



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Q16: DVD players, VCRs, and traditional radios are nearly obsolete. Would you say TVs will be next?

Answered: 224 Skipped: 88

ANSWER CHOICES	RESPONSES	
Yes	32.14%	72
No	67.86%	152
TOTAL		224

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Appendix D: Proofreading Certificate

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Professional Editing Services

Proofreading Certificate

It is hereby certified that this dissertation has been proofread and edited for spelling, grammar and punctuation by a professional English language editor from www.OneStopSolution.co.za

Client

Phumeza Nokwindla

Understanding the impact that mobile digital streaming has on overall television consumption amongst Gen Z and Millennials living in Gauteng

Editor

Matthew Harvey
.....
Name


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Signature

21 February 2025
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