



RESISTANCE TO E- MAGAZINE ADOPTION BY MOBILE PHONE USERS: A SOUTH AFRICAN CONSUMER STUDY

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DECLARATION

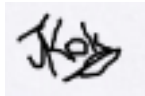
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ABSTRACT

In recent years, the publishing industry has experienced competition from social media, online publications and the proliferation of free information on the Internet. As a result digital publishing started to grow during the 2000s and an e-magazine evolved as a digital replica of a printed magazine. Even though e-magazines became available to the consumer to be read on electronic devices including mobile phones; consumers continued to demonstrate a preference for the physical or printed copy of a magazine, and showed reluctance to explore the digital version. The aim of this study was to identify factors that influence South African consumers' resistance to the adoption of e-magazines on mobile phones. A conceptual model was developed to study resistance behaviour in the adoption of e-magazines on mobile phones. The conceptual model consisted of the following constructs: inertia, usage barrier, value barrier, risk barrier, tradition barrier, image barrier, attitude, postponement, opposition and rejection.

The research design of this study was quantitative and of a cross-sectional nature due to the data being gathered from a large sample at a particular time. Due to convenience and for time-saving purposes, convenience sampling was done by means of the distribution of self-completion questionnaires to a sample size of 358 respondents that represented the population of magazine readers in South Africa. Primary data was collected through the distribution of the digital self-completion questionnaires to registered students at the Business School of the University of the Free State with the permission of the director; as well as on Facebook and LinkedIn groups. The questions in the questionnaire were kept to a minimum in order to mitigate the risk of loss of work time by allowing for completion within 20 minutes. IBM SPSS version 25 and SmartPLS version 3.2.8 software was used to analyse the collected data.

The main findings of the study were as follows. Mobile phone users' inertia has a positive influence on all five barriers: usage barrier, value barrier, risk barrier, tradition barrier and image barrier. The following three barriers had a negative influence on mobile phone users' attitude towards e-magazines: usage barrier, value barrier and image barrier. The risk barrier and the tradition barrier did not influence mobile phone users' attitude towards e-magazines. From the results it became evident that inertia did not have a direct influence

on mobile phone users' attitude towards e-magazines, when controlling for the influences of the five innovation resistance barriers. In turn, mobile phone users' attitude towards e-magazines had a negative influence on two of the three types of resistance behaviour: opposition and rejection. Mobile phone users' attitude towards the adoption of e-magazines proved not to influence postponement negatively, but that the influence was positive. Mobile phone users' attitude towards the adoption of e-magazines thus enhanced mobile phone users' adoption postponement.

In conclusion, the study provided managers and magazine publishers with recommendations on how to eliminate factors that contribute towards the resistance of e-magazine adoption on mobile phones. Recommendations were also given to promote the adoption of the digital product, an e-magazine, amongst South African consumers.

KEY TERMS

The following key terms are explained within the context of this study:

Key term	Explanation
e-magazine	A replica or copy of a printed magazine which can be read through electronic media (Nugroho, Hidayanto, Sandhyaduhita & Budi, 2018:6944).
printed magazine	A type of thin book with large pages and a paper cover that contains articles and photographs and is published every week or month (Cambridge English Dictionary, 2019).
status quo	A consumer's current situation or status (adapted from Polites & Karahanna, 2012).
inertia	A consumer's attachment to his current behavioural patterns (Polites & Karahanna, 2012:22).
barrier	An obstacle that prevents a certain behaviour (adapted from Ram & Sheth, 1989).
attitude	A psychological tendency that is expressed by evaluating a particular entity with some degree of favour or disfavour (McCoach, Gable & Madura, 2013).
resistance	A negative reaction towards an innovation (adapted from Claudy, Garcia & O'Driscoll, 2014:11).
postponement	A consumer's active decision not to adopt an innovation at a given point in time (Cornescu & Adam, 2013).
opposition	A consumer's protest against an innovation (Cornescu & Adam, 2013).
rejection	A consumer's active decision not to adopt the innovation at all (Cornescu & Adam, 2013).

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CHAPTER 1: INTRODUCTION

1.1 Introduction

Project Gutenberg announced the birth of digital publishing on 4 July 1971, when Michael Hart made the first digitised online publication, the Declaration of Independence, available to the world free of charge. During the 1980s, the CD-ROM made its appearance and provided a great way to share information since most people did not have 24/7 access to the Internet. Magazine publishers of National Geographic used the opportunity to make copies of archival works on CDs and distributed them as a first form of digital magazines with digital-rights management. The 1990s were known as the era of eBooks with Stephen King as one of the first authors selling his books online. As the number of Internet users kept growing, the demand for eBooks increased (Bizzcommunity, 2013a).

Digital publishing kept growing and the 2000s marked an era of ePapers. Amazon introduced the Kindle eReader in 2007 and soon thereafter the search engine Google Books was introduced. Google Books featured thousands of university documents and books in PDF format that were scanned in by Google representatives worldwide. As the print industry moved towards digital platforms, magazine publishers also made PDF versions of printed copies available online. Consumers were able to access PDF documents online only with the use of computers. In 2010, Steve Jobs provided consumers with another electronic device to access the Internet when he developed the iPad. Today, in 2019, consumers are no longer offered only PDF and ePub versions of magazines, but are equipped with more consumer-friendly mobile applications (Bizzcommunity, 2013a). Mobile applications are small units with unique individual software which can be run on mobile devices, such as tablet computers and smartphones (Technopedia, 2019).

Although magazines are rapidly moving online and there have been developments and innovation in electronic devices, consumers often still prefer the physical or printed copy of the magazine and are reluctant to explore a new digital version. Studies often focus on the success rate of technology adoption, but tends to neglect the resistance behaviour from consumers (Nugroho, Hidayanto, Sandhyaduhita & Budi, 2018). This

study will explore the determinant factors that prevent consumers from subscribing to paid e-magazines on computers, tablets and smartphones - even while the Internet has become more freely available (Nugroho *et al.*, 2018).

In this chapter, the following will be addressed: the development in publishing due to the commercialisation of the Internet; print as an industry and the digitisation of magazines; the influences on consumers' resistance to the adoption of e-magazines by mobile phone users; the primary and secondary objectives of the study; a theoretical framework of models that were used to measure resistance behaviour in previous studies; the research methodology that was used to reach the objectives; the limitations of the study; and the chapter layout.

1.2 Background and management dilemma

In recent years, the publishing industry has been experiencing drastic changes, as printed newspapers, magazines and books need to compete with social media, online publications and their digital versions for consumers' attention (Canon, 2018). The proliferation of free information on the Internet also provides a substitute for print; hence, it proposes a threat to the publishing industry (Shareef, Dwivedi, Williams & Singh, 2009). With the commercialization of the Internet and the evolvement of digital publishing in the 2000s, South African consumers spend an average 11 hours and 5 minutes per day online (Bizzcommunity, 2013a; Autotrader, 2017). Trevinor and Stenger (2014) argue that customers are interactive in an online environment, because they interact with the interface, other consumers and websites that; they find intrinsically enjoyable.

Nugroho *et al.* (2018:6944) define an e-magazine as "a replica or copy of a printed magazine which can be read through electronic media such as computers." Santos (2011) further develops the definition of an electronic magazine by stating that an e-magazine is not merely a copy of a printed magazine, but that it is also rich with interactions. Experts in the publishing industry expect e-magazines to become increasingly popular in the future - to such an extent that it will totally replace print magazines. PwC reported that the total South African consumer magazine market

increased with a compound annual rate of 6.9%. It grew from a R7.7 billion market in 2012 to a R10.7 billion market in 2017. E-magazines contributed R34 million to the total circulation revenue figure in 2012 and increased to R370 million in 2017 (Businessstech, 2013). E-magazines thus experienced a 988% growth in 5 years.

PwC further stated that although South African publishers increasingly closed down unsuccessful print titles; the acquisition and mergers of digital magazines remained stagnant despite the tremendous growth in the e-magazine market. This is mainly due to the unexpected decrease in digital readership; despite the growth in total magazine circulation figures (Businessstech, 2013). In a study done in 2011, it became evident that 50.5% of South African consumers read at least one magazine per annum. The digital readership figure decreased to 46.9% in 2012 (Businessstech, 2013). Despite innovations that lead to increased access to technology and self-service mediums; South African consumers are traditionalists by nature and prefer face-to-face or physical contact (Bizzcommunity, 2013b). South African businesses tend to follow global trends and keep up with modern technology such as magazines in digital format; but consumers demonstrate low preferences for both web and mobile self-service. Research revealed that this group demonstrated a strong awareness of social media and smartphone usage, but still portray resistance behaviour towards the adoption of magazines in digital format (Bizzcommunity, 2013b). According to Statista (2019) the effect of past attempts to transfer subscription business models to the e-magazine market, have not been as impactful on sales as anticipated. Analysts predict that e-magazines will stay niche products with a limited portfolio of available content in the future (Statista, 2019).

This situation leads to a very important and often ignored aspect of innovation challenges, namely the resistance of the adoption of new technology (Khan & Hyunwoo, 2009). The success of an innovative product, such as an e-magazine, depends on the adoption of innovative product by consumers. Bashorun, Jain, Sebina and Kalusopa (2013) report on the benefits of electronic publishing through e-magazines that lead to cost savings. Management can make corrections with ease, enjoy a higher global visibility of the electronic product, overcome geographical barriers by digitalisation and decrease the distribution time between production, publication and delivery. Santos (2011) reports that the cost savings of e-magazines

over traditional printed magazines can result to almost 50% due to the elimination of printing and distribution costs. Digital magazines can aid managers in the exploration of potentially new business models through the diversification of revenue. Niche markets can be reached with premium content. E-magazines can be accompanied by supplementary services such as e-shops, special editions, special services and other e-products such as e-books. The broadcasting potential of e-magazines proposes big opportunities for publishers and marketers (Santos, 2011).

From a managerial perspective, it is a matter of concern when 96% of total magazine readers say that they are still going to buy magazines in printed format in the next year (Canon,2018) and when digital readership declined by 3.6% in a year (adapted from Businesstech, 2013). When managers understand consumers' resistance to the adoption of e-magazines, they can develop/redesign digital products to ensure the successful adoption thereof (Khan & Hyunwoo, 2009). Readership is akin to adoption in this context. Adoption for the purpose of this study is to align adoption with reading. Once the factors that influence the resistance behaviour are identified, managers can design strategies to deal with the critical resistance factors in order to achieve a higher digital readership and adoption rate of e-magazines in South Africa (Khan & Hyunwoo, 2009).

1.3 Problem statement

Canon (2018) reveals that 96% of both print and digital magazine readers say that they will still buy printed copies in the next year. A total of 69% of newspaper readers say that they prefer physical newspapers, because it makes them feel more relaxed; and 57% of people still prefer learning from books. Magazine publishers and marketers have to work harder than ever to convince magazine readers to explore digital products, since magazine readers are the most resistant to adopting electronic versions (Canon, 2018).

South African consumers are spending an average of 11 hours and 5 minutes per day on the Internet using different electronic devices (adapted from Autotrader, 2017). Digitisation brought many benefits to South African consumers, yet they are demonstrating resistance to adopting reading magazines online. In order to

understand what is required to facilitate the embracing of digital versions of magazines on mobile phones, the reasons behind consumers' resistance need to be understood. The problem statement guiding this study is that South African consumers resist the adoption of e-magazines on mobile phones (Autotrader, 2017; Canon, 2018; Salmon, 2018).

1.4 Primary and secondary objectives

The primary objective is to identify factors that influence South African consumers' resistance to the adoption of e-magazines on mobile phones.

The secondary objectives are:

- to provide an overview of e-magazines;
- to identify theories from literature that can be used to explain consumer resistance towards the adoption of e-magazines on mobile phones;
- to identify determinants of resistance towards mobile phone users' adoption of e-magazines based on the identified theories;
- to develop a conceptual model of resistance behaviour based on the literature review;
- to empirically test the conceptual model; and
- to make recommendations to publishers and marketers on strategies to promote the adoption of e-magazines on mobile phones.

1.5 Potential contributions

Ram (1987) states that many studies over various disciplines including sociology (Ram, 1987 citing Rogers, 1983), geography (Ram, 1987 citing Brown, 1981), medicine (Ram, 1987 citing Coleman, 1957), cultural anthropology (Ram, 1987 citing Barnett, 1953), economics (Ram, 1987 citing Mansfield, 1961) and marketing (Ram, 1987 citing Bass, 1969; Mahajan & Muller, 1979) have developed models and theories on the adoption and diffusion of innovation. Ram (1987:208) states that there is a "pro-innovation bias" amongst researchers and that it was mostly accepted that consumers received innovations well and with great success in the past. He then discovered that,

in fact, many businesses failed in the past because of the assumption that technology and innovation are accepted well under all circumstances while an unwillingness might exist amongst consumers to adopt innovation or new technology.

This study aims to focus on the resistance to the adoption of e-magazines by mobile phone users rather than on the success factors. It will aim to shed new light on the often neglected study of resistance behaviour amongst mobile phone users towards the adoption of e-magazines (Nugroho *et al.*, 2018).

Many different theories and models have been used over the years to study consumers' behaviour and intentions. Table 1.1 below illustrates the models or theories that have been used in previous studies.

Table 1.1: Models and theories used in previous studies

Source	Description	Relevant findings
Chen, Lu, Gong and Tang (2018)	Why do users resist service organizations' brand mobile apps? The force of barriers versus cross-channel synergy.	Identified three types of resistance behaviour: postponement, opposition and rejection
Davis (1989)	Overview of the Technology Acceptance Model: Origins, Developments and Future Directions.	The Technology Acceptance Model (TAM) can be used to explain acceptance of innovations and not resistance
David and Shih-ChePeng (2018)	Assessing the impact of determinants in e-magazines acceptance: An empirical study.	Expectation Confirmation Model (ECM), Innovation Diffusion Theory (IDT), Technology Acceptance Model (TAM), Factor of habit are models that explain acceptant behaviour

Source	Description	Relevant findings
Green (2005)	The emancipatory potential of new information system and its effects on technology acceptance.	Technology Acceptance Model (TAM) was used to explain acceptance
Kim and Kankanhalli (2009)	Investigating user resistance to information systems implementation: A status quo bias perspective.	The status quo bias theory can be used to explain resistance
Kleijnen, Lee and Wetzels (2009)	An exploration of consumer resistance to innovation and its antecedents.	Explained inertia as a resistance driver
Mohammad, Nawaz, Ahmad and Ashraf (2017)	The effect of innovation and consumer related factors on consumer resistance to innovation.	Model of innovation resistance was explained
Ram and Sheth (1989)	Consumer resistance to innovations: The marketing problems and its solutions.	The barriers behind consumer resistance were explained
Trevino and Stenger (2014)	Toward a conceptualization of an online shopping experience.	Physical, ideological, pragmatic and social dimensions of consumer behaviour were explained
Van Rooyen (2018)	Identifying factors influencing switching intentions to application-only based banking: A South African consumer study.	Theory of planned behaviour, Technology Acceptance model and the Behavioural reasoning theory was used to

		evaluate intentions	switching
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From the above, it is evident that the focus was mostly on technology acceptance in past studies (Chuttar, 2017; David & Shih-ChePeng, 2018; Green, 2005) as well as switching intentions (Van Rooyen, 2018). Although aspects of resistance behaviour were studied (Chen, Lu, Gong & Tang, 2018; Kim & Kankanhalli, 2009; Kleijnen, Lee & Wetzels, 2009; Mohammad, Nawaz, Ahmad & Ashraf, 2017; Ram & Sheth, 1989), this study will aim to fill the gap in research through the development of a conceptual model on resistance to the adoption of new technology in the form of e-magazines.

The study will further aim to assist managers by identifying the factors that influence consumers' resistance behaviour towards the adoption of e-magazines on mobile phones. When managers understand the influential factors of resistance behaviour, they can develop strategies to deal with these factors in order to prevent product failure and financial losses. An understanding of resistance to the adoption process can help publishers and marketers redesign/develop digital products that will help consumers adopt innovative e-magazines (Khan & Hyunwoo, 2009). Recommendations will be made to publishers and marketers on strategies to increase e-magazine readership on mobile phones.

1.6 Theoretical framework

Although innovations are considered necessary and desirable, consumers often resist the adaption of new technologies - which lead to product failure (Ram & Sheth, 1989). Throughout the years, many different approaches were followed in order to study the resistance to the adoption of new technology. Kim and Kankanhalli (2009) developed the status quo bias theory in order to explain a consumer's rational decision-making, cognitive misperception and psychological commitment. Kleijnen, Lee and Wetzels (2009) describe inertia as a consumer's attachment to his current behavioural patterns and status quo, despite the existence of alternatives. Ram and Sheth (1989) discuss barriers that lead to the resistance of an innovation. Chen, Lu, Gong and Tang (2018) further explain that three types of resistance behaviour occur and that resistance is not a single behaviour. All the approaches will be evaluated in order to gain a better

understanding of the resistance to the adoption of e-magazines amongst South African consumers.

1.6.1 Status quo bias theory

When a new technology is introduced, users decide to either adopt or resist the new product based on their own evaluations of change that the new product may require (Kim & Kankanhalli, 2009). User resistance is driven by costs or threats associated with the new digital product. This behaviour can be explained by a theoretically driven explanation called status quo bias theory (Jongbum & Jeonghuns, 2017; Kim & Kankanhalli, 2009).

The status quo bias theory is based on consumers' preferences for maintaining their current situations or statuses and by turning back to their original states (Jongbum & Jeonghuns, 2017). The theory is based on three concepts: rational decision-making, cognitive misperceptions and psychological commitment (Kim & Kankanhalli, 2009).

The first concept of rational decision-making states that before a consumer decides to use an alternative product, such as a magazine in digital form, he assesses the relative cost and benefits of the change to the new product through rational decision-making. When the costs are exceeding the benefits in the decision-making process, status quo bias occurs. The costs can be categorised into transition costs and uncertainty costs (Kim & Kankanhalli, 2009; Samuelson & Zeckhauser, 1988). Transition costs occur when the consumer adapts to the new technology or product. Uncertainty costs occur when there is psychological uncertainty or perceived risks about the utilisation of the new product due to a consumer's anxiety about changing to the new product (Kim & Kankanhalli, 2009; Samuelson & Zeckhauser, 1988). Nayebzadeh, Abdolvand and Khajouei (2013) point out that the costs can be monetary or non-monetary (sacrifices).

The second principle that the status quo bias theory is based on, is a customer's aversion or resistance to a product due to a cognitive misperception of the product itself. In consumer psychology there is a principle of loss aversion that occurs when humans make a decision (Kim & Kankanhalli, 2009; Schmidt & Zank, 2005). Kahneman, Knetsch and Thaler (1991:194) explain the concept of loss aversion as "a

manifestation of asymmetry of value". This happens when a consumer perceives the value of a product as lower than it is. Even small losses as a result from changing from the current situation can be perceived as much larger than what they actually are. The losses occurred through the utilisation of a product, such as an e-magazine, is perceived by the consumer to be bigger than the gains that spread from using the product (Kim & Kankanhalli, 2009; Schmidt & Zank, 2005).

The third principle of psychological commitment is influenced by sunk cost, social norms and efforts to feel in control (Kim & Kankanhalli, 2009; Samuelson & Zeckhauser, 1988). Sunk cost occurs when a consumer will lose his skill of using a previous product in order to adapt to a new product; hence, he becomes resistant to use the new product. Social norms refer to the norms in the consumer's environment, e.g. other people's opinions that may either weaken or strengthen his status quo. Lastly, consumers do not want to switch to a new product that causes them to lose control over their situation (Kim & Kankanhalli, 2009).

Polites and Karahanna (2012) explain that a consumer's status quo bias, as explained by Kim and Kankanhalli (2009), is manifested in inertia. Polites and Karahanna (2012) describe inertia as the process whereby consumers are attached to their existing behavioural patterns despite the existence of better alternatives or the incentives associated with the change. Inertia thus reflects the bias against the status quo of a consumer. Polites and Karahanna (2012:24) point out that inertia on an individual level as described in consumer behaviour literature, refers to "an antecedent, component, or sustainer of brand loyalty, and somewhat vaguely defined as tendency to continue purchasing a brand that one has purchased in the past, as opposed to seeking out variety." Kleijnen, Lee and Wetzels (2009) point out that inertia causes barriers that ultimately drive consumer resistance to innovative products.

1.6.2 Barriers that drive resistance

Ram and Sheth (1989) identified functional and psychological barriers which are caused by inertia and ultimately drive consumer resistance. Resistance behaviour paralyses the adoption of e-magazines and may lead to product failure; hence,

marketers need to implement strategies to overcome these barriers (Engesser & Sawatzki, 2016; Ram & Sheth, 1989).

Daniela (2016) states that active resistance occurs when the attributes of the digital product, as perceived by the consumer, are different than the actual attributes of the product. Active resistance is driven by functional barriers - which are present when the change associated with the adoption of the product is very significant (Daniela, 2016; Ram & Sheth, 1989). Functional barriers associated with the adoption of the new product include usage barriers, value barriers and risk barriers (Daniela, 2016; Ram & Sheth, 1989).

The usage barrier occurs when a significant change in the consumer's behaviour is required by the product. Consumers tend to favour their status quo; hence, the adoption of a product that requires a very drastic change in behaviour or new learnings from the consumer, will face resistance to adoption (Daniela, 2016). Ram and Sheth (1989) state that a product that requires a change in routine will have a longer development process before it is adopted by consumers.

The value barrier is based on the value of the innovation. When strong performance-to-price value to substitute products are not offered by an innovative product, there is no incentive for a consumer to adopt the new product (Mani & Chouk, 2018; Ram & Sheth, 1989). Daniela (2016) explains that during the introductory phase of a new innovation, consumers often choose to wait until the product reaches maturity to better establish whether the perceived value matches the expected performance. A new product must present an advantage over substitute products in order to be adopted by consumers (Daniela, 2016).

The risk barrier may occur when a consumer does not understand the features of a product and questions whether the perceived high price is worth the adoption (Daniela, 2016). Ram and Sheth (1989) state that the uncertainty and potential side effects of new products may cause consumers to postpone the adoption of the new technology until they can learn more about the product's attributes.

Apart from the three types of functional barriers that drive resistance, psychological barriers, which are caused by a conflict with the consumer's prior beliefs, can occur. Psychological barriers include traditions and norms of the customer (tradition barrier) and the perceived product image (image barrier) (Jongbum & Jeonghuns, 2017; Ram & Sheth, 1989).

The first type of psychological barrier is the tradition barrier that is caused by the cultural change due to the innovation. Resistance behaviour is expressed by a consumer who has to deviate from established traditions. There is a positive correlation between the variation in the degree of the tradition barriers and the degree of consumer resistance to the new product (Jongbum & Jeonghuns, 2017; Ram & Sheth, 1989).

The image barrier is the second type of psychological barrier according to Ram and Sheth (1989). Innovations are identified by their origins; either by the class or industry from which it originate, or by the manufacturing country. When these associations are not favourable, consumers will develop unfavourable images about the product and will resist the adoption thereof. Stereotyped thinking is an important barrier that drives resistance and should be attended to by marketers in an attempt to prevent product failure (Mani & Chouk, 2018; Ram & Sheth, 1989).

1.6.3 Attitude

McCoach, Gable and Madura (2013) describe attitude as “a psychological tendency that is expressed by evaluating a particular entity [e.g. innovation in the form of an e-magazine] with some degree of favour or disfavour.” According to Claudy, Garcia and O'Driscoll (2014:11) attitudes are seen as “key determinants” of innovation resistance or adoption. Claudy *et al.* (2014) further explain that a consumer first gain knowledge of an innovation, then he forms an attitude about it and then demonstrates resistance or acceptance towards the product. When a consumer experiences inertia (concept developed by Kleijnen *et al.*, 2009) and cannot overcome one or more of the barriers that drive resistance (Engesser & Sawatzki, 2016), a negative attitude about the product (Claudy *et al.*, 2014) can be formed. This leads to resistance towards the adoption of new technology (Cornescu & Adam, 2013), such as digital magazines.

1.6.4 Types of resistance behaviour

Chen, Lu, Gong and Tang (2018) identified that resistance is more complex than just a single behaviour. Three types of resistance behaviour can occur: postponement, opposition and rejection.

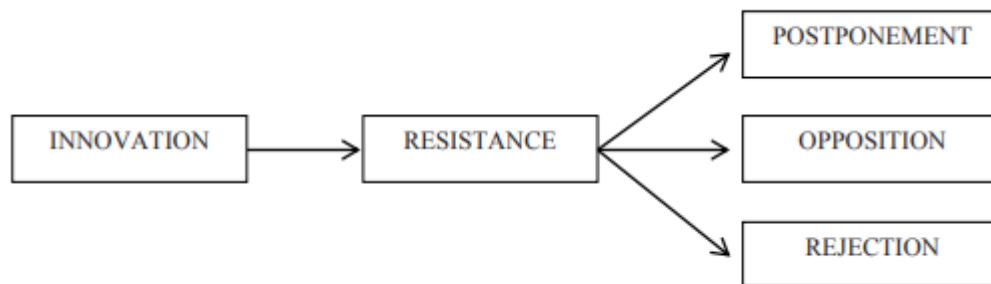


Figure 1.1: Concepts of consumer resistance (Cornescu and Adam, 2013)

Cornescu and Adam (2013) explain that postponement occurs when a consumer makes an active decision not to adopt a digital product despite the fact that the product seems acceptable to the consumer. The consumer escapes the dilemma of making an immediate decision to adopt or resist a product by postponing their decision. Consumer indecision aids the consumer in their postponement until they can process the product information to such an extent that they can feel complete satisfaction that will lead to acceptance or dissatisfaction that will lead to rejection (Cornescu & Adam, 2013).

Opposition refers to the protest against innovation. A period occurs when the consumer rejects the new product, but is still willing to test it and search for additional information about the product. Opposition may still lead to acceptance of the product at a later stage or it may be rejected based on the consumer's existing awareness of the innovation (Cornescu & Adam, 2013).

The most extreme form of resistance is rejection. The consumer makes an active decision not to adopt the innovation at all (Kim & Kankanhalli, 2009; Cornescu & Adam, 2013).

1.6.5 Conceptual model

The approaches and theories developed by Kim and Kanhanhalli (2009), Kleijnen, Lee and Wetzels (2009), Ram and Sheth (1989), Chen, Lu, Gong and Tang (2018) and Claudy, Garcia and O'Driscoll (2014) are combined in Figure 1.2 below in order to present a conceptual model of mobile phone users' resistance to adopting e-magazines.

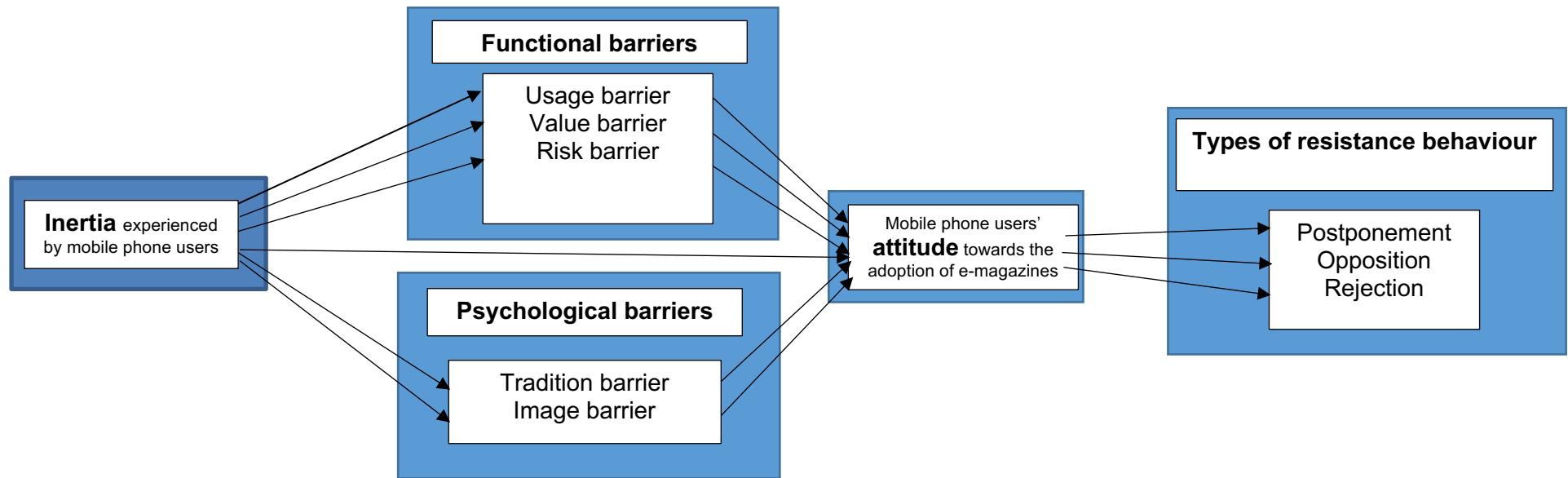


Figure 1.2: Consumer resistance behaviour in the adoption of e-magazines on mobile phones

1.7 Research methodology

1.7.1 Research Design

The research design is a quantitative study that follows a deductive approach. The epistemological orientation is that of the natural sciences, especially by means of positivism. Positivism is based on observation by the senses, where knowledge is gained through gathering facts. A cross-sectional design is used for an observational study. Data gathered by means of self-completion questionnaires are analysed in order to study a specific population. (Bryman, Bell, Hirschohn, Dos Santos, Du Toit, Masenge, Van Aardt & Wagner, 2014: 11, 12, 31).

1.7.2 Population and Sampling Strategy

The population consists of a group of similar people, magazine readers owning a mobile phone in South Africa. Sampling was done by means of 358 digital self-completion questionnaires that were distributed to respondents (magazine readers). The sample of respondents is a portion of the population who will represent the total population, all magazine readers, and will thus provide external validity to the study. Non-probability sampling will be used where not everyone is given an equal chance of participating in the study and a sample framework is not available; but this method is more convenient and time-saving for the purposes of this study (Bryman *et al.*, 2014: 168).

1.7.3 Data Collection Methods

There are several data collection methods available for the collection of primary data; for example, surveys, interviews or observations. This study is quantitative of nature and makes use of questionnaires. Numerical data in this cross-sectional design were collected by means of digital self-completion questionnaires on Facebook and LinkedIn groups in order to test magazine readers in South Africa (Bryman *et al.*, 2014: 106).

1.7.4 Data Analysis

Data will be analysed in order to process and transform the data into usable statistics that will address the primary and secondary objectives of the study. The data collected from questionnaires will be analysed by means of coding. Frequency tables and cross-tabulation will be created with SPSS version 25 software in order to analyse the descriptive data. The measurement model and the structural model will be assessed through hypotheses testing with the statistical software program SmartPLS version 3.2.8.

1.7.5 Ethical Considerations

Participation in the study was voluntary. Nobody was forced to complete a questionnaire. No harm was done to the participants. Results from the questionnaires will not reflect the respondents' names. Information will thus be anonymous in order to ensure confidentiality. Section A consisted of demographical questions while section C asked opinion based questions by means of a Likert scale. Should a respondent be interested in the results of the study, they have the option to contact the researcher in this regard after the study has been completed (Bryman *et al.*, 2014:120-133).

1.8 Limitations of the study

The consumer behaviour of respondents who were present in a particular district, the Eastern Free State, and at the particular time of data collection, is tested. In the field of marketing, geographical location might have an influence on marketing strategies. Since the study is conducted only in one province, it might limit the study and limit the representation of respondents from other parts of the country. Non-probability sampling may also be used where not every respondent has an equal opportunity to respond and to present the total population. The field of this study is marketing; more specifically, in the area of consumer behaviour (Bryman *et al.*, 2014).

1.9 Chapter layout

Table 1.2: Chapter layout

Chapter	Title	Outcome of the chapter
Chapter 1	Introduction	To provide a background of the study
Chapter 2	Literature review - E-magazines and mobile phones	To provide an overview of how the Internet transformed the publishing industry
Chapter 3	Model development	To develop a conceptual model that can be used to study resistance behaviour in the adoption of e-magazines on mobile phones
Chapter 4	Research methodology	To provide an overview of the research methodology
Chapter 5	Findings	To summarise the main findings
Chapter 6	Conclusion and recommendations	To develop conclusions and to make recommendations to publishers of e-magazines to enhance the adoption of the digital product on mobile phones

1.10 Conclusion

Chapter 1 provided an overview of the transformation and commercialisation of the Internet over the last decade and the influence it had on the publishing industry. E-magazines as products were discussed as well as its advantages for publishers. Background concerning the status quo bias theory was given to identify influences on consumers' resistance towards the adoption of e-magazines. The adoption barriers, attitude and the types of resistance behaviour were discussed. The management dilemma and objectives of the study were described. An outlay was provided for the research methodology used in this study. The limitations of the study as well as the flow and content of the chapters were discussed. The study aims to be unique in the sense that it does not focus on the acceptance of new technology, but rather on determinants of resistance to adopt e-magazines.

CHAPTER 2: LITERATURE REVIEW - E-MAGAZINES AND MOBILE PHONES

2.1 Introduction

In Chapter 1, an overview of the history of the publishing industry was given and consumers' resistance to the adoption of magazines in digital format was discussed. The status quo bias theory, the barriers that drive resistance, attitude and the types of resistance were discussed and used to create a conceptual model that explains the consumer resistance process.

Santos (2011) states that unlike a printed magazine that depends on physical distribution for its geographical expansion, an e-magazine can "potentially be accessed by anyone with Internet access". She says that e-magazine discovery is facilitated by search engines, social media and directories on different electronic devices. Real-time subscriptions can be done online and represent cost savings of up to 50% of the cost of traditional printed magazines (Santos, 2011). In Chapter 2, the effect of the Internet on the magazine publishing industry will be discussed; a detailed discussion on both printed and electronic magazines will be given and the online e-magazine subscription process will be evaluated.

2.2 The Internet and the magazine publishing industry

Allbusiness (2019) defines a consumer magazine as "a magazine that covers a broad or narrow interest and is directed to the general public, as distinguished from a trade magazine (professional magazine), which is geared toward the interest of a specific industry or occupation". According to Horsten (2016), the South African consumer magazine publishing industry has two major role players: the advertisers and the consumers. Advertisers spend money on advertisements in both print and online magazines, on online magazine websites, on mobile magazine websites and in magazines which are distributed to tablets and other mobile devices (Horsten, 2016). Magazine consumers are readers who buy printed magazines at retailers or via subscriptions, or digital magazines which are downloaded on personal computers,

tablets or other electronic devices (Horsten, 2016). Additionally Ellonen (2006) found in her study on the effect of the Internet on the magazine publishing industry, that the behaviour of advertisers in the magazine industry will not be alarming since the Internet will enhance more brand advertising. The revenue stream will come from sales of single copy magazines or subscriptions on online platforms. Customer behaviour, on the other hand, is a concern to publishers since the increased usage of the Internet affects readership of both digital and printed magazines (Ellonen, 2006).

Ellonen (2006) explained the effect of the Internet on the consumer magazine publishing industry by making use of Michael Porter's five forces model. This model is one of the most used models to explain competitive position analysis of an organisation in Industrial Organization Economics (IO). Figure 2.1 below illustrates the effect of the Internet on the five forces by either a positive or negative sign.

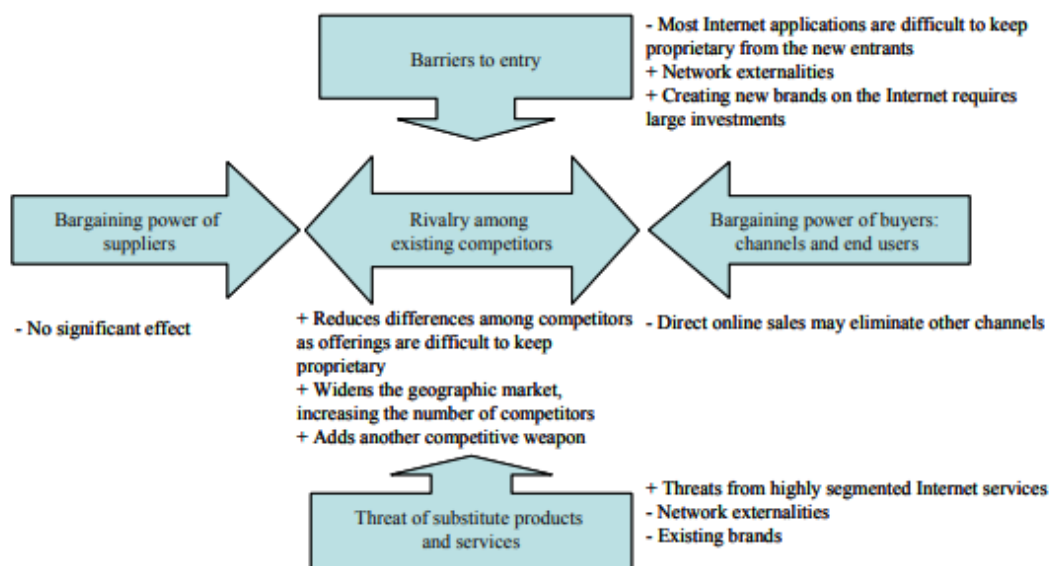


Figure 2.1: The influence of the Internet on the magazine publishing industry (Ellonen: 2006; Porter: 1985)

Bargaining power of suppliers

The power of suppliers lies in their ability to drive up prices. This is influenced by the uniqueness of the product or service, the strength and size of a supplier, the number

of suppliers available and the cost associated with switching to another supplier (Porter, 1985). Freelance journalists, paper suppliers, printing houses, telemarketing companies and distributors are the main suppliers of the magazine publishing industry. Although the speed of the process of magazine manufacturing has been increased by digital technology, the Internet has no significant effect on the power or role of any supplier group. It remains to be seen in the future whether the role of paper suppliers and printing houses will be transformed by e-magazine sales (Ellonen, 2006; Porter, 1985).

Barriers to entry

Profitable markets attract new entrants unless there are strong barriers to entry such as economies of scale or strict regulations (Porter, 1985). Ellonen (2006) reports that most of the Internet applications are difficult to keep away from new entrants through exclusive ownership; however, network externalities may lead to higher customer loyalty. Network externalities/effects occur when value is created through the number of other users. Network effects caused by the Internet may have a negative effect on the magazine publishing industry. Another barrier to entry is the large amount of capital that is required to create new online brands (Ellonen, 2006; Porter, 1985).

Bargaining power of buyers: channels and end users

Bargaining power of buyers refers to how easy it is for buyers to switch to new products and to drive prices down (Porter, 1985). It was expected that direct online sales may propose a threat to magazine publishers since e-magazines can be accessed at a lower cost; however, it was discovered that magazine readers did not migrate to price but rather focused on the strength of brands that differentiate products. The Internet did not have a strong influence on the power of buyers in the magazine publishing industry (Ellonen, 2006; Porter, 1985).

Threat of substitute products and services

Porter (1985) reports that close substitute products may increase the likelihood that customers may switch to alternative products. Ellonen (2006) reports that although

strong brand identities and network externalities in the publishing industry reduce the threat of substitute products, highly segmented Internet products such as e-magazines do propose a threat to print.

Rivalry among existing competitors

Porter (1985) states that the main driver of competitive rivalry is the capability and number of competitors in the [consumer magazine] market. According to Ellonen (2006) the Internet proposed a big threat to the competitive advantage of magazine publishers due to increased rivalry. Highly segmented Internet services may propose substitute products from new and existing competitors due to the wider geographic market of the Internet. A new weapon is introduced by the Internet that makes it more difficult to keep offerings proprietary through the removal of differences between competitors (Ellonen, 2006).

The increased use of the Internet by magazine consumers is expected to affect readership of both printed and digital copies in the future (Ellonen, 2006). PwC (2017) reports on the historical trends (2012-2016) and makes forecasts (2017-2021) on the South African magazine publishing market in Figure 2.2 below.

South Africa: Magazine publishing market, 2012–2021 (R millions)

Category	Historical data					Forecast data					CAGR %
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	
Consumer magazines	7 650	8 066	8 602	8 860	8 379	8 244	8 030	7 898	7 787	7 702	-1.7%
Consumer circulation	4 555	4 824	5 228	5 391	5 045	4 841	4 684	4 552	4 423	4 306	-3.1%
Print	4 521	4 755	5 118	5 242	4 858	4 626	4 439	4 286	4 146	4 024	-3.7%
Digital	34	69	110	149	187	215	245	266	277	282	8.5%
Consumer advertising	3 095	3 242	3 374	3 469	3 334	3 403	3 346	3 346	3 364	3 396	0.4%
Print	3 064	3 194	3 300	3 374	3 223	3 261	3 164	3 117	3 078	3 043	-1.1%
Digital	31	48	74	95	111	142	182	229	286	353	25.9%
Trade magazines	622	625	610	649	681	687	688	694	691	689	0.2%
Trade circulation	169	183	194	219	265	277	286	293	298	302	2.6%
Print	169	183	194	204	244	251	256	259	260	261	1.4%
Digital	0	0	0	15	21	26	30	34	38	41	14.0%
Trade advertising	453	442	416	430	416	410	402	401	393	387	-1.5%
Print	425	401	356	350	314	289	262	246	230	215	-7.3%
Digital	28	41	60	80	102	121	140	155	163	172	11.0%
Total	8 272	8 691	9 212	9 509	9 060	8 931	8 718	8 592	8 478	8 391	-1.5%
YOY growth (%)		5.1%	6.0%	3.2%	-4.7%	-1.4%	-2.4%	-1.4%	-1.3%	-1.0%	

Note: 2012-2016 figures have been updated to reflect most recently available financial information.
Sources: Entertainment and media outlook: 2017–2021, An African perspective, PwC, Ovum

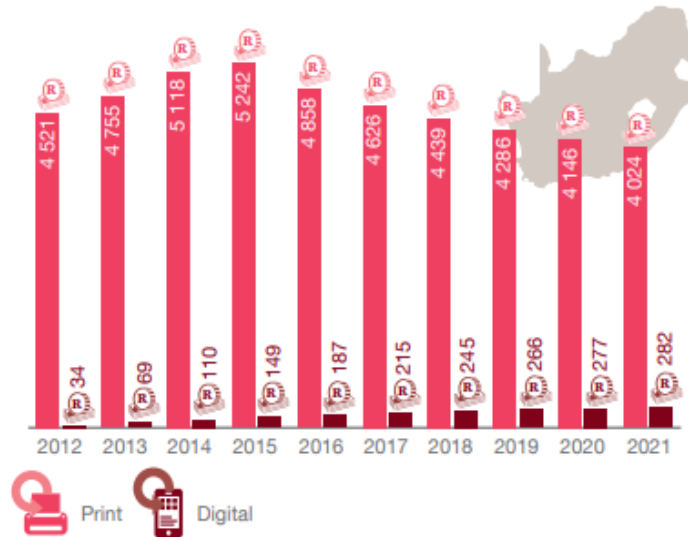
Figure 2.2: South African magazine publishing market (PwC 2017: 102)

The total South African magazine market, which includes consumer magazines (magazines aimed at the general public) and trade magazines (industry specific magazines), is expected to experience a compound annual growth rate (CAGR) of -1.5% over the 5 years from 2016 to 2021 (PwC, 2017; Allbusiness, 2019). The total consumer magazine market is expected to experience a decline of 1.7% over the same period (PwC, 2017).

Horsten (2016) identified the two major role players in the consumer magazine publishing industry as advertisers and consumers. Ellonen (2006) stated that although advertisers will see increased Internet usage as an opportunity to do more brand advertising, the influence of the Internet on the total consumer magazine readership may be negative. Figure 2.2 illustrates an expected decrease of 3.7% in print consumer magazine circulation and an 8.5% increase in digital consumer magazine circulation from 2016 until 2021 (PwC, 2017). The net effect on the total consumer magazine circulation is illustrated at a decline of 3.1% (PwC, 2017). Figure 2.2 forecasts an increase of 0.4% in total consumer advertising from 2016 until 2021. Advertising in print consumer magazines is expected to decline with 1.1% and advertising in digital consumer magazines is expected to grow by 25.9% over the five years under review (PwC, 2017). Although there is an expected growth in digital consumer circulation and advertising, it still seems as if South African publishers find it difficult to generate bigger revenues from e-magazines. Only 3.7% of consumer magazines were purchased in digital format in 2016, with only a slight expected growth to 6.5% by 2021; with an expected total digital revenue of R282 million as illustrated in Figure 2.3 below (PwC, 2017). This is an illustration that South African consumers still show resistance towards the adoption of e-magazines.

Consumer magazine circulation revenue will fall to R4.3 billion in 2021

Figure 2 South Africa: Consumer magazine circulation revenue, print vs digital, 2012–2021 (R millions)



Sources: Entertainment and media outlook: 2017–2021, An African perspective, PwC, Ovum

Figure 2.3: South African consumer magazine circulation revenue (PwC: 2017)

2.3 Printed magazines

Cambridge English Dictionary (2019) defines print as “letters, numbers or symbols that have been produced on paper by a machine using ink” and a magazine as “a type of thin book with large pages and a paper cover that contains articles and photographs and is published every week or month”. South African is one of only a few countries where consumers rely more on print and less on the Internet for information (Horsten, 2016). Wang (2016) says that print magazines are not kept alive by consumers’ enthusiasm to do so, but rather by inertia. Consumers enjoy reading printed magazines on “high-quality glossy paper” as part of their routines (Horsten, 2016:157; Wang, 2016). Viljakeinen and Toivonen (2014) highlight that the heavy-users of printed magazines are ageing; and that printed magazines are less appreciated by younger generations. Magazine publishers moved from mass producing printed magazines aimed at the general market to focusing on niche markets with special interests (Viljakeinen & Toivonen, 2014).

Canon (2018) points out that a zero-stock strategy in the print industry, called print-on-demand, makes it more affordable to print single copies of magazines. The strategy is based on a concept of first sell, then print. The strategy is becoming increasingly popular amongst publishers, because it proposes the opportunity to combine print with e-commerce (Canon, 2018). Total magazine readership should not be lost by the gradual erosion of printed magazines (Viljakeinen & Toivonen, 2014). Marketers and publishers should aim to aid readers in transitioning from printed magazines to e-magazines through a shared-ecosystem between the two products (Viljakeinen & Toivonen, 2014).

2.4 Electronic magazines

Although the e-magazine industry is still small in South Africa, digital readership is becoming more popular; especially amongst younger readers. Apart from providing electronic versions of magazines, magazines now have websites with original content, discussions, blogs and reader polls that stimulate interest amongst readers (Horsten, 2016). Digital advertisers are provided with tools which are not available in print; hence e-magazines are appealing to advertisers. Readers can gain access to advertisers' websites through clicking on the advertisement in the e-magazine. The distance between the consumer and the sale is shortened. This may lead to more impulse sales (Horsten, 2016).

Redefining e-magazines

Nugroho *et al.* (2018:6944) defined an e-magazine as “a replica or copy of a printed magazine which can be read through electronic media such as computers”. Santos (2011) stated that this definition of an e-magazine is not updated and that an e-magazine is not merely a replica of a printed copy in PDF; but rather “an interactive magazine that was created from the start to a digital platform (Internet, mobile phones, private networks, iPad, or other devices).” Gordon (2011) identified three characteristics of interactive digital magazines in order to distinguish them from PDF replicas of printed copies.

These characteristics are:

- Interactive e-magazines are designed to compete for the attention of e-magazine readers instead of printed magazine readers. The pages of e-magazines are formatted to be viewed on larger computer screens. It also contains “digital extras” such as embedded videos and flash animation.
- The design provides for easy interaction between the e-magazine and the reader in order for readers to easily share their comments, participate in surveys, to watch digital extras with a click of a button and to complete online subscription processes. Shorter, more frequent e-magazines cater for shorter concentration spans.
- E-magazines contain advertisements that can be interacted with (Gordon, 2011).

Types of e-magazines

Santos (2011) differentiates between five types of e-magazines: PDF replicas of printed magazines, e-magazines that are not available in printed format, digital-only magazines, applications available to Kindle and Sony eReaders and Android, iPad or iPhone applications of e-magazine editions.

Potentials and opportunities

Gordon (2011) found in his study on advertisements in various digital media sources that advertisements in digital magazines have the least negative impact on the viewing or reading experience of the consumer. The majority of participants in Figure 2.4 below, 90.5%, indicated that website pop-up advertisements had the most negative impact on their experiences, while only 16.5% indicated that advertisements in digital magazines had a negative impact on their reading experiences (Gordon, 2011). Digital magazines thus propose advertising opportunities to advertisers and publishers that will not affect readership in a negative way.

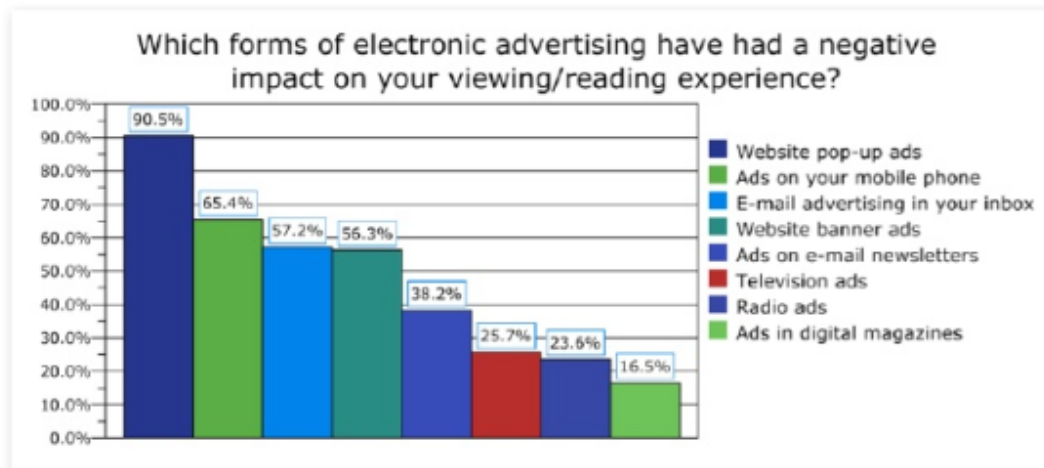


Figure 2.4: Effect of advertising on reading experience (Gordon: 2011)

Other opportunities proposed by digital magazines include the attraction of customer attention through creative storytelling and the great broadcasting opportunities. Digital magazines can be read and stored anywhere, readers can search editions like in websites and readers can look and try and buy items such as clothing online through 360 degree viewings. Consumer magazines can be easily drawn to niche markets and new business models as a result of the cost savings of printing and distribution can be established through complementing products such as eShops (Santos, 2011).

2.5 The e-magazine subscription process

Media 24 is the only media house in South Africa that prints magazines and it is also the largest printer, publisher and distributor of magazines in Africa (IQ Business, 2014). Media 24 launched Network 24; which is an amalgamation of print magazines and newspapers, television and electronic magazines and newspapers (Moodie, 2014). Moodie (2014) points out that there was only a short press release to announce the launch of Network 24. Media 24; a key role player in the launch of the digital platform - Network 24; aims to engage the majority of the Afrikaans population. Media 24 wants to create a synergy between print and digital products such as e-magazines. Digital publishers in South Africa are struggling to generate sustainable revenue from digital magazines; hence the Network 24 platform utilises a metered paywall for digital subscriptions (Moodie, 2014).

It is important to identify areas in the e-magazine subscription process that might not be consumer friendly and increase resistance to adoption amongst consumers. In Figure 2.5 – 2.16 below, the process of subscribing to Media 24's e-magazine bundle on the Netwerk 24 platform is illustrated (Media 24, 2019; Mysubs, 2019).

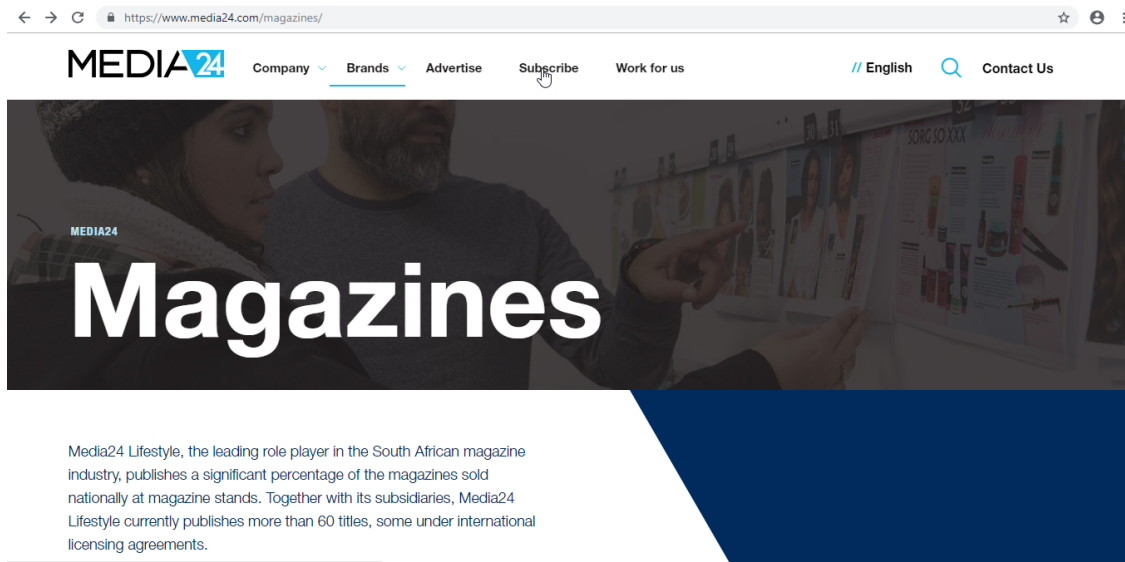


Figure 2.5: The home screen of Media 24's magazines page (Author's own work)

Figure 2.5 shows the Media 24 magazine home screen. It offers the option of 'subscribe' (Media 24, 2019).

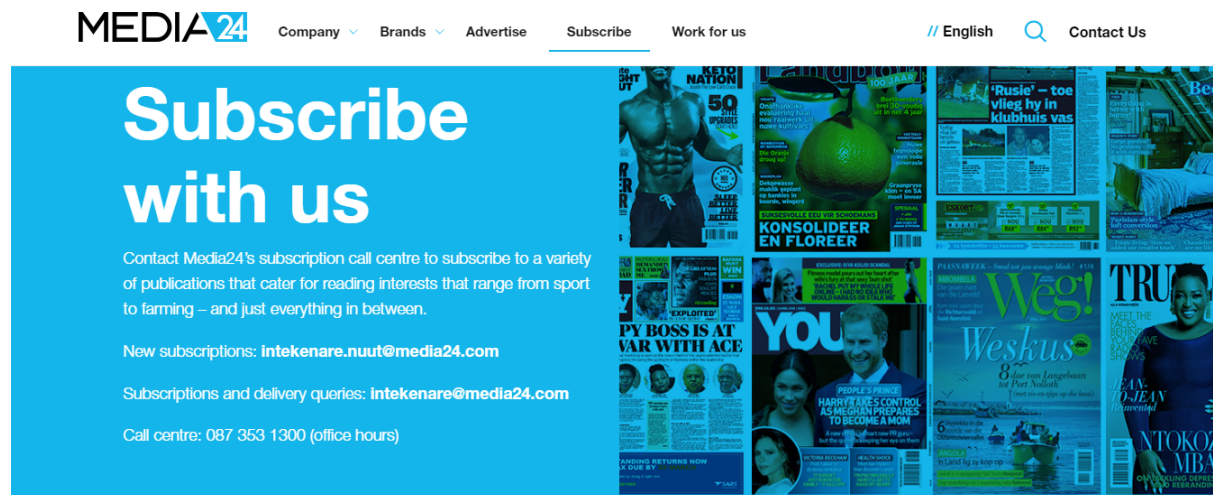


Figure 2.6: An invitation from Media 24 to subscribe to their publications via e-mail (Author's own work)

After 'clicking' on the subscribe button, Figure 2.6 appears that invites consumers to subscribe with Media 24 through sending the company an application e-mail. After calling the call centre to enquire about an online application process, it was advised to subscribe online via the Netwerk 24 website (Media 24, 2019; Netwerk, 2019).

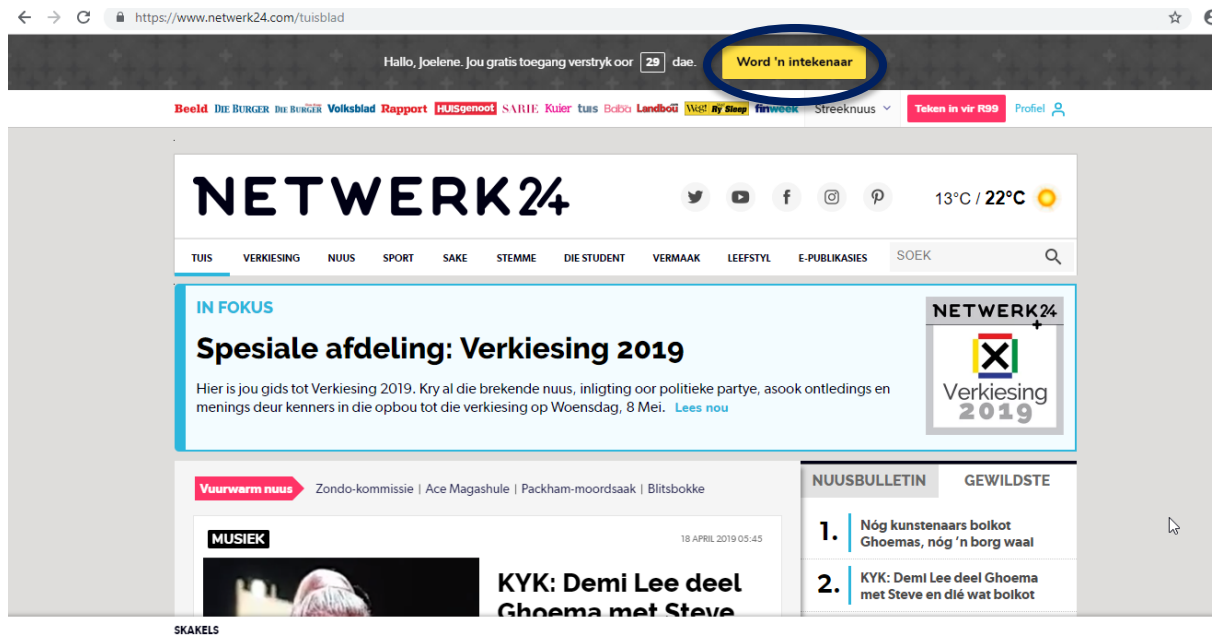


Figure 2.7: The home screen of Netwerk 24 (Author's own work)

The home screen of Netwerk 24's website as illustrated in Figure 2.7 is only available in Afrikaans and offers the option to become a subscriber at the top (Netwerk 24, 2019).

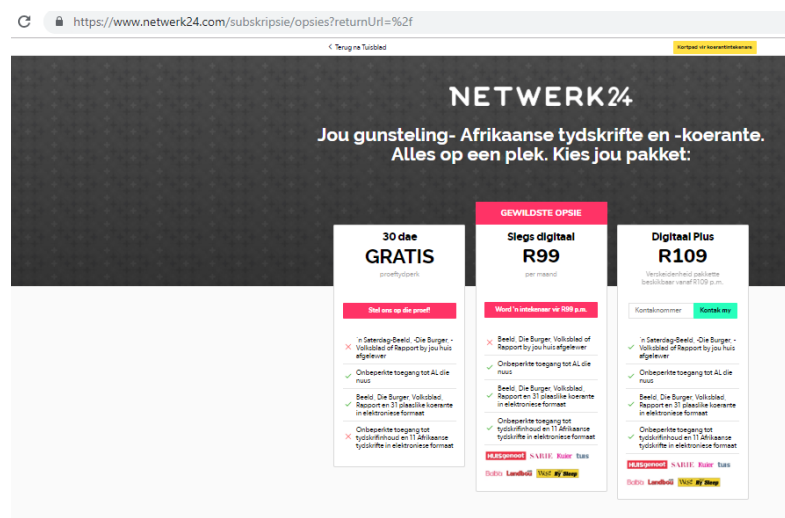


Figure 2.8: The subscription options on Netwerk 24's website (Author's own work)

Figure 2.8 illustrates the three different subscriptions available. The first option includes free access to 35 digital newspapers for a period of 30 days. The second option includes access to digital newspapers and 11 magazines for a fee of R99 per month. This option is marked as the most popular. The third option includes access to 35 digital newspaper, 11 digital magazines and the delivery of your chosen printed newspaper delivered to your house (Netwerk 24, 2019).

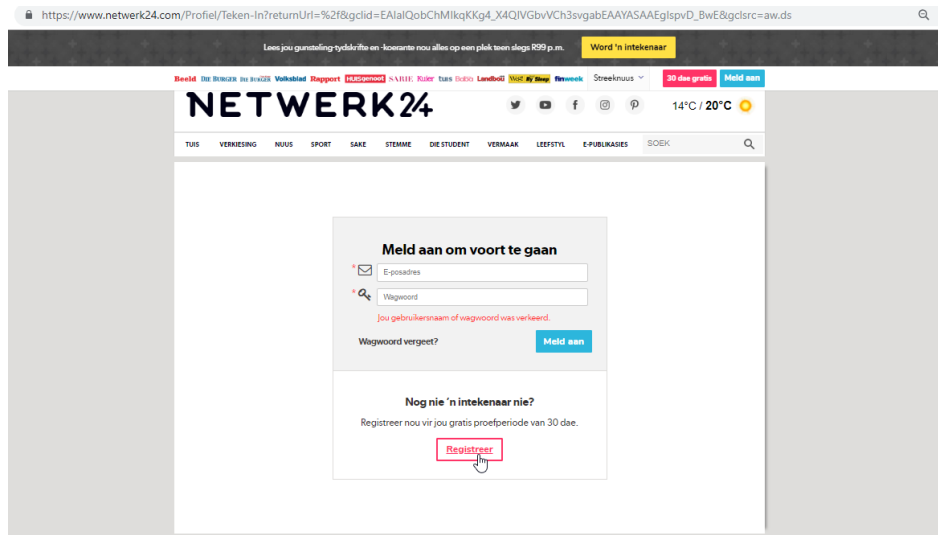


Figure 2.9: Creation of a password (Author's own work)

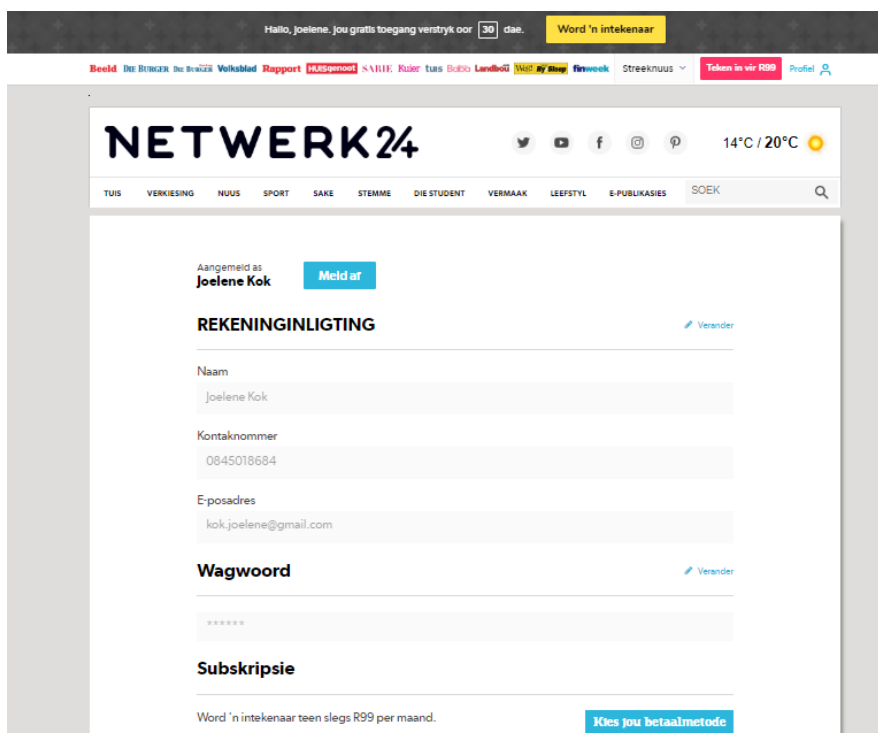


Figure 2.10: Request for personal details (Author's own work)

Figure 2.9 and 2.10 above illustrates the creation of a password and the provision of personal details of the subscriber when subscribing to the R99 bundled option.

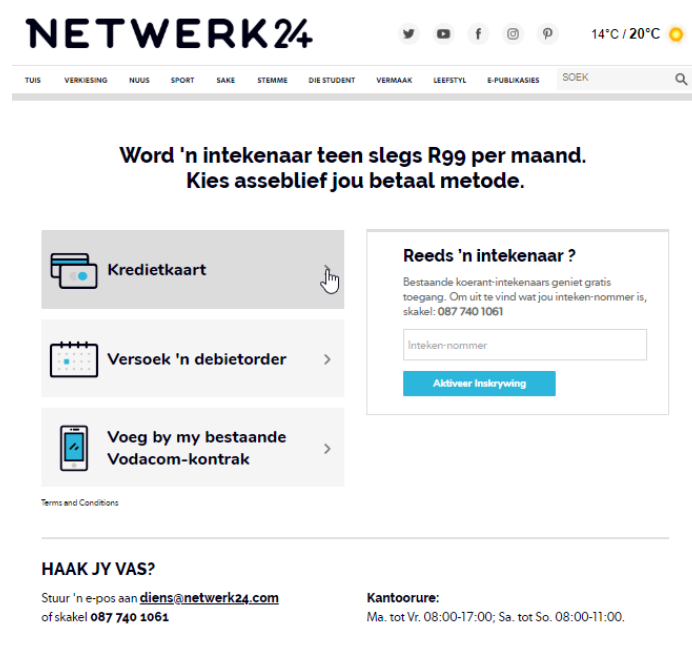


Figure 2.11: The different payment options which are available to subscribers (Author's own work)

Subscribers can either pay with a credit card, set up a debit order or add the subscription amount to his monthly Vodacom account (Netwerk 24, 2019).

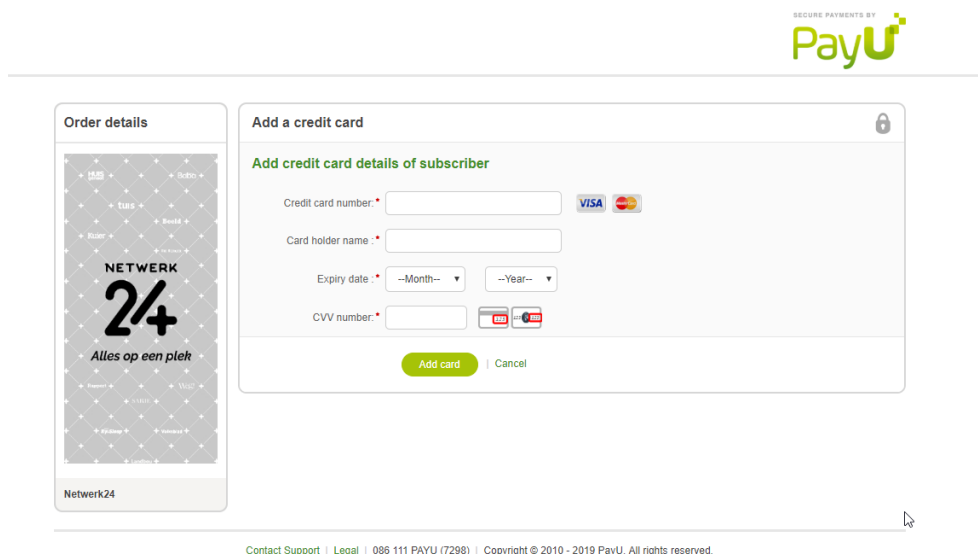


Figure 2.12: The credit card payment option (Author's own work)

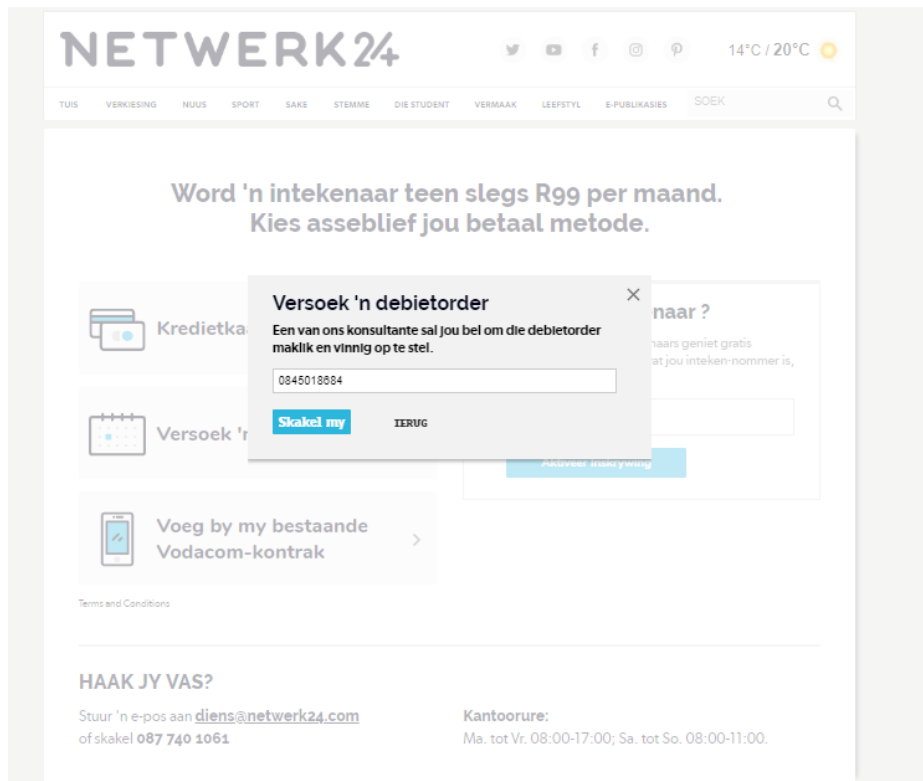


Figure 2.13: The debit order payment option (Author's own work)

In the event that the credit card payment option is chosen, the subscriber can complete the process online as per Figure 2.12. In the event that payment will be made via debit order, the subscriber must provide his cell phone number as per Figure 2.13. A representative from Network 24 will call the subscriber and complete the process telephonically.



Figure 2.14: Notification of an e-mail link (Author's own work)

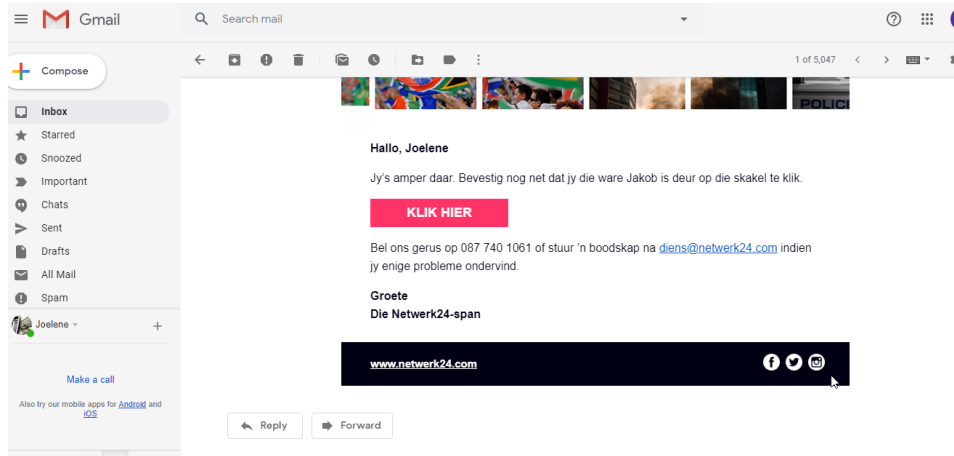


Figure 2.15: The e-mail link (Author's own work)

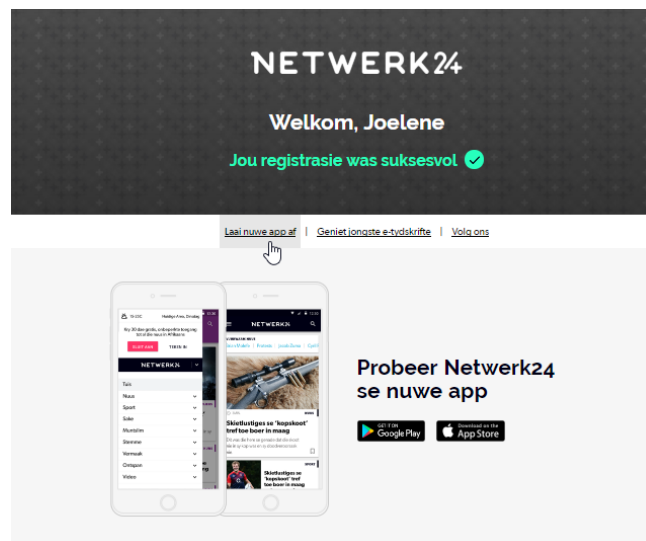


Figure 2.16: A confirmation that the subscription process is completed (Author's own work)

Figure 2.14 and 2.15 shows that an e-mail link is sent to the subscriber after the payment instruction is completed. Figure 2.16 indicates the completion of the subscription.



Figure 2.17: A digital version of Huisgenoot magazine (Author's own work)



Figure 2.18: Content of an e-magazine (Author's own work)

The Network 24 websites utilise Subreader as shown in Figure 2.17 and 2.18 to enable subscribers to read their e-magazines online in PDF form.

2.6 The mobile application

Media 24 wants to phase out the websites of individual magazines in order to redirect traffic to the Network 24 platform. Moodie (2014) explains that Media 24 wants to retain its social gains whilst creating a new end location. Media 24 wants Afrikaans audiences to know that there is only one place to go for e-magazines; Network 24. A content management program, Redactor, is used to redirect users from the websites of individual magazines to the Network24 website (Moodie, 2014). In order to make e-magazines available to mobile phone users, Network 24 has both IOS and Android

applications. The installation and login process of an Android application is explained below (Netwerk 24, 2019).

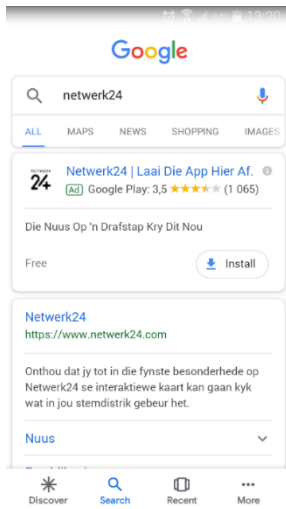


Figure 2.19: Google Home Screen (Author's own work)

Figure 2.19 above illustrates the search for the Network 24 application on the search engine, Google.

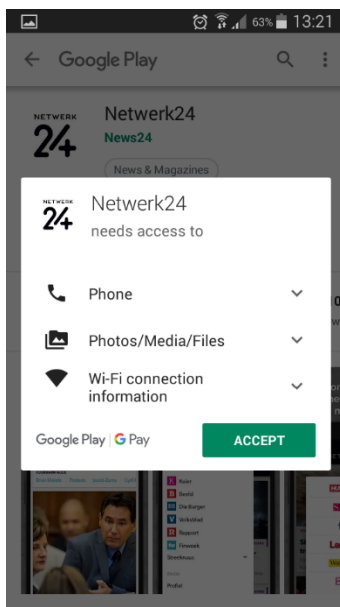


Figure 2.20: Network 24 application on Google Play Store (Author's own work)

After finding the Network 24 application on the search engine, the consumer needs to agree to the terms and conditions of the application, as illustrated with Figure 2.20.

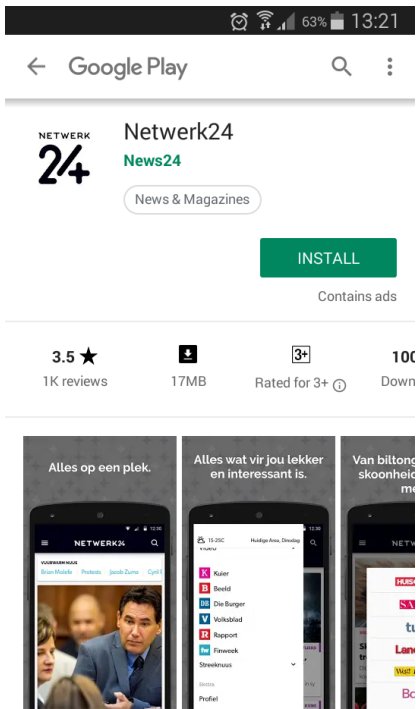


Figure 2.21: The option to install the Network 24 application (Author's own work)

Figure 2.21 above illustrates the option to start the installation process of the Network 24 application.

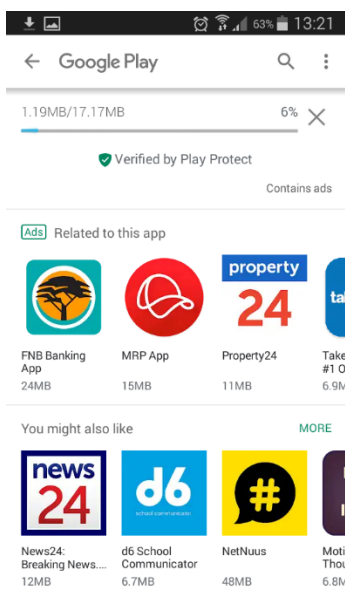


Figure 2.22: Installing the Network 24 application – Part 1 (Author's own work)

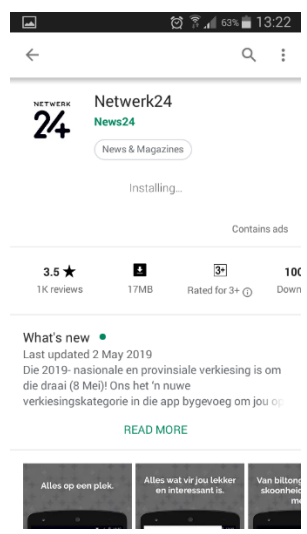


Figure 2.23: Installing the Network 24 application – Part 2 (Author's own work)

In Figure 2.22 and 2.23 the application is installed on the mobile phone.

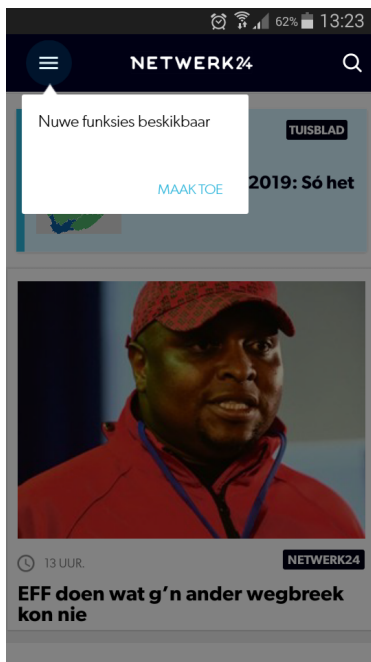


Figure 2.24: The home screen of the application (Author's own work)

After the installation is completed, the homepage of the Network 24 application as illustrated in Figure 2.24, appears.

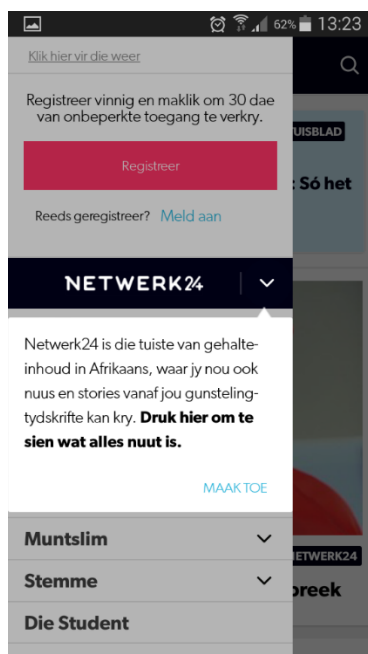


Figure 2.25: Registration/login page (Author's own work)

When clicking on the options button in the top left corner as illustrated in Figure 2.24, Figure 2.25 appears. In Figure 2.25, the application offers the consumer the option to register or login.

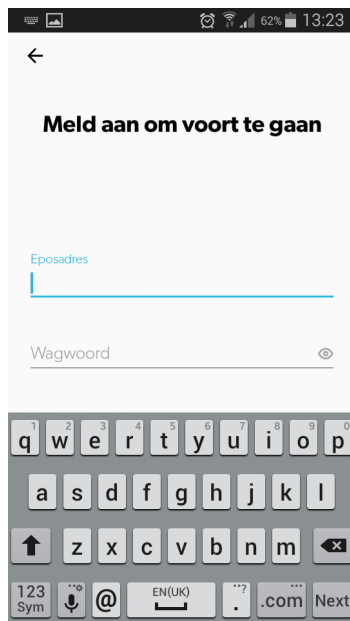


Figure 2.26: Login requirements (Author's own work)

In Figure 2.26, the application requires the e-mail address and Network 24 login details (as per the online subscription) of the consumer.

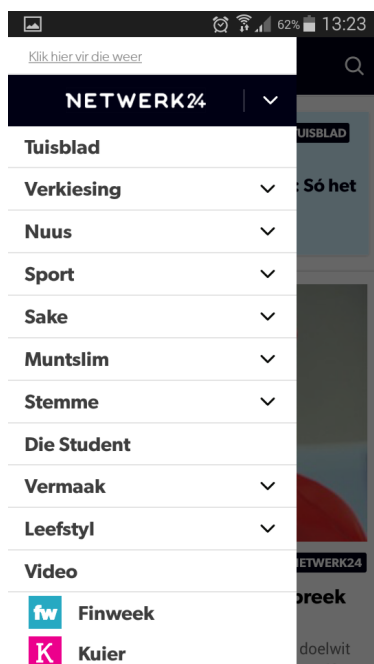


Figure 2.27: The drop-down menu – Part 1 (Author's own work)

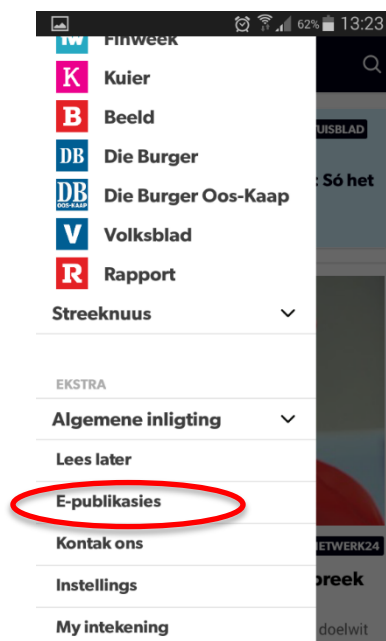
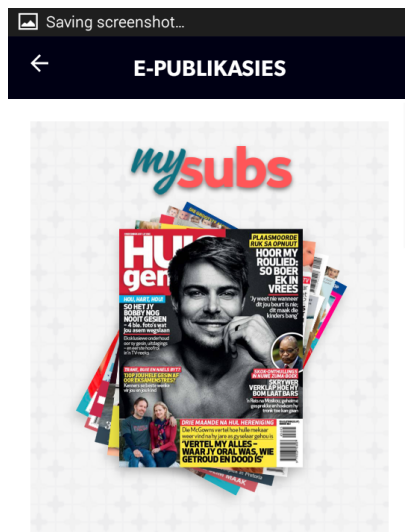


Figure 2.28: The drop-down menu - Part 2 (Author's own work)

Figure 2.27 and 2.28 show the drop-down menu with the options available to the consumer.



As 'n Netwerk24-intekenaar kry jy toegang tot MySubs - die plek waar jy jou tydskrifte en e-koerante in dieselfde formaat as wat jy dit op papier kry, ook

Figure 2.29: E-publication's redirection to Mysubs (Author's own work)

When choosing the e-publications option in Figure 2.28, Figure 2.29 appears that informs the consumer that he needs the MySubs application in order to read e-magazines on his mobile phone. Access to Mysubs is free to all Netwerk 24 subscribers.

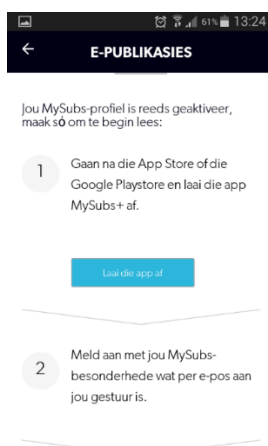


Figure 2.30: Option to download the Mysubs application (Author's own work)

In Figure 2.30 the consumer is given the option to download the Mysubs application.

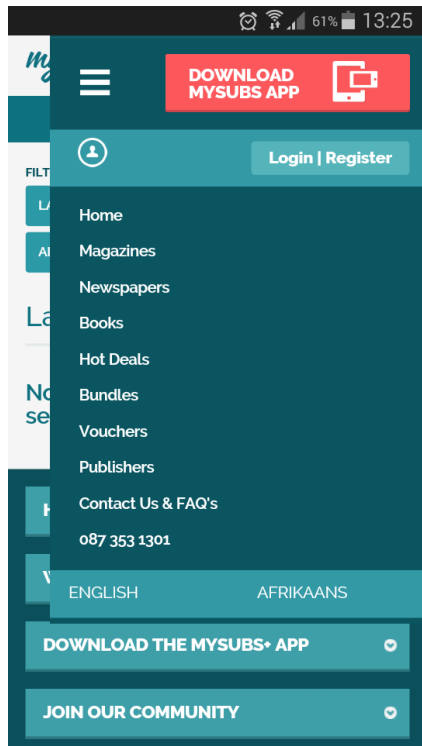


Figure 2.31:
Registration/Login options
(Author's own work)

Upon downloading the Mysubs application, the consumer needs to register as a user of the application. This registration is separate from the subscription on the Network 24 application, although free access to the Mysubs application is given to all Network 24 subscribers.

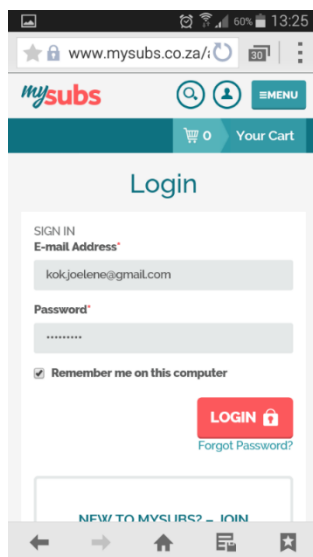


Figure 2.32: Login details
requested (Author's own work)

In Figure 2.32 an e-mail address and the password used to register on Network24, are required. Once the two applications, Network24 and Mysubs, are downloaded, both icons appear on the home screen of the mobile phone as shown in Figure 2.33 below.

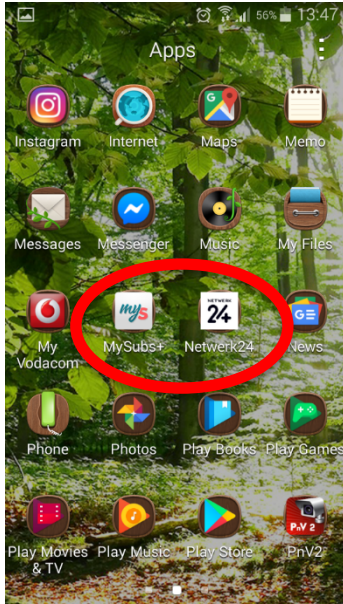


Figure 2.33: Mysubs and Network 24 icons (Author's own work)

In order to start downloading and reading e-magazines, the consumer needs to open the Mysubs application as shown in Figure 2.33 above and provide his login details as shown in Figure 2.34 and 2.35 below.

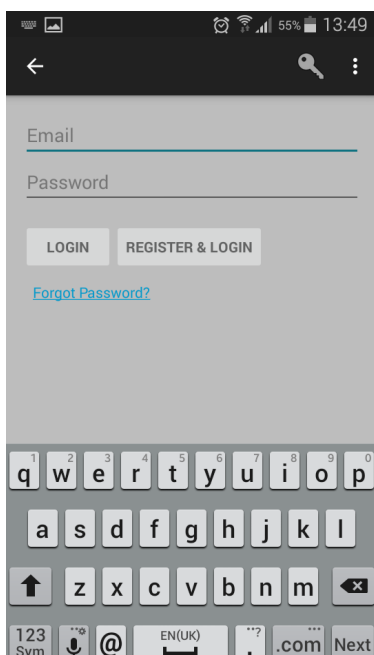


Figure 2.34: Request for login details on the Mysubs application – Part 1 (Author's own work)

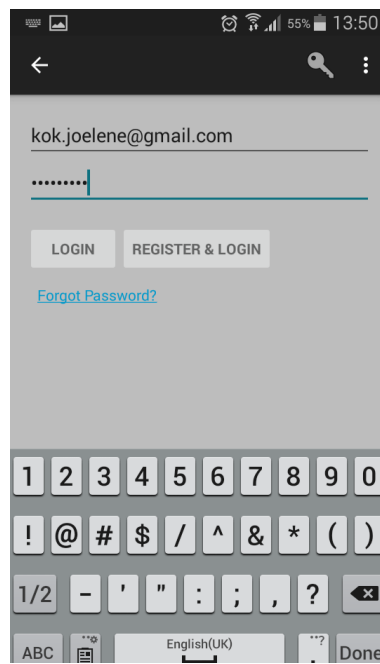


Figure 2.35: Request for login details on the Mysubs application - Part 2 (Author's own work)

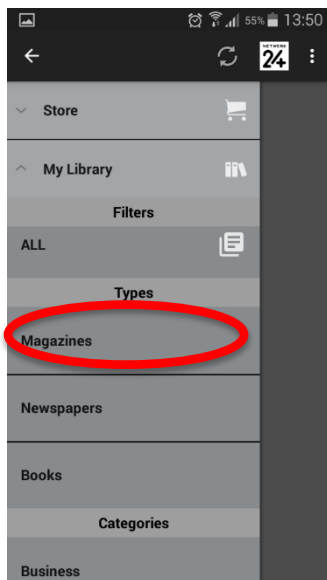


Figure 2.36: The drop-down menu on the Mysubs application (Author's own work)

The drop-down menu on the Mysubs application as shown in Figure 2.36 above, appears. The Mysubs application is available in English and the magazines which are subscribed to on Netwerk 24 are in Afrikaans (Netwerk24, 2019); there is thus no consistency in terms of language.



Figure 2.37: The available magazines (Author's own work)

Upon choosing the magazines option on the drop-down menu in Figure 2.36, Figure 2.37 opens which shows all the available magazines.

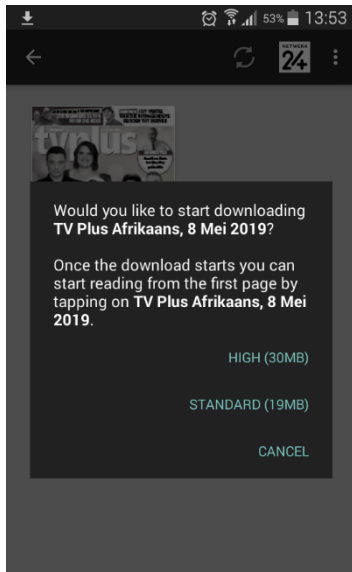


Figure 2.38: The download options (Author's own work)

Magazines can be downloaded in high resolution (30MB) or in standard resolution (19MB) as shown in Figure 2.38. Phone factor (2019) defines the resolution on a mobile phone as “an indication of pixels on display or in a camera sensor”. It refers to the detail and clarity of the contents of the e-magazine (Phone factor, 2019).

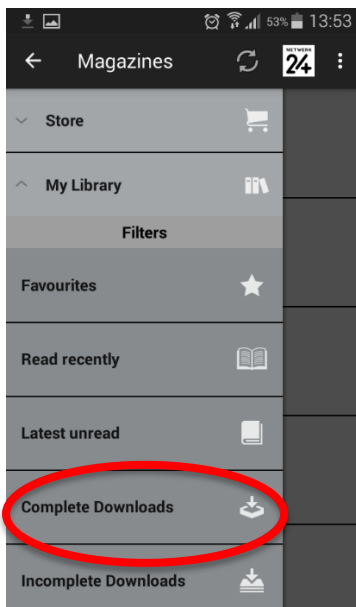


Figure 2.39: Completed downloads (Author's own work)

Completed downloads will appear in the consumer's Mysubs library as shown in Figure 2.39.



Figure 2.40: The downloaded editions (Author's own work)

The downloaded e-magazines are available in PDF version as shown in Figure 2.40.



Figure 2.41: The PDF version of Sarie magazine (Author's own work)

Figure 2.41 shows a page from a downloaded Sarie magazine.

It took an e-magazine reader, who already subscribed to Network24 online using a personal computer; 44 minutes (Figure 2.19 time: 13:20; Figure 2.41 time: 14:04) to

download the two required applications and to start reading an e-magazine on his mobile phone.

2.7 Conclusion

This chapter discussed the effect of the Internet on the publishing industry, printed magazines and the different formats of e-magazines. It also explained the e-magazine subscription process and the usage of the mobile application. In the next chapter, Chapter 3, the conceptual model will be discussed.

CHAPTER 3: MODEL DEVELOPMENT

3.1 Introduction

Chapter 2 provided an overview of the effect of the Internet on the publishing industry; it discussed printed magazines as well as the different formats of e-magazines; it showed the steps in the Netwerk 24 subscription process; and demonstrated the process of downloading and using the mobile application on an android mobile phone.

During the 2000s, magazine publishers attempted to capitalise on the benefits of the Internet by producing digital magazines called e-magazines (Bizzcommunity, 2013a). Apart from competing with printed magazines; e-magazines increasingly experience threats from the proliferation of free information on the Internet (Shareef *et al.*, 2009). Despite the availability and suitable conditions for the adoption of e-magazines; South African consumers demonstrate resistance behaviour towards the adoption of magazines in digital format (Canon, 2018; Engesser & Sawatzki, 2016). The factors that influence the resistance behaviour will be identified in order to shed light on the under-researched area in literature; resistance towards the adoption of e-magazines. The high failure rate of innovative products due to consumer resistance; provides relevance to this study (Engesser & Sawatzki, 2016).

This chapter will provide a theoretical framework to realise the primary objective of the study that is based on the status quo bias theory proposed by Samuelson and Zeckhauser (1988) and adapted by Kim and Kankanhalli (2009). It will also discuss the Innovation Resistance theory as developed by Ram and Sheth (1989). The conceptual model will be introduced and each construct and relationship in the model will be explained in line with the theoretical framework leading to the development of a hypothesis for each relationship. Thereafter, the chapter will be concluded.

3.2 Theoretical framework

The status quo bias theory

Yahyazadehfar (2016:4358) points out that status quo bias occurs when an individual chooses a “sub-optimal alternative” just because he has chosen it before. Status quo bias behaviour occurs when a consumer needs to decide upon a product and then chooses to do nothing or to maintain his current or previous decision (Samuelson & Zeckhauser, 1988). Samuelson and Zeckhauser (1988) found in a series of experiments that were constructed to test for status quo effects in decision-making; that the decision-makers sometimes experience a status quo bias. They found that the relative bias for the status quo is stronger when more alternatives are provided in the choice set (Samuelson & Zeckhauser, 1988). According to Kim and Kankanhalli (2009), the status quo bias theory explains a consumer’s preference for maintaining his current situation or status. The status quo bias can be divided into three categories: rational decision-making, cognitive misperceptions and psychological commitment (Samuelson & Zeckhauser, 1988; Kim & Kankanhalli, 2009).

Rational decision-making; the first category of the status quo bias theory; occurs when a consumer calculates the net benefit of switching to a new alternative. The consumer subtracts the perceived benefit from the perceived cost. When the perceived cost exceeds the perceived benefit, it will lead to the status quo bias (Samuelson & Zeckhauser, 1988; Kim & Kankanhalli, 2009).

The second category, namely cognitive misconception, occurs when the consumer experiences loss aversion. Loss aversion refers to a consumer’s value perception when the loss is perceived as larger than gains in the decision-making process. The psychological principle of loss aversion refers to the status quo bias that occurs when the consumer perceives even small losses as a result from changing from his current situation; as bigger than they are (Samuelson & Zeckhauser, 1988; Kim & Kankanhalli, 2009). Schmidt and Zank (2005:4) agree that loss aversion is a behavioural concept of “gain/loss comparisons” where the losses exceed the gains to such an extent that preference is often given to the status quo. Kahneman *et al.* (1991:200) point out that

evidence from their study indicated that buyers do not value the money that they spent on normal purchases as a loss; given that the price of the product is not unusually high. Kahneman *et al.* (1991:200) further indicate that loss aversion is primarily experienced by owners of products that were bought for usage; rather than for eventual reselling purposes. When the disadvantages of leaving the status quo loom larger than the advantages, the consumer experience status quo bias as an implication of loss aversion (Kahneman *et al.*, 1991:197-198).

Samuelson and Zeckhauser (1988:36) explain an important difference between status quo bias and loss aversion. Status quo bias that attributes to loss aversion depends directly on the consumers' perceived gains and losses; while loss aversion as a single phenomenon refers to the large positive difference between the consumers' selling price ("the least compensation necessary to induce them to give up an item"), the buying price ("the highest price willingly paid to obtain the item") and the reluctance to trade or sell the item (Samuelson & Zeckhauser, 1988:36).

The third category of the status quo bias theory is psychological commitment, which may be influenced, amongst others, by sunk cost or regret avoidance (Samuelson & Zeckhauser, 1988:36-41). An individual's social norm; such as the opinion of a colleague as well as his effort to feel in control by not switching to an unfamiliar product; may also strengthen or weaken a consumer's status quo bias (Kim & Kankanhalli, 2009).

When a consumer experiences sunk cost; which refers to previous commitments; s/he is resistant to adopt a new product (Kim & Kankanhalli, 2009). Business Dictionary (2019) defines sunk cost as "money already spent and permanently lost". Arkes and Blumer (1985:124) explain that the sunk cost effect occurs and is manifested in a consumer's tendency to continue an endeavour once an investment of time, money or effort has been made. Psychological commitment due to sunk cost is a behaviour that is based on the consumer's desire not to appear wasteful (Arkes & Blumer, 1985:124).

Samuelson and Zeckhauser (1988:37) point out that in a sequel decision-making process, a consumer may be motivated to continue making status quo choices; because he is reluctant to "cut his losses" or has the "desire to justify previous

commitments". In the event that a consumer subscribed to a series of events or products, s/he might feel obligated to attend or utilise all the events or products (Samuelson & Zeckhauser, 1988 citing Thaler, 1980). The consumer would not have felt the obligation if the tickets or products had been given to him for free (Samuelson & Zeckhauser, 1988 citing Thaler, 1980). Psychologists and economists illustrate that psychological commitment due to sunk cost or benefits might influence the individual consumer's decision-making - which is in contrast to choices made by the rational man (Samuelson & Zeckhauser, 1988:37).

Regret avoidance is another factor that contributes to psychological commitment under the status quo bias theory (Samuelson & Zeckhauser, 1988:38). Sometimes an individual might experience regret as a result of past decisions and find himself in an unpleasant position (Samuelson & Zeckhauser, 1988:38). Regret avoidance due to lessons learned and experiences in the past strongly influences and encourages status quo bias in the consumer decision-making process (Samuelson & Zeckhauser, 1988:38). Adherence to the status quo norms and routines happens at the expense of innovations and often lead to resistance to new technology (Samuelson & Zeckhauser, 1988:38).

Yahyazadehfar (2016:4358) further explains that individuals who experience a status quo bias that is nestled in an emotional bias do not tend to change their environment or product choice. Polites and Karahanna (2012:22) point out that status quo bias is manifested in inertia. They define inertia as "the attachment to, and persistence of, existing behavioural patterns even if there were better alternatives and incentives to change". Alos-Ferrer, Hugelschafer and Li (2016:1) focus on a very specific dimension of inertia called decision inertia. Decision inertia is "the tendency to repeat a previous choice, regardless of its outcome, in a subsequent decision" (Alos-Ferrer *et al.*, 2016:1). Alos-Ferrer *et al.* (2016:2) investigate the correlation between decision inertia and preference for consistency (PFC), which is "the desire to be and look consistent within words, beliefs, attitudes, and deeds". The study reveals a positive relationship between decision inertia and PFC; which is an indication that a consumer's tendency to repeat past choices is an integral part of his need to be consistent (Alos-Ferrer *et al.*, 2016:7). Alos-Ferrer *et al.* (2016:8) further find that the effect of decision inertia is stronger in voluntary decision-making than in compulsory or required choices.

In contrast to Alos-Ferrer *et al.* (2016:7), Jung, Stabler and Weinhardt (2018:8) find that inertia is not driven by the consumer's preference for consistency (PFC), but rather by the consumer's faith in the institution. A consumer's faith in an institution is based on his heuristic processing of the organisation and is independent of the consumer's gender (Jung *et al.*, 2018:8). Steenbergen, Hangartner and De Vries (2011:1-4) point out that the consumer's cognitive heuristic processing of an institution [or organisation], is based on party identification and general ideology whereby the consumer makes one clear choice. Chaiken developed a heuristic-systematic model that explains the consumer's adaptive decision-making that best fits his current goals. Heuristic decision-making does not require a lot of effort from the consumer. The consumer applies a "set of judgement rules in the form of standing decisions that operate independently and in isolation from the information environment" (Steenbergen *et al.*, 2011:4). In contrast to heuristic decision-making, systematic decision-making consumers carefully make decisions by evaluating all available options through absorbing information available to them (Steenbergen *et al.*, 2011:4). Jung *et al.* (2018:8) find that consumers who experience inertia mostly apply heuristic decision-making.

Nayebzadeh *et al.* (2013:801) describe inertia as a condition that reflects a non-conscious process and results in repurchasing behaviour due to situational cues. Inertia is characterized by a habitual attachment whereby inert consumers avoid making new purchasing decisions, price comparisons or learning new practises and service routines. The consumer tries to reduce mental and physical work through his habitual behaviour that is manifested in inertia (Nayebzadeh *et al.*, 2013:803). Nayebzadeh *et al.* (2013:803) found that the positive relationship between inertia and customer loyalty may be due to the consumer's absence of goal-directed behaviour and the consequent repeated purchases of the same brand or product. Nayebzadeh *et al.* (2013:803) further discover that the consumer's zone of tolerance (ZOT) predicts his level of inertia. The consumer's zone of tolerance (ZOT) refers to the consumer's level of service or quality that he is willing to accept (adapted from Nayebzadeh *et al.*, 2013:803). When the current level of service or quality is above the consumer's desired level; he might favour his status quo and be loyal to his current brand (adapted from Nayebzadeh *et al.*, 2013:803). The main findings of the study indicate that inertia

is positively correlated to brand loyalty and may be influenced by the consumer's zone of tolerance (Nayebzadeh *et al.*, 2013:801).

The innovation resistance theory

Even though innovations may be considered as necessary and desirable; consumers may resist the adoption thereof (Cornescu & Adam, 2013; Ram & Sheth, 1989:5). Ram and Sheth (1989:5) developed the innovation resistance theory that identify and explain the barriers that lead to consumer resistance towards innovative products. The barriers that paralyse the consumer's decision to adopt an innovation can be classified as functional barriers and psychological barriers (Ram & Sheth, 1989:7). Functional barriers occur due a change in the consumer's perceived risks associated with the product, product usage patterns and product image (Ram & Sheth, 1989:7). Jongbum and Jeonghuns (2017) point out that functional barriers arise when the adoption of an innovation requires significant change from the consumer. The psychological barriers occur as a result of the consumer's perceived product image as well as the consumer's traditions and norms (Ram & Sheth, 1989:7). These barriers arise because of conflict with the consumer's prior beliefs (Jongbum & Jeonghuns, 2017; Mani & Chouk, 2018).

The functional barriers that will influence the consumer's attitude towards the adoption of an e-magazine, include: the usage barrier (drastic change in the consumer's behaviour is required); the value barrier (there are no incentives for a consumer to adopt a new technology) and the risk barrier (uncertainty and potential side-effects of the new product as perceived by the consumer) (Ram & Sheth, 1989). Psychological barriers that will influence consumer behaviour include: the traditional barrier (cultural change is required by the innovation) and the image barrier (image of the product formed by the consumer as a result of associations) (Ram & Sheth, 1989). Both functional and psychological barriers will influence the consumer's attitude; which is the key determinant of product resistance or adoption (Claudy *et al.*, 2014).

Lian, Liu and Liu (2011) point out that there is a gap in the market between the number of internet users and the number of electronic commerce (EC) users. Lian *et al.* (2011:188) study the application of Ram and Sheth's innovation resistance theory in the online shopping environment in order to determine why consumers resist the

adoption of new technology. They found that the value and image barrier had the most significant effects of consumers' resistance to online shopping specifically for e-books (Lian *et al.*, 2011:192). The influence of the value barrier on a functional level, indicated that the participants in the study did not perceive online books to be of the same value as printed books (Lian *et al.*, 2011:192). The image barrier on a psychological level, demonstrated that the participants had negative online experiences in the past and their impression of e-books and their motivation to purchase e-books; were low (Lian *et al.*, 2011:192). Borraz-Mora, Bordonba-Juste and Polo-Redonda (2017) point out that significant gender differences occur in innovation resistance with regards to the usage barrier (which is higher for women) and the value barrier (which is higher for men). They also find that the value barrier has a greater effect on internet services than on mobile services (Borraz-Mora *et al.*, 2017). Kleijnen *et al.* (2009:344) point out that the main underlying principles of Ram and Sheth's innovation resistance theory are based on two main antecedents: "degree of change required" and conflicts with the consumer's prior belief structure".

Inertia which forms the basis of the status quo bias theory as developed by Samuelson and Zeckhauser (1988); will be used in conjunction with the barriers to resistance that forms the basis of innovation resistance theory as developed by Ram and Sheth (1989); to elaborate on the conceptual model that was developed in Chapter 1. Hypotheses will be developed based on the conceptual model in order to identify factors that lead to the resistance of the adoption of e-magazines. The relevance of this study is based on the necessity of innovations such as e-magazines for the long-term survival of organisations (Hosseini, Delaviz, Derakhshide & Delaviz, 2016).

3.3 Model development

The conceptual model as illustrated in Figure 3.1 was introduced in Chapter 1 to explain the formation of consumer resistance towards the adoption of e-magazines on mobile phones. Inertia; the persistence of existing form, function or status quo; leads to functional and psychological barriers that arise. The functional barriers (which include the usage barrier, value barrier and risk barrier) as well as the psychological barriers (which include the tradition barrier and image barrier), influence the consumer's attitude towards the adoption of e-magazines on mobile phones. Inertia

also directly influence a consumer's attitude towards an e-magazine. Negative attitude formation might lead to resistance behaviour in the forms of either postponement, opposition or rejection.

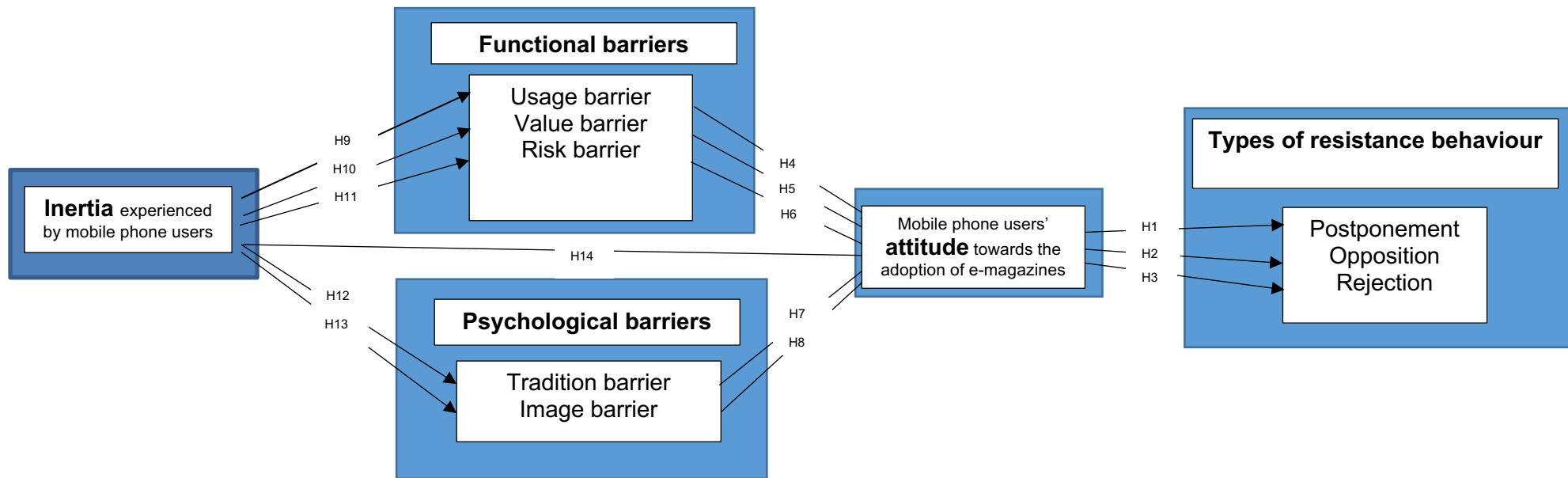


Figure 3.1: The conceptual model

3.3.1 The influence of mobile phone users' attitude on mobile phone users' resistance behaviour in the adoption of e-magazines

Resistance behaviour can be defined as consumers' "negative reaction toward innovation because of its potential changes made to a satisfactory status quo or because it is in conflict with their belief structure" (Ram & Sheth, 1989:6). According to Cornescu and Adam (2013:457), resistance to innovation refers to "how consumers react to new or improved products that come onto the market". Resistance is not a single behaviour and can be further grouped into sub-categories (Chen *et al.*, 2018).

Chen *et al.* (2018) classify the three types of resistance behaviour as: postponement, opposition and rejection. Chen *et al.* (2018) point out that a negative attitude towards a product may lead to postponement. Postponement occurs when the consumer delays the final decision about product adoption by not adopting it at the present time. Only once the consumer gained satisfactory information about the product, will he make his final decision to either adopt or reject the product (Chen *et al.*, 2018; Cornescu & Adam, 2013). Opposition refers to a form of temporary resistance whereby the consumer rejects the product for the moment but is still willing to learn more about it at a later stage (Cornescu & Adam, 2013). When the consumer makes a final decision not to adopt a product, rejection as a form of resistance behaviour, occurs (Kim & Kankanhalli, 2009; Cornescu & Adam, 2013).

As defined in Chapter 1; attitude is "a psychological tendency that is expressed by evaluating a particular entity with some degree of favour or disfavour" (McCoach *et al.*, 2013). Claudy *et al.* (2014) point out that a consumer's attitude towards a product will determine whether he adopts or resist the product. Claudy *et al.* (2014) further indicate that a negative attitude towards a product will lead to resistance. The following hypotheses will be empirically tested to determine the influence of attitude towards electronic magazines on each of the three different types of resistance behaviour:

H_{A1}: Mobile phone users' attitude towards adopting e-magazines influences mobile phone users' adoption postponement of e-magazines negatively

H₀₁: Mobile phone users' attitude towards e-magazines does not influence mobile phone users' adoption postponement of e-magazines

H_{A2}: Mobile phone users' attitude towards e-magazines influences mobile phone users' adoption opposition of e-magazines negatively

H₀₂: Mobile phone users' attitude towards e-magazines does not influence mobile phone users' adoption opposition of e-magazines

H_{A3}: Mobile phone users' attitude towards e-magazines influences mobile phone users' adoption rejection of e-magazines negatively

H₀₃: Mobile phone users' attitude towards e-magazines does not influence mobile phone users' adoption rejection of e-magazines.

3.3.2 Influence of barriers on mobile phone users' attitude towards e-magazines

Mani and Chouk (2018) point out that in a context where consumers have increasingly more power; it is very important for marketers and managers to understand the barriers that lead to consumer resistance to innovations. The barriers that consumers face, paralyze their desires to adopt an innovation such as an e-magazine. These product-specific adoption barriers would lead to a negative attitude formation towards an innovation (Claudy *et al.*, 2014; Ram & Sheth, 1989).

Barriers leading to innovation resistance can be classified into two main categories, they are the following. Functional barriers (usage barrier, value barrier and risk barrier) arise when a consumer perceives changes associated with the adoption of the innovation as very significant (Ram & Sheth, 1989). Psychological barriers arise from the consumer's traditions, norms, perceived product image and conflicts with prior beliefs (Ram & Sheth, 1989). Psychological barriers include tradition and image barriers (Ram & Sheth, 1989). Hypotheses for each barrier will be tested separately.

3.3.2.1 Influence of the usage barrier on mobile phone users' attitude towards e-magazines

According to Mani and Chouk (2018:785) the usage barrier; which is the main driver of consumer resistance; occurs due to the consumer's perceived complexity. Scott, Plotnikoff, Karunamuni, Bize and Rogers (2008:2) citing Rogers (1995:242) define complexity as "the degree to which an innovation is perceived as relatively difficult to understand and use." When a new product requires a change in the consumer's

behaviour because it is not compatible with existing practices, habits or workflows; the consumer is inclined to negative attitude formation towards the product (Claudy *et al.*, 2014; Ram & Sheth, 1989). Therefore, the following hypotheses will be empirically tested:

H_A4: The usage barrier influences mobile phone users' attitude towards e-magazines negatively

H₀4: The usage barrier does not influence mobile phone users' attitude towards e-magazines.

3.3.2.2 Influence of the value barrier on mobile phone users' attitude towards e-magazines

Mani and Chouk (2018:785) point out that the value barrier occurs as a result of the consumer's perception of the product's price. When a consumer does not perceive the performance-to-price value of an innovation to be significant compared to substitute products; the value barrier will arise which leads to a negative attitude towards the product (adapted from Ram & Sheth, 1989). During the introductory phase of an innovation, the value barrier will affect the consumer's attitude as such that s/he prefers to wait for maturity in order to re-evaluate the product performance (Daniela, 2016). Therefore, the following hypotheses will be empirically tested:

H_A5: The value barrier influences mobile phone users' attitude towards e-magazines negatively

H₀5: The value barrier does not influence mobile phone users' attitude towards e-magazines.

3.3.2.3 Influence of the risk barrier on mobile phone users' attitude towards e-magazines

Mani and Chouk (2018) point out that consumers sometimes have a perceived security risk of Internet usage; especially for products such as the paid consumer e-magazine. The consumer might be concerned about the privacy of his personal details that are required as part of the online subscription and payment processes of e-magazines (adapted from Mani & Chouk, 2018).

Kleijnen *et al.* (2009) differentiate between physical, economic, functional and social risks. Physical risk refers to the consumer's concern that the innovative product might be harmful, cause injury or be unhealthy (Kleijnen *et al.*, 2009). Mani and Chouk (2018) point out that consumers might perceive the dependence on technology, and the continuous use thereof as unhealthy. Economic risk refers to the consumer's perception that the adoption of the product will lead to a waste of financial resources (Kleijnen *et al.*, 2009). Functional risk refers to the consumer's perceived uncertainty about the functioning of the product and whether it will perform as advertised (Kleijnen *et al.*, 2009; Mani & Chouk, 2018; Ram & Sheth, 1989). Social risk refers to the consumer's concern that the adoption of the innovation will not be accepted in his social circle or relevant others (Kleijnen *et al.*, 2009). Kleijnen *et al.* (2009:347) state the consumer's overall perceived risk associated with the adoption of a product, especially in terms of product performance, often leads to innovation resistance. Daniela (2016) explains that the perceived risk barrier has a negative influence on a consumer's attitude towards an e-magazine when he does not fully understand the features of the product. A consumer might perceive an innovation to propose risks and possible side-effects; hence, they will have a negative attitude towards the product (Ram & Sheth, 1989). Therefore, the following hypotheses will be empirically tested:

H_{A6}: The risk barrier influences mobile phone users' attitude towards e-magazines negatively

H₀₆: The risk barrier does not influence mobile phone users' attitude towards e-magazines.

3.3.2.4 Influence of the tradition barrier on mobile phone users' attitude towards e-magazines

Mani and Chouk (2018) state that the tradition barrier represents the consumer's need for human interaction. The tradition barrier occurs when the adoption of an innovation is not in agreement with his existing beliefs, values, norms and past experiences (Ram & Sheth, 1989). Jongbum and Jeonghuns (2017) point out that the tradition barrier mostly arises when the users/consumers of new technology "feel uncomfortable

adopting socially unacceptable technology” and consequently demonstrate resistance behaviour towards the innovation.

Bizzcommunity (2013b) points out that South African consumers are traditionalists by nature and prefer face-to-face contact above self-service channels. Although the e-magazine subscription process on Netwerk 24 provides the consumer with the contact details of sales agents; the subscription process is mainly based on self-service (Netwerk 24, 2019). When a tradition barrier occurs due to the consumer’s cultural change that is required by the adoption of the product; the consumer’s attitude towards the product is influenced negatively (Claudy *et al.*, 2014; Ram & Sheth, 1989). Therefore, the following hypotheses will be empirically tested:

H_{A7}: The tradition barrier influences mobile phone users’ attitude towards e-magazines negatively

H₀₇: The tradition barrier does not influence mobile phone users’ attitude towards e-magazines.

3.3.2.5 Influence of the image barrier on mobile phone users’ attitude towards e-magazines

The image barrier occurs when a consumer identifies an incongruence between his perceived self-image and his perceived product image (Mani & Chouk, 2018). The image barrier that relates to unfavourable associations of a product’s manufacturing country, class or industry leads to a negative attitude towards the product (Mani & Chouk, 2018; Ram & Sheth, 1989). Stereotyped thinking associated with the image barrier leads to a negative attitude towards the product that is difficult for marketers and publishers to change (Ram & Sheth, 1989). Therefore, the following hypotheses will be empirically tested:

H_{A8}: The image barrier influences mobile phone users’ attitude towards e-magazines negatively

H₀₈: The image barrier does not influence mobile phone users’ attitude towards e-magazines.

3.3.3 Influence of mobile phone users' inertia on functional and psychological barriers

According to Polites and Karahanna (2012:21) consumers are “shackled to the status quo” to such an extent that their inertia leads to decreased perceptions of the relative advantage and ease of use of an innovation such as an e-magazine. As a result of inertia, functional and psychological barriers arise; which ultimately lead to innovation resistance (Mani & Chouk, 2018; Polites & Karahanna, 2012; Ram & Sheth, 1989). The influence of inertia on each barrier; as constructs of the conceptual model; will be empirically tested through the formation of separate hypotheses.

3.3.3.1 Influence of mobile phone users' inertia on the usage barrier in the adoption of e-magazines

When a consumer is in a state of inertia; he will not be willing to make drastic changes in his behaviour; which is needed for the adoption of an innovation; and the usage barrier will arise (Engesser & Sawatzki, 2016). When it is required of a consumer to learn how to use a new product; he might favour his status quo and resist the product (Daniela, 2016). Mani and Chouk (2018) point out that innovations that require technical skills (such as computer literacy) may be perceived by consumers as complex.

Telci, Maden and Kantur (2011:379) explain that cognitions are “elements of knowledge that people have about their behaviour, attitudes and environment.” The cognitive dissonance theory explains that consumers often want to control how others view them by changing their attitudes (Telci *et al.*, 2011:379). The theory further explains that “people try to create positive impressions on others or at least avoid a negative impression by developing attitudes that are consistent with their behaviour” (Telci *et al.*, 2011:379). A usage barrier that will require a consumer to learn a new way of doing things will be influenced by inertia that is based on the consumer's desire to avoid negative impressions on other people (Daniela, 2016; Telci *et al.*, 2011). The usage barrier will thus arise as a result of the consumer's inertia (Mani & Chouk, 2018; Ram & Sheth, 1989). Therefore, the following hypotheses will be empirically tested:

H_{A9}: Mobile phone users' inertia influences the usage barrier in the adoption of e-magazines positively

H₀₉: Mobile phone users' inertia does not influence the usage barrier in the adoption of e-magazines.

3.3.3.2 Influence of mobile phone users' inertia on the value barrier in the adoption of e-magazines

The value barrier will arise when a consumer does not perceive an incentive to adopt an innovation (Daniela, 2016; Ram & Sheth, 1989). The consumer perceives the value of his current state to exceed the cost of his current state; but does not perceive the innovation to have the same effect (Daniela, 2016). Jongbum and Jeonghuns (2017) point out that a consumer does not see a reason to adopt a new technology if he does not perceive the new technology to provide him with more value than what he experiences in his current state.

In the state of inertia, the consumer perceives the relative advantage of the innovation to be absent (Mani & Chouk, 2018). Scott *et al.* (2008:2) citing Rogers (1995: 212) define relative advantage as "the degree to which an innovation is perceived as being better than the idea it supersedes." Inertia causes the consumer to see no incentive to adopt the innovation (Ram & Sheth, 1989); thus the value barrier arises. Therefore, the following hypotheses will be empirically tested:

H_{A10}: Mobile phone users' inertia influences the value barrier in the adoption of e-magazines positively

H₀₁₀: Mobile phone users' inertia does not influence the value barrier in the adoption of e-magazines.

3.3.3.3 Influence of mobile phone users' inertia on the risk barrier in the adoption of e-magazines

Jongbum and Jeonghuns (2017) point out that the risk barrier occurs as a result of a consumer's concern or uncertainty about a product's possible side effects. When a consumer perceives a new technology to propose any possibility of physical risk

(harm); economic risk (high cost); functional risk (non-sufficient performance); or social risk (social unacceptance); it may lead to resistance towards the adoption of the technology and a preference for the status quo (Jongbum & Jeonghuns, 2017). Mani and Chouk (2018) add that online purchases also propose a possible security risk due to the private information that is shared during online subscription and payment processes.

Daniela (2016) explains that a consumer's inertia, which is manifested in his status quo bias, causes the consumer to perceive the risk barrier as inflated. Inertia is an antecedent of the risk barrier that is experienced early in the consumer's decision-making process (Daniela, 2016). Therefore, the following hypotheses will be empirically tested:

H_{A11}: Mobile phone users' inertia influences the risk barrier in the adoption of e-magazines positively

H₀₁₁: Mobile phone users' inertia does not influence the risk barrier in the adoption of e-magazines.

3.3.3.4 Influence of mobile phone users' inertia on the tradition barrier in the adoption of e-magazines

Mani and Chouk (2018:785) refer to the tradition barrier as a technological vulnerability barrier, because the consumer's need for human interaction may go hand-in-hand with the need to avoid machines and technology. Vulnerability refers to the consumer's dependence, helplessness and loss of control (Mani & Chouk, 2018:786). A consumer's desire for personal contact that is nestled in inertia; will cause resistance to self-service options that require the use of technology (Mani & Chouk, 2018:786). Heidenreich and Spieth (2013) point out that a consumer who act from a state of inertia, find it difficult to break routines and often experiences cognitive difficulty when faced with new technology. The consumer's status quo bias often leads to satisfaction with his current products and services (Heidenreich & Spieth: 2013). When a consumer has to deviate from his existing traditions which form part of his cultural status quo; a tradition barrier arises (Ram & Sheth, 1989). Inertia can thus be seen as

an antecedent of the tradition barrier (Ram & Sheth, 1989). Therefore, the following hypotheses will be empirically tested:

H_A12: Mobile phone users' inertia influences the tradition barrier in the adoption of e-magazines positively

H₀12: Mobile phone users' inertia does not influence the tradition barrier in the adoption of e-magazines.

3.3.3.5 Influence of mobile phone users' inertia on the image barrier in the adoption of e-magazines

Self-image congruence occurs when the consumer does not perceive the image of the product to be compatible with his own image; hence, he does not perceive the adoption of the product to positively contribute to his own image (Mani & Chouk, 2018:792). Inertia due to the desire to stay in the current situation by not associating with products with a negative association; leads to the creation of the image barrier (Ram & Sheth, 1989). Inertia is thus seen as an antecedent of the image barrier (Ram & Sheth: 1989). Therefore, the following hypotheses will be empirically tested:

H_A13: Mobile phone users' inertia influences the image barrier in the adoption of e-magazines positively

H₀13: Mobile phone users' inertia does not influence the image barrier in the adoption of e-magazines.

3.3.4 Influence of mobile phone users' inertia on mobile phone users' attitude towards e-magazines

Jaw (2014:2497) reports that consumers often experience inertia or strong negative emotions when introduced to new technology. Consumer inertia that is a result of cognitive rigidity or routine seeking, often leads to negative attitude formation towards innovations such as e-magazines (adapted from Jaw, 2014:2497-2498). McCoach *et al.* (2013) define consumption attitude as "a psychological tendency that is expressed by evaluating a particular consumption-related entity with some degree of favour or disfavour." Habitual users often look at their own routines or habits when forming an

attitude about an innovation (Polites & Karahanna, 2012:25). Habitual choices in a system lead to inertia which influences perceptions, attitude and intentions (Polites & Karahanna, 2012:25-26). Wang, Dou and Zhou (2006:240) report that the future of print magazines is kept alive by consumer's inertia that prevents them from developing a positive attitude towards magazines in digital format. Inertia is an antecedent of attitude formation in the decision-making process (Polites & Karahanna, 2012). Therefore, the following hypotheses will be empirically tested:

H_A14: Mobile phone users' inertia influences mobile phone users' attitude towards e-magazines negatively

H₀14: Mobile phone users' inertia does not influence mobile phone users' attitude towards e-magazines.

3.4 Conclusion

Chapter 3 addressed the secondary objective of the study that aims to identify determinants of resistance towards the adoption of e-magazines. A conceptual model of resistance behaviour with 10 constructs and 14 hypotheses was developed, based on the literature review. In the next chapter, Chapter 4, the research methodology that will be followed to empirically test the conceptual model, will be discussed.

CHAPTER 4: RESEARCH METHODOLOGY

4.1 Introduction

In Chapter 3, a conceptual model with 10 constructs and 14 hypotheses was developed based on status quo bias theory. The secondary objective from the literature review of identifying the factors that determine resistance towards the adoption of e-magazines, was addressed. In Chapter 4, the research methodology used to address the primary objective of this study; to identify factors that influence South African consumers' resistance to the adoption of e-magazines on mobile phones; will be discussed.

Iguwenagu (2016:4) explains that research is “a combination of both experience and reasoning and can be said to be the most appropriate way of discovering the truth”. Walliman (2011:1) defines research as “a term used liberally for any kind of investigation that is intended to uncover interesting or new facts”. Kothari (2004:1) refers to research as “a scientific and systematic search for pertinent information on a specific topic”. Methodology is defined by Iguwenagu (2016:4) as “the systematic, theoretical analysis of the methods applied to a field of study”. Therefore, research methodology describes and analyses methods used in conducting research (Iguwenagu, 2016; Van Rooyen, 2018). Kothari (2004:22) points out that research methodology is a way in which the research problem is solved systematically.

In Chapter 4, the research design, population and sampling strategy, measurement and data collection methods will be discussed as part of the empirical study that will answer the research problem. The data analysis tools will be discussed. Thereafter, Chapter 4 will be concluded.

4.2 Empirical study

4.2.1 Research design

Bacon-Shone (2015:32) defines research design as an “overview of methodological decisions taken”. The research design serves as an umbrella where under research is conducted. Data collection, measurement and analysis are conducted within the conceptual structure of the research design. Research design provides a blueprint for the efficient facilitation of all the research operations in order to yield maximum information with the minimum time, money and effort (Kothari, 2004:32). The objective of research is the application of scientific procedures in the discovery of answers to questions (Kothari, 2004:2). Factors that motivate people to conduct research is not limited to, but include the following factors: the desire to get a research degree with its consequential benefits; the desire to be of service to society; the desire to attain respectability; the desire to do creative work and to get joy from it; and the desire to solve unsolved problems (Kothari, 2004:2-3). Depending on the purpose of and the motivation behind the research, different types of research can be conducted (Van Wyk, n.d.; Walliman, 2011:9). The different types of research will be discussed below.

4.2.1.1 Descriptive versus analytical research

Descriptive research is often referred to as *Ex post facto* research, since this type of research describes the current state of affairs through an accurate and valid representation. During descriptive research, the researcher has no control over the variables and is only able to report what happened or what is happening at that moment (Kothari, 2004:2-3; Van Wyk, n.d.). Another type of research, analytical research, is conducted when the information or facts are readily available to the researcher in order for him to analyse it and make critical evaluations (Kothari, 2004:2-3). In this study, descriptive research is used to identify the existing factors that influence resistance to e-magazines amongst South African magazine consumers. The researcher collects the data but has no control over the variables, and thus only reports on the factors that currently influence the resistance behaviour.

4.2.1.2 Applied versus fundamental research

Research can either be applied or fundamental in nature. Applied research is conducted to solve a real-life problem faced by society or a business. The aim of applied research is to find a solution to an immediate problem. Fundamental research aims to formulate theories as well as generalisations. Fundamental research is conducted when generalisations need to be made on human behaviour. Pure and basic research that is conducted merely for the fact of conducting research, is fundamental of nature (Kothari, 2004:16). This study is concerned with the behaviour of South African consumers; hence, it can be classified as fundamental research.

4.2.1.3 Quantitative versus qualitative research

Walliman (2011:113) points out that quantitative research is conducted when data occurs in the form of numbers and requires mathematical operations to investigate. Positivism, where knowledge is gained through the gathering of facts, is applied (Bryman *et al.*, 2014:11-31). Qualitative research, on the other hand, uses a qualitative phenomenon to study the underlying motives or desires of human behaviour by means of in-depth interviews and other projective methods (Kothari, 2004:3-4). This study uses a deductive approach by means of quantitative research to measure the relationships between the variables.

4.2.1.4 Conceptual versus empirical research

Conceptual research is used in the development of new concepts or the reinterpretation of existing concepts. It is related to theory or abstract ideas. Empirical research, which is used in this study, is data-based research that proves the influence of certain variables on other variables in a certain way. Facts were gathered first-hand by means of self-completion questionnaires. It was then processed to either prove or disprove the 14 hypotheses that were created as part of the conceptual model in Chapter 3. Empirical research conducted through experiments was seen as the most powerful way to prove hypotheses (Bryman *et al.*, 2014:11-31; Kothari, 2004:4; Van Wyk, n.d.).

4.2.1.5 Other types of research design

The University of Southern California (USC) (2016:1-8) recognises various other types of research design. Action research design refers to a research design with an iterative or cyclical protocol that conceptualises and particularises a problem, before moving through several interventions and evaluations in order to gain a better understanding of a given situation (USC, 2016:1). A case study design is an exceptionally useful research design in an instance where not much is known about a phenomenon or issue. This research design is an in-depth study of a specific research problem that narrows down a broad field of research (USC, 2016:1). When a phenomenon needs to be understood in terms of conditional statements, a casual research design is used. A casual research design measures the impact of a change in one phenomenon, the independent variable, on another phenomenon, the dependent variable (USC, 2016:2). Often in medical science or the social sciences, a cohort research design is used. This type of research design makes use of a qualitative design whereby the statistical occurrence within a specialised subgroup is observed over a period of time (USC, 2016:2).

Cross-sectional research design is used by researchers who want to follow a passive approach to making casual interferences based on findings (USC, 2016:3). In descriptive research, surveys with larger samples are often used due to the low response rate. Surveys should ensure that the sample is representative of the whole population. These surveys mostly used cross-sectional research designs due to the data being gathered from a large sample at a particular time (Kothari 2004, Appendix iii; Walliman, 2011:94). Another type of research design is the experimental design whereby the researcher attempts to gain control over all factors that may have an effect on the result of the experiment. The researcher also attempts to predict the outcome of the experiment (USC, 2016:4). In the event where the researcher cannot predict the outcome of the study because there are no earlier studies to refer to, an exploratory research design is followed. The purpose of this research design is to gain insights for later investigation when the problem is in a preliminary phase (USC, 2016:5). In the event that observations need to be repeated, a longitudinal research design is followed. This type of research design enables the research to track changes over time when the same group of people are repeatedly interviewed (USC, 2016:5).

A meta-analysis research design uses synoptic reasoning in the event that the researcher does not merely want to summarise existing knowledge, but also wants to gain a new understanding of the research problem (USC, 2016:7). An observational research design is used in the event that the researcher has no control over an experiment and wants to draw a conclusion by comparing subjects to a control group (USC, 2016:7).

All these other types of research designs are merely variations of one or more of the above-mentioned designs in 4.2.1.1 to 4.2.1.4. The type of research design that is used by the researcher will depend on the purpose of the research, the time of the research and the researcher's motivation behind the study, amongst others (Kothari, 2004:4). The research design is aimed at the desired end-product (Van Wyk, n.d.).

The research design of this study was thus of a descriptive, fundamental, quantitative empirical and cross-sectional nature; and provided an overview of the methodological decisions that were taken. The research design served as a blueprint that was used in the identification of factors that influence the resistance to e-magazines (Bacon-Shone, 2015; Bryman *et al.*, 2014; Kothari, 2004).

4.2.2 Population and sampling strategy

According to Bacon-Shone (2015:34) a population consists out of “the potential respondents of interest” and a sample is “the respondents selected from population for study”. The sample of respondents was thus a portion of the population who represented the total population of the study (Bryman *et al.*, 2014). Kothari (2004:55-56) explains that a researcher must prepare a sample design for his/her study whereby he/she plans what size the sample must be and how the sample will be selected. There are many sample designs for a researcher to choose from depending on the precision, ease of application, and level of reliability that is desired (Kothari, 2004:55-56).

Sample designs are distinguished from each other based on two factors – the representation basis and the technique of element selection (Kothari, 2004:58). There are two major types of sampling based on the representation basis, namely probability sampling and non-probability sampling (Kothari, 2004:58). Bacon-Shone (2015:35)

describes probability sampling as “a sample where all sampling units have a known non-zero probability of selection”. Kothari (2004:58) points out that probability sampling is thus based on the concept of random selection. The second type of sampling based on the representation basis is non-probability sampling, which is based on non-random selection (Kothari, 2004:58). This sampling design is used where not everyone is given an equal chance of participating in the study and a sample framework is not available (Bryman *et al.*, 2014:168).

Based on the element selection technique, the sampling design can either be classified as unrestricted or restricted (Kothari, 2004:58). Unrestricted sampling refers to instances where each sampling element is individually drawn from the population while restricted sampling covers all other sample designs which are not covered under unrestricted sampling (Kothari, 2004:58).

Element selection technique ↓ Unrestricted sampling	Representation basis	
	Probability sampling	Non-probability sampling
Unrestricted sampling	Simple random sampling	Haphazard sampling or convenience sampling
Restricted sampling	Complex random sampling (such as cluster sampling, systematic sampling, stratified sampling etc.)	Purposive sampling (such as quota sampling, judgement sampling)

Figure 4.1: Basic sampling designs (Kothari, 2004:59)

Figure 4.1 above illustrates that the first category of sampling designs is a sampling design that is classified as both probability sampling and unrestricted sampling, called a simple random sample (Kothari, 2004:59). Iguwenagu (2016:32) defines a simple random sample as “a subset of individuals (a sample) chosen from a larger set (a population) whereby each individual is chosen randomly and entirely by chance”.

Figure 4.1 further indicates the second category of sampling designs that is both non-probability sampling and unrestricted sampling, is either haphazard sampling or convenience sampling (Kothari, 2004:59). Iguwenagu (2016:40) explains that

haphazard sampling occurs when the selector thinks that he/she is making a random selection but in actual fact there are many biases that can occur during this sampling design and chance device is used. An example of haphazard sampling is a selection made in a public place by business promoters or press agents (Iguwenagu, 2016:40). Bacon-Shone (2015:47) defines convenience sampling as “sampling driven by the feasibility and convenience of the selection process”. Walliman (2011) also refers to convenience sampling as accidental sampling.

The third category of sampling designs is complex random sampling (Kothari, 2004:59). As illustrated in Figure 4.1 this sampling design is both probability - and restricted sampling. Examples of complex random sampling include: cluster sampling, systematic sampling and stratified sampling (Kothari, 2004:59). Iguwenagu (2016:39) points out that cluster sampling refers to a situation where the population unit belongs to some natural group for example a school that constitutes a natural grouping of school children in the event that the population of the study is school children. Zhang (2008:557) explains that systematic sampling is known as the “every k th rule”, where k refers to a fixed sampling interval. Zhang (2008:557) further points out that systematic sampling is easy to execute in instances where probabilities are proportional to auxiliary sizes as well as where the selection of units have equal probabilities.

During stratified sampling, on the other hand, the units to be included in the sample are known before sampling. Elder (2009:9) points out that stratification occurs when the target population is divided into homogeneous subgroups based on important characteristics. After the stratification process, simple random sampling or systematic sampling is applied within each subgroup. Elder (2009:9) points out that stratified sampling proposes various advantages: the sampling error is reduced; separate control can be exercised over each subgroup in terms of selection of the sample and design; an increased representation of the population characteristics; and reduced travel and other data collection costs.

The fourth category of sampling design illustrated in Figure 4.1 is purposive sampling - which includes quota sampling and judgement sampling (Iguwenagu, 2016; Sedgwick, 2012). These types of sampling are both non-probability sampling and

restricted sampling (adapted from Kothari: 2004, 59). According to Sedgwick (2012) quota sampling is often used in instances where the total number of people to be surveyed is decided in advance such as in surveys and opinion polls. An example will be where researchers indicate that they want to interview 1000 people who represent a certain demographic region and strata (Sedgwick, 2012). Judgement sampling refers to a situation where a personal element has a big chance of entering a selection for example in the study of the living conditions of a state, a certain town may be selected on purpose (Iguwenagu, 2016:40).

Due to time and monetary restrictions, convenience sampling (as encircled in Figure 4.1) was conducted in this study. It is a form of non-probability and unrestricted sampling (adapted from Kothari, 2004:59). Each sampling element, or respondent, was individually drawn from the population of magazine readers owning a mobile phone in South Africa, based on monetary and time convenience. Sampling was done by distributing 358 self-completion questionnaires to respondents on various digital platforms.

4.2.3 Data collection methods

After a research problem has been defined and the research plan has been chalked out, data can be collected by the researcher himself or by someone else (Walliman, 2011:63). Kothari (2004:95) distinguishes between two types of data: primary data and secondary data. Primary data refers to data that is freshly collected for the first time and secondary data refers to data or information that have been already collected by someone or have already been passed through the statistical process (Kothari, 2004:95). Primary data is collected during the course of doing experiments when conducting experimental research or through surveys (including observation, personal interviews or direct communication with respondents) in the case of descriptive research (Kothari, 2004:95; Van Wyk, n.d.). As illustrated in Figure 4.2 below, experiments are investigations that determine possible relationships between the data and the unknown through testing a variable in isolation and measuring its effects (Kothari, 2004:95). Surveys, on the other hand, secure information concerning the studied phenomena from a selected number of respondents. The possible

relationships between the data and the unknown are studied by means of surveys (Kothari, 2004:95).

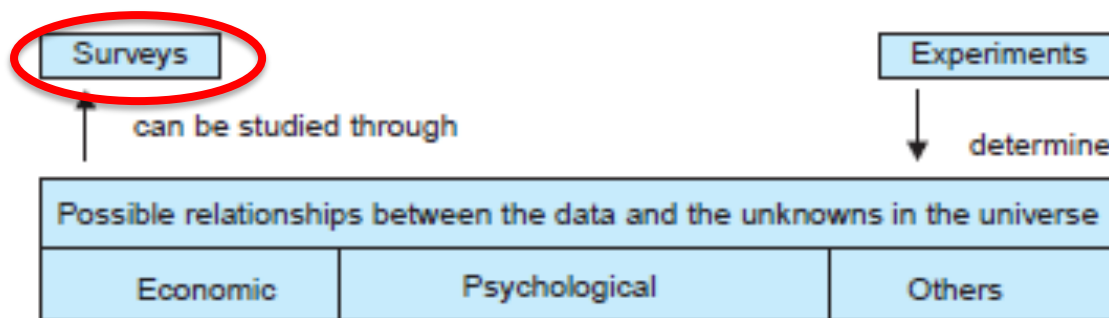


Figure 4.2: Collection of primary data (Kothari, 2004:95)

There are many ways in which surveys or descriptive research can be conducted in the collection of primary data (Kothari, 2004: 95-111). These types will be discussed below.

4.2.3.1 Observation method

In behavioural sciences, the most common method of primary data collection, is the observation method. The information is sought by means of the researcher's own direct observation without asking from the respondent. For example, the researcher will not ask a respondent what brand of clothing he prefers, but will rather observe the brand that the respondent is wearing. The observation method eliminates subjective bias if the observation is done accurately and it obtains current information rather than what happened in the past or what will happen in the future. A limitation of the observation methods is that the method can get very expensive to conduct (Kothari, 2004:96; UCS, 2016:1)).

4.2.3.2 Interview method

The interview method of collecting primary data can be conducted through personal or electronic interviews with respondents whereby oral-verbal stimuli and responses are utilised. Structured interviews can be conducted whereby a set of predetermined questions are asked to the respondent; or unstructured interviews can be conducted

which provides for more flexibility in terms of the questioning approach. The interview method proposes the advantage that more in-depth information can be obtained from respondents (Kothari, 2004:96-97; Walliman, 2011:44).

4.2.3.3 Questionnaires

Especially in the case of extensive enquiries, questionnaires represent a popular method of primary data collection. A self-completion questionnaire consists of questions to be completed by the respondent on a form. Self-completion questionnaires are administered by the researcher where he sends out the request to the respondents to complete the questions and return them to the researcher. Self-completion questionnaires pose many advantages, including: it is low cost - especially when the respondents are widely spread out in terms of geographical locations; the responses are free from the bias of the interviewer; respondents are given adequate time to answer the questions; and large samples can be utilised in order to make the results more dependable and reliable. On the negative side, there may be a loss of control over the questionnaires once they are sent, and low response rates may occur. This method may tend to be the slowest method of primary data collection (Bacon-Shone, 2015:58; Kothari, 2004:100-101).

4.2.3.4 Schedules

Schedules may seem similar to questionnaires, but the difference lies in the fact that the schedules or proformas with predetermined questions are completed by enumerators who are specifically appointed for the task. The enumerators go out to the respondent, present him with the questions and record his response on his behalf. The enumerators are very well trained for their task in order to contribute to fairly dependable results (Kothari, 2004:104).

4.2.3.5 Other methods

Other types of primary data collection may include: warranty cards (postal sized cards completed by dealers of consumables to record information on their products); distributor or store audits (regular interval audits performed by manufacturers at retail

stores); pantry audits (estimations of a basket of goods at the consumer level); consumer panels (an extension of the pantry audit whereby consumers record their detailed daily consumption of products); use of mechanical devices (mechanical devices are used to record data); projective techniques (word association tests, sentence completion tests, story completion tests, verbal projection tests, pictorial techniques and play techniques); depth interviews (motivation research investigating underlying motives); and content-analysis (analysis of documentary materials) (Kothari, 2004:106-111). The researcher needs to decide on the sort of data that s/he will be collecting and select the data collection method accordingly (Kothari, 2004:95).

For the purposes of this study, primary data was collected through 358 self-completion questionnaires that were distributed amongst magazine readers in South Africa. A link to the self-completion questionnaire was distributed to students registered at the Business School of the University of the Free State in Bloemfontein with permission of the Director of the Business School. Digital self-completion questionnaires were also posted on Facebook and LinkedIn groups. In order to mitigate the risk of loss of work time, digital questionnaires posted on Facebook and LinkedIn groups enabled participants to complete the questionnaires in their own time. The questions in the questionnaire (Annexure A of this document) were kept as short as possible in order to enable completion within 20 minutes.

The conditions to participate in the study were:

- The consumer must own a mobile phone with a connection to the Internet.
- The consumer must not have downloaded an e-magazine on his/her mobile phone or read an e-magazine online on his/her mobile phone.

Due to the fact that magazine readers who had never read an e-magazine before were asked to complete the questionnaire, Section B of the questionnaire explained what an e-magazine is. It also provided illustrations of the mobile e-magazine subscription process in order to enable the participant to familiarize himself with the process and the product.

4.2.4 Measurement

The self-completion questionnaire explained the purpose of the study. It also provided the respondent with the details of the researcher and her supervisor. An invitation was extended to the respondent to contact the researcher should s/he be interested in obtaining the results of the study. The respondent was ensured that the researcher obtained ethical clearance for this study from the General Human Research Ethics Committee at the University of the Free State. The ethical clearance approval number is: UFS-HSD2019/1649. The consent of the respondent was asked to participate in this study voluntarily.

Section A of the self-completion questionnaire constituted of demographic information of the respondents. Close-ended questions were used to record the respondent's gender, ethnicity, marital status, highest level of education, current employment status, the respondent's monthly disposable income, the monthly amount spent on magazines by the respondent, and the topics of magazines that the respondent likes to read about. Open-ended questions were used to record the respondent's age and the total number of magazines read by the respondent in a typical month. Although the question on topics that the respondent likes to read on, was close-ended, it also provides for an option of 'other' with an open-ended answer. This accommodated responses that were not catered for by the provided answers in the preceding close-ended question.

Inertia was addressed against the backdrop of status quo bias theory as developed by Samuelson and Zeckhauser (1988) and expanded by Kim and Kankanhalli (2009). The factors or broad concepts of the study include: inertia; functional and psychological barriers; attitude; and resistance behaviour. The dimensions of functional and psychological barriers are: usage barrier; value barrier; risk barrier; tradition barrier and image barrier. The types of identified resistance behaviour are: postponement, opposition and rejection. Section C of the questionnaire measured these 10 factors by means of a 7-point Likert Scale. Joshi (2015:397) points out that the Likert scale was developed in 1932 to measure a consumer's attitude in a "scientifically accepted and validated manner".

The Likert scale in this study consisted of the following options: Strongly disagree; Disagree; Somewhat disagree; Neutral; Somewhat Agree; Agree; and Strongly Agree (Van Rooyen, 2018:65). Table 4.1 below reflects the definition and measurement of each construct in accordance with Section C of the questionnaire.

Table 4.1: Measure items and definitions of the constructs (Own elaboration from indicated sources)

Construct	Measurement	Source	Definition
Adoption postponement of e-magazines	<p>POS1: I think that reading e-magazines on a mobile phone is good, but I will not start doing it immediately.</p> <p>POS2: I think that starting to read e-magazines on a mobile phone later is better.</p> <p>POS3: I am not sure whether to read e-magazines on a mobile phone is the right decision.</p>	Park and Koh (2017: 149)	Postponement refers to the consumer's decision to move reading e-magazines on his mobile phone forward to a later period in time (Adapted from Cornescu & Adam, 2013:463).
Adoption opposition of e-magazines	OP1: It is very likely that I will say negative things to other people about reading e-magazines on a mobile phone.	Gurtner (2014: 13)	Opposition refers to the consumer's temporary rejection of or protests towards an e-magazine; until further information on reading an e-

	<p>OP2: If other people ask me, it is very likely that I would advise them not to read e-magazines on a mobile phone.</p> <p>OP3: It is very likely that I will influence my friends not to read e-magazines on a mobile phone.</p>		<p>magazine on a mobile phone can be obtained (Adapted from Cornescu & Adam, 2013:463).</p>
<p>Adoption rejection of e-magazines</p>	<p>RJ1: I think that to avoid reading e-magazines on a mobile phone is the right choice.</p> <p>RJ2: Reading e-magazines on a mobile phone is not wise.</p> <p>RJ3: I will reject any recommendations from people about reading e-magazines on a mobile phone.</p>	<p>Park and Koh (2017: 149)</p>	<p>Rejection is an active decision by the consumer not to read an e-magazine on his mobile phone at all (Adapted from Kleijnen <i>et al.</i>, 2009:352).</p>
<p>Functional barriers in the adoption of e-magazines</p>	<p>The influence of the functional barriers in the adoption of e-magazines will be</p>	<p>Heindenric and Kraemer (2016: 285) Joachim, Spieth and Heidenriech (2018:101-102)</p>	<p>Functional barriers are barriers that arise when consumers perceive significant changes from reading e-magazines on their</p>

	collectively measured by the items listed under the usage barrier, the value barrier and the risk barrier.	Laukkanen and Marke (2007: 423)	mobile phones (Adapted from Ram & Sheth, 1989:7).
Usage barrier in the adoption of e-magazines	<p>UB1: Reading e-magazines on a mobile phone requires new behaviour.</p> <p>UB2: Reading e-magazines on a mobile phone fits well with the way I like to read magazines.*</p> <p>UB3: Reading e-magazines on a mobile phone is compatible with my needs.*</p>	Joachim, Spieth and Heidenrieck (2018:102)	The usage barrier occurs as a result of an e-magazine that is not compatible with existing workflows, practises or habits. When reading an e-magazine on a mobile phone requires a change in the consumer's routine, the usage barrier occurs (Adapted from Ram & Sheth, 1989:7).
Value barrier in the adoption of e-magazines	<p>VB1: Reading e-magazines on a mobile phone offer advantages not offered by reading printed magazines.*</p> <p>VB2: In my view, reading e-</p>	Joachim, Spieth and Heidenrieck (2018:101)	The value barrier arises when an e-magazine does not offer a strong performance-to-price ratio compared to printed magazines and

	<p>magazines on a mobile phone is superior to reading printed magazines.*</p> <p>VB3: Reading e-magazines on a mobile phone solve a problem I cannot solve with reading printed magazines.*</p>		<p>there is no perceived incentive to change (Adapted from Ram & Sheth, 1989:7-8).</p>
<p>Risk barrier in the adoption of e-magazines</p>	<p>RB1: I am not confident that e-magazines would work on mobile phones as described.</p> <p>RB2: I am not certain that e-magazines will display satisfactorily on a mobile phone.</p> <p>RB3: I doubt whether e-magazines on mobile phones would consistently perform as promised.</p> <p>RB4: I fear that while I am reading an e-magazine on a mobile phone, the battery of the mobile</p>	<p>Heindenric and Kraemer (2016: 285)</p> <p>Laukkanen and Marke (2007: 423)</p>	<p>The risk barrier occurs when a consumer perceives reading an e-magazine on a mobile phone to be accompanied by uncertainty and to have potential side-effects (Adapted from Ram & Sheth, 1989:8).</p>

	phone will run out or the connection will otherwise be lost.		
Psychological barriers in the adoption of e-magazines	The influence of the psychological barriers in the adoption of e-magazines will be collectively measured by the items listed under the tradition barrier and the image barrier.	Chaouali and Souiden (2019: 346)	Psychological barriers are barriers that arise as a result of conflict caused by reading an e-magazine on a mobile phone with the consumer's prior beliefs of reading printed magazines (Adapted from Ram & Sheth, 1989:7).
Tradition barrier in the adoption of e-magazines	<p>TB1: Buying a printed magazine in a shop is a nice occasion on a weekday.</p> <p>TB2: I would find reading e-magazines on a mobile phone less pleasant than reading printed magazines.</p> <p>TB3: I prefer reading printed magazines rather than reading e-magazines on a mobile phone.</p>	Chaouali and Souiden (2019: 346)	The tradition barrier occurs when an e-magazine requires a consumer to make a cultural change and to deviate from existing traditions (Adapted from Ram & Sheth, 1989:8-9).

	<p>TB4: I am so used to reading printed magazines that I would find it hard to read e-magazines on a mobile phone.</p>		
<p>Image barrier in the adoption of e-magazines</p>	<p>IB1: I have a very negative image of reading e-magazines on a mobile phone.</p> <p>IB2: In my opinion, reading e-magazines on a mobile phone is too complicated to be useful.</p> <p>IB3: I have such a feeling that reading e-magazines on a mobile phone is difficult.</p>	<p>Chaouali and Souiden (2019: 346)</p>	<p>The image barrier occurs when reading an e-magazine on a mobile phone acquire a certain identity from its origins and is linked to stereo-typed thinking (Adapted from Ram & Sheth, 1989:9).</p>
<p>Mobile phone users' attitude towards the adoption of e-magazines</p>	<p>ATT1: Reading e-magazines on a mobile phone is a good idea.</p> <p>ATT2: Reading e-magazines on a mobile phone is wise.</p> <p>ATT3: Reading e-magazines on a</p>	<p>Schierz, Schilke and Wirtz (2009: 213).</p>	<p>Attitude is a psychological tendency that is expressed by evaluating an e-magazine on a mobile phone with some degree of favour or disfavour (Adapted from</p>

	mobile phone is beneficial. ATT4: Reading e-magazines on a mobile phone is interesting.		McCoach, Gable & Madura: 2013).
Mobile phone users' inertia towards the adoption of e-magazines	INERT1: I never thought about switching to reading e-magazines on a mobile phone. INERT2: I do not constantly look out for attractive deals on e-magazines that I can read on a mobile phone. INERT3: I cannot be bothered to think about switching to reading e-magazines on a mobile phone.	Lee and Neale (2012: 369)	Inertia refers to the consumer's preference of reading printed magazines even if there were incentives offered by reading e-magazines on mobile phones (Adapted from Polites & Karahanna, 2012:23).

Note: Items marked with an * were reverse scored in the analysis.

4.3 Data analysis plan

After the collected data was cleaned, it was processed and transformed into usable statistics that would address the primary and secondary objectives of the study. The data collected from questionnaires were coded as for IBM SPSS version 25 software in order to analyse the descriptive data through frequency tables and cross-tabulations. The hypotheses testing was done with the statistical software program SmartPLS version 3.2.8 in order to assess the measurement model and the structural model.

4.3.1 Descriptive statistics

IBM SPSS version 25 software was used to analyse the collected data. The SPSS software package is a statistical package that offers users of all skill levels interactive or batched statistical analysis (IBM, 2019). The software was used to develop frequency tables and cross-tabulations.

Frequency tables were used to analyse the demographic data collected in Section A of the self-completion questionnaire. A frequency table measures “the number of occurrences of a particular score in a given set of data” (Salkind, 2010). It organises raw data in order to display the frequencies of each score in ascending or descending order in an attempt to make the data more readable and usable for decision-making (Salkind, 2010). The number of times that fall in a given class, for example male or female, will be reported on by displaying the amount of male and female respondents in different columns of a table that displays the gender (adapted from Kothari, 2004:124).

Cross-tabulations were used to analyse the relationship between two or more variables. Cross-tabulations enabled the researcher to examine relationships that would not have been readily apparent when total survey responses were analysed (DeFranzo, 2012). Cross-tabulations were not only used to compare two variables; but also to create linkages between the demographical data (Van Rooyen, 2018). For example, cross-tabulation will show the linkages between the respondent’s disposable income and the amount of money spent on magazines in a typical month.

4.3.2 Testing the hypotheses

To test the hypotheses, the statistical software program SmartPLS version 3.2.8 was used to assess the measurement model (in PLS-SEM referred to as the outer model) and the structural model (in PLS-SEM referred to as the inner model). Hair, Ringle and Sarstedt (2011: 140) state that “If the research objective is theory testing and confirmation, then the appropriate method is CB-SEM. In contrast, if the research objective is prediction and theory development, then the appropriate method is PLS-SEM”. Considering that studies on the consumers’ resistance to the use of

smartphones to read electronic magazines on are scant, the objective of the study was to develop a theory of consumer resistance to the reading of electronic magazines on smartphones. Thus, the objective was theory development – justifying the use of the statistical software programme SmartPLS version 3.2.8.

In PLS-SEM the evaluation of a structural model is a two-stage process (Hair Jr, Hult, Ringle & Sarstedt, 2017). In stage 1, the quality of the measurement model is assessed using the criteria for reflectively measured constructs to confirm the reliability and validity of the construct measures in order to provide support for the suitability of the inclusion of the constructs in the path model. The criteria for reflectively measured constructs were used as the constructs in the path model was specified as reflective and not formative. Reflective indicators are seen as functions of the latent construct, while formative indicators are assumed to cause a latent construct.

To assess the quality of the measurement model the internal consistency reliability, convergent validity and discriminant validity of the measurement model were assessed. In PLS-SEM, the internal consistency reliability of a construct is assessed using the Cronbach's Alpha value and the composite reliability (CR) value calculated for the construct. The Cronbach's Alpha value represents the 'conservative' estimate of reliability. On the other hand, the CR value represents the 'liberal' estimate of reliability. For evidence of internal consistency reliability, the Cronbach's Alpha value and the CR value should be 0.7 or higher (Hair *et al.*, 2017). Evidence of the convergent validity of the measurement of a construct comprises the following: (1) the outer loadings must be 0.7 or higher, and statistically significant ($p \leq 0.05$ [two-tailed]) to provide evidence of indicator reliability and (2) the average variance extracted (AVE) for each construct must be 0.5 or higher. To assess discriminant validity using the Fornell-Larcker criterion, the correlation between each pair of constructs in the measurement model must be less than the square-root of the AVE of each construct associated with the correlation.

Stage 2 in the process was to assess the structural model. For this stage in the assessment, the following procedure was followed as recommended in Hair *et al.* (2017). First the VIFs were examined to confirm that collinearity does not threaten the

results of the structural model. According to Hair *et al.* (2017), the VIFs should not exceed 5.0. After inspecting the VIFs, the statistical significance of each path coefficient was interpreted to accept or reject the associated hypothesis. In PLS-SEM, the statistical significance of a path coefficient is estimated using 5 000 bootstrap samples to estimate the standard error for each path coefficient to derive the critical t-value and the p-value (two-tailed) (Hair *et al.*, 2017). In this study, the statistical significance of a path coefficient was determined by applying a two-tailed statistical significance test. For evidence of the statistical significance of a path coefficient, the p-value must be equal or less than 0.05.

Based on Hair *et al.* (2017), the following decision rules were applied in this study to accept a hypothesis:

- a) The sign of the standardised path coefficient must be in line with the hypothesised direction of the relationship.
- b) The p-value (two-tailed) is equal to or less than 0.05.

4.4 Conclusion

Chapter 4 explained the research methodology that was followed in this cross-sectional study. The research design of this study is descriptive, fundamental, quantitative and empirical in nature. Self-completion questionnaires were distributed to the non-probability sample, which consisted of students registered at the Business School of the University of the Free State and respondents on Facebook and LinkedIn groups. The data were processed with SPSS and SmartPLS software and displayed by means of frequency tables, cross-tabulations and multiple linear regressions in order to test the hypotheses developed in Chapter 3. In the next chapter, Chapter 5, the results of the data analysis will be given and explained.

CHAPTER 5: FINDINGS

5.1 Introduction

In the previous chapter, Chapter 4, the research methodology of this cross-sectional study was described. In this chapter, Chapter 5, the results of the statistical data analysis are presented. The results of Section A of the self-completion questionnaire (which consisted of 10 questions that recorded the respondents' demographic information), are given by means of frequency tables. The following demographic data is presented in the frequency tables: gender, age, ethnicity, marital status, highest level of education, current employment status, monthly disposable income, the amount spent on magazines in a typical month, total number of magazines read in a month, and the topics of magazines that respondents like to read on.

The results of Section C of the questionnaire tested the respondents' perceptions about reading e-magazines on a mobile phone. Thereafter, the measurement model is assessed to test for reliability and validity. The results of the hypotheses testing by means of multiple linear regressions, are then given where after Chapter 5 is concluded.

5.2 Descriptive statistics of demographic information

5.2.1 Frequency tables

A total of 466 respondents completed the self-completion questionnaire. Only 358 questionnaires out of the total 466 completed questionnaires were usable in the process of testing the 14 hypotheses that were developed in Chapter 3. The sample size of this study will thus consist of 358 respondents.

5.2.1.1 Gender

As illustrated in Table 5.1 below, 34.9% of the respondents were male and 65.1% of the respondents were female.

Table 5.1: Gender

Gender	N	%
Male	125	34.9
Female	233	65.1
Total	358	100

5.2.1.2 Age

From Table 5.2 below it is evident that the majority of the respondents (22.9% of the total sample); were 31 to 35 years old. The second biggest age category was the ages 26 to 30, which was represented by 14.8% of the sample. The third to eight age categories constituted 13.1% of respondents older than 55 years; 12.8% of respondents from 36 to 40 years of age; 11.2% of respondents from 41 to 45 years; 9.2% of respondents from 46 to 50 years; 7.3% of respondents from 21 to 25 years; and 6.4% of respondents from 51 to 55 years; respectively. The smallest age group representation was the ages 18 to 20 years, which accounted for 2.2% of the respondents. The different age groups were well presented by the sample of respondents with only a 20.7% difference between the biggest and smallest age group representation.

Table 5.2: Age

Age groups	N	%
18-20	8	2.2
21-25	26	7.3
26-30	53	14.8
31-35	82	22.9
36-40	46	12.8
41-45	40	11.2
46-50	33	9.2
51-55	23	6.4
Older than 55	47	13.1
Total	358	100*

*The percentage values are rounded off to one decimal; hence, it sums to 99.9% which is then rounded off to 100%.

5.2.1.3 Ethnicity

As illustrated in Table 5.3, the majority of the recipients were white (62.6%), followed by black respondents (31.6%). A total of 2.8% of the respondents indicated that they were coloured and 2.5% were Indian. Two respondents (0.6%) indicated their ethnicity as other.

Table 5.3: Ethnicity

Ethnicity	N	%
Black	113	31.6
White	224	62.6
Coloured	10	2.8
Asian	9	2.5
Other	2	0.6
Total	358	100*

*The percentage values are rounded off to one decimal; hence, it sums to 100.1% which is then rounded off to 100%.

5.2.1.4 Marital status

As illustrated in Table 5.4 below, the majority of the respondents were married (49.4%), followed by single respondents who never got married (35.5%), then by divorced respondents (5.6%), then by respondents in a domestic partnership (5.3%), and lastly by widowed respondents (4.2%).

Table 5.4: Marital status

Marital status	N	%
Single (never married)	127	35.5
Married	177	49.4
In a domestic partnership	19	5.3
Divorced	20	5.6
Widowed	15	4.2
Total	358	100

5.2.1.5 Highest level of education

As seen in Table 5.5, which captured the respondents' highest level of qualification, the majority of respondents had a higher education certificate or diploma (33.8%). The second largest group completed grade 12 and the third group had a Bachelor's degree (17.6%). The fourth largest group had an Honours degree (13.1%). They were equally followed by respondents who did not complete grade 12 (4.5%) and respondents with a Master's degree (4.5%). Lastly, 1 respondent had a Doctoral degree (0.3%) as her highest level of education.

Table 5.5: Highest level of education

Highest level of education	N	%
Not completed grade 12	16	4.5
Completed grade 12	94	26.3
Higher education certificate or diploma	121	33.8
Bachelor's degree	63	17.6
Honours degree	47	13.1
Master's degree	16	4.5
Doctoral degree	1	0.3
Total	358	100*

*The percentage values are rounded off to one decimal; hence, it sums to 100.1% which is then rounded off to 100%.

5.2.1.6 Current employment status

As seen in Table 5.6, the largest group of respondents (70.1%) were employed full time and working more than 40 hours per week. The second largest group of respondents were self-employed (13.1%) and the third group were students (4.5%). From the fourth group it was evident that 4.2% of respondents were retired. The data further revealed that 3.6% of the respondents were employed part-time and working less than 40 hours per week. The unemployed respondents who were not looking for work made up 2.2% of the sample. The unemployed respondents who were looking

for work made up 2.0% of the sample. Lastly, there was 1 person who was unable to work due to a disability (0.3%).

Table 5.6: Current employment status

Current employment status	N	%
Employed full-time (40+ hours per week)	251	70.1
Employed part-time (less than 40 hours per week)	13	3.6
Unemployed (currently looking for work)	7	2.0
Unemployed (not currently looking for work)	8	2.2
Student	16	4.5
Retired	15	4.2
Self-employed	47	13.1
Unable to work	1	0.3
Total	358	100

5.2.1.7 Monthly disposable income

As seen in Table 5.7, the majority of respondents (34.6%) had a monthly disposable income between R12 801 and R25 600. They were followed by respondents who had a monthly disposable income of R6 401 to R12 800 (21.2%). The third group of respondents' monthly disposable income was from R25 601 to R51 200 (17.0%). The fourth group consisted of respondents with a monthly disposable income of R3 201 to R6 400 (8.4%). A total of 5.3% of the respondents had a monthly disposable income of R51 201 to R102 400. The sixth group of respondents earned no income (5.0%), while the seventh group had a monthly disposable income of R1 601 to R3 200 (4.2%). The next group of respondents had a monthly disposable income of R801 to R1 600 (1.4%). They were followed by respondents who had a monthly disposable income of R1 to R400 (1.1%). A total of 0.8% of respondents had a monthly disposable income

of R401 to R800. The next group of respondents indicated that their monthly disposable incomes are R204 801 or more (0.6%). The last and twelfth group of respondents had a monthly disposable income of R102 401 to R204 800 (0.3%).

Table 5.7: Monthly disposable income

Monthly disposable income	N	%
No income	18	5.0
R1 – R400	4	1.1
R401 – R800	3	0.8
R801 – R1 600	5	1.4
R1 601 – R3 200	15	4.2
R3 201 – R6 400	30	8.4
R6 401 – R12 800	76	21.2
R12 801 – R25 600	124	34.6
R25 601 – R51 200	61	17.0
R51 201 – R102 400	19	5.3
R102 401 – R204 800	1	0.3
R204 801 or more	2	0.6
Total	358	100*

*The percentage values are rounded off to one decimal; hence, it sums to 99.9% which is then rounded off to 100%.

5.2.1.8 Money spent on magazines in a typical month

As seen in Table 5.8, the total amount that the first group of respondents spent on magazines in a typical month was less than R100 (61.7%). The second group of respondents spent nothing on magazines in a typical month (19.3%). The third group spent R101 to R200 (13.7%). The next group of respondents indicated a monthly spending on magazines of R201 to R300 (3.4%). The fifth group of respondents spent R301 to R400 on magazines in a typical month (11%). A total of 0.6% of the respondents spent more than R500 on magazines in a month. One respondent (0.3%) spent R401 to R500 on magazines in a typical month.

Table 5.8: Money spent on magazines in a typical month

Money spent on magazines	N	%
Nothing	69	19.3
Less than R100	221	61.7
R101 – R200	49	13.7
R201 – R300	12	3.4
R301 – R400	4	1.1
R401 – R500	1	0.3
More than R500	2	0.6
Total	358	100*

*The percentage values are rounded off to one decimal; hence, it sums to 100.1% which is then rounded off to 100%.

5.2.1.9 Total number of magazines read in a month

Table 5.9 below shows the number of magazines that the respondents read in a typical month. The majority of respondents (76.5%) read 1 to 3 magazines in a typical month. They were followed by the respondents that read 4 to 5 magazines (15.9%). A total of 5.0% of the respondents read 8 to 10 magazines in a month. The data revealed that 1.4% of the respondents read more than 10 magazines in a typical month. The last group of respondents read 6 to 7 magazines in a typical month (1.1%).

Table 5.9: Total number of magazines read in a month

Number of magazines read in a month	N	%
1-3	274	76.5
4-5	57	15.9
6.-7	4	1.1
8-10	18	5.0
More than 10	5	1.4
Total	358	100*

*The percentage values are rounded off to one decimal; hence, it sums to 99.9% which is then rounded off to 100%.

5.2.1.10 Topics of magazines that respondents like to read on

It is evident from Table 5.10 that the topic of magazines that the most respondents like to read on, is food and lifestyle (17.3%). The other topics follow in descending order: women (12.6%), family (10.0%), travel (9.8%), entertainment (9.2%), news (8.9%), business (8.9%), sport (8.0%), science and technology (6.3%), and men (5.2%).

In addition to the close-ended questions above, the respondents were given the option to choose their own topics under an open-ended question, which they felt were not covered under the close-ended question categories. The topics that were indicated under the open-ended option were: agriculture (0.7%), car and motorcycle (0.7%), health and beauty (0.6%), art and design (0.4%), and religion (0.4%). These topics were followed by gardening (0.3%), knitting and crochet (0.2%), children's education (0.2%), fishing (0.1%), nature (0.1%), mining and engineering (0.1%), camping (0.1%), and music and instruments (0.1%).

Table 5.10: Topics of magazines that respondents like to read on

Topic of magazines that respondents like to read on	N	%
Men	56	5.2
Women	136	12.6
News	96	8.9
Business	96	8.9
Family	108	10.0
Food and lifestyle	186	17.3
Science and technology	68	6.3
Entertainment	99	9.2
Sport	86	8.0
Travel	105	9.8
Other – Fishing	1	0.1
Other – Agriculture	7	0.7
Other – Health and beauty	6	0.6

Topic of magazines that respondents like to read on	N	%
Other – Art and design	4	0.4
Other – Children’s education	2	0.2
Other – Gardening	3	0.3
Other – Knitting and crochet	2	0.2
Other – Nature	1	0.1
Other – Car and motorcycle	7	0.7
Other – Religion	4	0.4
Other – Mining and engineering	1	0.1
Other – Camping	1	0.1
Other – Music and instruments	1	0.1
Total	1076	100*

*The percentage values are rounded off to one decimal; hence, it sums to 100.1% which is then rounded off to 100%.

5.2.2 Cross-tabulations

5.2.2.1 Age and gender

Table 5.11 presents the results of a cross-tabulation between age and gender. In the age group of respondents from 18 to 20 years, 25% were male and 75% were female. In the age group 21 to 25 years, 38.5% were male and 61.5% were female. In the age group 26 to 30 years, 35.8% were male and 64.2% were female. In the age group 31 to 35 years, 39% were male and 61% were female. In the age group 36 to 40 years, 37% were male and 63% were female. In the age group 41 to 45 years, 30% were male and 70% were female. In the age group 46 to 50 years, 36.4% were male and 63.6% were female. In the age group between 51 and 55 years, 17.4% were male and 82.6% were female. In the age group of respondents older than 55 years, 36.2% were male and 63.8% were female. From the overall results of the cross-tabulation in Table 5.11, it is evident that the majority of male respondents (39%) were aged 31 to 35 years and the majority of female respondents (82.6%) were aged 51 to 55 years.

Table 5.11: Age and gender

Age groups		Gender		
		Male	Female	Total
18-20	N	2	6	8
	%	25	75	100
21-25	N	10	16	26
	%	38.5	61.5	100
26-30	N	19	34	53
	%	35.8	64.2	100
31-35	N	32	50	82
	%	39.0	61.0	100
36-40	N	17	29	46
	%	37.0	63.0	100
41-45	N	12	28	40
	%	30	70	100
46-50	N	12	21	33
	%	36.4	63.6	100
51-55	N	4	19	23
	%	17.4	82.6	100
Older than 55	N	17	30	47
	%	36.2	63.8	100
Total	N	125	233	358
	%	34.9	65.1	100

5.2.2.2 Ethnicity and gender

The cross-tabulations in Table 5.12 below show that the black respondents included 42.5% males and 57.5% females. The white respondents consisted of 28.6% males and 71.4% females. Coloured respondents were 60% male and 40% female, while the Asian group consisted of 66.7% males and 33.3% females. The representation of the respondents who indicated their ethnicity as other, were 50% male and 50% female.

The largest representation of male respondents was Asian (66.7%) and the largest representation of female respondents were white (71.4%).

Table 5.12: Ethnicity and gender

Ethnicity		Gender		
		Male	Female	Total
Black	N	48	65	113
	%	42.5	57.5	100
White	N	64	160	224
	%	28.6	71.4	100
Coloured	N	6	4	10
	%	60	40	100
Asian	N	6	3	9
	%	66.7	33.3	100
Other	N	1	1	2
	%	50.0	50.0	100
Total	N	125	233	358
	%	34.9	65.1	100

5.2.2.3 Total number of magazines read in a typical month and gender

The respondents who read 1 to 3 magazines in a typical month, consisted of 33.6% males and 66.4% females. The respondents who read 4 or 5 magazines in a typical month, consisted of 31.6% males and 68.4 females. In the category of reading 6 or 7 magazines in a month, the gender distribution was equal. Half of the representation in this category was male (50%) and half was female (50%). Respondents who read 8 to 10 magazines in a month are also equally represented by males (50%) and females (50%). More male respondents (80%) read more than 10 magazines in a typical month than females (20%). The overall representation in Table 5.13 reveals that the largest category of number of magazines read per month for male respondents, is more than 10 magazines (80%). The largest representation by females is in the category of 4 to 5 magazines read in a typical month (68.4%).

Table 5.13: Total number of magazines read in a typical month and gender

Number of magazines		Gender		
		Male	Female	Total
1 - 3	N	92	182	274
	%	33.6	66.4	100
4 - 5	N	18	39	57
	%	31.6	68.4	100
6 - 7	N	2	2	4
	%	50	50	100
8 - 10	N	9	9	18
	%	50	50	100
More than 10	N	4	1	5
	%	80	20	100
Total	N	125	233	358
	%	34.9	65.1	100

5.2.2.4 Monthly disposable income and money spent on magazines in a typical month

Table 5.14 below indicates that the majority of respondents with no income (61.1%) spent less than R100 per month on magazines. Homemakers are included in this group. Lexico (2019) defines a homemaker as “a person, especially a woman, who manages a home”.

Respondents who spent less than R100 on magazines in a typical month included respondents with a disposable income of R1 to R400 (50%) and respondents with a disposable income of R401 to R800 (66.7%). Respondents with a disposable income of R801 to R1 600 (60%) also spent less than R100 per month on magazines. Respondents with a disposable income of R1 601 to R3 200 (73.3%) and respondents with a disposable income of R3 201 to R6 400 (53.3%) indicated that their monthly money spent on magazines is less than R100. The group of respondents with a disposable income of R6 401 to R12 800 (64.5%) and respondents with a disposable income of R12 801 to R25 600 (66.1%) indicated that they too, spent less than R100 per month on magazines. Respondents with a disposable income of R25 601 to R51

200 (57.4%) and respondents with a disposable income of R51 201 to R102 400 (42.1%) also spent less than R100 on magazines in a typical month. Lastly, respondents with a disposable income of R102 401 to R204 800 (100%); spent less than R100 per month on magazines.

The distribution of respondents who earn a disposable income of R240 801 or more lies equally between less than R100 (50%) and R101 to R200 (50%) spent on magazines in a typical month.

Table 5.14: Monthly disposable income and money spent on magazines in a typical month

Monthly disposable income		Money spent on magazines in a typical month							
		Nothing	Less than R100	R101 – R200	R201 – R300	R301 – R400	R401 – R500	More than R500	Total
No income	N	3	11	3	1	0	0	0	18
	%	16.7	61.1	16.7	5.6	0	0	0	100**
R1 – R400	N	1	2	1	0	0	0	0	4
	%	25	50	25	0	0	0	0	100
R401 – R800	N	0	2	1	0	0	0	0	3
	%	0	66.7	33.3	0	0	0	0	100
R801 – R1 600	N	2	3	0	0	0	0	0	5
	%	40	60	0	0	0	0	0	100
R1 601 – R3 200	N	3	11	1	0	0	0	0	15
	%	20	73.3	6.7	0	0	0	0	100
R3 201 – R6 400	N	10	16	3	1	0	0	0	30
	%	33.3	53.3	10	3.3	0	0	0	100*

Monthly disposable income		Money spent on magazines in a typical month							
		Nothing	Less than R100	R101 – R200	R201 – R300	R301 – R400	R401 – R500	More than R500	Total
R6 401	N	14	49	12	1	0	0	0	76
- R12 800	%	18.4	64.5	15.8	1.3	0	0	0	100
R12 801	N	18	82	18	4	1	0	1	124
- R25 600	%	14.5	66.1	14.5	3.2	0.8	0	0.8	100*
R25 601	N	16	35	7	3	0	0	0	61
- R51 200	%	26.2	57.4	11.5	4.9	0	0	0	100
R51 201	N	2	8	2	2	3	1	1	19
- R102 400	%	10.5	42.1	10.5	10.5	15.8	5.3	5.3	100
R102 401	N	0	1	0	0	0	0	0	1
- R204 800	%	0	100	0	0	0	0	0	100
R204 801	N	0	1	1	0	0	0	0	2
or more	%	0	50	50	0	0	0	0	100
Total	N	69	221	49	12	4	1	2	358
	%	19.3	61.7	13.7	3.4	1.1	0.3	0.6	100**

*The percentage values are rounded off to one decimal; hence, it sums to 99.9% which is then rounded off to 100%.

**The percentage values are rounded off to one decimal; hence, it sums to 100.1% which is then rounded off to 100%.

5.3 Assessment of the measurement model

The measurement model was assessed in accordance with the procedure explained in the 'data analysis plan' section in the previous chapter. As seen in Table 5.15, the Cronbach's Alpha value and the CR value for each construct is higher than 0.7, except

for the construct postponement. The Cronbach's Alpha value was 0.373 and the CR value was 0.008. The outer loading for POS1 was -0.330 ($p=0.339$ [two-tailed]), POS2 was -0.597 ($p=0.285$ [two-tailed]) and POS3 was 0.800 ($p=0.250$ [two-tailed]). Inspection of the wording of the three items measuring postponement and the results of the standardised loadings led to the decision to exclude POS3. POS3 reflected less postponement, but more rejection. Also, the negative signs of the standardised outer loadings of POS1 and POS2 suggested that they have more in common with one another, than with POS3. After excluding POS3, the measurement model was assessed again.

Table 5.15: Results of the assessment of the measurement model

Item	Outer loading	p-value (two-tailed)	Cronbach's Alpha	CR	AVE
ATT1	0.931	0.000	0.947	0.962	0.863
ATT2	0.933	0.000			
ATT3	0.933	0.000			
ATT4	0.918	0.000			
INERT1	0.759	0.000	0.717	0.839	0.636
INERT2	0.772	0.000			
INERT3	0.857	0.000			
IB1	0.919	0.000	0.915	0.946	0.855
IB2	0.951	0.000			
IB3	0.904	0.000			
OP1	0.776	0.000	0.846	0.907	0.765
OP2	0.931	0.000			
OP3	0.910	0.000			
POS1	-0.330	0.339	0.373	0.008	0.368
POS2	-0.597	0.285			
POS3	0.800	0.250			
RB1	0.870	0.000	0.879	0.917	0.736
RB2	0.907	0.000			
RB3	0.908	0.000			
RB4	0.735	0.000			

Item	Outer loading	p-value (two-tailed)	Cronbach's Alpha	CR	AVE
RJ1	0.902	0.000	0.903	0.939	0.838
RJ2	0.938	0.000			
RJ3	0.906	0.000			
TB1	0.765	0.000	0.880	0.917	0.736
TB2	0.842	0.000			
TB3	0.927	0.000			
TB4	0.890	0.000			
UB1	0.566	0.000	0.763	0.866	0.693
UB2	0.939	0.000			
UB3	0.937	0.000			
VB1	0.837	0.000	0.831	0.898	0.747
VB2	0.885	0.000			
VB3	0.870	0.000			

Note: The abbreviations used in the table are explained as follows:

ATT = Attitude towards e-magazines; INERT = Inertia; IB = Image barrier; OP = Opposition; POS = Postponement; RB = Risk barrier; RJ = Rejection; TB = Tradition barrier; UB = Usage barrier; VB = Value barrier

In Table 5.16, the results of the modified measurement model are presented. As seen in Table 5.16, the Cronbach's Alpha value of the construct postponement improved to 0.590 and the CR value improved to 0.815. As the CR value exceeded 0.7 and the Cronbach's Alpha value was close to 0.6 (the lower acceptable limit according to Hair, Black, Babin, Anderson & Tatham, 2006), the measurement of the construct postponement was deemed acceptable to continue with the analysis. In the modified measurement model all other constructs' Cronbach's Alpha value and CR value exceeded 0.7, confirming internal reliability consistency. In relation to convergent validity, the standardised loading of each item exceeded 0.7 and was statistically significant ($p \leq 0.05$ [two-tailed]), except the outer loading of UB1 (0.566, $p = 0.000$ [two-tailed]). According to Hair *et al.* (2017) statistically significant outer loadings as low as 0.4 can be retained in the measurement model, as long as it does not threaten the internal reliability consistency and convergent validity of the associated construct. In this instance, irrespective of the lower loading of UB1, the internal consistency

reliability and the convergent validity of the construct is still acceptable. Furthermore, the AVE of each construct was higher than 0.5.

Table 5.16: Assessment of the modified measurement model

Item	Outer loading	p-value (two-tailed)	Cronbach's Alpha	CR	AVE
ATT1	0.931	0.000	0.947	0.962	0.863
ATT2	0.933	0.000			
ATT3	0.933	0.000			
ATT4	0.918	0.000			
INERT1	0.759	0.000	0.717	0.839	0.636
INERT2	0.772	0.000			
INERT3	0.857	0.000			
IB1	0.919	0.000	0.915	0.946	0.855
IB2	0.951	0.000			
IB3	0.904	0.000			
OP1	0.776	0.000	0.846	0.907	0.765
OP2	0.931	0.000			
OP3	0.910	0.000			
POS1	0.716	0.000	0.590	0.815	0.692
POS2	0.933	0.000			
RB1	0.870	0.000	0.879	0.917	0.736
RB2	0.907	0.000			
RB3	0.908	0.000			
RB4	0.735	0.000			
RJ1	0.902	0.000	0.903	0.939	0.838
RJ2	0.938	0.000			
RJ3	0.906	0.000			
TB1	0.765	0.000	0.880	0.917	0.736
TB2	0.842	0.000			
TB3	0.927	0.000			
TB4	0.890	0.000			

Item	Outer loading	p-value (two-tailed)	Cronbach's Alpha	CR	AVE
UB1	0.566	0.000	0.763	0.866	0.693
UB2	0.939	0.000			
UB3	0.937	0.000			
VB1	0.837	0.000	0.831	0.898	0.747
VB2	0.885	0.000			
VB3	0.870	0.000			

Note: The abbreviations used in the table are explained as follows:

ATT = Attitude towards e-magazines; INERT = Inertia; IB = Image barrier; OP = Opposition; POS = Postponement; RB = Risk barrier; RJ = Rejection; TB = Tradition barrier; UB = Usage barrier; VB = Value barrier

In Table 5.17, the results of the assessment of the measurement model for discriminant validity are presented. As reported in Table 5.17, the correlation of each pair of constructs in the measurement model is lower than the square-root of the AVE of each construct associated with the correlation. Thus, the measurement model also meets the criteria of discriminant validity based on the Fornell-Larcker criterion.

Table 5.17: Assessment of the discriminant validity

CON	ATT	IB	INERT	OP	POS	RB	RJ	TB	UB	VB
ATT	0.929									
IB	-0.699	0.925								
INERT	-0.511	0.514	0.797							
OP	-0.589	0.685	0.488	0.875						
POS	0.276	-0.159	-0.054	-0.088	0.832					
RB	-0.620	0.757	0.612	0.622	-0.130	0.858				
RJ	-0.687	0.739	0.523	0.822	-0.185	0.633	0.915			
TB	-0.680	0.716	0.619	0.546	-0.128	0.715	0.599	0.858		
UB	-0.742	0.564	0.535	0.503	-0.259	0.550	0.597	0.679	0.832	
VB	-0.704	0.417	0.390	0.387	-0.298	0.397	0.477	0.539	0.677	0.864

Note 1: On the diagonal the square-root of the AVEs and below the diagonal the correlations between constructs.

Note 2: The abbreviations used in the table are explained as follows:

Con = Construct; ATT = Attitude towards e-magazines; IB = Image barrier; INERT = Inertia; OP = Opposition; POS = Postponement; RB = Risk barrier; RJ = Rejection; TB = Tradition barrier; UB = Usage barrier; VB = Value barrier

In summary, in this section the results of the assessment of the measurement model were presented. These results show that the measurement model exhibited adequate internal consistency reliability, convergent validity and discriminant validity to continue with the assessment of the hypotheses.

5.4 Assessment of the hypotheses

Before the results of the hypothesis testing are presented, the structural model was inspected for collinearity problems. In Table 5.18, the VIFs for the structural model are presented. The highest VIF in Table 5.18 is 3.171, below the cut-off of 5.0. Thus, it was confirmed that collinearity does not threaten the results of the model.

Table 5.18: Assessment of collinearity

Factor	ATT	IB	INERT	OP	POS	RB	RJ	TB	UB	VB
ATT				1	1		1			
IB	2.779									
IB	1.85	1				1		1	1	1
OP										
POS										
RB	2.984									
RJ										
TB	3.171									
UB	2.613									
VB	1.893									

Note: The abbreviations used in the table are explained as follows:

ATT = Attitude towards e-magazines; IB = Image barrier; OP = Opposition; POS = Postponement; RB = Risk barrier; RJ = Rejection; TB = Tradition barrier; UB = Usage barrier; VB = Value barrier

In Figure 5.1, the standardised loading and p -value (two-tailed) are reported for each path in the model. Also in Figure 5.1, the R^2 for each dependent variable in the model is indicated. The R^2 for attitude towards adopting e-magazines on a mobile phone was 0.733 confirming that the innovation resistance barriers and inertia collectively explained 73.3% of the variance in attitude towards adopting e-magazines on a mobile phone. Furthermore, attitude towards adopting e-magazines on a mobile explained 0.076% of the variance in mobile phone users' adoption postponement of e-magazines; 34.7% of the variance in mobile phone users' adoption opposition of e-magazines and 47.2% of the variance in mobile phone users' adoption rejection of e-magazines. Of the five barriers, mobile phone users' inertia explained the most variance in the tradition barrier in the adoption of e-magazines (38.3%) and the risk barrier in the adoption of e-magazines (37.5%).

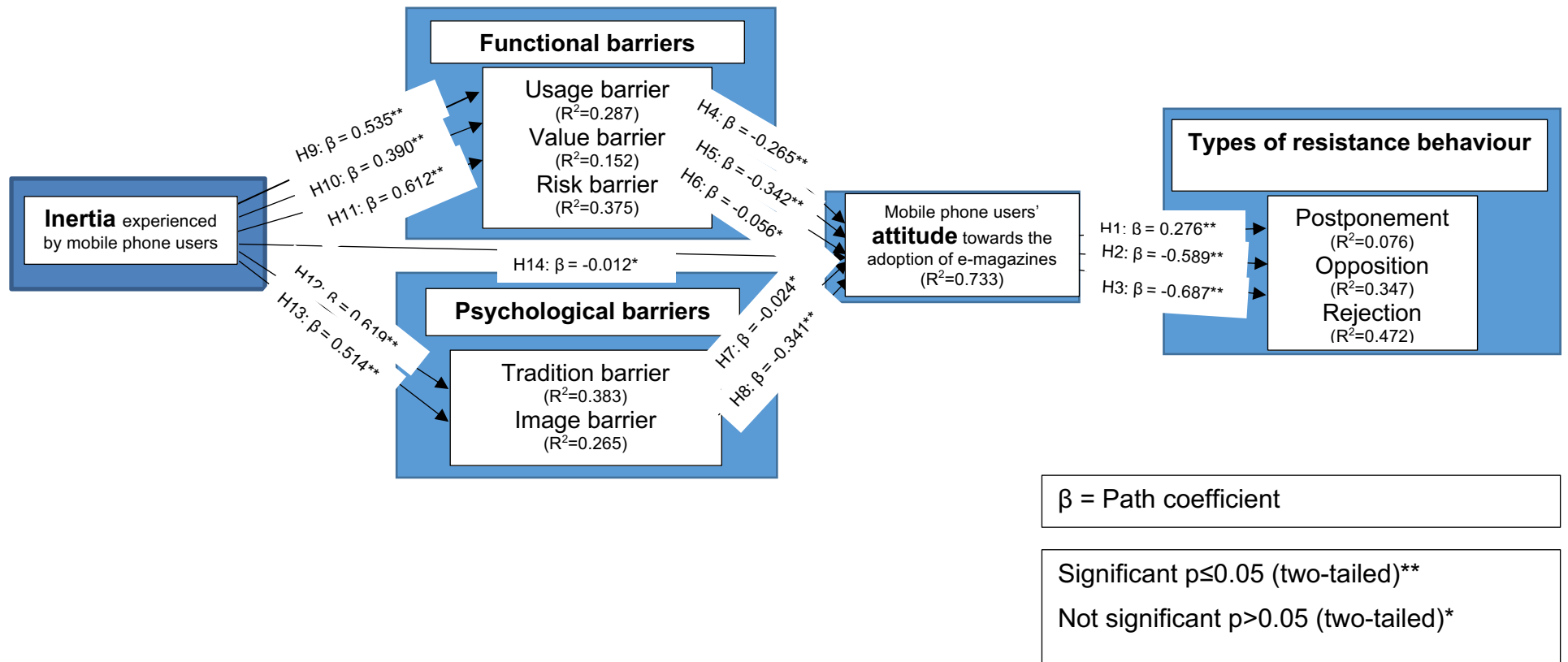


Figure 5.1: Standardised loading and p-value for each path, and R² for each dependant variable

Finding of this study

H_{A1} stated that mobile phone users' attitude influences mobile phone users' adoption postponement negatively. The results of the study did not support the hypothesis (0.276, $p=0.000$ [two-tailed]). Although the influence of attitude on postponement was statistically significant, the standardised loading was not in the hypothesised direction. Thus, H_{A1} was rejected and H₀₁ could not be rejected.

Relation to literature

The results of a study conducted by Chen *et al.* (2018) supported a hypothesis stating that the satisfaction of a service negatively influences postponement or opposition. The results can thus be interpreted by stating that an unsatisfied consumer will postpone the adoption of a product or service (adapted from Chen *et al.*, 2018). On the other hand, the findings of this study revealed that a mobile phone user's attitude towards the adoption of e-magazines does not influence postponement negatively. The results of this study did not support the hypothesis indicating that a negative attitude towards e-magazines will lead to postponement. The results of this study thus refute literature with regards to H_{A1}. The results from this study further reveals that H₀₁ (mobile phone users' attitude towards e-magazines does not influence mobile phone users' adoption postponement of e-magazines) cannot be rejected.

Finding of this study

H₂ stated that mobile phone users' attitude influences mobile phone users' adoption opposition negatively. The results of the study supported the hypothesis (-0.589, $p=0.000$ [two-tailed]). The influence of attitude on opposition was statistically significant, and the standardised loading was in the hypothesised direction. Thus, H₂ was accepted.

Relation to literature

A hypothesis stating that the satisfaction of a service negatively influences postponement or opposition, was supported by the results of a study conducted by

Chen *et al.* (2018). The results of this study concur with literature in the sense that H2 (mobile phone users' attitude towards e-magazines influences mobile phone users' adoption opposition of e-magazines) was accepted.

Where previous literature from Chen *et al.* (2018) combined the influence of satisfaction [or attitude] on both postponement and opposition; this study tested the influence of mobile phone users' attitude on postponement and opposition separately. Different results were found in terms of the influence of mobile phone users' attitude on postponement and opposition. This study thus refutes literature in the sense that it indicated that the influence of attitude on postponement and opposition cannot be tested as a combined concept.

Finding of this study

H3 stated that mobile phone users' attitude influences mobile phone users' adoption rejection negatively. The results of the study supported the hypothesis (-0.687, $p=0.000$ [two-tailed]). Both the influence of attitude on rejection was statistically significant, and the standardised loading was in the hypothesised direction. Thus, H3 was accepted.

Relation to literature

This results of this study revealed that mobile phone users' attitude influences mobile phone users' adoption rejection negatively. This study concurred with literature indicating that consumers' satisfaction of a service negatively influences rejection (Chen *et al.*, 2018). A study from Claudy *et al.* (2014) revealed that a negative attitude towards a product will lead to resistance. This study concurred with the argument of Cornescu and Adam (2013) stating that resistance is not a single behaviour. Therefore, the influence of attitude on the sub-categories of resistance – postponement, opposition and rejection – were tested individually (adapted from Kim & Kankanhalli, 2009; Kleijnen *et al.*, 2009).

Finding of this study

H4 stated that the usage barrier influences mobile phone users' attitude towards e-magazines negatively. The hypothesis (-0.265 , $p=0.000$ [two-tailed]) was supported by the results of the study. The standardised loading moved in the hypothesised direction and the influence of the usage barrier on attitude was statistically significant. Therefore, H4 was accepted.

Relation to literature

Daniela (2016) explained that the usage barrier will affect a consumer's attitude to such an extent that s/he will resist the adoption of a new product. Mani and Chouk (2018:799) revealed through their study that the usage barrier (perceived complexity) positively influences consumer resistance. In contrast to the study by Mani and Chouk (2018), this study provided more detail. The conceptual model of this study indicated that the influence of each individual barrier on mobile phone users' attitude towards e-magazines was tested. Thereafter, the influence of mobile phone users' attitude towards e-magazines on each form of resistant behaviour was tested. This results of this study revealed that the usage barrier influences mobile phone users' attitude towards e-magazines negatively. Although the results of this study does not contradict the results of both Daniela (2016) as well as Mani and Chouk (2018); it provided a more detailed approach with different results for the influence of attitude on the different forms of resistant behaviour as stated above.

Finding of this study

H5 stated that the value barrier influences mobile phone users' attitude towards e-magazines negatively. The results of the study supported the hypothesis (-0.342 , $p=0.000$ [two-tailed]). The influence of the value barrier on attitude was statistically significant, and the standardised loading was in the hypothesised direction. Thus, H5 was accepted.

Relation to literature

Daniela (2016) stated that the value barrier leads to consumer resistance in the sense that the consumer will wait until maturity before adopting a product. The instance whereby a consumer will delay his final decision about adopting a product by not adopting it as the present time, was defined in literature as postponement (Chen *et al.*, 2018; Cornescu & Adam, 2013). This results from this study indicated that the value barrier influences mobile phone users' attitude towards e-magazines negatively. It also previously revealed that H_{A1} was rejected. H_{A1} stated that mobile phone users' attitude influences mobile phone users' adoption postponement negatively.

It can be interpreted that Daniela (2016) indicated that the value barrier leads to postponement. From this study it was seen that the value barrier influences attitude negatively and that attitude does not influence postponement negatively. The results from this study is thus in contrast with the provided literature.

Finding of this study

H₆ stated that the risk barrier influences mobile phone users' attitude towards e-magazines negatively. The hypothesis (-0.056, p=0.325 [two-tailed]) was not supported by the results of the study. Although the standardised loading was in the hypothesised direction, the influence of the risk barrier on attitude was not statistically significant. Therefore, H₆ was rejected.

Relation to literature

Kleijnen *et al.* (2009) identified the most common antecedent of resistance as risk. Mani and Chouk (2018) found that the risk barrier influences consumer resistance positively. The results of this study rejected the hypotheses stating that the risk barrier influences mobile users' attitude towards e-magazines negatively. It was also seen that mobile phone users' attitude towards e-magazines influences mobile phone users' adoption opposition and rejection negatively. The results from this study were drawn and derived from a more detailed conceptual model with more constructs. It did not study resistance as a whole but rather as 3 individual constructs with different results.

This study is thus more comprehensive than that of Mani and Chouk (2018) and can thus not be compared to the results of the influence of the risk barrier on resistance behaviour as a single phenomenon.

Finding of this study

H7 stated that the tradition barrier influences mobile phone users' attitude towards e-magazines negatively. The results of the study did not support the hypothesis (-0.024, $p=0.464$ [two-tailed]). Although the standardised loading was in the hypothesised direction, the influence of the tradition barrier on attitude was not statistically significant; hence, H7 was rejected.

Relation to literature

Jongbum and Jeonghuns (2017) found that the tradition barrier leads to a negative consumer attitude towards the adoption of e-books. The results of this study is in conflict with previous literature when rejecting the hypothesis that the tradition barrier influences mobile phone users' attitude towards e-magazines negatively. The rejection of the hypothesis occurred due to statistical insignificance as stated above.

Finding of this study

H8 stated that the image barrier influences mobile phone users' attitude towards e-magazines negatively. The hypothesis (-0.341, $p=0.000$ [two-tailed]) was supported by the study's results. The image barrier's influence on attitude was statistically significant, and the standardised loading moved in the hypothesised direction. Thus, H8 was accepted.

Relation to literature

According to Ram and Sheth (1989) the image barrier that is related to stereotype thinking, leads to a negative attitude towards a product. This study concur with literature in the sense that the hypothesis was accepted. It was found that the image barrier influences mobile phone users' attitude towards e-magazines negatively.

Finding of this study

H9 stated that mobile phone users' inertia influences the usage barrier in the adoption of e-magazines positively. The results of the study supported the hypothesis (0.535, $p=0.000$ [two-tailed]). Both the influence of inertia on the usage barrier was statistically significant, and the standardised loading was in the hypothesised direction. Thus, H9 was accepted.

Relation to literature

Claudy *et al.* (2014) found that consumers with a preference for their status quo [inertia] experience usage barriers when an innovation is in conflict with existing using patterns. According to the innovation resistance model developed by Ram and Sheth (1989), the usage barrier arise as a result of a consumer's inertia. Results from this study concur with literature and proved that mobile phone users' inertia influences the usage barrier in the adoption of e-magazines positively.

Finding of this study

H10 stated mobile phone users' inertia influences the value barrier in the adoption of e-magazines positively. The hypothesis (0.390, $p=0.000$ [two-tailed]) was supported by the results of the study. Inertia's influence on the value barrier was statistically significant. The standardised loading moved in the hypothesised direction. H10 was accepted because the criteria for the acceptance of a hypothesis was met.

Relation to literature

Engesser and Sawatzki (2016) found that inertia led to the value barrier in the case of electric passenger cars in Gotland. According to Claudy *et al.* (2014) inertia serves as an antecedent to the value barrier (perceived performance-to-price ratio). This study concur with literature. The results proved that mobile phone users' inertia influences the value barrier in the adoption of e-magazines positively.

Finding of this study

H11 stated mobile phone users' inertia influences the risk barrier in the adoption of e-magazines positively. The results of the study supported the hypothesis (0.612, $p=0.000$ [two-tailed]). The influence of inertia on the risk barrier was statistically significant. The standardised loading was in the hypothesised direction. Therefore, H11 was accepted.

Relation to literature

According to Jongbum and Jeonghuns (2017) a consumer's preference for his/her status quo [inertia] leads to the risk barrier, which occurs as a result of the consumer's concern or uncertainty about the product's possible side effects. Daniela (2016) explained that a consumer often perceives the risk barrier as inflated due to inertia (which is manifested in his status quo bias). This study supports literature in the acceptance of H11. It was found that mobile phone users' inertia influences the risk barrier in the adoption of e-magazines positively.

Finding of this study

H12 stated that mobile phone users' inertia influences the tradition barrier in the adoption of e-magazines positively. The hypothesis (0.619, $p=0.000$ [two-tailed]) was supported by the study's results. The influence of inertia on the tradition barrier was statistically significant, and the standardised loading was in the hypothesised direction; hence, H12 was accepted.

Relation to literature

Heidenreich and Spieth (2013) argued that a consumer who acted from a state of inertia found it difficult to break routines. Mani and Chouk (2018) reported that a consumer's desire for personal contact, which is nestled in inertia, will lead to the rise of the tradition barrier (also called the technological vulnerability barrier). The following hypotheses was accepted and also concur with literature: mobile phone users' inertia influences the tradition barrier in the adoption of e-magazines positively.

Finding of this study

H13 stated that mobile phone users' inertia influences the image barrier in the adoption of e-magazines positively. The results of the study supported the hypothesis (0.514, $p=0.000$ [two-tailed]). Both the influence of inertia on the image barrier was statistically significant, and the standardised loading was in the hypothesised direction. Thus, H13 was accepted.

Relation to literature

Mani and Chouk (2018) stated that inertia due to the desire to stay in the current situation by not associating with products with a negative image; leads to the image barrier (also called self-image congruence). This study accepted the hypothesis that mobile phone users' inertia influences the image barrier in the adoption of e-magazines positively. The acceptance of the hypothesis is supported by literature.

Finding of this study

H14 stated that mobile phone users' inertia influences mobile phone users' attitude towards e-magazines negatively. The results of the study did not support the hypothesis (-0.012 , $p=0.771$ [two-tailed]). Although the standardised loading was in the hypothesised direction, the influence of inertia on attitude was not statistically significant. Therefore, H14 was rejected.

Relation to literature

Inertia is found to be an antecedent of attitude formation in the consumer decision-making process (Polites & Karahanna, 2012). Wang *et al.* (2006) reported that the future of printed magazines is kept alive by consumers' inertia that prevents them from developing a positive attitude towards e-magazines. The results of this study refute to literature by rejecting the hypothesis that mobile phone users' inertia influences mobile phone users' attitude towards e-magazines negatively.

In Table 5.19 a summary of the results of the hypothesis testing is presented.

Table 5.19: Summary of results of the hypotheses testing

H	Relationship	D	Path coefficient	t-value	p-value (two-tailed)	Hypothesis accepted/rejected
H _{A1}	Attitude -> Postponement	-	0.276	4.824	0.000	Rejected
H _{A2}	Attitude -> Opposition	-	-0.589	13.236	0.000	Accepted
H _{A3}	Attitude -> Rejection	-	-0.687	20.100	0.000	Accepted
H _{A4}	Usage barrier -> Attitude	-	-0.265	4.666	0.000	Accepted
H _{A5}	Value barrier -> Attitude	-	-0.342	7.416	0.000	Accepted
H _{A6}	Risk barrier -> Attitude	-	-0.056	0.985	0.325	Rejected
H _{A7}	Tradition barrier -> Attitude	-	-0.024	0.464	0.642	Rejected
H _{A8}	Image barrier -> Attitude	-	-0.341	6.034	0.000	Accepted
H _{A9}	Inertia -> Usage barrier	+	0.535	13.242	0.000	Accepted
H _{A10}	Inertia -> Value barrier	+	0.390	7.588	0.000	Accepted
H _{A11}	Inertia -> Risk barrier	+	0.612	14.863	0.000	Accepted
H _{A12}	Inertia -> Tradition barrier	+	0.619	17.049	0.000	Accepted
H _{A13}	Inertia -> Image barrier	+	0.514	11.857	0.000	Accepted
H _{A14}	Inertia -> Attitude	-	-0.012	0.291	0.771	Rejected

Note: The abbreviations used in the table are explained as follows:

H = Hypothesis; D = Direction

5.5 Additional analysis

The conceptual model developed for the purpose of the study also imply that the influence of mobile phone users' inertia on mobile phone users' attitude towards the adoption of e-magazines is mediated by the five barriers. Although no hypotheses were developed to test the mediation effects, results of an additional analysis are presented to provide statistical evidence of the mediation effects. These results are summarised in Table 5.20.

The results presented in Table 5.20 show that the five innovation resistance barriers fully mediate the influence of inertia on satisfaction as the direct effect is not statistically significant (-0.012, $p=0.771$ [two-tailed]) (Kenny, 2018). The results in Table 5.20 further show that only the image barrier, the usage barrier and the value barrier statistically significantly mediate the negative influence of inertia on attitude.

Table 5.20: Results of the mediation testing

Indirect effect	Indirect effect	t-value	p-value (two-tailed)
INERT -> ATT (total effect)	-0.517	11.557	0.000
INERT -> ATT (direct effect)	-0.012	0.291	0.771
INERT -> IB -> ATT	-0.175	5.213	0.000
INERT -> RB -> ATT	-0.034	0.991	0.322
INERT -> TB -> ATT	-0.015	0.457	0.648
INERT -> UB -> ATT	-0.142	4.523	0.000
INERT -> VB -> ATT	-0.133	5.771	0.000

Note: The abbreviations used in the table are explained as follows:

INERT = Inertia; ATT = Attitude towards e-magazines; IB = Image barrier; RB = Risk barrier; TB = Tradition barrier; UB = Usage barrier; VB = Value barrier

5.5 Conclusion

In Chapter 5, the data analysis was conducted as discussed in Chapter 4. A total of 10 hypotheses were accepted and 4 hypotheses were rejected during the empirical research. For the purpose of this study a conceptual model was developed that implied that the influence of inertia on mobile phone users' attitude towards the adoption of e-magazines is mediated by the five barriers. No hypotheses were developed to test the mediation effects, but an additional analysis provided statistical evidence of the mediation effects. In the next chapter, Chapter 6, the findings will be discussed; recommendations will be made to publishers to enhance the adoption of e-magazines on mobile phones; and the theoretical implications and limitations of the study will be discussed. Thereafter Chapter 6, as well as the study as a whole, will be concluded.

CHAPTER 6 CONSLUSION AND RECOMMENDATIONS

6.1 Introduction

The primary objective of this study is to identify factors that influence South African consumers' resistance to the adoption of e-magazines on mobile phones. Chapter 1 provided a background of the study and how it will be conducted. Chapter 2 provided an overview of the transformation of the publishing industry caused by the Internet. In Chapter 3, a conceptual model was developed that was used to study consumers' resistance behaviour in the adoption of e-magazines on mobile phones. Chapter 4 described the research methodology followed in the study. Data analysis was conducted in Chapter 5 to derive the main findings of the study. This chapter, Chapter 6, will draw conclusions from the main findings in Chapter 5; make recommendations to publishers of e-magazines to enhance the adoption of e-magazines on mobile phones; and conclude both the chapter and the study as a whole.

6.2 Findings and conclusions based on the empirical study

The results of each of the 14 tested hypotheses will be discussed and conclusions on each hypothesis will be drawn.

6.2.1 The influence of mobile phone users' attitude towards adopting e-magazines on mobile phone users' adoption postponement of e-magazines (H1)

Although the p-value demonstrated statistical significance, it can be seen from the results that attitude does not influence postponement negatively (0.276, $p=0.000$ [two-tailed]). The standardised loading was not in the same direction as the hypothesis, but the influence of mobile phone users' attitude towards the adoption of e-magazines on postponement was statistically significant. Thus, H_{A1} was rejected and H_{01} could not be rejected.

Conclusion

It can thus be concluded that attitude towards e-magazines does not negatively influence postponement of the adoption of e-magazines, but the influence is positive. Thus, attitude enhances postponement.

6.2.2 The influence of mobile phone users' attitude towards e-magazines on mobile phone users' adoption opposition of e-magazines (H2)

The results of the study supported the hypothesis stating that attitude influences opposition negatively (-0.589, $p=0.000$ [two-tailed]). Statistical significance was demonstrated and the standardized loading was in the same direction as the hypothesised direction. Thus, H2 was accepted.

Conclusion

It can then be said that attitude towards e-magazines influences opposition of e-magazines negatively.

6.2.3 The influence of mobile phone users' attitude towards e-magazines on mobile phone users' adoption rejection of e-magazines (H3)

The results of the study supported the hypothesis by demonstrating that the attitude towards e-magazines does influence the rejection of e-magazines negatively (-0.687, $p=0.000$ [two-tailed]). The p-value showed that the hypothesis was statistically significant and that the standardised loading was in the hypothesised direction. Therefore, H3 was accepted.

Conclusion

It can then be concluded that attitude towards e-magazines influences rejection of e-magazines negatively and that this negative influence is stronger than the influence of attitude on opposition.

6.2.4 The influence of the usage barrier on mobile phone users' attitude towards e-magazines (H4)

The results of the study supported the hypothesis (-0.265, $p=0.000$ [two-tailed]) and therefore, H4 was accepted. The sign of the standardised loading was in the same direction as the hypothesis. The p-value also revealed statistical significance with a value of less than 0.05.

Conclusion

Subsequently, as the usage barrier increases, attitude towards e-magazines will decrease and will thus be negative.

6.2.5 The influence of the value barrier on mobile phone users' attitude towards e-magazines (H5)

The hypothesis was supported by the results (-0.342, $p=0.000$ [two-tailed]). The influence of the value barrier on attitude was proven statistically significant. The standardised loading followed the hypothesised direction. Thus, H5 was accepted.

Conclusion

Therefore, it can be said that the value barrier influences attitude towards e-magazines negatively.

6.2.6 The influence of the risk barrier on mobile phone users' attitude towards e-magazines (H6)

Although the standardised loading was in the hypothesised direction, the influence of the risk barrier on attitude was not statistically significant (-0.056, $p=0.325$ [two-tailed]). The results of the study did thus not support the hypothesis and H6 was rejected.

Conclusion

The conclusion is thus drawn that the risk barrier does not influence attitude towards e-magazines.

6.2.7 The influence of the tradition barrier on mobile phone users' attitude towards e-magazines (H7)

The results of the study did not support the hypothesis that the tradition barrier influences attitude towards e-magazines negatively (-0.024, $p=0.464$ [two-tailed]). The standardised loading was in the hypothesised direction, but the influence of the tradition barrier on attitude was not statistically significant. As a result, H7 was rejected.

Conclusion

It can then be said that the tradition barrier does not influence attitude towards e-magazines.

6.2.8 The influence of the image barrier on mobile phone users' attitude towards e-magazines (H8)

The results supported the hypothesis (-0.341, $p=0.000$ [two-tailed]). H8 was accepted, because both the influence of the image barrier on attitude was statistically significant; and the standardised loading was in the hypothesised direction.

Conclusion

It is concluded that an increase in the image barrier leads to a more negative attitude towards a-magazines.

6.2.9 The influence of mobile phone users' inertia on the usage barrier in the adoption of e-magazines (H9)

The hypothesis was supported by the results of the study (0.535, $p=0.000$ [two-tailed]). The standardised loading was in the hypothesised direction and statistical significance was proven. Therefore, H9 was accepted.

Conclusion

Subsequently, an increase in inertia leads to an increase in the usage barrier.

6.2.10 The influence of mobile phone users' inertia on the value barrier in the adoption of e-magazines (H10)

The influence of inertia on the value barrier was statistically significant, and the standardised loading was in the hypothesised direction. The results of the study thus supported the hypothesis (0.390, $p=0.000$ [two-tailed]). Therefore, H10 was accepted.

Conclusion

As a result, an increase in inertia leads to an increase in the value barrier.

6.2.11 The influence of mobile phone users' inertia on the risk barrier in the adoption of e-magazines (H11)

The results revealed that the standardised loading was in the hypothesised direction and statistical significance was proven by the p-value. The results of the study supported the hypothesis (0.612, $p=0.000$ [two-tailed]). Thus, H11 was accepted.

Conclusion

The risk barrier will therefore increase as inertia increases.

6.2.12 The influence of mobile phone users' inertia on the tradition barrier in the adoption of e-magazines (H12)

The results of the study supported the hypothesis stating that inertia influences the tradition barrier positively (0.619, $p=0.000$ [two-tailed]). The results demonstrated that the hypothesis was statistically significant, and the standardised loading was in the hypothesised direction. As a result, H12 was accepted.

Conclusion

The conclusion can be drawn that the tradition barrier will increase as inertia increases.

6.2.13 The influence of mobile phone users' inertia on the image barrier in the adoption of e-magazines (H13)

The hypothesis stated that inertia influences the image barrier positively. It was supported by the results of the study (0.514, $p=0.000$ [two-tailed]). Statistically significance was proven and the standardised loading moved in the same direction as the hypothesis. Thus, H13 was accepted.

Conclusion

It can therefore be said that an increase in inertia will lead to an increase in the image barrier.

6.2.14 The influence of mobile phone users' inertia on attitude towards e-magazines (H14)

H_A14: Mobile phone users' inertia influences mobile phone users' attitude towards e-magazines negatively

The hypothesis stating that inertia influences attitude towards e-magazines negatively, was not supported by the results (-0.012, $p=0.771$ [two-tailed]). The standardised

loading was in the hypothesised direction, but the influence of inertia on attitude was not statistically significant. Therefore, H14 was rejected.

Conclusion

It can thus be concluded that inertia does not influence attitude towards e-magazines.

6.3 Managerial implications and recommendations to marketers and publishers of e-magazines to enhance the adoption of the digital product

The following managerial implications are advanced in order to promote the adoption of e-magazines on mobile phones; based on the findings and conclusions above.

- Out of the three functional barriers and two psychological barriers, all five were influenced positively by inertia. Inertia influences the usage barrier positively; hence, managers should pay attention to the perceived ease of use of e-magazines on mobile phones by simplifying the process. The design of an e-magazine service should be modernised in order to display mobile friendliness and interactive content. The graphic design of an e-magazine should be aimed at the target audience. A message should be sent to consumers whereby the digital product is advertised as easy to use. Inertia also influences the value barrier positively. Marketers should break down this barrier by creating incentives such as the inclusion of promotional discount codes and virtual vouchers for consumers who subscribe to e-magazines. Continuous content such as live videos should be marketed as an added extra on digital platforms. Extra articles and access to back-dated editions should be utilised to break down the value barrier for e-magazine readers. The risk barrier should be attended to by communicating to the consumer that an e-magazine does not propose any possible side effects and the subscription process is completely safe. The psychological barriers (which consist of the tradition barrier and image barrier) are positively influenced by inertia. The tradition barrier should be attended to by making the product interactive in order to reduce technological vulnerability. The sales technique of upselling can be incorporated whereby mobile phone users are given free access to an e-

magazine. This will be used to break down the tradition barrier and to convince magazine readers with a mobile phone to subscribe to upgraded e-magazine packages with more content and added benefits. The image barrier should be broken down by creating a positive connection between the digital product and the consumer's self-image. Branding should go beyond the mobile phone platform in order to attain brand loyalty and break down the image barrier.

- Out of the five barriers, the following three influenced attitude negatively: the usage barrier, the value barrier and the image barrier. The influence of the usage barrier on attitude can be attended to by making e-magazines as compatible as possible with the consumer's existing practises. User-friendly mobile applications should be built with links that send the mobile phone user directly to the 'source' for example hyperlinks should be built into the index of an e-magazine that takes the reader directly to the desired article. Options of font type and size should also be made available to the reader to make reading easier for the mobile phone user. The value barrier's influence on attitude can be attended to by providing bundled pricing-options and the perception that value is created to the consumer. The loss of free samples in printed magazines can be compensated for by including virtual vouchers and promotional codes in e-magazines read on mobile phones. The image barrier's influence on the creation of a negative attitude towards e-magazines should be minimized by making the digital product fashionable and compatible with the consumer's self-image. The image barrier can be attended to by proving a digital product that is harmonious with the consumer's lifestyle and self-perception through the empowerment of the target market.

6.4 Theoretical implications of the study

This study made the following theoretical contributions:

- Many studies in the past had a "pro-innovation bias" (Ram 1987: 208). This study focused on resistance behaviour. The effect of attitude on the three types of resistance behaviour was studied. It was found that a negative attitude

towards e-magazines lead to opposition and rejection, but does not influence postponement. Attitude proved to influence opposition and rejection negatively.

- This study explained the influence of inertia on attitude through the barriers as mediators. The mobile phone users' psychological process was explained when inertia was mediated through the usage barrier, the value barrier and the image barrier respectively, in order to influence mobile phone users' attitude towards the adoption of e-magazines negatively.

6.5 Limitations of the study

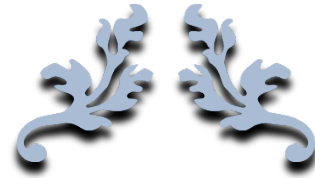
- The target population was chosen based on convenience and time-saving. The digital self-completion questionnaires were distributed to students registered at the Business School of the University of the Free State in Bloemfontein as well as on LinkedIn and Facebook groups in the Eastern Free State. Although it was possible for respondents from anywhere in South Africa to participate in the study, the distribution took place mainly in the Free State. In future studies the representation of the whole population can be improved by a wider distribution of the questionnaire in order to cover a larger geographical location.
- The study was quantitative and the perception of e-magazines was tested with close-ended questions by means of a Likert scale. The respondents were not given the opportunity to give extensive opinions. For future research, qualitative or mixed methods research can be conducted to allow for a more in-depth study of consumer perceptions about reading e-magazines on mobile phones.
- The risk items used in the analysis in this study related more to functional risks. This is a limitation of the study as other types of risk were not included in the measurement of risk. This provides for an opportunity for future research to investigate the influence of other types of risk on mobile phone users' attitude towards the adoption of e-magazines.

6.6 Conclusion

The main objective of this study; to identify factors that influence South African consumers' resistance to the adoption of e-magazines on mobile phones; was achieved through empirical testing of the conceptual model based on the revision of existing knowledge. Recommendations made in Chapter 6 will assist both managers and e-magazine publishers in the enhancement of the adoption of e-magazines on mobile phones amongst South African consumers.

EXHIBIT A QUESTIONNAIRE

14 August 2019



Resistance to e-magazine adoption by mobile phone users: A South African consumer study

Dear respondent

I, Joelene Kok, am a student in the Masters of Business Administration (MBA) degree programme presented by the Business School at the University of the Free State. As the primary investigator I would like to invite you to participate in a research study on mobile phone users' resistance to reading e-magazines on a mobile phone. The reason you are invited to participate in the research study, is that mobile phone users like yourself who are not currently reading e-magazines on their mobile phones, can provide objective views of questions asked in the questionnaire to understand this resistance behaviour. Should you have any questions or concerns about the study, you can contact me at 084 501 8684. The research study is conducted in order to fulfil the requirement for a MBA degree at the University of the Free State. Additionally, the findings of the study may be disseminated at academic conferences or in academic journals. My supervisor is Prof. Jacques Nel from the Department of Business Management at the University of the Free State. Prof. Nel can also be contacted at 051 401 2272 or nelj@ufs.ac.za, should you have any questions about the study.

To participate in the study you must meet the following criteria:

- Own a mobile phone with a connection to the Internet.
- You must not have downloaded an e-magazine on your mobile phone or read an e-magazine online on your mobile phone.

This study has received approval from the General Human Research Ethics Committee of the University of the Free State. A copy of the approval letter can be obtained from the primary investigator.

Approval number: UFS-HSD2019/1649

Your participation in this research study only requires of you to complete the questionnaire that follows. The completion of the questionnaire is likely not to take more than 20 minutes. Except for the time inconvenience, the completion of the questionnaire poses no other inconvenience to a participant or any risk. Instructions for the completion of the questionnaire are clearly stated and the questions in the questionnaire are kept to a minimum.

Participation in the study is voluntary and you are under no obligation to consent to participation. If you do decide to take part, please complete the informed consent to participate in the study on page 3. Should you decide not to participate in the survey after reading this information, please hand back the uncompleted questionnaire. You

are free to withdraw at any time and without giving a reason during the completion of the questionnaire. Please take note that the questionnaire does not include any information that can be used to identify a specific participant. Thus it would not be possible to identify your completed questionnaire from other completed questionnaires.

There are no monetary benefit for you to complete the question. The only indirect benefit is that you will assist the principal investigator by obtaining her MBA degree in 2020.

Confidentiality of the information provided by completing the questionnaire will be maintained in the following ways. All collected information that will be reported in the MBA dissertation, or disseminated through academic conference papers published in conference proceedings or academic journal publications, will only be reported in the aggregate. The electronic captured data from the completed online questionnaires will be stored on a password protected computer. Future use of the stored data will be subject to further Research Ethics Review and approval if applicable. Again, it is important to reiterate that the only identified risk to participants is the loss of work time. This risk will be mitigated by keeping the questionnaire as short as possible to enable the participants to complete it within 20 minutes. The questionnaire will also be uploaded onto Facebook and LinkedIn groups which will enable participants to complete it in their own time. Printed questionnaires will also be distributed to students in classes at the Business School of the University of the Free State with the permission of the lecturer. The questionnaires will be distributed just before lunch time in order to limit the loss of lecture time and to enable them to complete the questionnaires during lunch hour.

Should you like to be informed of the results of the research, please contact Joelene Kok by phone in January 2020.

Thank you in advance for your willingness to participate in the research study.



Ms Joelene Kok
MBA student



Prof. Jacques Nel
Supervisor

CONSENT TO PARTICIPATE IN THIS STUDY

I confirm that the person asking my consent to take part in this research has told me about the nature, procedure, potential benefits and anticipated inconvenience of participation.

I have read and understood the study as explained in the information sheet. I have had sufficient opportunity to ask questions and am prepared to participate in the study. I understand that my participation is voluntary and that I am free to withdraw at any time without penalty. I am aware that the findings of this study will be anonymously processed into the MBA dissertation, journal publications and/or conference proceedings.

Full Name and surname of participant: _____

Date: _____

Signature: _____

Section A: Respondent's demographic information

Instructions: Please answer the following questions by marking the appropriate option with an X or by writing an answer in the space provided. If you do not want to answer a question, then skip the question.

1. Please indicate your gender:

<input type="checkbox"/>	Male
<input type="checkbox"/>	Female

2. Please indicate your age: _____

3. Please indicate your ethnicity:

<input type="checkbox"/>	Black
<input type="checkbox"/>	White
<input type="checkbox"/>	Coloured
<input type="checkbox"/>	Asian
<input type="checkbox"/>	Other

4. What is your marital status?

<input type="checkbox"/>	Single (never married)
<input type="checkbox"/>	Married
<input type="checkbox"/>	In a domestic partnership
<input type="checkbox"/>	Divorced
<input type="checkbox"/>	Widowed

5. Please indicate your highest level of education:

	Not completed grade 12
	Completed grade 12
	Higher education certificate or diploma
	Bachelor's degree
	Honours degree
	Master's degree
	Doctoral degree

6. What is your current employment status?

	Employed full-time (40+ hours per week)
	Employed part-time (less than 40 hours per week)
	Unemployed (currently looking for work)
	Unemployed (not currently looking for work)
	Student
	Retired
	Self-employed
	Unable to work

7. What is your monthly disposable income?

	No income
	R1 – R400
	R401 – R800
	R801 – R1 600
	R1 601 – R3 200
	R3 201 – R6 400
	R6 401 – R12 800
	R12 801 – R25 600
	R25 601 – R51 200
	R51 201 – R102 400
	R102 401 – R204 800
	R204 801 or more

8. How much money do you spend on magazines in a typical month?

	Nothing
	Less than R100
	R101 – R200
	R201 – R300
	R301 – R400
	R401 – R500
	More than R500

9. Please indicate the total number of magazines you read in a month:

10. What topics of magazines do you like to read on? (Please mark all applicable answers)

	Men
	Women
	News
	Business
	Family
	Food and lifestyle
	Science and technology
	Entertainment
	Sport
	Travel
	Other

If other, please specify: _____

Section B: The use of e-magazines on mobile phones

An e-magazine refers to a replica or copy of a printed magazine which can be read through electronic media such as a mobile phone. Below is an illustration of the e-magazine subscription process on a mobile phone. Please read through the illustration before answering the questions in the next section.

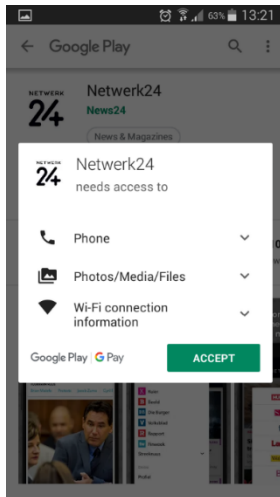


Figure 1: Downloading the Network 24 application

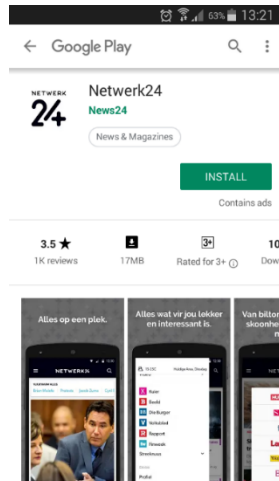


Figure 2: Installing the Network 24 application

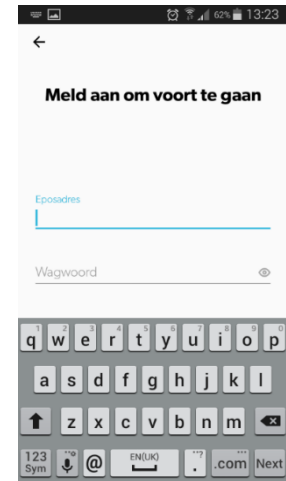


Figure 3: Logging into the Network 24 application

Figure 1 illustrates the option to start the installation process of the Network 24 application on the mobile phone. Thereafter the installation takes place as in Figure 2. Upon successful installation of the application, the login details are required as illustrated in Figure 3 above.

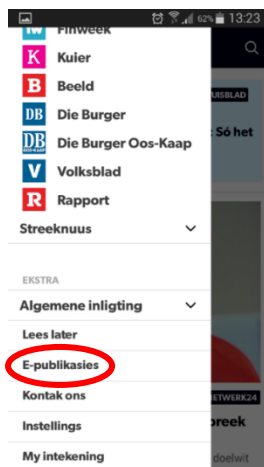


Figure 4: The Network 24 menu



Figure 5: Redirection to Mysubs application

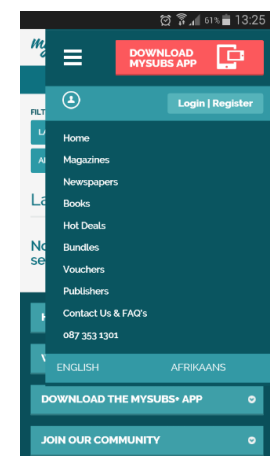


Figure 6: Downloading the Mysubs application

Upon logging in to the Network 24 application, the drop-down menu as illustrated in Figure 4 appears. Upon choosing the e-publications option in Figures 4 and 5, the consumer is redirected to the Mysubs application download in Figure 6. Mysubs is a one-stop subscription shop that allows for the reading of e-magazines.

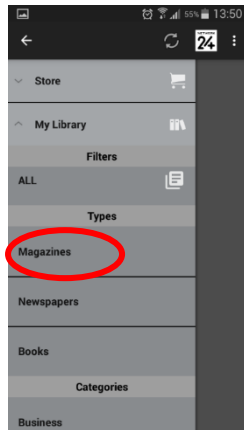


Figure 7: The drop-down menu on the Mysubs application



Figure 8: The e-magazine options on the Mysubs application

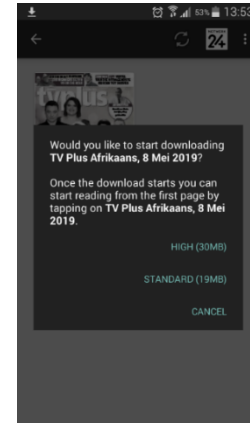


Figure 9: Option of downloading an e-magazine in different resolutions

After downloading both the Network 24 and Mysubs application on the mobile phone; the consumer can access e-magazines on the Mysubs application as illustrated in Figures 7 and 8. The consumer has the options of downloading the chosen e-magazine in either high or standard resolution as shown in Figure 9.

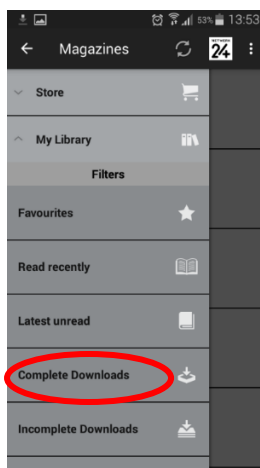


Figure 10: Completed e-magazine downloads



Figure 21: Downloaded e-magazines in PDF format



Figure 12: Example of a page in a downloaded e-magazine

The complete downloads appear as shown in Figure 10. Figure 11 illustrates the e-magazines which are available to be read in PDF format. Figure 12 illustrates a page from a down-loaded e-magazine.

Please complete the questions on the next page.

Section C: Perceptions about reading e-magazines on a mobile phone

Instructions: Please answer the following questions by marking the most appropriate option with an X. Please provide us with your honest opinion since there is no right or wrong answer.

	Strongly agree	Agree	Somewhat agree	Neutral	Somewhat disagree	Disagree	Strongly disagree
I think that reading e-magazines on a mobile phone is good, but I will <u>not</u> start doing it immediately.							
I think that starting to read e-magazines on a mobile phone later is better.							
I am <u>not</u> sure whether to read e-magazines on a mobile phone is the right decision.							

	Strongly agree	Agree	Somewhat agree	Neutral	Somewhat disagree	Disagree	Strongly disagree
It is very likely that I will say negative things to other people about reading e-magazines on a mobile phone.							
If other people ask me, it is very likely that I would advise them <u>not</u> to read e-magazines on a mobile phone.							

	Strongly agree	Agree	Somewhat agree	Neutral	Somewhat disagree	Disagree	Strongly disagree
It is very likely that I will influence my friends <u>not</u> to read e-magazines on a mobile phone.							

	Strongly agree	Agree	Somewhat agree	Neutral	Somewhat disagree	Disagree	Strongly disagree
I think that to avoid reading e-magazines on a mobile phone is the right choice.							
Reading e-magazines on a mobile phone is <u>not</u> wise.							
I will reject any recommendations from people about reading e-magazines on a mobile phone.							

	Strongly agree	Agree	Somewhat agree	Neutral	Somewhat disagree	Disagree	Strongly disagree
Reading e-magazines on a mobile phone requires new behaviour.							
Reading e-magazines on a mobile phone fits well with the way I like to read magazines.							

	Strongly agree	Agree	Somewhat agree	Neutral	Somewhat disagree	Disagree	Strongly disagree
Reading e-magazines on a mobile phone is compatible with my needs.							

	Strongly agree	Agree	Somewhat agree	Neutral	Somewhat disagree	Disagree	Strongly disagree
Reading e-magazines on a mobile phone offer advantages <u>not</u> offered by reading printed magazines.							
In my view, reading e-magazines on a mobile phone is superior to reading printed magazines.							
Reading e-magazines on a mobile phone solve a problem I <u>cannot</u> solve with reading printed magazines.							

	Strongly agree	Agree	Somewhat agree	Neutral	Somewhat disagree	Disagree	Strongly disagree
I am <u>not</u> confident that e-magazines would work on mobile phones as described.							
I am <u>not</u> certain that e-magazines will display satisfactorily on a mobile phone.							
I doubt whether e-magazines on mobile phones would consistently perform as promised.							
I fear that while I am reading an e-magazine on a mobile phone, the battery of the mobile phone will run out or the connection will otherwise be lost.							

	Strongly agree	Agree	Somewhat agree	Neutral	Somewhat disagree	Disagree	Strongly disagree
Buying a printed magazine in a shop is a nice occasion on a weekday.							
I would find reading e-magazines on a mobile phone less pleasant than reading printed magazines.							

	Strongly agree	Agree	Somewhat agree	Neutral	Somewhat disagree	Disagree	Strongly disagree
I prefer reading printed magazines rather than reading e-magazines on a mobile phone.							
I am so used to reading printed magazines that I would find it hard to read e-magazines on a mobile phone.							

	Strongly agree	Agree	Somewhat agree	Neutral	Somewhat disagree	Disagree	Strongly disagree
I have a very negative image of reading e-magazines on a mobile phone.							
In my opinion, reading e-magazines on a mobile phone is too complicated to be useful.							
I have such a feeling that reading e-magazines on a mobile phone is difficult.							

	Strongly agree	Agree	Somewhat agree	Neutral	Somewhat disagree	Disagree	Strongly disagree
Reading e-magazines on a mobile phone is a good idea.							
Reading e-magazines on a mobile phone is wise.							
Reading e-magazines on a mobile phone is beneficial.							
Reading e-magazines on a mobile phone is interesting.							

	Strongly agree	Agree	Somewhat agree	Neutral	Somewhat disagree	Disagree	Strongly disagree
I never thought about switching to reading e-magazines on a mobile phone.							
I do <u>not</u> constantly look out for attractive deals on e-magazines that I can read on a mobile phone.							
I <u>cannot</u> be bothered to think about switching to reading e-magazines on a mobile phone.							

≈ Thank you for your participation ≈

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