
7.7 ANALYSIS OF VARIANCE (ANOVA), ETA SQUARED

The statistical analysis applied predominantly in the data analysis to investigate and explore differences between dependent variables and groups of independent variables was analysis of variance (ANOVA). ANOVA is a statistical technique, which can be used to analyse multiple independent variables. ANOVA tests whether means differ between independent variables under measure (Field, 2005:724). ANOVA allows one to compare the effects of each independent variable individually (Ho, 2006:57), which is beneficial in the context of this study. To corroborate the findings produced from ANOVA tests, the effect size measure eta-squared (Levine & Hullett, 2002:612; Pierce, Block & Aguinis, 2004:917) were also reported. Eta-squared is an effect size measure, commonly used to estimate the effect size for the ANOVA (Levine & Hullett, 2002:612). According to Field (2005:730) Eta-squared confirms the overall effect of the ANOVA.

The results of the ANOVA tests produce the significance of each independent variable included in the analysis for a given dependent variable. If the significance, or p-value is less than 0.001 then the difference is significant at the 0.1% level and is considered very highly significant, if the significance lies between 0.001 and 0.01, then the difference is significant at the 1% level of significance and is considered highly significant; if the significance lies between 0.01 and 0.05, then the difference is interpreted as moderately significant at the 5% level.

In terms of Eta-squared, effect size significances are considered small for values between 0.01 and 0.06 and large for values above 0.06 (Kittler, Menard & Phillips, 2007).

The results of ANOVA and corresponding effect sizes (Eta-squared) are provided in the respective tables accompanying each analysis of the independent variables. For ease of visual reference, colour coding has been applied to the significant values in the tables. In terms of the ANOVA test, those dimensions that are shaded in yellow, green and red indicates that a significant difference between and within the different groups exists (red being the most significant, yellow less significant and green least significant). In terms of

Eta-Squared, those dimensions that are shaded in yellow or red indicates the strength of the association between the variables (red the strongest and yellow less strong).

7.7.1 Factor mean scores by gender

Table 7.38 lists the factor mean scores of all 28 dimensions by gender.

ANOVA tests

In terms of the ANOVA tests, significant differences between means across gender groups were identified in respect of eight dependent variables: *FC2: Redefinition* ($p=0.004$); *TOTC: Uniqueness* ($p=0.001$); *FC1: Innovation seeking* ($p=0.030$); *FE2: Indecisiveness* ($p=0.039$); *TOTG: P2P value extraction* ($p=0.041$); *TOTE: Fragmentation outcomes* ($p=0.003$); *FE1: Impulsiveness* ($p=0.011$); and *FG1: Altruism* ($p=0.012$).

- In terms of *FC1: Innovation seeking*, the mean score for males was 3.791, whereas the mean score for females was significantly lower at 3.527. The interpretation of this result is that males are significantly more likely than females to seek innovation.
- In terms of *FC2: Redefinition*, the mean score for males was 4.209, whereas the mean score for females of 3.922 was significantly lower. Although both mean scores support high agreement responses, males appear to be more inclined to actively process and re-construct information than females.
- In terms of *TOTC: Uniqueness*, the mean score for males was 3.999, while the mean score for females was 3.730. This indicates that males are more likely to seek out innovative offerings than females and have a higher propensity to be characterised as early adopters than females. This supports the findings of factors *FC1* and *FC2*.
- In terms of *FE1: Impulsiveness*, the mean score for males was 3.233, while the mean score for females of 3.513 was significantly higher, which indicates that females are significantly more inclined to respond impulsively than males.
- In terms of *FE2: Indecisiveness*, the mean score for males was 3.350, while the mean score for females of 3.638 was significantly higher, which suggests females are less decisive than males when deciding which product to choose from in the

context of shopping. This could be a function of the fact that in the retail sector there are more products designed for women than there are for men. It is also indicative that men may be more single-minded and focussed than women.

- In terms of TOTE: Fragmentation outcomes, the mean score for males was 3.283, while the mean score for females was significantly higher at 3.562, which implies that females are more susceptible to the effects of fragmentation than males.
- In terms of *FG1: Altruism*, the mean score for males was 3.276, while the mean score for females was significantly lower at 2.944. This difference may account for the fact that males are more involved in the process of peer-to-peer file sharing than females, thus more familiar with its processes. This finding could be associated with factor TOTC: Uniqueness, which suggests that males are more inclined to be early adopters of technology than females.
- In terms of TOTG: P2P value extraction, the mean score for males was 3.659, while the mean score for females was lower at 3.434, which suggest that females derive significantly less value from peer-to-peer file sharing than males.

Eta-squared

The strength of the relationship between gender and the dependent variable is significant for nine instances: *FF2: Authentic representation* ($\eta^2=0.011$); *FC2: Redefinition* ($\eta^2=0.025$); TOTC: Uniqueness ($\eta^2=0.031$); *FC1: Innovation seeking* ($\eta^2=0.014$); *FE2: Indecisiveness* ($\eta^2=0.013$); TOTG: P2P value extraction ($\eta^2=0.013$); TOTE: Fragmentation outcomes ($\eta^2=0.026$); *FE1: Impulsiveness* ($\eta^2=0.020$); and *FG1: Altruism* ($\eta^2=0.021$). These findings are similar to those of the ANOVA tests, with the exception of an additional dependent variable, *FF2: Authentic representation*, where the mean score for males was 4.141, compared to the mean score for females of 3.985. This result implies that males have a significantly higher expectation for brands to be authentic, than females. This finding aligns with the proposition that males are more likely to be early adopters than females, and the presumption that males have fewer retail offerings to choose from than females.

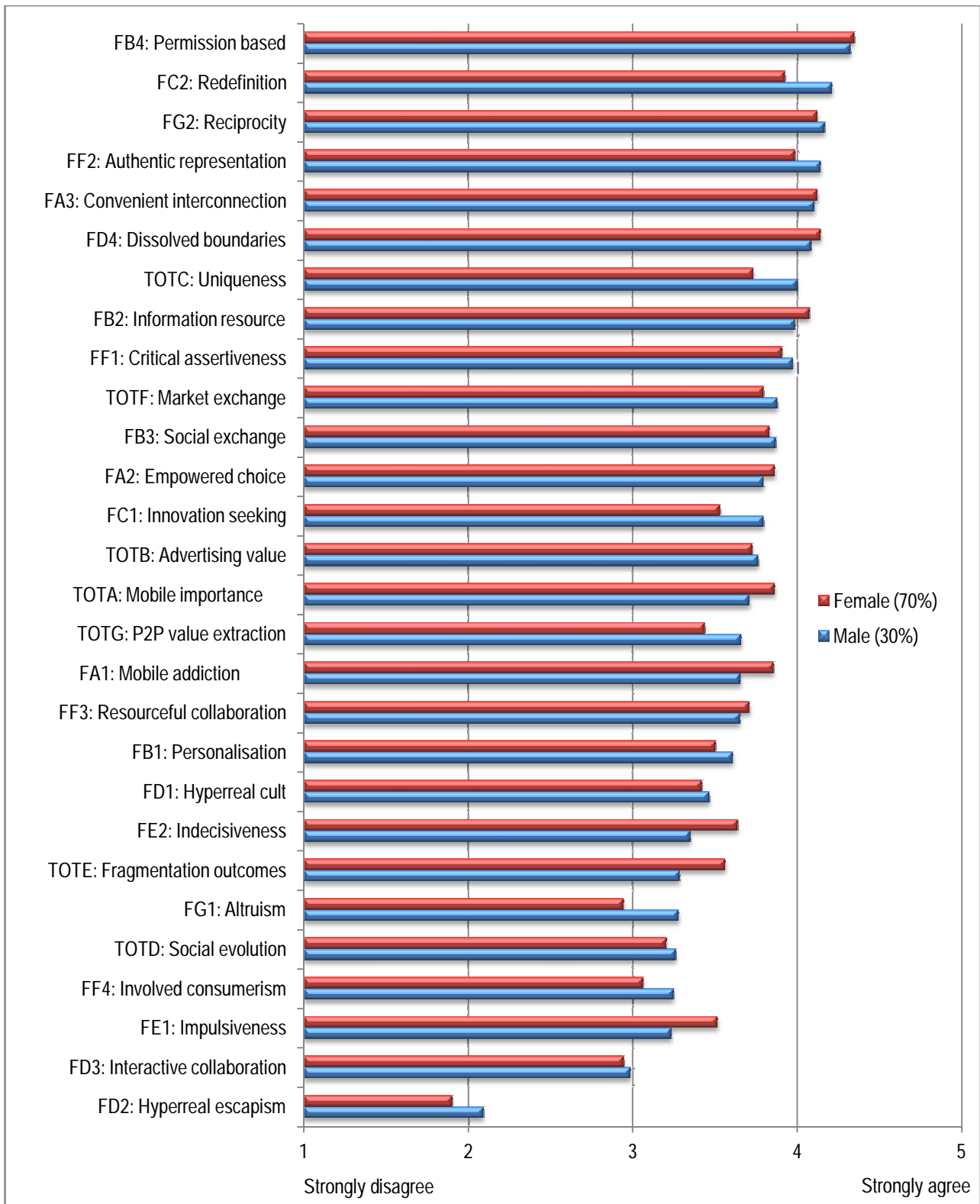
Table 7.38: Factor mean scores by gender

Dependent variable: Factor scores	Means			ANOVA F p-value	ETA squared	Significance
	All Groups	Male (30%)	Female (70%)			
FB4: Permission based	4.337	4.320	4.344	0.805	0.000	
FG2: Reciprocity	4.135	4.167	4.120	0.706	0.000	
FD4: Dissolved boundaries	4.122	4.083	4.140	0.591	0.001	
FA3: Convenient interconnection	4.115	4.102	4.121	0.867	0.000	
FB2: Information resource	4.046	3.985	4.073	0.366	0.003	
FF2: Authentic representation	4.034	4.141	3.985	0.061	0.011	
FC2: Redefinition	4.012	4.209	3.922	0.004	0.025	**
FF1: Critical assertiveness	3.925	3.972	3.904	0.489	0.001	
FB3: Social exchange	3.841	3.869	3.829	0.717	0.000	
FA2: Empowered choice	3.839	3.791	3.861	0.563	0.001	
TOTF: Market exchange	3.817	3.874	3.791	0.296	0.003	
TOTC: Uniqueness	3.815	3.999	3.730	0.001	0.031	**
TOTA: Mobile importance	3.813	3.707	3.862	0.122	0.007	
FA1: Mobile addiction	3.791	3.654	3.853	0.073	0.010	
TOTB: Advertising value	3.734	3.759	3.723	0.685	0.001	
FF3: Resourceful collaboration	3.689	3.649	3.707	0.568	0.001	
FC1: Innovation seeking	3.610	3.791	3.527	0.030	0.014	*
FE2: Indecisiveness	3.547	3.350	3.638	0.039	0.013	*
FB1: Personalisation	3.534	3.605	3.501	0.376	0.002	
TOTG: P2P value extraction	3.506	3.659	3.434	0.041	0.013	*
TOTE: Fragmentation outcomes	3.474	3.283	3.562	0.003	0.026	**
FD1: Hyperreal cult	3.431	3.462	3.417	0.712	0.000	
FE1: Impulsiveness	3.425	3.233	3.513	0.011	0.020	*
TOTD: Social evolution	3.222	3.259	3.205	0.584	0.001	
FF4: Involved consumerism	3.118	3.245	3.060	0.228	0.005	
FG1: Altruism	3.049	3.276	2.944	0.012	0.021	*
FD3: Interactive collaboration	2.955	2.985	2.941	0.760	0.000	
FD2: Hyperreal escapism	1.961	2.090	1.900	0.152	0.006	

ANOVA Significance: *** Significant at 0.1% level (sig <=0.001), ** Significant at 1% level (0.01<=sig<0.001), * Significant at 5% level (0.05<=sig<0.01)

Figure 7.9 provides a graphic representation of factor mean scores for gender, in descending order.

Figure 7.9: Factor mean scores by gender



7.7.2 Factor mean scores by age group

Table 7.39 lists the factor mean scores of all 28 dimensions by age group.

ANOVA tests

In terms of the ANOVA tests, significant differences between means across age groups were identified in respect of two dependent variables: TOTA: Mobile importance ($p=0.036$); and *FA1: Mobile addiction* ($p=0.037$).

- In terms of *FA1: Mobile addiction*, the mean score for the age group 18-20 was 3.920, whereas the mean score for the age group 21-29 was significantly lower at 3.708. The interpretation of this result is that the younger age group are more dependent on their cell phones than the slightly older age group. The high mean score obtained for this factor indicates that the younger segment rely on their cell phones as a tool for constant connectivity. The high status placed on cell phones is perhaps indicative of the characteristic of de-differentiation, emphasising the importance of cell phones in the respondents' lives.
- In terms of TOTA: Mobile importance, the mean score for the age group 18-20 was 3.931, whereas the mean score for the age group 21-29 was significantly lower at 3.738. This result reinforces the findings documented against *FA1: Mobile addiction*. The age group 18-20 demonstrate a significantly higher dependence on their mobile phones than the age group 21-29. This finding may stem from the fact that other communication platforms are not as readily accessible as cell phones are to the younger age group, thus cell phones constitute the younger segments' principal communication platform. Whereas the older segment may perhaps have access to alternative communication platforms by virtue of their circumstances, such as through employment, for example. Furthermore, the younger group are perhaps less emotionally secure than the older group and to offset this insecurity they depend on their cell phones for access to support, be it social, emotional or even financial.

Eta-squared

The strength of the relationship between age groups and the dependent variable is significant for three instances: *FB2: Information resource* ($\eta^2=0.011$); *TOTA: Mobile importance* ($\eta^2=0.014$); and *FA1: Mobile addiction* ($\eta^2=0.013$). These findings are similar to those of the ANOVA tests, with the exception of an additional dependent variable, *FB2: Information resource*; where the mean score for the age group 18-20 was 4.141, compared to the mean score for the age group 21-29, which was 3.971. This result implies that the younger age group tend to use advertising as an informational resource more than the 21-29 age group, perhaps due to their process of identify formation.

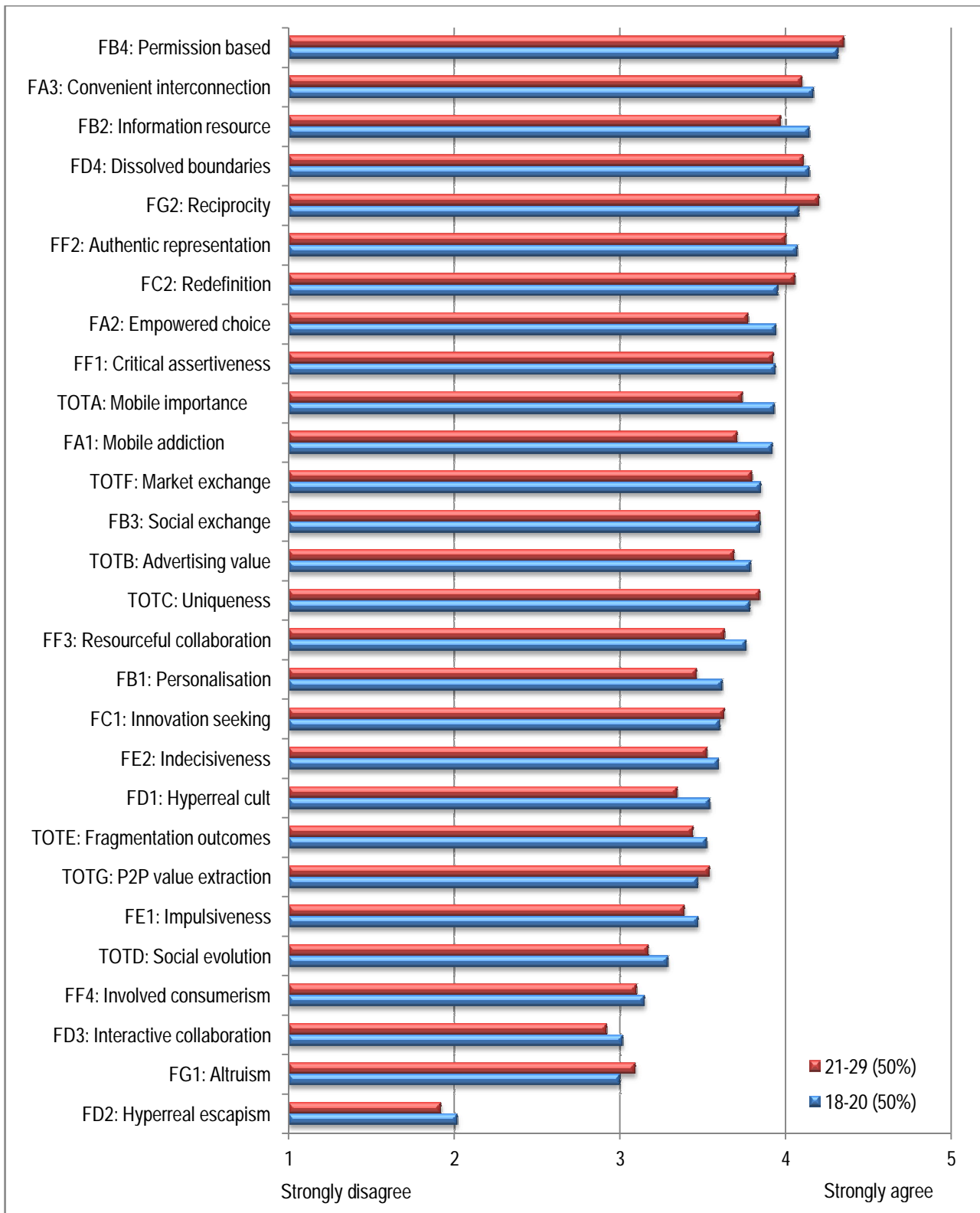
Table 7.39: Factor mean scores by age

Dependent variable: Factor scores	Means			ANOVA F p-value	ETA squared	Significance
	All Groups	18-20 (50%)	21-29 (50%)			
FB4: Permission based	4.335	4.317	4.352	0.702	0.000	
FG2: Reciprocity	4.143	4.078	4.202	0.279	0.004	
FA3: Convenient interconnection	4.131	4.168	4.099	0.495	0.001	
FD4: Dissolved boundaries	4.123	4.141	4.108	0.742	0.000	
FB2: Information resource	4.051	4.141	3.971	0.060	0.011	
FF2: Authentic representation	4.034	4.070	4.001	0.383	0.002	
FC2: Redefinition	4.006	3.951	4.055	0.270	0.004	
FF1: Critical assertiveness	3.932	3.938	3.926	0.894	0.000	
FA2: Empowered choice	3.851	3.941	3.772	0.131	0.007	
FB3: Social exchange	3.845	3.846	3.843	0.974	0.000	
TOTA: Mobile importance	3.829	3.931	3.738	0.036	0.014	*
TOTF: Market exchange	3.821	3.850	3.794	0.450	0.002	
TOTC: Uniqueness	3.815	3.785	3.842	0.473	0.002	
FA1: Mobile addiction	3.808	3.920	3.708	0.037	0.013	*
TOTB: Advertising value	3.736	3.788	3.689	0.223	0.005	
FF3: Resourceful collaboration	3.691	3.760	3.629	0.165	0.006	
FC1: Innovation seeking	3.617	3.602	3.631	0.801	0.000	
FE2: Indecisiveness	3.558	3.595	3.526	0.598	0.001	
FB1: Personalisation	3.535	3.617	3.462	0.162	0.006	
TOTG: P2P value extraction	3.508	3.471	3.542	0.490	0.002	
TOTE: Fragmentation outcomes	3.480	3.524	3.441	0.357	0.003	
FD1: Hyperreal cult	3.438	3.540	3.346	0.082	0.009	
FE1: Impulsiveness	3.427	3.471	3.389	0.431	0.002	
TOTD: Social evolution	3.228	3.290	3.172	0.208	0.005	
FF4: Involved consumerism	3.123	3.148	3.101	0.739	0.000	
FG1: Altruism	3.048	2.999	3.093	0.449	0.002	
FD3: Interactive collaboration	2.966	3.017	2.920	0.475	0.002	
FD2: Hyperreal escapism	1.965	2.017	1.918	0.429	0.002	

ANOVA Significance: *** Significant at 0.1% level (sig <=0.001), ** Significant at 1% level (0.01<=sig<0.001), * Significant at 5% level (0.05<=sig<0.01)

Figure 7.10 provides a graphic representation of factor mean scores for age, in descending order.

Figure 7.10: Factor mean scores by age



7.7.3 Factor mean scores by ethnicity

Table 7.40 lists the factor mean scores of all 28 dimensions by ethnicity. The range of mean scores of both groups against dependent variables generally fall into the same categories as outlined in section 7.5, for example, for, factor, TOTA: Mobile importance, the group of black respondents obtained a mean score of 4.221, and the group of white respondents obtained a mean score of 3.598. Both mean values can be interpreted to fall into the high agreement response category.

ANOVA tests

In terms of the ANOVA tests, 24 of the 28 dependent variables revealed significant differences between means across race groups.

The means were significantly different for 21 of the factor scores (at the 0.1% level) were: *FA3: Convenient interconnection* ($p=0.000$); *FB2: Information resource* ($p=0.000$); *FF2: Authentic representation* ($p=0.000$); *FF1: Critical assertiveness* ($p=0.000$); *FA2: Empowered choice* ($p=0.000$); *FB3: Social exchange* ($p=0.000$); *TOTF: Market exchange* ($p=0.000$); *TOTA: Mobile importance* ($p=0.000$); *TOTC: Uniqueness* ($p=0.000$); *FA1: Mobile addiction* ($p=0.000$); *TOTB: Advertising value* ($p=0.000$); *FC1: Innovation seeking* ($p=0.000$); *FB1: Personalisation* ($p=0.000$); *TOTG: P2P value extraction* ($p=0.000$); *FD1: Hyperreal cult* ($p=0.000$); *FE1: Impulsiveness* ($p=0.000$); *TOTD: Social evolution* ($p=0.000$); *FF4: Involved consumerism* ($p=0.000$); *FG1: Altruism* ($p=0.000$); *FD3: Interactive collaboration* ($p=0.000$); and *FD2: Hyperreal escapism* ($p=0.000$). Those significant at the 1% level being: *FD4: Dissolved boundaries* ($p=0.002$); and *FF3: Resourceful collaboration* ($p=0.001$). Only one dependent variable, *TOTE: Fragmentation outcomes* ($p=0.015$), was significant at the 5% level.

The results indicate highly significant differences between ethnic groups. In cases where significant variances have been noted, the mean scores of black respondents were significantly higher than the mean scores of white respondents. However, in two cases (which did not represent statistical differences), *FB4: Permission based* and *FE2: Indecisiveness*, the mean scores of black respondents were lower than the mean scores of

white respondents. Several researchers have indicated that cultural bias (Baumgartner & Steenkamp, 2001; Van de Vijver & Leung, 1997) may be present when there are significant differences across cultural groups, especially when the differences are in the same direction across a range of measures. Therefore, since bias may be present, the results of the ethnic differences need to be interpreted with caution.

The idea of response bias influenced by culture led the researcher to consider the possibility of other possible cultural factors which may have impacted on the perspectives of respondents from different ethnic groups. Alternative possible rationales to consider for the variance between the groups lies in: a) innate cultural differences between groups and b) socio-economic status. Arguably, these socio-cultural aspects contribute to respondents' worldviews and thus affect their responses.

The interpretation of differences in mean scores between ethnic groups will take these socio-cultural aspects into consideration. This interpretation is divided into 7 sections addressing each cluster of factors within their respective categories: Section A: Mobile importance, Section B: Advertising value, Section C: Uniqueness Section D: Social evolution, Section E: Fragmentation outcomes, Section F: Market exchange, and Section G: P2P value extraction.

Section A: Mobile importance

In terms of TOTA: Mobile importance, the mean score for the group of black respondents was 4.221, whereas the mean score for the group of white respondents of 3.598 was significantly lower. Significant differences were observed for all dependent variables within Section A: Mobile importance.

The implication, therefore, is that black respondents are more likely to exhibit postmodern characteristics of de-differentiation, hyperreality, and demonstrate significantly more selective media consumption than white respondents as measured by their behaviour and attitude towards mobile phones.

Socio-economic factors to consider are that less affluent respondents have fewer information communication media options available to them, so their cell phones may be the principal communication tool they use. Thus their cell phones become an indispensable possession, through which they can communicate with others, access and retrieve information or entertainment media of their choosing.

Another point to reflect on is that less privileged respondents are more likely to make use of public or the informal transportation system. Often people making use of these systems are subjected to extended waiting periods. They may perhaps fill this time by engaging with media accessible through their cell phones.

Section B: Advertising value

In terms of TOTB: Advertising value, the mean score for the group of black respondents was 4.136, whereas the mean score for the group of white respondents of 3.524 was a significantly lower mean score. Significant differences were observed for all dependent variables within Section B: Advertising value, with the exception of factor, *FB4: Permission based*.

The implication, therefore, is that black respondents derive greater value from advertising and are more likely to exhibit postmodern characteristics of pastiche and embedded marketing through social exchange.

Socio-economic factors to consider are that less affluent respondents often live in crowded conditions and dense communities. Perhaps this perspective contributes to the reason that personalised communications are important to them, a personalised communication message distinguishes the individual from the masses, which may possibly make them feel more significant and in turn more receptive to organisations that they consider have singled them out as individuals.

The same socio-economic factors are thought to affect respondents' answers towards *FB3: Social exchange*. However, an additional influencing factor may relate to culture,

where African communities tend to be inclusive with a strong sense of sharing and caring. Respondents belonging to these types of communities may be more predisposed to circulate information to their respective communities.

Section C: Uniqueness

In terms of TOTC: Uniqueness, the group of black respondents obtained a mean score of 3.989, whereas the group of white respondents obtained a significantly lower mean score of 3.694. Significant differences were observed for factor, *FC1: Innovation seeking*.

The interpretation is that black respondents are more likely to demonstrate the postmodern characteristics of anti-foundationalism than white respondents as measured by their preference for innovation and desire to keep up with the latest trends.

A perspective to consider is that conspicuous consumption or keeping up with the latest trends may function as a public veil to mask respondents' actual socio-economic status. Another consideration, which ties back to the idea of congested communities, is that innovation draws attention, which helps to distinguish individuals from the crowds. However, the need to be recognised as an individual within a community is a fundamental human characteristic.

Section D: Social evolution

In terms of TOTD: Social evolution, the group of black respondents obtained a high mean score of 3.728, whereas the group of white respondents obtained a significantly lower mean score of 2.963, which indicates a response clustering around the middle category of the scale. Significant differences were observed for all dependent variables within Section D: Social evolution.

The implication, therefore, is that black respondents agreed more strongly that social media networks have transformed ways of communicating. Factors in Section D were designed to measure the postmodern characteristics of de-differentiation, hyperreality, and

collaborative marketing as borne out by respondents' perspectives concerning social media.

It must be noted that online gaming is not an important activity to either group, for the reasons outlined in section 7.6.1 which discusses factor mean scores for all groups.

Section E: Fragmentation outcomes

In terms of TOTE: Fragmentation outcomes, the mean score for the group of black respondents was 3.627, whereas the mean score for the group of white respondents of 3.396 was significantly lower. Significant differences were observed for factor, *FE1: Impulsiveness*.

The implication, therefore, is that black respondents are likely to be more impulsive than white respondents as a behavioural outcome responding to the effects of product fragmentation.

The assumption behind this finding links back to findings from Section B: Advertising value. Section B revealed that black respondents derive significant value from advertising; therefore one can assume this group is highly receptive to advertising. Based on this receptivity they are perhaps more aware of particular products, and this may fuel impulsive acquisition of these items.

Section F: Market exchange

In terms of TOTF: Market exchange, the group of black respondents obtained a mean score of 4.170, whereas the group of white respondents obtained a significantly lower mean score of 3.632.

The factors that make up TOTF: Market exchange are suggestive of postmodern marketing activities. Therefore, the result implies that black respondents are significantly more inclined to participate in postmodern marketing activities of embedded marketing

than white respondents. This may be partly attributed to a stronger community-orientated culture. It is noted that for factor, FF4:Involved consumerism; black respondents achieve a high mean score, but white respondents achieve a medium mean score, which suggests that black respondents are more inclined to publically express their opinions of brands than white respondents.

Section G: P2P value extraction

In terms of TOTG: P2P value extraction, the group of black respondents obtained a mean score of 3.775, whereas the group of white respondents obtained a significantly lower mean score of 3.354. Significant differences were observed for factor, *FG1: Altruism*, where the group of black respondents achieved a high mean score of 3.452, whereas the group of white respondents obtained a significantly lower mean score of 2.822, which indicates a response around the middle of the scale. The implication is therefore that black respondents seem to be more likely to demonstrate qualities of collaboration and concern for others' needs. This finding is considered to be associated with the stronger sense of community amongst African cultures (Broodryk, 2008:41).

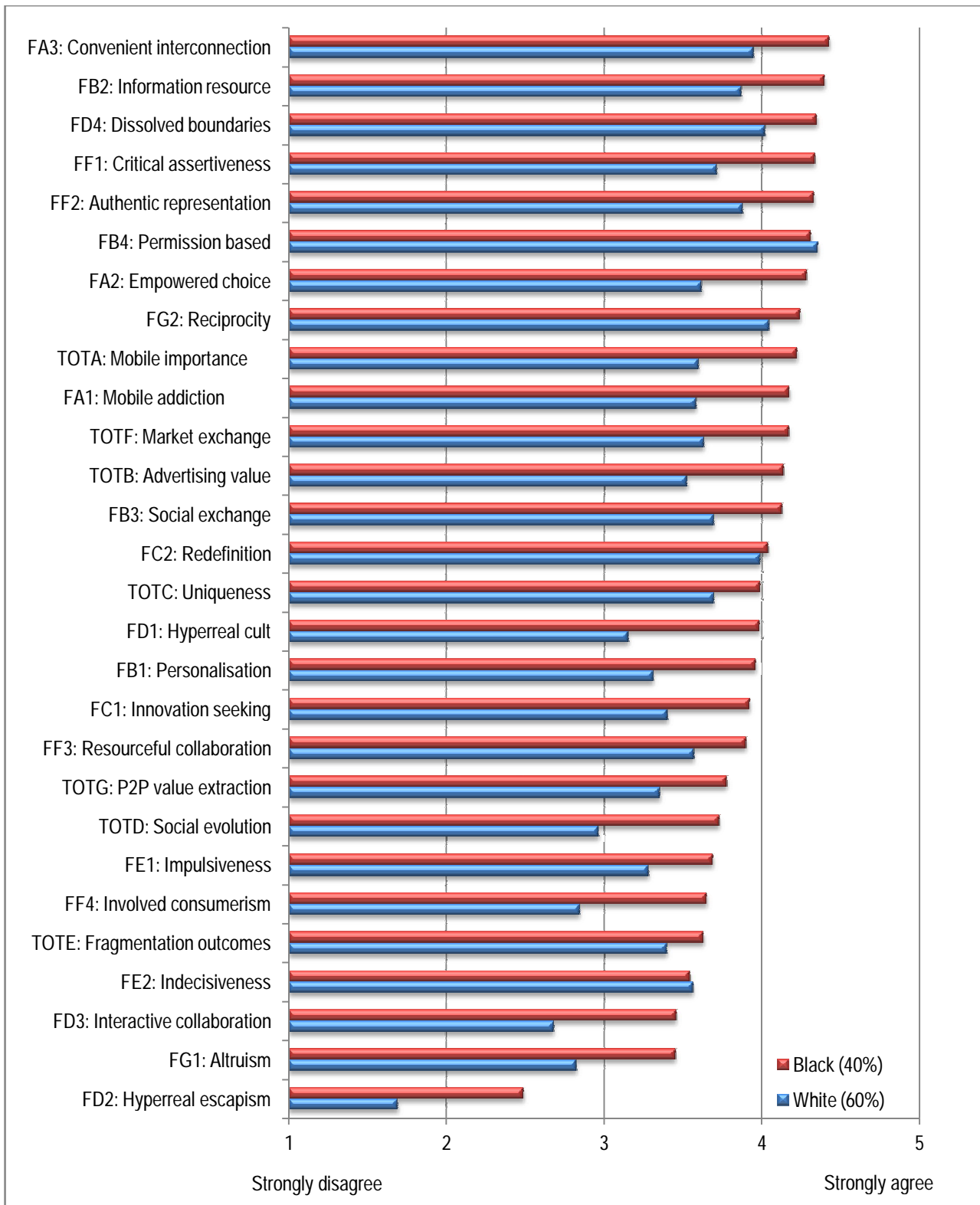
Table 7.40: Factor mean scores by ethnicity

Dependent variable: Factor scores	Means			ANOVA F p-value	ETA squared	Significance
	All Groups	Black (40%)	White (60%)			
FB4: Permission based	4.339	4.309	4.355	0.635	0.001	
FD4: Dissolved boundaries	4.132	4.345	4.017	0.002	0.030	**
FG2: Reciprocity	4.117	4.244	4.046	0.107	0.009	
FA3: Convenient interconnection	4.113	4.427	3.946	0.000	0.060	***
FB2: Information resource	4.053	4.395	3.868	0.000	0.097	***
FF2: Authentic representation	4.037	4.330	3.878	0.000	0.097	***
FC2: Redefinition	4.005	4.036	3.988	0.633	0.001	
FF1: Critical assertiveness	3.931	4.334	3.714	0.000	0.132	***
FA2: Empowered choice	3.848	4.282	3.618	0.000	0.100	***
FB3: Social exchange	3.846	4.127	3.694	0.000	0.050	***
TOTF: Market exchange	3.820	4.170	3.632	0.000	0.152	***
TOTA: Mobile importance	3.816	4.221	3.598	0.000	0.124	***
TOTC: Uniqueness	3.798	3.989	3.694	0.000	0.038	***
FA1: Mobile addiction	3.789	4.171	3.583	0.000	0.089	***
TOTB: Advertising value	3.739	4.136	3.524	0.000	0.164	***
FF3: Resourceful collaboration	3.685	3.900	3.569	0.001	0.034	**
FC1: Innovation seeking	3.583	3.922	3.402	0.000	0.058	***
FE2: Indecisiveness	3.556	3.541	3.564	0.870	0.000	
FB1: Personalisation	3.539	3.960	3.311	0.000	0.099	***
TOTG: P2P value extraction	3.504	3.775	3.354	0.000	0.049	***
TOTE: Fragmentation outcomes	3.477	3.627	3.396	0.015	0.019	*
FD1: Hyperreal cult	3.445	3.984	3.152	0.000	0.156	***
FE1: Impulsiveness	3.424	3.689	3.281	0.000	0.044	***
TOTD: Social evolution	3.231	3.728	2.963	0.000	0.192	***
FF4: Involved consumerism	3.128	3.650	2.845	0.000	0.093	***
FG1: Altruism	3.050	3.452	2.822	0.000	0.078	***
FD3: Interactive collaboration	2.956	3.455	2.679	0.000	0.096	***
FD2: Hyperreal escapism	1.970	2.489	1.692	0.000	0.119	***

ANOVA Significance: *** Significant at 0.1% level (sig <=0.001), ** Significant at 1% level (0.01<=sig<0.001), * Significant at 5% level (0.05<=sig<0.01)

Figure 7.11 provides a graphic representation of factor mean scores for ethnicity, in descending order.

Figure 7.11: Factor mean scores by ethnicity



7.7.4 Factor mean scores by accommodation

Table 7.41 lists the factor mean scores of all 28 dimensions by type of accommodation.

ANOVA tests

In terms of the ANOVA tests, no significant differences between the means for different forms of accommodation were found. Therefore the independent variable, type of accommodation is not considered to be an influencing variable on the dependent dimensions under analysis.

Eta-squared

Despite the ANOVA test failing to yield any significant difference the Eta-squared shows that the effect sizes of the relationships between accommodation and the dependent variable is weakly significant for 15 instances: *FG2: Reciprocity* ($\eta^2=0.019$); *FD4: Dissolved boundaries* ($\eta^2=0.015$); *FA3: Convenient interconnection* ($\eta^2=0.012$); *FB2: Information resource* ($\eta^2=0.016$); *FB3: Social exchange* ($\eta^2=0.011$); *TOTA: Mobile importance* ($\eta^2=0.011$); *TOTC: Uniqueness* ($\eta^2=0.011$); *TOTG: P2P value extraction* ($\eta^2=0.022$); *TOTE: Fragmentation outcomes* ($\eta^2=0.011$); *FD1: Hyperreal cult* ($\eta^2=0.024$); *TOTD: Social evolution* ($\eta^2=0.016$); *FF4: Involved consumerism* ($\eta^2=0.019$); *FG1: Altruism* ($\eta^2=0.017$); *FF3: Resourceful collaboration* ($\eta^2=0.014$); *FE2: Indecisiveness* ($\eta^2=0.012$). These factors appear to be orientated around social connectivity. An analysis of the strengths of relationships between different forms of accommodation and the significant variables according to the highest mean scores follows:

- In terms of *FG2: Reciprocity*, respondents sharing private accommodation obtained the highest mean score of all independent variables, at 4.321, which implies that respondents opting for shared private accommodation can be characterised as individuals who contribute to others.
- In terms of *FB2: Information resource*, respondents sharing private accommodation obtained the highest mean score at 4.188, which implies that advertising is possibly relied upon as a neutral third party source of information to aid household decisions.

-
- The following dependent variables: *FB3: Social exchange*; *FD1: Hyperreal cult*; *FD4: Dissolved boundaries*; *TOTD: Social evolution*; *FE2: Indecisiveness*; *TOTE: Fragmentation outcomes*; *FF4: Involved consumerism*; *FF3: Resourceful collaboration*; *TOTG: P2P value extraction*, could be construed as factors that relate to social connectivity. Interestingly respondents that live alone reported the highest mean scores for these variables than those that have other forms of living arrangements. This result implies that social media possibly provides mechanisms to satisfy individuals' social needs when living alone.
 - In terms of *TOTC: Uniqueness*, respondents living alone had the highest mean score, which implies that perhaps unique aspects of their character means that they do not conform to expectations of the majority, so there is a greater tendency for respondents exhibiting unique qualities to live alone, which could be perceived as anti-foundationalism.
 - In terms of *FA3: Convenient interconnection*; *TOTA: Mobile importance*; and *FG1: Altruism*, respondents living in student accommodation achieved the highest mean scores. These results appear logical for the following reasons. Firstly, respondents living in student accommodation are likely to have limited choices of communication platforms; therefore their cell phone serves as their primary means of communication and connecting. Secondly, living in student accommodation warrants a degree of collaboration and consideration amongst fellow peers living under similar conditions.

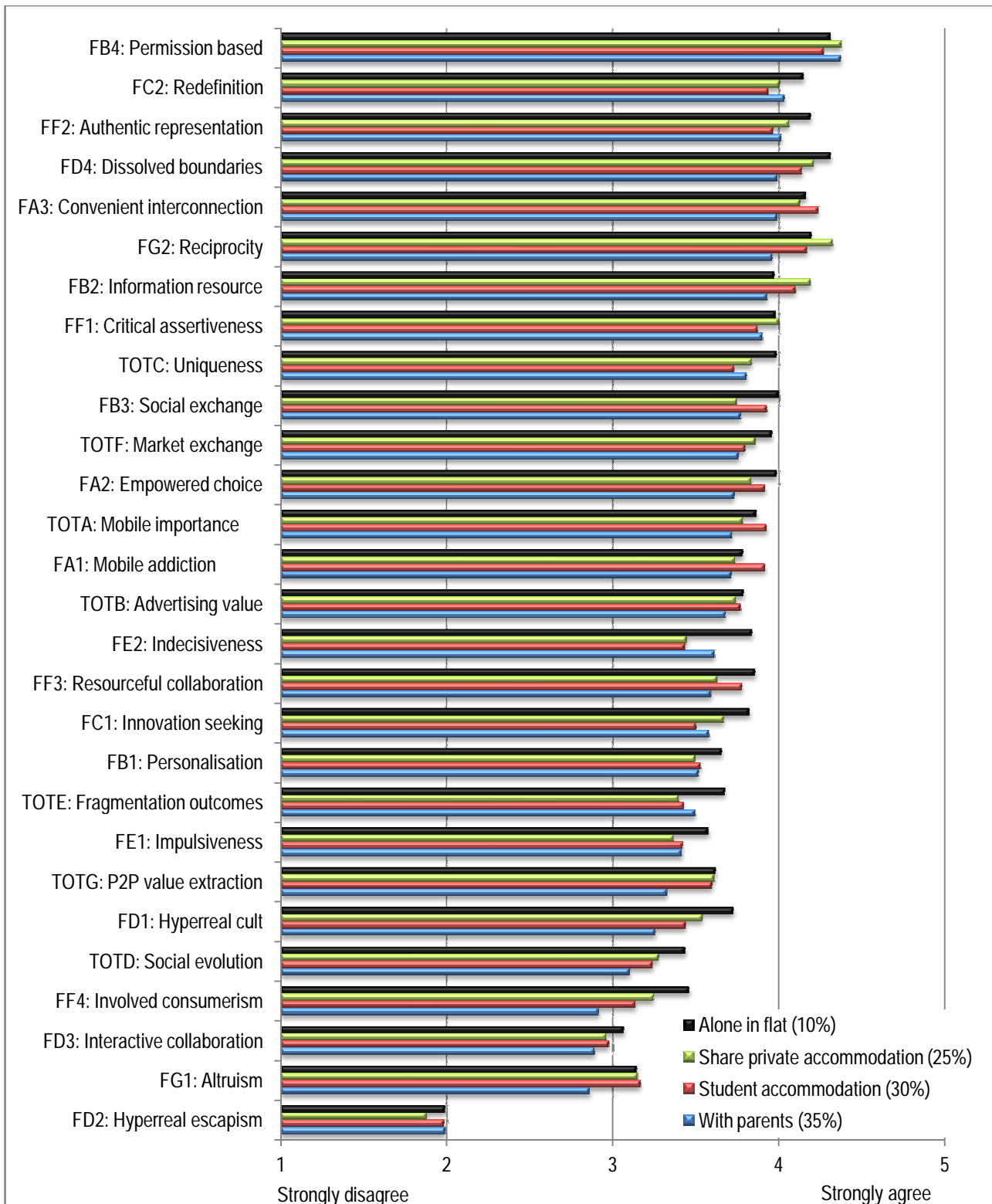
Table 7.41: Factor mean scores by type of accommodation

Dependent variable: Factor scores	Means				ANOVA F p-value	ETA squared	Significance
	All Groups	With parents (35%)	Student accommodation (30%)	Share private accommodation (25%)			
FB4: Permission based	4.334	4.373	4.267	4.375	4.311	0.766	0.004
FG2: Reciprocity	4.131	3.958	4.168	4.321	4.195	0.115	0.019
FD4: Dissolved boundaries	4.119	3.987	4.139	4.208	4.311	0.170	0.015
FA3: Convenient interconnection	4.113	3.987	4.235	4.125	4.162	0.264	0.012
FB2: Information resource	4.043	3.928	4.099	4.188	3.973	0.146	0.016
FF2: Authentic representation	4.028	4.013	3.963	4.058	4.193	0.376	0.010
FC2: Redefinition	4.009	4.034	3.936	4.000	4.149	0.601	0.006
FF1: Critical assertiveness	3.921	3.898	3.871	3.996	3.982	0.737	0.004
FA2: Empowered choice	3.837	3.729	3.915	3.831	3.986	0.431	0.009
FB3: Social exchange	3.837	3.767	3.926	3.743	4.000	0.320	0.011
TOTF: Market exchange	3.813	3.757	3.794	3.856	3.961	0.381	0.009
TOTA: Mobile importance	3.810	3.715	3.923	3.781	3.864	0.309	0.011
TOTC: Uniqueness	3.808	3.804	3.729	3.834	3.986	0.302	0.011
FA1: Mobile addiction	3.787	3.710	3.914	3.734	3.784	0.407	0.009
TOTB: Advertising value	3.730	3.676	3.767	3.737	3.788	0.765	0.004
FF3: Resourceful collaboration	3.685	3.590	3.777	3.625	3.856	0.208	0.014
FC1: Innovation seeking	3.601	3.576	3.500	3.667	3.824	0.377	0.010
FE2: Indecisiveness	3.546	3.610	3.436	3.444	3.838	0.255	0.012
FB1: Personalisation	3.530	3.514	3.527	3.493	3.658	0.862	0.002
TOTG: P2P value extraction	3.504	3.323	3.596	3.609	3.622	0.073	0.022
TOTE: Fragmentation outcomes	3.472	3.494	3.427	3.396	3.677	0.327	0.011
FD1: Hyperreal cult	3.426	3.254	3.436	3.539	3.728	0.051	0.024
FE1: Impulsiveness	3.423	3.414	3.421	3.363	3.577	0.727	0.004
TOTD: Social evolution	3.218	3.100	3.239	3.274	3.435	0.152	0.016
FF4: Involved consumerism	3.118	2.914	3.135	3.243	3.458	0.104	0.019
FG1: Altruism	3.049	2.861	3.165	3.144	3.145	0.162	0.017
FD3: Interactive collaboration	2.952	2.890	2.975	2.957	3.068	0.877	0.002
FD2: Hyperreal escapism	1.962	1.990	1.981	1.877	1.991	0.909	0.002

ANOVA Significance: *** Significant at 0.1% level (sig <=0.001), ** Significant at 1% level (0.01<=sig<0.001), * Significant at 5% level (0.05<=sig<0.01)

Figure 7.12 provides a graphic representation of factor mean scores by type of accommodation, in descending order.

Figure 7.12: Factor mean scores by type of accommodation



7.7.5 Factor mean scores by employment

Table 7.42 lists the factor mean scores of all 28 dimensions by employment status.

ANOVA tests

In terms of the ANOVA tests, significant differences between means across employment status groups were identified in respect of seven dependent variables. Those significant at the 1% level being: *FB2: Information resource* ($p=0.002$); and *TOTB: Advertising value* ($p=0.009$); and those significant at the 5% level being: *FA1: Mobile addiction* ($p=0.024$); *FA3: Convenient interconnection* ($p=0.021$); *TOTA: Mobile importance* ($p=0.040$); *FD4: Dissolved boundaries* ($p=0.040$); and *TOTD: Social evolution* ($p=0.022$).

- In terms of factors significant at the 1% level: *FB2: Information resource*, the mean score for the unemployed group was 4.140, compared to the group indicating some employment, with a mean score of 3.839, and in terms of *TOTB: Advertising value*, the mean score for the unemployed group was 3.803, whereas the mean score for the group indicating some employment, was 3.581. These results suggest that the unemployed group rely on advertising as a source of information more than the employed group. This result is perhaps attributed to the fact that the unemployed group probably has more time available than the employed group and therefore potentially consumes more media than the latter group, so they are accordingly exposed to more advertising.
- In terms of factors reported as significant at the 5% level the means for both groups were reflective of positive agreement, however, the unemployed group achieved higher mean scores across these variables than the group that indicated some employment. The results suggest that unemployed respondents are highly dependent on their cell phones for connectivity, thus indicating postmodern characteristics of de-differentiation and hyperreality.

Eta-squared

The strength of the relationship between employment groups and the dependent variable is significant for eight instances: *FB2: Information resource* ($\eta^2=0.030$); *TOTB: Advertising value* ($\eta^2=0.021$); *FA1: Mobile addiction* ($\eta^2=0.015$); *FA3: Convenient interconnection*

($\eta^2=0.016$); TOTA: Mobile importance ($\eta^2=0.013$); FD4: Dissolved boundaries ($\eta^2=0.013$); TOTD: Social evolution ($\eta^2=0.016$); and FC1: Innovation seeking ($\eta^2=0.011$). These findings are similar to those of the ANOVA tests, with the exception of an additional dependent variable, FC1: Innovation seeking, where the unemployed group still achieve a higher mean score than the group indicating some employment, namely 3.677, compared to 3.445. The interpretation of this result is that the unemployed group are more receptive to innovation than the group full-time employed or some-time employed, which indicates the postmodern characteristic of anti-foundationalism.

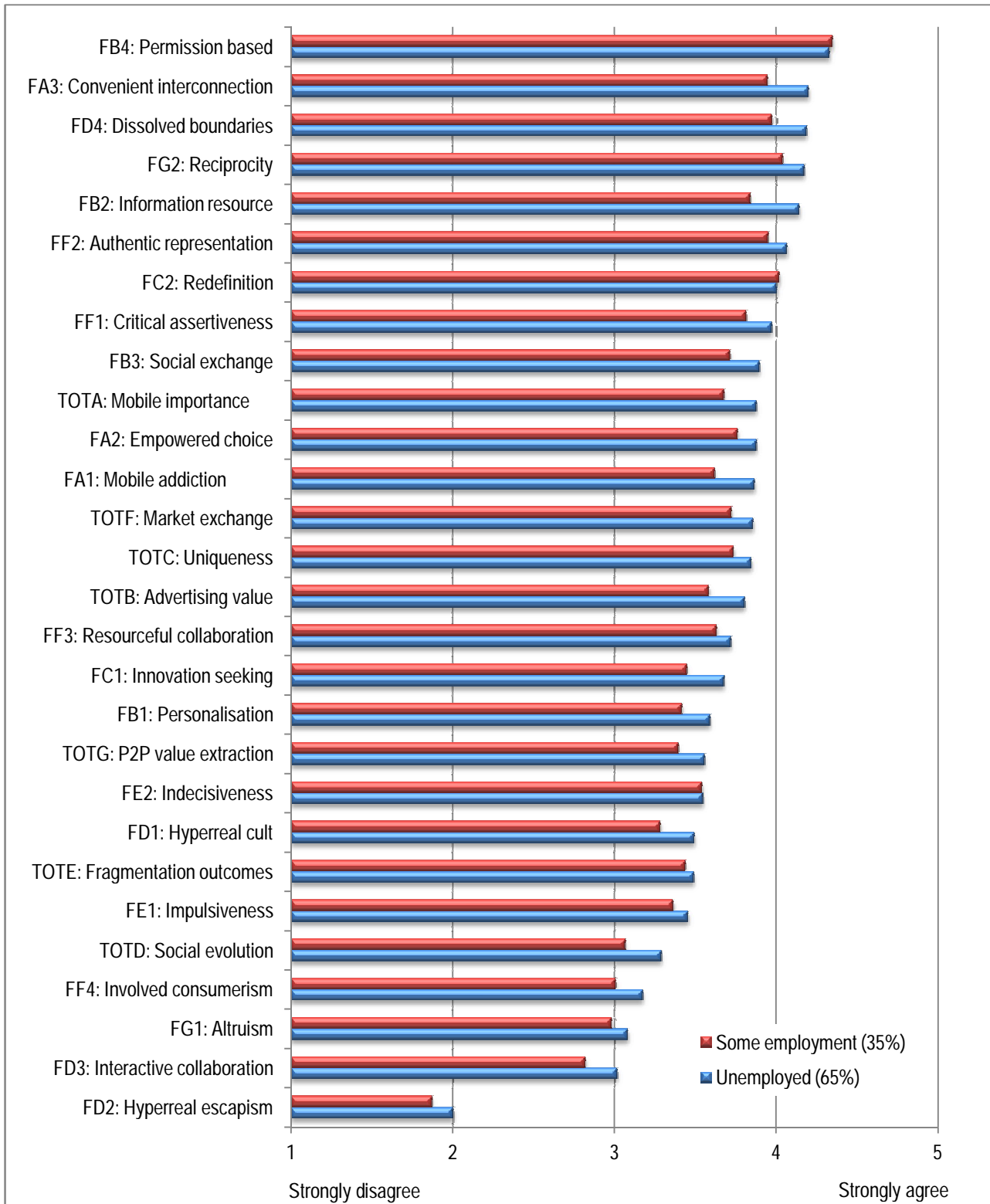
Table 7.42: Factor mean scores by employment

Dependent variable: Factor scores	Means			ANOVA F p-value	ETA squared	Significance
	All Groups	Unemployed (65%)	Some employment (35%)			
FB4: Permission based	4.336	4.330	4.349	0.848	0.000	
FG2: Reciprocity	4.128	4.173	4.038	0.269	0.004	
FD4: Dissolved boundaries	4.116	4.188	3.972	0.040	0.013	*
FA3: Convenient interconnection	4.113	4.198	3.945	0.021	0.016	*
FB2: Information resource	4.040	4.140	3.839	0.002	0.030	**
FF2: Authentic representation	4.026	4.063	3.950	0.167	0.006	
FC2: Redefinition	4.008	4.002	4.018	0.872	0.000	
FF1: Critical assertiveness	3.917	3.970	3.812	0.101	0.008	
FA2: Empowered choice	3.837	3.875	3.761	0.340	0.003	
FB3: Social exchange	3.833	3.894	3.711	0.090	0.009	
TOTF: Market exchange	3.811	3.856	3.722	0.084	0.009	
TOTA: Mobile importance	3.808	3.875	3.673	0.040	0.013	*
TOTC: Uniqueness	3.807	3.844	3.733	0.185	0.005	
FA1: Mobile addiction	3.783	3.865	3.619	0.024	0.015	*
TOTB: Advertising value	3.729	3.803	3.581	0.009	0.021	**
FF3: Resourceful collaboration	3.688	3.716	3.630	0.385	0.002	
FC1: Innovation seeking	3.600	3.677	3.445	0.053	0.011	
FE2: Indecisiveness	3.544	3.546	3.541	0.974	0.000	
FB1: Personalisation	3.530	3.588	3.416	0.137	0.007	
TOTG: P2P value extraction	3.501	3.555	3.393	0.138	0.007	
TOTE: Fragmentation outcomes	3.471	3.488	3.436	0.584	0.001	
FE1: Impulsiveness	3.422	3.452	3.361	0.406	0.002	
FD1: Hyperreal cult	3.421	3.492	3.281	0.072	0.010	
TOTD: Social evolution	3.215	3.289	3.067	0.022	0.016	*
FF4: Involved consumerism	3.116	3.173	3.005	0.264	0.004	
FG1: Altruism	3.046	3.080	2.982	0.459	0.002	
FD3: Interactive collaboration	2.949	3.014	2.819	0.168	0.006	
FD2: Hyperreal escapism	1.956	2.000	1.871	0.324	0.003	

ANOVA Significance: *** Significant at 0.1% level (sig <=0.001), ** Significant at 1% level (0.01<=sig<0.001), * Significant at 5% level (0.05<=sig<0.01)

Figure 7.13 provides a graphic representation of factor mean scores by employment, in descending order.

Figure 7.13: Factor mean scores by employment



7.7.6 Factor mean scores by device used most often to access the Internet

Table 7.43 lists the factor mean scores of all 28 dimensions by device used most often to access the Internet.

ANOVA tests

In terms of the ANOVA tests, significant differences between means across device groups were identified in respect of 20 dependent variables:

- Those significant at the 0.1% level being: *FD4: Dissolved boundaries* ($p=0.000$); *FA2: Empowered choice* ($p=0.000$); *TOTF: Market exchange* ($p=0.001$); *TOTA: Mobile importance* ($p=0.000$); *FA1: Mobile addiction* ($p=0.000$); *TOTB: Advertising value* ($p=0.000$); *FD1: Hyperreal cult* ($p=0.000$); *TOTD: Social evolution* ($p=0.000$); *FF4: Involved consumerism* ($p=0.000$); and *FD3: Interactive collaboration* ($p=0.000$).
- Those significant at the 1% level being: *FA3: Convenient interconnection* ($p=0.005$); *FB3: Social exchange* ($p=0.005$); *FF3: Resourceful collaboration* ($p=0.003$); *FB1: Personalisation* ($p=0.001$); and *FE1: Impulsiveness* ($p=0.009$).
- Those significant at the 5% level being: *FF2: Authentic representation* ($p=0.021$); *FF1: Critical assertiveness* ($p=0.043$); *FC1: Innovation seeking* ($p=0.041$); *TOTE: Fragmentation outcomes* ($p=0.028$); and *FD2: Hyperreal escapism* ($p=0.043$);

In general, based on these results, it appears that respondents who use their cell phones most often to access the Internet rather than computers are significantly more likely to exhibit characteristics of postmodern behaviour.

In terms of those variables with the most significant differences in mean scores (those at the 0.1% level) between respondents using cell phones and those using computers to access the Internet, the following interpretation is offered:

- *Embedded marketing.* Respondents from the cell phone group are involved consumers who show a tendency to demonstrate embedded marketing, thus supporting the movement for postmodern marketing practices.

-
- *Hyperreal and de-differentiation tendencies.* Respondents from the cell phone group are prevalent users of social network systems and communicate with ease across the divide between physical and virtual communication platforms. This fluidity of communication also infers the characteristic of de-differentiation is in effect through the dissolution of boundaries between physical and virtual domains; the virtual space is as real to respondents as the physical environment is to them.
 - *Choice.* Respondents from the cell phone group show a significantly stronger likelihood of accessing media of their choice with their cell phones. For factor *FA2: Empowered choice* the mean score for the cell phone group was 4.234 which is significantly greater than the mean score of 3.455 for the computer group. This result is somewhat expected, respondents using their cell phones most often to access the Internet with are anticipated to be heavy users of cell phones and hence more inclined to access media content through their cell phones at their convenience.

A similar response pattern emerges for those variables with a less significant difference in mean scores (those at the 1% level) between respondents using cell phones and those using computers to access the Internet most often. In addition to the observation of the presence of the aforementioned traits, the postmodern characteristic of pastiche is detected, as indicated through the mean score for factor *FB1: Personalisation*, of 3.711 for the cell phone group compared to the mean score of 3.356 of the computer group. Furthermore, the results suggest that the cell phone group are more inclined to demonstrate impulsive behaviour in response to fragmentation than the computer group as borne out by mean scores achieved for factor *FE1: Impulsiveness*, which is 3.559 for the cell phone group and 3.292 for the computer group. Conceivably this behavioural difference may be in part accounted for by the cell phone group being exposed to advertising communication nearer the point of purchase, by virtue of their media consumption patterns when using this device, which directly influences their behaviour, thus contributing to impulsive shopping activities.

Interestingly, the pattern of mean scores and interpreted characteristics observed for respondents that use cell phones as the device most often to access the Internet

resembles the trend that emerged from black respondents in the interpretation of ethnicity. Thus some of the observations could be attributed to race based differences.

Eta-squared

The findings from the ANOVA test are mirrored in results obtained from Eta-squared. Therefore the strength of the relationship between device used most often to access the Internet with and the dependent variable is significant for 20 instances: *FA2: Empowered choice* ($\eta^2=0.149$); *TOTA: Mobile importance* ($\eta^2=0.134$); *FA1: Mobile addiction* ($\eta^2=0.073$); *TOTD: Social evolution* ($\eta^2=0.067$); *TOTB: Advertising value* ($\eta^2=0.037$); *FD1: Hyperreal cult* ($\eta^2=0.054$); *TOTF: Market exchange* ($\eta^2=0.033$); *FD4: Dissolved boundaries* ($\eta^2=0.043$); *FF4: Involved consumerism* ($\eta^2=0.045$); *FD3: Interactive collaboration* ($\eta^2=0.047$); *FA3: Convenient interconnection* ($\eta^2=0.024$); *FB3: Social exchange* ($\eta^2=0.024$); *FF3: Resourceful collaboration* ($\eta^2=0.027$); *FB1: Personalisation* ($\eta^2=0.032$); *FE1: Impulsiveness* ($\eta^2=0.021$); *FF2: Authentic representation* ($\eta^2=0.016$); *FF1: Critical assertiveness* ($\eta^2=0.012$); *FC1: Innovation seeking* ($\eta^2=0.013$); *TOTE: Fragmentation outcomes* ($\eta^2=0.015$); and *FD2: Hyperreal escapism* ($\eta^2=0.013$).

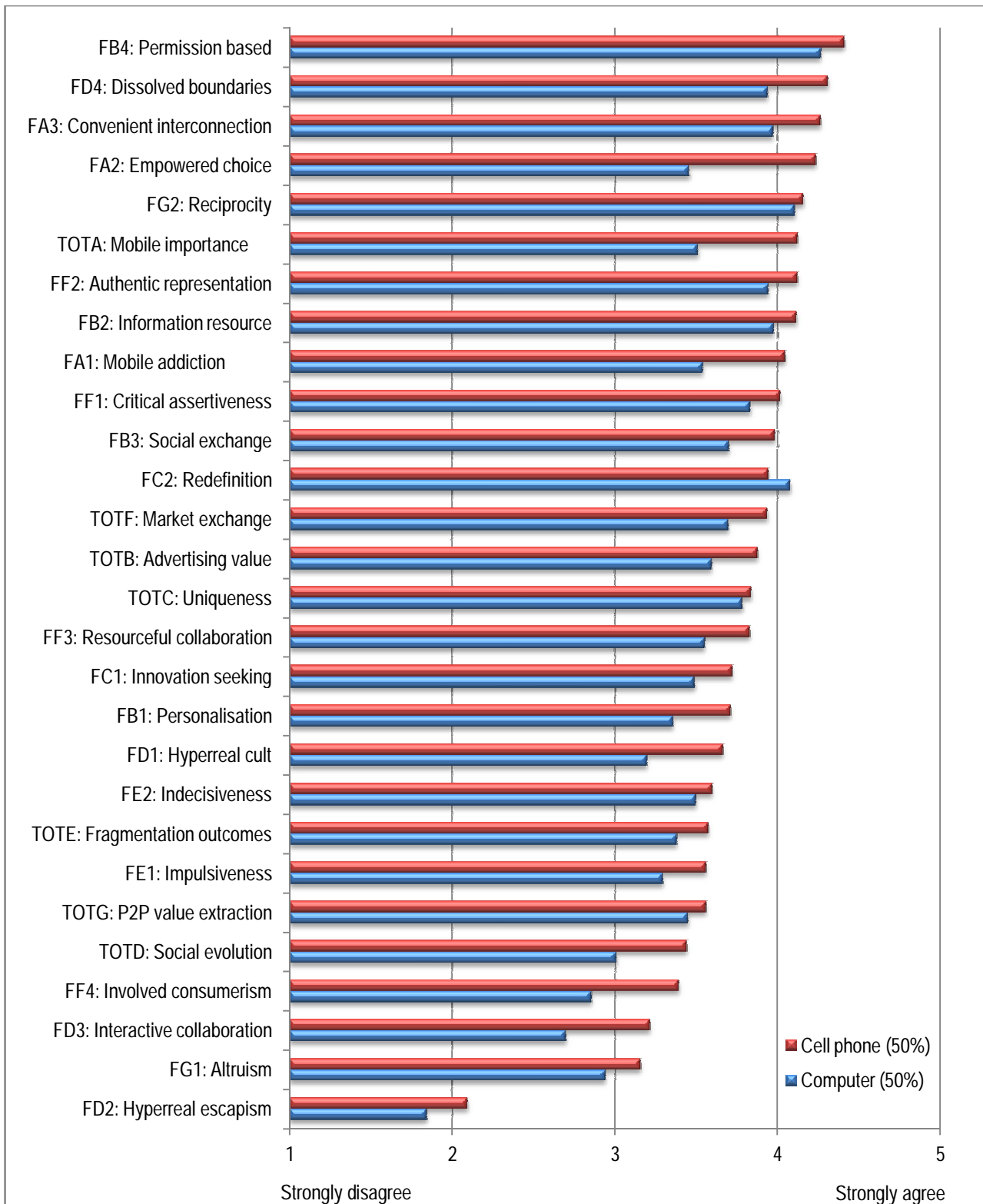
Table 7.43: Factor mean scores by device used most often to access the Internet

Dependent variable: Factor scores	Means			ANOVA F p-value	ETA squared	Significance
	All Groups	Computer (50%)	Cell phone (50%)			
FB4: Permission based	4.334	4.263	4.407	0.112	0.008	
FG2: Reciprocity	4.131	4.105	4.156	0.660	0.001	
FD4: Dissolved boundaries	4.119	3.937	4.307	0.000	0.043	***
FA3: Convenient interconnection	4.113	3.970	4.261	0.005	0.024	**
FB2: Information resource	4.043	3.973	4.115	0.115	0.008	
FF2: Authentic representation	4.028	3.941	4.119	0.021	0.016	*
FC2: Redefinition	4.009	4.075	3.941	0.153	0.006	
FF1: Critical assertiveness	3.921	3.831	4.014	0.043	0.012	*
FA2: Empowered choice	3.837	3.455	4.234	0.000	0.149	***
FB3: Social exchange	3.837	3.698	3.981	0.005	0.024	**
TOTF: Market exchange	3.813	3.695	3.936	0.001	0.033	***
TOTA: Mobile importance	3.810	3.509	4.123	0.000	0.134	***
TOTC: Uniqueness	3.808	3.781	3.836	0.485	0.001	
FA1: Mobile addiction	3.787	3.540	4.042	0.000	0.073	***
TOTB: Advertising value	3.730	3.593	3.873	0.000	0.037	***
FF3: Resourceful collaboration	3.685	3.550	3.826	0.003	0.027	**
FC1: Innovation seeking	3.601	3.488	3.719	0.041	0.013	*
FE2: Indecisiveness	3.546	3.497	3.596	0.445	0.002	
FB1: Personalisation	3.530	3.356	3.711	0.001	0.032	**
TOTG: P2P value extraction	3.504	3.449	3.559	0.287	0.004	
TOTE: Fragmentation outcomes	3.472	3.377	3.571	0.028	0.015	*
FD1: Hyperreal cult	3.426	3.196	3.663	0.000	0.054	***
FE1: Impulsiveness	3.423	3.292	3.559	0.009	0.021	**
TOTD: Social evolution	3.218	3.007	3.438	0.000	0.067	***
FF4: Involved consumerism	3.118	2.854	3.391	0.000	0.045	***
FG1: Altruism	3.049	2.939	3.154	0.083	0.010	
FD3: Interactive collaboration	2.952	2.696	3.214	0.000	0.047	***
FD2: Hyperreal escapism	1.962	1.840	2.091	0.043	0.013	*

ANOVA Significance: *** Significant at 0.1% level (sig <=0.001), ** Significant at 1% level (0.01<=sig<0.001), * Significant at 5% level (0.05<=sig<0.01)

Figure 7.14 provides a graphic representation of factor mean scores for device used most often to access the Internet, in descending order.

Figure 7.14: Factor mean scores by device used most often to access the Internet



7.7.7 Factor mean scores by make of cell phone

Table 7.44 lists the factor mean scores of all 28 dimensions by make of cell phone.

ANOVA tests

In terms of the ANOVA tests, significant differences between means across makes of cell phones were identified in respect of three dependent variables: *FG2: Reciprocity* ($p=0.045$); *FE2: Indecisiveness* ($p=0.002$); and *FD2: Hyperreal escapism* ($p=0.029$).

- In terms of *FG2: Reciprocity*, the mean score for the Nokia group of respondents was the highest mean score across the groups at 4.234, followed by the BlackBerry group with 4.184, other makes with 4.083 and the Samsung group with 3.706. There is no clearly identifiable reason for this difference.
- In terms of *FE2: Indecisiveness*, the group comprising of other makes of device had the highest mean score across the groups of 3.929, followed by the BlackBerry group with 3.676, the Samsung group with 3.539, and the Nokia group with 3.195. There is no clearly identifiable reason for this difference.
- In terms of *FD2: Hyperreal escapism*, low mean score responses were reported across all groups. The Samsung group of respondents had the highest mean score across the groups of 2.405, other makes with 2.083, the Nokia group with 1.980, and the BlackBerry group with 1.815. There is no clearly identifiable reason for this difference.

No significant differences emerged from the ANOVA results for the remaining dependent variables in the analyses, which suggests that the make of cell phone used by respondents has no influence on the dependent variables investigated in this study.

Eta-squared

The strength of the relationship between makes of cell phone and the dependent variable is significant for 13 instances: *FG2: Reciprocity* ($\eta^2=0.026$); *FE2: Indecisiveness* ($\eta^2=0.045$); *FD2: Hyperreal escapism* ($\eta^2=0.028$). These findings are similar to those of the ANOVA tests, with the exception of another ten dependent variables: *FA2: Empowered*

choice ($\eta^2=0.017$); *FB2: Information resource* ($\eta^2=0.013$); *FF1: Critical assertiveness* ($\eta^2=0.010$); *FF2: Authentic representation* ($\eta^2=0.011$); *FD1: Hyperreal cult* ($\eta^2=0.018$); *FD3: Interactive collaboration* ($\eta^2=0.020$); *TOTD: Social evolution* ($\eta^2=0.019$); *TOTE: Fragmentation outcomes* ($\eta^2=0.020$); *FF4: Involved consumerism* ($\eta^2=0.016$); and *TOTF: Market exchange* ($\eta^2=0.013$).

- The Samsung group attains the highest mean scores across all the groups in respect of the following dimensions: *FB2: Information resource*; *FF1: Critical assertiveness*; *FF2: Authentic representation*; *FD1: Hyperreal cult*; *FD3: Interactive collaboration*; *TOTD: Social evolution*; *FF4: Involved consumerism*; and *TOTF: Market exchange*. These results infer that respondents from the Samsung group are possibly more inclined to be early adopters, better-informed, on top of trends, and social media savvy than respondents using other cell phone brands. These findings are suggestive of the postmodern attribute of anti-foundationalism.
- In terms of factor *FA2: Empowered choice*, the BlackBerry group scores the highest mean. It is postulated that a high propensity for BlackBerry users to subscribe to BIS contributes to this result. A set monthly subscription to BIS allows subscribers unlimited access to the Internet at no additional cost.
- In terms of factor *TOTE: Fragmentation outcomes*, the group comprising of other makes of cell phones achieved the highest mean score. There is no clearly identifiable reason for this difference.

In conclusion, the make of cell phone as an independent variable does not appear to significantly affect the dependent dimensions explored in this research.

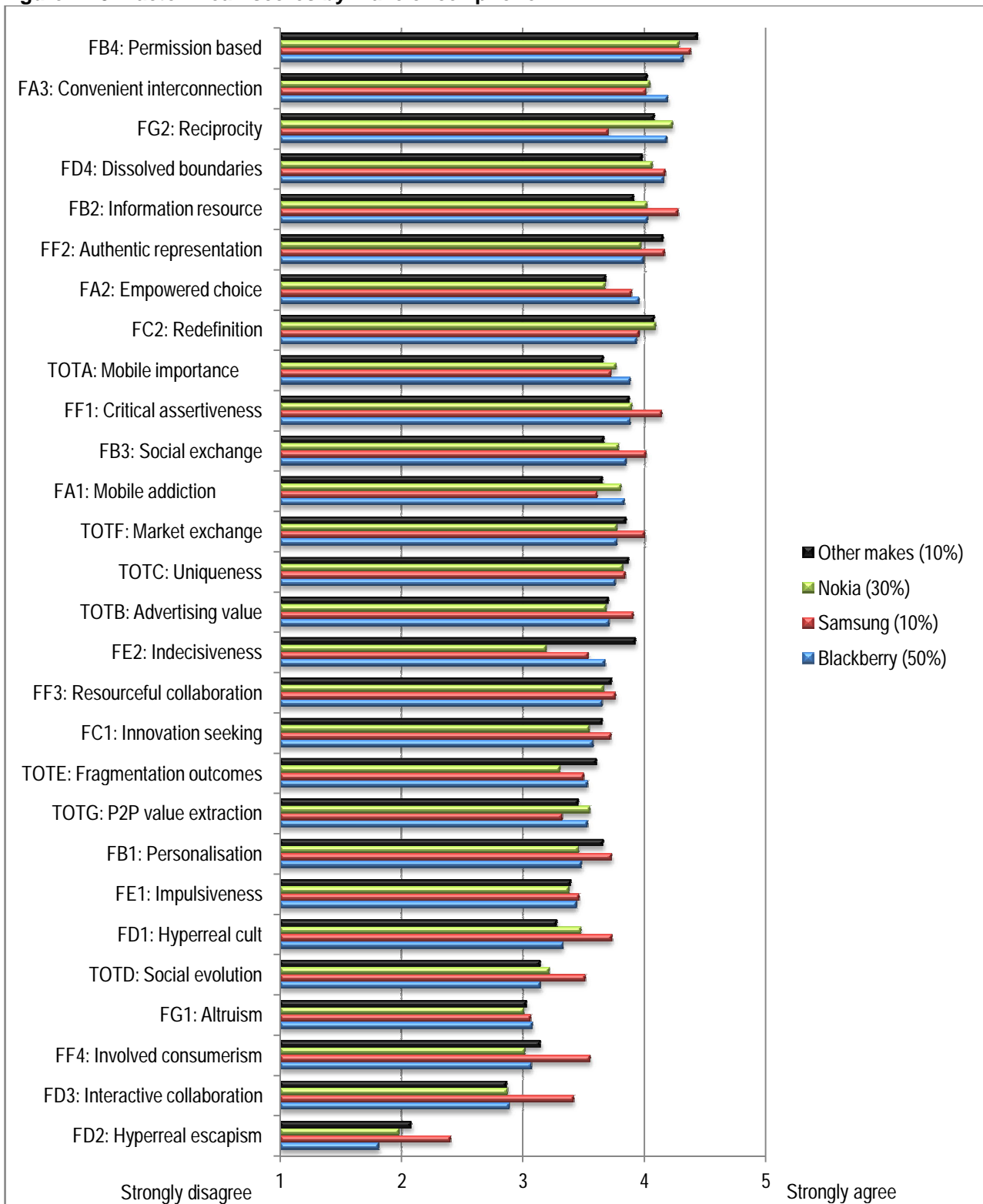
Table 7.44: Factor mean scores by make of cell phone

Dependent variable: Factor scores	Means					ANOVA F p-value	ETA squared	Significance
	All Groups	Samsung (10%)	Black- Berry (50%)	Nokia 30%	Other makes (10%)			
FB4: Permission based	4.331	4.382	4.324	4.285	4.443	0.772	0.003	*
FG2: Reciprocity	4.131	3.706	4.184	4.234	4.083	0.045	0.026	
FD4: Dissolved boundaries	4.113	4.171	4.160	4.065	3.986	0.666	0.005	
FA3: Convenient interconnection	4.109	4.013	4.193	4.045	4.029	0.504	0.007	
FB2: Information resource	4.041	4.276	4.026	4.020	3.914	0.248	0.013	
FF2: Authentic representation	4.024	4.166	3.992	3.973	4.159	0.297	0.011	
FC2: Redefinition	4.003	3.961	3.935	4.095	4.086	0.457	0.008	
FF1: Critical assertiveness	3.917	4.145	3.882	3.898	3.877	0.347	0.010	
FA2: Empowered choice	3.835	3.895	3.957	3.677	3.686	0.136	0.017	
FB3: Social exchange	3.830	4.013	3.850	3.785	3.671	0.417	0.009	
TOTF: Market exchange	3.809	4.003	3.774	3.773	3.853	0.247	0.013	
TOTA: Mobile importance	3.806	3.724	3.885	3.765	3.664	0.397	0.009	
TOTC: Uniqueness	3.802	3.842	3.762	3.823	3.871	0.795	0.003	
FA1: Mobile addiction	3.780	3.610	3.833	3.807	3.657	0.484	0.008	
TOTB: Advertising value	3.726	3.910	3.711	3.685	3.708	0.416	0.009	
FF3: Resourceful collaboration	3.679	3.763	3.654	3.668	3.733	0.880	0.002	
FC1: Innovation seeking	3.594	3.724	3.579	3.545	3.657	0.801	0.003	
FE2: Indecisiveness	3.540	3.539	3.676	3.195	3.929	0.002	0.045	**
FB1: Personalisation	3.524	3.730	3.482	3.460	3.667	0.386	0.009	
TOTG: P2P value extraction	3.504	3.322	3.533	3.549	3.460	0.581	0.006	
TOTE: Fragmentation outcomes	3.467	3.501	3.534	3.302	3.611	0.089	0.020	
FE1: Impulsiveness	3.419	3.461	3.439	3.378	3.400	0.950	0.001	
FD1: Hyperreal cult	3.417	3.732	3.330	3.478	3.285	0.116	0.018	
TOTD: Social evolution	3.211	3.513	3.146	3.217	3.148	0.101	0.019	
FF4: Involved consumerism	3.117	3.556	3.070	3.015	3.147	0.162	0.016	
FG1: Altruism	3.052	3.063	3.082	3.007	3.032	0.965	0.001	
FD3: Interactive collaboration	2.942	3.417	2.890	2.874	2.871	0.091	0.020	
FD2: Hyperreal escapism	1.964	2.405	1.815	1.980	2.083	0.029	0.028	*

ANOVA Significance: *** Significant at 0.1% level (sig <=0.001), ** Significant at 1% level (0.01<=sig<0.001), * Significant at 5% level (0.05<=sig<0.01)

Figure 7.15 provides a graphic representation of factor mean scores by make of cell phone, in descending order.

Figure 7.15: Factor mean scores by make of cell phone



7.7.8 Factor mean scores by smartphone ownership

Table 7.45 lists the factor mean scores of all 28 dimensions by smartphone ownership.

ANOVA tests

In terms of the ANOVA tests, significant differences between the means across device groups were identified in respect of two dependent variables: *FE2: Indecisiveness* ($p=0.004$); and *FD2: Hyperreal escapism* ($p=0.038$). Interestingly these variables are identical to those found to be significant in the analysis of factor mean scores by make of cell phone, with the exception of *FG2: Reciprocity*.

- In terms of *FE2: Indecisiveness*, the mean score for the smartphone group was 3.667 compared to the non-smartphone group which was 3.262. There is no clearly identifiable reason for this difference.
- In terms of *FD2 Hyperreal escapism*, low mean score responses were reported across both groups. The mean score for the smartphone group was 1.876, which is statistically significantly lower than the non-smartphone group with a mean score of 2.153. A possible deduction is that respondents in the non-smartphone group may use alternative platforms to access the Internet and correspondingly participate in online gaming activities via these devices, whereas the smartphone group may tend to only use their smartphones to access the Internet and online activities, thus participation in gaming may be limited by equipment available to respondents.

Eta-squared

The strength of the relationship between smartphone ownership and the dependent variable is significant for only two instances: *FE2: Indecisiveness* ($\eta^2=0.025$); *FD2: Hyperreal escapism* ($\eta^2=0.014$). These findings are a direct reflection of those of the ANOVA tests.

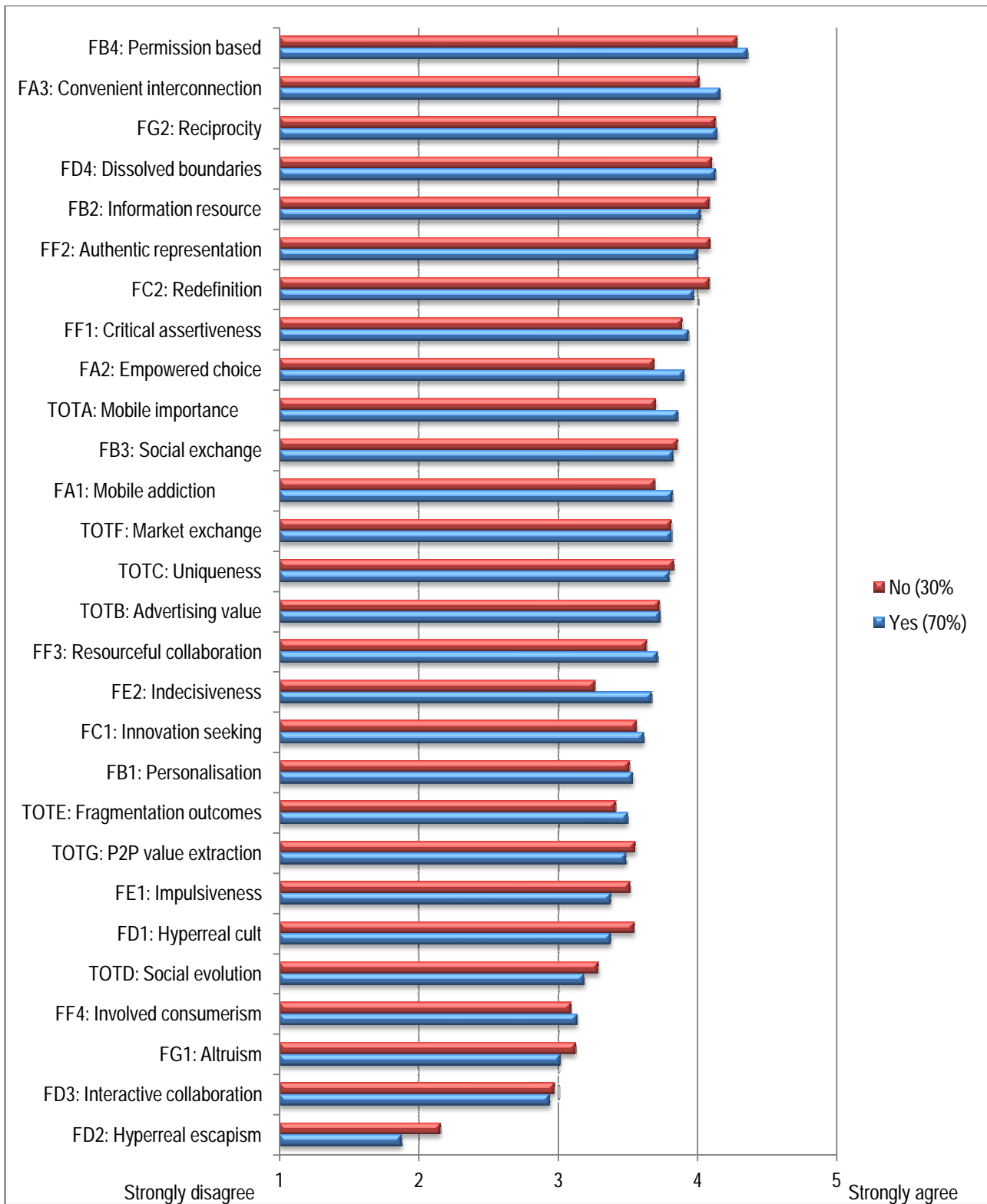
Table 7.45: Factor mean scores by smartphone ownership

Dependent variable: Factor scores	Means			ANOVA F p-value	ETA squared	Significance
	All Groups	Yes (70%)	No (30%)			
FB4: Permission based	4.333	4.356	4.282	0.455	0.002	
FG2: Reciprocity	4.134	4.138	4.125	0.918	0.000	
FD4: Dissolved boundaries	4.118	4.127	4.099	0.797	0.000	
FA3: Convenient interconnection	4.112	4.158	4.010	0.188	0.005	
FB2: Information resource	4.041	4.022	4.084	0.526	0.001	
FF2: Authentic representation	4.024	3.996	4.087	0.283	0.004	
FC2: Redefinition	4.006	3.971	4.084	0.266	0.004	
FF1: Critical assertiveness	3.918	3.931	3.888	0.664	0.001	
FA2: Empowered choice	3.835	3.902	3.685	0.074	0.010	
FB3: Social exchange	3.833	3.822	3.856	0.758	0.000	
TOTF: Market exchange	3.811	3.811	3.811	0.993	0.000	
TOTA: Mobile importance	3.806	3.854	3.698	0.121	0.007	
TOTC: Uniqueness	3.804	3.794	3.826	0.713	0.000	
FA1: Mobile addiction	3.780	3.820	3.691	0.250	0.004	
TOTB: Advertising value	3.727	3.728	3.724	0.967	0.000	
FF3: Resourceful collaboration	3.686	3.710	3.632	0.445	0.002	
FC1: Innovation seeking	3.595	3.612	3.559	0.671	0.001	
FE2: Indecisiveness	3.541	3.667	3.262	0.004	0.025	**
FB1: Personalisation	3.525	3.532	3.508	0.839	0.000	
TOTG: P2P value extraction	3.506	3.484	3.553	0.535	0.001	
TOTE: Fragmentation outcomes	3.468	3.494	3.410	0.383	0.002	
FD1: Hyperreal cult	3.428	3.376	3.544	0.162	0.006	
FE1: Impulsiveness	3.419	3.377	3.512	0.227	0.004	
TOTD: Social evolution	3.218	3.187	3.289	0.305	0.003	
FF4: Involved consumerism	3.121	3.135	3.089	0.767	0.000	
FG1: Altruism	3.049	3.015	3.125	0.417	0.002	
FD3: Interactive collaboration	2.950	2.939	2.975	0.805	0.000	
FD2: Hyperreal escapism	1.964	1.876	2.153	0.038	0.014	*

ANOVA Significance: *** Significant at 0.1% level (sig <=0.001), ** Significant at 1% level (0.01<=sig<0.001), * Significant at 5% level (0.05<=sig<0.01)

Figure 7.16 provides a graphic representation of factor mean scores by smartphone ownership, in descending order.

Figure 7.16: Factor mean scores by smartphone ownership



7.7.9 Factor mean scores by cell phone plan

Table 7.46 lists the factor mean scores of all 28 dimensions by cell phone plan.

ANOVA tests

In terms of the ANOVA tests, significant differences between means across different cell phone plan groups were identified in respect of 23 dependent variables:

- Those significant at the 0.1% level being: *FD4: Dissolved boundaries* ($p=0.000$); *TOTF: Market exchange* ($p=0.000$); *TOTB: Advertising value* ($p=0.000$); *FD1: Hyperreal cult* ($p=0.000$); *TOTD: Social evolution* ($p=0.000$); *FF4: Involved consumerism* ($p=0.000$); *FD3: Interactive collaboration* ($p=0.000$); *FB1: Personalisation* ($p=0.000$); *FF1: Critical assertiveness* ($p=0.000$); *FD2: Hyperreal escapism* ($p=0.000$); and *FG1: Altruism* ($p=0.000$).
- Those significant at the 1% level being: *FA2: Empowered choice* ($p=0.008$); *TOTA: Mobile importance* ($p=0.002$); *FB3: Social exchange* ($p=0.003$); *FB2: Information resource* ($p=0.005$); *FA1: Mobile addiction* ($p=0.008$); and *TOTG: P2P value extraction* ($p=0.002$).
- Those significant at the 5% level being: *FA3: Convenient interconnection* ($p=0.013$); *FF3: Resourceful collaboration* ($p=0.021$); *FE1: Impulsiveness* ($p=0.021$); *FF2: Authentic representation* ($p=0.018$); *FC1: Innovation seeking* ($p=0.010$); *TOTC: Uniqueness* ($p=0.025$).

In each of these cases the mean scores for the prepaid group were greater than the mean scores for the contract group.

The dependent variables showing significant differences between mean scores for cell phone plans are similar to those that demonstrated significant differences between mean scores for device used most often to access the Internet with. The similar pattern suggests some type of association between these independent variables, with the pre-paid cell phone plan group corresponding to the group that predominantly uses cell phones to access the Internet.

An analysis based on the variables with significant differences in mean scores between the contract and prepaid groups suggests evidence of:

- *Embedded marketing.* Respondents from the prepaid group appear to demonstrate responses that are indicative of embedded marketing, thus exercising this aspect of postmodern marketing.
- *Hyperreal and de-differentiation tendencies.* Respondents from the prepaid group embrace social networks as a communication platform that traverses boundaries of space and time, effectively bringing contacts in their respective worlds closer together.
- *Choice.* Respondents from the prepaid group show a significantly stronger likelihood of accessing media of their choice with their cell phones.
- *Personalisation.* There are significant differences between the mean scores for factor *FB1: Personalisation*, of 3.802 for the prepaid group compared to the mean score of 3.318 for the contract group, which indicates a strong preference for personalised communication amongst the prepaid group.
- *Impulsiveness.* There are significant differences between the mean scores for factor *FE1: Impulsiveness*, of 3.558 for the prepaid group compared to the mean score of 3.319 for the contract group, which suggests that the prepaid group is more impulsive than the contract group.

Eta-squared

The findings from the ANOVA tests are mirrored in results obtained from the Eta-squared. Therefore the strength of the relationship between cell phone plan and dependent variable is significant for 23 instances: *FD4: Dissolved boundaries* ($\eta^2=0.039$); *TOTF: Market exchange* ($\eta^2=0.046$); *TOTB: Advertising value* ($\eta^2=0.078$); *FD1: Hyperreal cult* ($\eta^2=0.085$); *TOTD: Social evolution* ($\eta^2=0.124$); *FF4: Involved consumerism* ($\eta^2=0.048$); *FD3: Interactive collaboration* ($\eta^2=0.067$); *FB1: Personalisation* ($\eta^2=0.060$); *FF1: Critical assertiveness* ($\eta^2=0.037$); *FD2: Hyperreal escapism* ($\eta^2=0.109$); *FG1: Altruism* ($\eta^2=0.056$); *FA2: Empowered choice* ($\eta^2=0.022$); *TOTA: Mobile importance* ($\eta^2=0.029$); *FB3: Social exchange* ($\eta^2=0.027$); *FB2: Information resource* ($\eta^2=0.024$); *FA1: Mobile addiction* ($\eta^2=0.021$); and *TOTG: P2P value extraction* ($\eta^2=0.030$); *FA3: Convenient interconnection*

($\eta^2=0.019$); *FF3: Resourceful collaboration* ($\eta^2=0.016$); *FE1: Impulsiveness* ($\eta^2=0.016$); *FF2: Authentic representation* ($\eta^2=0.017$); *FC1: Innovation seeking* ($\eta^2=0.020$); and *TOTC: Uniqueness* ($\eta^2=0.015$).

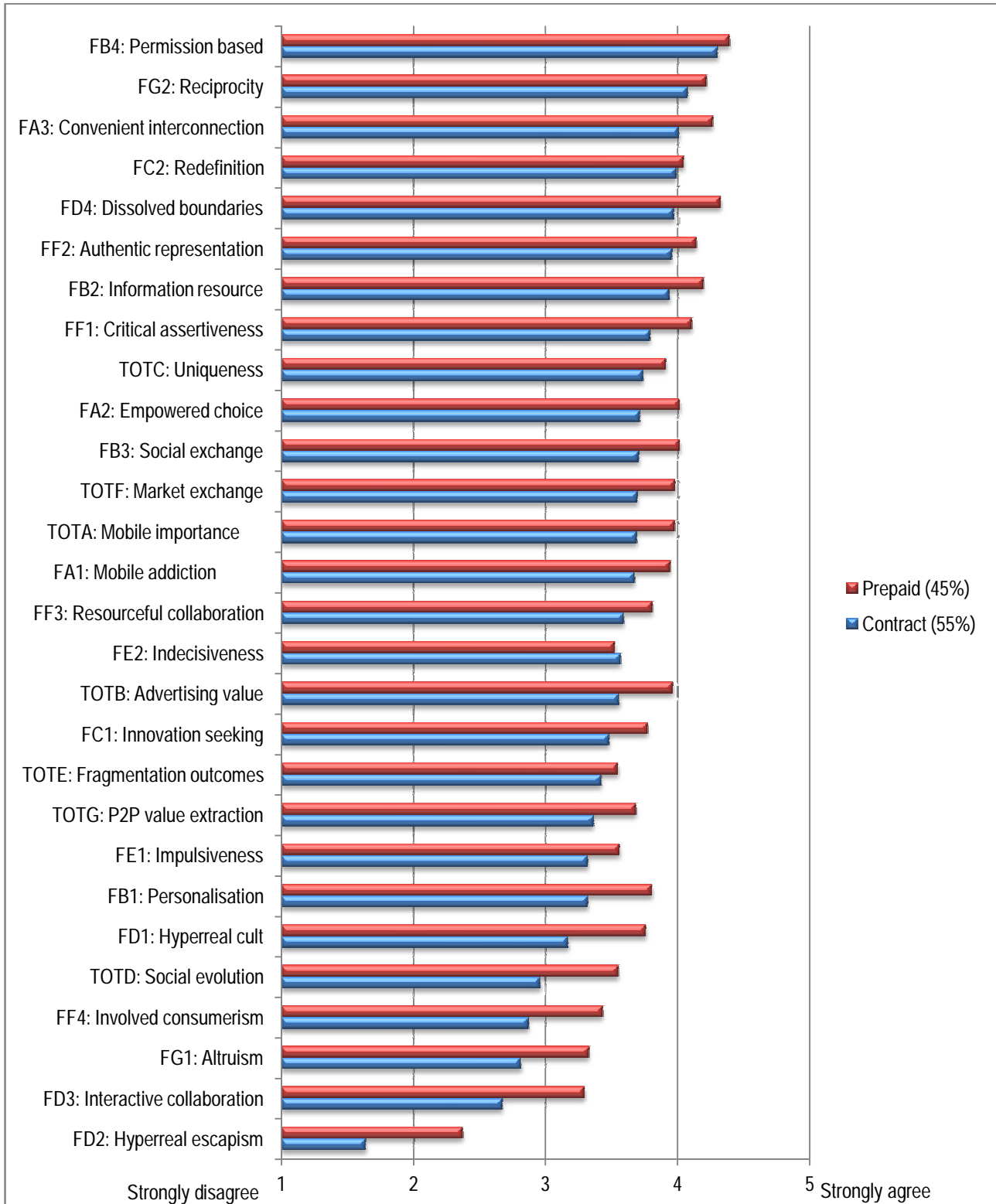
Table 7.46: Factor mean scores by cell phone plan

Dependent variable: Factor scores	Means			ANOVA F p-value	ETA squared	Significance
	All Groups	Contract (55%)	Prepaid (45%)			
FB4: Permission based	4.339	4.301	4.388	0.335	0.003	
FG2: Reciprocity	4.137	4.075	4.215	0.226	0.005	
FD4: Dissolved boundaries	4.124	3.970	4.322	0.000	0.039	***
FA3: Convenient interconnection	4.120	4.008	4.264	0.013	0.019	*
FB2: Information resource	4.049	3.937	4.192	0.005	0.024	**
FF2: Authentic representation	4.034	3.954	4.136	0.018	0.017	*
FC2: Redefinition	4.012	3.986	4.045	0.529	0.001	
FF1: Critical assertiveness	3.927	3.789	4.103	0.001	0.037	***
FA2: Empowered choice	3.841	3.710	4.011	0.008	0.022	**
FB3: Social exchange	3.839	3.705	4.010	0.003	0.027	**
TOTF: Market exchange	3.818	3.693	3.977	0.000	0.046	***
TOTA: Mobile importance	3.814	3.688	3.976	0.002	0.029	**
TOTC: Uniqueness	3.813	3.736	3.911	0.025	0.015	*
FA1: Mobile addiction	3.790	3.671	3.943	0.008	0.021	**
TOTB: Advertising value	3.734	3.555	3.963	0.000	0.078	***
FF3: Resourceful collaboration	3.686	3.590	3.808	0.021	0.016	*
FC1: Innovation seeking	3.606	3.478	3.769	0.010	0.020	*
FE2: Indecisiveness	3.544	3.563	3.521	0.751	0.000	
FB1: Personalisation	3.532	3.318	3.802	0.000	0.060	***
TOTG: P2P value extraction	3.504	3.362	3.680	0.002	0.030	**
TOTE: Fragmentation outcomes	3.472	3.417	3.543	0.162	0.006	
FD1: Hyperreal cult	3.425	3.168	3.756	0.000	0.085	***
FE1: Impulsiveness	3.424	3.319	3.558	0.021	0.016	*
TOTD: Social evolution	3.217	2.958	3.549	0.000	0.124	***
FF4: Involved consumerism	3.121	2.871	3.429	0.000	0.048	***
FG1: Altruism	3.044	2.812	3.328	0.000	0.056	***
FD3: Interactive collaboration	2.947	2.671	3.292	0.000	0.067	***
FD2: Hyperreal escapism	1.955	1.639	2.369	0.000	0.109	***

ANOVA Significance: *** Significant at 0.1% level (sig <=0.001), ** Significant at 1% level (0.01<=sig<0.001), * Significant at 5% level (0.05<=sig<0.01)

Figure 7.17 provides a graphic representation of factor means by cell phone plan, in descending order.

Figure 7.17: Factor mean scores by cell phone plan



7.7.10 Factor mean scores by use of Internet bundles on cell phone

Table 7.47 lists the factor mean scores of all 28 dimensions by the use of Internet bundles on cell phones.

ANOVA tests

In terms of the ANOVA tests, significant differences between means across groups that use or do not use Internet bundles on cell phones were identified in respect of 21 dependent variables:

- Those significant at the 0.1% level being: *FA2: Empowered choice* ($p=0.000$); *TOTA: Mobile importance* ($p=0.000$); *FA1: Mobile addiction* ($p=0.001$); *FC1: Innovation seeking* ($p=0.001$); *FD1: Hyperreal cult* ($p=0.001$); and *TOTD: Social evolution* ($p=0.000$).
- Those significant at the 1% level being: *FF1: Critical assertiveness* ($p=0.002$); *TOTF: Market exchange* ($p=0.006$); *TOTC: Uniqueness* ($p=0.002$); and *TOTB: Advertising value* ($p=0.009$).
- Those significant at the 5% level being: *FG2: Reciprocity* ($p=0.012$); *FA3: Convenient interconnection* ($p=0.033$); *FD4: Dissolved boundaries* ($p=0.030$); *FF2: Authentic representation* ($p=0.023$); *FB2: Information resource* ($p=0.042$); *FB3: Social exchange* ($p=0.014$); *FB1: Personalisation* ($p=0.047$); *TOTE: Fragmentation outcomes* ($p=0.011$); *FE1: Impulsiveness* ($p=0.027$); *FD3: Interactive collaboration* ($p=0.019$); and *FD2: Hyperreal escapism* ($p=0.044$).

Factors with mean scores reflecting the most significant statistical differences (at the 0.1% level) indicate that cell phones play an important role for respondents from the group that uses Internet bundles on their cell phones; these results also indicate that the group that uses Internet bundles on their cell phones participates in social media activities, which presumably is possible because they use Internet bundles to access the Internet.

There are commonalities between dependent variables reporting significant differences in mean scores for the group that uses Internet bundles on the cell phones with results obtained from the group using prepaid cell phone plans and the group using cell phones

as the principle device to access the Internet. These findings are logical considering one would need to acquire Internet bundles in order to access the Internet from their cell phone. Therefore in reference to these prior findings, the group that uses Internet bundles on their cell phones exhibit aspects of embedded marketing, hyperreal and de-differentiation tendencies, actively consume media of their choosing, prefer personalised communication, and are prone to impulsive behaviour.

Eta-squared

The strength of the relationship between use of Internet bundles and dependent variable is significant for 22 instances. The 22 instances as per ANOVA tests: *FA2: Empowered choice* ($\eta^2=0.052$); *TOTA: Mobile importance* ($\eta^2=0.055$); *FA1: Mobile addiction* ($\eta^2=0.034$); *FC1: Innovation seeking* ($\eta^2=0.037$); *FD1: Hyperreal cult* ($\eta^2=0.037$); *TOTD: Social evolution* ($\eta^2=0.041$); *FF1: Critical assertiveness* ($\eta^2=0.029$); *TOTF: Market exchange* ($\eta^2=0.024$); *TOTC: Uniqueness* ($\eta^2=0.029$); *TOTB: Advertising value* ($\eta^2=0.022$); *FG2: Reciprocity* ($\eta^2=0.021$); *FA3: Convenient interconnection* ($\eta^2=0.015$); *FD4: Dissolved boundaries* ($\eta^2=0.015$); *FF2: Authentic representation* ($\eta^2=0.017$); *FB2: Information resource* ($\eta^2=0.013$); *FB3: Social exchange* ($\eta^2=0.019$); *FB1: Personalisation* ($\eta^2=0.013$); *TOTE: Fragmentation outcomes* ($\eta^2=0.020$); *FE1: Impulsiveness* ($\eta^2=0.016$); *FD3: Interactive collaboration* ($\eta^2=0.018$); and *FD2: Hyperreal escapism* ($\eta^2=0.013$) and an additional case against the dependent variable *TOTG:P2P value extraction* ($\eta^2=0.011$).

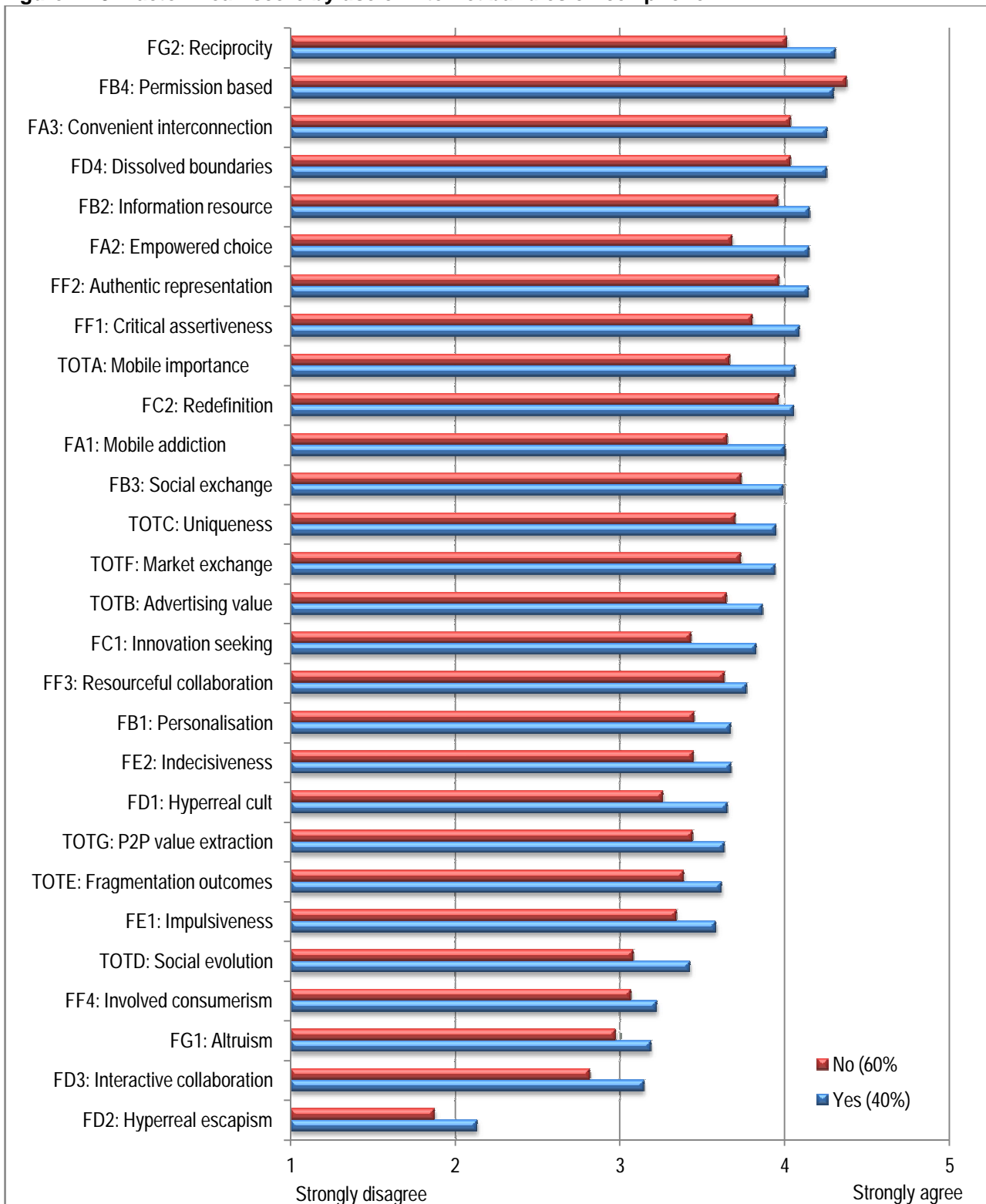
Table 7.47: Factor mean score by use of Internet bundles on cell phone

Dependent variable: Factor scores	Means			ANOVA F p-value	ETA squared	Significance
	All Groups	Yes (40%)	No (60%)			
FB4: Permission based	4.342	4.297	4.373	0.407	0.002	
FG2: Reciprocity	4.135	4.308	4.012	0.012	0.021	*
FA3: Convenient interconnection	4.127	4.258	4.035	0.033	0.015	*
FD4: Dissolved boundaries	4.125	4.254	4.035	0.030	0.015	*
FF2: Authentic representation	4.037	4.144	3.963	0.023	0.017	*
FB2: Information resource	4.035	4.148	3.957	0.042	0.013	*
FC2: Redefinition	4.002	4.055	3.965	0.358	0.003	
FF1: Critical assertiveness	3.921	4.091	3.803	0.002	0.029	**
FA2: Empowered choice	3.870	4.146	3.679	0.000	0.052	***
FB3: Social exchange	3.840	3.992	3.735	0.014	0.019	*
TOTA: Mobile importance	3.828	4.061	3.667	0.000	0.055	***
TOTF: Market exchange	3.819	3.942	3.733	0.006	0.024	**
TOTC: Uniqueness	3.800	3.946	3.699	0.002	0.029	**
FA1: Mobile addiction	3.793	3.999	3.651	0.001	0.034	***
TOTB: Advertising value	3.735	3.864	3.645	0.009	0.022	**
FF3: Resourceful collaboration	3.688	3.768	3.633	0.167	0.006	
FC1: Innovation seeking	3.591	3.827	3.430	0.001	0.037	***
FB1: Personalisation	3.540	3.675	3.448	0.047	0.013	*
FE2: Indecisiveness	3.538	3.672	3.446	0.092	0.009	
TOTG: P2P value extraction	3.519	3.633	3.438	0.065	0.011	
TOTE: Fragmentation outcomes	3.480	3.617	3.386	0.011	0.020	*
FE1: Impulsiveness	3.440	3.581	3.343	0.027	0.016	*
FD1: Hyperreal cult	3.421	3.652	3.261	0.001	0.037	***
TOTD: Social evolution	3.221	3.425	3.080	0.000	0.041	***
FF4: Involved consumerism	3.131	3.224	3.065	0.289	0.004	
FG1: Altruism	3.065	3.186	2.973	0.096	0.010	
FD3: Interactive collaboration	2.953	3.145	2.816	0.019	0.018	*
FD2: Hyperreal escapism	1.979	2.134	1.874	0.044	0.013	*

ANOVA Significance: *** Significant at 0.1% level (sig <=0.001), ** Significant at 1% level (0.01<=sig<0.001), * Significant at 5% level (0.05<=sig<0.01)

Figure 7.18 provides a graphic representation of factor mean scores by use of Internet bundles on cell phones, in descending order.

Figure 7.18: Factor mean score by use of Internet bundles on cell phone



7.7.11 Factor mean scores by monthly airtime expenditure

Table 7.48 lists the factor mean scores of all 28 dimensions by average monthly airtime expenditure.

ANOVA tests

In terms of the ANOVA tests, significant differences between means across expenditure groups were identified in respect of four dependent variables: *FD4: Dissolved boundaries* ($p=0.005$); *FA2: Empowered choice* ($p=0.019$); *TOTD: Social evolution* ($p=0.007$); and *FC1: Innovation seeking* ($p=0.031$). The group that spends less than R100 achieved the highest mean scores across groups for the first three dimensions mentioned. The interpretation is that through the use of cell phones respondents are able to participate in social media and access media of their choice, even if they spend a nominal monthly amount on airtime. The latter factor, *FC1: Innovation seeking* scores the highest mean against the group spending in excess of R300 on airtime. This finding is rational considering the context that people with a limited budget for airtime are likely to have a limited disposable monthly allowance in comparison to respondents who spend more on airtime and are thus potentially more financially able to pursue the latest trends. These results are indicative of postmodern characteristics of de-differentiation, preference, anti-foundationalism and hyperreality.

Eta-squared

The strength of the relationship between monthly airtime expenditure and the dependent variable is significant for 11 instances. Four cases are identical to those rendered significant in the ANOVA test: *FD4: Dissolved boundaries* ($\eta^2=0.033$); *FA2: Empowered choice* ($\eta^2=0.025$); *FC1: Innovation seeking* ($\eta^2=0.022$); *TOTD: Social evolution* ($\eta^2=0.031$). In addition the other seven are: *FB3: Social exchange* ($\eta^2=0.018$); *TOTC: Uniqueness* ($\eta^2=0.018$); *TOTB: Advertising value* ($\eta^2=0.010$); *FE2: Indecisiveness* ($\eta^2=0.013$); *FD1: Hyperreal cult* ($\eta^2=0.019$); *FG1: Altruism* ($\eta^2=0.017$); and *FD2: Hyperreal escapism* ($\eta^2=0.017$).

The results from Eta-squared support those findings from the ANOVA test.

It is conceivable that the fact that few significant differences have been found against the independent variable of airtime expenditure is analogous to cell phone make. The assumption is that both the make of cell phone and the funding available to access services through these devices are not statistically significant independent variables.

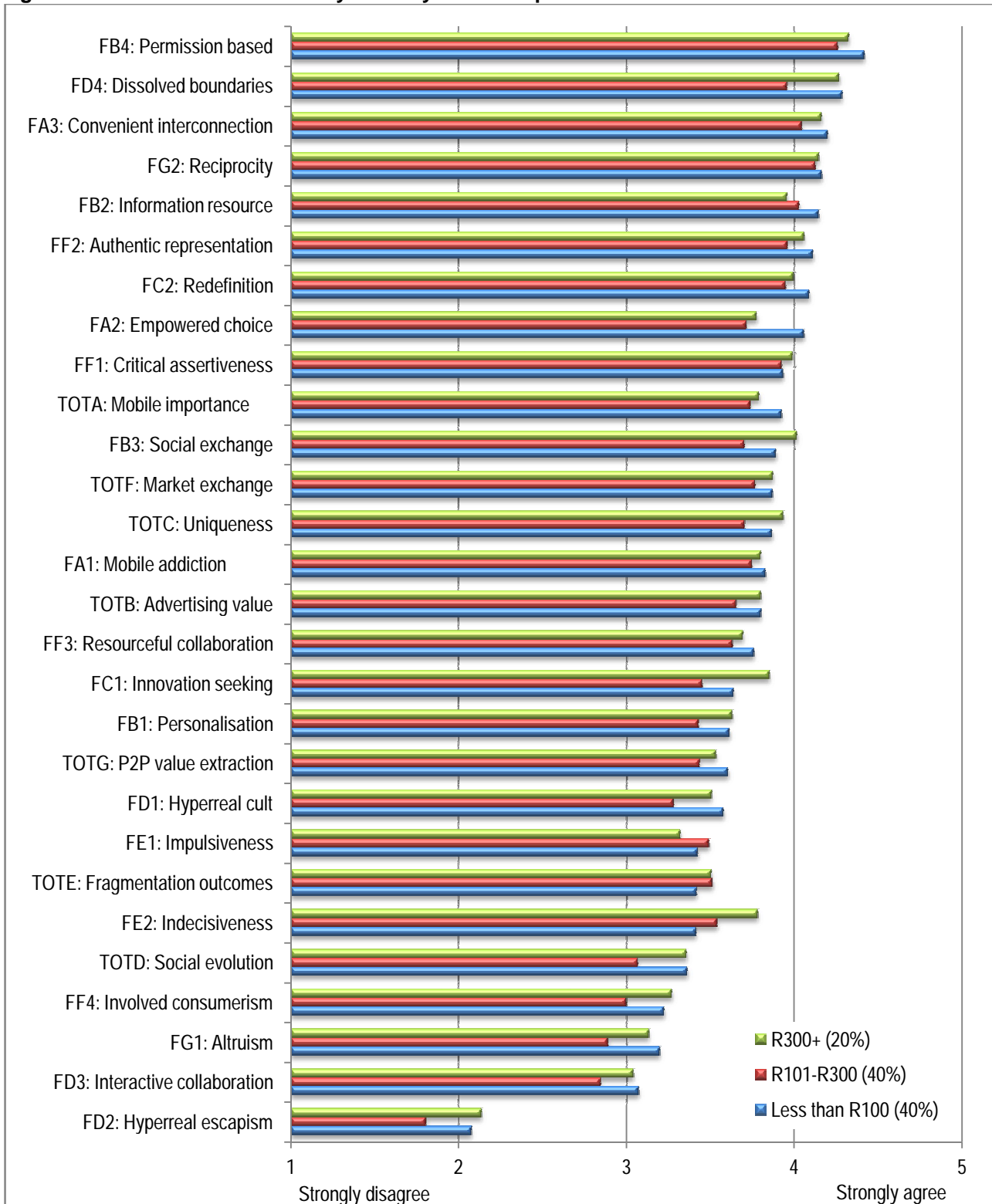
Table 7.48: Factor mean scores by monthly airtime expenditure

Dependent variable: Factor scores	Means				ANOVA F p-value	ETA squared	Significance
	All Groups	Less than R100 (40%)	R101-R300 (40%)	R300+ (20%)			
FB4: Permission based	4.331	4.417	4.258	4.324	0.303	0.007	
FD4: Dissolved boundaries	4.144	4.283	3.955	4.265	0.005	0.033	**
FG2: Reciprocity	4.142	4.160	4.125	4.146	0.965	0.000	
FA3: Convenient interconnection	4.125	4.197	4.042	4.162	0.377	0.006	
FB2: Information resource	4.055	4.142	4.027	3.956	0.273	0.008	
FF2: Authentic representation	4.035	4.108	3.957	4.057	0.222	0.009	
FC2: Redefinition	4.009	4.088	3.947	3.993	0.417	0.006	
FF1: Critical assertiveness	3.939	3.930	3.922	3.987	0.858	0.001	
FA2: Empowered choice	3.854	4.055	3.714	3.772	0.019	0.025	*
FB3: Social exchange	3.838	3.888	3.701	4.015	0.054	0.018	
TOTF: Market exchange	3.825	3.868	3.764	3.869	0.376	0.006	
TOTA: Mobile importance	3.817	3.921	3.738	3.787	0.214	0.010	
TOTC: Uniqueness	3.811	3.864	3.701	3.930	0.058	0.018	
FA1: Mobile addiction	3.786	3.825	3.745	3.799	0.791	0.001	
TOTB: Advertising value	3.739	3.801	3.652	3.797	0.197	0.010	
FF3: Resourceful collaboration	3.691	3.757	3.630	3.694	0.496	0.004	
FC1: Innovation seeking	3.605	3.638	3.451	3.851	0.031	0.022	*
FE2: Indecisiveness	3.542	3.413	3.538	3.779	0.118	0.013	
FB1: Personalisation	3.539	3.611	3.429	3.626	0.246	0.009	
TOTG: P2P value extraction	3.517	3.601	3.433	3.530	0.343	0.007	
TOTE: Fragmentation outcomes	3.474	3.415	3.510	3.505	0.606	0.003	
FD1: Hyperreal cult	3.439	3.576	3.279	3.505	0.051	0.019	
FE1: Impulsiveness	3.428	3.422	3.489	3.319	0.477	0.005	
TOTD: Social evolution	3.237	3.360	3.064	3.355	0.007	0.031	**
FF4: Involved consumerism	3.140	3.222	2.996	3.269	0.243	0.009	
FG1: Altruism	3.057	3.197	2.890	3.133	0.077	0.017	
FD3: Interactive collaboration	2.971	3.071	2.844	3.037	0.285	0.008	
FD2: Hyperreal escapism	1.975	2.075	1.805	2.133	0.070	0.017	

ANOVA Significance: *** Significant at 0.1% level (sig <=0.001), ** Significant at 1% level (0.01<=sig<0.001), * Significant at 5% level (0.05<=sig<0.01)

Figure 7.19 provides a graphic representation of factor mean scores by monthly airtime, in descending order.

Figure 7.19: Factor mean scores by monthly airtime expenditure



7.7.12 Factor mean scores by monthly Internet bundle expenditure

Table 7.49 lists the factor mean scores of all 28 dimensions by average monthly Internet bundle expenditure.

ANOVA tests

In terms of the ANOVA tests, significant differences between means across expenditure groups were identified in respect of 15 dependent variables:

- Those at the most significant level, 0.1%: *FA2: Empowered choice* ($p=0.001$);
- Those at the next significant level, 1%: *FD1: Hyperreal cult* ($p=0.009$); *TOTD: Social evolution* ($p=0.001$); *FD4: Dissolved boundaries* ($p=0.003$); and *TOTA: Mobile importance* ($p=0.003$);
- Those at the least significant level, 5%: *FG2: Reciprocity* ($p=0.020$); *FF1: Critical assertiveness* ($p=0.012$); *FB3: Social exchange* ($p=0.041$); *FA1: Mobile addiction* ($p=0.015$); *FC1: Innovation seeking* ($p=0.015$); *TOTG: P2P value extraction* ($p=0.025$); *TOTE: Fragmentation outcomes* ($p=0.021$); *FE1: Impulsiveness* ($p=0.030$); *FG1: Altruism* ($p=0.046$); and *FD3: Interactive collaboration* ($p=0.027$).

The pattern of results of significant differences between specific variables for the independent variable, monthly Internet bundle expenditure is highly analogous to the pattern observed against the independent variable, use of Internet bundles on cell phone. This similarity is to be expected considering the likeness of independent variable under analysis.

The group that spends between R50-R100 and the group that spends in excess of R101 a month on Internet bundles for their cell phones consistently demonstrate higher mean scores across dimensions of measure. Based on these findings these two groups show tendencies towards embedded marketing, hyperreal and de-differentiation characteristics, conscious decisions to choose specific media accessible from their cell phones, and an inclination for impulsive behaviour. In reference to these findings it is proposed that the minimum expenditure of between R50-R100 a month on Internet bundles is the threshold limit required for respondents to efficiently engage with social media through the use of

Internet bundles on their cell phones. The assumption is that respondents that spend more money on Internet bundles are more active users of facilities that are accessed from the Internet.

Eta-squared

The strength of the relationship between monthly Internet bundle expenditure and the dependent variable is significant for 22 instances. 15 cases are identical to those found to be significant in the ANOVA test: FA2: Empowered ($\eta^2=0.045$); FD1: *Hyperreal cult* ($\eta^2=0.029$); TOTD: Social evolution ($\eta^2=0.042$); FD4: *Dissolved boundaries* ($\eta^2=0.035$); TOTA: Mobile importance ($\eta^2=0.035$); FG2: *Reciprocity* ($\eta^2=0.025$); FF1: *Critical assertiveness* ($\eta^2=0.027$); FB3: *Social exchange* ($\eta^2=0.020$); FA1: *Mobile addiction* ($\eta^2=0.026$); FC1: *Innovation seeking* ($\eta^2=0.026$); TOTG: P2P value extraction ($\eta^2=0.023$); TOTE: Fragmentation outcomes ($\eta^2=0.024$); FE1: *Impulsiveness* ($\eta^2=0.022$); FG1: *Altruism* ($\eta^2=0.021$); FD3: *Interactive collaboration* ($\eta^2=0.023$). In addition the other seven are: FA3: *Convenient interconnection* ($\eta^2=0.013$); FB2: *Information resource* ($\eta^2=0.018$); TOTF: Market exchange ($\eta^2=0.019$); TOTC: Uniqueness ($\eta^2=0.015$); TOTB: Advertising value ($\eta^2=0.015$); FB1: *Personalisation* ($\eta^2=0.010$); and FD2: *Hyperreal escapism* ($\eta^2=0.010$). These results support the deductions formed against the significant variables produced in the ANOVA test.

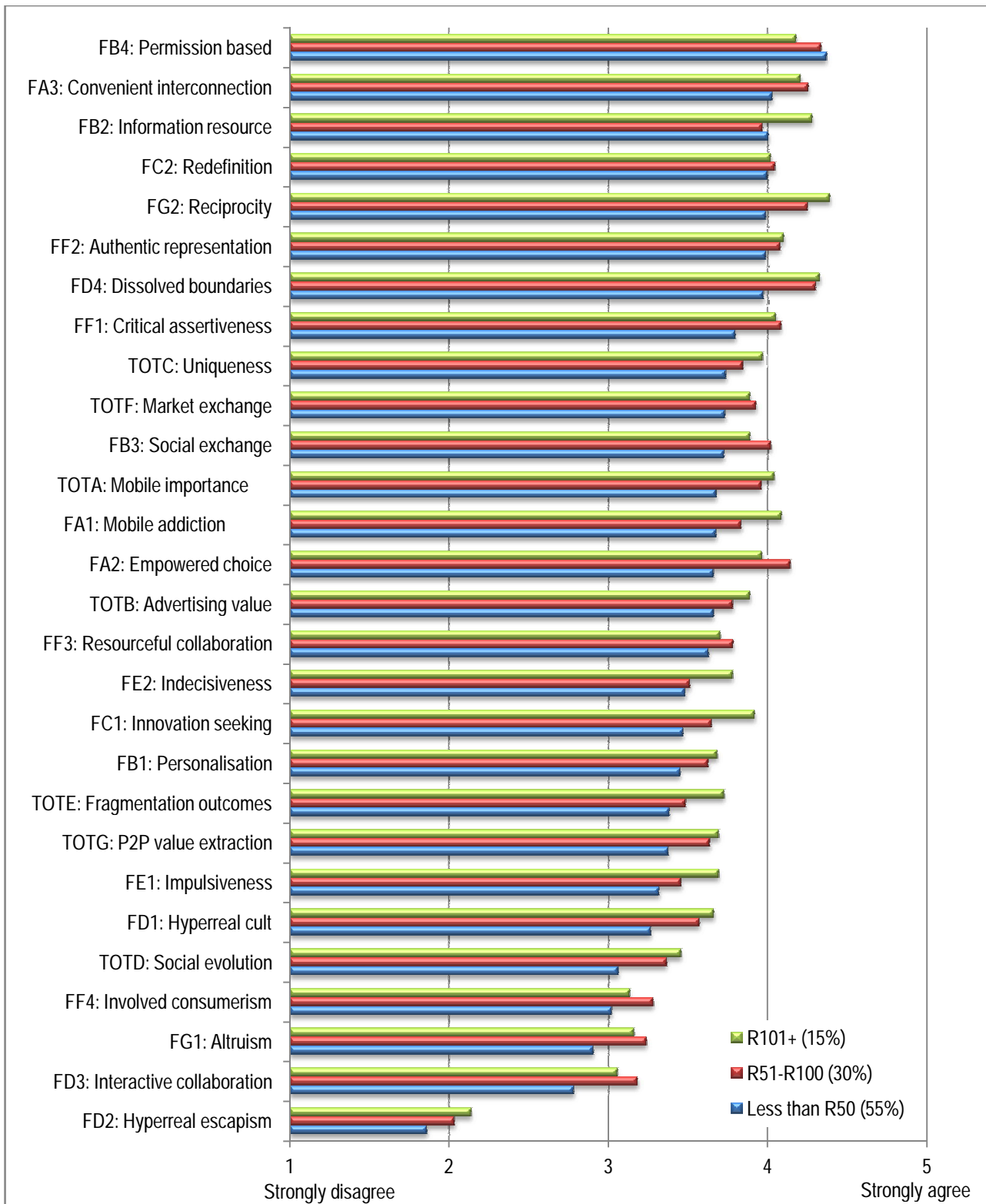
Table 7.49: Factor mean scores by monthly Internet bundle expenditure

Dependent variable: Factor scores	Means				ANOVA F p-value	ETA squared	Significance
	All groups	Less than R50 (55%)	R51-R100 (30%)	R101+ (15%)			
FB4: Permission based	4.327	4.369	4.331	4.176	0.315	0.007	
FG2: Reciprocity	4.126	3.987	4.249	4.389	0.020	0.025	*
FD4: Dissolved boundaries	4.121	3.972	4.298	4.324	0.003	0.035	**
FA3: Convenient interconnection	4.120	4.028	4.253	4.204	0.130	0.013	
FB2: Information resource	4.039	4.003	3.966	4.278	0.058	0.018	
FF2: Authentic representation	4.029	3.986	4.075	4.098	0.454	0.005	
FC2: Redefinition	4.012	3.994	4.045	4.019	0.899	0.001	
FF1: Critical assertiveness	3.917	3.796	4.082	4.049	0.012	0.027	*
FA2: Empowered choice	3.844	3.660	4.140	3.963	0.001	0.045	***
FB3: Social exchange	3.831	3.722	4.017	3.889	0.041	0.020	*
TOTA: Mobile importance	3.814	3.676	3.958	4.038	0.003	0.035	**
TOTF: Market exchange	3.811	3.731	3.925	3.888	0.050	0.019	
TOTC: Uniqueness	3.805	3.737	3.846	3.968	0.095	0.015	
FA1: Mobile addiction	3.787	3.675	3.833	4.086	0.015	0.026	*
TOTB: Advertising value	3.730	3.659	3.781	3.888	0.091	0.015	
FF3: Resourceful collaboration	3.683	3.629	3.783	3.698	0.364	0.006	
FC1: Innovation seeking	3.592	3.466	3.646	3.917	0.015	0.026	*
FE2: Indecisiveness	3.539	3.481	3.511	3.778	0.254	0.009	
FB1: Personalisation	3.536	3.449	3.625	3.679	0.188	0.010	
TOTG: P2P value extraction	3.499	3.375	3.635	3.689	0.025	0.023	*
TOTE: Fragmentation outcomes	3.466	3.381	3.483	3.723	0.021	0.024	*
FE1: Impulsiveness	3.417	3.317	3.455	3.691	0.030	0.022	*
FD1: Hyperreal cult	3.415	3.265	3.570	3.660	0.009	0.029	**
TOTD: Social evolution	3.211	3.062	3.364	3.454	0.001	0.042	**
FF4: Involved consumerism	3.111	3.018	3.278	3.132	0.295	0.008	
FG1: Altruism	3.042	2.903	3.237	3.157	0.046	0.021	*
FD3: Interactive collaboration	2.940	2.782	3.180	3.056	0.027	0.023	*
FD2: Hyperreal escapism	1.953	1.859	2.033	2.138	0.196	0.010	

ANOVA Significance: *** Significant at 0.1% level (sig <=0.001), ** Significant at 1% level (0.01<=sig<0.001), * Significant at 5% level (0.05<=sig<0.01)

Figure 7.20 provides a graphic representation of factor mean scores by monthly Internet bundle expenditure, in descending order.

Figure 7.20: Factor mean scores by monthly Internet bundle expenditure



7.7.13 Factor mean scores by subscription to BlackBerry BIS

Table 7.50 lists the factor mean scores of all 28 dimensions by subscription to BlackBerry BIS.

ANOVA tests

In terms of the ANOVA tests, significant differences between means for the BlackBerry BIS subscription group and the non-subscription group were identified in respect of four dependent variables: *FB1: Personalisation* ($p=0.001$) (at the most significant level, 0.1%); *TOTB: Advertising value* ($p=0.006$); *FD2: Hyperreal escapism* ($p=0.001$) (at the next significant level, 1%); and *FD3: Interactive collaboration* ($p=0.015$) (at the least significant level, 5%).

- In terms of factor, *FB1: Personalisation*, the mean score for the subscription group was 3.454, which is significantly lower than the mean score for the non-subscription group, which was 3.944. Although both mean scores fall within the high range of responses, the subscription group appear to be less concerned with personalised communication than the non-subscribing group.
- In terms of factor, *TOTB: Advertising value*, the mean score for the subscription group was 3.688, which is significantly lower than the mean score for the non-subscription group, which was 3.981. The interpretation of this result is that the subscription group is less affected by advertising than the non-subscription group.
- In terms of factor, *FD2: Hyperreal escapism*, the mean score for the subscription group was low at 1.830, which was significantly lower than the non-subscription group, which had a mean score of 2.412. Participation in online gaming is not a significant activity undertaken by respondents for reasons discussed previously. It appears that BlackBerry BIS subscribers are even less likely to participate than non-subscribers.
- In terms of factor, *FD3: Interactive collaboration*, the mean score for the subscription group was 2.891, which is significantly lower than the non-subscription group, which was 3.358. This result implies that the subscription group are less inclined to participate in collaborative marketing efforts, which contributes to the postmodern marketing concept of embedded marketing. This finding is somewhat

unexpected considering that with BlackBerry BIS subscribers have virtually unlimited access to the Internet. However if one considers the user experience, users experience the Internet differently when accessing it from a computer compared to accessing it from a cell phone, considering the smaller screen size of cell phones and sometimes reduced functionality of web sites rendered to cell phone access. So, perhaps BlackBerry BIS subscribers tend to access the Internet more often from their cell phones than from computers and therefore are less likely to interact as much as respondents who access the Internet mainly from computers.

Eta-squared

The strength of the relationship between subscription to BlackBerry BIS and the dependent variable is significant for six instances. Four cases are identical to those found to be significant in the ANOVA test: *FB1: Personalisation* ($\eta^2=0.056$); (*TOTB: Advertising value* ($\eta^2=0.037$); *FD2: Hyperreal escapism* ($\eta^2=0.052$); and *FD3: Interactive collaboration* ($\eta^2=0.030$). In addition the other two are *FB3: Social exchange* ($\eta^2=0.013$); and *TOTD: Social evolution* ($\eta^2=0.016$), which contribute to the deductions drawn against factor, *FD3: Interactive collaboration* from the ANOVA test in the previous section.

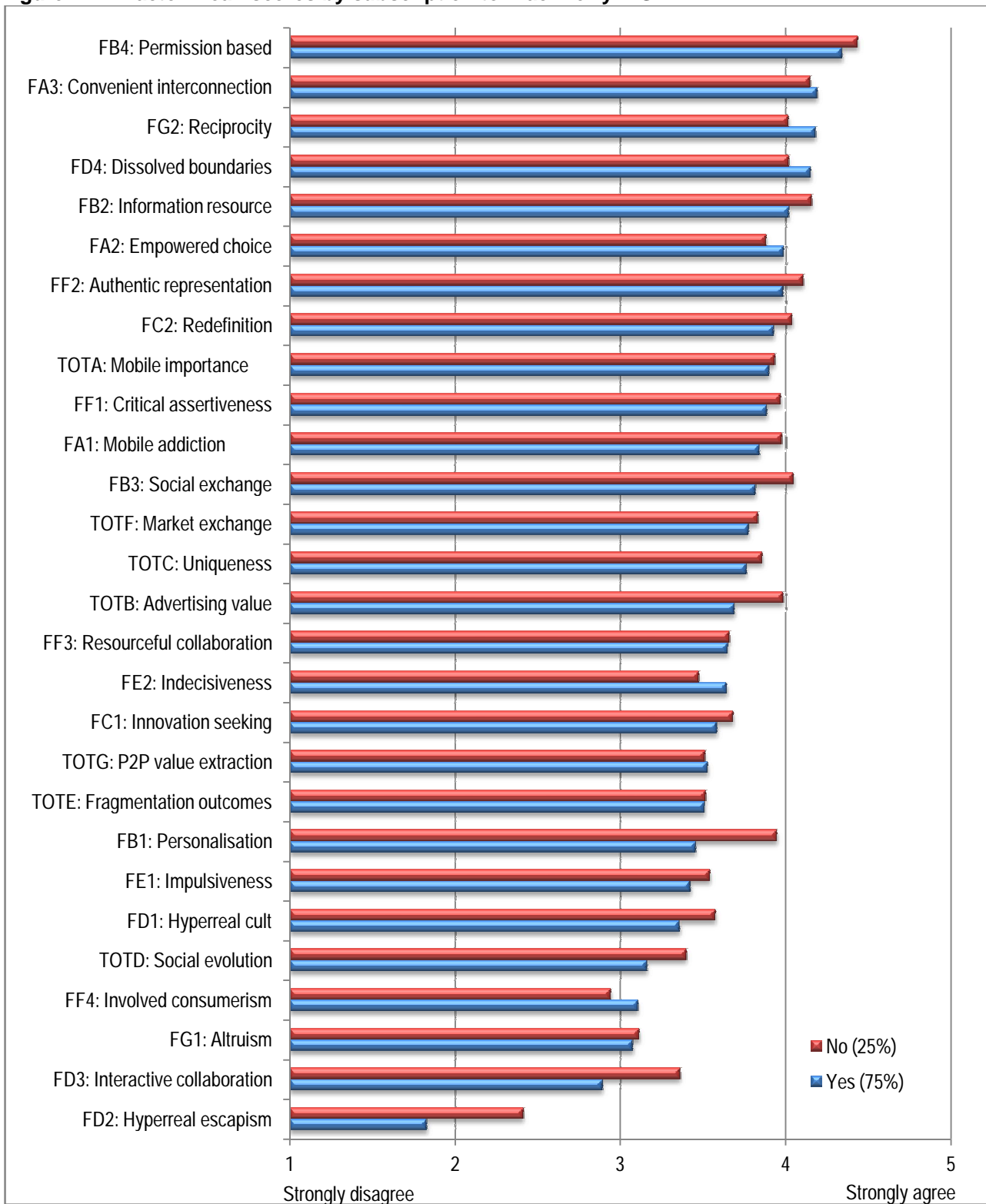
Table 7.50: Factor mean scores by subscription to BlackBerry BIS

Dependent variable: Factor scores	Means			ANOVA F p-value	ETA squared	Significance
	All Groups	Yes (75%)	No (25%)			
FB4: Permission based	4.366	4.340	4.436	0.439	0.003	
FA3: Convenient interconnection	4.178	4.190	4.145	0.759	0.000	
FG2: Reciprocity	4.135	4.178	4.016	0.345	0.005	
FD4: Dissolved boundaries	4.115	4.150	4.018	0.360	0.004	
FB2: Information resource	4.054	4.017	4.155	0.256	0.006	
FF2: Authentic representation	4.014	3.981	4.105	0.274	0.006	
FA2: Empowered choice	3.958	3.987	3.882	0.459	0.003	
FC2: Redefinition	3.956	3.927	4.036	0.431	0.003	
TOTA: Mobile importance	3.909	3.900	3.935	0.773	0.000	
FF1: Critical assertiveness	3.907	3.884	3.968	0.518	0.002	
FB3: Social exchange	3.878	3.817	4.045	0.105	0.013	
FA1: Mobile addiction	3.876	3.839	3.976	0.314	0.005	
TOTF: Market exchange	3.789	3.775	3.829	0.608	0.001	
TOTC: Uniqueness	3.787	3.761	3.858	0.410	0.003	
TOTB: Advertising value	3.767	3.688	3.981	0.006	0.037	**
FF3: Resourceful collaboration	3.651	3.649	3.658	0.950	0.000	
FC1: Innovation seeking	3.610	3.584	3.682	0.548	0.002	
FE2: Indecisiveness	3.595	3.640	3.473	0.351	0.004	
FB1: Personalisation	3.585	3.454	3.944	0.001	0.056	***
TOTG: P2P value extraction	3.523	3.527	3.511	0.913	0.000	
TOTE: Fragmentation outcomes	3.511	3.510	3.515	0.971	0.000	
FE1: Impulsiveness	3.455	3.423	3.542	0.407	0.003	
FD1: Hyperreal cult	3.415	3.358	3.574	0.165	0.010	
TOTD: Social evolution	3.223	3.159	3.397	0.072	0.016	
FG1: Altruism	3.084	3.074	3.113	0.830	0.000	
FF4: Involved consumerism	3.063	3.106	2.941	0.436	0.003	
FD3: Interactive collaboration	3.015	2.891	3.358	0.015	0.030	*
FD2: Hyperreal escapism	1.986	1.830	2.412	0.001	0.052	**

ANOVA Significance: *** Significant at 0.1% level (sig <=0.001), ** Significant at 1% level (0.01<=sig<0.001), * Significant at 5% level (0.05<=sig<0.01)

Figure 7.21 provides a graphic representation of factor mean scores for subscription to BlackBerry BIS, in descending order.

Figure 7.21: Factor mean scores by subscription to BlackBerry BIS



7.7.14 Factor mean scores by frequency of social media use

Table 7.51 lists the factor mean scores of all 28 dimensions by frequency of social media use.

ANOVA tests

In terms of the ANOVA tests, significant differences between means across groups with different frequencies of social media use were identified in respect of 21 dependent variables:

- Those at the most significant level, 0.1%: *FD4: Dissolved boundaries* ($p=0.000$); *FA2: Empowered choice* ($p=0.000$); *TOTA: Mobile importance* ($p=0.000$); *FA1: Mobile addiction* ($p=0.000$); *FD1: Hyperreal cult* ($p=0.000$); *TOTD: Social evolution* ($p=0.000$); and *FG1: Altruism* ($p=0.001$).
- Those at the next significant level, 1%: *FG2: Reciprocity* ($p=0.004$); *TOTF: Market exchange* ($p=0.009$); *FC1: Innovation seeking* ($p=0.002$); *TOTG: P2P value extraction* ($p=0.002$); and *FF4: Involved consumerism* ($p=0.002$).
- Those at the least significant level, 5%: *FB4: Permission based* ($p=0.030$); *FF2: Authentic representation* ($p=0.042$); *FB3: Social exchange* ($p=0.014$); *TOTB: Advertising value* ($p=0.029$); *FF3: Resourceful collaboration* ($p=0.012$); *TOTE: Fragmentation outcomes* ($p=0.026$); *FE1: Impulsiveness* ($p=0.017$); *FD3: Interactive collaboration* ($p=0.021$); and *FD2: Hyperreal escapism* ($p=0.023$).

Rather than discuss each factor individually, general trends have been identified based on the significance of the abovementioned factors. In all mentioned instances the group classified as constant social media users reflected the highest mean scores across all groups.

- Firstly, in the group defined as constant users of social media, it is noted that this group strongly support the notion that social media networks have transformed connections and methods of communicating across societies. Frequent use of social media is assumed to infer frequent contact with members of the respondents' social circle, which implies close relationships amongst members they are interacting with. This closeness perhaps supports the reason that this group is more

inclined to demonstrate altruistic behaviour than other groups. These results indicate behaviour that is reflective of the postmodern characteristics of de-differentiation and hyperreality. This finding is somewhat anticipated considering the high propensity of this group to use social media.

- Secondly, the group of constant users of social media indicate that cell phones are highly important to them. This finding is expected, because cell phones provide a conduit for this group to access social media whenever they choose too. Perhaps high frequency of social media access is an underlying reason for high mean scores behind factor, *FA1: Mobile addiction?*
- Thirdly, the group of constant users of social media indicate a propensity to display behaviour that is indicative of embedded marketing. Conceivably their frequent use of social media has contributed to their familiarity of the medium thus they are more likely to participate and share their perspectives with others.

Eta-squared

The strength of the relationship between frequency of social media use and the dependent variable is significant for 25 instances. 21 cases are identical to those found to be significant in the ANOVA test: *FD4: Dissolved boundaries* ($\eta^2=0.086$); *FA2: Empowered choice* ($\eta^2=0.057$); *TOTA: Mobile importance* ($\eta^2=0.116$); *FA1: Mobile addiction* ($\eta^2=0.116$); *FD1: Hyperreal cult* ($\eta^2=0.078$); *TOTD: Social evolution* ($\eta^2=0.079$); *FG1: Altruism* ($\eta^2=0.047$); *FG2: Reciprocity* ($\eta^2=0.034$); *TOTF: Market exchange* ($\eta^2=0.029$); *FC1: Innovation seeking* ($\eta^2=0.039$); *TOTG: P2P value extraction* ($\eta^2=0.040$); *FF4: Involved consumerism* ($\eta^2=0.038$); *FB4: Permission based* ($\eta^2=0.021$); *FF2: Authentic representation* ($\eta^2=0.019$); *FB3: Social exchange* ($\eta^2=0.026$); *TOTB: Advertising value* ($\eta^2=0.022$); *FF3: Resourceful collaboration* ($\eta^2=0.027$); *TOTE: Fragmentation outcomes* ($\eta^2=0.022$); *FE1: Impulsiveness* ($\eta^2=0.025$); *FD3: Interactive collaboration* ($\eta^2=0.024$); *FD2: Hyperreal escapism* ($\eta^2=0.024$). In addition the other four are *FA3: Convenient interconnection* ($\eta^2=0.012$); *FB2: Information resource* ($\eta^2=0.012$); *TOTC: Uniqueness* ($\eta^2=0.017$); and *FB1: Personalisation* ($\eta^2=0.018$), which contribute to the deductions drawn against the ANOVA test in the previous section.

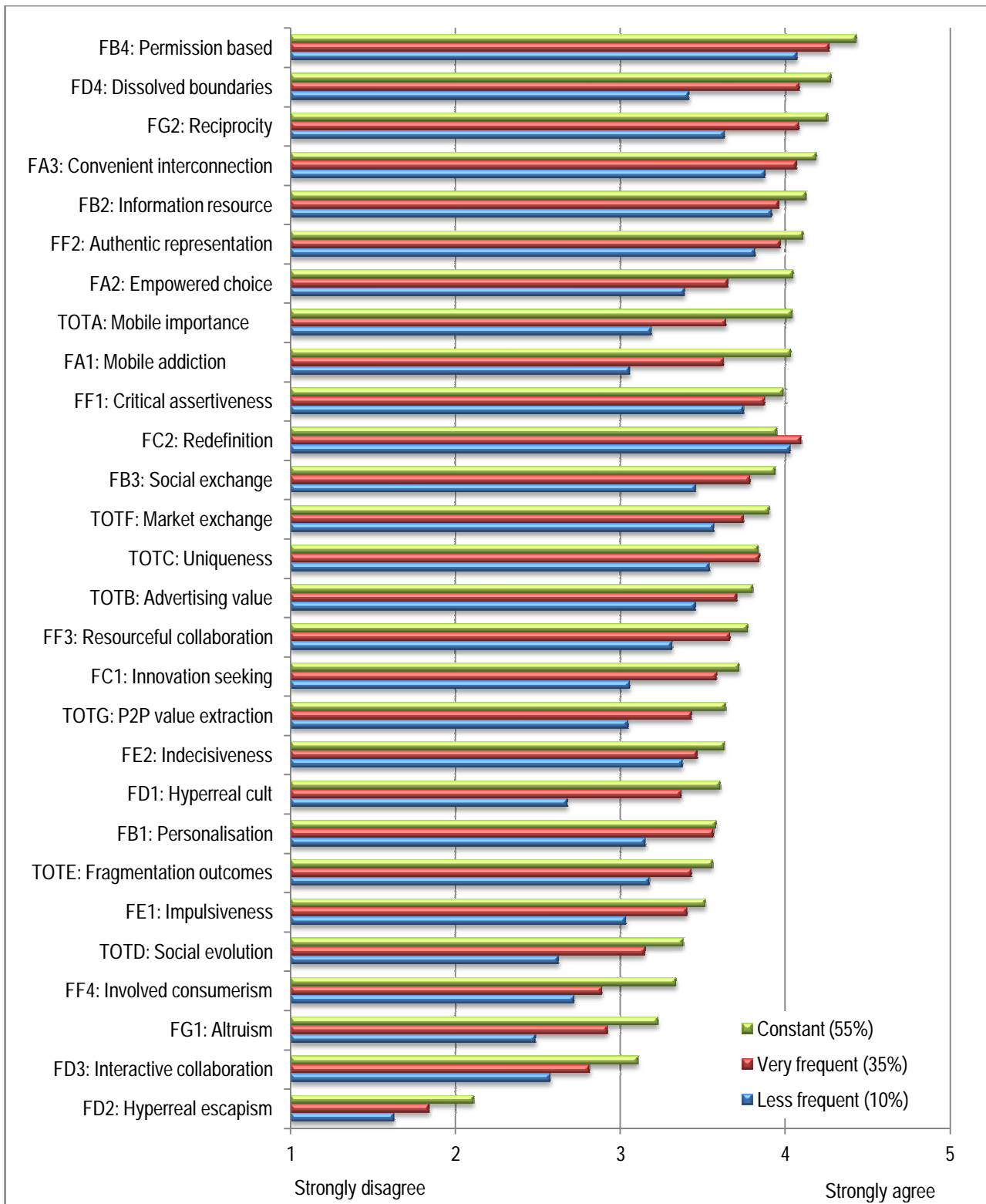
Table 7.51: Factor mean scores by frequency of social media use

Dependent variable: Factor scores	Means				ANOVA F p-value	ETA squared	Significance
	All Groups	Less frequent (10%)	Very frequent (35%)	Constant (55%)			
FB4: Permission based	4.333	4.069	4.265	4.430	0.030	0.021	*
FG2: Reciprocity	4.129	3.631	4.082	4.255	0.004	0.034	**
FD4: Dissolved boundaries	4.116	3.417	4.084	4.278	0.000	0.086	***
FA3: Convenient interconnection	4.112	3.875	4.067	4.188	0.152	0.012	
FB2: Information resource	4.044	3.917	3.960	4.124	0.152	0.012	
FF2: Authentic representation	4.027	3.817	3.970	4.107	0.042	0.019	*
FC2: Redefinition	4.006	4.028	4.093	3.947	0.352	0.006	
FF1: Critical assertiveness	3.920	3.748	3.873	3.985	0.218	0.009	
FA2: Empowered choice	3.838	3.389	3.652	4.048	0.000	0.057	***
FB3: Social exchange	3.833	3.458	3.788	3.938	0.014	0.026	*
TOTF: Market exchange	3.812	3.568	3.746	3.904	0.009	0.029	**
TOTA: Mobile importance	3.809	3.189	3.640	4.042	0.000	0.116	***
TOTC: Uniqueness	3.806	3.542	3.844	3.835	0.061	0.017	
FA1: Mobile addiction	3.784	3.056	3.624	4.033	0.000	0.116	***
TOTB: Advertising value	3.729	3.453	3.706	3.801	0.029	0.022	*
FF3: Resourceful collaboration	3.683	3.315	3.662	3.772	0.012	0.027	*
FC1: Innovation seeking	3.598	3.056	3.584	3.718	0.002	0.039	**
FE2: Indecisiveness	3.544	3.375	3.465	3.629	0.335	0.007	
FB1: Personalisation	3.528	3.152	3.563	3.580	0.057	0.018	
TOTG: P2P value extraction	3.501	3.046	3.431	3.636	0.002	0.040	**
TOTE: Fragmentation outcomes	3.472	3.175	3.431	3.558	0.026	0.022	*
FE1: Impulsiveness	3.424	3.032	3.404	3.515	0.017	0.025	*
FD1: Hyperreal cult	3.422	2.679	3.368	3.602	0.000	0.078	***
TOTD: Social evolution	3.216	2.626	3.148	3.379	0.000	0.079	***
FF4: Involved consumerism	3.117	2.719	2.887	3.338	0.002	0.038	**
FG1: Altruism	3.045	2.486	2.920	3.227	0.001	0.047	***
FD3: Interactive collaboration	2.949	2.576	2.814	3.106	0.021	0.024	*
FD2: Hyperreal escapism	1.964	1.629	1.842	2.109	0.023	0.024	*

ANOVA Significance: *** Significant at 0.1% level (sig <=0.001), ** Significant at 1% level (0.01<=sig<0.001), * Significant at 5% level (0.05<=sig<0.01)

Figure 7.22 provides a graphic representation of factor mean scores frequency of social media use, in descending order.

Figure 7.22: Factor mean scores by frequency of social media use



7.7.15 Factor mean scores by level of Internet access

Table 7.52 lists the factor mean scores of all 28 dimensions by level of Internet access.

ANOVA tests

In terms of ANOVA tests no significant differences were found against means across groups.

Eta-squared

According to eta-squared the strength of the relationship between levels of Internet access and dependent variable is slightly significant for 2 cases: TOTC: Uniqueness ($\eta^2=0.010$); and FF3: *Resourceful collaboration* ($\eta^2=0.011$).

- In terms of TOTC: Uniqueness, the mean score for the group with unusual levels of access to the Internet was 3.926, which is significantly greater than the mean scores of the groups with moderate access at 3.765, and the group with somewhat limited access at 3.774. This dimension was designed to detect characteristics of de-differentiation and anti-foundationalism amongst respondents. The assumed rationale behind this result is that respondents with access to the Internet across a wide source of access points a) have the flexibility to access the Internet whenever they choose, b) different methods of access imply perceived ease of use of technology, and c) that respondents in the group are receptive to technology, and are possibly early adopters of innovation. Thus the use of multiple methods to access the Internet shows signs of anti-foundationalism through numerous approaches and de-differentiation, from the fact that respondents are not bound by a particular method to access the Internet.
- In terms of FF3: *Resourceful collaboration*, it is the group with moderate levels of access to the Internet that achieved the highest mean score across the group of 3.771, which is significantly greater than the mean scores of the groups with somewhat limited access at 3.591, and the group with unusual levels of access at 3.600. There is no clearly identifiable reason for this difference

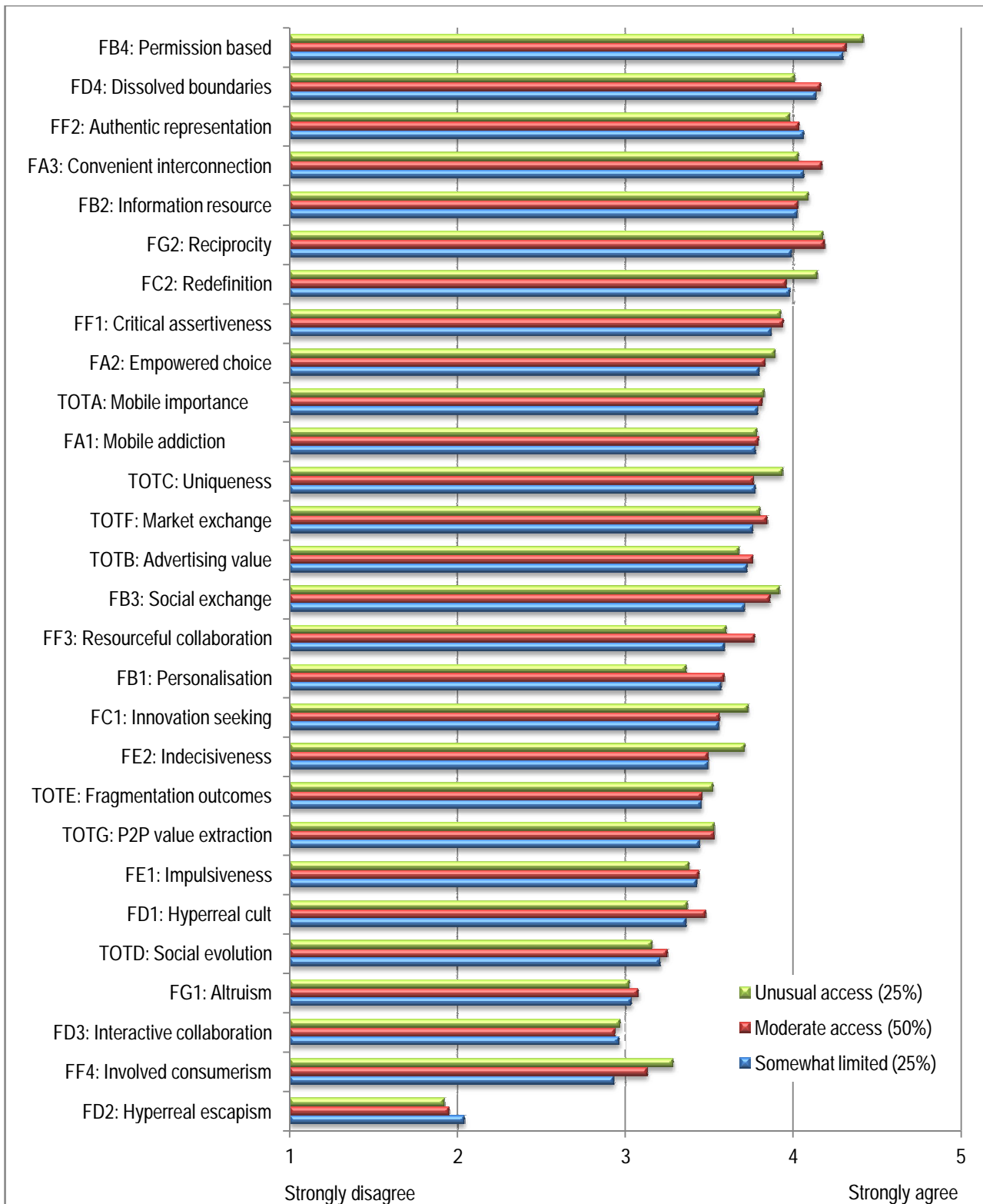
Table 7.52: Factor mean scores by level of Internet access

Dependent variable: Factor scores	Means				ANOVA F p-value	ETA squared	Significance
	All Groups	Somewhat limited (25%)	Moderate access (50%)	Unusual access (25%)			
FB4: Permission based	4.335	4.296	4.315	4.417	0.592	0.003	
FG2: Reciprocity	4.137	3.989	4.185	4.178	0.355	0.007	
FD4: Dissolved boundaries	4.119	4.136	4.164	4.006	0.434	0.005	
FA3: Convenient interconnection	4.110	4.062	4.171	4.032	0.480	0.005	
FB2: Information resource	4.041	4.025	4.027	4.090	0.835	0.001	
FF2: Authentic representation	4.029	4.064	4.035	3.979	0.741	0.002	
FC2: Redefinition	4.008	3.981	3.958	4.141	0.276	0.008	
FF1: Critical assertiveness	3.920	3.870	3.941	3.926	0.812	0.001	
FA2: Empowered choice	3.837	3.796	3.831	3.891	0.837	0.001	
FB3: Social exchange	3.836	3.710	3.860	3.917	0.331	0.007	
TOTF: Market exchange	3.813	3.759	3.843	3.803	0.640	0.003	
TOTA: Mobile importance	3.810	3.788	3.815	3.824	0.960	0.000	
TOTC: Uniqueness	3.808	3.774	3.765	3.936	0.191	0.010	
FA1: Mobile addiction	3.787	3.776	3.795	3.782	0.988	0.000	
TOTB: Advertising value	3.730	3.722	3.759	3.676	0.702	0.002	
FF3: Resourceful collaboration	3.686	3.591	3.771	3.600	0.173	0.011	
FC1: Innovation seeking	3.601	3.556	3.563	3.731	0.441	0.005	
FE2: Indecisiveness	3.546	3.494	3.494	3.712	0.363	0.006	
FB1: Personalisation	3.530	3.571	3.588	3.364	0.235	0.009	
TOTG: P2P value extraction	3.509	3.440	3.531	3.530	0.759	0.002	
TOTE: Fragmentation outcomes	3.471	3.455	3.456	3.522	0.819	0.001	
FD1: Hyperreal cult	3.424	3.364	3.480	3.368	0.594	0.003	
FE1: Impulsiveness	3.422	3.428	3.438	3.378	0.893	0.001	
TOTD: Social evolution	3.219	3.208	3.251	3.159	0.716	0.002	
FF4: Involved consumerism	3.116	2.932	3.130	3.284	0.222	0.010	
FG1: Altruism	3.054	3.036	3.077	3.023	0.929	0.000	
FD3: Interactive collaboration	2.952	2.963	2.939	2.968	0.981	0.000	
FD2: Hyperreal escapism	1.965	2.041	1.949	1.920	0.771	0.002	

ANOVA Significance: *** Significant at 0.1% level (sig <=0.001), ** Significant at 1% level (0.01<=sig<0.001), * Significant at 5% level (0.05<=sig<0.01)

Figure 7.23 provides a graphic representation of factor mean scores by level of Internet access, in descending order.

Figure 7.23: Factor mean scores by level of Internet access



7.7.16 Factor mean scores by home access to the Internet

Table 7.53 lists the factor mean scores of all 28 dimensions by home access to the Internet. In all instances mean scores are lower for respondents reporting to have access to the Internet from home than for those that do not have access to the Internet from home.

ANOVA tests

In terms of the ANOVA tests, significant differences between means across the group that accessed the Internet from home compared to the group that did not access the Internet from home were identified in respect of 10 dependent variables:

- Those significant at the 0.1% level being: TOTB: Advertising value ($p=0.000$); and *FD1: Hyperreal cult* ($p=0.000$)
- Those significant at the 1% level being: *FB2: Information resource* ($p=0.005$); *FB1: Personalisation* ($p=0.002$); and TOTD: Social evolution ($p=0.003$)
- Those significant at the 5% level being *FD4: Dissolved boundaries* ($p=0.044$); *FA3: Convenient interconnection* ($p=0.031$); *FA1: Mobile addiction* ($p=0.019$); TOTA: Mobile importance ($p=0.014$); and *FE1: Impulsiveness* ($p=0.049$).

In general, based on these results, it appears that respondents who have access to the Internet from home are significantly less likely to exhibit characteristics of postmodern behaviour than respondents that do not have access to the Internet from home. The following assumptions have been deduced from the results.

This group of respondents are presumed to live at home with their families and be dependent, to an extent, upon their families. In this homely environment they potentially have fewer responsibilities than respondents living on their own, which may be a possible reason for this group being less affected by advertising as they have fewer unattended needs than perhaps respondents who live on their own. Furthermore, in a family environment, it is assumed that family provide a support structure of sorts which reduces the need for respondents to rely on external support, hence accounting for the significant differences between the two groups in reference to factors concerning social media. In

terms of this group's lower mean scores towards factors relating to cell phones, it is presumed that because of amenities in the home, the group has alternative devices to utilise thus are less dependent upon their cell phones than respondents who do not have access to alternatives.

Eta-squared

The strength of the relationship between access to the Internet from home and the dependent variable is significant for 10 instances: TOTB: Advertising value ($\eta^2=0.040$); *FD1: Hyperreal cult* ($\eta^2=0.044$); *FB2: Information resource* ($\eta^2=0.024$); *FB1: Personalisation* ($\eta^2=0.029$); TOTD: Social evolution ($\eta^2=0.028$); *FD4: Dissolved boundaries* ($\eta^2=0.012$); *FA3: Convenient interconnection* ($\eta^2=0.014$); TOTA: Mobile importance ($\eta^2=0.018$); *FA1: Mobile addiction* ($\eta^2=0.017$); and *FE1: Impulsiveness* ($\eta^2=0.012$). These findings are a direct reflection of those of the ANOVA tests.

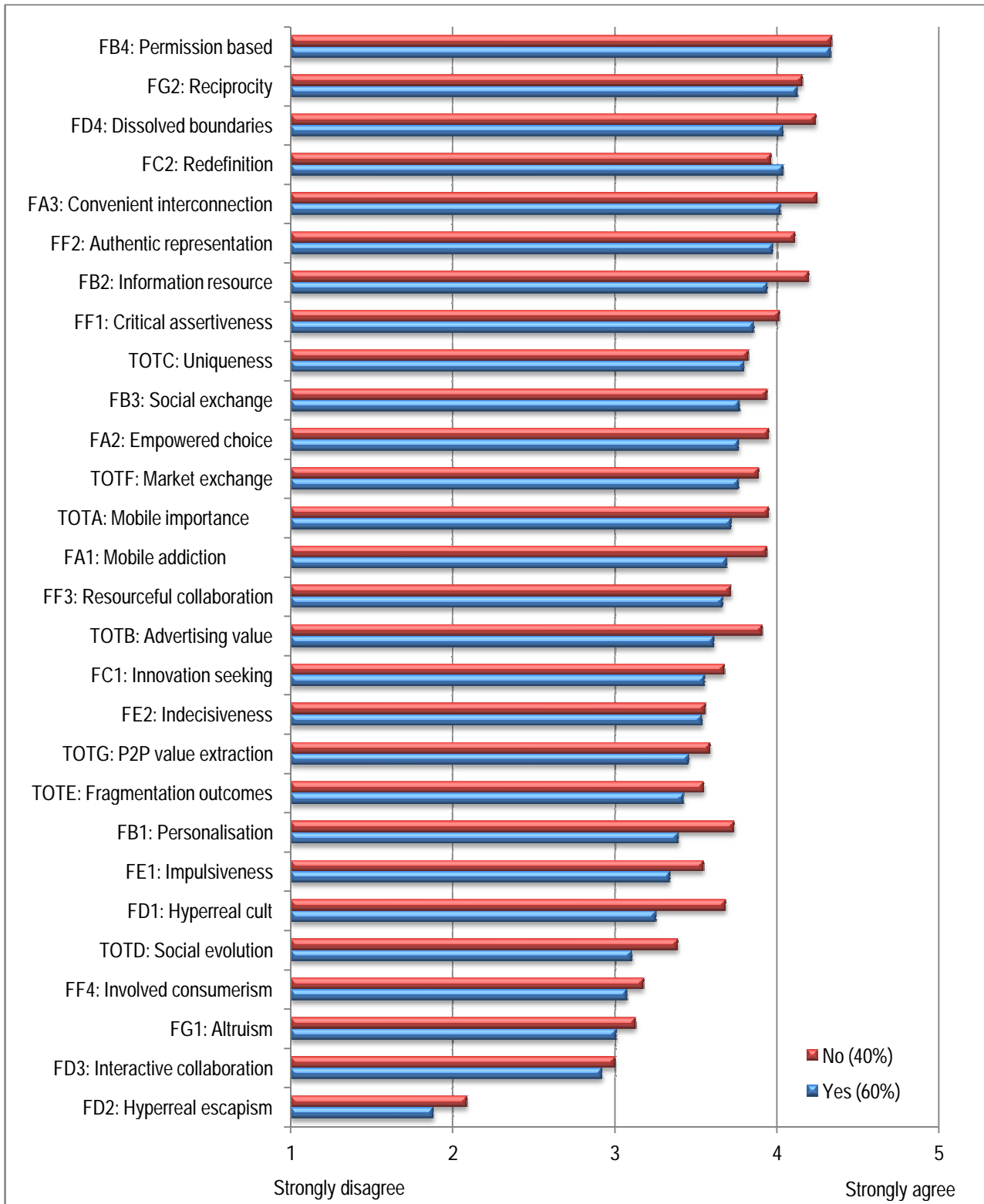
Table 7.53: Factor mean scores by home access to the Internet

Dependent variable: Factor scores	Means			ANOVA F p-value	ETA squared	Significance
	All Groups	Yes (60%)	No (40%)			
FB4: Permission based	4.335	4.332	4.338	0.949	0.000	
FG2: Reciprocity	4.137	4.124	4.155	0.793	0.000	
FD4: Dissolved boundaries	4.119	4.038	4.242	0.044	0.012	*
FA3: Convenient interconnection	4.110	4.020	4.248	0.031	0.014	*
FB2: Information resource	4.041	3.939	4.196	0.005	0.024	**
FF2: Authentic representation	4.029	3.974	4.111	0.085	0.009	
FC2: Redefinition	4.008	4.036	3.965	0.465	0.002	
FF1: Critical assertiveness	3.920	3.857	4.015	0.091	0.009	
FA2: Empowered choice	3.837	3.764	3.949	0.107	0.008	
FB3: Social exchange	3.836	3.769	3.938	0.105	0.008	
TOTF: Market exchange	3.813	3.763	3.889	0.093	0.009	
TOTA: Mobile importance	3.810	3.718	3.950	0.014	0.018	*
TOTC: Uniqueness	3.808	3.798	3.823	0.754	0.000	
FA1: Mobile addiction	3.787	3.689	3.936	0.019	0.017	*
TOTB: Advertising value	3.730	3.612	3.909	0.000	0.040	***
FF3: Resourceful collaboration	3.686	3.666	3.715	0.605	0.001	
FC1: Innovation seeking	3.601	3.554	3.673	0.303	0.003	
FE2: Indecisiveness	3.546	3.538	3.558	0.883	0.000	
FB1: Personalisation	3.530	3.393	3.736	0.002	0.029	**
TOTG: P2P value extraction	3.509	3.456	3.588	0.208	0.005	
TOTE: Fragmentation outcomes	3.471	3.421	3.547	0.166	0.006	
FD1: Hyperreal cult	3.424	3.254	3.685	0.000	0.044	***
FE1: Impulsiveness	3.422	3.339	3.546	0.049	0.012	*
TOTD: Social evolution	3.219	3.106	3.389	0.003	0.028	**
FF4: Involved consumerism	3.116	3.074	3.177	0.480	0.002	
FG1: Altruism	3.054	3.008	3.125	0.355	0.003	
FD3: Interactive collaboration	2.952	2.920	3.000	0.557	0.001	
FD2: Hyperreal escapism	1.965	1.882	2.087	0.104	0.008	

ANOVA Significance: *** Significant at 0.1% level (sig <=0.001), ** Significant at 1% level (0.01<=sig<0.001), * Significant at 5% level (0.05<=sig<0.01)

Figure 7.24 provides a graphic representation of factor mean scores by home access to the Internet, in descending order.

Figure 7.24: Factor mean scores by home access to the Internet



7.7.17 Factor mean scores by campus access to the Internet

Table 7.54 lists the factor mean scores of all 28 dimensions by campus access to the Internet. In all instances mean scores are higher for respondents reporting to have access to the Internet from campus than for those that do not access the Internet from campus. It must be noted that all students qualify for access to the Internet from campus, however based on these results 25% of the population appear not to access the Internet from campus, it is assumed that other access options take precedence, possibly due to crowding.

ANOVA tests

In terms of the ANOVA tests, significant differences between means across the group that accessed the Internet from campus compared to the group that did not access the Internet from campus were identified in respect of 12 dependent variables:

- Those significant at the 0.1% level being: *FA2: Empowered choice* ($p=0.000$).
- Those significant at the 1% level being: *FA3: Convenient interconnection* ($p=0.001$); *FB2: Information resource* ($p=0.007$); and *TOTB: Advertising value* ($p=0.002$).
- Those significant at the 5% level being: *FF1: Critical assertiveness* ($p=0.032$); *TOTF: Market exchange* ($p=0.017$); *TOTA: Mobile importance* ($p=0.034$); *FB1: Personalisation* ($p=0.013$); *TOTG: P2P value extraction* ($p=0.036$); *FD1: Hyperreal cult* ($p=0.025$); *FE1: Impulsiveness* ($p=0.040$); and *FF4: Involved consumerism* ($p=0.023$).

In terms of factors relating to cell phone use, *FA2: Empowered choice*, *FA3: Convenient interconnection*, and *TOTA: Mobile importance*. The mean scores indicate that the ability to choose which media one wishes to access is important to the group that accesses the Internet from campus. This group indicates that their cell phones help them achieve this need. By using their cell phones they are not only able to access what they want but when they want. This is indicative of postmodern traits of hyperreality and de-differentiation. The group accessing the Internet from campus shows further tendencies towards hyperreality as evidenced by the higher mean score it achieves for *FD1: Hyperreal cult* than the group that does not access the Internet from campus.

In terms of responses to factors, *FB2: Information resource* and *TOTB: Advertising value* which relate to advertising. The group with access to the Internet from campus, derive greater value from advertising as a source of information than the group that does not access the Internet from campus, particularly personalised communication. The findings in this section are the opposite of those observed in the previous section where it was found that individuals that access the Internet from home do not derive as much value from advertising as those without access to the Internet from home. Thus the results from this section tend to agree with the suggestion that the more dependent a respondent is the less attention he or she pays to general advertising. It is possible that the higher tendency of the group accessing the Internet from campus to demonstrate impulsive behaviour is related to their higher receptivity towards advertising.

In terms of mean scores achieved for factors, *FF1: Critical assertiveness*; *TOTF: Market exchange*; and *FF4: Involved consumerism*, which relate to postmodern marketing practices, both groups reflect high mean scores against factors *FF1: Critical assertiveness* and *TOTF: Market exchange*, which indicates the practice of embedded marketing because respondents express the notion that they are willing to take part in product development. The group that access the Internet from campus achieved a significantly higher mean score than the group that does not access the Internet from campus, which indicates that this group has a greater propensity to enact postmodern marketing principles. However, the lower mean scores obtained for factor, *FF4: Involved consumerism*, signifies a tension in the state of embedded marketing, whereby, although groups are willing to participate in product development and want the brands they use to listen to them, they are reluctant to express these needs, as evidenced by the lower mean scores for *FF4: Involved consumerism*. The group that access the Internet from campus is less reluctant than the group that does not access the Internet from campus.

In terms of differences between mean scores for factor, *TOTG: P2P value extraction*, there is no clearly identifiable reason for this difference.

Eta-squared

The strength of the relationship between access to the Internet from campus and the dependent variable is significant for 14 instances: *FA2: Empowered choice* ($\eta^2=0.037$); *FA3: Convenient interconnection* ($\eta^2=0.031$); *FB2: Information resource* ($\eta^2=0.023$); *TOTB: Advertising value* ($\eta^2=0.030$); *FF1: Critical assertiveness* ($\eta^2=0.014$); *TOTF: Market exchange* ($\eta^2=0.017$); *TOTA: Mobile importance* ($\eta^2=0.014$); *FB1: Personalisation* ($\eta^2=0.019$); *TOTG: P2P value extraction* ($\eta^2=0.014$); *FD1: Hyperreal cult* ($\eta^2=0.015$); *FE1: Impulsiveness* ($\eta^2=0.013$); and *FF4: Involved consumerism* ($\eta^2=0.016$). In addition the other two are: *FB3: Social exchange* ($\eta^2=0.012$); and *FG1: Altruism* ($\eta^2=0.013$), which contributes to the deductions drawn against the ANOVA test in the previous section.

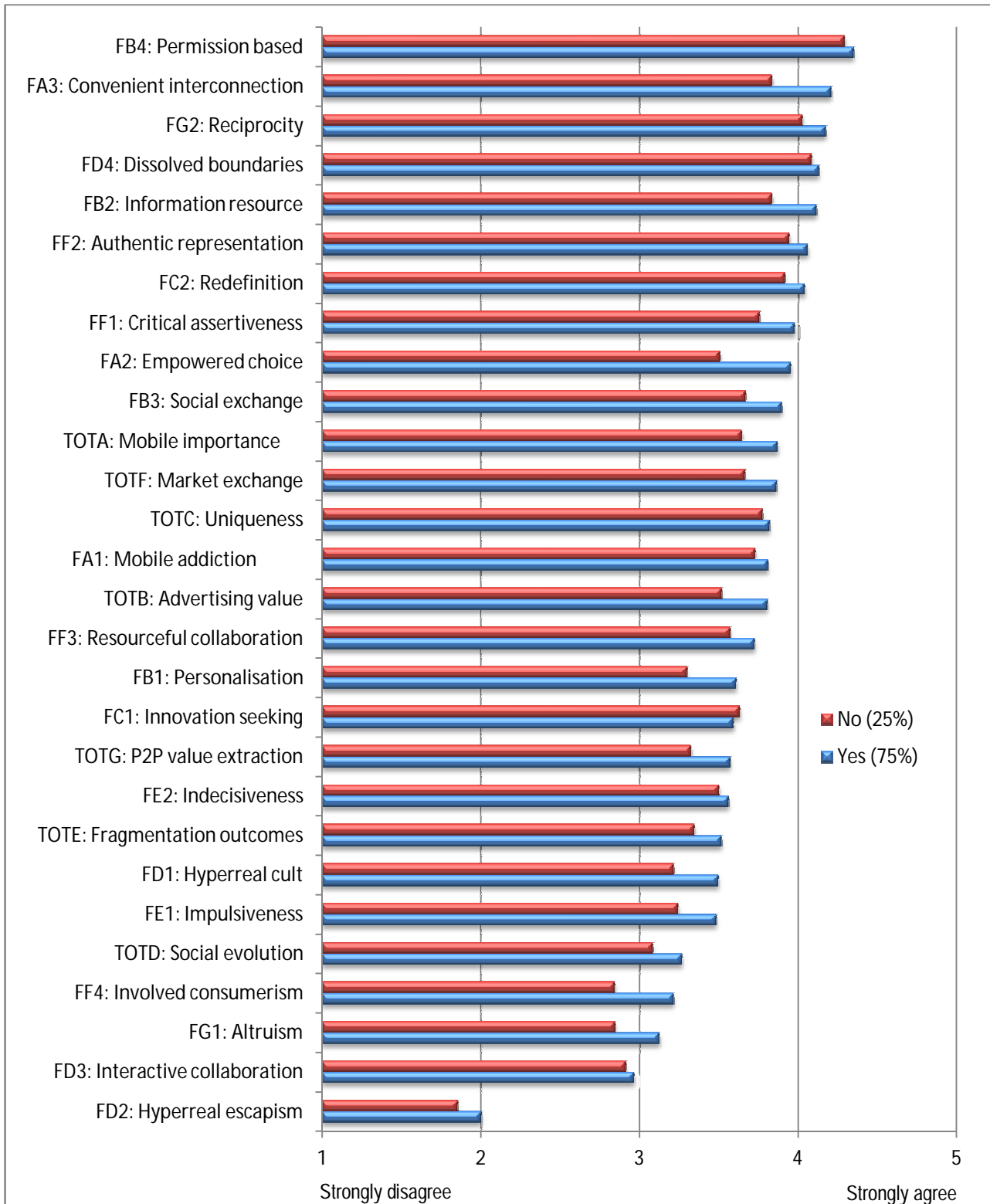
Table 7.54: Factor mean scores by campus access to the Internet

Dependent variable: Factor scores	Means			ANOVA F p-value	ETA squared	Significance
	All Groups	Yes (75%)	No (25%)			
FB4: Permission based	4.335	4.350	4.292	0.575	0.001	
FG2: Reciprocity	4.137	4.172	4.028	0.277	0.004	
FD4: Dissolved boundaries	4.119	4.132	4.083	0.671	0.001	
FA3: Convenient interconnection	4.110	4.207	3.833	0.001	0.031	**
FB2: Information resource	4.041	4.113	3.833	0.007	0.023	**
FF2: Authentic representation	4.029	4.058	3.943	0.199	0.005	
FC2: Redefinition	4.008	4.039	3.917	0.254	0.004	
FF1: Critical assertiveness	3.920	3.977	3.754	0.032	0.014	*
FA2: Empowered choice	3.837	3.952	3.506	0.000	0.037	***
FB3: Social exchange	3.836	3.895	3.667	0.051	0.012	
TOTF: Market exchange	3.813	3.864	3.665	0.017	0.017	*
TOTA: Mobile importance	3.810	3.868	3.643	0.034	0.014	*
TOTC: Uniqueness	3.808	3.820	3.774	0.613	0.001	
FA1: Mobile addiction	3.787	3.807	3.728	0.504	0.001	
TOTB: Advertising value	3.730	3.804	3.517	0.002	0.030	**
FF3: Resourceful collaboration	3.686	3.725	3.571	0.152	0.006	
FC1: Innovation seeking	3.601	3.591	3.631	0.758	0.000	
FE2: Indecisiveness	3.546	3.562	3.500	0.679	0.001	
FB1: Personalisation	3.530	3.610	3.299	0.013	0.019	*
TOTG: P2P value extraction	3.509	3.571	3.323	0.036	0.014	*
TOTE: Fragmentation outcomes	3.471	3.515	3.345	0.094	0.009	
FD1: Hyperreal cult	3.424	3.497	3.212	0.025	0.015	*
FE1: Impulsiveness	3.422	3.484	3.242	0.040	0.013	*
TOTD: Social evolution	3.219	3.266	3.081	0.079	0.009	
FF4: Involved consumerism	3.116	3.212	2.843	0.023	0.016	*
FG1: Altruism	3.054	3.124	2.844	0.051	0.013	
FD3: Interactive collaboration	2.952	2.965	2.913	0.736	0.000	
FD2: Hyperreal escapism	1.965	2.002	1.854	0.301	0.003	

ANOVA Significance: *** Significant at 0.1% level (sig <=0.001), ** Significant at 1% level (0.01<=sig<0.001), * Significant at 5% level (0.05<=sig<0.01)

Figure 7.25 provides a graphic representation of factor mean scores by campus access to the Internet, in descending order.

Figure 7.25: Factor mean scores by campus access to the Internet



7.7.18 Factor mean scores by cell phone access to the Internet

Table 7.55 lists the factor mean scores of all 28 dimensions by cell phone access to the Internet. It is reasonable to assume that one of the reasons behind the lack of significant differences in mean scores results from the fact that 90% of respondents in this measure account for one group, namely those that access the Internet from their cell phone.

ANOVA tests

In terms of the ANOVA tests, there is only one significant difference between means across the groups that access the Internet from their cell phone compared to the group that does not access the Internet from their cell phone in respect of the dependent variable: *FA2: Empowered choice* ($p=0.013$). This finding logically infers that accessing the Internet from the cell phone is important in terms of accessing media of the respondent's choice from his or her cell phone.

Eta-squared

The strength of the relationship between accessing the Internet from a cell phone and the dependent variable is also significant for one instance: *FA2: Empowered choice* ($\eta^2=0.019$), as per the ANOVA test findings.

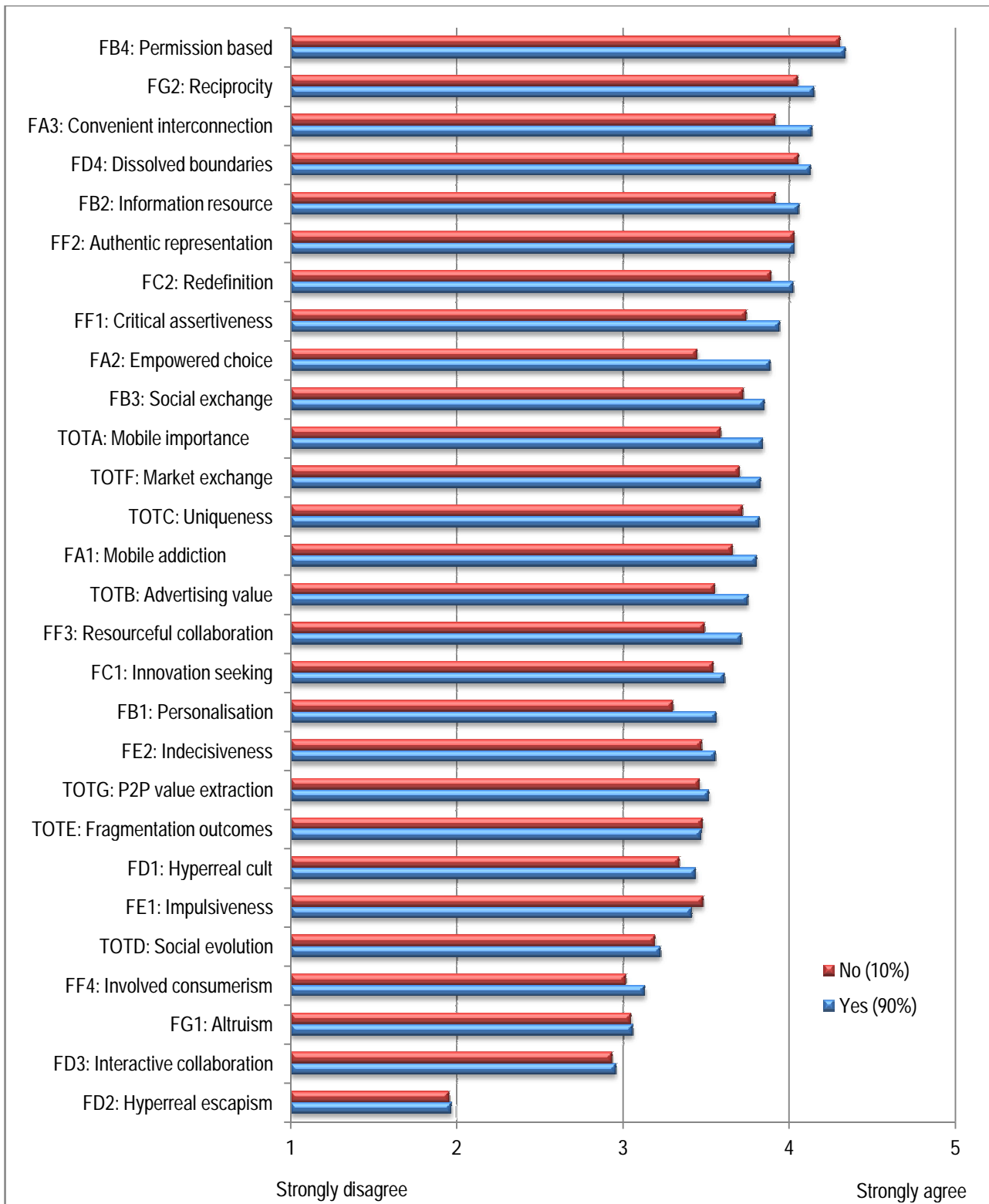
Table 7.55: Factor mean scores by cell phone access to the Internet

Dependent variable: Factor scores	Means			ANOVA F p-value	ETA squared	Significance
	All Groups	Yes (90%)	No (10%)			
FB4: Permission based	4.335	4.338	4.306	0.820	0.000	
FG2: Reciprocity	4.137	4.147	4.049	0.596	0.001	
FD4: Dissolved boundaries	4.119	4.127	4.056	0.652	0.001	
FA3: Convenient interconnection	4.110	4.134	3.917	0.186	0.005	
FB2: Information resource	4.041	4.057	3.917	0.332	0.003	
FF2: Authentic representation	4.029	4.029	4.029	0.996	0.000	
FC2: Redefinition	4.008	4.022	3.889	0.374	0.002	
FF1: Critical assertiveness	3.920	3.942	3.739	0.163	0.006	
FA2: Empowered choice	3.837	3.886	3.444	0.013	0.019	*
FB3: Social exchange	3.836	3.851	3.722	0.433	0.002	
TOTF: Market exchange	3.813	3.827	3.699	0.276	0.004	
TOTA: Mobile importance	3.810	3.838	3.585	0.087	0.009	
TOTC: Uniqueness	3.808	3.819	3.715	0.410	0.002	
FA1: Mobile addiction	3.787	3.803	3.657	0.378	0.002	
TOTB: Advertising value	3.730	3.752	3.551	0.118	0.008	
FF3: Resourceful collaboration	3.686	3.710	3.486	0.134	0.007	
FC1: Innovation seeking	3.601	3.609	3.542	0.712	0.000	
FE2: Indecisiveness	3.546	3.555	3.472	0.691	0.000	
FB1: Personalisation	3.530	3.560	3.296	0.131	0.007	
TOTG: P2P value extraction	3.509	3.515	3.459	0.731	0.000	
TOTE: Fragmentation outcomes	3.471	3.471	3.476	0.969	0.000	
FD1: Hyperreal cult	3.424	3.435	3.336	0.577	0.001	
FE1: Impulsiveness	3.422	3.414	3.481	0.683	0.001	
TOTD: Social evolution	3.219	3.222	3.191	0.837	0.000	
FF4: Involved consumerism	3.116	3.129	3.014	0.611	0.001	
FG1: Altruism	3.054	3.055	3.046	0.961	0.000	
FD3: Interactive collaboration	2.952	2.954	2.931	0.910	0.000	
FD2: Hyperreal escapism	1.965	1.966	1.951	0.939	0.000	

ANOVA Significance: *** Significant at 0.1% level (sig <=0.001), ** Significant at 1% level (0.01<=sig<0.001), * Significant at 5% level (0.05<=sig<0.01)

Figure 7.26 provides a graphic representation of factor mean scores by cell phone access to the Internet, in descending order.

Figure 7.26: Factor mean scores by cell phone access to the Internet



7.7.19 Factor mean scores by cell phone usage groups

Table 7.56 lists the factor mean scores of all 28 dimensions by cell phone usage groups. The four cell phone usage groups, *Connoisseurs*, *Conversationalists*, *Socialites*, *Conservatives*, were created upon the basis of respondents' propensity and frequency to utilise various mobile functions. The general trend of mean scores across groups is for *Connoisseurs* to score highest, followed by *Conversationalists*, then *Socialites*, and lastly *Conservatives*. This pattern is somewhat anticipated when one considers the composition of each of these cell phone usage groups, as discussed in the derivation of the clusters in section 7.4.

ANOVA tests

In terms of the ANOVA tests, 19 of the 28 dependent variables revealed significant differences between means across cell phone usage groups.

The means were significantly different for five of the factor scores (at the 0.1% level) were: TOTA: Mobile importance ($p=0.000$); FA1: *Mobile addiction* ($p=0.000$); FE1: *Impulsiveness* ($p=0.000$); TOTD: Social evolution ($p=0.000$); and FD2: *Hyperreal escapism* ($p=0.000$). Nine mean scores were significant at the 1% level, namely: FB2: *Information resource* ($p=0.006$); FF2: *Authentic representation* ($p=0.005$); FA2: *Empowered choice* ($p=0.002$); TOTB: Advertising value ($p=0.001$); FC1: *Innovation seeking* ($p=0.004$); TOTE: Fragmentation outcomes ($p=0.001$); FD1: *Hyperreal cult* ($p=0.002$); FG1: *Altruism* ($p=0.004$); and FD3: *Interactive collaboration* ($p=0.002$). Mean scores for five dependent variables were significant at the 5% level, FD4: *Dissolved boundaries* ($p=0.037$); FA3: *Convenient interconnection* ($p=0.018$); TOTF: Market exchange ($p=0.018$); FB1: *Personalisation* ($p=0.045$); FF4: *Involved consumerism* ($p=0.016$).

The *Connoisseur* group had the highest mean scores across the cell phone usage groups, for factors: TOTA: Mobile importance; FA1: *Mobile addiction*, TOTD: Social evolution; FD1 Hyperreal cult; FD2 Hyperreal escapism; and FD3: *Interactive collaboration*, which supports this group's behaviour to utilise a full suite of functions as offered by their mobile devices. Based on these findings one can interpret this group to be digitally savvy through

their extensive use of multiple mobile functions to access social media to fulfil both social and market related needs.

Connoisseurs also reported the highest mean scores, across the cell phone usage groups, for factors: *FE1: Impulsiveness*; *FC1: Innovation seeking*; *FF2: Authentic representation*; *TOTB: Advertising value*; *FB2: Information resource*; and *FB1: Personalisation*. The high mean score combination for dimensions *FE1: Impulsiveness*; *FC1: Innovation seeking*; and *FF2: Authentic representation* suggest that the *Connoisseur* group shows signs as early adopters by their need to keep up with the latest trends and their tendency to behave impulsively. Furthermore this group finds advertising useful possibly because it keeps them informed of the most up-to-date offerings.

In terms of factors, *FD4: Dissolved boundaries*; *FA3: Convenient interconnection*; and *FA2: Empowered choice*, the *Conversationalist* group had the highest mean scores across the groups. This finding supports the idea that respondents in this group tends to use cell phone functions that connect them to others.

The *Socialite* group reported significantly lower mean scores than the *Connoisseur* or *Conversationalist* groups for factors: *TOTD: Social evolution*; *FF4: Involved consumerism*; *FG1: Altruism*; and *FD3: Interactive collaboration*. One could interpret these findings to mean that the *Socialite* group are less likely to participate in social exchanges about brands and therefore correspondingly less inclined to partake in activities related to the postmodern marketing concept of embedded marketing.

The *Conservatives* on the other hand, with the exception of factor, *FB4: Permission based*, consistently scored lower means than the other groups, which is in keeping with this group's reserved behaviour towards mobile functions that presumably also extends to other technologies.

Eta-squared

The strength of the relationship between cell phone usage groups and the dependent variable is significant in 27 cases, the only factor excluded is factor *FC1: Redefinition*.

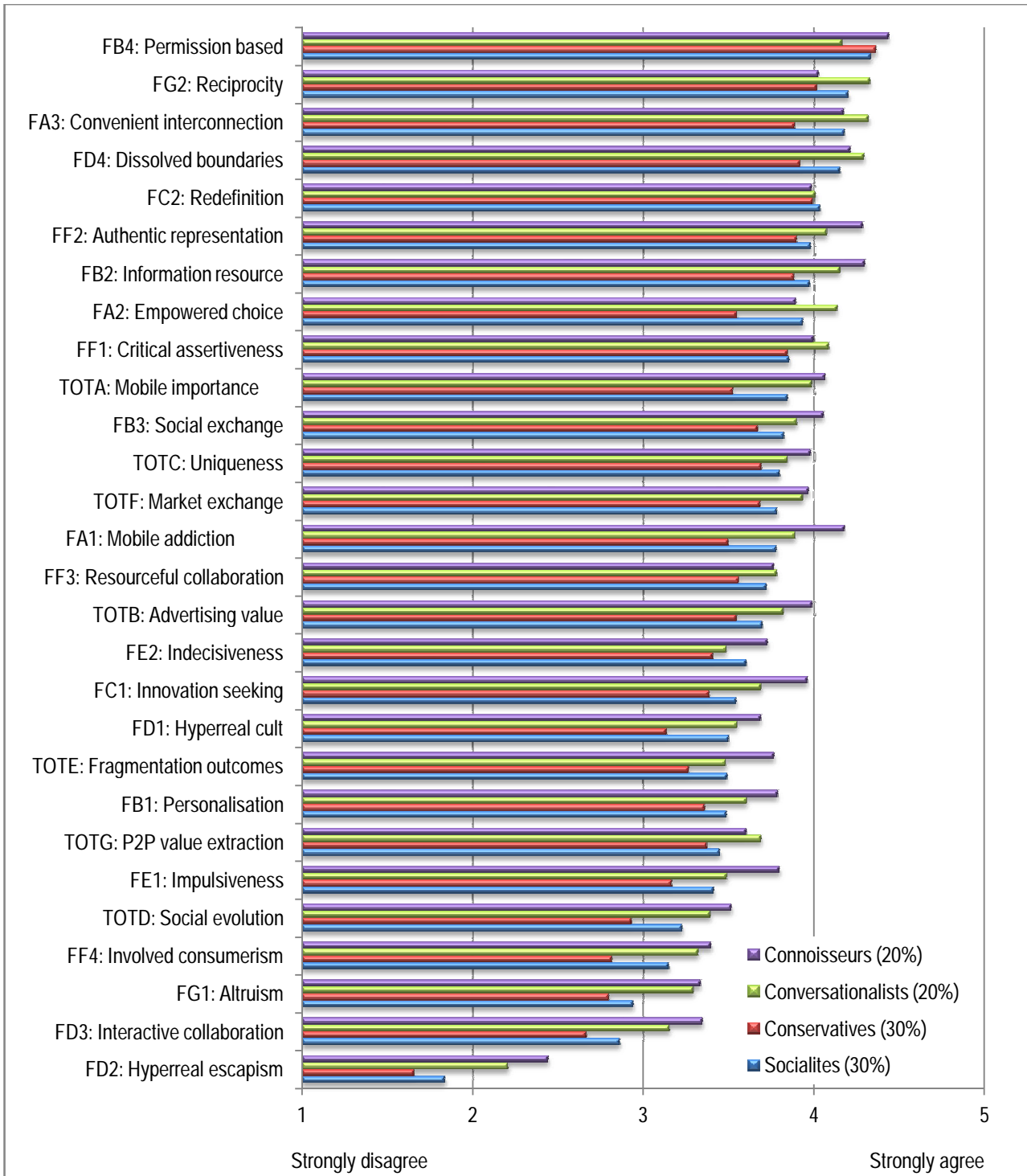
Table 7.56: Factor mean scores by cell phone usage groups

Dependent variable: Factor scores	Means					ANOVA F p-value	ETA squared	Significance
	All Groups	Socialites (30%)	Conser-vatives (30%)	Conver-sationa-lists (20%)	Conno-isseurs (20%)			
FB4: Permission based	4.331	4.333	4.363	4.167	4.438	0.286	0.012	
FG2: Reciprocity	4.131	4.201	4.016	4.325	4.024	0.203	0.015	
FD4: Dissolved boundaries	4.115	4.151	3.920	4.294	4.211	0.037	0.026	*
FA3: Convenient interconnection	4.109	4.177	3.886	4.317	4.172	0.018	0.031	*
FB2: Information resource	4.041	3.973	3.882	4.151	4.297	0.006	0.037	**
FF2: Authentic representation	4.030	3.980	3.898	4.074	4.283	0.005	0.039	**
FC2: Redefinition	4.005	4.032	3.991	4.008	3.984	0.983	0.001	
FF1: Critical assertiveness	3.923	3.853	3.844	4.085	3.995	0.208	0.014	
FA2: Empowered choice	3.840	3.935	3.548	4.135	3.891	0.002	0.047	**
FB3: Social exchange	3.833	3.823	3.670	3.897	4.055	0.062	0.022	
TOTF: Market exchange	3.816	3.781	3.684	3.935	3.968	0.018	0.031	*
TOTA: Mobile importance	3.811	3.845	3.525	3.984	4.064	0.000	0.064	***
TOTC: Uniqueness	3.807	3.798	3.689	3.845	3.979	0.076	0.021	
FA1: Mobile addiction	3.786	3.778	3.497	3.889	4.177	0.000	0.068	***
TOTB: Advertising value	3.728	3.695	3.546	3.819	3.989	0.001	0.049	**
FF3: Resourceful collaboration	3.688	3.720	3.558	3.780	3.763	0.272	0.012	
FC1: Innovation seeking	3.603	3.543	3.387	3.690	3.961	0.004	0.041	**
FE2: Indecisiveness	3.540	3.602	3.406	3.484	3.727	0.335	0.010	
FB1: Personalisation	3.527	3.486	3.359	3.605	3.786	0.045	0.025	*
TOTG: P2P value extraction	3.502	3.446	3.375	3.690	3.602	0.126	0.018	
TOTE: Fragmentation outcomes	3.470	3.490	3.266	3.483	3.766	0.001	0.048	**
FD1: Hyperreal cult	3.428	3.500	3.136	3.547	3.687	0.002	0.045	**
FE1: Impulsiveness	3.423	3.414	3.165	3.489	3.797	0.000	0.058	***
TOTD: Social evolution	3.219	3.227	2.931	3.392	3.516	0.000	0.073	***
FF4: Involved consumerism	3.124	3.147	2.815	3.320	3.395	0.016	0.033	*
FG1: Altruism	3.046	2.940	2.798	3.292	3.333	0.004	0.044	**
FD3: Interactive collaboration	2.948	2.860	2.665	3.153	3.347	0.002	0.047	**
FD2: Hyperreal escapism	1.967	1.837	1.657	2.208	2.443	0.000	0.075	***

ANOVA Significance: *** Significant at 0.1% level (sig <=0.001), ** Significant at 1% level (0.01<=sig<0.001), * Significant at 5% level (0.05<=sig<0.01)

Figure 7.26 provides a graphic representation of factor mean scores by cell phone access to the Internet, in descending order.

Figure 7.27: Factor mean scores by cell phone access to the Internet



7.7.20 Summary of ANOVA findings

Table 7.57 provides a summary of the ANOVA significances of each dependent variable against the independent variables included in the analyses. The table presents the independent variables from those that were most useful to explain differences in the dependent variables, to those where the independent variables were not very useful in explaining differences, as one moves from left to right across the table. For ease of reference results were arranged horizontally and vertically, so that variables reporting the greatest number of significant differences appear uppermost on the left side of the table. The seven most significant independent variables are ethnicity, cell phone plan, device used most often to access the Internet, use Internet bundles on cell phone, frequency of social media use, cell phone usage and average monthly Internet airtime expenditure.

Table 7.57: Summary of ANOVA significance at a macro level and micro level

Variables	No. Sig diff	Ethnicity	Cell phone plan	Device used most often to access the Internet	Use Internet bundles on cell phone	Frequency of social media use	Cell phone usage	Ave monthly Internet airtime expenditure	Campus Internet Access	Home Internet access	Gender	Employment	Subscription to BIS	Ave monthly airtime expenditure	Make of cell phone	Smartphone Ownership	Age	Cell phone Internet access	Accommodation	Level of Internet access
Number of significant differences – all dependent variables		24	23	20*	21	21	19	13	12	10	8	7	4	4	3	2	2	1	0	0
TOTA: Mobile importance	11	0.000	0.002	0.000	0.000	0.000	0.000	0.003	0.034	0.014	0.122	0.040	0.773	0.214	0.397	0.121	0.036	0.087	0.309	0.960
TOTD: Social evolution	10	0.000	0.000	0.000	0.000	0.000	0.000	0.001	0.079	0.003	0.584	0.022	0.072	0.007	0.101	0.305	0.208	0.837	0.152	0.716
TOTB: Advertising value	10	0.000	0.000	0.000	0.009	0.029	0.001	0.091	0.002	0.000	0.685	0.009	0.006	0.197	0.416	0.967	0.223	0.118	0.765	0.702
TOTF: Market exchange	7	0.000	0.000	0.001	0.006	0.009	0.018	0.050	0.017	0.093	0.296	0.084	0.608	0.376	0.247	0.993	0.450	0.276	0.381	0.640
TOTE: Fragmentation outcomes	7	0.015	0.162	0.028	0.011	0.026	0.001	0.021	0.094	0.166	0.003	0.584	0.971	0.606	0.089	0.383	0.357	0.969	0.327	0.819
TOTG: P2P value extraction	6	0.000	0.002	0.287	0.065	0.002	0.126	0.025	0.036	0.208	0.041	0.138	0.913	0.343	0.581	0.535	0.490	0.731	0.073	0.759
TOTC: Uniqueness	4	0.000	0.025	0.485	0.002	0.061	0.076	0.095	0.613	0.754	0.001	0.185	0.410	0.058	0.795	0.713	0.473	0.410	0.302	0.191

* Ranked third in terms of the number of highly significant differences found across independent variables

Variables	No. Sig diff	Ethnicity	Cell phone plan	Device used most often to access the Internet	Use Internet bundles on cell phone	Frequency of social media use	Cell phone usage	Ave monthly Internet airtime expenditure	Campus Internet Access	Home Internet access	Gender	Employment	Subscription to BIS	Ave monthly airtime expenditure	Make of cell phone	Smartphone Ownership	Age	Cell phone Internet access	Accommodation	Level of Internet access
FA2: Empowered choice	10	0.000	0.008	0.000	0.000	0.000	0.002	0.001	0.000	0.107	0.563	0.340	0.459	0.019	0.136	0.074	0.131	0.013	0.431	0.837
FA1: Mobile addiction	10	0.000	0.008	0.000	0.001	0.000	0.006	0.015	0.504	0.019	0.073	0.024	0.314	0.791	0.484	0.250	0.037	0.378	0.407	0.988
FD4: Dissolved boundaries	10	0.002	0.000	0.000	0.030	0.000	0.000	0.003	0.671	0.044	0.591	0.040	0.360	0.005	0.666	0.797	0.742	0.652	0.170	0.434
FE1: Impulsiveness	10	0.000	0.021	0.009	0.027	0.017	0.002	0.030	0.040	0.049	0.011	0.406	0.407	0.477	0.950	0.227	0.431	0.683	0.727	0.893
FD1: Hyperreal cult	9	0.000	0.000	0.000	0.001	0.000	0.037	0.009	0.025	0.000	0.712	0.072	0.165	0.051	0.116	0.162	0.082	0.577	0.051	0.594
FC1: Innovation seeking	9	0.000	0.010	0.041	0.001	0.002	0.018	0.015	0.758	0.303	0.030	0.053	0.548	0.031	0.801	0.671	0.801	0.712	0.377	0.441
FD2: Hyperreal escapism	8	0.000	0.000	0.043	0.044	0.023	0.062	0.196	0.301	0.104	0.152	0.324	0.001	0.070	0.029	0.038	0.429	0.939	0.909	0.771
FB1: Personalisation	8	0.000	0.000	0.001	0.047	0.057	0.000	0.188	0.013	0.002	0.376	0.137	0.001	0.246	0.386	0.839	0.162	0.131	0.862	0.235
FD3: Interactive collaboration	8	0.000	0.000	0.000	0.019	0.021	0.045	0.027	0.736	0.557	0.760	0.168	0.015	0.285	0.091	0.805	0.475	0.910	0.877	0.981
FF1: Critical assertiveness	7	0.000	0.001	0.043	0.002	0.218	0.004	0.012	0.032	0.091	0.489	0.101	0.518	0.858	0.347	0.664	0.894	0.163	0.737	0.812
FB2: Information resource	7	0.000	0.005	0.115	0.042	0.152	0.000	0.058	0.007	0.005	0.366	0.002	0.256	0.273	0.248	0.526	0.060	0.332	0.146	0.835
FA3: Convenient interconnection	7	0.000	0.013	0.005	0.033	0.152	0.002	0.130	0.001	0.031	0.867	0.021	0.759	0.377	0.504	0.188	0.495	0.186	0.264	0.480
FB3: Social exchange	7	0.000	0.003	0.005	0.014	0.014	0.004	0.041	0.051	0.105	0.717	0.090	0.105	0.054	0.417	0.758	0.974	0.433	0.320	0.331
FG1: Altruism	6	0.000	0.000	0.083	0.096	0.001	0.005	0.046	0.051	0.355	0.012	0.459	0.830	0.077	0.965	0.417	0.449	0.961	0.162	0.929
FF2: Authentic representation	6	0.000	0.018	0.021	0.023	0.042	0.016	0.454	0.199	0.085	0.061	0.167	0.274	0.222	0.297	0.283	0.383	0.996	0.376	0.741
FF4: Involved consumerism	5	0.000	0.000	0.000	0.289	0.002	0.208	0.295	0.023	0.480	0.228	0.264	0.436	0.243	0.162	0.767	0.739	0.611	0.104	0.222
FF3: Resourceful collaboration	4	0.001	0.021	0.003	0.167	0.012	0.272	0.364	0.152	0.605	0.568	0.385	0.950	0.496	0.880	0.445	0.165	0.134	0.208	0.173
FG2: Reciprocity	4	0.107	0.226	0.660	0.012	0.004	0.335	0.020	0.277	0.793	0.706	0.269	0.345	0.965	0.045	0.918	0.279	0.596	0.115	0.355
FE2: Indecisiveness	3	0.870	0.751	0.445	0.092	0.335	0.203	0.254	0.679	0.883	0.039	0.974	0.351	0.118	0.002	0.004	0.598	0.691	0.255	0.363
FC2: Redefinition	1	0.633	0.529	0.153	0.358	0.352	0.286	0.899	0.254	0.465	0.004	0.872	0.431	0.417	0.457	0.266	0.270	0.374	0.601	0.276
FB4: Permission based	1	0.635	0.335	0.112	0.407	0.030	0.983	0.315	0.575	0.949	0.805	0.848	0.439	0.303	0.772	0.455	0.702	0.820	0.766	0.592

7.7.21 Summary of Eta-squared findings

Table 7.58 provides a summary of the Eta-squared significance of each dependent variable against the independent variables included in the analyses. The table presents the independent variables from those that were most useful to explain differences in the dependent variables, to those where the independent variables were not very useful in explaining differences, as one moves from left to right across the table. The results were arranged horizontally and vertically, so that variables reporting the greatest number of significant differences appear uppermost on the left side of the table. The seven most significant independent variables are ethnicity, cell phone usage, frequency of social media use, cell phone plan, average monthly Internet airtime expenditure, use Internet bundles on cell phone and device used most often to access Internet. The top seven significant independent variables according to Eta-squared are identical to those from the ANOVA significance.

Table 7.58: Summary of Eta-squared significance at a macro level and micro level

Variables	No. Sig diff	Ethnicity	Cell phone usage	Frequency of social media use	Cell phone plan	Ave monthly Internet airtime expenditure	Use Internet bundles on cell phone	Device used most often to access the Internet	Accommodation	Campus Internet Access	Make of cell phone	Ave monthly airtime expenditure	Home Internet access	Gender	Employment	Subscription to BIS	Age	Smartphone Ownership	Level of Internet access	Cell phone Internet access
Number of significant differences – all dependent variables		24**	27	25	23	22	22	20	15	14	13	11	10	9	8	6	3	2	2	1
TOTD: Social evolution	13	0.192	0.073	0.079	0.124	0.042	0.041	0.067	0.016	0.009	0.019	0.031	0.028	0.001	0.016	0.016	0.005	0.003	0.002	0.000
TOTA: Mobile importance	12	0.124	0.064	0.116	0.029	0.035	0.055	0.134	0.011	0.014	0.009	0.010	0.018	0.007	0.013	0.000	0.014	0.007	0.000	0.009
TOTB: Advertising value	12	0.164	0.049	0.022	0.078	0.015	0.022	0.037	0.004	0.030	0.009	0.010	0.040	0.001	0.021	0.037	0.005	0.000	0.002	0.008
TOTC: Uniqueness	10	0.038	0.021	0.017	0.015	0.015	0.029	0.001	0.011	0.001	0.003	0.018	0.000	0.031	0.005	0.003	0.002	0.000	0.010	0.002
TOTF: Market exchange	9	0.152	0.031	0.029	0.046	0.019	0.024	0.033	0.009	0.017	0.013	0.006	0.009	0.003	0.009	0.001	0.002	0.000	0.003	0.004
TOTE: Fragmentation outcomes	9	0.019	0.048	0.022	0.006	0.024	0.020	0.015	0.011	0.009	0.020	0.003	0.006	0.026	0.001	0.000	0.003	0.002	0.001	0.000
TOTG: P2P value extraction	9	0.049	0.018	0.040	0.030	0.023	0.011	0.004	0.022	0.014	0.006	0.007	0.005	0.013	0.007	0.000	0.002	0.001	0.002	0.000

** Greatest number of highly significant differences



Variables	No. Sig diff	Ethnicity	Cell phone usage	Frequency of social media use	Cell phone plan	Ave monthly Internet airtime expenditure	Use Internet bundles on cell phone	Device used most often to access the Internet	Accommodation	Campus Internet Access	Make of cell phone	Ave monthly airtime expenditure	Home Internet access	Gender	Employment	Subscription to BIS	Age	Smartphone Ownership	Level of Internet access	Cell phone Internet access
FD1: Hyperreal cult	12	0.156	0.045	0.078	0.085	0.029	0.037	0.054	0.024	0.015	0.018	0.019	0.044	0.000	0.010	0.010	0.009	0.006	0.003	0.001
FB2: Information resource	12	0.097	0.037	0.012	0.024	0.018	0.013	0.008	0.016	0.023	0.013	0.008	0.024	0.003	0.030	0.006	0.011	0.001	0.001	0.003
FD2: Hyperreal escapism	11	0.119	0.075	0.024	0.109	0.010	0.013	0.013	0.002	0.003	0.028	0.017	0.008	0.006	0.003	0.052	0.002	0.014	0.002	0.000
FA2: Empowered choice	11	0.100	0.047	0.057	0.022	0.045	0.052	0.149	0.009	0.037	0.017	0.025	0.008	0.001	0.003	0.003	0.007	0.010	0.001	0.019
FD4: Dissolved boundaries	11	0.030	0.026	0.086	0.039	0.035	0.015	0.043	0.015	0.001	0.005	0.033	0.012	0.001	0.013	0.004	0.000	0.000	0.005	0.001
FA3: Convenient interconnection	11	0.060	0.031	0.012	0.019	0.013	0.015	0.024	0.012	0.031	0.007	0.006	0.014	0.000	0.016	0.000	0.001	0.005	0.005	0.005
FB3: Social exchange	11	0.050	0.022	0.026	0.027	0.020	0.019	0.024	0.011	0.012	0.009	0.018	0.008	0.000	0.009	0.013	0.000	0.000	0.007	0.002
FA1: Mobile addiction	10	0.089	0.068	0.116	0.021	0.026	0.034	0.073	0.009	0.001	0.008	0.001	0.017	0.010	0.015	0.005	0.013	0.004	0.000	0.002
FB1: Personalisation	10	0.099	0.025	0.018	0.060	0.010	0.013	0.032	0.002	0.019	0.009	0.009	0.029	0.002	0.007	0.056	0.006	0.000	0.009	0.007
FC1: Innovation seeking	10	0.058	0.041	0.039	0.020	0.026	0.037	0.013	0.010	0.000	0.003	0.022	0.003	0.014	0.011	0.002	0.000	0.001	0.005	0.000
FE1: Impulsiveness	10	0.044	0.058	0.025	0.016	0.022	0.016	0.021	0.004	0.013	0.001	0.005	0.012	0.020	0.002	0.003	0.002	0.004	0.001	0.001
FD3: Interactive collaboration	9	0.096	0.047	0.024	0.067	0.023	0.018	0.047	0.002	0.000	0.020	0.008	0.001	0.000	0.006	0.030	0.002	0.000	0.000	0.000
FG1: Altruism	9	0.078	0.044	0.047	0.056	0.021	0.010	0.010	0.017	0.013	0.001	0.017	0.003	0.021	0.002	0.000	0.002	0.002	0.000	0.000
FF1: Critical assertiveness	8	0.132	0.014	0.009	0.037	0.027	0.029	0.012	0.004	0.014	0.010	0.001	0.009	0.001	0.008	0.002	0.000	0.001	0.001	0.006
FF2: Authentic representation	8	0.097	0.039	0.019	0.017	0.005	0.017	0.016	0.010	0.005	0.011	0.009	0.009	0.011	0.006	0.006	0.002	0.004	0.002	0.000
FF4: Involved consumerism	8	0.093	0.033	0.038	0.048	0.008	0.004	0.045	0.019	0.016	0.016	0.009	0.002	0.005	0.004	0.003	0.000	0.000	0.010	0.001
FF3: Resourceful collaboration	7	0.034	0.012	0.027	0.016	0.006	0.006	0.027	0.014	0.006	0.002	0.004	0.001	0.001	0.002	0.000	0.006	0.002	0.011	0.007
FE2: Indecisiveness	6	0.000	0.010	0.007	0.000	0.009	0.009	0.002	0.012	0.001	0.045	0.013	0.000	0.013	0.000	0.004	0.001	0.025	0.006	0.000
FG2: Reciprocity	6	0.009	0.015	0.034	0.005	0.025	0.021	0.001	0.019	0.004	0.026	0.000	0.000	0.000	0.004	0.005	0.004	0.000	0.007	0.001
FB4: Permission based	2	0.001	0.012	0.021	0.003	0.007	0.002	0.008	0.004	0.001	0.003	0.007	0.000	0.000	0.000	0.003	0.000	0.002	0.003	0.000
FC2: Redefinition	1	0.001	0.001	0.006	0.001	0.001	0.003	0.006	0.006	0.004	0.008	0.006	0.002	0.025	0.000	0.003	0.004	0.004	0.008	0.002