7.8 SOCIAL PREDICTORS – MULTIVARIATE ANALYSIS OF CO-VARIANCE (MANCOVA)

Analysis of covariance (ANCOVA) is a general linear model that combines regression analysis with analysis of variance (ANOVA). Regression analysis is a statistical approach that is used to explain dependent variable scores with respect to one or more independent variables, with the intention of predicting the dependent variable from the independent variables. The ANCOVA model differs from ANOVA in that it includes one or more quantitative predictor variables, which are known as covariates. Covariates correspond to possible explanatory variables of variance which are considered to influence the dependent variable. ANCOVA calculates the covariation between the covariates and the dependent variable and then excludes this variance from the dependent variable scores. Multivariate analysis of covariance (MANCOVA) differs from ANCOVA, in that it allows analysis of more than one dependent variable (Rutherford, 2001:5).

In the analysis at hand, MANCOVA was run for the composite regression analysis of all four dependent variables making up the concept of Social Evolution, and the ANCOVA for each dependent variable, as calculated by MANCOVA was interpreted.

The ANCOVA analysis examined the simultaneous relationships between the four elements of social evolution as sub-dimensions being the outcome variables. Several significant independent dimensions that were associated with each of the factors. These findings warranted further investigation to explore the relationships between variables, with the intention to explain behavioural outcomes. The key behavioural outcomes of interest involved those sub-dimensions within, Section D: Social evolution, which consists of factors related to social media. This group of factors were chosen as the dependent variables on account that social media has been a central feature of the study and is considered a significant behavioural outcome according to respondents, which could be predicted by the other attitudinal and perceived measures reflected in the other factor scores, as criteria that may facilitate access and intensity of using social media.

Multiple analysis of covariance (MANCOVA), a regression type analysis method, was used to examine the relationships between the dependent variable Section D: Social evolution (*FD1: Hyperreal cult*, *FD2: Hyperreal escapism*, *FD3: Interactive collaboration*, *FD4: Dissolved boundaries*) and independent variables (*FC1: Innovation seeking*, *FC2: Redefinition*, *FE1: Impulsiveness*, *FE2: Indecisiveness*, *FF1: Critical assertiveness*, *FF2: Authentic representation*, *FF3: Resourceful collaboration*, *FF4: Involved consumerism*, all these as covariates in the model. The variables gender, age, ethnicity, smartphone ownership, cell phone plan, use Internet bundles on cell phone, monthly Internet expenditure and cell phone usage were entered as fixed effects. Prediction and explanatory effects are not mutually exclusive. Prediction is the extent to which the independent variables can predict the dependent variable. Explanation examines the size, sign and statistical significance of regression coefficients reported for independent variables in conjunction with theoretical support to ascertain the effects of the independent variable and therefore its relative importance on the dependent variable (Hair, *et al.,* 2010:170). All the covariates used in this analysis were measured on a five-point scale.

The regression coefficients denote two aspects, the direction of the relationship, whether it is positive or negative, and the strength of the relationship – which has to do with the absolute value of the regression coefficient. If the relationship is positive, a unit increase in the independent variable should result in an increase in the dependent variable by the magnitude of the regression coefficient. Similarly, if the relationship is negative, a unit increase in the independent variable (given that all other values in the model remain fixed) will result in decrease in the dependent variable as specified by the regression coefficient. Therefore, the larger the coefficient, the larger the contribution of the independent variable makes to the predicted dependent variable, (given that it is a significant predictor) (Hair, *et al.,* 2010:233).

7.8.1 ANCOVA for *FD1: Hyperreal cult*

FD1: Hyperreal cult addresses the idea that social media networks are integral communication platforms in contemporary culture, which interlink friends between physical and virtual worlds. Significant predictors of FD1 were *FA1: Mobile addiction*; *FB1:*

Personalisation; *FC1: Innovation seeking*; *FE1: Impulsiveness*; *FF3: Resourceful collaboration;* and *FF4: Involved consumerism*. Each predictor variable can be interpreted as follows: with all independent variables being kept constant in the model, a unit increase in *FA1: Mobile addiction* is associated with a 0.277 increase in *FD1: Hyperreal cult*. Similarly, *FB1: Personalisation*, *FC1: Innovation seeking*, *FE1: Impulsiveness*; *FF3: Resourceful collaboration* and *FF4: Involved consumerism* were all significant predictors of FD1, and the coefficients are provided in Table 7.59.

Table 7.59: Estimated coefficients of ANCOVA analysis for the dependent variable FD1: Hyperreal cult

		FD1: Hyperreal cult	
Parameter		**B**	**Sig.**
Intercept		0.339	0.513
FA1: Mobile addiction		**0.277**	**0.000**
FA2: Empowered choice		0.039	0.517
FA3: Convenient interconnection		-0.043	0.503
FB1: Personalisation		**0.125**	**0.029**
FB2: Information resource		-0.058	0.387
FB3: Social exchange		-0.005	0.936
FB4: Permission based		0.018	0.769
FC1: Innovation seeking		**0.128**	**0.027**
FC2: Redefinition		0.067	0.266
FE1: Impulsiveness		**0.139**	**0.025**
FE2: Indecisiveness		-0.019	0.655
FF1: Critical assertiveness		-0.116	0.166
FF2: Authentic representation		0.001	0.992
FF3: Resourceful collaboration		**0.183**	**0.006**
FF4: Involved consumerism		**0.165**	**0.000**
Gender	Male	0.093	0.385
	Female*	0.000	-
Age	18-20	0.032	0.742
	21-29*	0.000	-
Ethnicity	Black	0.237	0.079
	White*	0.000	-
Smartphone ownership	Yes	-0.173	0.134
	No*	0.000	-
Cell phone plan	Contract	-0.080	0.523
	Prepaid*	0.000	-
Use Internet bundles on cell phone	Yes	0.097	0.457
	No*	0.000	-
Monthly Internet expenditure:	Less than R50	-0.106	0.481
	R50-R100	-0.025	0.873
	R101+*	0.000	-
Cell phone usage:	Socialites	0.058	0.695
	Conservatives	-0.069	0.643
	Conversationalists	0.009	0.956
	Connoisseurs*	0.000	-

*The parameter is set to zero because it is redundant. Dimensions shaded in red indicate significant predictors

In evaluating the specific relationships between independent variables and their influence on *FD1: Hyperreal cult*, if one considers that mobile phones provide a popular convenient means of accessing social media to fulfil individuals' social and market needs, and that the fact that *FA1: Mobile addiction*, addresses the dependence and addictive attitudes respondents portrayed in relation to their mobile phones, therefore it is not surprising that *FA1: Mobile addiction* is a significant predictor of *FD1: Hyperreal cult*. Social media is a personal medium, therefore, the higher the preference to receive personalised communication in personal media by respondents, the higher the *FD1: Hyperreal cult* (b=0.277).

Use of online social media networks breaks away from the convention of traditional media, this perceived anti-foundationalism behaviour is reflected in Factor *FC1: Innovation seeking*. Therefore, the higher the innovation seeking tendency of respondents, the higher their scores on *FD1: Hyperreal cult* (b=0.128).

Respondents' tendency to behave impulsively is indicated through factor *FE1: Impulsiveness*. Thus, the more inclined a respondent is to behave impulsively, the higher their scores on *FD1: Hyperreal cult* (b=0.139). One could consider impulsivity to be a behavioural factor which is manifested in *FD1: Hyperreal cult* by respondents' almost incessant access to their social media networks.

Factor *FF3: Resourceful collaboration* is associated with respondents' use of social media as a tool to observe experiences of others. The more likely a respondent is to access information posted by others online and utilise this information, the higher their scores on *FD1: Hyperreal cult* (b=0.183).

In terms of Factor FF4 Involved consumerism, this factor is linked to respondents' use of social media to express personal opinions. The more likely a respondent is to fulfil this need to post comments on social media, the higher their scores on *FD1: Hyperreal cult* (b=0.165).

7.8.2 ANCOVA for *FD2: Hyperreal escapism*

FD2: Hyperreal escapism concerns the idea of escapism evidenced by respondents playing with virtual games. Significant predictors of FD2 were *FB1: Personalisation*; *FB4: Permission based*; *FC1: Innovation seeking*; *FF2: Authentic representation*; *FF3: Resourceful collaboration;* and ownership of a smartphone. Each predictor variable can be interpreted as follows: with all independent variables being kept constant in the model, a unit increase in *FB1: Personalisation* corresponds to a 0.245 increase in *FD2: Hyperreal escapism*. A similar orientation occurs with predictors *FC1: Innovation seeking* and *FF3: Resourceful collaboration*. On the other hand, *FB4: Permission based*, *FF2: Authentic representation*, and ownership of a smartphone have a negative effect on FD2. In other words a unit increase in *FB4: Permission based* is associated with a 0.153 decrease in FD2. The aforementioned factors were all significant predictors of FD2, and the coefficients are provided in Table 7.60.

Table 7.60: Estimated coefficients of ANCOVA analysis for the dependent variable FD2: Hyperreal escapism

		FD2: Hyperreal escapism	
Parameter		**B**	**Sig.**
Intercept		1.593	0.013
FA1: Mobile addiction		0.096	0.235
FA2: Empowered choice		-0.026	0.730
FA3: Convenient interconnection		-0.002	0.983
FB1: Personalisation		**0.245**	**0.001**
FB2: Information resource		-0.145	0.080
FB3: Social exchange		0.047	0.541
FB4: Permission based		**-0.153**	**0.038**
FC1: Innovation seeking		**0.190**	**0.008**
FC2: Redefinition		-0.008	0.916
FE1: Impulsiveness		0.032	0.676
FE2: Indecisiveness		0.029	0.593
FF1: Critical assertiveness		-0.001	0.989
FF2: Authentic representation		**-0.307**	**0.014**
FF3: Resourceful collaboration		**0.266**	**0.001**
FF4: Involved consumerism		0.089	0.124
Gender	Male	0.214	0.105
	Female*	0.000	-
Age	18-20	0.011	0.926
	21-29*	0.000	-
Ethnicity	Black	0.233	0.161
	White*	0.000	-
Smartphone ownership	Yes	**-0.295**	**0.038**
	No*	**0.000**	**-**

		FD2: Hyperreal escapism	
Parameter		**B**	**Sig.**
Cell phone plan	Contract	-0.219	0.154
	Prepaid*	0.000	-
Use Internet bundles on cell phone	Yes	0.038	0.814
	No*	0.000	-
Monthly Internet expenditure:	Less than R50	-0.020	0.913
	R50-R100	-0.002	0.992
	R101+*	0.000	-
Cell phone usage:	Socialites	**-0.561**	**0.002**
	Conservatives	**-0.535**	**0.004**
	Conversationalists	**-0.234**	**0.227**
	Connoisseurs*	**0.000**	**-**

*The parameter is set to zero because it is redundant. Dimensions shaded in red indicate significant predictors

If one considers the relationships between the independent variables and their influence on *FD2: Hyperreal escapism,* one should take into account that in online gaming gamers play as individuals and are recognised amongst other players either as themselves or as their representative avatars.

In terms of *FB1: Personalisation*, which relates to respondents' preference to receive personalised communication in his or her personal media, the more a respondent desires personalised communication, the higher their scores on *FD2: Hyperreal escapism* (b=0.245). In the context of gaming, where identity is important, *FB1: Personalisation*, suggests self-involvement thus it is reasonable to consider that *FB1: Personalisation* has a significant positive effect on FD2.

In terms of *FB4: Permission based*, the negative sign indicates that increases in *FB4: Permission based* correspond to decreases in FD2. *FB4: Permission based* is associated with respondents' preference to receive communication in their personal media only from brands that have the respondents' express permission to contact them. The more inclined a respondent is to prefer that brands seek permission from him or her before communicating the lower their scores on *FD2: Hyperreal escapism* (b=-0.153). An interpretation of this relationship is that respondents perceive online gaming (*FD2: Hyperreal escapism*) as a form of entertainment, and may similarly perceive communication from brands in their personal media as forms of entertainment, so they

tend to welcome communication from different brands, even if they did not give the brands permission to contact them.

In terms of *FF2: Authentic representation*, this factor deals with the notion that the brands people utilise represent them as individuals. In the ANCOVA model, there is a significant negative association between *FF2: Authentic representation* and *FD2: Hyperreal escapism*, thus the more respondents aspire to use brands with genuine propositions, the lower their score on *FD2: Hyperreal escapism* (b=-0.307).

In terms of *FF3: Resourceful collaboration*, this factor is associated with consumers collaborating with other consumers either directly or indirectly by virtue of the comments and opinions individuals post online relating to consumers' experiences of particular offerings. The more likely a respondent is to access information posted by others online and utilise this information, the higher their scores on FD1: Hyperreal escapism (b=0.266). Online gaming involves different players collaborating with one another to play, hence the propensity for collaborative activity as indicated by *FF3: Resourceful collaboration* supports the finding that this dimension has a significant effect on FD2.

Interestingly, there is a negative association between people that own a smartphone and FD2. Smartphone ownership results in a negative score for *FD2: Hyperreal escapism* (b=-0.295). Intuitively one would associate smartphone ownership with technologically advanced individuals, which would assume that the individuals would also own a bouquet of other tech devices. However, one must consider the context of the South African technological landscape where online access is not freely available; people do not necessarily have access to suitable equipment required to participate in gaming; and have greater dependence on mobile phones to access the Internet to fulfil some of their social needs. This reason is perhaps why smartphone ownership is negatively correlated with *FD2: Hyperreal escapism*.

There is also a negative association between cell phone usage and *FD2: Hyperreal escapism* (b=-0.234). The explanation offered is that in terms of cell phone usage patterns respondents are less likely to access online gaming from their cell phones.

7.8.3 ANCOVA for *FD3: Interactive collaboration*

FD3: Interactive collaboration is associated with the concept of collaborative marketing, where customers act as co-collaborators by sharing information with each other. Significant predictors of FD3 were *FB1: Personalisation*, *FC1: Innovation seeking* and *FF4: Involved consumerism*. The predictor variable can be interpreted as follows: with all independent variables being kept constant in the model, a unit increase in *FB1: Personalisation* is associated with a 0.332 increase in *FD3: Interactive collaboration*. Similarly, *FC1: Innovation seeking* and *FF4: Involved consumerism* were all significant predictors of FD3, and the coefficients are provided in Table 7.61.

Table 7.61: Estimated coefficients of ANCOVA analysis for the dependent variable FD3: Interactive collaboration

		FD3: Interactive collaboration	
Parameter		**B**	**Sig.**
Intercept		-0.486	0.451
FA1: Mobile addiction		0.053	0.514
FA2: Empowered choice		0.132	0.080
FA3: Convenient interconnection		-0.018	0.825
FB1: Personalisation		**0.332**	**0.000**
FB2: Information resource		-0.037	0.653
FB3: Social exchange		-0.023	0.770
FB4: Permission based		-0.095	0.201
FC1: Innovation seeking		**0.329**	**0.000**
FC2: Redefinition		-0.079	0.291
FE1: Impulsiveness		0.070	0.364
FE2: Indecisiveness		0.003	0.958
FF1: Critical assertiveness		0.038	0.714
FF2: Authentic representation		0.047	0.710
FF3: Resourceful collaboration		0.150	0.073
FF4: Involved consumerism		**0.168**	**0.004**
Gender	Male	-0.045	0.737
	Female*	0.000	-
Age	18-20	-0.145	0.230
	21-29*	0.000	-
Ethnicity	Black	-0.002	0.993
	White*	0.000	-
Smartphone ownership	Yes	-0.009	0.951
	No*	0.000	-
Cell phone plan	Contract	-0.196	0.207
	Prepaid*	0.000	-
Use Internet bundles on cell phone	Yes	-0.062	0.701
	No*	0.000	-
Monthly Internet expenditure:	Less than R50	-0.042	0.823
	R50-R100	0.176	0.357

		FD3: Interactive collaboration	
Parameter		**B**	**Sig.**
	R101+*	0.000	-
Cell phone usage:	Socialites	-0.107	0.559
	Conservatives	-0.034	0.853
	Conversationalists	-0.078	0.691
	Connoisseurs*	0.000	-

*The parameter is set to zero because it is redundant. Dimensions shaded in red indicate significant predictors

The following interpretation and explanation is offered to explain the relationship between predictor variables associated with *FD3: Interactive collaboration*.

In terms of *FB1: Personalisation*, which relates to respondents' preference to receive personalised communication in his or her personal media, the more a respondent desires personalised communication, the higher their scores on *FD3: Interactive collaboration* (b=0.332). The presumed reasons for *FB1: Personalisation* being a strong predictor variable of FD3 are that respondents perhaps a) prefer to be personally acknowledged as individuals when they are communicating with others and b) prefer to be recognised for the online contributions that they make.

In terms of *FC1: Innovation seeking*, which relates to respondents' need to keep up with the latest trends, the higher the innovation seeking tendency of respondents, the higher their scores on *FD3: Interactive collaboration* (b=0.329). Two reasons are assumed to be associated with *FC1: Innovation seeking* predictive powers of *FD3: Interactive collaboration*, a) that respondents find the activity of online collaboration to be innovative and b) respondents are looking for innovative offerings to keep abreast of the latest trends and therefore utilise information posted by others as an information resource.

In terms of Factor *FF4: Involved consumerism*, this factor is linked to respondents' use of social media to express personal opinions. The more likely a respondent is to fulfil this need to post comments on social media, the higher their scores on *FD3: Interactive collaboration* (b=0.168). *FF4: Involved consumerism* concerns content composed by respondents, where they express their opinions of brands, thus indicating their personal inclination to interact with brands, which may explain the reason that FF4 is a significant predictor of *FD3: Interactive collaboration*.

7.8.4 ANCOVA for *FD4: Dissolved boundaries*

FD4: Dissolved boundaries refers to the notion that online social networks have enabled increased connectivity between people by negating traditional boundaries of geography and time. Significant predictors of FD4 were *FA1: Mobile addiction*, *FF2: Authentic representation*, *FF3: Resourceful collaboration*, ethnicity, cell phone plan and monthly Internet expenditure on cell phones. Each predictor variable can be interpreted as follows: with all independent variables being kept constant in the model, a unit increase in *FA1: Mobile addiction* corresponds to a 0.190 increase in *FD4: Dissolved boundaries*. *FF2: Authentic representation*, *FF3: Resourceful collaboration*, ethnicity, cell phone plan and monthly Internet expenditure on cell phones were all significant predictors of FD4, and the coefficients are provided in Table 7.62.

Table 7.62: Estimated coefficients of ANCOVA analysis for the dependent variable FD4: Dissolved boundaries

		FD4: Dissolved boundaries	
Parameter		**B**	**Sig.**
Intercept		1.083	0.027
FA1: Mobile addiction		**0.190**	**0.002**
FA2: Empowered choice		0.003	0.951
FA3: Convenient interconnection		0.075	0.216
FB1: Personalisation		0.038	0.484
FB2: Information resource		0.000	0.994
FB3: Social exchange		-0.027	0.647
FB4: Permission based		-0.056	0.317
FC1: Innovation seeking		0.068	0.211
FC2: Redefinition		0.091	0.108
FE1: Impulsiveness		0.001	0.992
FE2: Indecisiveness		0.011	0.791
FF1: Critical assertiveness		-0.072	0.364
FF2: Authentic representation		**0.322**	**0.001**
FF3: Resourceful collaboration		**0.244**	**0.000**
FF4: Involved consumerism		0.036	0.422
Gender	Male	-0.039	0.698
	Female*	0.000	-
Age	18-20	-0.066	0.474
	21-29*	0.000	-
Ethnicity	Black	**-0.284**	**0.026**
	White*	**0.000**	**-**
Smartphone ownership	Yes	-0.064	0.558
	No*	0.000	-
Cell phone plan	Contract	**-0.301**	**0.011**
	Prepaid*	**0.000**	**-**
Use Internet bundles on cell phone	Yes	-0.195	0.113

		FD4: Dissolved boundaries	
Parameter		**B**	**Sig.**
	No*	0.000	-
Monthly Internet expenditure:	Less than R50	**-0.312**	**0.029**
	R50-R100	**-0.025**	**0.861**
	R101+*	**0.000**	**-**
Cell phone usage:	Socialites	0.184	0.186
	Conservatives	0.165	0.239
	Conversationalists	0.229	0.122
	Connoisseurs*	0.000	-

*The parameter is set to zero because it is redundant. Dimensions shaded in red indicate significant predictors

Factor *FA1: Mobile addiction* measures the dependency individuals have on their cell phones. The more dependent a respondent is on his or her cell phone the higher the scores on *FD4: Dissolved boundaries* (b=0.190). The effect of *FA1: Mobile addiction* on FD4*: Dissolved boundaries* could be interpreted that increased dependence on cell phones provides convenient access to social media networks.

In terms of *FF2: Authentic representation*, this factor deals with the notion that the brands people associate themselves with are considered to represent themselves as individuals. The more respondents aspire to use brands with genuine propositions, the higher their score on *FD4: Dissolved boundaries* (b=0.322). The effect of FF2 on FD4 may be related to the fact that social media networks fall into the domain of personal media and in this personal space individuals choose who they prefer to engage with. Therefore, the interpretation is that respondents are more inclined to engage with brands that offer authentic propositions in social media space.

In terms of *FF3: Resourceful collaboration*, this dimension addresses the tendency of respondents to access the opinions and comments of others during their purchase decision-making process. The more likely a respondent is to access information posted by others online and utilise this information, the higher their scores on *FD4: Dissolved boundaries* (b=0.244).The demand for respondents to utilise social media to investigate the experiences of others consumers before they make a purchase may explain why FF3 is a significant predictor of FD4.

In terms of ethnicity, the results indicate that black respondents are significantly less inclined to engage in behaviours associated with *FD4: Dissolved boundaries* (b=-0.284). There is no clear explanation for this result. Perhaps ethnicity is a moderating or mediating variable in this analysis, or it may be that limited access in this group is a structural variable that restrains this group from this behaviour. The inter-relationships between these variables could be investigated in further research.

In terms of cell phone plan, there is a negative relationship between respondents that utilise cell phone plan contracts and FD4, which implies that one unit increase in contract cell phone plans corresponds to a 0.301 decrease in FD4 (b=-0.301). A possible reason for this relationship is that individuals with a cell phone contract possibly belong to a higher socio-economic group than those using pre-paid cell phone plans and because of their socio-economic advantages the respondents with cell phone contracts may have other resources available to them to participate in various online activities. Whereas respondents using pre-paid cell phone plans are perceived to have fewer means available to them to access social networks, and therefore have a higher reliance on their cell phones for access.

In terms of monthly Internet expenditure the results indicate that low expenditure on Internet bundles corresponds to reductions in FF4. This seems to be expected. The less one spends on Internet bundles the less one is likely to access social media from their cell phones. Less frequent users of social media are relatively less inclined to consider that social media improves connectivity.

7.9 CONCLUSION

In conclusion the results of the empirical study indicated that respondents report several behavioural and attitudinal factors towards digital media as being important in the context of marketing and/or marketing communication in a postmodern society. In summary these factors were:

- Respondents considered mobile phone media and social media to be private media space and indicated a preference for personalised communication in these

media from brands and suggest that brands should seek respondents' permission before contacting them in these media.

- Respondents indicated that social media increases connectivity between individuals and entities.
- Respondents showed a high dependence on their mobile phones and indicated that they use this platform to engage with content of their choice and at their convenience.
- Respondents prefer brands that are authentic and innovative.
- Respondents were partial participants of the postmodern marketing concept of embedded marketing.
- Respondents are not avid participants of online gaming.

The most significant variables influencing respondents' behaviour towards digital media in the context of marketing and/or marketing communication consisted of the fixed variable, ethnicity; and several structural enabling variables, which were, types of cell phone usage, frequency of social media usage, cell phone plan, average monthly Internet expenditure for cell phones, use of Internet bundles on cell phones, and the device used most often to access the Internet.

The most important factors and significant variables were used to determine if they influence social media behaviour as defined by the composite dimension TOTD: Social evolutions. This is a multi-dimensional factor, consisting of *FD1: Hyperreal cult*, *FD2: Hyperreal escapism*, *FD3: Interactive collaboration* and *FD4: Dissolved boundaries*.

FD1: Hyperreal cult addresses the idea that social media networks are integral communication platforms in contemporary culture, which interlink friends between physical and virtual worlds. *FD2: Hyperreal escapism* concerns the idea of escapism evidenced by respondents playing with virtual games. *FD3: Interactive collaboration* is associated with the concept of collaborative marketing, where customers act as co-collaborators by sharing information with each other. *FD4: Dissolved boundaries* refers to the notion that online social networks have enabled increased connectivity between people by negating traditional boundaries of geography and time.

Three of the most significant independent dimensions influencing social media prediction were: *FB1: Personalisation*, which relates to respondents' preference to receive personalised communication in his or her personal media; *FF3: Resourceful collaboration*, this factor is associated with consumers collaborating with other consumers either directly or indirectly by virtue of the comments and opinions individuals post online relating to consumers' experiences of particular offerings; and *FC1: Innovation seeking*, which relates to respondents need to keep up with the latest trends, the higher the innovation seeking tendency of respondents. Several structural variables were also considered to influence social media behaviour, these include: smartphone ownership, cell phone plan, and monthly Internet expenditure on cell phones.

Furthermore, the results indicated that respondents exhibited signs of postmodern characteristics in their behaviour towards digital media in the context of marketing and/or marketing communication. The most dominant traits being: hyperreality, de-differentiation and fragmentation.

The next chapter addresses the theoretical results. In Chapter 9 the empirical results from Chapter 7 will be discussed in conjunction with the theoretical results in relation to objectives and supporting background literature to draw final conclusions, managerial implications for marketers, and further recommendations for research.