INFLUENCE OF PERCEIVED USEFULNESS AND EASE OF USE ON GENERATION Y STUDENTS' ATTITUDE TOWARDS STREAMING SERVICES IN SOUTH AFRICA

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Abstract: Streaming is one of the fastest-growing media markets in South Africa, disrupting the traditional broadcasting model. Members of Generation Y are particularly likely to adopt streaming services over traditional media given that they are more digitally astute than members of preceding generations. That being said, the uptake and continued success of streaming services amongst Generation Y depends on their attitude towards such services. The aim of this study was to apply the technology acceptance model (TAM) to determine Generation Y students' attitude towards on-demand streaming services in South Africa. Self-administered questionnaires were distributed to a convenience sample of 425 students registered at two South African public higher education institutions. Data analysis included confirmatory factor analysis, path analysis and measures of reliability and construct validity. The results confirm that both perceived usefulness and perceived ease of use have a statistically significant positive influence on Generation Y students' attitude towards streaming services. The managerial implications of these findings suggest that marketers of streaming services targeted at Generation Y need to ensure that their service offers as much functionality as possible and that these functions are user-friendly.

Key words: streaming services, marketing management, Generation Y, attitudes, South Africa.

Introduction

The world is becoming increasingly digital (TechCentral, 2017). In recent years, there has been a shift in the way in which entertainment content is consumed – from traditional mediums such as compact discs (CDs), digital video discs (DVDs), radio, community television and digital satellite television (DStv) to on-demand digital options such as audio- and video-on-demand subscription services, also known as streaming services (Bhoot, 2017). The term on-demand service is a service where the subscriber requests entertainment content such as a song or video, and the server delivers the requested information in real time, as it is based on streaming technology (Vilas, Pañeda, García, Melendi & García, 2005).

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Streaming services are a more convenient way of accessing entertainment content than that of traditional mediums (DiscoverDigital, 2017). The service can be delivered over the internet to smart televisions, computers, laptops, smartphones and tablets (INFONETICS, 2011). This gives users the opportunity to watch their favourite film or television series, or listen to their favourite song wherever and whenever they want to, as long as an internet connection is available (Tryon, 2013). This has led to consumers becoming more independent, as it gives them control over when, where and how they consume entertainment content (Bond, 2015), and there are indications that consumers are increasingly placing a high value on the immediacy, mobility and access they have to their preferred entertainment content (PwC, 2017).

While streaming services are a fairly new development in South Africa (Matangira, 2018), they are already resulting in a decline in the sales of DVDs and CDs as the appeal of owning a physical library has become less attractive in an age where there are so many other ways to access entertainment content (Allan, 2017; Ossia Records, 2017). The same holds true for DStv, South Africa's dominant satellite pay television service, who has reportedly suffered a substantial decline in their number of subscribers (Ndlovu, 2019). There are several streaming services available in South Africa, including YouTube Music, Spotify, Joox, Apple Music, Google Play Music, Deezer, Simfy Africa, Jay-Z's Tidal, Netflix, Showmax, Google Play Movies and Amazon Prime Video.

Even though streaming services are disrupting the traditional broadcasting model and growing in popularity in South Africa, it is also becoming an increasingly competitive market as, along with existing traditional entertainment content providers, new streaming services enter the market (Hedley, 2018). Understanding consumers' attitudes towards streaming services and the factors affecting those attitudes are likely to form an important input into designing marketing strategies geared at encouraging the continued use and future uptake of streaming services in South Africa.

The Youth, classified as members of Generation Y (individuals born between 1986 and 2005) (Markert, 2004) in 2019, represent an important target segment across several industries, including that of streaming services. This generation has grown up in the digital age and, as technologically-astute individuals they, more so than members of previous generations, are likely to be attracted to the concept of on-demand streaming services (Howe, 2019). In 2018, Generation Y accounted for a sizable 36 percent of South Africa's population (Statistics South Africa, 2018). This study focuses specifically on the university student portion of South Africa's Generation Y given that, generally, a graduate qualification predicts a higher future earning potential and, consequently, a higher future disposable income potential, as well as a higher social standing within a community. Together, these factors contribute to university students often manifesting as trend setters among their peers (Bevan-Dye & Akpojivi, 2016).

According to the technology acceptance model (TAM), perceived ease of use (PEoU) and perceived usefulness (PU) play important roles in understanding individuals' attitudes towards using a specific technology (Davis, Bagozzi, & Warshaw, 1989). Given that on-demand streaming services are technology based, it seems intuitive that the TAM is an ideal model to enhance understanding concerning Generation Y students' attitude to such services. Therefore, the aim of this study was to determine the relationship between South African Generation Y university students' perceived usefulness, perceived ease of use and attitude towards on-demand streaming services.

Literature review

TAM, built on the Theory of Reasoned Action (TRA) proposed by Fishbein and Ajzen (1975), was an attempt to address why individuals accept or reject information technology (Park, 2009), and is defined as a paradigm of how individuals come to accept or use new information systems (Oni & Ayo, 2010).

With TAM, the focus is not only on the user's behavioural intentions, with a specific emphasise on their attitude, but also on their perception regarding the usefulness of the system (Szajna, 1996; Florenthal, 2019). In TAM, perceived ease of use and perceived usefulness determine an individual's acceptance of a specific information system by determining their attitude towards using, followed by their behavioural intention to use, and culminates in using the system (Wu & Wang, 2005; Surendran, 2012).

Attitude represents an important dimension in several long-established models that seek to explain consumer behaviour, including the theory of reasoned action (TRA) (Fishbein & Ajzen, 1975) and the theory of planned behaviour (TPB) (Ajzen, 1991). In the context of consumer behaviour research, attitude refers to "a learned predisposition to behave in a consistently favourable or unfavourable way with respect to a given object" (Schiffman, Kanuk & Wisenblit, 2010). In the context of on-demand streaming services, attitude would reflect consumers' acceptance or rejection of such services.

Davis *et al*. (1989) define perceived ease of use (PEOU) as the extent to which an individual considers that using a specific system will not be complicated. Therefore, PEOU is a reflection of simplicity in using a specific system; if the system's functions and benefits are straightforward, it is more likely to be adopted (Martin & Quan-Haase, 2013). As such, PEOU contributes to better performance, by having a direct influence on PU (Ho & Yang, 2015). That is, if an innovation is perceived to be easy to use, it would reassure individuals to adopt it as they are likely find it useful and worth the effort learning the system (Nor & Pearson, 2008; Dziak, Jachimczyk & Kulesza, 2017). Previous research indicates that PEOU has a direct and positive effect on PU regarding technology acceptance (Brezavšček, Šparl & Žnidaršič, 2014; Durodolu, 2016), including the successful acceptance of music and video streaming services (Ho & Yang, 2015; Pal & Triyason, 2017). In

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the context of on-demand streaming services, PEOU relates to the extent to which an individual perceives using such services as being free of cognitive effort (Venkatesh, 2000). Factors that may contribute to the PEOU of on-demand streaming services include the ease in which the service can be set up, the ease of accessing content, the ease in which subscription payments can be made and the ease of searching for particular content.

The term perceived usefulness (PU) refers to the extent to which an individual believes that using a specific technology system will contribute to their job performance (Davis *et al*., 1989). Therefore, PU is the extent to which a certain technology system will provide benefits to users in performing certain activities (Venkatesh, Thong & Xu, 2012). If a system seems to be useful to a user, the user will overlook any trouble of a complex system as the benefits of the usability outweigh the effort to use the system (Yang & Lee, 2018; Florenthal, 2019). PU functions as a dependent as well as an independent variable as it is influenced by PEOU and, in turn PU, simultaneously influences attitude towards using a particular technology (Davis *et al*., 1989; Lee, Kozar & Larsen, 2003; Koh, Prybutok, Ryan & Wu, 2010). In streaming service adoption, PU and PEOU are considered to be the strongest predictors of intention to use (Pal & Triyason, 2017). According to a study by Yang and Lee (2018), the PU of a streaming service has a statistically significant influence on users' behavioural intention to use the service. Factors likely to contribute to the PU of on-demand streaming services include the availability of content across devices, the range and depth of content available, the availability of exclusive content, the availability of up-to-date content, functionalities such as the ability to create multiple music playlists or favourite videos/television series/film lists, suggestions based on played content and the ability to download content to make it available for offline usage.

A useful and often used marketing strategy for encouraging individuals to subscribe to such services by convincing them of their PEOU and PU is to offer limited-period free trial periods, thereby helping to foster a positive attitude towards on-demand streaming services. The effectiveness of this free trial period is, of course, dependent on the extent to which those services are perceived as being useful and user friendly.

Based on this literature review, the following research question was formulated for this study: In the South African context, are the perceived usefulness and ease of use of on-demand streaming services positive predictors of Generation Y students' attitude towards on-demand streaming services?

Methodology

This study employed a descriptive research design using the single cross- sectional approach. For the purpose of this study, the target population was defined as both male and female students between the ages of 18 and 24 years, enrolled at a registered public South African higher education institution (HEI), of which there

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are 26 such HEIs, each with multiple campuses (Universities South Africa, 2017). Judgement sampling was applied to select two HEI campuses for the sampling frame so that the sample included participants from South Africa's two main type of HEI, namely a traditional university and a university of technology. Both of these selected campuses are located in the country's Gauteng province, which is the most heavily populated province in South Africa (Statistics South Africa, 2018). For data collection, 500 self-administered questionnaires were distributed by fieldworkers using the mall-intercept method across the two campuses in 2018 (250 per campus). Participants were all informed that their participation in the study was on a voluntary basis and that the data provided would be kept confidential, and only be used for statistical purposes.

The self-administered questionnaire used to collect the required data consisted of a cover letter, a section requesting participants' demographic information and a section containing scaled-response items. The cover letter explained the purpose of the study and conveyed that the participation was voluntary and that the responses would be treated as confidential. Attitude towards on-demand streaming services was measured using a scale adapted from Shin (2009), while perceived usefulness was measured using a scale adapted from Nysveen, Pedersen and Thorbjornsen (2005) and Wang (2015), and perceived ease of use was measured using a scale adapted from Wang (2015). Responses to these scaled-response items were recorded on a six-point Likert-type scale that ranged from strongly disagree (1) to strongly agree (6). Data analysis was conducted using IBM's Version 25 of SPSS and AMOS.

Results

Of the 500 distributed questionnaires, 425 were usable, which translates into a response rate of 85 percent. The sample comprised more female (58%) than male (42%) participants. The sample included participants from all seven age groups specified in the target population. In addition, even though the sample was drawn from campuses situated in the Gauteng province, the sample included participants from seven of South Africa's nine provinces, highlighting that these HEIs attract students from across the country. Table 1 presents the sample description.

Table 1: Sample description

Age	%	Language	%	Gender	%	Province	%
20	27	Sesotho	27	Female	58	Gauteng	55
21	20	IsiZulu	18	Male	42	Limpopo	15
19	19	Setswana	11			Free State	10
22	12	Xitsonga	8			Mpumalanga	6
18	11	English	7			KwaZulu- Natal	6
23	6	IsiXhosa	7			North West	5
24	5	Sepedi	7			Eastern Cape	3

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Afrikaans	5	Western Cape	0
SiSwati	4	Northern Cape	0
Tshivenda	4		
Other	1		
IsiNdebele	0		

In order to assess nomological validity, which requires statistically significant relationships in the correct direction between factors planned for inclusion in a model (Hair, Black, Babin & Anderson, 2010), a matrix of Pearson's Product-Moment correlation coefficients was constructed. In addition, collinearity diagnostics were run to check for any multi-collinearity issues, where tolerance values less than 0.10 and an average variance inflation factor (VIF) greater than 10 suggest likely issues (Field, 2009). The coefficients, tolerance values and VIFs are reported in Table 2.

Table 2: Correlation matrix and collinearity diagnostics

Constructs	1	2	Tolerance	VIF
1. Attitude			0.526	1.901
2. Perceived Ease of Use	0.615*		0.540	1.852
3. Perceived usefulness	0.618*	0.605*	0.536	1.864
*Correlation is significant at the 0.01 level (2-tailed)				

As shown in Table 2, there was significant positive correlation between each construct at $p \leq 0.01$, thereby indicating the presence of nomological validity. Furthermore, collinearity diagnostics returned tolerance values ranging from 0.526 to 0.540 and an average VIF of 1.872; that is, there are no serious multi-collinearity issues.

Thereafter, the measurement model was specified for confirmatory factor analysis purposes. For model identification, the first loading of all three factors was fixed at 1.0. There are 105 distinct sample moments and 31 parameters to estimate, which leave 74 degrees of freedom (df) based on the over-identified model, and a chi-square value of 237.020 with a probability level equal to $p = 0.000 < 0.01$.

Table 3 reports on the estimates for the measurement model, the Cronbach alphas (a), composite reliability (CR), average variance extracted (AVE) and √AVE values.

Table 3: Estimates for measurement model

Latent factors	Standardised loading estimates	Error variance estimates	a	CR	AVE	√AVE
Attitude	0.900	0.810				
	0.870	0.757				
	0.825	0.681	0.896	0.898	0.69	0.84
	0.715	0.511				
PEOU	0.706	0.499				
	0.818	0.669				
	0.870	0.757	0.852	0.857	0.60	0.77
	0.697	0.485				
PU	0.766	0.586				
	0.807	0.652				
	0.752	0.566				
	0.869	0.756	0.919	0.921	0.66	0.81
	0.848	0.719				
	0.828	0.686				
Correlations	F1 ↔F2: 0.667		F1↔F3: 0.659		F2↔F3: 0.680	

As shown in Table 3, all the *a* and CR values of the factors are above the recommended cut-off level of 0.70, thus demonstrating the internal-consistency as well as the composite reliability of the constructs. Furthermore, all standardised loading estimates and AVE values were above 0.50, which is an indication of convergent validity. The correlation coefficients of all the latent were smaller than the square root of the AVE, thus indicating discriminant validity (Hair et al., 2010). The model fit indices computed indicate good model fit, with a goodness-of-fit index (GFI) of 0.924, an incremental-fit index (IFI) of 0.961, a Tucker-Lewis index (TLI) of 0.951, a standardised root mean square residual (SRMR) of 0.0449 and a root mean square error of approximation (RMSEA) of 0.072 (Malhotra, 2010). In brief, the specified measurement model demonstrates acceptable levels of internal-consistency and composite reliability, convergent validity, discriminant validity and nomological validity, and exhibits good model fit.

A structural model was specified, based on the measurement model, that theorised that perceived ease of use and perceived usefulness have a direct positive influence on Generation Y students' attitude towards streaming services in South Africa. The un-standardised and standardised regression coefficients, standard error

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estimates and p-values estimated by AMOS for the structural model are presented in Table 4.

Table 4: **Structural model estimates**

Paths	Un-standardised β	β	SE	p
PU → Attitude towards streaming services	0.444	0.371	0.070	0.00
PEOU → Attitude towards streaming services	0.551	0.433	0.079	0.00
β: beta coefficient; SE: standardised error; *p*: two-tailed statistical significance				

The structural model estimates outlined in Table 4 indicates that all regression paths tested were positive and statistically significant ($p \leq 0.01$). PU ($\beta = 0.37$, $p < 0.01$) and PEOU ($\beta = 0.43$, $p < 0.01$) tendencies are significant positive predictors of Generation Y students' attitude towards on-demand streaming services in South Africa and, with a squared multiple correlation coefficient (SMC) of 0.539 explain 54 percent of their variance in their attitude towards such services. Moreover, the fit indices remained unchanged, once again indicating good model fit.

Therefore, in the South African context, the perceived usefulness and ease of use of on-demand streaming services are positive predictors of Generation Y students' attitude towards on-demand streaming services. These findings echo those from studies of other innovative technologies (Davis *et al*., 1989; Lee *et al*., 2003; Koh *et al*., 2010; Brezavšček *et al*., 2014; Durodolu, 2016), as well as studies conducted in other countries that focused specifically on on-demand streaming services (Ho & Yang, 2015; Pal & Triyason, 2017).

Conclusion

On-demand streaming services are growing in popularity and disrupting the traditional entertainment industry. These services are recognised as being particularly attractive to members of the technologically-astute Generation Y. According to the findings of this study, in the South African market, Generation Y students' attitude towards on-demand streaming services is a three factor model that was empirically proven to have internal-consistency and composite reliability, nomological, convergent and discriminant validity, and good model fit. The results of the path analysis clearly demonstrate that both perceived ease of use and perceived usefulness are significantly positive predictors of Generation Y students' attitudes towards streaming services. Even though this study was carried out in the South African market, the results are likely to be relevant to markets across the globe.

In light of this, marketing managers of on-demand streaming services need to ensure that they make their content available across devices, provide a wide range

and depth of content, as well as up-to-date and exclusive content. Furthermore, their services need to provide functionalities such as the ability to create multiple music playlists or favourite videos/television series/film lists, suggestions based on played content and the ability to download content to make it available for offline usage. In terms of the perceived ease of use, they are advised to ensure that their service is easy to set up, that their content may be searched within and accessed with the minimum of effort. In addition, the subscription payment system should be effortless to use**.**

There are of course limitations to the study that streaming service marketing managers need to be cognoscente of, including the use of convenience sampling and the single cross-sectional approach. The latter may be particularly relevant given the fast pace of change in the digital environment. As such, ongoing research into the factors that influence Generation Y and the upcoming generation, Generation Z, is advisable.

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WPŁYW POSTRZEGANEJ PRZYDATNOŚCI I ŁATWOŚCI UŻYTKOWANIA NA POKOLENIU Y I ICH STOSUNEK STUDENTÓW DO USŁUG STREAMINGOWYCH W AFRYCE POŁUDNIOWEJ

Streszczenie: Streaming jest jednym z najszybciej rozwijających się rynków medialnych w Południowej Afryce, co zakłóca tradycyjny model nadawania. Członkowie pokolenia Y szczególnie chętnie przyjmą usługi przesyłania strumieniowego za pośrednictwem tradycyjnych mediów, biorąc pod uwagę, że są bardziej sprytni cyfrowo niż członkowie poprzednich pokoleń. Biorąc to pod uwagę, absorpcja i ciągły sukces usług przesyłania strumieniowego wśród generacji Y zależy od ich stosunku do takich usług. Celem tego badania było zastosowanie modelu akceptacji technologii (TAM), aby określić stosunek studentów pokolenia Y do usług przesyłania strumieniowego na żądanie w Południowej Afryce. Samo administrowane kwestionariusze zostały rozprowadzone wśród dogodnej próby 425 studentów zarejestrowanych w dwóch południowoafrykańskich publicznych szkołach wyższych. Analiza danych obejmowała potwierdzającą analizę czynnikową, analizę ścieżki oraz miary wiarygodności i poprawności konstrukcji. Wyniki potwierdzają, że zarówno postrzegana użyteczność, jak i postrzegana łatwość użytkowania mają statystycznie istotny pozytywny wpływ na stosunek studentów pokolenia Y do usług transmisji strumieniowej. Implikacje zarządcze tych ustaleń sugerują, że marketerzy usług przesyłania strumieniowego ukierunkowanych na generację Y muszą zapewnić, aby ich usługi oferowały jak najwięcej funkcji oraz że funkcje te są przyjazne dla użytkownika.

Słowa kluczowe: usługi przesyłania strumieniowego, zarządzanie marketingowe, Generacja Y, postawy, Republika Południowej Afryki.

感知的易用性和易用性對南非Y一代學生對流式服務的態度的影響

摘要：流媒體是南非增長最快的媒體市場之一，它破壞了傳統的廣播模式。Y世代的成員比前幾世代的成員在數字化方面更為敏銳，因此他們特別有可能在傳統媒體上採用流媒體服務。話雖如此，流媒體服務在Y代中的普及和持續成功取決於他們對此類服務的態度。這項研究的目的是應用技術接受模型(TAM)來確定Y代學生對南非點播流服務的態度。在兩個南非公立高等教育機構註冊的425名學生的便利樣本中，分發了自我管理的調查表。數據分析包括驗證性因素分析，路徑分析以及信度和結構效度的度量。結果證實，感知的有用性和感知的易用性在統計上對Y代學生對流媒體服務的態度產生了積極的積極影響。這些發現的管理含義表明，針對Y一代的流服務的營銷人員需要確保他們的服務提供盡可能多的功能，並且這些功能對用戶友好

關鍵詞：流媒體服務，營銷管理，Y世代，態度，南非。