MEGI

Mestrado em Estatística e Gestão de Informação
Master Program in Statistics and Information Management

Influencing factors for the motivation of consuming digital media and traditional media in pandemic times

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Dissertation presented as a partial requirement for obtaining the Master's degree in Statistics and Information Management

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INFLUENCING FACTORS FOR THE MOTIVATION OF CONSUMING DIGITAL MEDIA AND TRADITIONAL MEDIA IN PANDEMIC TIMES

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Dissertation presented as a partial requirement for obtaining the title of Master in Statistics and Information Management, with specialization in Marketing Research and CRM

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November, 2021

DEDICATION

I dedicate this dissertation to my parents, Vitor and Ana, for always supporting me unconditionally and for always looking out for my happiness.

I also dedicate this dissertation to my brothers, Simão, Tomé and Lucas, who always want the best for me.

To my grandmother Fernanda, who always wanted me to fulfil my dreams. And finally, but not least, to my boyfriend Tomás and to my family and friends, who always motivated me.

ACKNOWLEDGMENT

First, I thank to my parents, siblings, boyfriend, family, and friends for their guidance and for believing in me and always supporting me.

To my colleague and friend Bruno Marques Santana for his unconditional support, advice, and constant motivation. Without him none of this would have been possible.

To my advisor, Professor Jorge Carrola Rodrigues, for the guidance and for helping me with this work.

RESUMO

Este estudo tem como objetivo perceber quais são os fatores que influenciam a motivação para o consumo dos meios digitais (plataformas *streaming* de música, vídeo jogos e séries/filmes), e dos meios tradicionais (rádio, livros e TV). Os resultados desta pesquisa são apoiados pelas respostas dadas a um questionário *online*, por respondentes com idade superior a 16 anos.

A amostra é constituída por 300 indivíduos, que estão, maioritariamente, em regime de trabalho remoto (46%), 37% estão em regime presencial e 17% em regime híbrido. Apenas 4% dos respondentes são estudantes. A faixa etária mais representativa engloba indivíduos entre 23 e 36 anos (58%). O género mais representado foi o masculino (51%). Os dados utilizados foram recolhidos através de um questionário direcionados a indivíduos espalhados por todo o mundo.

Neste estudo, verificou-se que todas as hipóteses foram confirmadas. Verificou-se que a variável latente que melhor explica a "Motivação para consumir os Meios Digitais" e a "Motivação para consumir os Meios Tradicionais" é a "Valorização das características dos Meios" que o individuo atribui ao respetivo meio. Observa-se também que a variável "Influência Social" explica essas duas variáveis dependentes. Além disso, verificou-se que a variável "Influência Social" também explica significativamente a variável "Valorização das características dos Meios".

O conjunto dos resultados possibilita o desenvolvimento de mais análises relevantes com outras variáveis, que auxiliarão a perceber que fatores podem ou não estar associados à motivação para o consumo destes meios digitais e tradicionais, e de realizar uma análise mais detalhada sobre os temas abordados.

PALAVRAS-CHAVE

Comportamento do consumidor; Confinamento; Meios digitais; Meios tradicionais; Fatores de influência; Pandemia.

ABSTRACT

This study aims to understand the factors that influence the motivation to consume digital media (music streaming platforms, video games and series/films), and traditional media (radio, books, and TV). The results of this survey are supported by the responses given to an online survey for respondents over the age of 16 years.

The sample consists of 300 individuals, most of whom are working remotely (46%), 37% are presential and 17% are in a hybrid system. Only 4% of respondents are students. The most representative age group includes individuals between 23 and 36 years old (58%). The most represented gender was male (51%). The data used were collected through a survey directed to individuals spread all over the world.

In this study, it was found that all hypotheses were confirmed. It was found that the latent variable that best explains the "Motivation to consume Digital Media" and the "Motivation to consume Traditional Media" is the "Value of Media Characteristics", that the individual attributes to the respective media. It is also observed that the variable "social influence" explains these two dependent variables. Furthermore, it was found that the variable "Social Influence" also significantly explains the variable "Value Media Characteristics".

The set of results enables the development of more relevant analyses with other variables, which will help to understand which factors may or may not be associated with the motivation to consume these digital and traditional media, and to carry out a more detailed analysis of the topics covered.

KEYWORDS

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LIST OF ABBREVIATIONS AND ACRONYMS

AVE - Average Variance Extracted

Broadcast TV - Broadcast Television

DCM - Digital Content Marketing

DV - Dependent Variable

IV - Independent Variable

PC - Portable Computer

PLS - Partial Least Squares

PLS-SEM - Partial Least Squares - Structural Equation Modeling

TV - Television

1. INTRODUCTION

This chapter describes the context in which the study was carried out, as well as the relevance of the study, the main objectives, the contributions of the study and the research question. Lastly, the dissertation structure is presented.

1.1. BACKGROUND AND PROBLEM IDENTIFICATION

Diseases and illness have plagued humanity since the early days of its early childhood. The more civilized humans became, the more likely pandemics would occur. It happens due the existence of larger cities, to the major contact with different people and animals, and more exotic trade routes (LePan, 2020).

During the last centuries, due the creation of new opportunities by the commerce, it was observed an increase of the interactions between human and animals and consequently, the appearance of pandemics had increased dramatically. For the first time in those early years, some dangerous diseases appeared malaria, tuberculosis, leprosy, influenza, smallpox and others (LePan, 2020).

In early 2020, a virus attacked the entire world, called Covid-19. This virus is not going away anytime soon. It is affecting the health of million people and there has been a huge recession in the economy because of it. As well as a decrease on peoples' freedom and an increased on social isolation, that could lead to depressions or even worse as suicide (Meade, 2020).

That said, people are spending more time at home during the pandemic and doing activities that normally they do not have time to do, as spending more time exploring digital content, like video demand and social media or even traditional content as reading a book or read a newspaper, once it is a duty to remain in confinement whenever possible (Accenture, 2020). For the other hand, the social interactions significantly decreased with this pandemic, as it minimizes the risk of contagion, thus increasing everyone's safety (Chauhan & Shah, 2020). For this reason, the possible and recommended social interactions in this atypical period are via online zoom, teams, phone calls, social media, and other platforms.

Therefore, the consumption of digital content increases, causing a large presence in people's lives. It is the only means that allows all to continue to do certain activities that were only possible in person, such as attending classes/teaching classes, teleworking, watching a movie, contacting family and friends, and among others (Goldsmith & Lee, 2021).

1.2. RESEARCH OBJECTIVES

This research objective is to explain which factors influence the motivation to consume digital media and to consume traditional media during a pandemic context, through an exploratory model. Thus, this study aims to identify the factors that have an impact on the motivation to consume these media, and to test the hypotheses formulated about the relationships of the variables.

The research will focus on three digital media (music, video games, and movies/ series platform streaming) and three traditional media (Radio, books, and Television). According to Katie Jones (Jones, 2020) study, these media were the most consumed media during the first months of the pandemic. Another variable that Katie Jones study mentions in the choice of digital media, is the variable age. As between different generations, regardless of the pandemic, each generation has its own personal preferences. This study will be explained better later, in chapter two (Jones, 2020).

It seems that, for example, the older generation tends to choose the option of watching television programs, through cable television traditional media, than through online streaming platform, digital media (Jeff Desjardin, 2017). By studying this feature, it will be possible to identify whether there is a pattern of consumption related to age, managing to show audio-visual companies which target audience to reach.

1.3. RESEARCH CONTRIBUTION

The present study was born from the need to discover the factors that lead individuals to be motivated to consume digital media and traditional media in a period of pandemic. That is, to analyse the factors that have an influence on the consumption of these media, and to find an explanation and reach a conclusion during this atypical period.

The outcome of this investigation is going to help companies how to invest their marketing campaigns to understand the patterns, if there is one, during and after the pandemic. And the main trigger factors that influence the choice regarding choosing digital media and traditional media during a pandemic, more specific the motivation to consume three streaming platforms: music, video games and movies/ series for the digital media, and three traditional media: radio, books, and TV. In addition, this research is going to help to explain in more detail the main factors, going deeper on the consumer thoughts and needs. It will help understand how

consumers feel about these digital media and traditional media and whether that feeling is in line with their core values.

Knowing the factors that influence most the consumer's behaviour regarding the consuming of these digital media and traditional media, will allow the marketers utilize these factors to create ads to attract consumers and conquer their loyalty (Dybka & Surmacz, 2016) . This loyalty can be conquered by grabbing the emotional part of the factors, understanding their strength and weakness and create the perfection combination of the service.

The research of these issues related to recent consumer behaviour can be critical for marketing companies. They are in an increasingly competitive market, in which the struggle for customers is increasingly intense, must have the capacity and speed of response to adapt to new contexts, even if they are extraordinary (Mora et al., 2021).

In this context, several questions arise about the future evolution of digital media and traditional media consumption during the pandemic: What makes people choose to consume digital media, and traditional media? What are the factors that are influencing that choice? Did the pandemic and its period of confinement have changed the consumer behaviour and created new habits?

This dissertation aims to answer the following research question: Which factors have more influence on motivation to consume digital media (music streaming platform, video games platform and movies/ series streaming platform) and traditional media (radio, books, and TV), during a pandemic?

1.4. THESIS STRUCTURE

In addition to this chapter, this paper is composed of more eight chapters. The second chapter refers to the literature review, where factors that can influence the motivation of the consuming of digital media and traditional media during the pandemic are mentioned. The third chapter refers to the conceptual models created, where the conceptual models schemes are presented, as well as the description of each hypothesis created in the respective model and the justification for having carried out separate analyses.

The structure of the model is also justified. The fourth chapter refers to the research: type of research and the methodology used, measurement model and analysis variables, data collection and sample characteristics. The fifth chapter presents the results. Then, in the sixth chapter, the results are discussed. The seventh chapter presents the conclusions of the study. Finally, the

eight chapter demonstrates the limitations of the study and addresses questions about possible future research related to the topic.

2. LITERATURE REVIEW

In the literature, several studies are mentioned that relate aspects regarding social influence, value of media characteristics, emotional factors developed during the pandemic, motivation to consume digital media (music, video games and movies/ series streaming platforms) and motivation to consume traditional media (radio, books, and TV).

2.1. CONSUMPTION OF DIGITAL AND TRADITIONAL MEDIA

Nowadays the consumer behaviour is changing more often, every generation has a different pattern, and even within generations, the consumer behaviour tends to present a huge variety, especially during a pandemic. The pandemic consequences are going to change every normality that we know. Everything is different now, and people and companies must adapt to the new normal (Goldsmith & Lee, 2021) . Customer needs are very difficult and complex, and it takes a long analysis to be able to identify them.

When an individual has time during the day that does not consist in fulfilling obligations, it is possible to affirm that individual has free time (Maditinos et al., 2014). Before the pandemic, most people spent their free time with social gatherings, traveling, shopping, physical activities, cinema, theatre, among others. In the days that pass, it is no longer possible to return to these normal activities, at least until the pandemic subsides. With this, individuals are faced with a problem which is they want to keep themselves busy.

Katie Jones analysed what was the media consuming during the first moths of Covid-19, January to April of 2020 (Jones, 2020). The summary of the finding of this research is presented on Table 1.

	Digital Media	**%**	**Traditional Media**	**%**
Generation Z	**1)** Online Videos **2)** Online TV/ Streaming **3)** Video Games	51 38 31	**1)** Broadcast TV **2)** Books/ Literature **3)** Radio	24 18 17
Millennials	**1)** Online Videos **2)** Online TV/ Streaming **3)** Online Press	44 41 36	**1)** Broadcast TV **2)** Radio **3)** Books/ Literature	35 26 20
Generation X	**1)** Online TV/ Streaming **2)** Online Videos **3)** Music-Streaming	38 35 27	**1)** Broadcast TV **2)** Radio **3)** Books/ Literature	45 38 21
Generation Boomer	**1)** Online TV/Streaming **2)** Online Press **3)** Music-Streaming	21 15 12	**1)** Broadcast TV **2)** Radio **3)** Books/ Literature	42 15 13

Table 1 - Most media consumed between different generations

That said, this research will focus on analysing the factors that influence the motivation of these three streaming platforms and these three traditional media during the pandemic. The set of these three platforms during the general analysis will be called digital media. The set of the radio, books, and TV will be called traditional media.

2.1.1. Music, video games and movies/series streaming platforms

Streaming platforms are a form of digital media that has stood out. They are a form of digital distribution used to distribute multimedia content over the Internet. They are technology for transmitting audio and video data over the Internet, without the need for users to download this content, being accessed instantly. The file can range from music, videos, movies, and this material does not fill the memory space of the computer or cell phone (Carroni & Paolini, 2020). These platforms attract many individuals due to their creative and innovative content. Examples of these streaming platforms are Spotify, Twitch, and Netflix (Li et al., 2021).

The three types of streaming platform (digital media) that are going to be studied are: music streaming platforms, video games streaming platforms and movies/series streaming platforms.

Regarding music streaming platform there are more and more individuals joining music streaming services (Aguiar, 2017). These platforms allow you to listen to music more easily on multiple devices. There are two types of service (Carroni & Paolini, 2020): free which is in online mode, with ads interrupting listening, and more limited access to music, such as limited repeat listening, no ability to skip tracks within playlists and imposition of random mode; Premium the individual needs to pay a certain amount per month to gain access to the platform's

full functionality whenever and wherever individual wants, both online and offline, without any apparent restrictions (Wlömert & Papies, 2016). Not everyone is willing to pay for this type of content, or even cannot for financial reasons for example, which is of course acceptable, but consequently has less benefits and less access to specific content (Kwak et al., 2021).

That said, there is a greater motivation on the part of individuals to use these platforms instead of downloading or purchasing music through other consumer channels. It is expected premium music streaming to replace digital sales and piracy (Aguiar, 2017). This type of streaming platform has the main advantage of combating piracy and of greater discovery of artists and music. However, there remains a fear on the part of artists that these platforms could decrease revenues in relation to music rights, citing relatively low levels of streaming royalties (Armstrong et al., 1996).

Regarding the streaming video games platforms, they allow content to be played instantly and safeguards that the games are protected and that there is no copyright infringement. Monetized or not, streaming games is now much more affordable, and anyone can try them. There are many platforms and tools these days that ease the way (Hasan et al., 2018). Nowadays, game developers are not only thinking about creating a user experience for those who play but also about creating games that are attractive to those who watch, as a form of entertainment (Shen, 2021).

Lives games transforms the video game market, making it a profitable business with a lot of potential (Lehdonvirta, 2009). They allow the user to watch other people playing in real time, bringing these players together, even from far away and in different environments or countries. That said, players feel part of what is happening in real time, bringing the experience of closeness, sharing, exchange and interaction (Lim et al., 2020). This explains the great success of game streaming platforms and the increased demand for this type of service.

About movies/series streaming platforms, they allow the user to watch series, movies, documentaries, and other content. It has a wide catalogue of films, series, animations, and documentaries from various studios. It is possible to access online or offline. Watching a series or and movie can be less tiring for the eyes, and one doesn't need to extract much from the imagination, just sit back and watch what the producer plays. Within this occupation of book time, a community is created, because then viewers become fans of the actors and live the series as if it were reality, and the fact that they know they can get to know the actors creates a unique

emotion. These streaming platforms have become increasingly popular in recent years, leaving regular TV channels or cable TV subscriptions behind (Li et al., 2021). Many of them have the option of doing a free trial before the monthly subscription, which allows you to get to know the platform and the content it has better. Disadvantages of these streaming platforms are that they can encourage sedentary lifestyle, procrastination and, consequently, addiction (Sardanelli et al., 2019).

With the onset of the pandemic, the consumption of these platforms increased. The audiences of Broadcast TV are being replaced by subscriptions to online TV streaming platforms, such as Netflix, HBO, Amazon, Disney, among others (Martínez-Sánchez et al., 2021). On the other hand, regarding streaming platforms, namely Netflix, there was a 23% increase in subscribers on Netflix services in relation to 2019. The Covid-19 pandemic led 15.8 million people to subscribe them. There is an estimate that the number of subscribers will drop as soon as people is no longer at home, however globally in the second quarter of the year, analysts expect to win more subscribers (Durães, 2020).

2.1.2. Radio, books, and television

Nowadays, traditional media has been complemented by new digital technologies, providing users with more instantaneous entertainment and social interaction, and greater access to information and knowledge. Traditional media, also known as broadcast media, is more centralized for individuals who want to read printed content, or just watch television, for example, without having to access the Internet, more passively interactions (Chassiakos et al., 2016). The types of traditional media that are going to be studied are: radio, book, and TV.

Major of the people has a TV at home, it has many channels where is possible to watch news, see a movie, a show, a TV series, among other programs to entertain (Yoon et al., 2021). Starting around 1950, satellite TV prompted the acquaintance of new techniques with disperse TV and in doing so reshaped the scene of TV programming and TV utilization (Parsons, 2003). It is a more modern and arising structure, it is a worldwide organization of programming sources, satellite transfers, earthbound microwave, and wide band fibre optic. The specialized infra design of cable TV is currently being utilized to convey coordinated voice, information, and video, giving a capacious broadband framework for the worldwide data interstate (Parsons, 2003).

Another traditional media is the radio. The radio is a tool that allows the individual to hear a lot of type of content, for example: music, football games, news, sometimes commercials etc. It evaluates through the years with the advanced on technology, adjusting to people needs. It is possible to transport the radio, or having it in the car, or even access it with a cell phone. It is increasingly dynamic and adjusted to the new type of society, being a company for many of us and an entertainment (Aguiar, 2017).

The third traditional media more common in this atypical period that Katie Jones observed in her study is books and literature (Jones, 2020). Despite the assumptions that exist nowadays regarding this subject, there are a lot of individuals that still reading and that enjoy reading. The special thing about reading a book is that is possible to develop our own imagination, that is, to imagine how the characters are physically, how their expressions are: it is possible to define in our head how the scenery is, if the buildings are in a certain way, of a certain colour or material. The books also have space for more details and a greater extension of the story (Stam, 2000). While in the series, it is the producers who define who the characters are, the actors, the setting, where it will be recorded, and if the episodes are of shorter duration, having less time for the extension of the story, but, on the other hand, saving time.

2.2. VALUE OF MEDIA CHARACTERISTICS

Each person is different, with different ways of thinking and acting. Regarding these digital media and traditional media, not everyone enjoys consuming them. Of course, this depends on several factors such as age, location, and many more, which will be further evaluated in this study, and considered as categorical variables.

However, there are also individuals who enjoy consuming these streaming platforms. People who are satisfied with using these media, who define these media with content appealing and interesting (Sobolewski, 2021). Just like with traditional media.

Understanding the value that the individual give to the media is extremely important. Thus, it is possible to identify which features are more attractive to an individual, in order to improve them, and highlight them. In this way, consumption will increase. A study in the University of Central Florida showed that activities involving functional values as convenience and accessibility encourage the motivation to pay the premium price to customers (Zhang et al., 2018). Another study carried out in Canada confirmed the positive influence of technology

convenience and perceived pleasure on perceived ease of use, and the positive influence of media affluence (Kathuria et al., 2020).

In this dissertation, this factor will be used with the purpose of analysing the value that consumers place on the characteristics of specific media. Whether individuals who positively value these characteristics of these digital media and traditional media are more motivated to consume them. This analysis is considered interesting, as an individual can positively value the environment, but not consume it (Shen, 2021).

2.3. CONSUMER BEHAVIOUR AND SOCIAL INFLUENCE

The goal of marketing is to satisfy customer needs. The marketers must have a full understanding of their customers' needs and if they are to satisfy them better than the competition (Lawson, 2010).

Consumer is defined as one who purchases goods and services available on the market (Juneja, 2019). Traditional ways of understanding consumer behaviour are segmenting markets, defining marketing policies and strategies whose have undergone significant changes throughout the 21st century. The consumer behaviour is the mental, emotional, and physical activities that people engage in when selecting, purchasing, using, and disposing of products and services so as to satisfy needs and desires (Naumov, 2020).

Consumer behaviour is an important part of our daily life, it has an importance in shaping our lives, whether the individual has a lot of money to spend on it or very little. This importance is often unaware by human beings. The psychological and social processes involved in purchasing and consuming goods and services help understand the individual consumer, as the environment that the consumer operates in. As well the person's entire consumer experience their entire life experience (Priest et al., 2013).

Decision-making power is an interesting power that the Human Being believes he possesses, for example choosing some product on X brand instead of the Y brand. Does the Human Being have that power? If he does, it is not 100%. There are thousands of factors that influence the decision, being underlying the context. From the point of view of science, decision is a human attribute because it comes from the use of rationality. But can the rationality of the decision-maker be considered an individual faculty? It is up to these considerations to question whether, in fact, one can believe in this "freedom" of the decision-maker. The human being does not

decide with this "freedom", but driven by external pressures, surrounded by social relations, by a network that involves power, culture, and his own process of socialization (Rizzo, 2018).

When an individual changes his thoughts, feelings, attitudes, or behaviours due to interactions with other individuals, demonstrates the strength of social influence on the human spectrum (Kasi, 2010). Social influence is defined as the extent to which consumers perceive that other important people (e.g. family and friends) influence their choices (Barata & Coelho, 2021).

Two types of theory about social influence that are significantly used are being presented. The first theory was proposed by Deutsch and Gerard (1955), social influence is explained amid members of groups, dividing between informational and normative branches. Informational social influence is defined as an influence to accept information obtained from another as evidence about reality. It is also defined that normative social influence refers to "an influence to conform to the positive expectations of others". These two branches of social influence are theoretically different. Through this study, "A Study of Normative and Informational Social Influences Upon Individual Judgement" (Deutsch & Gerard, 1955), it is possible to conclude that normative social influence will be greater on individuals that are part of the group rather than individuals who do not constitute a group. The more uncertain the individual is about the validity of his judgment, the more likely the individual is to be vulnerable to both normative and informational social influences in forming his own judgment.

The second theory, by Kelaman (1958), proposed three processes which modify the attitude of the individual: compliance, identification, and internalization. Compliance occurs when an individual conquer specific approval from another person or group and accepts influence; Identification means that an individual accepts influence to establish or preserve a consistent relationship with another person or group; Internalization occurs when an individual accepts influence since content of induced behaviour is rewarding (Morselli & Passini, 2015).

In this procedure, the individual holds assumptions with respect to their own conduct. Both informational social influence and internalization is connected to getting certain information that can be important to get some answers concerning the environment itself and to deal with specific issues going toward the individual (Hu et al., 2019).

The need to be included in a group, in a community and to be accepted in society is increasingly frequent, especially in terms of the pandemic, where there was great social distance due to confinement and fear of catching the virus. Consequently, relationships between individuals became more challenging, with the aim of making these relationships grow, despite the physical distance (Moreno et al., 2021).

One of the strategies that individuals use to cultivate their social relationships is to find commonalities so that an interesting conversation can be developed to create a certain identification and bond with the other person. Sometimes, what also happens is the individual pretends to like something to please the other, and thus the relationship does not deteriorate in their mind. There is always the fear of losing the other person, and of feeling alone, which can lead to very serious mental consequences (Allan et al., 2021).

The Social influence factor has already been studied on other occasions, such as to see if the factor had an influence on willingness to pay a premium price across all consumption stages on Airbnb's. It was concluded that this factor had great predominance in this variable (Zhang et al.,2018).

Saying that, this factor will be used in this dissertation for the purpose of identifying whether individuals during the pandemic consumed digital media, and traditional media, under the influence of others who are close to them and/or because they are trendy, or simply because it was their own choice, for their own reasons.

2.4. PANDEMIC

With the appearance of the pandemic, there were several emotions that developed in humans. It was the population getting sick and dying and the number of depressed people, that surprised everyone because no one was expecting it, a very frightening situation. For reasons as confinement and social distancing, the intentions to commit suicide has increased significantly. The impact that Covid-19 had on mental health, causing high levels of stress, depression, loneliness, and other negative emotions, was recently investigated in June 2020 at a Midwestern university where the sample included faculty, staff, and students. This study aimed to understand whether these negative emotions lead to suicidal thoughts. The conclusions of this study were that, unfortunately, these emotions caused by Covid-19 led individuals to suicidal ideation (Allan et al., 2021). In addition, there is also a greater fear for economics, as there are

many people losing their jobs or being left with lower incomes due to the limitations of the pandemic (Eger et al., 2021).

Anxiety also appeared in force during this pandemic, which affected many individuals, as well as the feeling of loneliness and worthlessness (Jacobs & Burch, 2021). People are almost always at home, almost without the physical social part due to the number of restrictions that exist, which can lead to a breakdown (Chauhan & Shah, 2020).

It is very important to know how to ask for psychological help when we are feeling bad, so that worse scenarios do not happen, such as suicide. The human being deserves to be happy. Fortunately, nowadays, there are several therapeutic strategies that are used to help the individual in this type of situation, with a view to having a good future and getting back to the normal life, as much as possible. A study, in the United States, in the context of restoration showed that there is a positive association between job security and emotional exhaustion, with fear of Covid-19 (Chen & Eyoun, 2021). A strategy that is also used, by individuals in less serious cases, is the power of distraction, of entertaining, such as reading a book, walking, doing exercise, listening to music, playing video games, watching a movie, series etc. These distractions can increase the individual's level of satisfaction, heightening their state of mind, and thus the individual may feel less alone than before.

That said, this factor will be used in this dissertation with the intention of understanding whether these emotions, triggered by the appearance of the pandemic, have an influence on the motivation of the consumption of digital media and traditional media under study (streaming music, video games and movies/ series platforms; Radio, books, and TV). In other words, to investigate whether individuals who feel lower are more motivated to use these digital media, or if the opposite happens.

3. CONCEPTUAL MODEL AND HYPOTHESIS

The objective of this chapter is to present the conceptual model and its associated hypothesis. As a result of the literature review, it is possible to state the factors (constructs), that should be considered to analyse the motivation of the consumption of digital media and traditional media. These factors are emotional factors developed during Covid-19 pandemic, social influence, and value of media characteristics.

3.1. CONCEPTUAL MODEL

In order to explain in more detail, the factors that influence each dependent variable (DV), the analysis was divided into two separated models. This option brought more precision and ensured the relationship between the independent variables (IV) and each DV. Thus, it is possible to draw more objective and complete conclusions from the relationships between the variables.

With these conceptual models, it is intended to discover which factors influence the motivation to consume digital media (Figure 1) and the motivation to consume traditional media (Figure 2), more specifically, music streaming platforms, movies/ series; video games; radio, books, and TV, respectively.

The factors that will be studied and analysed are Social Influence, Emotional Factors during Covid-19, and Value of media Characteristics, represented as independent variables (IV).

The control variables of this model are gender, age, civil status, region, education level, professional situation, employment regime, the frequency of consuming digital media and the frequency of consuming traditional media.
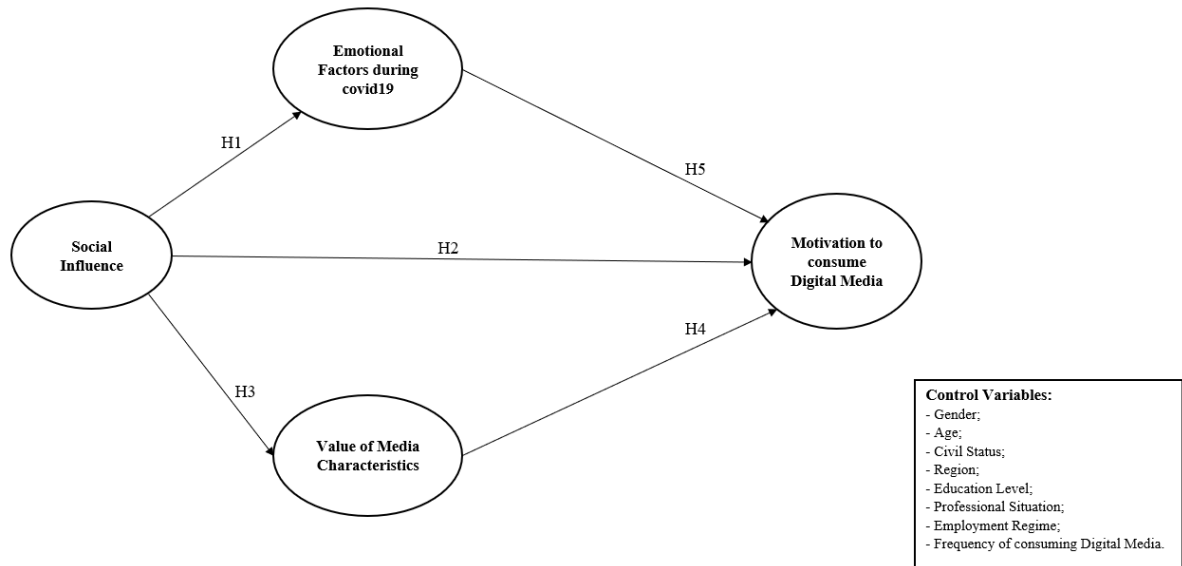
Figure 1- Conceptual model of the Motivation to consume Digital Media
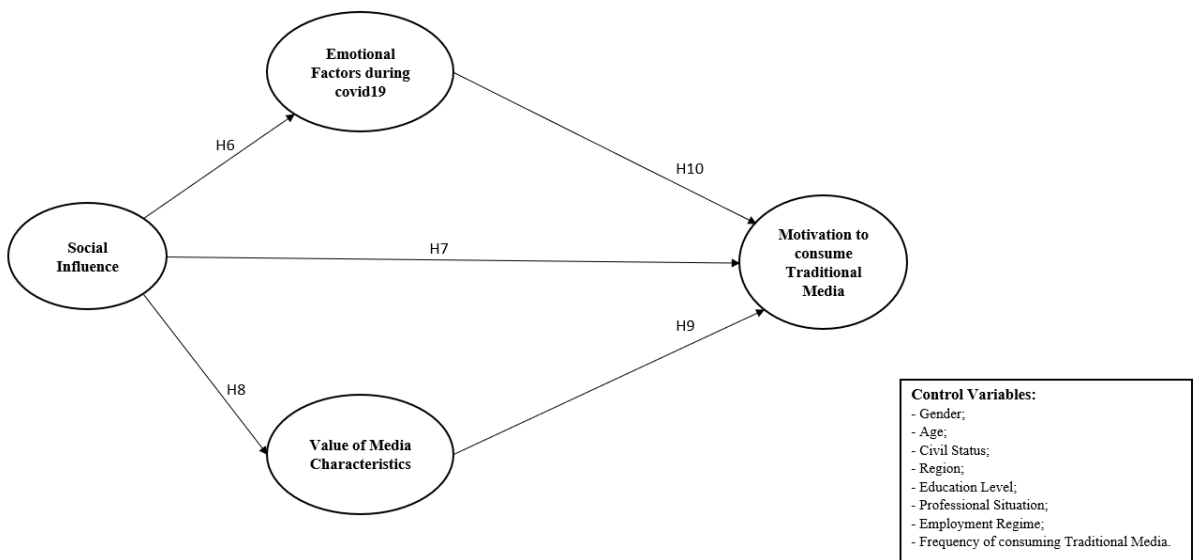
Figure 2- Conceptual model of the Motivation to consume Traditional Media

3.2. HYPOTHESIS

There are five hypotheses on each conceptual model, which it is intended to explore if there is a relationship between independent variables (IV) and dependent variable (DV). This model also intends to analyse the relationship between IV, such as the "Social Influence" in " Value of Media Characteristics " and the "Social Influence" in "Emotional Factors during Covid-19".

3.2.1 Social Influence

Social influence can lead to paying a premium price or intending to use a certain type of platform as previously observed (Chapter 2.3). As mentioned earlier, due to the pandemic, the need to increasingly belong to a community and to be accepted by society is greater, so the choices made by the consumer can have external effects. So is intended to investigate the relationship of social influence and motivation to consume digital media and traditional media.

This factor raises questions about the possibility that people who influence the individual and who are important to the individual influence the motivation to use digital media and traditional media during the pandemic. Another issue that is also raised, is whether the pressure to be trendy and the use of digital and traditional media, influence the individual's motivation to consume these medias. Whether there is influence of others on our emotions during Covid-19, and whether there is also influence of others on the perception and appreciation that is given to the characteristics of these medias. That said, the following hypotheses were created:

H1/H6: Social Influence has an impact on Emotional Factors in the context of consuming Digital Media/ Traditional Media.

H2/H7: Social Influence has an impact on the Motivation to consume Digital Media/ Traditional Media.

H3/H8: Social Influence has an impact on Value of Media Characteristics of Digital Media/ Traditional Media.

3.2.2 Emotional Factors during Covid-19

Negative emotions can appear in consumers due to Covid-19, as noted earlier in Chapter 2.5. Understanding the development of these emotions is important, as is analysing the impact they have on individuals.

This factor was included in the model to understand if the emotions caused by the pandemic have an impact on the motivation to use digital and traditional media, specifically, music streaming, video games and movies/ series platforms and radio, books, and TV. Emotions such as anxiety, mental stress, loneliness, lack of confidence, economic situation and professional instability were analysed. Thus, the following hypothesis were created:

H5/H10: Emotional factors have an impact on motivation to Consume Digital Media/ Traditional Media.

3.2.3 Value of Media Characteristics

This research was developed to also understand if the accessibility, convenience, and appealing content characteristics are valued by the consumer, and if they consequently have an impact on the motivation of digital and traditional media in the subject, in pandemic times. Each person has their own perception of the value they give to the characteristics of each service/good, and the value can be very versatile for individuals. However, it is necessary to find a balance point, which allows evaluating, on average, which characteristics stand out the most to consumers.

In terms of the characteristics of the media, statements such as: Digital media are easily accessible; Digital media have appealing content; Digital media offer major convenience, Traditional media are easily accessible; Traditional media have appealing content; Traditional media offer major convenience; were analysed, to understand if these characteristics are properly valued and consequently influence the motivation for the consumption of digital and traditional media. Saying that, the following hypothesis were developed:

H4/H9: The Value of Media Characteristics has an impact on the Motivation to consume Digital Media/ Traditional Media.

4. RESEARCH

In this chapter it is described the methodology used by the research which addresses the following points: research question, type of research, methodology used, data collection, data processing and limitations of the method. It is also exposed the characteristics of the database, to understand how it is composed. Thus, it is clear which measures were used to measure the agreement with the questions presented in the survey. In addition, the characteristics of the sample are presented, that is, it seeks to understand the particularities of the respondents, to analyse whether there is any pattern.

To achieve the goal of this study it was followed a methodological path divided in three different phases: Research and Discovery Phase, Development phase and Results and Conclusion phase. Each phase is divided by specific tasks as identified in Figure 3 that will be able to reach the proposed specific goals.

Figure 3- Research Methodology

For the Research and Discovery Phase, after several research on themes and sub-themes about the motivation for the consumption of digital and traditional media, the research questions were defined. Existing factors that influence consumer behaviour will be explored through a literature review, which will help to understand the problem. ScienceDirect and Scopus were used to search for scientific articles related to these topics.

In the Development Phase, a model was built through a literature review that portrays the independent variables that are the factors to be studied (social influence, value of media characteristics and emotional factors during covid-19), in relation to the dependent variables (motivation to consume digital media and motivation to consume traditional media). The indicators of each construct were adapted from the literature. Both models have 4 constructs and 15 items.

Subsequently, based on the conceptual model, a survey was built to collect information about the motivation to consume the music streaming platform, the video game streaming platform and the movies/ series streaming platform, and the motivation to consume radio, books, and TV. This survey was distributed online.

Then, data processing was performed, as well as the development of analyses. First, Excel was used to organize and standardize the information collected. Then, the data was explored through the Smart-PLS software. The conceptual model was tested, and as said before, the results were very poor, with the variance of the dependent variables being at most 10%. So, the model was split into two conceptual models, to be able to extract better conclusions.

Lastly, the results were analysed to interpret and discuss them. Said that, the study is concluded, that is, it was defined which factors influence the motivation to consume these digital and traditional media, in pandemic times.

4.1. TYPE OF RESEARCH AND METHODOLOGY USED

The methodology used in this master's dissertation was natural science, as carried out a research with data collection, analysis, and interpretation, to understand reality, to claim about the nature of it (March & Smith, 1995). The researcher must only discover the frequency with which the phenomenon occurs or how it is structured within a certain system, method, process, or operational reality. This research model is used when the researcher's intention is to know the community, its characteristics, values, or problems related to the culture (Pedroso et al., 2017).

Observational analytical studies start from the observation of reality, suggesting hypotheses based on measures of association between different factors and their correlations. These formulated hypotheses have the purpose of verifying if there is a relationship between two or more variables, and of helping to answer the research questions defined in the study in question (Aragão, 2013).

The best-known technique to work in this direction is the survey method. According to Oliveira (2016) some advantages over this type of data collection technique are considered, such as: the possibility of reaching large numbers of people, ensuring the anonymity of responses, allow people to respond at a time that seems more appropriate and does not expose the questioned under the influence of the questioner (Oliveira et al., 2016).

Descriptive analysis is the initial phase of this process of studying the collected data. It is used to organize, summarize, and describe the important aspects of a set of observed characteristics

or compare such characteristics between two or more sets. Categorical variables are also analysed in detail, to have a better perception of the study sample. Graphs, tables, percentages, means, medians, among many other measures, can be used to carry out a detailed analysis of the variables. Although, when data is condensed, there is information that is lost, the information that can be removed from the data ends up compensating for this loss. It is important to mention that data description allows detecting dispersed data, such as outliers, which can harm the analysis (Silvestre, 2007).

4.2 MEASUREMENT MODEL AND ANALYSIS VARIABLES

The constructs and its associated items are presented in Tables 2 and 3. In order to facilitate their further identification, it was assigning a code to each item.

Construct	Items	Measures	Source
Motivation to consume Digital Media	M1	Attractiveness	(Zhang et al., 2018)
	M2	Satisfaction	
	M3	Relevance	
Emotional Factors: Covid-19 Pandemic	EF1	Professional Instability	(Allan et al., 2021)
	EF2	Anxiety	
	EF3	Mental Stress	(Chen & Eyoun, 2021)
	EF4	Lack of Confidence	
	EF5	Uselessness	(Eger et al., 2021)
	EF6	Loneliness	
	EF7	Fear for economics	
Social Influence	IS1	Trendiness	(Barata & Coelho, 2021)
	IS3	Influence of others	(Zhang et al., 2018)
Valuing the characteristics of the media	CM1	Accessibility	(Kathuria et al., 2020)
	CM2	Appealing Content	(Zhang et al., 2018)
	CM3	Convenience	

Table 2 - Literature Review, First Model

Construct	Items	Measures	Source
Motivation to consume Traditional Media	M3	Attractiveness	(Zhang et al., 2018)
	M4	Satisfaction	
	M5	Relevance	
Emotional Factors: Covid-19 Pandemic	EF1	Professional Instability	(Allan et al., 2021)
	EF2	Anxiety	
	EF3	Mental Stress	(Chen & Eyoun, 2021)
	EF4	Lack of Confidence	
	EF5	Uselessness	(Eger et al., 2021)
	EF6	Loneliness	
	EF7	Fear for economics	
Social Influence	ISI2	Trendiness	(Barata & Coelho, 2021)
	IS4	Influence of others	(Zhang et al., 2018)
Valuing the characteristics of the media	CM4	Accessibility	(Kathuria et al., 2020)
	CM5	Appealing Content	(Zhang et al., 2018)
	CM6	Convenience	

Table 3- Literature Review, Second Model

As the theme of this study is to know what factors influence the motivation to consume digital media and traditional media, the categorical variables were divided as follows: qualitative and quantitative variables. Qualitative variables are gender, civil status, region, educational level, professional situation, and employment regime. Quantitative variables are age, frequency of consuming digital media, frequency of consuming traditional media and the sub-themes that will be presented below. The variables description and aggregation are presented in Annex 1.

The first theme is the motivation to consume digital media and the motivation to consume traditional media, which analyses whether characteristics such as attractiveness, level of satisfaction and relevance are attributed to digital and traditional media, indirectly analysing the positive emotions in the use of these media, and consequently, the level of motivation.

Secondly, we have the value of media characteristics, which evaluates the value that each respondent places on accessibility, appealing content, and convenience, on these digital media and traditional media.

Then we have the social influence. This variable intends to seek the opinion of respondents about the following statements: "The use of digital media is in trendy" and "People who influence me use digital media"; "The use of traditional media is in trendy" and "People who influence me use traditional media".

Last, but not least, the emotional factors during Covid-19, which sought to find out if the interviewees agreed with the following statements: "The pandemic brought me professional instability"; "The pandemic made me more anxious"; "The pandemic increased my mental stress"; "The pandemic made me less confident"; "The pandemic made me feel useless"; "The pandemic has increased my loneliness"; "The pandemic has aggravated my financial situation".

For the analysis of the collected data, non-parametric tests are used, that is, it consists of the technique of partial least squares - structural equation modelling (PLS-SEM). This technique aims to maximize the R^2 values of the latent endogenous variables of the model. The R^2 criterion (Chin, 1998) is used to assess the predictive capacity of the structural model. Consequently, analysis tools will be used in Smart-PLS software, to understand which variables best explain the model.

4.3. DATA COLLECTION AND SAMPLE CARACTHERISTICS

As described before in the Development Phase, the method used in this data collection study was the survey. The data was collected through an online survey aimed at individuals aged over 16 years, which resulted in a wide range of responses. For the analysis of the collected data, non-parametric tests were used, that is, it consists of the technique of partial least squares - structural equation modeling (PLS-SEM).

The survey is a procedure to collect primary data from individuals. It is an investigative technique composed by a set of written questions (Silvestre, 2007). In general, surveys are used when the research project involves collecting information from a large sample of individuals.

The objective of a survey is to produce statistics, that is, quantitative or numerical descriptions about some aspects of a given population. The responses of individuals from the survey constitute the data to be analysed. In general, information is collected only about a part of the population, that is, a sample, and not about each member of the population.

The survey should be made out to persons providing knowledge to the researcher. To obtain relevant data, it is necessary to define the a priori objectives for the definition of the questions to be asked.

The construction of the survey has a great influence on the results that will be obtained by it, so it is important to take some precautions such as the form of the questions, their content, the choice of the questions and their formulation and the number of questions. In conclusion: the survey must be clear, coherent, and neutral (Oliveira et al., 2016).

The survey was pilot tested with a sample of 30 observations to optimise the process. The results confirm that the scales were reliable and valid. The survey was launched online. The survey was active for one month (July 1 to August 1, 2021) on an online platform. The number of voluntary participants was 300 in total, with all participants over 16 years old.

The dataset has 15 quantitative variables, except for 9 characterization variables (gender, age, civil status, region, education level, professional status, employment regime, frequency of consuming digital media and frequency of consuming traditional media) which are categorical. These variables can be grouped into 4 latent variables.

300 observations were collected, which do not show missing values. The variables used were measured on a Likert interval scale (Höhne et al., 2021) from 1 to 5, being "1 - I totally disagree" and "5 - I totally agree". The choice of variables for the analysis was based on the themes considered most relevant to be studied and on the possible relationships between them, according to the hypotheses created.

First, the database was exported to Excel to organize the information contained there, as well as the analysis of categorical variables. A descriptive analysis, as presented below, was made in order to characterize the sample.

Of the 300 individuals, 51% of the total sample belongs to the male gender and the remaining 49% to the female gender. It is observed that 10 respondents are between 16 and 22 years old, 174 respondents are between 23 and 36 years old, 88 are between 37 and 52 years old, 24 are between 53 and 64 years old, and 4 have age over 64 years old. The second and third age groups mentioned, correspond to the most predominant ages in the sample.

It was also observed that the most frequented level of education of respondents is bachelor with 54%, followed by a master's degree with 26%, 12° grade with 15%, and finally below 12º grade and doctorate with 3% and 2%, respectively. In Table 4 it is possible to visualize the distribution of the sample by gender, age group and education level.

Distribution		Total Frequency: 300 %	
Gender	Masculine	153	51%
	Feminine	147	49%
Age	[16-22]	10	3%
	[23-36]	174	58%
	[37-52]	88	29%
	[53-64]	24	8%
	[Above 64]	4	1%
Education Level	< 12º grade	8	3%
	= 12º grade	45	15%
	Bachelor	163	54%
	Master	77	26%
	Doctorate	7	2%

Table 4– Sample Characterization

It was noteworthy that most respondents work for others (60%) and that 29% are self-employed. It is also concluded that the most implemented work system among the respondents was remote with 46%, then presential with 37% and finally hybrid with 17%. In Table 5 it is possible to visualize the distribution of the sample by Professional Situation and Employment Regime.

Distribution		Total Frequency: 300 %	
Professional Situation	Student	12	4%
	Unemployed	17	6%
	Self-employed	88	29%
	Employee	179	60%
	Student worker	1	0%
	Retired	3	1%
Employment Regime	Remote	139	46%
	Presential	110	37%
	Hybrid	51	17%

Table 5– Professional Situation

Then, it is done the analysis of the region where the 300 respondents live. It can be seen from Table 6 that the three regions that most define the sample are North America with 75%, India with 14% and Europe with 5%. Thus, the study will be based on the analysis of the factors that motivate the consumption of digital and traditional media in these areas, in pandemic times.

Distribution		Total Frequency: 300 %	
Region	Africa	3	1%
	Europe	16	5%
	India	42	14%
	North America	226	75%
	South America	13	4%

Table 6 – Regions

The civil status was also analysed, and it was possible to observe that with more significant weigh, 62% of the respondent are married and 30% are single (Table 7).

Distribution		Total Frequency: 300 %	
Civil Status	Single	91	30%
	Married	187	62%
	Widower	1	0%
	Consensual Union	10	3%
	Separate	6	2%
	Divorced	5	2%

Table 7 – Civil Status

Another analysis that was carried out was the frequency of consuming digital media (music streaming platforms, video games and movies/ series) and traditional media (radio, books, and TV), and the favourite media of the respondents.

It was observed (Table 8) that the highest percentage of frequency of consumption of digital media was 36% of respondents, who use these streaming platforms between 1h30 and 2 hours on average, per day. The type of digital media that the respondents use the most is the movies/ series streaming platform with 51%, then music streaming with 37% and, finally, 12% responded to video games streaming platform.

Regarding traditional media, the highest percentage of frequency of consuming traditional media was 30 minutes to 1hour on average, per day, with 28%. The traditional media the respondents consumes the most, was TV by 72%, books by 15%, and radio by 13%. This large percentage on TV can be related to the pandemic, once people stay more at home and watch more news about the virus (Meios & Publicidade, 2020).

Distribution		Total Frequency: 300 %	
Frequency of Digital Media	Up to 30 minutes per day	9	3%
	30 minutes to 1 hour per day	68	23%
	1h-1h30 per day	84	28%
	1h30-2h per day	108	36%
	More than 2 hours per day	31	10%
Frequency of Traditional Media	Up to 30 minutes per day	50	17%
	30 minutes to 1 hour per day	84	28%
	1h-1h30 per day	54	18%
	1h30-2h per day	35	12%
	More than 2 hours per day	77	26%
Favourite Digital Media	Streaming Music	111	37%
	Streaming Video Games	36	12%
	Movies/Series Streaming	153	51%
Favourite Traditional Media	Radio	39	13%
	Book	46	15%
	Television	215	72%

Table 8–Digital Media and Traditional Media

Lastly, a descriptive analysis of the average time that respondents consume during the day was carried out, in digital and traditional media, grouped by age (Table 9 and Table 10). It was found that the age group that consumes fewer digital media is the group comprising ages between 53 and 64 years. However, it appears that 42% of individuals aged in this range indicated that they consume 1h30/2h per day, which means that consumption in this age group is versatile. It was concluded that the age group that most consumes digital media is between 37 and 52 years old, as it presents the highest percentage in the range of highest consumption, compared to the others. However, it is observed that the age group from 23 to 36 years old, also has a large consumption of digital media.

	1	2	3	4	5
[16-22]	/	2%	6%	/	/
[23-36]	10%	25%	20%	13%	50%
[37-52]	40%	30%	22%	29%	50%
[53-64]	50%	34%	38%	42%	/
>64	/	8%	15%	17%	/

Consuming of Digital Media

1- Up to 30 minutes per day

2- 30 minutes to 1 hour per day

3- 1h-1h30 per day

4- 1h30-2h per day

5- More than 2 hours per day

Table 9 - Digital media consumption grouped by age

The age group that consumes less traditional media per day is the over-64 age group, with 40% recorded in the range of "just 30 minutes per day". It was also verified that 25% of respondents in all group ages, except 16 to 22 years old, are consuming traditional media more than 2 hours a day. Finally, it was found that 38% of respondents aged between 23 and 36 years old, consume traditional media between 1h and 1h30 a day and 28% are in the age group above 64. It is possible to conclude that the ages groups that consume more traditional media are from 23 to 36 years old, and above 64 years old.

	1	2	3	4	5	Consuming of Traditional Media
[16-22]	/	18%	15%	21%	/	1- Up to 30 minutes per day
[23-36]	20%	24%	38%	24%	25%	2- 30 minutes to 1 hour per day
[37-52]	20%	21%	12%	17%	25%	3- 1h-1h30 per day
[53-64]	20%	13%	7%	13%	25%	4- 1h30-2h per day
>64	40%	24%	28%	25%	25%	5- More than 2 hours per day

Table 10 - Traditional media consumption grouped by age

Then, the database was inserted into the Smart-PLS software, where the model analyses were performed. At this stage, the objective was to understand and explore the relationship between the constructs and how a given construct explains another construct.

The evaluation and discussion of the results are going to be explained and described in detailed. Conclusions and results presentation are going to be made as the final revisions.

5. RESULTS

Since the study is in exploratory research, the Partial Least Squares (PLS) was applied - a non-parametric statistical method, based on variance and oriented towards forecasting. The main advantages of the PLS are: no distribution of the data; Achieves high levels of statistics power with small sample size; Can be used for a complex model; There is no measure of fit (Leguina, 2015).

Reflective constructs were used. Latent variables are manifested or reflected in the items. The set of manifest variables, which are the manifestations of a latent variable, have the same conceptual direction, the relationship between these variables is positive. Therefore, measurement models were applied, and later it was analysed how the items and latent variables are related using the structural model (Murphy & Hofacker, 2009).

In the dataset under analysis there are no outliers or missing values, and it is therefore not necessary to remove responses or apply value imputation procedures. The minimum required sample size must be ten times greater than the highest number of indicators directed to any latent variable in the structural model, with the structural model counting with 15 indicators, thus, it is necessary a minimum sample of 150 individuals, which is verified in the analysis.

It should be noted that the analysis was divided into two: the analysis of digital media and the analysis of traditional media (Annex 2 and Annex 4).

5.1. RESULTS OF DIGITAL MEDIA

5.1.1. Results of Measurement Model

To verify the internal consistency of the model it was observed if the Average Variance Extracted (AVE) is greater than 0.5, that is, if the construct explains more than half of the variance of the indicators. The AVE measures the amount of variance captured by a construct and is associated with the quality of a measure (Garson, 2016). In this case, all were above 0.5 except for "Emotional Factors during Covid-19". Figure 4 also shows that the model explains very little of this variable with a variance of 0.090. That said, it was decided to eliminate this factor from the analysis, once it is not significant for the analysis of the model.
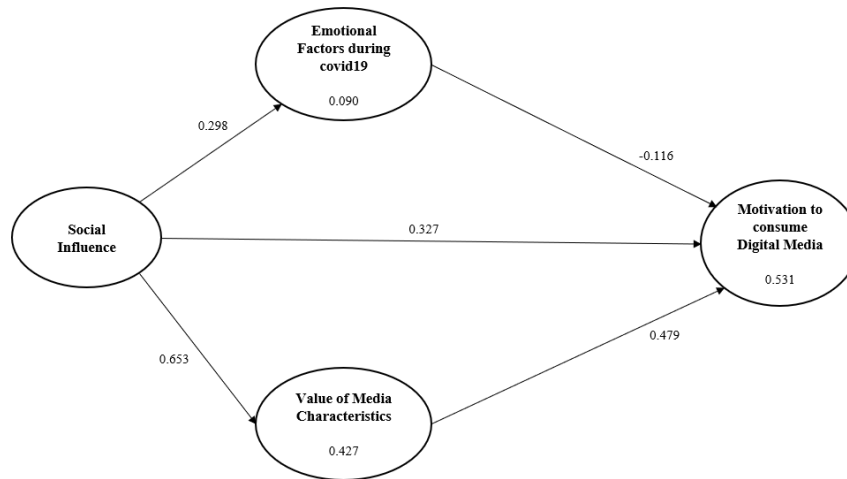
Figure 4 – Path Model Digital Media with Emotional Factors

After eliminating the "Emotional Factors during Covid-19" variable, the analysis was redone (Table 11). The AVE was again observed, all were above 0.5. Then, it was observed the composite reliability and Cronbach's alpha were between 0.6 and 0.7 (acceptable) or between 0.7 and 0.9 (satisfactory). In this case, all were above 0.7, except for "Social Influence", with a Cronbach's Alpha 0.523. In this case, despite Cronbach's Alpha being below the acceptable level, it was decided to keep this variable, since the Composite Reliability is above 0.7, with 0.804.

Cronbach's Alpha indicator, developed by Lee Cronbach in 1951, measures the reliability of a questionnaire, that is, it measures the internal consistency (homogeneity) of a set of scale or test items (Kottner & Streiner, 2010). The closer to 1, the greater the internal consistency of the questionnaire, which means that the test items are correlated with each other. The closer to zero, the lower the internal consistency. As Cronbach's Alpha, Composite Reliability is considered a measure of internal consistency. It tests convergent validity in a reflective model, and can be used as an alternative to Cronbach's Alpha (Garson, 2016).

Therefore, Average Variance Extracted, Composite Reliability and Cronbach's Alpha, have the intended values, being higher than 0.5, 0.7 and 0.7 respectively. This demonstrates that latent variables can be used to test the conceptual model. Then, the verification of the outer loadings was carried out, confirming that they are all above 0.7. All outer loadings were above 0.7, so that no other factor was eliminated.

Factors	Indicators	External Loads	Extracted Average Variance	Composite Realibility	Cronbach's Alpha
Value of Media Characteristics	CM1	0.782	0.634	0.838	0.711
	CM2	0.807			
	CM3	0.798			
Motivation to consume Digital Media	M1	0.841	0.654	0.850	0.738
	M2	0.832			
	M3	0.749			
Social Influence	IS1	0.881	0.673	0.804	0.523
	IS3	0.754			

Table 11- External loads, average variance extracted, composite reliability and Cronbach's alpha, Digital Media

Subsequently, the discriminant validity was verified based on two criteria. First criteria is the external loads must be larger than the cross loads, which it is verified in all cases (Table 12).

	Value of Media Characteristics	Motivation to consume Digital Media	Social Influence
CM1	0.782	0.592	0.552
CM2	0.807	0.628	0.516
CM3	0.798	0.525	0.493
IS1	0.639	0.534	0.881
IS3	0.409	0.440	0.754
M1	0.679	0.841	0.598
M2	0.586	0.832	0.435
M3	0.491	0.749	0.386

Table 12- Cross Loading, Digital Media

 The second criterion is the Fornell-Larcker's criterion, as Table 13 shows, which analyses the square root of the Average Variance Extracted for each latent variable, this value having to be greater than the correlations between latent variables (Garson, 2016). It is verified that the square root of the Average Variance Extracted is superior to the correlations in all cases. it means that the factor explains a least half of the variance of their respective indicators.

	Value of Media Characteristics	Motivation for the Consumption Digital Media	Social Influence
Value of Media Characteristics	0.796		
Motivation to consume Digital Media	0.734	0.809	
Social Influence	0.655	0.598	0.820

Table 13 - Fornell-Larcker, Digital Media

Thus, it can be said that the results obtained from the measurement model demonstrate that the model (Figure 5) has good internal consistency, confidence indicators, convergence validation and validation discriminant.
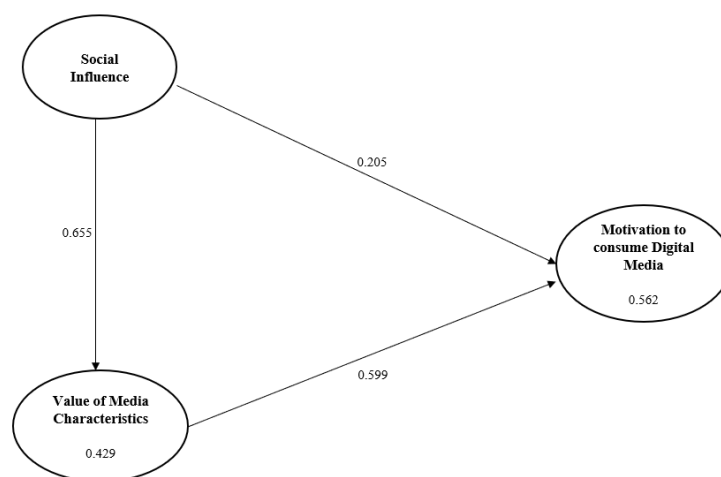
Figure 5- Path Model Digital Media

5.1.2. Structural model

The R² criterion is used to assess the predictive ability of the structural model. It is a statistical measure of how close the data are to the adjusted regression line, that is, it is the percentage of the response variable variation that is explained by a linear model. In general, the larger the R-squared, the better the model fits the data (Leguina, 2015).

Thus, when analysing the R² (Table 14), the following values were observed: 0.562 for Motivation to consume Digital Media and 0.429 for Value of Media Characteristics. Taking these values into account, the variance of the latent variables is acceptable, once the first mention is above 0.5, and the second is closer to 0.5.

	R Square	R Square Adjuested
Value of Media Characteristics	0.429	0.427
Motivation to consume Digital Media	0.562	0.559

Table 14 - R-Square e R-Square Adjusted Digital Media

In order to understand if there are data collinearity problems, the tolerance values of the Variance Inflation Factor (VIF) were checked (Table 15). These values are within the acceptable range (between 1 and 5), therefore, there are no collinearity problems.

	Value of Media Characteristics	Motivation for the Consumption the Media	Social Influence
Value of Media Characteristics		1.752	
Motivation to consume Digital Media			
Social Influence	1.000	1.752	

Table 15 - Variance Inflation Factor, Digital Media

Afterwards, the objective is to understand the path significance. Bootstrapping was thus applied (Annex 3) with the number of observations of the study sample of 300, to understand the predictive capacity of the structural model with 5,000 re-samples. It appears that all latent variables are statistically significant, as they presented a t-value greater than 1.96 (p <0.05), thus confirming the following proposed hypotheses: H2, H3 and H4 (Table 16).

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDE'	T Statistics (|O/STDEV	P Values
Value of Media Characteristics > Motivation to consume Digital Media	0.599	0.598	0.053	11.387	0.000
Social Influence > Value of Media Characteristics	0.655	0.657	0.038	17.120	0.000
Social Influence > Motivation to consume Digital Media	0.205	0.206	0.052	3.967	0.000

Table 16 – Bootstrapping, Digital Media

The latent variable that explains the most "Motivation to consume digital media" is "Value of Media Characteristics", with $\beta = 0.599$ (p < 0.05). Which means that when the value placed on digital media characteristics increases by one standardized unit, an individual's Digital Media Consumption Motivation increases by 0.599 standardized units. The other variable that also explains the variable "Motivation to consume digital media" is "Social Influence", with $\beta = 0.205$ (p < 0.05).

Lastly the variable "Social Influence" is the variable that explains "Value of Media Characteristics", with $\beta = 0.655$ (p < 0.05).

The model explains 56.2% of the variable "Motivation to consume Digital Media" and explains 42.9% of the variable "Value of Media Characteristics". Thus, Table 17 shows the model achieved and the respective summarized results.

Independent Variables	Hypotheses	β	t-value	R²
	Motivation to consume Digital Media			0.562
Value of Media Characteristics	H4	0.599	11.387	
Social Influence	H2	0.205	3.967	
	Value of Media Characteristics			0.429
Social Influence	H3	0.655	17.120	

Table 17 - Results of Digital Media

5.1.3. Predictive Relevance

The blindfolding process was applied using latent variables contained in the model reflective to compare original variables with their predictive values, and, consequently, to realize whether the latent variable has predictive relevance in the model, Q^2 (Chin, 1998). The predictive relevance is to assess the predictive validity of a complex model. A Q^2 value above 0 indicates that the model is relevant to predicting that factor (Garson, 2016).

	SS0	SSE	Q² (=1-SSE/SSO)
Value of Media Characteristics	900.000	661.745	0.265
Motivation to consume Digital Media	900.000	581.699	0.354
Social Influence	600.000	600.000	

Table 18- Redundancy of cross-validation of constructs Digital Media

Through Table 18 it is verified that the variables: Value of Media Characteristics and Motivation to consume Digital Media are considerably above zero, thus ensuring predictive relevance to the model.

5.2. RESULTS OF TRADITIONAL MEDIA

5.2.1. Results of Measurement Model

To verify the internal consistency of the model (Figure 6), as mentioned in the first analysis, it was observed whether the Average Variance Extracted (AVE) is greater than 0.5, that is, if the construct explains more than half of the variance of the indicators. In this case, all were above 0.5 except for "Emotional Factors during Covid-19". That said, it was decided to eliminate this factor from the analysis.
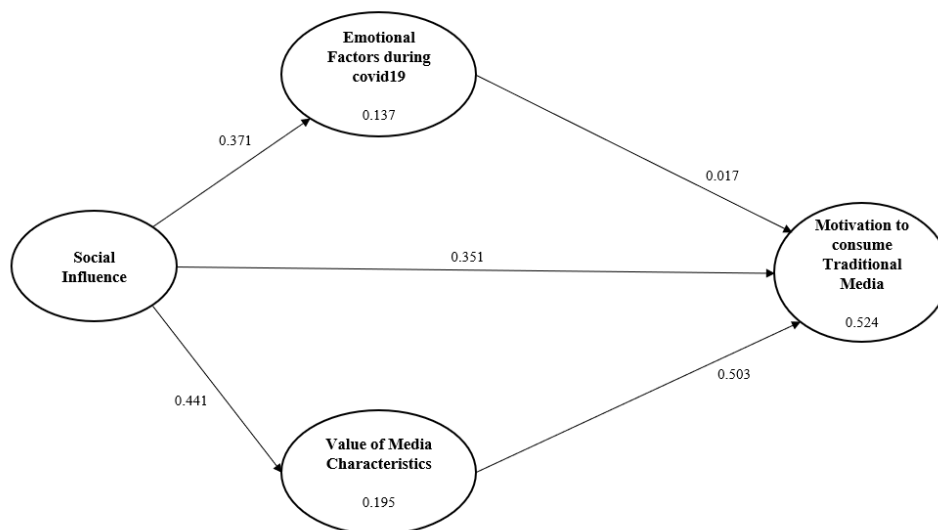

Figure 6 – Path Model Traditional Media with Emotional Factors

After eliminating the "Emotional Factors during Covid-19" variable, the analysis was redone (Table 19). The AVE was again observed, and it was verified all were above 0.5. Then, it was observed if the Composite Reliability and Cronbach's alpha were between 0.6 and 0.7 (acceptable) or between 0.7 and 0.9 (satisfactory). In this case, all were above 0.7, except for

"Value of Media Characteristics", with a Cronbach's Alpha of 0.695. In this case, despite the Cronbach's Alpha is below 0.7, it was decided to keep this variable, since the Composite Reliability is above 0.7.

Then, the verification of the outer loadings was carried out, to confirm that they are all above 0.7. All outer loadings were above 0.7, except for the item CM4, (Annex 5). It was decided to eliminate this item.

Factors	Indicators	External Loads	Extracted Average Variance	Composite Realibility	Cronbach's Alpha
Value of Media Characteristics	CM5	0.855	0.765	0.867	0.695
	CM6	0.895			
Motivation for the Consumption Traditional Media	M3	0.855	0.757	0.904	0.840
	M4	0.886			
	M5	0.870			
Social Influence	IS2	0.863	0.777	0.874	0.714
	IS4	0.900			

Table 19- External loads, average variance extracted, composite reliability and Cronbach's alpha Traditional Media

The discriminant validity was also verified based on two criteria. First criteria is the external loads must be larger than cross loads, which is verified in all cases, as it is possible to observe on Table 20.

	Value of Media Characteristics	Motivation to consume Traditional Media	Social Influence
CM5	0.855	0.528	0.279
CM6	0.895	0.582	0.380
IS2	0.330	0.458	0.863
IS4	0.341	0.557	0.900
M4	0.498	0.855	0.500
M5	0.566	0.886	0.484
M6	0.591	0.870	0.527

Table 20 - Cross Loading, Traditional Media

The second criterion is the Fornell-Larcker's criterion (Table 21). It is verified that the square root of the Average Variance Extracted is superior to the correlations in all cases, it means that the factor explains a least half of the variance of their respective indicators.

	Value of Media Characteristics	Motivation to consume Traditional Media	Social Influence
Value of Media Characteristics	0.875		
Motivation to consume Traditional Media	0.635	0.870	
Social Influence	0.380	0.579	0.881

Table 21 - Fornell-Larcker, Traditional Media

Thus, it can be said that the results obtained from the measurement model demonstrate that the model (Figure 7) has good internal consistency, confidence indicators, convergence validation and validation discriminant.
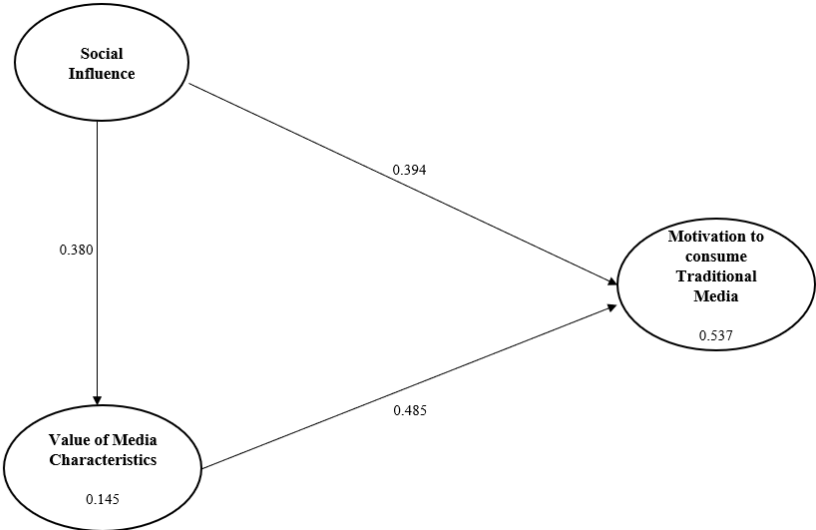

Figure 7- Path Model Traditional Media

5.2.2. Structural model

Firstly, it was analysed the R² (Table 22), as the first model analysis, the following value was observed: 53,7% for the Motivation to consume Traditional Media, and 14,5% to Value of Media Characteristics. Taking these values into account, the variance of the first latent variable is acceptable, as it is above 0.5. The variance of Value of Media Characteristics is low.

	R Square	R Square Adjuested
Value of Media Characteristics	0.145	0.136
Motivation to consume Traditional Media	0.537	0.527

Table 22 - R-Square e R-Square Adjusted Traditional Media

To understand if there are data collinearity problems, the tolerance values of the Variance Inflation Factor (VIF) were checked (Table 23). These values are within the acceptable range (between 1 and 5), therefore, there are no collinearity problems.

	Value of Media Characteristics	Motivation to consume Traditional Media	Social Influence
Value of Media Characteristics		1.169	
Motivation to consume Traditional Media			
Social Influence	1.000	1.169	

Table 23 - Variance Inflation Factor, Traditional Media

The bootstrapping was applied (Annex 6), to understand the path significance, with a number of observations of the study sample of 300, to understand the predictive capacity of the structural model with 5,000 re-samples (Table 24).

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDE)	T Statistics (|O/STDEV|)	P Values
Value of Media Characteristics > Motivation to consume Traditional Media	0.485	0.478	0.113	4.312	0.000
Social Influence > Value of Media Characteristics	0.380	0.390	0.095	4.013	0.000
Social Influence > Motivation to consume Traditional Media	0.394	0.404	0.106	3.728	0.000

Table 24 - Bootstrapping, Traditional Media

It appears that all latent variables are statistically significant. They presented a t-value greater than 1.96 (p <0.05), thus confirming the following proposed hypotheses: H7, H8 and H9.

The latent variable that explains the most "Motivation to consume traditional media" is "Value of Media Characteristics", with $\beta = 0.485$ (p < 0.05). Which means that when the value placed on digital media characteristics increases by one standardized unit, an individual's Traditional Media Consumption Motivation increases by 0.485 standardized units. The other variable "Social Influence" that also explains the variable "Motivation to consume traditional media", with $\beta = 0.394$ (p < 0.05). In addition, the variable that explains the most "Value of Media Characteristics", is "Social Influence", with $\beta = 0.380$ (p < 0.05).

The model explains 53.7% of the variable "Motivation to consume traditional Media" and explains 14,5% of the variable "Value of Media Characteristics". Thus, Table 25 shows the model achieved and the respective summarized results.

Independent Variables	Hypotheses	β	t-value	R²
	Motivation to consume Traditional Media			0.537
Value of Media Characteristics	H9	0.485	4.312	
Social Influence	H7	0.394	3.728	
	Value of Media Characteristics			0.145
Social Influence	H8	0.380	4.013	

Table 25- Results of Traditional Media

5.2.3. Predictive Relevance

Lastly, to verify the relevance of the predictive model the blindfolding process was applied:

	SS0	SSE	Q² (=1-SSE/SSO)
Value of Media Characteristics	194.000	174.376	0.101
Motivation to consume Traditional Media	291.000	176.734	0.393
Social Influence	194.000	194.000	

Table 26- Redundancy of cross-validation of constructs of Traditional Media

Through Table 26 it is verified that the variables "Motivation to consume Traditional Media" and "Value of Media Characteristics" are considerably above zero, thus ensuring predictive relevance to the model.

6. DISCUSSION

In this study, it was found that all hypotheses were confirmed, with the exception of hypotheses H5 and H10 that were not tested. It was found that the latent variable that best explains "Motivation to consume Digital Media" and "Motivation to consume Traditional Media" is "Value of Media Characteristics". It is also observed that the variable "Social Influence" explains these two dependent variables. In addition, it was verified that the variable "Social Influence" also explains the "Value of Media Characteristics".

However, it is possible to verify that the variable "Value of Media Characteristics" has a greater impact on the "Motivation to consume Digital Media" than the traditional media. On the other hand, with the variable "Social Influence", it is verified that it has a greater impact on the "Motivation to consume Traditional Media" than on digital media.

First, the variables included in the construct "Value of Media Characteristics" are related to the importance of individuals valuing these media as being easy to access, to a convenient use, with appealing and quality content, and to be considered a safe and regulated media, in the context of pandemic. However, it should be noted that the item CM4, which corresponds to accessibility, was eliminated in the analysis of traditional media, so it is not included in the final analysis. Thus, it is concluded that the respondents gave importance to the requirements, that is, on a scale of 1 to 5, on average, individuals rated the importance given to the factors addressed as 4, both in digital and in traditional media. Such perceptions are in accordance with the literature cited: it was confirmed the positive influence of technology convenience and perceived pleasure on perceived ease of use, and the positive influence of media affluence (Kathuria et al., 2020). The University of Central Florida study also shows that activities involving functional values as convenience and accessibility encourage the motivation to pay the premium price to customers (Zhang et al., 2018).

Therefore, the importance of the "Value of Media Characteristics" such as accessibility, convenience, and the quality of the content that the individual gives, has a positive influence to motivate the consumer to consume these streaming platforms (music streaming platform, video games streaming platform and movies/ series streaming platform, which confirm the hypothesis H4: The Value of Media Characteristics has an impact on the Motivation to consume Digital Media. The importance of the convenience and the quality of the content that the consumer gives has a positive influence to motivate the consumer to consume these traditional media

(radio, books, and TV), which confirm the hypothesis H9: The Value of Media Characteristics has an impact on the Motivation to consume Traditional Media. This result demonstrates how important it is to value the consumer's opinion, and the value they place on the characteristics of a service, so that it is possible to create or improve for them.

In the construct "Social Influence" there are variables such as Trendiness and the Influencing of others to be analysed. This construct factor is very important in this analysis, as it explains all the variables in the model. On average, respondents significantly agree that digital media is trendy and that people who influence them, use digital media. That is, on a scale of 1 to 5, on average the individuals rated it as 4. Regarding traditional media, respondents moderately agree that traditional media and those people who influence them, use traditional media. That is, on a scale of 1 to 5, on average individuals rated 3.

As this construct explains the "Motivation to consume Digital Media" and the "Motivation to consume Traditional Media", it can be said that if digital and/or traditional media is trendy, and if people who influence an individual consume that media, consequently the motivation for the individual to consume the respective media increases, which confirm the hypothesis H2: Social Influence has an impact on the Motivation to consume Digital Media, and the hypothesis H7: Social Influence has an impact on the Motivation to consume Traditional Media. It was also concluded that the social influence has a greater influence on Motivation to consume Traditional Media, than Digital Media. This can happen, as digital media is increasingly a media that people consume in a more natural and intuitive way, whereas traditional media consumption can increase more easily through someone else's influence.

Another variable that Social Influence explains is "Value of Media Characteristics", with an impact more significantly, which confirms the hypothesis H3: Social Influence has an impact on Value of Media Characteristics of Digital Media and the hypothesis H5: Social Influence has an impact on Value of Media Characteristics of Traditional Media. This demonstrates that the opinion that the individual has about what he or she values most in the digital and/or traditional environment, may have an external influence, and not be the true opinion of the individual.

Therefore, it should be noted that the important results about a theme of the social influence, are in line with the literature cited in the study. That is, the study that demonstrated that activities involving social values encourage the motivation to pay the premium price to customers (Zhang et al., 2018). Thus, the results extracted from the analysis demonstrate similarity with the

literature, that is, social influence has a positive influence on the motivation of digital and traditional media described in this study, during a pandemic.

Although "Emotional Factors during the Covid-19" variable has been excluded from the analysis of the model and it was not possible to conclude the influence of this variable on motivation to consume digital and traditional media, through the responses collected from the survey, it is possible to carry out a descriptive analysis, so that in the future it is possible to develop this theme in more detail. It was verified that respondents responded that they significantly agreed that the pandemic increased their professional instability, anxiety, mental stress, loneliness, and financial instability, that is, on a scale from 1 to 5, respondents responded 4. This concern with the pandemic, Covid-19, is confirmed in the literature review, in the context of working in a restaurant, in which it was shown that there is a positive association between job insecurity and emotional exhaustion, with fear of Covid-19 (Chen & Eyoun, 2021). Similar results regarding anxiety, loneliness and financial insecure that appeared with the pandemic were found in the literature review (Allan et al., 2021), (Eger et al., 2021).

Through the descriptive analysis of the variables "Motivation to consume Digital Media" and the variable "Motivation to consume Traditional Media", it was found that in both variables the 300 respondents, on average, significantly agreed that both media were attractive, interesting and that give satisfaction, that is, on a scale from 1 to 5, respondents responded 4. Similar results regarding attractiveness, satisfaction and relevance were found in the literature review (Zhang et al., 2018) . Thus, there is no great difference between the choice of these two media related to the level of attractiveness, interest, and satisfaction.

7. CONCLUSIONS

The aim of this study was to analyse which factors influence the motivation to consume digital media: music streaming platforms, video games and movies/ series, and the motivation to consume traditional media, radio, books, and TV, during a pandemic. In this way, the relationships between the main themes were analysed, namely Social Influence, Value of Media Characteristics, Emotional Factors during the Covid-19 pandemic, Motivation to consume Digital Media, and Motivation to consume Traditional Media.

Initially, it can be seen when observing the characterization of the sample (Table 6), that 74% of respondents are from North America. Therefore, it can be concluded that such results are characterized by factors that influence the motivation of North Americans to consume digital media and to consume traditional media, in pandemic times.

The results of the first conceptual model demonstrate that the latent variables that best explains "Motivation to consume Digital Media" is the variable "Value of Media Characteristics". The variable "Social Influence" explains "Motivation to consume Digital Media" and "Value of Media Characteristics ".

The results of the second conceptual model demonstrate that the latent variable that most explains "Motivation to consume Traditional Media" is also the variable "Value of Media Characteristics". The variable "Social Influence" explains "Motivation to consume Traditional media" and "Value of Media Characteristics ".

The results are very similar in both models. However, it is possible to conclude that the " Value of Media Characteristics" has a greater influence on the "Motivation to consume Digital Media" variable, and that the "Social Influence" variable has a greater influence on the "Motivation to consume Traditional Media" variable.

Regarding social influence, it was observed that the respondents agreed with great certainty with the following statement in relation to digital and traditional media: "People who influence me use digital/traditional media". However, they moderately agreed about both media that the use of media is trendy.

About the Value of Media Characteristics, respondents agreed with great certainty that digital and traditional media are accessible and convenient, with appealing content and safe to use. A

similar behaviour was found in the motivation of digital and traditional media, as respondents agreed with great certainty that the media are attractive, interesting, and pleasurable.

It is also concluded that the digital media most consumed by North Americans is the movies/series streaming platform. The traditional media is TV.

It was concluded that the age group that most consumes digital media is between 23 and 36 years old, and 37 and 52 years old, as it presents the highest percentage in the range of highest consumption, compared to the others. It is also verified that the age groups that consumes the most traditional media is from 23 to 36 years old, included, which goes against the perception of most people, since they have the perception that older ones are the only that consumes the most traditional media. The ages group above 64 years old, also consumes the most traditional media.

If a company that manages these types of media in the United States, wants to attract more consumers, especially in this atypical period, they need to be aware of the themes of social influence, and the characteristics that consumers most value on each media, since they were the most prominent themes for the individuals in the study. In this context, this study intends to serve as a basis for the development of marketing campaigns that can increase the level of consumer loyalty and trust, and consequently increase the profits of these entities.

Therefore, it is possible to conclude that the general objective of this investigation was reached, having been possible to obtain information about the variables that influence the motivation to consume digital media: streaming music platform, streaming video game platform and streaming movies/ series, and traditional media: radio, books, and TV, in the context of pandemic. Likewise, it is concluded that the research question defined for this study was answered, and it was verified that the factors that influence the motivation to consume these media, during the pandemic, are Social Influence and the Value media characteristics.

8. LIMITATIONS AND FUTURE RESEARCH

The method applied in the research has limitations, such as the age of respondents to answer the survey must be over 16, and that the quality and quantity of information obtained significantly depend on the respondent's capacity and willingness to cooperate. In general, the limitations that this type of method has in the data analysis are: the possibility to have blank answers, because respondent decided not to answer; Random responses, it is possible to observe there is a pattern in the way of responding; Incomplete answers, respondents decide that they do not want to answer that question, they consider it is a sensitive topic, or do not like the topic (Oliveira et al., 2016). Poorly designed questions and/or too many questions in a questionnaire can led to these types of situations.

Another limitation is that the sample used was a non-probabilistic sample for convenience and, as such, does not allow the generalization of the results obtained, given that the sampling process does not guarantee the representativeness of the sample. The conclusions drawn are, therefore, valid only for the studied sample, but they can be seen as exploratory clues for future work.

In the future, an extension of this study, can develop more relevant analysis with other variables that may influence the consumption of digital and traditional media, putting the focus on the emotional factors, and choosing a different target audience, such as Portuguese individuals. It is also suggested that the concept of Digital Content Marketing (DCM) be explored in this context. DCM is proclaimed as a significant relationship marketing tool (Dybka & Surmacz, 2016). It has been seen to help the advancement of consumer associations and connection to brands, creating consumer engagement, loyalty, and trust, adding value to the firm and improving the performance itself (Rowley, 2008). In this way, it will make it possible to map in detail several factors that influence the motivation of digital media (streaming music platform, video game and movies/series), and traditional media (radio, books, and TV), and the respective strategy to attract more consumers.

Finally, it is suggested that an individual analysis is also carried out in each type of media, to make a more complete and complex analysis.

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ANNEXES

ANNEX 1 – ITEMS AND DESCRIPTION

Item	Description

M — **Motivation to consume the Media**
M1   Digital media are attractive. – Attractiveness
M2   Digital media are pleasant. – Satisfaction
M3   Digital media are interesting. – Relevance
M4   Traditional media are attractive. - Attractiveness
M5   Traditional media are pleasant. - Satisfaction
M6   Traditional media are interesting. - Relevance

CM — **Value of Media Characteristics**
CM1   Digital media are easily accessible. - Accessibility
CM2   Digital media have appealing content. – Appealing Content
CM3   Digital media offer major convenience. – Convenience
CM4   Traditional media are easily accessible. - Accessibility
CM5   Traditional media have appealing content. - Appealing Content
CM6   Traditional media offer major convenience. - Convenience

IS — **Social Influence**
IS1   The use of digital media is trendy. – Trendiness
IS2   The use of traditional media is trendy. - Trendiness
IS3   People who influence me use digital media. – Influencing of others
IS4   People who influence me use traditional media. - Influencing of others

EF — **Emotional Factors: Covid19 Pandemic**
EF1   The pandemic brought me professional instability. – Professional Instability
EF2   The pandemic made me more anxious. – Anxiety
EF3   The pandemic increased my mental stress. – Mental Stress
EF4   The pandemic made me less confident. – Lack of Confidence
EF5   The pandemic made me feel useless. - Uselessness
EF6   The pandemic increased my loneliness. - Loneliness
EF7   The pandemic aggravated my financial situation. – Fear for economics

CV — **Categorical Variables**
CV1   Gender
CV2   Age
CV3   Civil Status
CV4   Region
CV5   Education Level
CV6   Professional Situation
CV7   Employment Regime
CV8   Frequency of consuming Digital Media
CV9   Frequency of consuming Traditional Media

EQ — **Extra Question**
EQ1   Which digital media do you use the most?
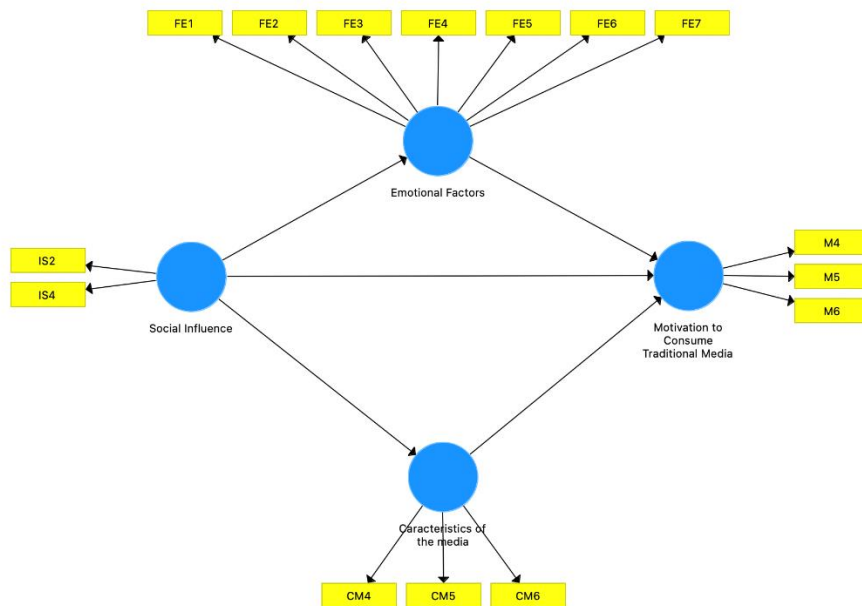EQ2   Which traditional media do you use the most?
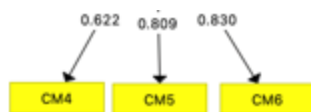
ANNEX 2 – MODEL 1, PATH MODEL DIGITAL MEDIA
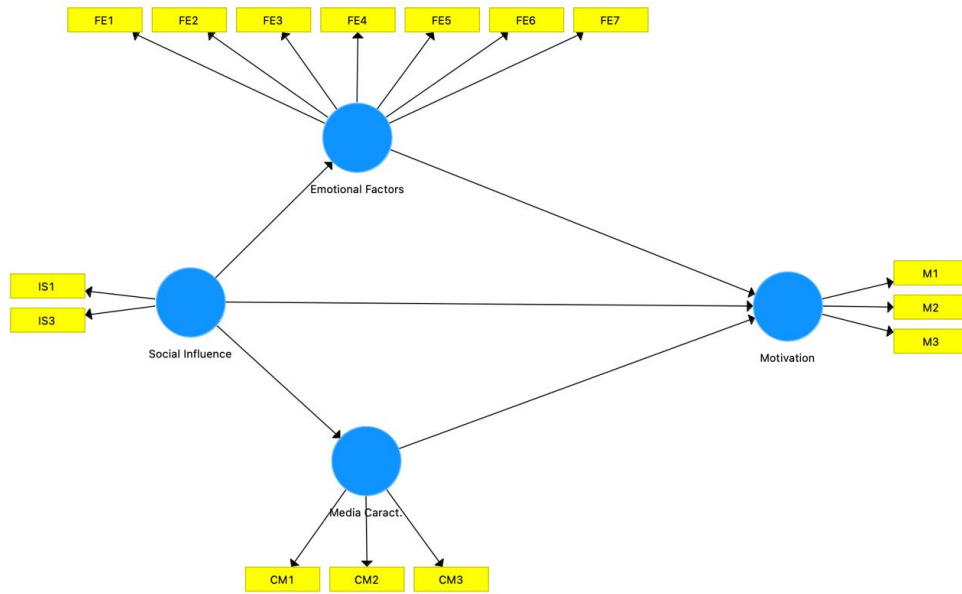
ANNEX 3 – MODEL 1, PATH MODEL AFTER BOOTSTRAPPING
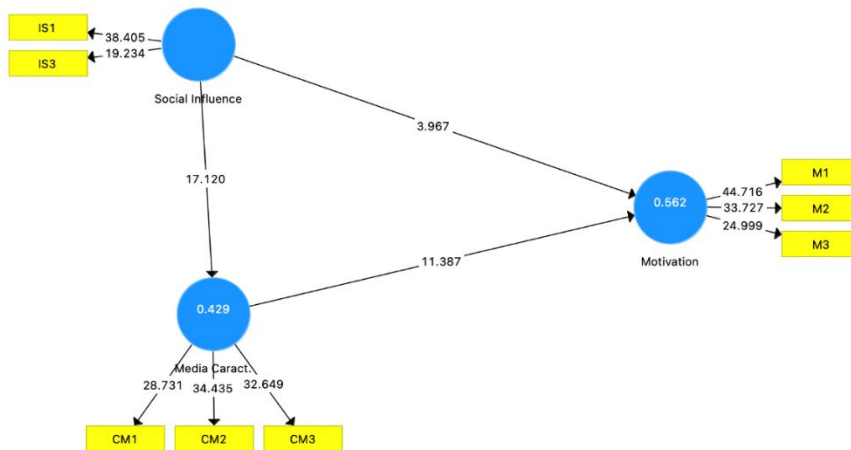
ANNEX 4 – MODEL 2, PATH MODEL

ANNEX 5 – MODEL 2, ELIMINATE CM4

ANNEX 6- MODEL 2, PATH MODEL AFTER BOOTSTRAPPING