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| ***Table 1. DISCRIMINANT FUNCTIONS*** |  |
|  | **Standardized Canonical Discriminant Function Coefficients** | **Structure Matrix** |  |
| Independent Variables | Function | Function |  |
| "Old School Habits" | "Classic Film Lover Habits" | "Millennial Habits" | "Old School Habits" | "Classic Film Lover Habits" | "Millennial Habits" |  |
| Q3c. Read a magazine | 0.500 | 0.359 | 0.290 | **.602\*** | 0.394 | 0.255 |  |
| Q29b. I’m more a traditionalist, preferring to read physical copies of books, magazines and newspapers rather than digital versions. | -0.380 | 0.114 | 0.138 | **-.467\*** | 0.151 | 0.105 |  |
| Q29s. I like to see films and TV programs from other countries. | -0.439 | 0.373 | -0.018 | **-.462\*** | 0.357 | -0.101 |  |
| Q22a. How important The genre of the film. | 0.422 | 0.188 | -0.424 | **.407\*** | 0.134 | -0.332 |  |
| Q22d. How important The recency of the film’s release/how new the film is. | -0.187 | -0.675 | 0.171 | -0.063 | **-.686\*** | 0.243 |  |
| Q22c. How important The star(s) of the film. | 0.057 | -0.043 | -0.222 | 0.098 | **-.278\*** | -0.192 |  |
| Q28a. I often watch videos on my cell phone. | 0.318 | -0.182 | 0.536 | 0.270 | -0.297 | **.481\*** |  |
| Q13i. Film in a theater-A friend recommended the film. | -0.042 | 0.306 | 0.460 | -0.041 | 0.418 | **.449\*** |  |
| Q29o. I generally think of myself as a happy person. | 0.176 | -0.195 | -0.219 | 0.243 | -0.278 | **-.320\*** |  |
| Q22e. How important The country the film is from. | -0.041 | 0.126 | 0.477 | 0.030 | -0.233 | **.316\*** |  |
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| ***Table 2. GROUP STATISTICS*** |  |  |  |  |  |  |  |
| Behavioral Response to Expectancy Violation | Function |  |  |  |  |
| "Old School Habits" | "Classic Film Lover Habits" | "Millennial Habits" |  |  |  |  |
| Influencers | 0.248 | -0.166 | -0.380 |  |  |  |  |
| Reflectors | -0.307 | 0.500 | -0.119 |  |  |  |  |
| Changers | 0.544 | 0.147 | 0.243 |  |  |  |  |
| Flexibles | -0.241 | -0.186 | 0.120 |  |  |  |  |
|   |  |  |   |  |  |  |  |
| Wilks' Lambda | 0.801 | 0.891 | 0.952 |  |  |  |  |
| Chi-square | 69.384 | 36.094 | 15.354 |  |  |  |  |
| Sig. | <0.001 | 0.007 | 0.053 |  |  |  |  |
| Eigenvalue | .112a | .069a | .050a |  |  |  |  |
| Canonical Correlation | 0.318 | 0.253 | 0.219 |  |  |  |  |
| a. First 3 canonical discriminant functions were used in the analysis. |   |  |  |  |  |
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|  | ***Table 3. CLASSIFICATION RESULTS*** |  |  |  |
|  |   |   |   | Predicted Group Membership |
|  |   | Observed Group | Size | Influencers | Reflectors | Changers | Flexibles |
|  |   | Influencers | 66 | **27** | 13 | 14 | 12 |
|  |   | Reflectors | 55 | 8 | **29** | 9 | 9 |
|  |   | Changers | 62 | 12 | 10 | **30** | 10 |
|  |   | Flexibles | 138 | 28 | 29 | 29 | **52** |
|  | Ungrouped cases | 5 | 2 | 2 | 0 | 1 |
|  |   | Totals | 326 | 77 | 83 | 82 | 84 |
|  |  |  |  |  |  |  |  |
|  | Press's Q = | [N-(nK)]2 |  |  |  |  |  |
|  |  | N(K-1) |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  | where: N | Sample size |  |  |  |  |
|  | K | Number of groups |  |  |  |  |
|  | n | number of observations correctly classified |  |
|  |  |  |  |  |  |  |  |
|  | N | 321 |  |  |  |  |  |
|  | K | 4 |  |  |  |  |  |
|  | n | 138 |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
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|  | Press's Q = | 55.41 |  |  |  |  |  |