

Table 1. DISCRIMINANT FUNCTIONS

Independent Variables	Standardized Canonical Discriminant Function Coefficients			Structure Matrix		
	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*

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.

Table 3. CLASSIFICATION RESULTS

Observed Group	Size	Predicted Group Membership			
		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

$$\text{Press's } Q = \frac{[N - (nK)]^2}{N(K-1)}$$

where:

- N Sample size
- K Number of groups
- n number of observations correctly classified
- N 321
- K 4
- n 138

$$\text{Press's } Q = 55.41$$