

The Influence of Gender Ideology in Consumer Behaviour and Gratification amongst Women Magazines in South Africa

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Abstract

Acknowledging the need for gender equity and female empowerment, effect-based research have led to the investigation of publish media content and the influence it has on gender beliefs and women's self-views. When it comes to the Africa media landscape studies examining women's representation in magazines remains limited. To overcome this gap in the literature this quantitative descriptive study compare the consumer behaviour and satisfactions of selected women-related magazine titles in South Africa through the lens of the Uses and Gratification Theory. A mobile administrated survey was distributed to 300 regular female magazine readers aged between 18 and 60 years. The findings highlighted that readers, overall, preferred to read magazines during their spare time in the evening either in their bedroom and/or bathroom. It was furthermore also found that the highest gratification dimension of women readers was that of diversion followed by self-development and lastly surveillance. The results of this study can assist the editors and publishers of women-related magazines with an understanding of how gender ideology can influence consumer behaviour and satisfaction. This study contributes to theory- and hypotheses development by testing existing constructs to support the validity of theoretically grounded constructs originally developed in developed countries.

Keywords: Gender ideology, media studies, uses and gratification

Introduction

Over the years the social role encompassing a range of behaviours and attitudes consider acceptable and appropriate for people based on their biological or perceived sex has evolved (Kachel, Steffens & Niedlich, 2016). The role of women in today's modern society has changed drastically; contemporary women is no longer only focussed on domestic roles but are often engaged in full-time employment (Barnett & Hyde, 2001). Somech and Drach-Zahavv (2016) interpret the evolving role of women on a continuum of wearing an apron to wearing a business suit. The evolvment of gender ideology has led to the family lifecycle changing from a more



traditional gender ideology where the stay at home mother and wife has now taken up more of a transitional or egalitarian role. They assert that transitional ideology is the midway between traditional and egalitarian, the latter outlining that roles should not be segregated by gender (Somech & Drach-Zahavv, 2016). This is evident with stay at home moms working a half a day job or becoming the sole breadwinner of the household (Grunow, Begall & Buchler, 2018). With women taking on these different gender roles, different uses and gratifications have arisen and therefore relevant reading materials that will satisfy these new needs have had to be developed (Oláh, Richter & Kotowska, 2014).

As gender ideology is redefined so is marketing communication evolving (Akinro & Mbunyuza-Memani, 2019) and future research is therefore needed on how to adapt the content, mode and delivery of print media is vital for publishing houses to better understand the consumer needs in an ever-changing environment (Yang, 2016). The current body of women media studies can be classified in two broad streams namely effect based research and Use and Gratification (U&G) research. Effect-based research typically focuses on what media do to people, while U&G research aim at understanding what women do with media (Filak, 2015). Acknowledging the dire need for gender equity and female empowerment in business and society, scholars involved in effect-based research examined the published media content and the influence on women's views of themselves and their gender beliefs Knobloch-Westerwick et al., 2020; Ross & Byerly, 2008; Tamplin et al., 2018; Thornham, 2007; Ward, 2016).

However, studies examining women's representation and audience hood in the African media landscape remains limited (Lewis, Hussen & van Vuuren, 2013). Content analyses of women's media coverage and portrayal in an African context revealed that despite the claimed priority given to gender equity, inequalities and bias still exist (Akinro & Mbunyuza-Memani, 2019). Traditional gender ideology still persists in today's modern society specifically in South African media where women are underrepresented and or portrayed as inferior to men in the form of disparaging racist and sexist stereotypes (Ellemers, 2018; Jaga, Arabandi, Bagraim, & Mdlongwa, 2018; McKay & Johnson, 2008). Other alarming concerns include the negative racial biases and gender stereotypes portrayed of women in the domain of sport (Cooky, Dycus & Dworkin, 2013; Engh & Potgieter, 2018), politics (Anderson, Diabah & Hmensa, 2011); entertainment, education and advertising media platforms (Abah, 2008; Duke, 2000; Luyt, 2011).

Prominent scholars conducting U&G research have scrutinized women's use and relationship with different media types in response to the need of the media industry to create and deliver relevant and gratifying content (Thornham, 2007). International scholars' engagement with female audiences focused on what media, women watch and enjoy. This stream of research focused originally on soap operas (Ross & Byerly, 2008; Rubin, 1985), but evolved to include traditional mediums, such as cinema-, television-, radio- and news media (Edegoh, Asemah & Nwammuo, 2013, Johnson & Meischke, 1991). Recent studies focussed on new digital media technologies, such as the internet, computers, mobile phones and social media (Bonds-Raacke & Raacke, 2010; Clavio & Kian, 2010; DeBaillon & Rockwell, 2015; Perloff, 2014; Weiser, 2000).

The translation of women magazines into a product that women will want to read is complex. Compared to other media, empirically studies on female magazine gratification are still inadequate (Avant, Kim & Hayes, 2017:44). Despite the wide variety of magazines available on the market and publishers' reliance on niche targeting, there remains limited U&G magazine research (Filak, 2015:259). Most of these studies focused on the expectations of younger magazines readers but did not consider the view of adult females in an African context. Chan and Fang (2007) for instance examined magazines gratification motives of millennials in Hong Kong. Jain, Zaher and Roy (2017) investigated young magazine readers' preferred social



media platforms for connecting with magazines social media behaviour in the United States. Kim, Lee, Jo, Jung and Kang (2015) analyzed the relationships between magazine reader experience factors and advertising engagement of female college students in South Korea. Randle (2003) compared the drivers and uses of traditional magazines and online media of male subscribers to a special interest magazine aimed at musicians. However, none of these studies followed an audience centred approach to understand the behaviour, interests and satisfactions of women's magazine readers in emerging African markets.

In the light of the above it can be concluded that there is a lack of research focusing on gender ideology in consumer behaviour and gratification amongst women magazines in South Africa. Two notable exceptions are the qualitative studies by Duke (2000) which revealed how culture can shape adolescents' understanding of beauty images in teen magazines, and the exploration of Stevens et al. (2007) to understand how, why and where 36 readers of magazines ranging in age from 25 to 50 living in Ireland consume magazines. However, these studies followed a qualitative approach by interpreting the experiential consumption of magazines of female teenagers reading mainstream teen magazines published in America (Duke, 2000) and selected adult women in Ireland. Furthermore, both these studies were implemented in developed countries and not in a developing country such as South Africa. They also did not quantify and compare consumer behaviour and gratifications experienced between different magazines. Thus, although these studies are interesting, little is known about the influence gender ideology has on underlying gratifications and behaviour of female readers of women-related magazines titles in South Africa.

To address the identified need to quantify how gender ideology influence magazine experiences by women readers the current study contributes methodologically by surveying a large mobile panel of actual magazine readers, rather than following a qualitative inductive approach and interviewing a few readers. From an academic perspective it also contributes to theory- and hypotheses development by testing existing constructs to support the validity of theoretically grounded constructs originally developed in developed countries. The purpose of this quantitative descriptive study is to compare the consumer behaviour and satisfactions of selected women-related magazine titles in South Africa through the lens of the Uses and Gratification Theory (UGT). From a management perspective, understanding the influence of gender ideology on consumer behaviour and satisfaction can provide the editors and publishers of the women-related magazines with insight into their market positioning and marketing strategy. Based on the preceding contextual background and the literature review that follows, this study aimed to meet the following research objective and related hypotheses:

Research objective 1: To determine whether readers of different women magazines differ significantly in terms of consumption behaviour and purchasing influences. From this research objective the following hypotheses were formulated:

H1 (alt): There is an association between magazine titles and consumption behaviour of their readers. This implies there is there an association between magazine titles and reading time (H1a). It furthermore also implies that there here an association between magazine titles and reading place (H1b).

H2 (alt): There is an association between magazine titles and purchasing influences of their readers. This implies there is there an association between magazine titles and marketing influences (H2a). It furthermore also implies that there here an association between magazine titles and desired content types (H2b).



Research objective 2: To establish on which gratification dimension do different women-related magazine-titles provide the highest satisfaction. From this research objective the following hypothesis was formulated:

H3 (alt): Readers of different women's magazines experience significant differences with regards to Diversion (D) gratification levels (H3a), Self-development (SD) gratification levels (H3b) and Surveillance (S) gratification levels (H3c).

The remainder of the article outlines the following: Firstly, the theoretical framework guiding the research, then the methods used to design the study; and thereafter the results. In conclusion, practical managerial implications, and recommendations in some areas for future research is provided.

Literature review

Women media studies

The positive as well as detrimental effects of media on society and business in general and women specifically have been debated over decades (Gauntlett, 1998). The current paper focus on the potential positive effect of media and specifically on magazine media readers of purposively selected women magazine publications (Your Family, Women & Home, Essentials). There is ample empirical evidence that media can increase the power of women and girls, and through this their ability to express their views, interests and preferences (Malhotra, Schuler, & Boender, 2002). Media have proven to have the ability to increase women's independence, self-confidence, analytical abilities and mindfulness; and offer them access to additional economic opportunities and resources for communication and public engagement (Cummings & O'Neil, 2015). McQuail (2005) argue that women are not passive receivers of messages but are active participants who make conscious decisions based on different social and psychological reasons about what media they consume and how they consume these. Women readers select and consume their magazine of choice based on their dominant role played in society. The mother/wife role would better identify with content features related to the home environment (i.e. cooking, recipes and health) found in the Essentials magazine. On the other hand, the mother/ wife/ career women might find the content of the Your Family more applicable seeing that it covers a combination of relevant topics such as health, recipes and DIY which empower this type of women. Finally, the career driven women will benefit from reading articles found in Women and Home, seeing that this magazine covers features such as work, money and travel (Govender, 2015).

Cummings and O'Neil (2015) argue that media can increase women's psychological, social and material capabilities and therefore provide a potential foundation for women's voice and participation in public life. Companies make use of gender ideology in their advertising campaigns by portraying women as either stay home mothers, working women or as an executive of a big company.

Magazines consumption behaviour and purchasing influences

In the UGT, the audience is said to possess hegemony over the effect of media on themselves as it is chosen by them. This includes the where, when and why media is consumed (Jere & Davis, 2011). King (2004) refers to the where and when as Space as a tangible, literal meaning that addresses issues of individual privacy, territory and the boundaries between communal and individual spaces. According to Pychyl (2015), readers were found to read magazine at specific times, predominantly in their spare time or in the evenings in the comfort of their homes. With



that said, magazines were found to provide a form of escapism during a reader's spare time (Pychyl, 2015). McCracken (1993) found that magazines offers women an escapism for self-expression by identifying with other identities with which women can associate with. When it comes to magazine titles, the headings serve as visual cues, directing readers to recall all subsequent information, or content-specific cues, directing readers to recall only certain information (Ritchey, Schuster & Allen, 2008). Another part of magazine publishers' marketing strategy is to reward readers with some kind of incentive as a token of appreciation (FIPP, 2012). This forms part of their reward-based promotions, which includes tokens such as gift cards, free gifts, merchandise or rebates. These promotions enable magazine publishers to encourage consumers to purchase their magazines while creating engagement that will enable repetitive purchases in the future. Using rewards-based promotions allows a magazine to create a premium brand image that can drive sales and lift purchase frequency (Palmer, 2018).

Uses and Gratification Theory (UGT) and magazine gratification dimensions

Katz, Blumler and Gurevitch's (1974) scholarly work on the Uses and Gratification Theory (UGT), outlined a shift from how media influenced people, to more on how audiences consumed media, created a decrease in mass media dominance. The UGT approach highlights the audience as active participants of the media consumption process which is deemed as a challenge to producers to cater more richly to the multiplicity of requirements and roles that it has disclosed (Katz, Blumler & Gurevitch, 1974). In fact, the UGT has always provided a cutting-edge theoretical approach in the initial stages of each new mass communications medium: newspapers, magazines, radio and television, and now the internet (Ruggiero, 2000).

The most recent interest surrounding the UGT is the link between the reason why media is used and the needs, goals, benefits, and consequences of media consumption and use along with individual factors (West & Turner, 2010). For the purpose of this paper, diversion, self-development, and surveillance, as part of the individual factors, that influences usage and gratification of magazines will be elaborated on.

Diversion refers to a reader's need to escape personal problems and the need for emotional release (Katz & Blumler, 1973). Due to the ever-demanding society and fast pace of life, women of all walks of life have need a type of escapism from their daily routine to sustain their health and wellness (Davidson & Davidson, 1991). Through the stories and images depicted within the magazine pages, readers are absorbed into a fantasy world away from their everyday troubles (Mazour, 2018).

Self-development as a learning process occur via the obtainment of information to improve oneself in a useful and interesting manner (Lin,1999). Content published in the magazines, cover various educational and insightful concepts assist with the gaining of self-development knowledge (DIY) otherwise not obtained through day to day activities (SACAP, 2019).

Surveillance refers to the need for readers to be up to date with the daily happenings in society (Lin, 1999). In magazines an example of the use of surveillance would include, celebrity dealings and lifestyle events (Eyal, Te'eni-Harari & Katz, 2020; Savolainen, 1995).

Gratification offered by magazines

Due to the development and changes in traditional societal gender roles, women have taken on more responsibilities and expectations associated with home and work life. This has led to the modern woman seeking space, time, and privacy in the context of the family, work, and private life (Stevens, Maclaran & Catterall, 2007). Magazines have been seen as a providing a form of escapism to a world of great content, indulgence, uninterrupted time, and privacy (Pychyl,



2015). All media, including magazines, with the right mix of media will deliver on a complete communication escapism. This entails the right combination of uses and gratifications derived from the reading experience. Components highlighted by readers for an ultimate reading experience included content that was perceived as interesting, beneficial, trustworthy due to expert opinions, informative, realistic, and motivational (Goode, 2007). The International Federation of Periodical Publishers (FIPP) (2012), identified five factors that significantly contribute to the complete reading experience namely, identification (self-recognition, involvement), stimulation (enthusiasm, fascination), innovation (surprises me, keeps me informed of trends), practical use (tips, motivated to do something), and information (something new, useful, credible).

Past research focused on the uses and gratification of magazine interest groups or target audiences. When taking gender into account, Randle (2003) surveyed male subscribers to a monthly special interest magazine aimed at musicians. These findings suggest magazines offered better affective and diversionary value compared to the Internet. The study concluded that the Internet is a real risk to magazines in more cognitive content and that the need for more entertaining content may prompt magazine usage.

When it comes to self-development, the importance of magazines to satisfy affective gratifications is also confirmed in the qualitative study by Stevens et al. (2007) exploring women's magazine consumption in their homes. Their focus groups with selected readers revealed that women's magazines are read not only for their content but for what they facilitated and legitimised within the fabric of women's busy lives. Women's magazines thus play a vital role in the lives of the women by offering them the opportunity for self-development, me-time, and time away from others, and a sense emotional connection with other women sharing mutual experiences and concerns. Jere and Davis (2011) compared magazines and the Internet gratifications among women's magazine readers in South Africa. They found that magazines provide superior content gratifications, process gratifications (i.e. enjoy the process of using the medium) and social gratification. On the other hand, Chan and Fang (2007) conducted a survey with consumers ranging from 15 to 24 year in Hong Kong and found that they regard magazines as a vital source of surveillance for shopping and recreational information.

The research method

Data collection and sampling

An independent research company distributed the mobile-administered surveys to a panel of regular magazine readers. The following three magazine titles selected for this study included the Your Family, Women & Home and the Essentials magazine. These titles were purposively selected due to the perceived stereotypical content associated with traditional gender ideology. Your Family magazine encourages readers to explore the various forms of DIY health checks, health and beauty, family life, cooking tutorials and crafts. The Essentials magazine on the other hand include lifestyle, recipes, beauty, and fashion as well as various practical DIY home and craft activities. The Women and Home magazine focuses on work and money, competitions, health, beauty, travel, recipes, fashion and celebrity gossip. Although there is similarity in content across the magazines, each magazine caters for a specific target market ranging from professional career women to the one in-between to the homemaker. The title, cover page, content, and pricing as well as the occasionally free gifts received along with the magazine motivate readers to purchase due to an identity association created with the magazine. Although the above-mentioned magazines share similar content features, the inclusion of content features such as DIY represent a sort of empowerment feature unlike your family magazine, where features are based purely on traditional gender norms and roles based



on feminine values. On analysis of the Women and Home magazine, a clear indication of egalitarian gender ideology which highlight content features such as work, money, and travel.

The panel of regular magazine readers was selected by means of a non-probability quota sampling method. Quota sampling as a two-staged sampling method ensures that the composition of the sample is representative of the characteristics of the population of interest (Research Methodology.net, 2020). The population characteristics used as selection criteria in this study includes females aged between 18 and 60 who reads one of the three selected magazines on a regular basis. The respondents selected for this study belonged to an identical informational community seeing that they all read the selected women's magazines on a regular basis (Stevens, McLaren & Catterall, 2007). The panel members who participated in the survey represented a wide variety of social demographics like income, home languages, and educational levels, as well as their enjoyment of reading women's magazines.

The use of a professional and reputable research company in the publishing industry assisted in the assembling of a representative sample for this study; this method cost effective method was regarded as most appropriate seeing that time was also saved during the collection of the data (Iacobucci & Churchill, 2010). The sample size 300 respondents ensured the stability of the data and enabled selective hypothesis-testing.

The measuring instrument

The research instrument used in this study consisted of a structured mobile-administered questionnaire that was based on a pre-existing instrument (Payne, Severn & Dozier, 1988; FIPP, 2012; Roy 2009). After a series of discussions with experts in mobile-surveys and experienced editors, the scales used in this study was adapted and adopted accordingly. The variables identified to measure gratifications and readers' consumption behaviour and preferences, were identified based of this insight. Thereafter the gratification variables were formulated followed by the consumption behaviour and preferences which were articulated as multiple-choice questions. Pretesting of the statements was conducted amongst 20 regular magazine readers to ensure that the respondents interpreted the statements correctly. The researchers conducted a pilot test of the full questionnaire amongst 30 respondents via a e mobile platform. These results were not included in the sample that was used to establish the level of reliability. After minor adjustments to the questionnaire the mobile data collection process commenced.

A cover letter explaining the purpose of the study as well as the ethical considerations such as confidentiality and voluntary participation accompanied the questionnaire used in this study. Mobile devices were used in the completion of two sections of the structured questionnaire. Section A consisted of multiple-choice questions that measured magazine readers' consumption behaviour and a five-point Likert scale in the second section B measured the gratifications obtained from reading such magazines.

The data analysis

A number of statistical tests were applied by means of the Statistical Package for Social Sciences (SPSS) Version 25 in the data analysis for this study. The descriptive statistics of the data were linked to the research objectives set for this study. By means of an exploratory factor analysis the underlying structure of the women's magazines reader gratifications were examined. These underlying assumptions of normality and equal variances were tested and not met; hence the non-parametric tests were applied in the hypotheses testing. The researchers used a 95% level of confidence, and a subsequent significance level of 5% ($p\text{-value} \leq 0.05$), to establish the guidelines for rejecting null hypotheses. A total of 381 correct completed



questionnaires were received, this represented 114 Your Family readers, 135 Essentials readers and 132 Women & Home readers

Results

Consumption behaviour of women magazines readers

Advertisers as well as magazine editors must understand the behavioural patterns and influences of the magazine market in order to guide the strategies of magazine editors, advertisers, and content providers. These results and hypotheses related to the consumption behaviour of the magazine readers are presented below.

Hypotheses tests

H1 (alt): There is an association between magazine and consumption behaviour of the readers. This implies there is there an association between magazine and reading time (H1a). It furthermore also implies that there here an association between magazine and reading place (H1b).

Reading time

When considering the readers' consumption behaviour (see Table 1) it is clear that overall magazines are typically read during the evenings (42,3%), while a few of them consume the medium while waiting or commuting (24,4%). It is fascinating that one third of the women read magazines during the day when they get a break (33,3%). Interestingly, readers of the Your Family magazine mostly read it during the day when they get a break (40,4%) rather than in the evenings (36,0%). This might be that busy mothers reading this family orientated magazine might not have the time to read in the evenings due this time requiring their attention to get feed the children and put them in bed. Most readers of the Essentials magazine and Women & Home magazine read it during the evenings (Essentials 47,4%, Women & Home 42,4%). This followed by those who read it during the day when they get a break (Essentials 27,4%, Women & Home 33,3%) and while waiting/ commuting somewhere (Essentials 25,2%, Women & Home 24,2%)

The Chi-square test indicate no significant association between reading time and magazine titles ($X^2(4, n=380)=5,08p=2.79$, CramerV=0.082). This suggests that the readers from different magazines are read during similar reading times. Based on these results (H1a) is not supported.

Table 1: Women's' magazine behavioural patterns - Reading time

	<i>Your Family</i>		<i>Essentials</i>		<i>Women & Home</i>		<i>Total</i>		<i>Chi-square test</i>
	Freq	%	Freq	%	Freq	%	Freq	%	
Reading time									
In the evenings	41	36,0	64	47,4	56	42,4	161	42,3	$X^2(4,n=380)=5,08$ $p=2.79$, CramerV=0.082
While waiting/ commuting somewhere	27	23,7	34	25,2	32	24,2	93	24,4	
During the day when I get a break	46	40,4	37	27,4	44	33,3	127	33,3	

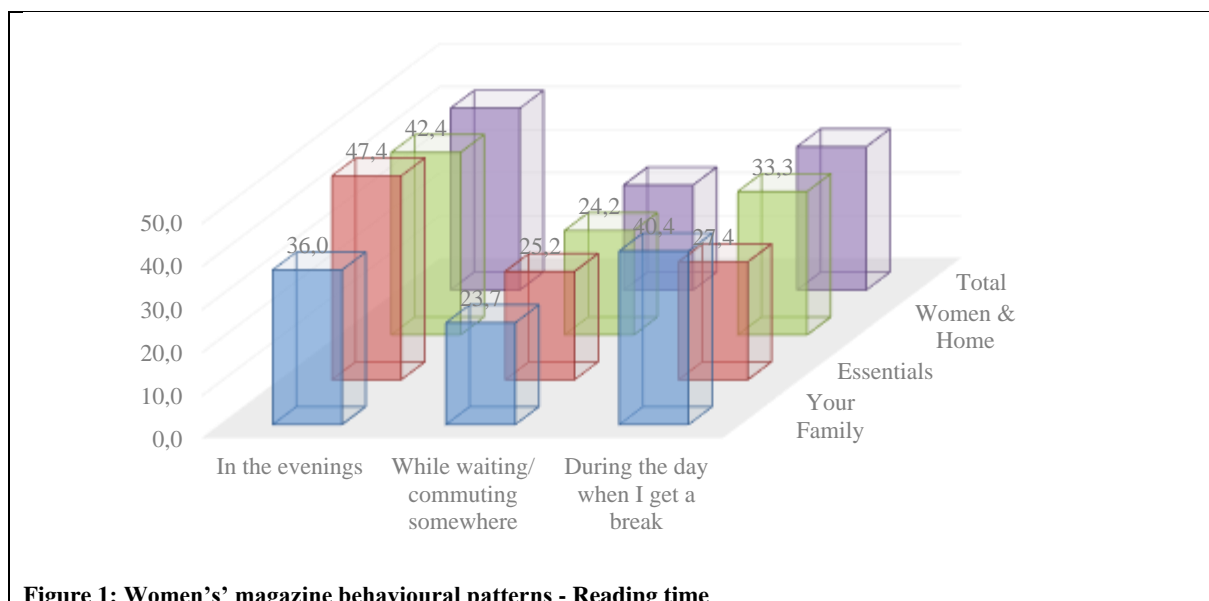


Figure 1: Women's magazine behavioural patterns - Reading time

Reading space

It is evident (See Table 2 & Figure 2) that magazines are mostly read at home in their bedroom and bathroom (70,1%). The majority are reading magazines in their bedroom (59,3%) and even in the bathroom (10,8%). Almost on third (29,9%) of the sample indicated that magazines are read at places when they are out and about doing daily activities (29,9%). Interestingly, readers of the Essentials (25,2%) and Women & Home magazine (34,8%) seem to have more time to consume magazine at places when they are out and about doing daily activities compared to Your Family readers (14,0%). This may perhaps be due to mothers required to pay attention to their younger children leaving little time for media consumption. The Chi-square test confirmed that there is no significant association between reading places and magazine titles ($X^2(4, n=380)=8.37, p=0.79, CramerV=0.105$). The means that the readers from different magazines read at similar spaces. The results do not offer evidence to support (H1b).

Table 2: Women's magazine behavioural patterns - Reading space

	Your Family		Essentials		Women & Home		Total		Chi-square test
	Freq	%	Freq	%	Freq	%	Freq	%	
Reading space									
Bedroom	70	61,4	79	58,5	77	58,3	226	59,3	$X^2(4, n=380)=8.37$ $p=0.79,$ $CramerV=0.105$
Bathroom	10	8,8	22	16,3	9	6,8	41	10,8	
Out and about	34	14,0	34	25,2	46	34,8	114	29,9	

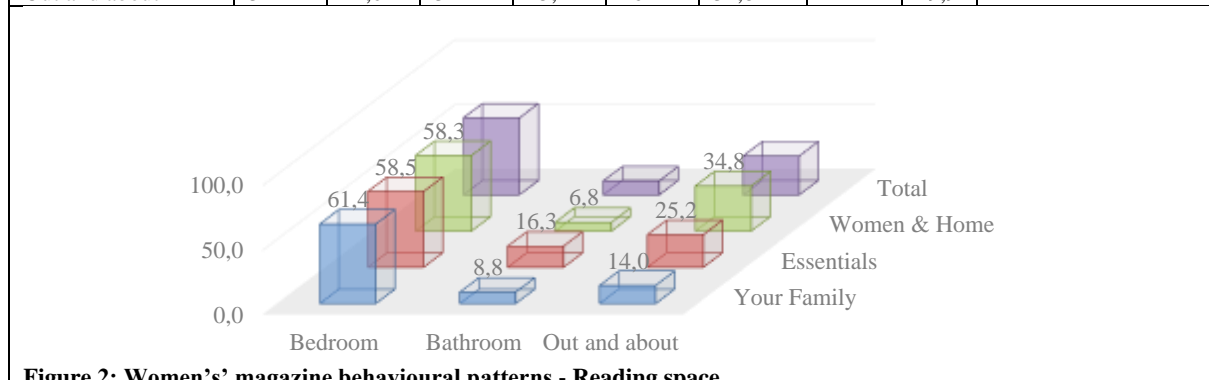


Figure 2: Women's magazine behavioural patterns - Reading space



Hypotheses tests

H2 (alt): There is an association between magazine titles and purchasing influences of the readers. This implies there is there an association between the different magazines and marketing influences (H2a). It furthermore also implies that there is an association between magazine titles and desired content types (H2b).

Marketing influences

In table 3 and figure 3 results regarding influences on readers' decision to buy a specific magazine title are indicated. The results showed that the magazine content (52,5%) in the minds of readers contributes significantly more than the other influences across all of the titles. The magazine cover (22,0%) is also a relative important consideration for readers of all the titles. Readers of Women & Home seem be more price conscious (20,5%) compared to the readers of the Your Family (14,0%) and Essentials (14,1%) titles. The sample indicated that free items /gifts (9,2%) issued together with magazines play a smaller role. No significant association between behavioural influences and magazine titles was not found $X^2(6, n=380)=8.2, p=0.24, \text{Cramer } V=0.224$. The Pearson Chi-Square value is 8.2 with an associated significance level of 0.22. It can thus be concluded that the result is not significant. The results do not offer evidence to support (H2a). This means that the proportion of influences on buying decisions is not significantly different for readers from each of the magazine titles.

Desired content types

In table 4 and figure 4 results regarding readers' preferences for specific magazine content types are shown. This was done by determining and the specific type of content preferred by the readers of different titles. Overall, the most desired content types are Food and recipes (79,2%), Health and wellbeing (74,7%) and Home and décor (72,6%). Career & finance (42,1%) and Diet & body image (40,5%) seem to be less popular overall. Only a few admitted to enjoying news and stories about Celebrities (8,2%). A significant association between the magazine titles and the three of the topics (Home & décor, Family & parenting, Career & finance) were found. The proportion of these content types desired is significantly different for readers from the different magazine titles. Relatively more of the readers of Your Family seem be interested in Home & décor (86,0%) and Family & parenting (77,2%) compared to readers of the Essentials and Women & Home (75,0%). Almost half of the readers of Women & Home (48,5%) and Your Family (48,2%) indicated to be more interested in Career & finance. This is far less when compared to Essentials readers (30,4%).

Based on these presented results (*H2b*) is supported for three magazine content types (Home & Décor; Family & Parenting, Career & finance).

Table 3: Women's' magazine purchasing influences

	<i>Your Family</i>		<i>Essentials</i>		<i>Women & Home</i>		<i>Total</i>		<i>Chi-square test</i>
	Freq	%	Freq	%	Freq	%	Freq	%	
Marketing influences									
Magazine content	59	51,8	68	50,4	73	55,3	200	52,5	$X^2(6,n=380)=8.2$ $p=0,24, \text{Cramer}V=0.104$
Magazine cover	24	21,1	35	25,9	25	18,9	84	22,0	
Price	16	14,0	19	14,1	27	20,5	62	16,3	
Free items / Gifts	15	13,2	13	9,6	7	5,3	35	9,2	

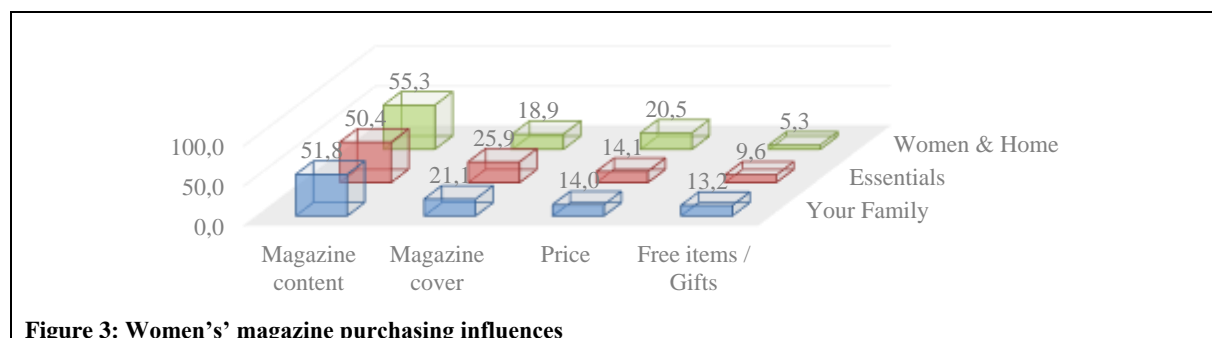
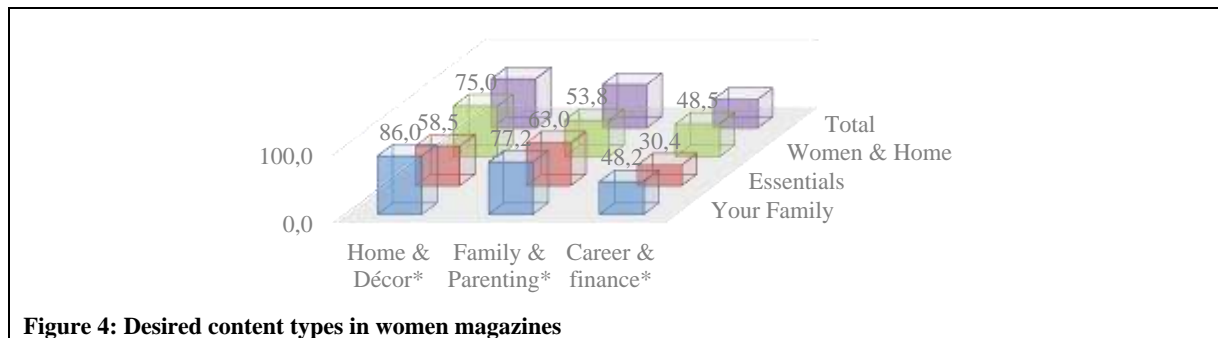


Figure 3: Women's magazine purchasing influences

The first topic is Home & décor ($X^2(2, n=380)=23.984$ $p=0.001$, $\phi=2.5$). The vast majority of Your Family readers (86 %) and Women & Home readers (75,0%) are partial to content on Home & décor, while a few of Your Family readers (14 %) and Women & Home readers (25,0%) do not want this type of content. Proportionately less Essentials readers (58,5%) want this type of content. The second topic is Family & parenting ($X^2(2, n=380)=14.657$ $p=0.000$, $\phi=1.96$). The vast majority of Your Family readers (77,2%) indicated that they want to read about Family & parenting. Almost two thirds of Women & Home readers (64,2%), while only about half of Women & Home readers (53,8%) want this type of content. The third topic is Career & finance ($X^2(2, n=380)=11.600$, $p=0.003$, $\phi=0.174$). Approximately half of the Your Family sample (48,2%) and the Women & Home sample (48,5%) want this type of content, while less than one third (30,4%) of the Essentials sample is preferential toward this type content.

Table 4: Desired content types in women magazines

Desired content types	Your Family		Essentials		Women & Home		Total		Chi-square test
	Freq	%	Freq	%	Freq	%	Freq	%	
Food & recipes	89	78,1	105	77,8	107	81,1	301	79,2	$X^2(2,n=380)=0,51$ $p=0,771$, $\phi=0,37$
Health & wellbeing	86	75,4	94	69,6	104	78,8	284	74,7	$X^2(2,n=380)=3,02$ $p=0,221$, $\phi=0,89$
Home & décor*	98	86,0	79	58,5	99	75,0	276	72,6	$X^2(2,n=380)=23,98$ $p=0,001$, $\phi=2,51$
Family & parenting*	88	77,2	85	63,0	71	53,8	244	64,2	$X^2(2,n=380)=14,66$ $p=0,000$, $\phi=1,96$
Craft & DIY	83	72,8	87	64,4	82	62,1	252	66,3	$X^2(2,n=380)=3,39$ $p=0,184$, $\phi=0,94$
Beauty & fashion	58	50,9	82	60,7	72	54,5	212	55,8	$X^2(2,n=380)=2,54$ $p=0,282$, $\phi=0,82$
Career & finance*	55	48,2	41	30,4	64	48,5	160	42,1	$X^2(2,n=380)=11,6$ $p=0,003$, $\phi=0,17$
Diet & body image	50	43,9	53	39,3	51	38,6	154	40,5	$X^2(2,n=380)=0,810$ $p=0,667$, $\phi=0,46$
Celebrities	10	8,8	10	7,4	11	8,3	31	8,2	$X^2(2,n=380)=0,810$ $p=0,667$, $\phi=0,21$
Other	10	8,8	14	10,4	11	8,3	35	9,2	$X^2(2,n=380)=0,365$ $p=0,883$, $\phi=0,31$



Gratifications obtained by women magazines readers

The purpose of factor analysis is to simplify data by reducing a large number of variables into factors so that correlations and patterns are interpreted and understood (Malhotra & Birks, 2007) and to define the underlying structure among variables under analysis (Hair, Black, Babin, Anderson & Tataham, 2006). Exploratory factor analysis was conducted in this study to identify the relevant factors to retain for the women’s magazines reader gratifications construct. Exploratory Factor Analysis (EFA) are used to explore the possible underlying factor structure of a set of observed variables without imposing a preconceived structure on the outcome. With Confirmatory Factor Analysis (CFA) measurement models are applied to represent the studied variables and factors in an attempt to confirm or reject preconceived theories (Hair et al., 2006). CFA was not applied, as EFA was deemed more suitable due to the limited research on magazines (Filak, 2015).

The first phase of analysis utilized exploratory factor analysis of the data. The items of the scale to measure gratifications obtained from reading these magazines were subjected to Principal Components Analysis (PCA) using SPSS version 25. Prior to performing PCA, the suitability of data for factor analysis was assessed. Inspection of the correlation matrix revealed the presence of adequate coefficients of .3 and above as suggested by Pallant (2011). The Kaiser- Meyer-Olkin value was .83, exceeding the recommended value of .6 (Kaiser, 1974) and Bartlett’s Test of Sphericity (Bartlett 1954) reached statistical significance, supporting the factorability of the correlation matrix.

The initial solution, with minimum eigenvalues set at 1.0, resulted in a four-factor solution. Although the eigenvalue rule suggested a four-factor solution, the scree plot of eigenvalues suggested a three- factor solution. The plot revealed that it became almost horizontal after the first free factors. Using Cattell’s (1966) scree test, it was decided to retain three components for further investigation. The PCA revealed the presence a three-component solution explaining a total of 57%, of the variance, with component 1 (Diversion) contributing 36.3%, component 2 (Self-development) 12,1%, and component 3 (Surveillance) 8,5% of the variance respectively. To aid in the interpretation of these three components, varimax rotation was performed and showed a relative strong loading on the respective components. Five statements loaded on the strongest factor, identified as a Diversion (D). Six other statements loaded on the second factor, identified as Self-development (SD), three statements were associated with the third factor labeled Surveillance (S). Following the factor analysis, a reliability analysis resulted in acceptable Cronbach’s alpha value of all the 3 factors (0.82, 0.75 and 75 respectively).



Comparison of gratification dimensions obtained by readers of different women magazines titles

The descriptive statistics for gratification dimensions obtained by readers of different women magazines titles are presented in Table 3. From this table it can be observed that, across the three magazines titles, most of the items reflected high levels of satisfaction, as represented by the mean, which was above 4. For Your Family, the Self-development gratification dimension delivered the highest overall satisfaction (M=4,33; SD=0,86), while the Surveillance gratification dimension was rated the lowest in terms of overall satisfaction gratification (M=3,48; SD=0,69). The two items “Tells me about the experiences and interest of other women” (M=3,40; SD=0,64) and “Tells me about famous people (e.g. remarkable women and celebrities)” (M=2,97; SD=0,74) delivered the lowest levels of satisfaction. The surveillance gratification dimension seemed to deliver the highest overall satisfaction for the Essentials readers surveyed (M=4,45; SD=0,69). The item “Tells me about famous people (e.g. remarkable women and celebrities)” delivered the lowest levels of satisfaction (M=4,03; SD=0,84). Women & Home delivered high and almost equal satisfaction levels for the Diversion gratification dimension (M=4,33; SD=0,81), Self-development gratification dimension (M=4,48; SD=0,76) and Surveillance gratification dimension (M=4,28; SD=0,70). The item “Tells me about the experiences and interest of other women” delivered the lowest levels of satisfaction (M=3,95; SD=0,65).

Table 5: Satisfaction of readers across women magazines titles

Diversion (D):	Your Family		Essentials		Women & Home	
	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>
Entertains me	4,24	0,85	4,53	0,80	4,50	0,75
Fills some empty moments	4,13	0,82	4,16	0,81	4,21	0,85
Helps me escape from reality	3,80	0,82	4,16	0,84	4,26	0,81
Reflects my lifestyle	4,14	0,84	4,45	0,79	4,39	0,81
Remains interesting/surprising	4,19	0,77	4,32	0,88	4,27	0,82
<i>Total Diversion (D):</i>	<i>4,10</i>	<i>0,82</i>	<i>4,32</i>	<i>0,82</i>	<i>4,33</i>	<i>0,81</i>
<i>Rank</i>	2		2		2	
Self-Development (SD):						
Helps me learn something useful	4,42	0,84	4,26	0,90	4,53	0,72
Gives me tips and advice	4,35	0,91	4,21	0,94	4,51	0,77
Gives me ideas	4,40	0,88	4,26	0,95	4,58	0,72
Reflects my inspirations	4,24	0,81	4,46	0,83	4,52	0,77
Says something about the kind of person I want to be	4,27	0,86	4,55	0,90	4,40	0,76
Keep me up to date about interesting subjects	4,32	0,84	4,21	0,88	4,33	0,80
<i>Total Self-Development (SD):</i>	<i>4,33</i>	<i>0,86</i>	<i>4,33</i>	<i>0,90</i>	<i>4,48</i>	<i>0,76</i>
<i>Rank</i>	1		2		1	
Surveillance (S):						
Tells me about the experiences and interest of other women	3,40	0,64	4,78	0,46	3,95	0,65
Tells me about famous people (e.g. remarkable women and celebrities)	2,97	0,74	4,03	0,84	4,34	0,70
Updates me about social trends/ events	4,06	0,68	4,53	0,76	4,54	0,76
<i>Total Surveillance (S):</i>	<i>3,48</i>	<i>0,69</i>	<i>4,45</i>	<i>0,69</i>	<i>4,28</i>	<i>0,70</i>
<i>Rank</i>	3		1		3	

Hypotheses tests

H3 (alt): Readers of different women’s magazines experience significant differences with regards to Diversion (D) gratification levels (H3a), Self-development (SD) gratification levels (H3b) and Surveillance (S) gratification levels (H3c). After the cases identified as outliers were removed, the underlying assumptions of normality and equal variances were tested and not met, hence the Kruskal-Wallis Test was conducted to investigate magazine readership group



difference with regards to Diversion (D) gratification levels (H3a), Self-development (SD) gratification levels (H3b) and Surveillance (S) dimensions (H3c). Follow-up Mann-Whitney tests were conducted to evaluate pairwise differences among the three groups, controlling for Type I error across tests by using the Bonferroni approach. These results of these analysis are shown in the table 6.

Table 6: Descriptive statistics, Kruskal-Wallis Test and Mann-Whitney U Test for H1a, H1b and H1c.

	Magazine title	Mean	SD	Median	Mean Rank	Sum of Ranks	H	df	p		U	Z	P	r
Diversion (D)	a) Your Family	4,10	0,82	4,14	159,79	12369	13,38	2	0,00*	a vs c	5846,5	-3,29	0,00*	-0,01
	b) Women & Home	4,33	0,81	4,42	202,19	18012				a vs b	5814,00	-3,10	0,00*	-0,01
	c) Essentials	4,32	0,82	4,43	206,41	18723				b vs c	8677,50	-0,37	0,71	0,00
Self-development (SD)	a) Your Family	4,33	0,86	4,47	179,42	12742	8,15	2	0,02*	a vs c	7679,00	-0,03	0,98	0,00
	b) Women & Home	4,48	0,76	4,57	212,95	17638				a vs b	6187,50	-2,42	0,02	-0,01
	c) Essentials	4,33	0,90	4,42	179,32	16859				b vs c	7349,00	-2,50	0,02	-0,01
Surveillance (S)	a) Your Family	3,48	0,69	3,39	93,58	9260	154,3	2	0,00*	a vs c	1407,50	-11,26	0,00*	-0,03
	b) Women & Home	4,28	0,70	3,95	200,76	21120				a vs b	2705,50	-8,87	0,00*	-0,02
	c) Essentials	4,45	0,69	4,63	263,73	23162				b vs c	5379,5	-5,97	0,00*	-0,02

The Kruskal-Wallis Test revealed significant group differences with regard to Diversion (D) dimension gratification levels, $\chi^2(2, n=380)=13,38, p<.001$. This was also found for the Self-development (SD) dimension, $\chi^2(2, n=380)=8,15, p<.001$ as well as the Surveillance (S) dimension, $\chi^2(2, n=380)=39.75, p<.001$. Because the tests were significant, pairwise comparisons among the three groups were then conducted. Follow-up Mann-Whitney tests were conducted to evaluate pairwise differences among the three groups, controlling for Type I error across tests by using the Bonferroni approach, an adjusted alpha value ($0,05/3=0.017$) as suggested by Tabachnick and Fidell (2007:52).

Diversion (D) gratification levels (H2a)

The Mann-Whitney U test revealed a significant difference in the Diversion (D) gratification levels when comparing Your Family and Essentials readers, ($U=5846,50; z=-3,29; p=.00; r=0,1$) with a small effect size (Cohen, 1988). Your Family and Women & Home also reported a significant difference for this dimension ($U=5814,00; Z=-3,10, p=0,00; r=-0,01$). However, no significant difference between Women & Home and Essentials readers was reported ($U=8677,50; Z=-0,37, p=0,71; r=0,00$). This implies that Women & Home ($M=4,32$) and Essentials readers ($M=4,33$) experienced higher entertainment value than Your Family readers ($M=4,10$). *Based on these results (H3a), is partially supported.*



Self-development (SD) gratification levels (H2b)

A Mann-Whitney U Test revealed no significant difference in Self-development gratification levels when comparing Your Family and Essentials readers ($U=7679,00$; $z=-0,03$ $p=0,9$; $r=0,00$); Your Family and Women & Home readers ($U=6187,50$; $Z=-2,42$, $p=0,02$; $r=-0,01$), Women & Home and Essentials readers ($U=7349,00$; $Z=-2,50$, $p=0,02$; $r=-0,01$). *The null hypothesis could thus not be rejected, as there was no support for (H3b).*

Surveillance (S) gratification levels (H2c)

The Mann-Whitney U test revealed a significant difference in the Surveillance (S) gratification levels when comparing Your Family and Essentials readers, $U=1407,50$; $Z=-11,26$, $p=0,00$; $r=-0,03$) with very small effect size (Cohen, 1988). Your Family and Women & Home also reported a significant difference for this dimension with a similar small effect size ($U=1407,50$; $Z=-11,26$, $p=0,00$; $r=0,03$). A significant difference between Women & Home and Essentials readers was also reported ($U=5379,5$; $Z=-5,97$, $p=0,00$; $r=-0,02$). This means that Essentials readers ($M=4,45$) experienced the highest Surveillance values, followed by Women & Home ($M=4,28$). Your Family ($M=3,48$) experienced the lowest surveillance values. *Based on these results (H3b), is supported.*

Discussion

This study examined the consumer behaviour and satisfaction of women's magazine readers in South Africa through the lens of the uses and gratification theory. Although various research studies (Chan and Fang, 2007; Filak, 2015; Jain, 2017; Kim et al., 2015) have been conducted on this topic none of these studies followed an audience centred approach to understand the behaviour, interests and satisfactions of women's magazine readers in emerging African markets.

RO1 aimed to find out whether readers of specific women-related magazine-titles differ significantly in terms of consumption behaviour and purchasing influences. The findings of this study highlighted that readers, overall, preferred to read magazines during their spare time in the evening either in their bedroom and/or bathroom. This finding was similar to Pychyl's (2015) study in that it was found that readers read their magazines in their spare time as a form of escapism.

RO2 sought to establish on which gratification dimension different women-related magazine-titles provide the highest satisfaction. It was found that the highest gratification dimension of women readers was that of diversion followed by self-development and lastly surveillance. Ellemers (2018) argues that there is a clear mind shift within women readers, when it comes to traditional gender ideology-based topics highlighted by traditional gender ideology, is evident. Magazine titles examined in this study catered for different women gender roles through different desired content types which supports Somech and Drach-Zahavv's (2016) study on the evolvement of women's gender roles in society.

Managerial implications, limitations and recommendations

The results of this study have several implications for magazine editors and media planners. Firstly, the magazine industry is under immense pressure to adapt to the ever-changing gender social roles and the needs of readers. By focussing on diverse titles, topics and various content ranging from beauty to DIY to financial empowerment, magazines can target niche areas of specific gender social roles of their readers. As previously mentioned, magazines are consumed as one of the most accessible media mediums in South Africa due to its socio-economic population profile. For magazines to be sustainable they need to meet the needs of the consumers by providing relevant and up to date entertainment, education and information to



their readers. By gaining insight into consumer behaviour, publishers will gain a competitive advantage over other key media mediums.

A limitation might be that only three titles were selected which limit the scope of this research. The three titles were not representative of the South African market when it came to demographical profiling (language, race and culture). The above mentioned limitation can be explored further and create opportunities to further gain insight into women magazine readers.

Future research on the relationship between the form of media and its influence on gender ideology vis-a-versa can also be investigated. The influence of gender ideology in consumer behaviour and gratification amongst male magazines can also be investigated in order to do a possible comparison study. Diversion, self-development and surveillance and the impact it has on male and female magazine readers can also be investigated seeing that limited research on these elements exist. Additionally, an investigation on the influence of U&G research on consumer behaviour and marketing influences of different generation readers (X, Y and Z-generation).

Conclusion

This study investigated the consumer behaviour and satisfaction of women's magazine readers in South Africa through the lens of the uses and gratification theory. The need for such a study was initiated by the various ways in which print media caters for the traditional versus empowered women. Over the years, the family lifecycle has changed from a more traditional gender role to a more empowered role with mothers becoming the breadwinners of households. With women taking up these different gender roles, different uses and gratifications have developed, and therefore respective reading materials must be developed in order to meet these new needs. With regards to reading time, the majority of respondents read their magazines during evenings. There was an association between the magazine type, reading time and the reading place, when it came to the gender ideology roles of the reader. The magazine content, cover, price and free gifts were identified as factors that readers considered important when it came to purchasing a magazine. With that said, there were no significant association between the behavioural influence and the magazine type. Although, the study did find that there was a significant association between magazine content and magazine type. When it came to gratification reason, diversion, was deemed more important by empowered women readers compared to the more traditional gender ideology women reader. Additionally, more empowered women rated self-development high as a gratification seeing that this element is seen as vital for their everyday life. With regards to surveillance as a gratification, the readers of the Essential and Women and Home magazine rated it higher than the readers of the Your Family magazine.

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