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**Adoption and Usage Patterns of Smart Television among
Different Demographics of University Staff in Nigeria**

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Abstract

The ability of smart televisions to connect to the Internet, stream content online, and host its applications and software makes it an exciting innovation in broadcasting. Understanding the factors influencing the adoption of smart televisions is crucial due to their increasing popularity over time. The study aims to identify factors that influence the adoption of smart televisions and examines its effect on the consumption of traditional broadcast media among different demographics of university staff. The study used a mixed-method approach and stratified sampling to elicit information from 262 respondents, and demographic variables were analysed using frequency percentages in tables. Quantitative data showed that the major factor for smart TVs' adoption is their advanced features ($M=3.85$; $SD=.94$); also, for the major factor on Smart TVs usage, they identified that smart TVs have replaced traditional TVs ($M=4.14$; $SD=0.14$). The findings from qualitative data revealed that the convenience of accessing streaming services, Internet connectivity, and integration of social applications were the driving factors in the adoption and usage of smart television. Data also showed that streaming services influence the usage patterns of smart television, such as Netflix, playing games, consuming news channels, streaming, and listening to music. Furthermore, it was deduced that smart television has the potential to replace traditional TV due to consumers' interest in its features, such as streaming services. The study concluded that smart televisions are emerging as Nigeria's primary hub for home entertainment in all spheres of life. Thus, the implication is that different demographic respondents have embraced smart TVs in Nigeria due to the influencing factors.

Keywords: *Smart TV, Streaming Services, Adoption, Usage, and Nigerian university.*

Introduction

Smart television (smart TV), also known as connected TV, has been increasingly popular in recent years, causing a decline in the traditional broadcast TV model. The surge in the smart TVs industry, projected to reach \$197.82 billion by 2030, can be attributed to the growing popularity of streaming services, competitive pricing, and improved user interface (Tileria & Blasco, 2022; Grand View Research, 2022). Smart TVs are sophisticated devices that integrate a conventional television interface, an operating system (OS), and internet-connected digital content. Their digital services include multimedia, gaming, internet surfing, on-demand entertainment access, online interactive sessions, and broadcasting media (Khan & Khusro, 2023). Digitisation has revolutionised the business of

the broadcasting industry and journalism as a whole (Talabi, 2011, Talabi et al., 2021; Talabi et al., 2022; Aliu et al., 2024). Egypt, Nigeria, and South Africa are leading the smart TV market in the African smart technology market (The Insight Partners, 2022). Consequently, in the Nigerian smart TV market, StarTimes, a leading Pay-TV service provider, launched a new digital TV set with inbuilt technology that allows users to access channels without any external decoder box. The Smart TV has an automatic TV system upgrade function, which means it can easily update itself with the latest software and features. However, the StarTimes pay-TV launch followed its success in Rwanda (Nosike, 2023).

The growing demand for over-the-top (OTT) content or streamed services has positively affected the smart TV market (Simon, 2024). Prominent streaming platforms like Amazon Prime, Netflix, Disney Plus, and others have created tailored applications for smart televisions to provide their streaming services (The Insight Partners 2022). Moreover, the increased popularity of smart TVs can be ascribed to their sophisticated functionalities, such as voice control, screen mirroring, and video conferencing, which enhance the user experience (Bures et al., 2020). Streaming services provide personalised viewing experiences, enhancing user engagement. They also offer flexibility, allowing users to watch content at their own pace, eliminating the need for fixed broadcast schedules. Smart TVs come pre-loaded with streaming apps, eliminating the need for additional devices. This has led to a growing preference for smart TVs for diverse and customisable viewing experiences (Simon, 2024).

Scholars have written on the replacement of conventional television by streaming services as a means of cord-cutting (Tefertiller, 2018); factors influencing the motivation and level of acceptability towards internet streaming services (Avalessa et al., 2024); smart television research towards better recognition of age, gender, and number of viewers in a smart TV environment (Haq et al., 2021); among others. Consequently, research indicates a decline in traditional TV viewership due to streaming services even as smart television technology has become more prevalent, and improvements have been made to its capabilities, which have changed people's media viewing habits. Hence, more literature on smart TV adoption and usage patterns across different demographics is needed. This study aims to explore the underexplored smart TV domain (Bures et al., 2020). Hence, this study aims to identify factors that influence the adoption of smart televisions, assess the extent to which streaming services

of smart television are used, and determine the impact of smart televisions on traditional broadcast media consumption among different demographics of university staff.

Literature Review

Smart TV was granted a patent in 1994, and by 2010, it had combined internet information with TV provider content. However, it was argued that Japan's version of smart TV started earlier in 1980. It was regarded as intelligent television. Consequently, digital television gained widespread acceptance almost immediately after the start of the 21st century, but by 2010, it was transformed, with smart TV gaining more recognition (Alam et al., 2017).

Lin (2013) describes Smart TV as a television on which you can also use the internet. Although the former definition captures the role of the internet in smart television evolution, Simon (2024, p.85) noted that a smart TV, otherwise called connected TV, is a set that offers both free and subscription-based streaming applications, such as YouTube, Netflix, Amazon Prime, and Hulu. A smart TV obviates the necessity of a distinct settop box. Nevertheless, if one wants a cable TV, it is still necessary to have a cable set-top box to establish a connection with the television (Avalesska et al., 2024). Consequently, to put these definitions into perspective, a television that can connect to the internet is considered "smart" because it operates on an operating system and includes its application service. Smart TVs function similarly to smartphones, delivering entertainment content directly to your television through an internet connection. However, Simon (2024) noted that smart television must differ from internet television. Internet TV is a device that allows users to stream content from the internet on a regular TV using external devices, while smart TV houses both internet and interactive features for its audience consumption.

The advent of smart TV has revolutionised the traditional television system by offering advanced processing capabilities and internet access. Converging television with computing and internet connectivity has captivated viewers and created new opportunities for scholars. Smart TVs offer an enhanced viewing experience compared to traditional TV systems, enabling access to a wide range of TV material, online videos, movies, games, web browsing, and comprehensive support for web 2.0 functionalities (Vishwakarma & Kapoor, 2017). Nevertheless, connecting to a public network, such as the Internet, presents privacy issues. Smart

TVs raise privacy concerns due to data collection, sharing, security vulnerabilities, lack of transparency, and consent issues. Manufacturers should prioritise privacy, provide clear policies, and allow users control over data (Tileria & Blasco, 2022).

Khan and Khusro (2023) noted more technological inroads into the features of smart TVs, such as hand and voice control, thereby aiding the wireless control of television. They claim that using shape, colour, and skin similarity to detect hand gestures, classify extracted features using rule-based classification, and interpret classified gestures by a novel interpreter is possible (Avalessa et al., 2024). According to Simon (2024), the significant inroads in the functionality of smart TV directly affect the economy of streaming services, as is evident in the competitive streaming industry. Vishwakarma and Kapoor (2017) also noted that consumer behaviour influences the adoption of smart TVs and streaming services, while technological advancements like 4K and 8K resolution, high dynamic range (HDR), and AI-driven recommendations shape the economy. The regulatory environment, global market dynamics, and industry partnerships can also shape the economy. Researchers should consider consumer spending, advertising revenues, market share, original content production, and embryonic technological areas like virtual and augmented reality (Khan & Khusro, 2023).

From empirical literature, Haq et al. (2021) developed a new method to correctly identify smart television users' characteristics. The scientific method using face recognition features is based on a particular computer programme that has achieved high percentages of gender and age prediction with 91.1% and 79.1% accuracy, respectively.

Tefertiller (2018) analysed consumer intentions to adopt streaming options over cable TV. The study surveyed 200 respondents. The study found that respondents perceived more advantage in streaming options than cable and traditional TV. Frustration encountered when using traditional technology caused this. Hence, the study concluded that entertainment significantly predicted their purchase intention.

Im et al. (2014) investigated the variables that influence the adoption of smart TV. They carried out a nationwide study. They submitted that the perceived usefulness of smart TVs was a significant factor in predicting resistance and intention to use them, which aligns with earlier research. The perceived ease of use also had a notable effect on decreasing resistance. It is essential to mention that there was no evidence supporting the impact of perceived ease of use on the intention to use a smart TV.

Surprisingly, the perception of how easy something is to use had a detrimental effect on how valuable it was thought to be. Furthermore, the substantial significance of resistance as a mediator was found. Designers and developers should consider the balance between ease of use and the perceived value of a product or service. Focusing solely on ease of use may undermine the perceived value, so it is essential to strike a balance and consider other factors contributing to value perception.

Dou et al. (2019) studied the usability and user requirements of elderly Chinese smart TV users. They used physiological measurements, behaviour analyses, and interviews. They revealed that while the elderly are willing to use smart TV products, the usability of interactive systems affects their experience. They submitted that different content search methods, such as pinyin, voice, and hierarchical, have different user experiences. Their findings have implications for designing and implementing smart TV service systems.

Ugboaja et al. (2022) investigated the extent of online television streaming exposure and content preference. The survey was done within six universities in Nigeria. The study revealed that a significant proportion of the students had been exposed to streaming television content online. Hence, they suggested a decrease in the price of internet data subscriptions offered by network service providers nationwide to promote the acceptance of online TV streaming among students.

Bae & Chang (2012) examined the perception of smart TV viewers using the innovation diffusion theory (IDT). They submitted that the factor with the most significant impact on the intention to acquire a smart TV is a relative advantage. Compatibility, entertainment, web browsing, and n-screen are all influential factors, although to a lesser extent. This implies that smart TVs' built-in streaming, app integration, and connectivity features can boost market demand, potentially driving increased sales and influencing manufacturers' product development and marketing strategies.

In their empirical study, Avasleska et al. (2024) examined the motivation and acceptance of online streaming services among individuals in Batam, Indonesia. They discovered that the convenience and user-friendly nature of smart TVs, smartphones, and tablets for accessing online streaming services were the primary factors contributing to the decreased attractiveness of traditional television. Their research is connected to the current study from a theoretical standpoint. The use of the technology acceptance model is to identify the factors that motivate people to embrace and use new technology rather than traditional alternatives. Despite the

quantitative nature of the study, utilising the TAM research model, the researchers failed to explicitly state or provide a rationale for their chosen methodology and the population sample utilised.

Theoretical Framework

This study is anchored on the theoretical postulations of diffusion of innovation theory propounded by Rogers (1962). The thesis of the theory explains how and why people will, over time, adopt a given practice idea or innovation. The crucial thing in adoption is that people must perceive the product or item as new and innovative. This is then the route to diffusion. This is because people will not just adopt an idea or product simultaneously. Instead, they will do it at their own pace. Hence, some will adopt early while others will adopt later. Thus, the theory proposes that these adopters are categorised into five groups based on their adoption. They are innovators, early adopters, early majority, late majority, and then the laggards who come last in the chain of adopters' category. Consequently, all five categories must be catered for or appealed to differently. For instance, the innovators will need little or no appeal because they are known as born risk-takers and will try any innovation. Meanwhile, the laggards, bound by tradition, will need strategies like pressure and fear appeal to adopt a particular innovation. Furthermore, in the chain of adoption where diffusion is achieved, there is a need for awareness, the decision to adopt or reject the first-time use and the continuous use, of the innovation (Singh et al., 2021).

Five main factors were posited as influences for adoption by the proponents of this theory. They are the relative advantages of using innovation, compatibility, complexity, experimental ability, and the innovations' results. These factors are always at work, whether subtly or otherwise, and they affect university staff's adoption of new technology. For this study, smart television technology is an innovation; thus, the diffusion of innovation will help the researcher understand the factors influencing its adoption and usage. The theory is relevant to the study because it will reveal the factors influencing smart television adoption.

Materials and Methods

The study adopted the mixed-method research design. The study population comprised staff members from the Bowen University Iwo

community (academic and non-academic). The justification for the population is their diverse cultural, national, and demographic outlook. Also, the population is regarded as a highly educated, working-class community. Thus, they can give valid responses to the subject matter. According to the university registry unit, the total number of the university staff (Iwo and Ogbomosho campuses inclusive) is 815. Using the Survey Monkey sample size calculator at a 95% confidence level and 5% margin of error, the sample size is 262.

For the qualitative angle, the focus group discussion was adopted to help the researcher understand the participants' perceptions towards adopting smart TVs. The study thus adopted a focus group guide for gathering the qualitative data. The rationale for adopting the focus discussion guide was to determine the participant's opinions, beliefs, ideas and attitudes towards the objectives of the subject matter of the study. The study used purposive sampling to choose the population. The purpose sampling was chosen to capture the features of the university community. The focus group discussion had 10 participants who were willing to partake in the discussion. The researcher had invited 24 people to have 12 people in two different groups, but only 10 people showed interest. Thus, ten persons, according to scholars, are enough to form an FGD discussion group since the standard is not less than five and not more than 12 participants in a group (Talabi & Oko-Epelle, 2024). Hence, there were two discussion sessions for the study. Consequently, the researcher gave participants codes for ease of recognition and analysis. Hence, participants were identified as P1-P10 for the 10 participants. Furthermore, the researcher presented data from the focus group discussion using themes while making inferences about the participants' perceptions of adopting smart TVs.

The quantitative section of this study employed a stratified random sampling technique to select participants from the university staff population. The population was divided into two strata based on job roles: academic staff (n=304) and non-academic staff (n=511). The sample size was allocated to each stratum to ensure proportional representation based on the population distribution. The calculated sample size was 262 when divided between the two strata: academic staff: 98 participants (37.3% of sample size, proportional to their population size); non-academic staff: 164 participants (62.7% of sample size, proportional to their population size).

The questionnaire contained three sections that elicited information on the following variables: demographics, adoption, and smart TVs usage. Two hundred and sixty-two copies of the questionnaire were self-

administered to the participants at convenient spots like the university worship centre after Wednesday service, some at the bus terminal within the school area and eateries within colleges and departments. Participants gave their consent and completed a paper questionnaire for the study. However, only 241 valid copies were successfully retrieved, resulting in a response rate of approximately 92%.

The reliability of the study: a pilot study was conducted on 25 persons, 10 % of the population. A construct is reliable if the Alpha (α) value is more significant than .70 (Adamson & Prion, 2013).

Table 1. Reliability Statistics

Constructs	No. of Items	Alpha (α)
Smart TV adoption	5	.776
Smart TV usage	6	.979

Reliability results show that construct reliability was assessed using Cronbach's Alpha. The results revealed that the adoption of the smart TV scale with five items ($\alpha = .776$) and the smart TV usage scale with six items ($\alpha = .979$) were found reliable.

Descriptive statistics were used to analyse the data obtained, including frequency, percentages, mean, and standard deviation.

Results

From the data, male respondents represented 131 (53%) of the study, and 116 (47%) were female. Also, for age, 18-27 years (Gen Z) represent 23 (9.3%), age 28-47 (millennials) represent 103 (41.7%), and 44-59 represent 95 (38.5%) of the study. Also, 60 and above represent 25 (10.1%) of the study. Data for job strata showed that non-academic staff represented 152 (63.1%) of the study, while the academic staff represented 89 (36.9%). For the education category, 8 (3.2%) respondents have SSCE, 22 (8.9%) represent those who have a national diploma, and 76 (30.8%) were those with a B.Sc./HND. Also, those with Masters numbered 102 (41.3%), and PHD holders represented 39 (15.8%) of the respondents.

Table 2: Demographic Profile of Respondents

Demographic categories		Frequency (n=247)	Percentage %
Sex	Male	131	53
	Female	116	47
Age	18-27 years (GenZ)	23	9.3
	28-43 years (millennials)	103	41.7
	44-60(Generation X)	95	38.5
	61 and above (baby boomers)	25	10.1
Job Strata	Academic Staff	89	36.9
	Non-academic staff	152	63.1
Educational Status	SSCE	8	3.2
	Diploma/NCE	22	8.9
	HND/B.sc	76	30.8
	Masters & above	102	41.3
	Indigene	39	15.8

Table 3: Factors of Smart TV Adoption

	N	Minimum	Maximum	Mean	Std. Deviation
Millennials and Gen Z are likely to buy a smart TV	247	1.00	5.00	3.8381	1.18171
Highly educated, buy smart TV	247	1.00	5.00	3.8016	.94842
High-income earners buy smart TV	247	1.00	5.00	3.3198	1.36408
Advanced Features Will Make Me Buy Smart TV	247	1.00	5.00	3.8583	.94146
Valid N (listwise)	247				

Five-point scale (5 = strongly agree, 3 = neither agree nor disagree, 1 = strongly disagree)

The table above shows the factors that influence the adoption of smart TVs. Statement one states that millennials and Gen Z are likely to buy a smart TV (M 3.83 S.D. 1.18). Statement two states that highly educated people buy smart TVs (M=3.80; SD=.95); meanwhile, high-income earners buy smart TVs (M=3.31; SD=1.36). Also, a statement on advanced features will make me buy a smart TV (M=3.85; SD=.94).

Table 4: Factors for Smart TV Usage

	N	Minimum	Maximum	Mean	Std. Deviation
Streaming Netflix	247	2.00	5.00	3.6437	1.05277
Playing games	247	2.00	5.00	3.7409	1.14305
Streaming and listening to music	247	1.00	5.00	3.7328	1.04057
Smart TV has replaced traditional TV	247	1.00	5.00	4.1417	1.00414
I will stream on smart TV than traditional TV	247	2.00	5.00	3.6721	1.07150
I will use smart TV to surf social media	247	1.00	5.00	3.7976	1.14387
Valid N (listwise)	247				

Five-point scale (5 = strongly agree, 3 = neither agree nor disagree, 1 = strongly disagree)

The above Table shows factors for smart TV usage. Streaming Netflix (M=3.64; SD=1.05), playing games (S=3.74; SD=1.14), streaming and listening to music (M=3.73; SD=1.04), smart TV has replaced traditional TV (M=4.14; SD=1.00), I will stream on smart TV rather than traditional TV (M=3.67; SD=1.07), and I will use smart TV to surf social media (M=3.79; SD=1.14).

Qualitative Data

Three themes were obtained from the discussion. Thus, the FGD is presented in those themes.

Theme 1: Factors that influence the adoption and usage of smart TV.

Data from the FGD revealed the factors influencing participants to adopt and use smart TVs. The discussion showed that all participants had used or bought smart TVs for their usage. The brands they use are Samsung and LG. The discussion also showed that the convenience of accessing online streaming platforms and services, the ability to browse the internet, and its integration of many entertainment applications were the factors that influenced their decision to purchase and use a smart television. A participant P4, while discussing his experience, noted:

For me, the fact that the smart television has internet and applications that can surf the net and social media, I just envisioned my phone

becoming bigger. And then, I can share it with my family and loved ones. (P4, 2024).

It is the internet connectivity for me. So I don't need the big dish and antenna. Do you know that smart TV is the positive of digital television? Nevertheless, with the smart television, of course, I don't even need the decoder because, apparently, the television houses everything in it. (P6, 2024).

Yet another participant, P1, explained that:

Well, I love to go with trends regarding gadgets or electronic appliances. I know they can be expensive, but then if I can afford it, I know it is an upgrade from what was obtainable, so it can make life easier. By the way, that's what technology is for. To make life better with the ease it brings. (P1, 2024).

So, smart television will allow you to do all the social media you want just as you do on your phone... who will not go for such a versatile option? For me, it is better than that dummy box of a normal TV. (P10, 2024).

This finding implies that factors influencing the adoption and usage of smart TV include the convenience of online streaming platforms and services, the ability to browse the internet, and its integration with many entertainment applications. Hence, the peculiar features and functionalities of the smart television have made it a desirous piece of technology. Thus, the smart revolution started with smartphones. Hence, this preference shifts towards smart television for its convenience, versatility, and online access to applications and content.

Theme 2: Smart television usage and streaming services.

For the second theme, data from the FGD revealed the nexus between smart television usage and streaming platforms. The discussion revealed that some participants found smart television to have influenced streaming service consumption while others did not. A participant P7, while discussing his experience, noted:

I use my smart television to watch movies and TV shows I cannot access on a normal television. The smart television gives my family and me a feel of cinema. I get many news channels to watch. The streaming feature works fine, especially when we all want to watch a movie or show.

Normally we will have to go to the cinema and be forced to watch what others are watching. (P7, 2024)

For us in the family, Netflix is the way. I also watch Iroko TV, prime TV and Show Max. They have unique movies you will not get on cable. Also, one can be sure to be the first to get some movies before they are released. The good part is that you can always watch them when you want. It is unlike cable TV, where you miss and must keep up with the station's schedule. (P5, 2024).

However, another participant p2 noted that streaming was not the epicentre of his usage of smart television:

I did not get that big television in my house because I wanted to watch some film that I paid a subscription for. On the contrary, I bought it to serve me like every other television I have bought. From the black and white television, which was most times wooden with that big knob, you turn clockwise to get channels up until colour TV comes. (P2, 2024).

From the excerpts above, we can deduce that people have various uses for smart television. Although the streaming features of smart television are a unique characteristic, not everyone maximises the streaming features. This implies that smart television provides users with a more comprehensive entertainment experience and a wide range of news consumption through its wide range of content and its ability to provide users with streaming platforms with exclusive content.

Theme 3: Challenges encountered using smart television

The third theme from this discussion is the participants' perception of the challenges encountered using smart television. This theme is relevant to this study because it helped reveal participants' challenges while using smart television. From the discussion, it was discovered that some participants had occasional issues with connectivity with the internet or Wi-Fi. In contrast, others encountered issues navigating the functionalities of the smart television. Participant P8, while discussing his experience, noted:

My smart TV often freezes, similar to my mobile phone, which can be frustrating. I frequently experience this issue while watching movies, forcing me to reboot the system to get it working again. This is

particularly annoying when I'm streaming my favourite show, and the interruption disrupts my viewing experience. (P8, 2024).

Despite using my smart TV for a while now, I still haven't fully grasped all its features. As a result, I mainly use it to watch movies and stream media channels. I haven't explored its voice control capabilities, social media, and gaming functionalities. Perhaps my kids will take advantage of these features, but I'm content using them for primary viewing purposes (P3, 2024).

Contrastingly, another participant, P9, could not recall any challenge but was quick to add the issue of privacy:

I have had a positive experience with my smart TV since purchasing it during the COVID-19 pandemic. It was a valuable companion during the lockdown, providing entertainment and connection. However, my only concern is the potential privacy risk. Given that our details are linked to our social media accounts, it is unsettling to think about the rampant cybercrime threat in today's digital landscape. (P9, 2024).

Overall, participants indicated high satisfaction with smart television and its ability to satisfy their numerous needs. This finding implies that connectivity issues are a common challenge for smart television users, and the technicalities or lack of savviness could be the centre of the challenges. It can be deduced that troubleshooting and contacting the specific smart TV brand support services are methods of settling these problems. Meanwhile, the issue of privacy has been a critical issue with all forms of technology; thus, extra effort will be needed to protect users.

Discussion of Findings

The current study examined smart television adoption and usage patterns among different demographics. The study sought to examine the factors that influence the adoption of smart televisions. Interestingly, the majority reported they do not own a smart TV, but they know the smart TV technology. From the qualitative data, it was noticed that most respondents found and also learnt the usage of smart television from media and interpersonal means, respectively. This finding supports the diffusion of innovation theory, which notes that for diffusion to occur, awareness has to be created. Rogers has identified the mass media and interpersonal channels as effective. While mass media is effective for awareness, the

interpersonal channel is integral to the practice and usage, that is, the know-how of usage of the innovation, in this case, the smart television. Consequently, the finding implies that factors influencing the adoption and usage of smart TV include the convenience of accessing online streaming platforms and services, the ability to browse the internet, and its integration with many entertainment applications. Hence, the peculiar features and functionalities of the smart television have made it a desirous piece of technology. This is consistent with previous studies (Bae & Chang, 2012), which reported that smart TVs' built-in streaming, app integration, and connectivity features could boost market demand, potentially driving increased sales. This finding supports the theoretical perspective of the diffusion of innovation proponents. The factors that influence the adoption of innovation are the relative advantages of new technology over the former. Here, it brings accessibility, ease of connectivity, and result-driven peculiarities like the streaming platforms.

The results also show that most respondents reported that streaming services influence the usage patterns of smart television, streaming Netflix, playing games, consuming news channels, streaming and listening to music. This is also supported by the qualitative, which shows that people have varying uses for smart television. Although the streaming features of smart television are a unique characteristic, not everyone maximises the streaming features. This implies that smart television provides users with a more comprehensive entertainment experience through its wide range of content and its ability to provide users with streaming platforms that have exclusive content. The finding also lends credence to the proposition that the growing demand for content on over-the-top (OTT) or streamed services has positively impacted the smart TV market (Simon, 2024). The finding also agrees that streaming services provide personalised viewing experiences, enhancing user engagement. They also offer flexibility, allowing users to watch content at their own pace, eliminating the need for fixed broadcast schedules. Smart TVs come pre-loaded with streaming apps, eliminating the need for additional devices. This has led to a growing preference for smart TVs for diverse and customisable viewing experiences (Simon, 2024).

Data also showed that most respondents agreed that smart TV has replaced traditional TV and will stream on smart TV rather than traditional. This finding is in tandem with a previous study (Avalessa et al., 2024) that found that the convenience and user-friendly nature of smart TVs for accessing online streaming services were the primary factors

contributing to the decreased attractiveness of traditional television. Similarly, Tefertiller (2018) found that the perceived advantages of streaming applications over traditional television best predicted these intentions, mediated by user frustrations with older technology. However, the study also found that entertainment needs were not significant predictors. Smart TVs revolutionise traditional TV systems with advanced processing capabilities and internet access, providing an enhanced viewing experience and enabling access to a wide range of content, online videos, movies, games, web browsing, and web 2.0 functionalities (Vishwakarma & Kapoor, 2017).

Data also showed that although participants showed high gratification with smart television and their ability to satisfy their numerous needs. Findings also showed that connectivity issues are a common challenge for smart television users, and the technicalities or lack of savviness could be the centre of the challenges. It can be deduced that troubleshooting and contacting the specific smart TV brand support services are methods of settling these problems. Meanwhile, the issue of privacy has been a critical issue with all forms of technology; thus, extra effort will be needed to protect users.

Conclusion

The study found the convenience of accessing streaming platforms, the ability to browse, and the additional functions of social apps to be the driving factors for adopting and using smart televisions. Data from the quantitative analysis show that higher-income earners and highly educated university staff purchase smart TVs compared to those who are less educated. The qualitative responses show that the Internet feature and the use of social media via smart TVs influence the users' purchases.

This implies that different demographic respondents have embraced smart TVs in Nigeria due to the influencing factors. Also, the study concluded that streaming platforms were an integral mix in the smart television functionality and can replace traditional television with time as people are inclined to new technologies for their features. Connectivity issues were the major issues faced by the users of smart televisions. Thus, it must be noted that smart television is a budding market in Nigeria that needs to be closely observed because of its dynamism and attendant economic gains. It is rising as the new hub for Nigeria's home entertainment, where families can have controlled entertainment, although not without challenges. Therefore, this study recommends enhanced

connectivity and an educational campaign for the growing technology of a more literate smart television market in Nigeria.

Conflict of interest: The authors declare no conflict of interest whatsoever.

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