Technology Adoption: Study on Music Streaming Services and Factors Influencing

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DECLARATION BY STUDENT

I hereby declare that the data presented in this Dissertation report entitled, **"Technology Adoption: Study of Music Streaming Apps and Factors Influencing"** is based on the results of investigations carried out by me in the **Commerce Discipline** at the **Goa Business School**, Goa University under the Supervision of **Professer. K. B. Subhash** and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities will be not be responsible for the correctness of observations / experimental or other findings given the dissertation. I hereby authorize the University authorities to upload this dissertation on the dissertation repository or anywhere else as the UGC regulations demand and make it available to any one as needed.

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COMPLETION CERTIFICATE

This is to certify that the dissertation report "**Technology Adoption: Study of Music Streaming Apps and Factors Influencing**" is a bonafide work carried out by **Ms. Sanchita Manoj Gaonkar** under my supervision in partial fulfilment of the requirements for the award of the degree of **Master of Commerce** in the Discipline Commerce at the Goa Business School, Goa University

03/05/24

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This acknowledgement is just small token to all, for what I owe to the above mentioned few.

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ABBRIVATIONS

Sr.no.	Entities	Abbrivations Used
1	Unified Theory Of Acceptance And Use Of Technology	UTAUT2
2	Performance Expectancy	PI
3	Effort Expectancy	EE
4	Social Influence	SI
5	Hedonic Motivation	HM
6	Price Value	PV
7	Habit	H
8	Satisfaction	ST
9	Usage Intention	UI
10	Usage Decision	UD
11	Continuance Intention	CI
12	Personal Integrative	PI
13	Altruism	AL
14	Social Benefits	SB
15	Economic Benefits	EB
16	Hedonic Benefits	HB
17	Attitude	AT
18	Habit	H
19	Willingness to Create Content	WCC

Technology Adoption: Study on Music Streaming Services and Factors Influencing

ABSTRACT

The main goal of this study is to investigate the factors influencing the usage of music streaming services ans users' willingness to create content on social media after engaging with these services. The study employed a research model grounded in the extended Unified Theory of Acceptance and use of Technology (UTAUT2). Total 140 participants from India and Indonesia was collected using structured questionnaire distributed through snowball sampling. The results indicated that factors such as Effort expectancy, Social influence and Satisfaction significantly impacted users' decision to persist in using the service. Regarding users' willingness to create content, their Hedonic benefits and Habits were found to influenctial in shaping their propensity to create content. The study emphasized the importance of service providers improving their offerings based on user feedback form social media and other channels in order to attract and retain users.

Keywords: Music streaming services, UTAUT2, Usage Intention, Continuance Intention, Adoption, Satisfaction, altruism, co-creation, hedonic benefits.

CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION

The rapid technological development of the internet and mobile devices has completely changed how we consume music, especially among younger audiences. People are now more interested in streaming music, which allows them to have personalized and individualized experiences. According to the International Federation of the Phonographic Industry (IFPI), streaming allows real-time transmission of music, movies, or TV without taking up storage space on devices.

Technological advancements like MP3 and file sharing services like Napster really shook up the music industry. It opened up a whole new world of possibilities for music consumption and sharing. The shift from physical formats to digital and the rise of streaming services have definitely changed the way we listen to and collect music. The introduction of Apple iTunes introduced the concept of legal online music sales and popularized the idea of downloading individual songs instead of buying entire albums. This shift from physical ownership to virtual access was a significant milestone.

There have been more radical changes with streaming services that have made the traditional notions of ownership and acquisition almost irrelevant. With access-based models, people can enjoy a vast library of music for a fixed monthly payment rather than buying individual albums or singles. It's a controversial topic, with some seeing streaming as the biggest revenue source for the industry, while others worry about its impact on other sales channels. Nowadays, the concept of albums has taken a backseat, especially among the younger generations. Streaming platforms like Spotify have become the go-to way to listen to music.

We can access an unlimited selection of songs and curate our own soundtracks by exploring different playlists. The market for music streaming services is incredibly competitive, with various

online platforms experimenting with different business models. Platforms like Spotify offer users a choice between a free version with limited music and ads or a premium version with unlimited access for a monthly fee. It's interesting to see how these platforms have evolved and provided different options for users.

Music streaming platforms have introduced subscription-based business models that cater to the needs and wants of customers, especially the new generation, who expect instant everything. With increasing mobility and connectivity among customers, time has become a scarce resource, and they look for instant solutions without any hassles. Customers want to listen to music quickly and easily, and they desire the freedom to consume music whenever and wherever they want. Streaming services have successfully met these demands, which is why they have experienced such rapid development and widespread success.

Quality-sensitive consumers are not willing to compromise on the quality of products, even if it means paying a higher price. In the music streaming market, platforms are offering similar music and functionalities, so they try to differentiate themselves by focusing on sound quality. Each platform offers different subscription plans with varying audio quality.

One of the reasons why users prefer streaming services over carrying their music collection on their devices is the storage limitation on mobile devices like smartphones and tablets. It can be challenging to store a large music collection on these devices due to the limited storage space. Streaming services provide a convenient solution by allowing users to access a library of music without taking up storage space on their devices. It offers a wide variety of music and makes it easy to discover new artists, which may be difficult or not immediate with a personal music collection. One of the major value-creating functions of these platforms is helping users navigate the overwhelming variety of music available and stay up-to-date with the latest trends. What

started as a tool for personal organization has now become a fundamental part of music discovery, consumption, and marketing. Among the various streaming services, Spotify has emerged as a significant player for artists and music labels.

Big data has had a significant impact on the music industry, allowing online streaming services to provide a more personalized experience to users. By gathering information about users habits and preferences, these platforms offer music recommendations tailored to individual tastes. Music streaming services also offer social features like the ability to follow favorite artists, receive notifications about new releases, and even purchase merchandise. These innovations have made music streaming services more social and interactive.

Nowadays, smartphones have become essential for performing various activities, and they have become the primary channel for engaging customers, especially through smartphone apps. Music streaming services have become an integral part of our lives, allowing us to access music anytime and anywhere. These services are designed to be user-friendly, making it easy for even those who are not accustomed to digital platforms to navigate and enjoy music. The intuitive user interface with features like a search bar, browsing options for podcasts, and personalized music suggestions based on mood and genre make it convenient to explore and discover music.

Music streaming services provide constantly updated music, playlists, and chats. This allows users to stay up-to-date with the latest trends and discover new music with just a few clicks. Streaming has become the largest revenue source in the global music industry, with the recorded music market experiencing consistent growth over the years. This growth can be attributed to the increasing engagement of fans with paid streaming services. When it comes to the reasons for choosing paid audio streaming, instant access to millions of songs and the ability to select favorite music are the top factors for users.

Social media has revolutionized the music industry by creating a direct connection between musicians and their fans. It's incredible between musicians, and YouTube and other social media sites have allowed artists to reach out to their fans in a more personal way. Not only can fans connect with their favorite artists, but they can also share their own musical content, like covers and remixes, with the world. And the ability to share songs, albums, and playlists on social media has made it easier for people to discover new artists and expand their musical horizons. It's a mutually beneficial relationship between music and social media, where fans can discover new music and artists can gain more exposure.

Social media users now have new ways to show their followers what they are listening to, in addition to amplifying the discovery of new artists and possibly propelling them to fame. This is made possible by the ability to share songs, albums, and playlists. A study by MusicWatch found that 90% of social media users engage in music-related activities on these platforms, that two-thirds of users (63%) say they find new artists on social media, and that nearly 60% of social media users visit streaming services to listen to music after seeing a post, tweet, or update. These findings demonstrate the positive correlation that exists between social media and music.

Streaming services have become a major mode of content consumption, and they play a crucial role in helping consumers discover new music and stay up-to-date with the latest trends. While streaming platforms don't produce or own the content themselves, they curate and organize the vast amount of music available, creating a dependency between the platforms and content producers. It's interesting how these platforms act as intermediaries, connecting content producers, consumers, and sometimes advertisers. They have to balance the interests of all these groups to succeed. There are positive externalities for both content producers and consumers as more music and users on the platforms create value. However, there can be negative externalities for advertisers

and subscribers, as an increase in users may lead to more commercials. The power dynamics of streaming platforms are constantly evolving and can have both positive and negative effects. (Degli and Di 2021) (Pinochet et al. 2019)

1.2 BACKGROUND OF MUSIC STREAMING SERVICES

The vinyl (The Vinyl Factory, 2015) marked the inception of the record industry, despite the phonograph being the initial device enabling physical consumption of recorded music. Record companies swiftly embraced the 1948 vinyl revolution due to its simplicity in music distribution. The introduction of cassesttes in 1963 further enhanced the music consumption process. Cassettes, as the first portable music listening device, enabled music sharing among friends, resulting in both positive outcomes like mixtape createino and negative consequences such as piracy. The advent of compact discs (CDs) in 1982 brought about a significant shift in music consumption by offering improved audio quality. Initially hindered by high costs, CD players eventually became more affordable, enabling widespread adoption and transforming how listened to music. The creation of MP3 files in 1991 in Germany at the Fraunhofer Institute marked the onset of digital music, enabling the storage and exchange of music files without physical media. The digital download revolution transformed music distribution and consumption practices.

The inception of digital downloads can be traced back to 1997 with the establishment of MP3.com, an online platform that allowed users to access music over the internet. Mp3.com required users to provide legitimate identification as the rightful copyright owner to access music. This served as a deterrent against digital piracy and unauthorized downloading through peet-to-peer networks. While MP3.com was not the first online music service due to its copyright verification process, the first significant digital download service was eMusic, which was launched in 1998 as a

subscription-based platform. The landscape of digital downloads shifted in 1999 with the introduction of Napster by Shawn Fanning, enabling users to easily download music files, albeit raising legal concerns regarding copyright infringement. The music industry swiftly responded by taking legal action against Napster, leading to the landmark case of A&m Records, Inc. v. Napster,Inc, resulting in Napster's closure in 2001. This event marked a truning point is raising awareness about copyright infringement and digital piracy. Subsequently, Apple's iTunes emerged as a dominant player in the digital music market, achieveing significant gobal reach and download numbers by 2013. The evolution of iTunes through various iteration features, solidifying its position as a leading digital music retailer.

Goldman and Pepitone (2013) discuss the significance of software and interface updates in the context of iTunes. Initially facing compatibility issues with Microsoft Windows, versions 1-3 of iTunes struggled to gain traction. The incompatibility with Windows led to iTunes isolating itself from PC and non-Macintosh users worldwide. With the release of iTunes 4, which was compatible with Microsoft devices, the software experienced a surge in popularity as it became accessible to over 90% of PC users. Additionally, iTunes 4 marked the introduction of the iTunes Store, a development that would have a lasting impact on the acquisition and enjoyment of music.

The emergence of the iTunes Store revolutionized the music industry by offering users the ability to purchase individual singles, a practice that was not legally avalilable before its inception. Prior to the iTunes Store, consumers were required to buy entire albums, even if they only desired specific songs. This shift in purchasing options allowed consumers to save money by selecting only the songs they preferred, aligning with the modern consumer preference for choice and customization.

Griggs and Leopold (2013) highlight the convenience offered by the iTunes Store, enabling customers to swiftly purchase content compared to the traditional method of visiting physical retailers. The instant gratification provided by the iTunes Store, which allows users to acquire desired songs within seconds, contrasts with the time-consuming process of physically visiting a store to purchase music.

The influence of music streaming on the industry is evident in the decline of revenue form permanent downloads, despite the continued presence of iTunes in the market. The concept of streaming music has existed for some time, but it was not until prominent companies such as Apple, Spotify and Pandora refined the technology that it became truly successful. Early the iTunes Store, whre permanent song ownership was priced at just 99 cents, hindering their ability to establish a foothold in the industry. (Arnout 2016)

1.3 BACKGROUND OF CONTENT CO-CREATION

The term word-of-mouth (WOM) has been described as the interpersonal sharing of consumer information pertaining to products, brands, and companies. Conversely, it has been delineated as the impact of friends opinions and endorsements on the buying decisions of individuals. Additionally, scholars have denoted WOM as the oral exchange of information between existing consumers and prospective consumers, as well as among various individuals or groups, including family members, friends, intermediaries, and experts.

The rise of electronic word-of-mouth (eWOM) has brought about substantial advantages for consumers, particularly facilitated by the internet, as opposed to traditional word-of-mouth. eWOM presents several benefits, such as the swift and easily accessible spread of information, its prolonged availability, and the capacity for virtual communication without the necessity of being

physically present in a specific place. Additionally, eWOM encompasses a range of online platforms that offer extensive access to consumer reviews.

The significance of word-of-mouth (WOM) in marketing, both in theory and practice, is indisputable. In the contemporary digitally-oriented age, marked by extensive interconnectedness, the viewpoints and endorsements of individuals exert a substantial influence on consumer inclinations and buying choices. The influence of WOM, once confined to local communities, has now transcended to a global level through electronic word-of-mouth (eWOM), enabled by the widespread accessibility of the internet, resulting in a profound transformation within the marketing domain.

Additionally, electronic word-of-mouth (eWOM) has become a significant focus in digital research, particularly within consumer communications, as emphasized by a leading consulting firm. This has led companies to adjust their marketing strategies to prioritize stimulating consumer conversations rather than solely delivering messages to consumers, with an emphasis on promoting customer advocacy. Consumers are utilizing a variety of online channels, such as company websites, forums, social media, private agencies, chat rooms, emails, blogs, and instant messaging, to exchange their experiences and evaluations of products and services.

Electronic word-of-mouth (eWOM) encompasses a variety of factors driven by behavioral incentives, including social interaction, relationship maintenance, seeking recognition, expressing support, and deriving pleasure from online activities. On platforms like Facebook, users establish networks where their opinions hold credibility, leading to an expansion of their social connections and the longevity of their interpersonal relationships, in contrast to other platforms that may be more restricted and less reliable. It is noted that dissatisfied consumers, who were previously confined to sharing their negative experiences within their immediate social circles, can now reach

a wider audience through eWOM, utilizing various social media platforms such as Twitter, Myspace, and Facebook. Moreover, in an era where consumer reliance on companies and advertisements has significantly decreased, word-of-mouth (WOM) has emerged as a valuable means of achieving important benefits. In the current digital environment, eWOM has become one of the most influential mediums for acquiring, evaluating, and understanding the impact that individuals can have on others through the internet.

Research has indicated that word-of-mouth (WOM) communication has a more significant influence compared to other communication channels, such as advertising. This is due to the perception that reliable information is acquired through WOM interactions. Moreover, studies have revealed that only 14% of consumers trust the content of advertisements. Notably, 9 out of 10 consumers place their trust in recommendations from their acquaintances, friends, and colleagues, as they are perceived to have no vested interest in promoting a product or service. Additionally, the rise of internet usage for communication and marketing has led to a substantial increase in electronic word-of-mouth (eWOM). While WOM communication traditionally referred to face-to-face conversations, the widespread adoption of the internet has expanded WOM communication to its current form, known as eWOM. (Al Halbusi and Tehseen 2018) (Shankar and Jebarajakirthy 2020)

1.4 MODEL DESCRIPTION OF FACTORS INFLUENCING USAGE OF MUSIC STREAMING SERVICES

Any service's ability to grow effectively depends on its ability to comprehend the values and consumption habits of its customers. Due to the process of digitalization that the music industry has undergone, it is essential to understand the factors influencing the decision to adopt music

streaming services. Music streaming services fall under the category of information systems (IS), which is where the initial theories regarding technology adoption were implemented. The basic concept of technology adoption can be described as the combination of individual reactions, intentions to use, and actual use. The Theory of Reasoned Action (TRA) is a foundational adoption theory that serves as a framework for numerous additional adoption theories pertaining to consumer behavior. An expansion of the earlier TRA, the Theory of Planned Behavior, has been used in a number of studies on the adoption of music streaming services. Furthermore, based on TRA, one of the significant models in the context of technology acceptance and use is the Technology Acceptance Model (TAM). Some derivations of this model, like TAM2, have been proposed. The Unified Theory of Acceptance and Use of Technology (UTAUT) was developed in 2003 by Venkatesh et al. (Venkatesh et al., 2003). It was based on eight major theories: the Theory of Reasoned Action (TRA), the Theory of Planned Behavior (TPB), the Technology Acceptance Model (TAM), the Motivation Model (MM), the C-TAM-TPB (combined TAM and TPB), the model of PC Utilization (MPCU), the Diffusion of Innovation Theory (DIT), and the Social Cognitive Theory (SCT). Consisting of four constructs: **Performance Expectancy**, **Effort Expectancy**, **Social Influence,** and **Facilitating Conditions**, UTAUT obtained satisfactory results. Here **Performance Expectancy (PE) is** defined as the degree to which using technology will benefit consumers in performing certain activities. It defines the consumer as thinking that listening to music online would fulfill a certain purpose. **Effort Expectancy (EE)** refers to how easy it is for consumers to use technology. It shows that online music access should be super easy, and that service quality makes users believe it's even easier to use. **Social Influence (SI)** refers to how much consumers feel that important people in their lives, like family and friends, think they should use a specific technology. **Facilitating Conditions (FC)** refer to consumers's perceptions

of the resources and support available to perform a behavior. Starting from the beginning, music streaming services are internet-based services, so it is necessary to go online. This study intends to use this theory more specifically and extension (UTAUT2) as a basis to create the explanatory model in our context of music streaming services. After UTAUT was introduced, it was tested in different situations. In 2012, it was expanded to the consumer context, creating UTAUT2. UTAUT2 added three new factors: hedonic motivation, price value, and habit. Here, **Hedonic Motivation (HM)** refers to the enjoyment and pleasure that come from using a technology. **Price Value (PV)** is about consumers weighing the benefits they perceive from using an application against the monetary cost. In the context of music streaming services, it is known that paid versions coexist in a highly competitive environment due to the existence of free alternatives. **Habit (HB)** is defined as a perceptual construct that reflects the results of prior experiences. **Usage Intention** pertains to the deliberate intention of utilizing a service with the aim of accomplishing a particular objective, which is shaped by the attitudes and beliefs held by users. (Jeong and Kim 2023). The convenience of use, frequency of utilization, value for money, satisfaction with features, and music selection influence the **Usage Decision** to continue using music streaming services there by enriching their overall user experience. Continuance Intention pertains to the individual's intention to persist in utilizing music streaming services. (Hsiao and Chang 2014) The main reasons this theory was selected were its adaptability to different technologies and its focus on the viewpoint of the consumer. In this study, the six constructs of the UTAUT2 model were adopted, along with the addition of four constructs: Satisfaction . Continues intention Usage intention Usage decisions that influence the consumer to adopt music streaming services. (Barata and Coelho 2021)

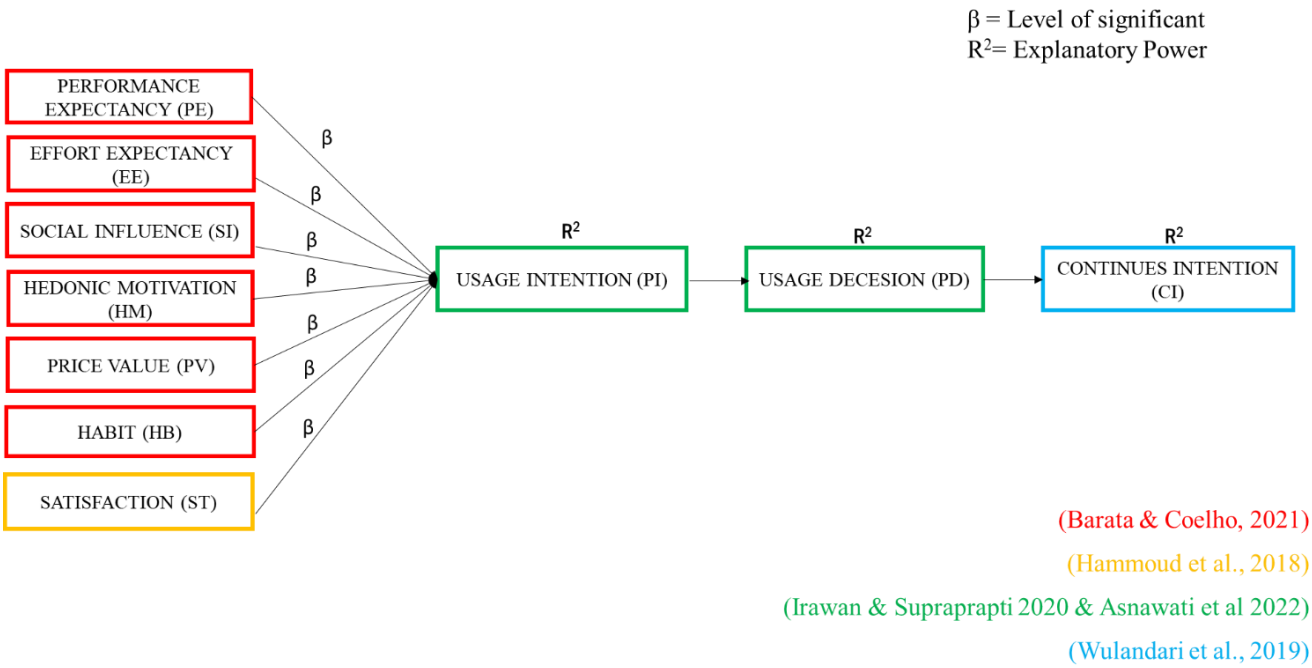

Figure 1.1 Model Discripition

1.5 MODEL DESCRIPTION OF USERS WILLINGNESS TO CREATE CONTENT

The model utilized in this study investigates the elements that influence consumers's propensity to produce content in support of the use of music streaming apps. This component consists of the following: attitude, habit, hedonic benefits, social benefits, economic benefits, altruism, and personal integrity. The goal of the study is to determine how each of these variables affects customers's willingness to produce content related to music streaming services, both separately and collectively. The study also looks at the connection between these variables and the propensity to produce content in support of music streaming services. **Personal Integrative** is defined as engaging in music sharing and active involvement in the music community via streaming platforms, which can result in a feeling of proficiency and accomplishment akin to achieving recognition and advancement within the music sector. Establishing credibility and prestige within the music community can offer intrinsic advantages, enabling individuals to enhance their reputation among fellow music aficionados and the platform. (Nambisan and Baron 2009).

Altruism has been variously defined as a selfless act of kindness performed without the expectation of reciprocation, assisting others without regard for potential benefits, and aiding others without anticipating any form of compensation. Investigating the motivations behind knowledge sharing, workers engage with knowledge management systems due to the intrinsic satisfaction derived from helping others. Studies indicate that altruism significantly enhances satisfaction levels in relation to the outcomes of knowledge sharing. (Ma and Chan 2014). **Social Benefits** associated with music streaming services are centered on interpersonal connections and interactions. These benefits encompass relationships, loyalty, and individual recognition. Such benefits mirror those found in service-oriented relationships. Through music streaming services, users are able to engage, exchange, and experience a sense of significance. Thus, the appeal of music streaming extends beyond the music itself, encompassing the advantages and social affiliations it facilitates. (P. T. Nguyen et al. 2022). **Economic Benefits** of music streaming services There exist a range of advantages encompassing both financial and non-financial realms, as supported by scholarly investigations. Users stand to benefit from cost savings, time efficiency, and the opportunity to explore novel services. The enhancement of user experience through the economic benefits of music streaming services is noteworthy, offering a convenient avenue for music consumption. (P. T. Nguyen et al. 2022). **Hedonic Benefits** pertains to the level of pleasure and enjoyment derived by users during their interaction with the platform. Users exhibit a higher propensity to embrace the remain loyal to a music streaming service that offers a stimulating and enjoyable experience. Consequently the appeal and popularity of a music streaming service are likely to increase in proportion to its capacity to deliver entertainment and enjoyment to its users. (Baptista and Oliveira 2015). In music streaming services an individuals **Attitude** refers to their emotional disposition whether positive or negative, towards utilizing the service. The users

sentiment towards the music streaming platform plays a significant role in shaping their behavior and level of engagement with the service akin to their interaction with information technology. . (Chakiso 2019). **Habit** can be perceived as the consequence of recurrent behavior within the realm of music streaming service. Consequently through consistent utilization of streaming services in a particular manner a habitual pattern is formed. Subsequently under comparable conditions this habit may elicit automatic responses. It appears that our cognitive processes adapt to this routine and begin to generate decisions reflexively. (Anggraeni, Hapsari, and Muslim 2021). **Willingness to create content** Electronic word-of-mouth (e-WOM) refers to the digital dissemination of opinions regarding music streaming services through various online platforms such as social media, blogs, review websites and e-commerce sites. This form of communication facilities a dynamic exchange of information, bolstering credibility and allowing for quantifiable analysis. eWom's accessibility, rapid dissemination and broad reach make it an effective tool for music enthusiasts to share their experiences. (Shankar and Jebarajakirthy 2020)

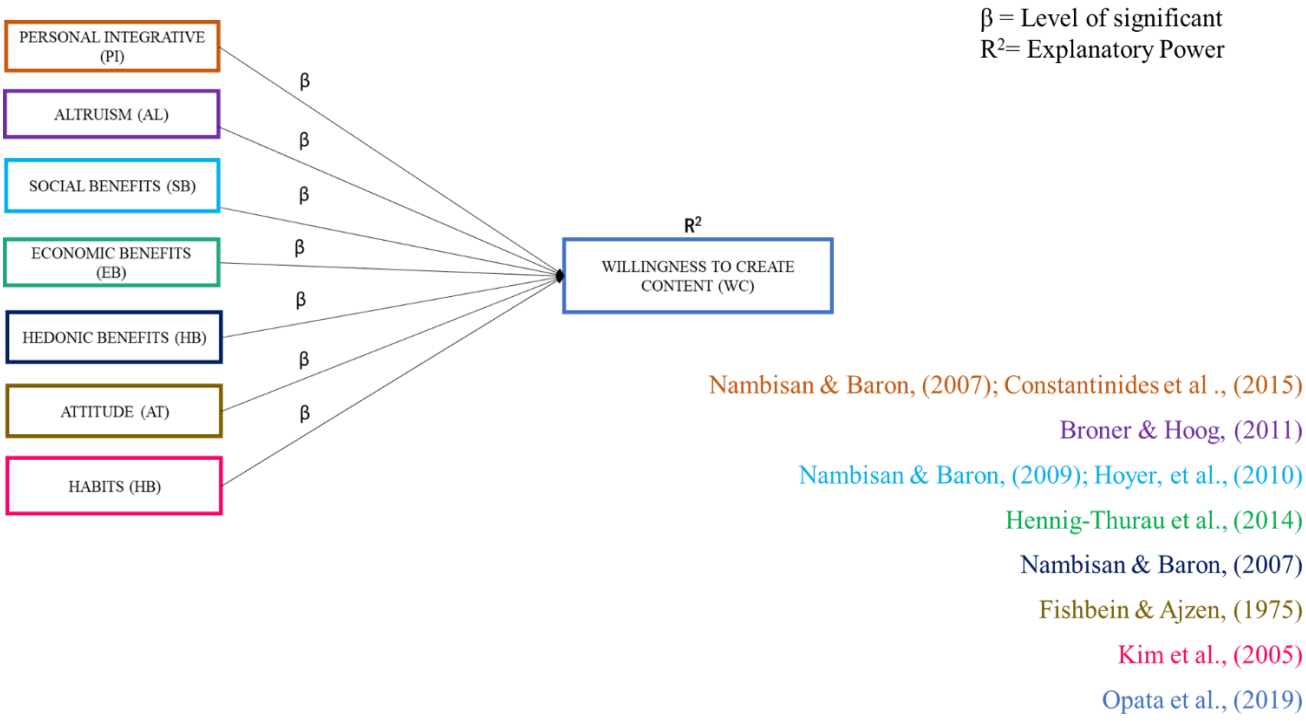

Figure 1.2 Model Discripition

1.6 LITERATURE REVIEW

The literature from 2013 to 2023 has been carried out for this study, and a total 40 research papers were referred. In order to collect the papers for review, a detailed search of music streaming services and factors influencing them from India and outside India was carried out using Research Gate, Scopus, Google Scholor, Science Direct, JSTOR, etc. Research papers were selected that are directly related to the present study. Keywords such as Music streaming services, UTAUT2, Usage Intention, Continuance Intention. The selected papers are then grouped based on the research gap, which is analyzed based on the year of publication, which is 2013–2023, number of authors, and country. Source of data and data collection method are analyzed based on the type and nature of the study, type of data collected, research method, i.e., primary and secondary methods, sampling

method, and sample size. Lastly, it is divided into techniques. A detailed literature review is carried out in Chapter 2 for the purpose of identifying research gaps and model variables. For the second objective, research in the literature has been carried out. A meticulous search strategy was employed to gather relevant research papers for examination. The search for papers on content creation was conducted comprehensively across various databases, including Research Gate, Science Gate, and JSTOR. Articles pertaining to customer willingness to create content were identified using keywords such as altruism, co-creation, and hedonic benefits. Subsequently, the selected papers were categorized based on the research gap, number of authors, and country. Sources of data and collection method analysis are based on the type and nature of the study, the method of data collection (primary and secondary), the sampling techniques employed, and the size of the sample. Chapter 2 encompasses an extensive review of existing literature to pinpoint areas where further research is needed and elucidate the variables within the model.

1.7 SCOPE OF THE STUDY

The objective of this research is to investigate the factors influencing the utilization of music streaming services in the states of Goa and Indonesia. Additionally, the research examines users responses to these services, particularly their willingness to create content on social media platforms, and identifies the factors influencing this inclination. Prior research has identified various factors that influence the usage of music streaming services and users willingness to create content. The present study aims to assess the predictive efficacy of a proposed model. It will integrate multiple variables, formulate research questions and hypothesis, and evaluate the model delineated below in accordance with the study's objective.

1.8 RESEARCH QUESTIONS, OBJECTIVES AND HYPOTHESIS

Based on above discussion in the background section the following research question (RQ) followed with the related objective (O) and hypothesis (H) are developed for further analysis.

RQ1: "*What are the factors that influence the usage of music streaming services and does satisfaction also influences when making usage decision"*

O1: "To understand the various factors influencing the usage of music streaming services and to see satisfaction also influences while making usage decision"

H1: There is significance between the factors considered that influences the usage of music streaming apps.

RQ2: "*How do customer's experiences with music streaming services impact their willingness to create content"*

O2: "To understand the behavior and reactions of users when using music streaming services by considering the factors of Consumer willingness to create content"

H2: There is significant relationship between the various factors and social media reactions of respondents.

RQ3: "*Will the developed composite model provide a better understanding***"**

1.9 CHAPTERISATION SCHEME

The entire research is divided into four chapters:

Chapter 1: Introduction

This chapter includes an introduction, background on music streaming services, background on content creation, literature review, research question, objectives and hypothesis of the study, and research methodology. Research Gap and Model Description.

Chapter 2: Literature Review

This chapter deals with evaluating the existing literature available on music streaming services. This chapter is divided into sections. The section starts with the introduction, then a detailed literature review on factors influencing usage of music streaming services and willingness to create content, and lastly, the research methodology.

Chapter 3: Data Analysis and Results

This chapter examines the various tests that were evaluated in the context of this study. The demographic characteristics of the respondents were determined through the utilization of percentage and frequency tests. It includes additional information about the respondents. To investigate the OB1 factors considered by users when utilizing music streaming services and the OB 2 factors influencing users willingness to create content, structural equation modeling (SEM) was applied. The study incorporated measures such as factor loading, Cronbach's alpha, composite reliability, average variance extracted, path coefficient, P-values, and T-values. It also studies the composite model by combining the models of OB1 and 2 to understand if it provides a better understanding of factors influencing usage of music streaming services and users willingness to create content.

Chapter 4: Summary, Findings, and Conclusion

This chapter includes an introduction, findings, and summary of the demographic profile, factors influencing usage of music streaming services, and factors influencing users willingness to create content. This chapter also includes a conclusion, managerial implications, theoretical contribution, limitations, and suggestions for future research studies.

CHAPTER 2: LITERATURE REVIEW

2.1 INTRODUCTION

The selected research papers being examined explores usage of music straming services and factors influencing. To refine the search for relevant literature keywords like Music streaming services, UTAUT2, Usage Intention, Continuance Intention, satisfaction etc were used. The selected papers were classified according to publication year, number of authors, sampling method, sample size, and techniques, publication year from 2013 – 2023, the analysis aims to identify potential research gaps in the current literature landscape. The study will encompass the research duration, data type (primary or secondary), research methodology, sampling technique and sample size to assess the data sources and collection methods. This comprehensive study aims to offer valuable insights into usage of music streaming services and factors influencing.

2.2 DEMOGRAPHIC PROFILE

The success of a music streaming service is largely contingent on its user base, as their engagement is essential for the profitability of the service. In a contemporary digitally oriented society, individuals heavily depend on their smartphones for connectivity and to stay ahead of the latest developments. Moreover, users of music streaming services often transition to alternative platforms in search of new functionalities and enhancements. Many studies have frequently analyzed the demographic characteristics of various areas to determine which factors are most important when selecting music streaming services. The interplay between demographics and individual preferences for music streaming services presents a compelling area of study. In the study conducted by (Hoon et al. 2022) Focused on users of Korea, it was identified that out of 456 respondents, 69.5% were female respondents, most of the users of music streaming services, which is 71.05%, were from the age group of up to 40 years, and most of the users, which is 69.3%, have

a degree of graduation. In another study conducted by (Pal and Triyason 2018) In Thailand, it was identified that out of 349 respondents, 39.54% were from the age group of 18–24 years; most of the users were female, that is, 62.18%; and 46.99% had a graduation degree. In another study conducted by (Barata and Coelho 2021) In Portugal, it was identified that out of 324 respondents, 50.9% were female users, 83.0% were in the age group of up to 35 years, and 38.9% had a degree of education. In the study conducted by (Park 2020) in South Korea out of 105 respondents 65.7% were female users, 51.4% users were at the age group of 30-39 years and 72.4% users have education of graduation level. The predominant demographic utilizing music streaming services consists of young individuals commonly referred to as Generation Z. This groups inclination for extensive internet usage and preference for streamlined experiences render them more inclined to engage with music streaming services. These services afford users the convenience of searching for and playing desired songs on demand without the need for downloads, alongside access to a diverse music catalog. Furthermore the appeal of connecting with others who share similar musical preferences contributes significantly to the popularity of music streaming services among Generation Z.

2.3 FACTOR INFLUENCING USAGE OF MUSIC STREAMING SERVICES

2.3.1 Model development

The extent to which you believe that using a particular music app will improve your ability to find and enjoy music is called **Performance Expectancy**. The **Effort Expectancy** depends on how easy or difficult it is to use a particular music app. It measures how easy and seamless it is to use the app and listen to your favorite music. The degree to which you believe that people in your social circle should use a particular song is called **Social Influence**. The opinions of people close

to you and the way they interpret your musical preferences influence your music choices. When it comes to music streaming services, **Price Value** comes down to finding a balance between the cost and features of an application. It is similar to weighing the benefits of the service against the required payment. A **Habit** is like an automatic reaction that comes from using a particular music app in the past. Just as previous interactions and routines impact current music streaming habits, When it comes to music streaming, **Hedonic Motivation** is all about the joy and satisfaction that come from using a music app. You can't help but smile as you jam to your favorite songs on the platform. (Barata and Coelho 2021). The level of satisfaction one feels while using the service is called **Satisfaction**. The essence is the feeling you get when all your musical needs and goals are met to the point where you are completely satisfied.(Hoon et al. 2022). The intention to use a service for a specific purpose is called **Usage Intention**. Similar to the plan you came up with before using the app, it serves as the foundation for all your music streaming activities. (Jeong and Kim 2023). **Usage Decision** refers to the decision to stick with a music streaming service after a positive initial experience is heavily influenced by factors such as ease of use, frequency of use, value for money, and level of satisfaction with features and music selection. The intention to continue using a service is called the **Continuance Intention**. It's as if you decided to continue listening to your favorite music on the platform. (Hsiao and Chang 2014)

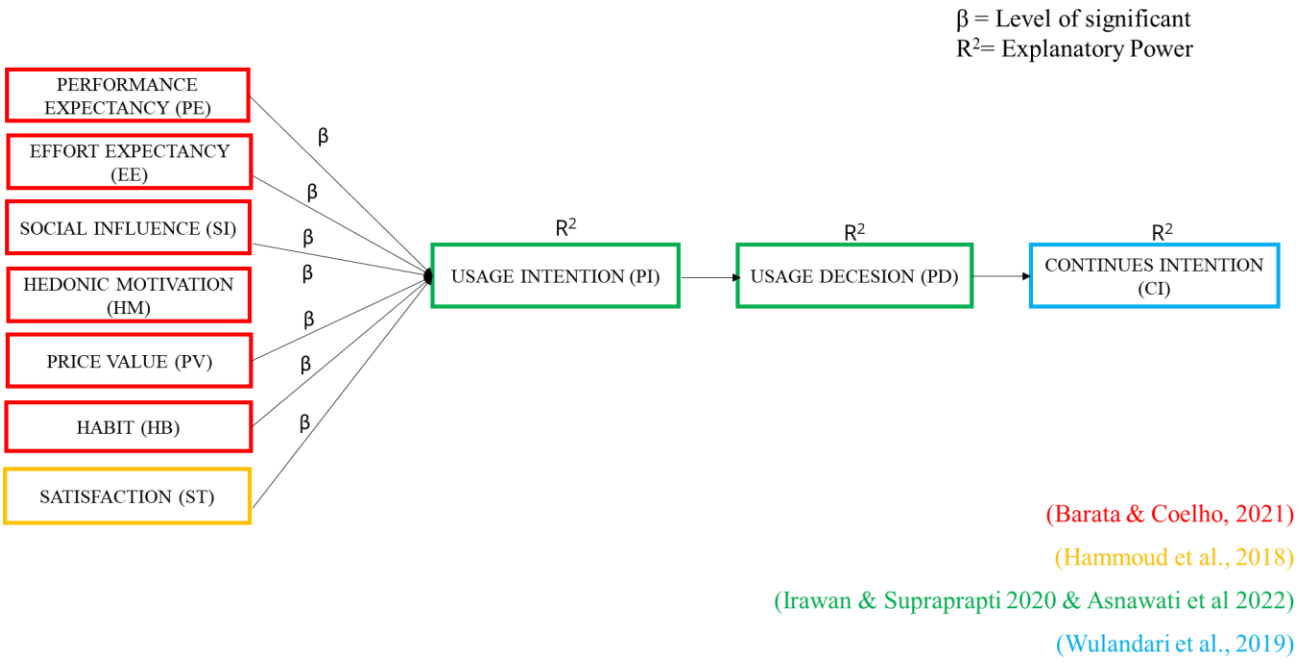

Figure 2.1 Model Development

2.3.2 Performance Expectancy refers to the degree to which using the service will benefit users in performing specific activities. The study focuses on users beliefs regarding the extent to which listening to music online can fulfill specific purposes and provide functional benefits. Research suggests that perceived usefulness and enjoyment play a role in a user's decision to use a music streaming service. Overall performance expectancy is a key factor in explaining a user's intention to adopt and use a music streaming service.

H1a: *Performance Expectancy has a significant influence on the usage of music streaming services.*

2.3.3 Effort Expectancy refers to the ease of using technology. It's all about how easily users perceive the service. Research suggests that the perceived ease of use predicts the user's intention to use the service. When online music services are easily accessible and provide high-quality service, users perceive the service as more user-friendly. In previous studies, interviews with users

revealed that many mentioned ease of access as a crucial factor in their use of music streaming services. The level of effort expectancy plays a crucial role in predicting the user's intention to use the service.

H1b: *Effort expectancy has a significant influence on the usage of music streaming services.*

2.3.4 Social Influence refers to the extent to which consumers perceive that important people in their lives, such as family and friends, believe they should use a specific technology. In the case of music streaming services, social influence can play a significant role in the user's decision to use the service. When family friends express positive opinions or recommend a music streaming service, it can influence an individual's decision to use it. Several studies in the entertainment industry have shown the importance of social influence in shaping user behavior. Opinions and recommendations from influential individuals can have a significant impact on an individual's decision to adopt and use music streaming services.

H1c: *Social influence has a significant influence on the usage of music streaming services.*

2.3.5 Hedonic Motivation refers to the enjoyment and pleasure that users derive from using technology. It's about the enjoyment that users expect to experience when listening to streamed music. Music streaming services are often viewed as a form of leisure and entertainment rather than just a practical utility. In this context, hedonic enjoyment is often measured as perceived pleasure and is considered a reliable predictor of technology adoption. It has been recognized as one of the most significant factors influencing user's acceptance and use of music streaming services. The anticipated level of enjoyment and satisfaction that users expect to experience from the service can greatly impact their intention to use these services.

H1d: *Hedonic motivation has a significant influence on the usage of music streaming services*.

2.3.6 Price Value refers to the trade-off that consumers make between the perceived benefits of the service and the monetary cost associated with using it. In other words, it's about weighing the benefits of the application against the price you have to pay to use it. Price is an important consideration in the context of music streaming services, especially because there are both free and paid versions available. Users need to determine whether the benefits they receive from the premium version justify the monetary cost. If users perceive that the benefits of using the paid version outweigh the price they have to pay, then the price value is considered favorable. Ultimately, the perceived value in relation to the cost plays a significant role in the user's intention to purchase the premium version. It's all about finding the balance between the benefits and the price of the service.

H1e: *Price value has a significant influence on the usage of music streaming services.*

2.3.7 Habit refers to the influence of past experiences on current behavior. It's the concept that our past behavior influences our present intentions and actions. When it comes to music streaming, the habits we have developed for using a particular service can influence our willingness to pay for it. Research has shown that the more accustomed we become to using a music streaming service, the more likely we are to be willing to pay for the premium version. This implies that if we have formed a strong habit of using a particular music streaming service and have had positive experiences with it in the past, we are more inclined to persist in using it and be open to paying for the extra features and benefits it provides. Our habit of using a music streaming service can influence our willingness to pay for the service. (Barata and Coelho 2021).

H1f: *Habit has a significant influence towards usage of music streaming services.*

2.3.8 Satisfaction refers to the degree of happiness and contentment that users experience while using the platform. It's about whether the service meets or exceeds their expectations and fulfills their needs and desires. When users are satisfied with their music streaming experience, it indicates that their expectations have been met or even exceeded. On the other hand, if their expectations are not met, they may feel dissatisfied. Research has shown that customer satisfaction plays a crucial role in determining a user's future behavior, such as their loyalty to the platform and their intention to continue using it. When users are satisfied with a music streaming service, they are more likely to be loyal and intend to continue using it. (Hoon et al. 2022)

H1g: *Satisfaction has a significant influence towards usage of music streaming services.*

2.3.9 Usage Intention refers to the intention or desire to use a specific platform or tool for a particular purpose, such as listening to music. The concept originated in psychology and is used to understand how our attitudes and beliefs influence our behaviors. The intention to use is a crucial process, as it shapes our behavior before it is actually carried out. If a user has a positive perception of a music streaming service and believes it will meet their needs and desires, they are more likely to have a strong intention to use it. On the other hand, if a user has a negative perception or doubts about the service, their intention to use it may be low or even nonexistent. Whether a user's perception of a music streaming service is positive or negative can greatly influence their intention to use it. (Jeong and Kim 2023)

H1i: *Usage Intention has a significant influence towards usage of music streaming services.*

2.3.10 Usage Decision The ease of use of a music streaming service significantly influences its user's decision to continue using it. A user's overall experience is enhanced when the platform is easy to navigate and find what they're looking for. The frequency of use also plays a role in users' decisions to continue using a music streaming service. The value of the money received by users is also a significant factor in their decision to continue using a service. The satisfaction level with the features, music selection, and overall user experience also significantly influences users' choice to continue using a music streaming service.

H1j: *Usage Decision has a significant influence towards usage of music streaming services.*

2.3.11 Continues Intention refers to the intention to continue using the service. Previous studies have shown that user satisfaction plays a role in determining whether users will continue using the service. If users are satisfied and feel a sense of commitment, they are more likely to continue using the service. If users enjoy and feel committed to a music streaming service, they are more likely to continue using it. (Hsiao and Chang 2014)

2.4 FACTORS INFLUENCING USERS WILLINGNESS TO CREATE CONTENT

2.4.1 Model development

Personal integration is about improving your reputation and feeling respondents to the music you listen to. It’s like achieving success while using the streaming service and gaining confidence in your music choices. (Nambisan and Baron 2009). Sharing music freely and without expectation of anything in return amounts to **altruistic** behavior when streaming music. It’s about supporting others and finding fulfillment in sharing music without expecting anything in return. (Ma and Chan 2014). **Social benefits** are things that benefit the music community.

Since users of music streaming platforms have common interests, the community benefits. (Resnik 2018). **Economic benefits** include both financial and non-financial benefits of music streaming services, including saving time for customers because service providers treat each customer individually and customize their music experience. There are benefits associated with customization.(Hennig-thurau et al. 2017). In the context of music streaming services **Hedonic benefits** refer to the enjoyment users derive from the service, which increases the possibility that users will adopt and use it. (Baptista and Oliveira 2015). User engagement is a crucial factor that must be taken into account when defining a person's attitude towards using a music streaming service (Chakiso 2019). Past interactions and experiences with the service shape habits that are more likely to be continued into the present. (Baptista and Oliveira 2015). Willingness to create content: the rise of social media, e-commerce, and the internet has made e-WOM a more powerful form of word-of-mouth and more common in music streaming services. (T. D. Nguyen et al. 2020)

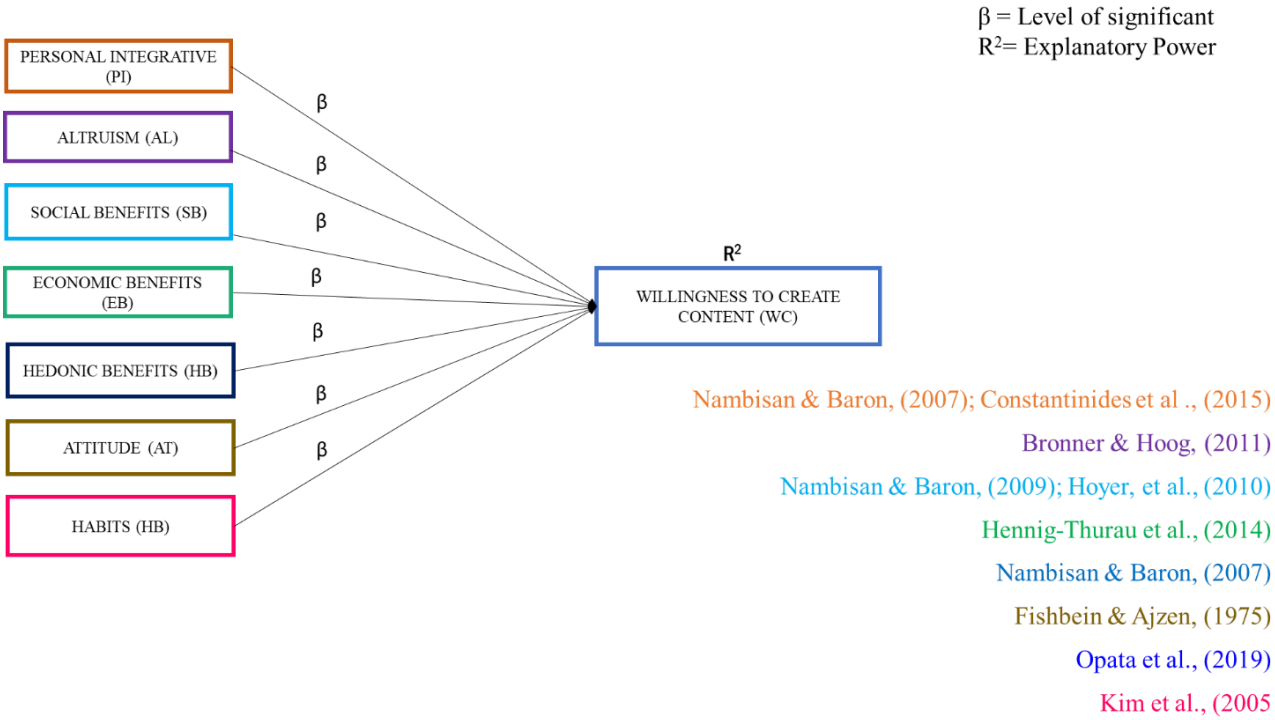

Figure 2.2 Model Development

2.4.2 Personal Integrative can be observed through reputation and self-efficacy. When users actively contribute their knowledge and problem-solving skills to the music streaming community, they enhance their expertise-related status and reputation among their peers. By sharing their insights and recommendations, users can influence the music listening behavior of others and even contribute to the improvement plans of the streaming service. This sense of influence and self-efficacy can be fulfilling and empowering for users as they actively shape their music streaming experience for themselves and others. (Nambisan and Baron 2009)

H2a: *Personal Integrative has a significant influence towards user's willingness to create content.*

2.4.3 Altruism can be defined as the selfless act of enhancing the well-being of others without expecting any personal gain or rewards in return. It's as if users on the platform voluntarily assist other members by sharing music recommendations, creating playlists, or supporting independent artists. The desire to contribute to and enhance others music streaming experiences can positively influence a user's attitude towards engaging in behaviors that benefit the well-being of others. The altruistic nature of users can play a significant role in fostering a sense of community and enhancing the overall music streaming experience for everyone involved. (Wu and Zhang 2014).

H2b: *Altruism has a significant influence towards user's willingness to create content*

2.4.4 Social Benefits encompass positive emotions derived from personal recognition, loyalty, and the formation of friendships with the platform. Just like in other service relationships, social benefits exist when users and service providers have a strong connection, easy communication, and mutual trust. Social interaction with music streaming services fulfills our basic human need to

feel important and valued. These social benefits extend beyond just the economic benefits and can significantly influence users's perceptions of service quality, their relationship with service, their relationship with the service and platform, and their overall loyalty. (P. T. Nguyen et al. 2022).

H2c: *Social Benefits has a significant influence towards user's willingness to create content*

2.4.5 Economic Benefits can then be understood as the advantages that come with sticking with a specific music streaming service, such as time and money savings. The advantages of customization revolve around receiving special treatment, such as recommendations or playlists that are customized just for you, giving you a one-of-a kind music experience. (Hennig-thurau et al. 2017).

H2d: *Economic Benefits has a significant influence towards user's willingness to create content*

2.4.6 Hedonic Benefits are associated with pleasure, enjoyment and intrinsic stimulation (E. S. Wang 2018). One major factor contributing to the hedonic benefits that users of music streaming services receive is self-expression. Recent research indicates that self-expression is a fundamental human need and can have positive emotional effects. People experience happiness and fulfillment when they use music as a means of self-expression, fulfilling a natural human need. Therefore, using a music streaming service to share your favorite songs, create playlists, or even just talk about your musical tastes is satisfying. It allows you to enjoy the hedonic benefits of simply being able to express yourself through music. (Morgan and Townsend 2022).

H2e: *Hedonic Benefits has a significant influence towards user's willingness to create content*

2.4.7 Attitude towards the service can be assessed based on the extent to which someone perceives its usefulness and ease of use in a positive or negative light. If someone believes that a music streaming service is useful and easy to navigate, it can influence their attitude towards using the service. This attitude, in turn, can impact the frequency of their service usage and the duration of their engagement with it. Perceived usefulness and ease of use play a significant role in shaping a user's attitude towards using a music streaming service. (Eickhoff, Zhevak, and Aagerup 2023).

H2f: *Attitude has a significant influence towards user's willingness to create content*

2.4.8 Habits can be seen as the result of previous experiences and automatic responses that come from learned actions. Habits form when someone repeatedly engages in the same behaviors over time. Automatization occurs when consistent mental processes in specific situations lead individuals to unintentionally make the same decisions when faced with similar situations again. In the context of technology acceptance, researchers have found that habit plays an important role in predicting technology use. This also applies to music streaming services, where users may develop habits and automatic responses based on their past experiences and consistent usage patterns. (Anggraeni, Hapsari, and Muslim 2021).

H2g: *Habit has a significant influence towards user's willingness to create content*

2.4.9 Willingness to create content

Word of mouth (WOM) has always been recognized as a powerful influence on consumer behavior. With the rise of technology, electronic word-of-mouth (eWOM) has taken center stage. It's all about the positive or negative statements made by customers about a product or company that are shared online through platforms such as social networking sites, online stores, blogs, and

review websites. The unique characteristics of eWOM include rapid information diffusion, extensive reach, multi-directional exchange of information, and anytime availability. These factors make electronic word-of-mouth (eWOM) even more effective than traditional word-of-mouth (WOM). While many studies have focused on the overall impact of electronic word-of-mouth eWOM on purchase intention, only a few have specifically examined the effects of positive and negative eWOM separately. In the context of music streaming services, positive eWOM plays a crucial role in shaping consumer adoption behavior. Consumers tend to trust information shared by other consumers more than information provided by marketers. When deciding whether to adopt a new technology like music streaming services, consumers critically analyze online reviews, taking into consideration aspects such as credibility and the quality of positive eWOM. (Shankar and Jebarajakirthy 2020)

2.5 RESEARCH GAP

The primary objective of this research is to investigate possible differences between demographic characteristics among users of music streaming services based on their location. This involves utilizing cross-tabulation to identify significant local demographic characteristics and conducting cross-country comparisons within Indonesia. Previous studies (Park 2020) (Walean and T 2018) (Pinochet et al. 2019) have explored the factors influencing usage of music streaming services using UTAUT2 model. This study seeks to identify the factors that influence usage of music streaming services by proposing models that incorporate additional constructs. The efficacy of these new models will be compared to existing models from prior research. By examining models with higher R^2 values the factors influencing the adoption of music streaming services can be further understood. Additionally, this research will explore factors that influence users' willingness to create content a topic that has not been extensively studied in previous studies. The study aims

to identify the most pertinent factors influencing users to create content by evaluating one of the proposed models with highest predictive power. Furthermore, the research intends to investigate a composite model by integrating the most effective models related to factors influencing usage of music streaming services and users willingness to create content aiming to enhance understanding in an area not previously addressed in studies.

2.6 RESEARCH METHODOLOGY

The aim of the study is to understand the usage of music streaming services, factors influencing the states of Goa and Indonesia, and their willingness to create content on social media platforms. The content analysis was conducted from July 2023 to October 2023, along with a survey from February to March 2024. The study was conducted from July 2023 to April 2024. A structured questionnaire was distributed to collect primary data from the respondents. Snowball sampling was used to distribute the questionnaire. Secondary data was collected from publications and websites. In the first section, the demographic characteristics of the respondents were analyzed using a frequency table to see if there was any difference between location and demographic characteristics. The second section examines the factors that influence users to use music streaming services. Respondents rated agreed or disagreed with the 39 statements using a 5-point Likert scale (1-Strongly Disagree, 2-Disagree, 3-Neutral, 4-Agree, 5-Strongly Agree). Based on the statements, 10 factors were identified: performance expectation, effort expectation, social influence, hedonic motivation, price value, habit, satisfaction, usage intention, usage decision, and continuity intention. The third section examines how users react after using music streaming services on social media. Respondents rated the 18 statements as agreed or disagreed using a 5-point Likert scale (1-Strongly Disagree, 2-Disagree, 3-Neutral, 4-Agree, 5-Strongly Agree). The

factors identified in the statements are personal integration, altruism, social benefits, economic benefits, hedonic benefits, attitude, habit, and willingness to create content. The data was analyzed using Smart PLS and a frequency table to assess reliability and validity. For the demographic profile, a frequency table was used to be analyzed to see if there is any relationship between the user's location and other demographic characteristics. The first objective confirmatory factor analysis was used to see which factors users consider while using music streaming services. The data was tested for reliability, validity, and structural mode. For the second objective, structural equation modeling was used to see which factors influence users willingness to create content on social media.

2.7 SUMMARY

This chapter discusses the existing literature available in the context of research questions, objectives, and hypothesis. This chapter describes in detail the demographic characteristics of music streaming users. This study also explains the first objective, which is to identify factors that influence users to use music streaming services, including model development. Additionally, it offers detailed explanation of every factor used in model development. It also explains the second objective, which is factors that influence users willingness to create content on social media platforms, with model development and a detailed explanation of the factors. This chapter also provides a research gap for the study and the research methodology that will be used for data analysis.

CHAPTER 3: DATA ANALYSIS AND RESULTS

3.1 INTRODUCTION

The chapter focuses on data analysis and discussinos related to tests and hypothesis, which are essential for drawing conclusions in study. The initial section explores into the demographics of individuals using music streaming services incorporating data form India and Indonesia. This analysis involves the use of percentage and frequency tables to gain insights into user characteristics. The following section explores into the factors tehat influence uses adoption of music streaming services. The aim to is to comprehend the factors that drive their choices among various sevices. In the final segment the study evalueates users inclination towards generating content on various platforms. Further more we will identify composite model which combines the factors that influence usage of music streaming services and users willingness to create content. The research employed snowball sampling as a data collection method. Participants were identified through referrals and responded to a standardized questionnaire designed to gather pertinent data effectively. Structural Equation Modeling (SEM) was utilized as a statistical technique to evaluate proposed models and hypothesis facilating a deeper comprehension of the factors influencing music streaming services users.

3.2 DEMOGRAPHIC PROFILE

3.2.1 Result and Discussion

This section uses cross-tabulation to examine the difference between demographic variables with respect to the to the location of Goa and Indonesia. A frequency test is used to test the hypothesis and to see whether there is a significant difference between users locations in their demographic profiles.

Table 3.1 Demographic profile

Demographic Characteristics		India				India (N=103)		Outside India (N=37)	
		North Goa (N=66)		South Goa (N=37)					
		#	%	#	%	#	%	#	%
Gender	Male	20	30.30	18	48.65	38	36.89	12	32.43
	Female	**46**	69.70	**19**	51.35	**65**	63.11	**25**	67.57
Age	Up to 30 years	**59**	89.39	**29**	78.38	**88**	85.44	**33**	89.19
	Above 30 years	7	10.61	8	21.62	15	14.56	4	10.81
Income	Below Rs 50,000	**60**	90.91	**32**	86.49	**92**	89.32	**26**	70.27
	Rs 50,000- Rs 1,00,000	5	7.58	5	13.51	10	9.71	8	21.62
	Above Rs 100,000	1	1.52	0	0.00	1	0.97	3	8.11
Education	SSC	1	1.52	1	2.70	2	1.94	1	2.70
	HSSC	7	10.61	6	16.22	13	12.62	4	10.81
	Graduate	**29**	43.93	**25**	67.57	**54**	52.43	11	29.73
	Post Graduate	**29**	43.93	5	13.51	34	33.01	**21**	56.76
Occupation	Student	**50**	75.76	**25**	67.57	**75**	72.82	**24**	64.86
	Employed (Govt.)	0	0.00	3	8.11	3	2.91	0	0.00
	Employed (Private)	14	21.21	8	21.62	22	21.36	12	32.43
	Unemployed	0	0.00	0	0.00	0	0.00	0	0.00
	House Wife	2	3.03	1	2.70	3	2.91	1	2.70
Marital Status	Married	8	12.12	10	27.03	18	17.48	6	16.22
	Unmarried	**58**	87.88	**27**	72.97	**85**	82.52	**31**	83.78

Source: Compilation based on primary data

Table 3.1 presents the demographic characteristics of the respondents. In India, a majority of music streaming service users are female, particularly in North Goa, where 69.70% of the 66 respondents are female. In South Goa, 51.35% of the 37 respondents were female. While comparing the demographic profile of people outside India, 67.57% of the 37 respondents were

female. Regarding age, most of the respondents in both North Goa and South Goa fall within the age group of up to 30 years. In North Goa, 89.39% of 66 users are in the age group of up to 30 years, while in South Goa, 78.38% of 37 users fall within the same category. Outside India, 89.19% of 37 users of music streaming services are aged up to 30 years. In terms of income, the majority of users in North Goa (90.91% of 66 users) and in South Goa (86.49% of 37 users) earn a monthly income below Rs 50000. Similarly, outside India, 89.19% of 37 users have a monthly income below Rs 50000. Regarding education level in North Goa, 43.93% of the 66 users of music streaming services have education qualifications for both graduation and post-graduation. In comparison to outside India, 56.76% of 37 users hold a post-graduate degree. In occupation, users of music streaming services in India, particularly in North Goa (75.76% of 66 users) and in South Goa (67.57% of 37 users), are students. As well as outside India, it can be seen that 64.86% of 37 users are also students. Lastly, the marital status of music streaming users in India shows that a high percentage of users in North Goa (87.88% of 66 users) and in South Goa (72.97% of 37 users) are unmarried. Similarly, outside India, 83.78% of 37 users are also unmarried.

3.2.2 Usage of Music Streaming Services

Table 3.2 Apps used for listening music

Which app do you prefer for listening music	India				India		Outside India	
	North Goa		South Goa					
	#	%	#	%	#	%	#	%
Spotify	**54**	45	**31**	52.54	**85**	82.5	**31**	83.8
JioSaavn	11	9.17	4	6.78	15	14.7	0	0
Amazon Prime Music	11	9.17	7	11.86	18	17.6	1	2.7
Wynk Music	7	5.83	2	3.39	9	8.8	1	2.7
Youtube Music	36	30.00	14	23.73	50	49	14	37.8
Gaana	1	0.83	0	0	1	1	0	0
Music olit	0	0	1	1.69	1	1	0	0
Apple Music	0	0	0	0	0	0	1	2.7

Source: Compilation based on primary data

Table 3.2 illustrates the music apps utilized by users, indicating that in India, 82.4% of respondents use Spotify, 14.7% use JioSaavn, 17.6% use Amazon Prime Music, 8.8% use Wynk Music, and 49% use YouTube Music. Additionally, a small percentage of respondents use other apps, such as Gaana and Music Olit. In comparison, outside India, 83.8% of respondents use Spotify, 2.7% use Amazon Prime Music, 2.7% use Wynk Music, 37.8% use YouTube Music, and 2.7% use Apple Music for music listening purposes.

Table 3.3 Usage of music streaming services

1) What type of services you use on music streaming apps	India				India		Outside India	
	North Goa		South Goa					
	#	%	#	%	#	%	#	%
Freemium	**56**	84.85	**32**	86.49	**88**	85.44	18	48.65
Premium	10	15.15	5	13.51	15	14.5	**19**	51.4
2) How much money do you spent on subscription cost?	India				India		Outside India	
	North Goa		South Goa					
	#	%	#	%	#	%	#	%
0 - Rs 100	**55**	83.33	**30**	81.08	**85**	82.5	**17**	45.9
Rs 100 - Rs 500	10	15.15	6	16.22	16	15.5	**17**	45.9
Rs 500 - Rs 1000	1	1.52	1	2.70	2	1.94	3	8.1
Rs 1000 and above	0	0	0	0	0	0	0	0
3) How long you have used music streaming apps	India				India		Outside India	
	North Goa		South Goa					
	#	%	#	%	#	%	#	%
1-5 months	13	19.70	4	10.81	17	16.5	3	8.1
5 months - 1 year	10	15.15	2	5.41	12	11.6	1	2.7
More than 1 year	**35**	53.03	**25**	67.57	**60**	58.2	**33**	89.2
1 or more years	8	12.12	6	16.22	14	13.5	0	0
4) How frequently do you use music streaming services	India				India		Outside India	
	North Goa		South Goa					
	#	%	#	%	#	%	#	%
Daily	**33**	50.00	**12**	32.43	**45**	43.6	**29**	78.4
Weekly	18	27.27	**12**	32.43	30	29.1	2	5.4
Monthly	4	6.06	7	18.92	11	10.6	2	5.4
Rarely	11	16.67	6	16.22	17	16.5	4	10.8

Source: Compilation based on primary data

1) In **types of services** users employ for music listening. In India, 85.4% of respondents utilize freemium services, where no subscription fee is required, while 14.5% opt for premium services that involve a subscription fee. Conversely, outside India, 48.6% of respondents use freemium services and 51.4% use premium services, indicating a higher preference for premium services among music streaming users outside India.

2) The amount spent on **subscription costs** displays the expenditure patterns of users on subscription fees for music streaming services. In India, 82.5% of respondents pay subscription costs ranging from 0 to Rs100, 15.5% pay Rs100 to Rs500, and 1.94% pay Rs500 to Rs1000. In contrast, outside India, 45.9% of respondents pay between Rs0 and Rs100, 45.9% pay Rs100 to Rs500, and 8.1% pay Rs500 to Rs1000.

3) The **duration of usage** of music streaming services by users shows that in India, 16.5% of respondents have used these services for 1 to 5 months, 11.6% for 5 months to 1 year, 58.2% for more than 1 year, and 13.5% for 1 or more years. Outside India, 8.1% of respondents have used the services for 1 to 5 months, 2.7% for 5 months to 1 year, and 89.2% for more than 1 year.

4) The **frequency** of usage of music streaming services shows that in India, 43.6% of respondents use these services daily, 29.% use them weekly, 10.6% use them monthly, and 16.5% use them rarely. In comparison, outside India, 78.4% of respondents use the services daily, 5.4% use them weekly and monthly, and 10.8% use them rarely.

3.3 FACTORS INFLUENCING USAGE OF MUSIC STREAMING SERVICES

3.3.1 Results and Discussion

This section examines how factors influence the usage of music streaming services, which leads to usage intention, usage decision, and continuance intention. Three models were proposed, which are explained in Chapter 2, have been tested, and model 3 has been found to be the best model for

objective 1. Primary data was collected from both India (Goa) and Indonesia. The following hypothesis are formulated based on an appropriate model.

RQ1: "What are the factors that influence the usage of music streaming services, and does satisfaction also influence usage decisions"

H1a: Performance Expectancy has a significant influence on Usage Intention

H1b: Effort Expectancy has a significant influence on Usage Intention

H1c: Social Influence has a significant influence on Usage Intention

H1d: Hedonic Motivation has a significant influence on Usage Intention

H1e: Price Value has a significant influence on Usage Intention

H1f: Habit has a significant influence on Usage Intention

H1g: Satisfaction has a significant influence on Usage Intention

H1i: Usage Intention has a significant influence on Usage Decision

H1j: Usage Decision has a significant influence on Continuance Intention.

3.3.2 Measurement of the Model

Table 3.4 Factor Loading, Cronbach alpha, Composite Reliability and Average Variance Extracted.

Variables	Items	Factor Loading	CA	CR	AVE
Performance Expectancy					
I find paid music streaming apps useful in my daily	PE 1	0.771	0.827	0.879	0.592
Using paid music streaming apps help me accomplish things more quickly	PE 2	0.728			
Using paid music streaming apps increase my productivity/performance	PE 3	0.780			
A paid music streaming apps allows me to listen to music with good sound quality.	PE 4	0.749			
Overall, a paid music streaming apps is advantageous	PE 5	0.816			
Effort Expectancy					
Learning how to use paid music streaming apps is easy for me	EE 1	0.836	0.781	0.873	0.697
I find paid music streaming apps easy to use.	EE 2	0.890			
It is easy for me to become skillful at using paid music streaming apps	EE 3	0.774			
Social Influence					
People who are important to me think that I should use paid music streaming apps	SI 1	0.860	0.802	0.872	0.634
People who influence my behavior think that I should use paid music streaming apps	SI 2	0.845			
People whose opinions that I value prefer that I use paid music streaming apps	SI 3	0.845			
Subscribing a paid music streaming apps would make a good impression on other people	SI 4	**0.607**			
Hedonic Motivation					
Using paid music streaming app is enjoyable	HM 1	0.854	0.888	0.923	0.749
Using paid music streaming app is exciting.	HM 2	0.851			
Using paid music streaming app is pleasant	HM 3	0.879			
Using paid music streaming app is interesting	HM 4	0.876			
Price Value					
A paid music streaming app is reasonably priced	PV 1	0.744	0.775	0.868	0.689
A paid music streaming app is good value for money	PV 2	0.866			
At the current price, a paid music streaming app provides good value	PV 3	0.873			
Habit					

The use of paid music streaming app has become a habit for me	HB 1	0.864	0.856	0.902	0.698
I am addicted to using paid music streaming app	HB 2	0.836			
I must use paid music streaming app	HB 3	0.797			
Using paid music streaming app is something I do without thinking	HB 4	0.844			
Satisfaction					
I am satisfied with the services of music streaming apps	ST 1	0.862	0.859	0.904	0.703
My satisfaction with the music streaming apps is high	ST 2	0.834			
I am satisfied with the music streaming apps quality	ST 3	0.825			
Overall music streaming apps services is better than my expectation	ST 4	0.832			
Usage Intention					
I am interested in using music streaming apps	UI 1	0.898	0.872	0.921	0.796
I am interested in using music streaming apps in the near future	UI 2	0.863			
My willingness to use music streaming apps is high	UI 3	0.916			
Usage Decision					
I confidently use music streaming apps	UD 1	0.812	0.916	0.935	0.705
I chose music streaming apps	UD 2	0.852			
I am used to using music streaming apps	UD 3	0.862			
I often use music streaming apps	UD 4	0.838			
With various considerations I always choose music streaming apps	UD 5	0.837			
Overall I am satisfied with usage of music streaming apps	UD 6	0.833			
Continuance Intention					
I intend to continue using music streaming apps in future	CI 1	0.902	0.880	0.926	0.806
My intention is to continue using music streaming apps	CI 2	0.887			
I intend to use music streaming apps frequently	CI 3	0.905			

Source: Compilation based on primary data

Table 3.4 presents the outcomes of factor loading, Cronbach's alpha (CA), Composite Reliability (CR), and average variance extracted (AVE). These metrics play a crucial role in assessing the dependability and validity of the constructs utilized in the investigation of music streaming services and their influencing factors. The research encompassed an examination of all 10 constructs, including Performance Expectation, Effort Expectation, Social Influence, Hedonic

Motivation, Price Value, Habit, Satisfaction, Usage Intention, Usage Decision, and Continuance Intention.

Factor loading indicates the degree to which an item within a specific latent construct explains variations. Factor loading values falling within the acceptable range of 0.7 are deemed satisfactory. The values for all constructs in this study ranged from 0.728 to 0.916 and were either close to or greater than 0.7. This suggests that the items have a significant relationship with their associated constructs, with the exception of one, which is less than 0.7 (0.607).

Cronbach's alpha measures the extent to which similar items are clustered together to form a unified construct. All ten of the constructs Cronbach's alpha values fall within the acceptable range of 0.7, indicating strong reliability, and range from 0.775 to 0.916, respectively.

Composite reliability values exceeding 0.7 are generally indicative of robust reliability, signifying that all items consistently measure the same latent construct. The composite reliability values of all constructs range from 0.868 to 0.926.

An **Average Variance Extracted** (AVE) value above 0.5 indicates that the construct explains more variance due to fewer measurement errors.

3.3.3 Discriminant Validity

Table 3.5 Discriminant Validity

	CI	EE	HB	HM	PE	PV	SI	ST	UD	UI
CI	**0.898**									
EE	0.646	**0.835**								
HB	0.584	0.462	**0.836**							
HM	0.726	0.635	0.665	**0.865**						
PE	0.632	0.643	0.687	0.685	**0.769**					
PV	0.595	0.609	0.568	0.596	0.668	**0.83**				
SI	0.323	0.29	0.518	0.412	0.485	0.548	**0.796**			
ST	0.682	0.514	0.674	0.671	0.668	0.682	0.507	**0.838**		
UD	0.838	0.681	0.676	0.723	0.739	0.687	0.417	0.797	**0.839**	
UI	0.853	0.673	0.648	0.724	0.713	0.626	0.341	0.755	0.867	**0.892**

Source: Compilation based on primary data

Table 3.5 presents the outcomes of the discriminant validity assessment based on the Fornell-Larcker criterion. Discriminant validity pertains to demonstrating the unique characteristics of each construct under investigation, highlighting their distinctiveness from one another. As per the Fornell-Larcker criterion, discriminant validity is confirmed when the square roots of AVE values exceed the correlations between constructs. This comparison involves evaluating the square root of the AVE for each construct against the correlations with other constructs. (Barata and Coelho 2021). The diagonal values in the table correspond to the square root of the AVE for each construct. All diagonal values are higher than the off-diagonal values of the table. This indicates that constructs such as performance expectation, effort expectation, social influence, hedonic motivation, price value, habit, satisfaction, usage intention, usage decision, and continuity intention are distinct from one another, capturing unique facets related to the utilization of music streaming services and factor influencing.

3.3.4 The Structural Model

Table 3.6 Path Coefficient, T-values, P-values, R^2 , Q^2, F^2 , and Effect Size

Variables	β Value	T statistics	P values	Hypothesis	R2	Q2	F2	Effect
PE -> UI	0.159	1.867	0.062	Not Supported			0.032	S
EE -> UI	0.236	2.913	**0.004***	**Supported**			0.096	S
SI -> UI	-0.144	1.952	**0.051***	**Supported**			0.048	S
HM -> UI	0.173	1.873	0.061	Not Supported			0.042	S
PV -> UI	0.016	0.167	0.867	Not Supported			0.000	S
HB -> UI	0.112	1.084	0.278	Not Supported			0.018	S
ST -> UI	0.399	3.145	**0.002***	**Supported**	0.732	0.677	0.220	M
UI -> UD	0.867	30.275	**0.000***	**Supported**	0.752	0.717	3.034	L
UD -> CI	0.838	28.675	**0.000***	**Supported**	0.702	0.566	2.355	L

Source: Compilation based on primary data

Table 3.6 shows the path coefficient, T-values, P values, R^2, Q^2, F2, and effect size of various variables in the study. It illustrates the correlations among different variables and their respective

levels of statistical significance. Especially, it outlines the path coefficients, T-values, and P-values for the relationships involving performance expectation (PE), effort expectation (EE), social influence (SI), hedonic motivation (HM), price value (PV), habit (HB), satisfaction (ST), usage intention (UI), usage decision (UD), and continuity intention (CI). Furthermore, it evaluates the support for the hypothesis based on the significance level of the associations observed. The beta (β) is utilized to examine the relationships between independent and dependent variables. Notably, the T-values and P-values in the table indicate that the relationships EE->UI, ST->UI, UI->UD, and UD->CI are statistically significant, thereby supporting the corresponding hypothesis. Conversely, the relationships PE->UI, SI->UI, HM->UI, PV->UI, and HB->UI are deemed non-significant, leading to the rejection of the associated hypothesis. The positive and negative beta values signify positive and negative relationships, respectively. The assessment of path coefficients using T-values and P-values aids in determining the significance of relationships between variables and in discerning which hypothesis are refuted. The coefficient of determination (R^2) quantifies the proportion of variance in the dependent variables explained by the independent variables, with higher R^2 values indicating better explanatory power. Notably, usage intention, usage decision, and continuity intention exhibit R^2 values of 0.732, 0.752, and 0.702. Among the three models tested, model 3 emerges as the most successful, as evidenced by its superior predictive accuracy, indicated by smaller F^2 values and higher Q^2 compared to other models. Consequently, it is deemed the most suitable model for the study.

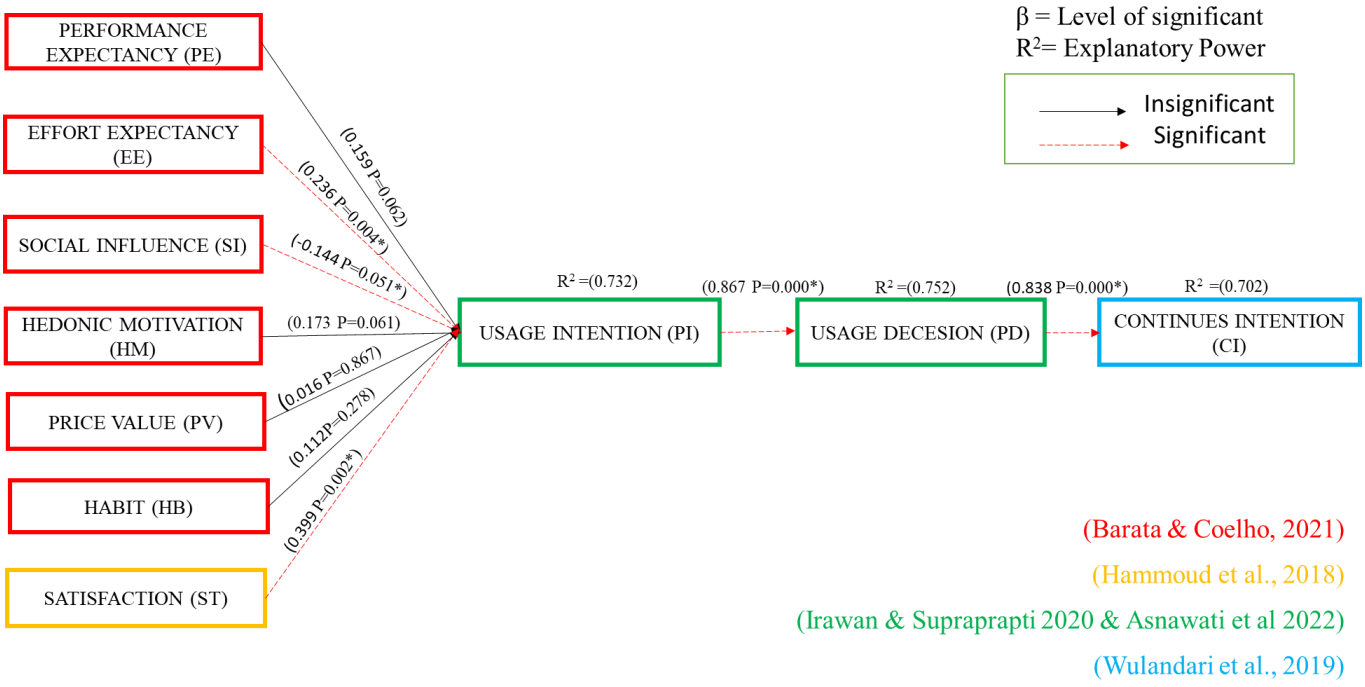

Figure 3.1: Results of Tested Model

3.4 FACTORS INFLUENCING USERS WILLINGNESS TO CREATE CONTENT

3.4.1 Results and Discussions

This section examines the factors that influence users willingness to create content on social media platforms related to music streaming services. Three proposed models were tested, which are explained in Chapter 2, and proposed model 1 has been found to be the best model for objective 2. Data was collected from India (Goa) and Indonesia. The following hypothesis are formulated for the appropriate model.

RQ2: "How do customer's experiences with music streaming services impact their willingness to create content"

H2a: Personal Integrative has a significant influence on Willingness to create content.

H2b: Altruism has a significant influence on Willingness to create content.

H2c: Social Benefits has a significant influence on Willingness to create content.

H2d: Economic Benefits has a significant influence on Willingness to create content.

H2e: Hedonic Benefits has a significant influence on Willingness to create content.

H2f: Attitude has a significant influence on Willingness to create content.

H2g: Habit has a significant influence on Willingness to create content.

3.4.2 Measurement of the Model

Table 3.7 Factor Loading, Cronbach alpha, Composite Reliability and Average Variance Extracted.

Variables	Items	Factor Loading	CA	CR	AVE
Personal Integrative					
I post review of my experience if public/social recognition is attached to it	PI 1	0.874	**0.679**	0.862	0.757
I post to impress and show off my activities to friends	PI 2	0.867			
Altruism					
I want to help others with my own experiences	AL 1	0.905	0.838	0.903	0.757
I want to enable others to make a good decision	AL 2	0.900			
I want to help the company to improve their services	AL 3	0.799			
Social Benefits					
I meet new people when I post my reviews	SB 1	0.900	0.781	0.901	0.82
To enhance the strength of my affiliation with the consumer community	SB 2	0.911			
Economic Benefits					
I receive reward for posting my experience on social media	EB 1	0.912	**0.688**	0.862	0.758
I want to make money for posting my positive experience	EB 2	0.828			
Hedonic Benefits					
Sharing personal experience is really enjoyable and fun	HB 1	0.851	**0.671**	0.858	0.752
Posting reviews is a fun way to kill time	HB 2	0.883			
Attitude					
Posting reviews is thrilling and gives nice experience	AT 1	0.936	0.829	0.921	0.853
I feel positive about posting reviews	AT 2	0.911			
Habit					
It became a habit to post once I use any music streaming apps	H 1	0.929	0.827	0.92	0.852

I am addicted to create content after I use any music streaming apps	H 2	0.917			
Willingness to create content					
I provide my reviews once I have used music streaming apps	WCC 1	0.838	0.797	0.881	0.711
I intend to continue posting reviews of music streaming apps	WCC 2	0.880			
I think my content is useful for companies and users	WCC 3	0.810			

Source: Compilation based on primary data

Table 3.8 presents the results of the Cronbach's alpha (CA), composite reliability (CR), and average variance extracted (AVE). These metrics play a significant role in assessing the reliability and validity of the constructs examined in the research on music streaming services and the factors influencing them. The study encompassed an evaluation of eight constructs, including personal integrity, altruism, social benefits, economic benefits, hedonic benefits, attitude, habit, and willingness to create content.

Factor loading indicates the extent to which a specific component within a latent construct accounts for variance. Adequate factor loading values typically fall within the acceptable range of 0.7. Elevated factor loadings imply that the items effectively capture the underlying constructs. In this study, all construct values range from 0.810 to 0.929, meeting the stipulated criteria. exhibit factor loading values either exceeding or closely approximating 0.7, signifying construct reliability.

Cronbach's alpha measures the extent to which related items are clustered together to form a coherent construct. A cronbach's alpha value exceeding 0.7 indicates a highly reliable construct. There are three values which are less than 0.7 which are 0.679, 0.688 and 0.671.

Composite reliability exceeding 0.7 signifies robustness, indicating consistent assessment of the same underlying construct by all items. To establish adequate convergent validity, **average**

variance extracted (AVE) values should be at least 0.5, indicating that, on average, the construct can explain more than half of the variance of its indicators. The table displays values exceeding 0.5 for all constructs.

3.4.3 Discriminant Validity

Table 3.8 Discriminant Validity

	AL	AT	EB	H	HB	PI	SB	WCC
AL	**0.87**							
AT	0.656	**0.924**						
EB	0.245	0.439	**0.871**					
H	0.285	0.555	0.462	**0.923**				
HB	0.672	0.789	0.359	0.467	**0.867**			
PI	0.528	0.533	0.464	0.43	0.57	**0.87**		
SB	0.517	0.701	0.533	0.512	0.646	0.513	**0.906**	
WCC	0.531	0.722	0.405	0.717	0.731	0.493	0.615	**0.843**

Source: Compilation based on primary data

Table 3.8 displays the outcomes of the discriminant validity assessment based on the Fornell-Larcker criterion. Discriminant validity aims to elucidate the unique characteristics of each concept under investigation and highlight their differences. The confirmation of discriminant validity is achieved when the square roots of average variance extracted (AVE) values exceed the correlations between constructs as per the Fornell-Larcker criterion. (Barata and Coelho 2021). This evaluation involves comparing the relationships between each concept and its corresponding square root of the AVE. The diagonal values in the table represent the square root of the AVE for each construct. These values pertain to distinct facets concerning the utilization of music streaming services and the factors influencing them. If the diagonal values are higher than the off-diagonal values, it indicates that constructs such as personal integrity, altruism, social benefits, economic benefits, hedonic benefits, attitude, habit, and willingness to create content exhibit differences from one another.

3.4.4 The Structural Model

Table 3.9 Path Coefficient, T-values, P-values, R^2 , Q^2 , F^2 , and Effect Size

Variables	β Value	T statistics	P values	Hypothesis	R2	Q2	F2	Effect Size
PI -> WCC	-0.029	0.433	0.665	Not Supported			0.002	S
AL -> WCC	0.068	0.803	0.422	Not Supported			0.008	S
SB -> WCC	0.047	0.503	0.615	Not Supported			0.003	S
EB -> WCC	-0.021	0.303	0.762	Not Supported			0.001	S
HB -> WCC	0.364	4.012	**0.000***	**Supported**			0.152	S
AT -> WCC	0.131	1.180	0.238	Not Supported			0.017	S
H -> WCC	0.453	6.550	**0.000***	**Supported**	0.728	0.681	0.453	L

Source: Compilation based on primary data

Table 3.9 presents a comprehensive overview of the path coefficient, T-values, P values, R^2, Q^2, F2, and effect size for the variables examined in the study. It illustrates the correlations among various variables and their statistical significance. Specifically, it outlines the path coefficients, T-values, and P-values for the relationships between personal integrity (PI), altruism (AL), social benefits (SB), economic benefits (EB), hedonic benefits (HB), attitude (AT), habit (H), and willingness to create content (WCC). The significance of these relationships is crucial for evaluating the hypothesis. The beta (β) measure is utilized to explore the connections between independent and dependent variables. Noteworthy T and P values in the table confirm the significance of correlations such as HB -> WCC and H -> WCC, supporting the relevant hypothesis. Conversely, correlations like PI->WCC, AL->WCC, SB->WCC, EB->WCC, and AT->WCC are deemed non-significant, leading to the rejection of associated hypothesis. Positive and negative beta values indicate positive or negative associations, respectively. Path coefficients, T-values, and P-values aid in assessing the importance of variable relationships and determining which hypothesis are invalidated. Higher R^2 values indicate greater explanatory power, representing the proportion of variance in dependent variables explained by independent variables.

Willingness to create content exhibits an R^2 value of 0.728. Among the proposed models, model 1 demonstrates superior prediction accuracy with smaller F^2 values and a higher Q2, establishing it as the best model and most suitable for the research.

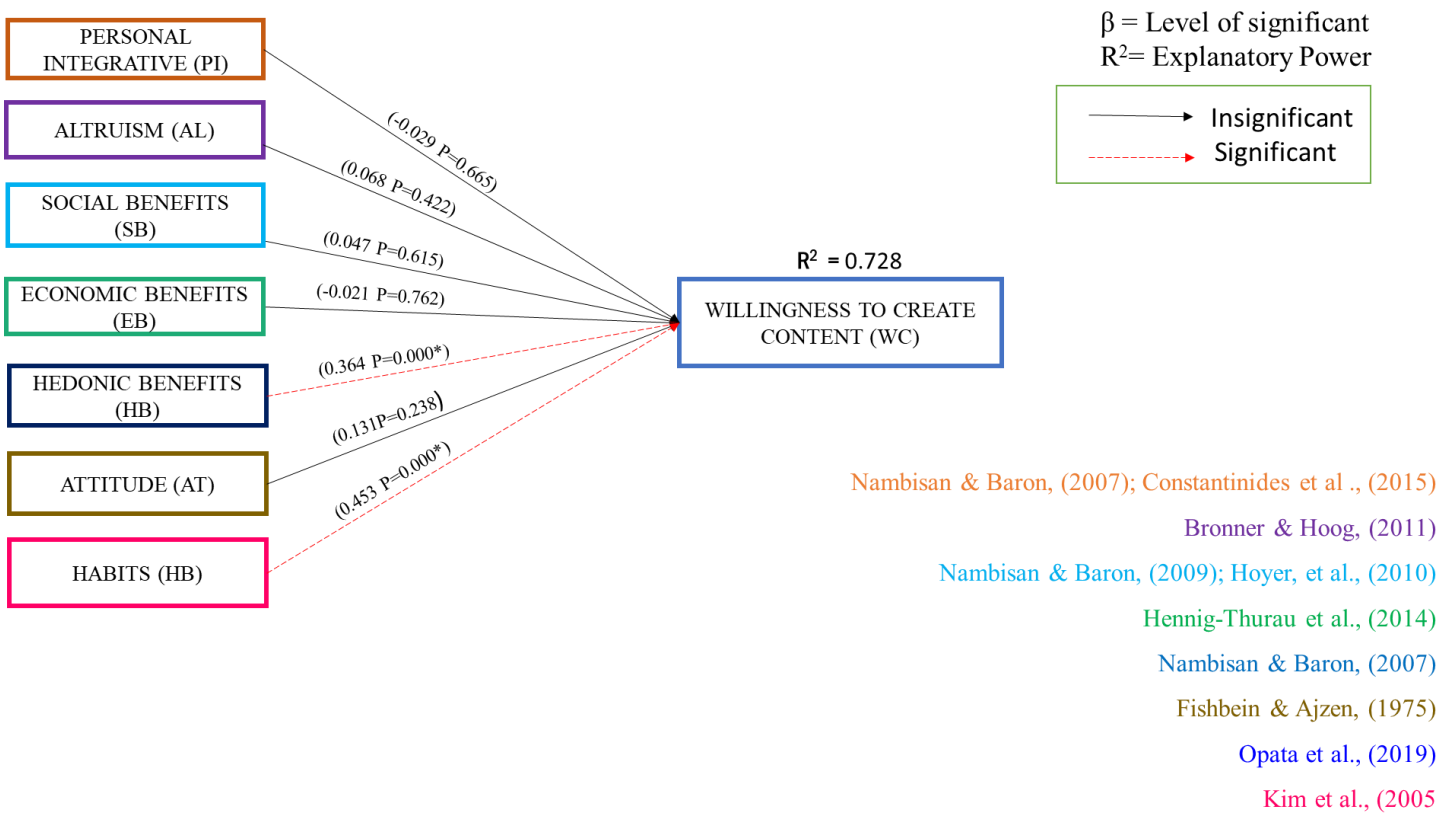

Figure 3.2 : Results of Tested Models

3.5 COMPOSITE MODEL

3.5.1 Results and Discussions

This section examines whether the composite model provides beeter picture of the factors that influence usage of music streaming services and willingness to create content.

This composite model integrates the proposed model 3 from objective 1 and proposed model 1 from objective 2 to explore the factors influencing usage of music streaming services. The amalgamation of the proposed model 3 which focuses on factors influencing usage of music streaming services and proposed model 1 which examines users willingness to create content on social media was utilized to evaluate the composite model. Key metrics such as R^2 , (Coefficient of determination), F^2 (Effect Size), Q^2 (Pridictive Relevence) were crucial in assessing the explanatory and predictive capabilities of he model. These metrics were conducted using Parital Lease Squares Structural Equation Modeling (PLS SEM) Algorithm in Smart PLS. the analysis revealed that proposed models 3 &1 were the most optimal components within the composite mdoel as indicated by smaller effects for F^2 values and higher R^2 suggesting greater explanatory power. Additionally the proximity of Q^2 values to R^2 values indicated a strong predictive relevanace of the models relative to each other.

3.5.2 The Structural Model

Table 3.10 Path Coefficient, T-values, P-values, R^2 , Q^2 , F^2 , and Effect Size

Variables	beta value	T-Statistics	P-Values	Hypothesis	R2	Q2	F2	Effect Size
Objective 1								
PE -> UI	0.159	1.868	0.062	Not Supported			0.032	S
EE -> UI	0.236	2.912	**0.004***	**Supported**			0.096	S
SI -> UI	-0.144	1.952	0.051	Supported			0.048	S
HM -> UI	0.173	1.873	0.061	Not Supported			0.042	S
PV -> UI	0.016	0.167	0.867	Not Supported			0.000	S
HA -> UI	0.112	1.085	0.278	Not Supported			0.018	S
ST -> UI	0.399	3.145	**0.002***	**Supported**	0.732	0.677	0.220	M
UI -> UD	0.867	30.275	**0.000***	**Supported**	0.752	0.717	3.034	L
UD -> CI	0.838	28.698	**0.000***	**Supported**	0.702	0.566	2.356	L
Objective 2								
PI -> WCC	-0.033	0.480	0.631	Not Supported			0.002	S
AL -> WCC	0.056	0.620	0.535	Not Supported			0.005	S
SB -> WCC	0.038	0.417	0.677	Not Supported			0.002	S
EB -> WCC	-0.012	0.174	0.861	Not Supported			0.000	S
HB -> WCC	0.365	4.081	**0.000***	**Supported**			0.153	S
AT -> WCC	0.128	1.158	0.247	Not Supported			0.016	S
H -> WCC	0.460	6.631	**0.000***	**Supported**			0.461	L
CI -> WCC	0.044	0.857	0.392	Not Supported	0.730	0.680	0.006	S

Source: Compilation based on primary data

Table 3.10 composite model provide through understanding of how users interact with music streaming serices and their willingness to create content. Composite analysed using the best models of objective 1 & 2. Examined the number of the measures in the table to evaluate the connections between various factors. These metrics consist of Path Coefficient, T-values, P-values R^2 , Q^2 , F^2 and Effect size. B value indicates if there is a positive or negative relationship between independent and dependent variables. When assessing hypothesis T-values and P-values are crucial. In objective 1 results shows that EE -> UI, SI -> UI, ST -> UI, UI -> UD, UD -> CI are

significant and support the hypothesis. Whereas relationship between PE -> UI, HM -> UI, PV -> UI, and HA -> UI are not significant and reject the hypothesis. In objective 2 it shows that hypothesis are supported by the relationships between HB -> WCC, H -> WCC. However hypotheis are not supported by the relationship between PI -> WCC,AL -> WCC,SB -> WCC,EB -> WCC,AT -> WCC,CI -> WCC. Usage intention, Usage decision and Continuance intention have R^2 values of 0.732, 0.752 and 0.702 for objective 1 indicating the explanatory power of the model. The R^2 values for Willingness to create content is 0.732 and the Effect size is smaller.

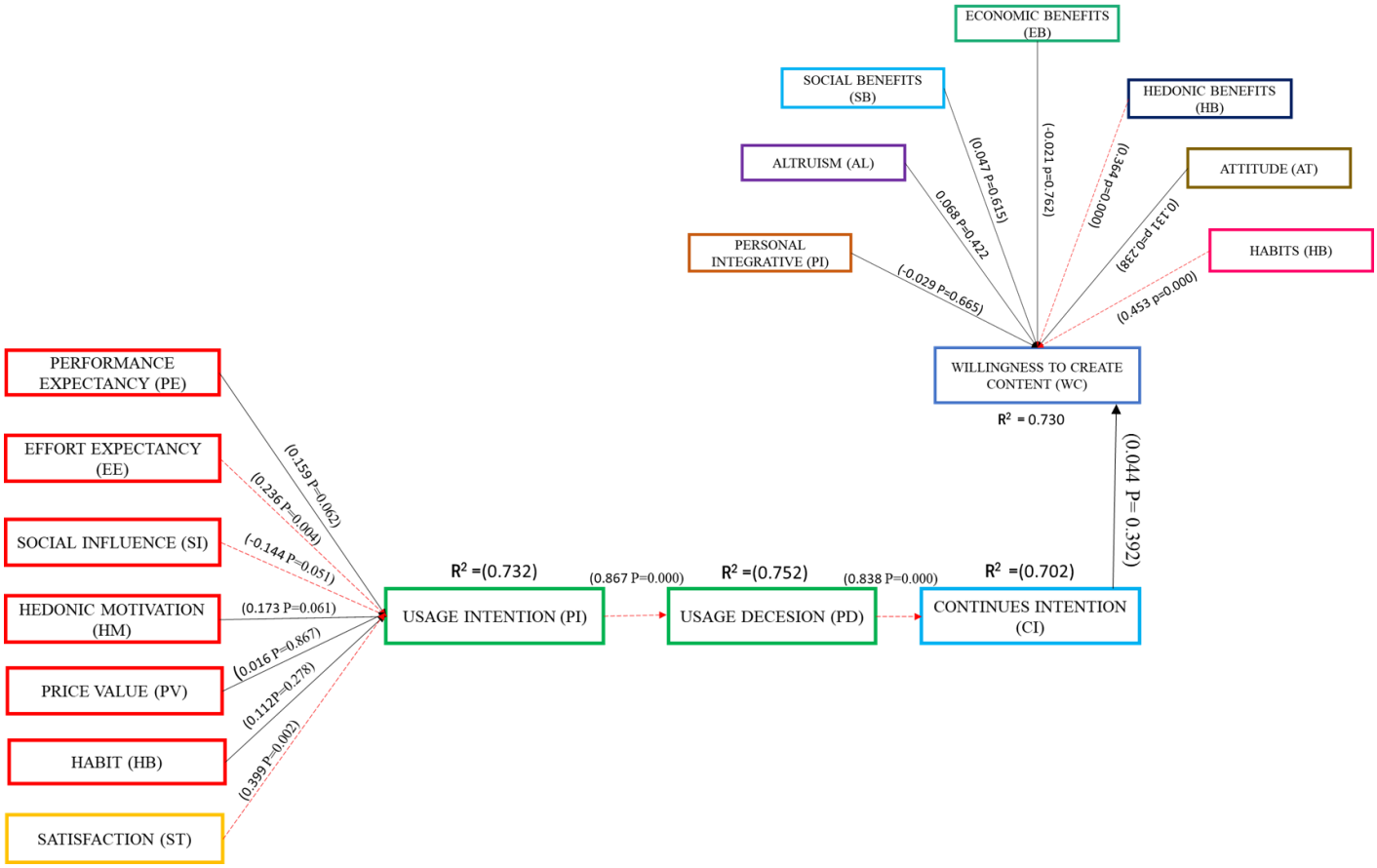

Figure 3.3 Composite Model

3.6 SUMMARY

Demographic profile

It provides insights about the demographic characteristics of the users of music streaming services in Goa and Indonesia. It is divided into two sections. The first section shows, through cross-tabulation analysis, that it identifies the distinction between demographic characteristics with respect to location. The majority of the respondents were females of the age group up to 30 years old, falling under the student both in India and Indonesia. The second section shows some additional information, such as the type of app used to listen to music, the types of services used within the app, the cost of a subscription, and the duration and frequency of usage of music streaming services.

Factors Influencing Usage of Music Streaming Services

The research examined the factors influencing the usage of music streaming services. Various statistical measures, such as factor loading, Cronbach's alpha, composite reliability, and average variance extracted, were employed to assess the reliability and validity of the constructs. The study examined 10 constructs encompassing performance expectancy (PE), effort expectancy (EE), social influence (SI), hedonic motivation (HM), price value (PV), habit (HB), satisfaction (ST), usage intention (UI), usage decision (UD), and continuance intention (CI). Factor loading and Cronbach alpha measure to what extent an item within a specific construct explains variation and to what extent similar items are grouped together to form a construct. Composite reliability measures the reliability of each construct. The values for this were above 0.7. Discriminant validity is confirmed using the Fornell-Larcker criterion, which validates the distinct characteristics of each construct. Path coefficients, T-values, P-values, R^2, Q^2, F2, and effect size are also utilized to

demonstrate the relationships among different variables and their respective levels of statistical significance. The findings revealed that certain objective hypothesis (H1b, H1c, H1g, H1h, and H1i) were significant, while H1a, H1d, H1e, and H1f were insignificant. This hypothesis were accepted H1b, H1c, H1g, H1h, and H1i achieved. So there is difference between the factors considered for usage of music streaming services. So H1: There is significant difference between factors that influence the usage of music streaming services.

Factors Influencing Users Willingness to create content

The study evaluates eight constructs for objective 2, including personal integrity (PI), altruism (AL), social benefits (SB), economic benefits (EB), hedonic benefits (HB), attitude (AT), habit (H), and willingness to create content (WCC). Factor loading and Cronbach alpha assess the degree to which a particular construct accounts for variance, whereas composite reliability evaluates the reliability of individual constructs. Discriminant validity is established through the Fornell-Larcker criterion. Additional statistical indicators such as path coefficients, T-values, and effect sizes illustrate the connections between variables. The Cronbach alpha 3 values were below 0.7, which is kept in the present study. For the second objective hypothesis, H2e and H2g were significant, while the remaining five, namely H2a, H2b, H2c, H2d, and H2f, were insignificant to the factors influencing users willingness to create content on social media platforms. This hypothesis were rejected as H2a, H2b, H2c, H2d, and H2f were not schieved. So H2: There is significant difference between factors influencing users willingness to create content. The study used the PLS SEM algorithm to test all three models for both objectives 1 and 2.

Composite Model

Based on the results, proposed model 3 for objective 1, which is factors influencing usage of music streaming services, and proposed model 1 for objective 2, which is factors that influence users willingness to create content, were selected as the best models. Based on the appropriate model, hypothesis were formulated for both objectives. The composite model is analyzed to provide a deeper understanding of the usage of music streaming services and users willingness to create content by combining the models of objectives 1 and 2. This model was tested using the PLS SEM algorithm in Smart PLS to find metrics such as R^2, Q2, and F^2. The findings indicate that R^2 has better explanatory power. Certain relationships are significant and support the hypothesis, while others are not significant. While the R^2 values are higher and the F2 values have a smaller effect,.

CHAPTER 4: SUMMARY, FINDINGS AND CONCLUSION

4.1 INTRODUCTION

The summary, findings and conclusion of this chapter cover the users demographic characteristics and factors influencing the usage of music streaming services. In addition it also examines users willingness to create content and the composite model which is explained in detail in the sections that follow. This chapter offers the theoretical contribution it has made to the existing literature as well as the managerial implications for the study that users should take into account based on the findings. This chapter also outlines the limitations and suggestions for future research.

4.2 SUMMARY

4.2.1 Demographic Profile

It provides insights about the demographic characteristics of the respondents using music streaming services. It was analyzed to determine if there was any difference between locations (North Goa and South Goa) in terms of other demographic variables such as age, gender, occupation, income, and education. The data was analyzed with the help of frequency tables such as cross-tabulation. Along with the demographic characteristics of the respondents, some additional information was collected, such as the types of apps used to listen to music, services used within the app, subscription cost, how long they used the app, and how frequently they used the app provided in **Chapter 3, Section 3.2 (Table 3.1-3.3)**

4.2.2 Factors Infuencing Usage of Music Streaming Services

The second part is about factors that influence users to use music streaming services. For this, three proposed models were tested and analyzed, and after that, proposed model 3 was considered the best model for this study. This model includes 10 constructs. The SEM model was used for testing

the relationship between the dependent variables and independent variables. The questionnaire method was used to collect the responses on a 5-point Lickert scale. To test the proposed models Factor Loading, Cronbach's alpha (CA), Composite Reliability (CR), and Average Variance Extracted (AVE), discriminant validity Fornell Larcker was used, and to test the hypothesis Path Coefficient, T-Values, P-Values, R^2, Q^2, $F^{2,}$ and Effect Size were used to study the model that is used in this study, **Chapter 3, Section 3.3 (Tables 3.4–3.6).**

4.2.3 Factors Influencing Users Willingness to Create Content

The third part deals with the factors that influence users willingness to create content on social media platforms. The three proposed models were tested and analyzed, and the best model, proposed model 1, was used in this study. This model includes eight constructs of factors influencing the willingness to create content. The SEM model was used for testing the relationship between the dependent variables and independent variables. To test the proposed models Factor Loading, Cronbach's alpha (CA), Composite Reliability (CR), and Average Variance Extracted (AVE), discriminant validity Fornell Larcker was used, and to test the hypothesis Path Coefficient, T-Values, P-Values, R^2, Q^2, $F^{2,}$ and Effect Size were used to study the model that is used in this study, **Chapter 3, Section 3.4 (Tables 3.7–3.9)**

4.2.4 Composite Model

The composite model is a combination of the proposed models used in Objectives 1 and 2: factors influencing usage of music streaming services and factors that influence users willingness to create content on social media platforms. Through tests and data analysis, the proposed models 1 and 2 were considered the best to see whether they provided a better image of the users behavior, factors

influencing their usage of music streaming services, and their willingness to create content on social media platforms. Path coefficient, T-values, P-values, R^2, Q^2, $F^{2,}$ and effect size were used to study the model that is used in this study. **Chapter 3, Section 3.5 (Table 3.10)**

4.3 FINDINGS

4.3.1 Demographic Profile

This section presents an analysis of the demographic characteristics of users utilizing music streaming services in Goa and Indonesia. A frequency table was employed to examine the data. The primary objective of the demographic profile was to identify potential distinctions between the locations of the users within Goa and Indonesia. Among the 140 respondents surveyed from Goa and Indonesia, it was observed that 63.11% of the respondents from Goa and 67.57% of the respondents from Indonesia were female. These results align with previous studies by (Park 2020) which reported a female majority of 65.7% among 105 respondents in South Korea. The majority of music streaming service users in India and Indonesia, which are 85.44% and 89.19%, are within the age group of up to 30 years. Similarly, with the findings of (Chang 2021) The majority of the users are from generation Z. Furthermore, a significant proportion of respondents—89.32% in India and 70.27% outside India reported a monthly income below Rs 50000. Most of the users of music streaming services in India (52.43%) have a graduation degree, which is similar to the study conducted by (Barata and Coelho 2021) and in Indonesia, 56.76% of users have a post-graduation degree. Additionally, in India and Indonesia, 67.57% and 64.86% identified themselves as students. Lastly, the data indicated the majority of the service users were unmarried, with figures of 87.88% in India and 83.78% outside India. **(Chapter 3, Section 3.2 (Table 3.1-3.3)**

4.3.2 Factors Influencing Usage of Music Streaming Services

The primary aim of the study was to investigate the factors that influence the usage of music streaming services. Through the evaluation of three different models the most suitable model was selected by considering metrics such as R^2 , Q^2 , and F^2 .

Performance Expectancy pertains to the anticipated benefits that consumers associate with the use of music streaming services. While (Barata and Coelho 2021) demonstrated a significant relationship between performance expectancy and usage intention in their research the current study did not find any substantial impact on users intention to use music streaming services. Performance Expectancy have β value 0.159 positively affecting usage intention. Consequently hypothesis H1a is rejected as the P-value of 0.062 exceeds the significance threshold of 0.05.

Effort Expectancy refers to the perceived simplicity and convenience associated with utilizing music streaming services. As demonstrated in a research conducted by (Venkatesh et al. (2012) effort expectancy plays a crucial role in shaping individuals intentions to use music streaming services. The present investigation has also identified that effort expectancy has significant influence on usage intention. Effort Expectancy have β value 0.236 which positively affecting usage intention. Consequently the hypothesis H1b is accepted given the statistical significance of the findings with a P-value of 0.004 falling below the conventional threshold of 0.05

Social Influence refers to the extent to which individuals perceive that important individuals in their social circles, such as family and friends, approve of their use of a specific music streaming platforms. (Park 2020) found a limited association between social influence and individuals

intentions to use music streaming services. The current study's findings indicate that social influence is negatively related to usage intention, as evidenced by a β value of 0.051, leading to the acceptance of hypothesis H1c.

The concept of hedonic motivation pertains to the enjoyment or satisfaction derived from using music streaming platforms. Research conducted by van der Heijden (2004), Chu and Lu (2007) has demonstrated that hedonic motivation significantly influences individuals intentions to use music streaming services. Findings from the study reveal a positive correlation between hedonic motivation and usage intention, as indicated by a β value 0.173. However, the impact of hedonic motivation on usage intention is deemed to be minimal, as indicated by the non-significant P-value of 0.061, leading to the rejection of hypothesis H1d.

The concept of price value pertains to the cognitive decision-making process in which individuals weigh the perceived benefits of program against the associated financial expenses. A study conducted by Venkatesh et al. (2012) found that price value significantly influences the intention to use music streaming services. The current research indicates the price value, with a β value of 0.016, positively impacts usage intention, albeit to a minor extent. The statistical analysis, with a P-value of 0.867, leads to the rejection of hypothesis H1e.

A cognitive structure shaped by past experiences, known as habit, plays a significant role in influencing individuals intentions to utilize music streaming services, as demonstrated by a study conducted by Venkatesh et al.'s (2012). The results of the present investigation reveal that habit, with a β value of 0.112, positively impacts users inclination towards using music streaming

services. However, it does not significantly influence usage intentions, as evidenced by the rejection of hypothesis H1f due to a P-value of 0.278/

The level of enjoyment that users of music streaming services experience is known as satisfaction. Satisfaction in this context is achieved by meeting or even surpassing customers expectations. A study conducted by (Hoon et al. 2022) found that user satisfaction significantly affects users intention to use music streaming services. The study revealed that satisfaction with a β value of 0.399, positively influences usage intentions playing a crucial role in determining usage behavior. The model's explanatory power is reflected in its R^2 value of 0.732. Consequently hypothesis H1g is supported as the P-value is below 0.05, specifically at 0.002.

The concept of usage intention refers to an individuals inclination to use a music streaming platform with the goal of achieving a specific objective. As indicated in the research conducted by (Jeong and Kim 2023) usage intention plays a significant role in determining the decision to use such services. The findings of the study reveal that usage intention, with a β value of 0.867, exerts a positive influence on the decision to use the service, thereby significantly impacting the decision making process. The model's explanatory power is elucidated by its R^2 value of 0.752. Consequently, hypothesis H1h is supported, given that the P-value is below the threshold of 0.05, specifically at 0.000.

Selecting a single option from multiple choices, referred to as the Usage Decision plays a significant role in determining the intention to continue. A study conducted by (Hsiao and Chang 2014) found that usage decision has significant influence on continuance intention. The current

study shows that usage decision with a β value of 0.838, positively influences the intention to continue, especially in the context of music streaming services. The study's results with an R^2 value of 0.702, demonstrate the model's explanatory capacity. Furthermore, the acceptance of hypothesis H1g is supported by a P-value of 0.000. Given the substantial effect size observed in the study, it is recommended to validate these findings with a larger sample size exceeding 300 respondents. **(Chapter 3, Section 3.3 (Tables 3.4–3.6).**

4.3.3 Factors Influencing Users Willingness to Create Content

The next objective was to examine the potential impact of specific factors on users willingness to create content on social media platforms. Through testing and evaluating three proposed models, the most optimal model was selected based on effect size as presented in the table, along with R^2 , F^2 , Q^2 statistics. The role of social media in contemporary society has significantly expanded, with content creators on these platforms earning income from their activities. The outcomes of this study shed light on the extent to which users are affected by the factors that shape their inclination to generate content on social media, impacting a wide audience.

The benefits of personal integration include improved status, increased self-efficacy and enhanced reputation. According to a study conducted by (Nambisan and Baron 2009) personal integrative found to have minimal influence on individuals propensity to generate content for social media platforms. The research findings indicate that personal integrative with a β value of -0.029 ezerts a negative influence on the willingness to create content, albeit without significantly impact content provision. As a result, the hypothesis H2a is rejected because the P-value 0.665 exceeds 0.05.

Altruism refers to the selfless act of performing beneficial actions for others without seeking personal gain or compensation in return. Research conducted by (Wu and Zhang 2014) suggests that altruism has a limited impact on individuals willingness to create content. The results of the current investigation reveal that altruism is associated with a β value of 0.068, positively influencing the likelihood of content creators to offer material, albeit to a modest extent. This factor exerts minimal influence on the willingness to share content. Consequently, the hypothesis H2b is refuted because the P-value exceeds 0.05, specifically at 0.422.

Social benefits include the positive relationships formed between customers and staff, as well as the emotional bonds that develop between them. A study conducted by (P. T. Nguyen et al. 2022) found that social benefits significantly impact individuals willingness to create content. The research results reveal that social influence, with a β value of 0.047, positively affects the inclination to produce content, while it has a minimal impact on the readiness to supply material. The rejection of hypothesis H2c is supported by the P-value of 0.615.

The study conducted by (P. T. Nguyen et al. 2022) found that economic benefits, which include time savings and non-monetary advantages derived from maintaining connections, significantly influence the willingness of content creators to produce content. The research indicates that economic benefits exhibit a β value of -0.021, indicating a negative effect on content creators inclination to generate content. However, this impact is considered negligible on their willingness to create content. The rejection of hypothesis H2d is support by the P-value of 0.762.

The term hedonic benefits refers to the pleasurable and intellectually stimulating experiences individuals derive from using music streaming services. An investigation conducted by (Anggraeni, Hapsari, and Muslim 2021) revealed that the inclination to generate content is notably affected by hedonic benefits. The findings of this study indicate that hedonic benefits exhibit a β value of 0.364, demonstrating a favorable influence on the willingness to create content. This factor significantly impacts the readiness to create content. Consequently the hypothesis H2e is supported as the P-value is less than 0.05 specifically at 0.000.

Attitude refers to an individual's favorable or unfavorable sentiments regarding the usage of music streaming services. As per the study conducted by (Eickhoff, Zhevak, and Aagerup 2023) stated that Attitude has significant influence on Willingness to create content. Findings of the current study shows that Attitude have β value 0.131 which positively affecting willingness to create content. It has insignificant influence on Willingness to create content. So the H2f is rejected as the P-value is 0.238 which is more than 0.05.

The concept of attitude refers to an individuals positive or negative feelings towards the use of music streaming platforms. A research conducted by (Eickhoff, Zhevak, and Aagerup 2023) revealed that the inclination to create content is significantly influenced by one's attitude. The results of the present investigation demonstrate that attitude is associated with a β value of 0.131, which positively influences the inclination to create content. However it has a minimal effect in the readiness to supply material. Consequently the hypothesis H2f is refuted as the statistical significance with a P-value of 0.238 exceeds the threshold of 0.05.

Habit can be characterized as the ingrained behaviors and automatic reactions that stem from past experiences and acquired knowledge. The study conducted by (Anggraeni, Hapsari, and Muslim 2021) stated that Habit has significant influence on Willingness to create content. As per the current study Habit have β value 0.453 which positively affecting willingness to create content. It has R^2 value of 0.728 which explains explanatory power of model. It has significant influence on Willingness to create content. So the H2g is accepted as the P-value is 0.000.

Habits refers to deeply ingrained behaviors and automatic responses that stem from past experiences and acquired knowledge. A study conducted by (Anggraeni, Hapsari, and Muslim 2021) highlighted the significant influence of habits on the inclination to generate content. The research findings revealed that habit, with a β value of 0.453 positively affects the willingness to create content. The models explanatory power as indicated by an R^2 value of 0.728 underscores the significant impact of habit on the propensity to produce content. The statistically significant P-value of 0.000 further supports the acceptance of the hypothesis H2g regarding the influential role of habit in fostering willingness to create content. **(Chapter 3, Section 3.4 (Tables 3.7–3.9).**

4.3.4 Composite Model

By combining the models derived from objective 1 and 2 a composite model was evaluated in this study. The primary aim was to construct a composite model that investigates the factors influencing individuals adoption of music streaming services and their engagement in content creation. The composite model yielded results that were consistent with the objectives outlines earlier highlighting similar relationships. Notably a novel association was identified in the composite mode examining the influence of ongoing intention on the willingness to create content. However the statistical analysis indicated that this relationship was not significant as the P-value

of 0.392 was above the conventional threshold of 0.05. It is important to emphasize tehat the composite model proposed in this study is preliminary and warrants further validation by additional researchers. **(Chapter 3, Section 3.5 (Table 3.10)**

4.4 CONCLUSION

Music streaming services are a new trend because they allow users to listen to music in real time over an internet connection. Music streaming services are becoming more popular as people look for personalized experiences. As the music industry is shifting from physical to digital consumers had to be directed towards digital services. Increasing consumer acceptance of technology is making it easier to use music streaming services.

The literature review helped us find the existing literature available on music streaming services and influencing factors, and we can conclude that no study has been done in the state of Goa. It also studies the factors that influence the users willingness to create content on social media platforms, which has not been done in any of the studies, which is unique to the present study. Demographic characteristics of the users were collected in India (North and South Goa) and compared cross-country to Indonesia to see the difference between the locations with respect to other demographic variables. We saw that most of the users of music streaming services were female, in a young age group of up to 30 years.

The first objective tried to evaluate the factors considered by the users while using music streaming services, and it can be concluded that users consider Effort Expectancy (how easy it is to use the service), Social Influence, and Satisfaction as they are satisfied using the services, and Usage Intention, Usage Decision, and Continuance Intention were found to have significant

relationships. This study applied the UTAUT2 model for this objective, which includes six constructs along with satisfaction, usage intention, and usage decision.

The second objective was to evaluate the factors that influence the users willingness to create content on social media platforms, which concluded that hedonic benefits and habits have a significant influence on their willingness to create content. Service providers should keep the lower price for premium services so every user can get benefits from it. They should encourage users to share their experiences on social media and provide economic benefits from that.

The service providers should continue bonding with users and focusing on their needs, trust, and satisfaction. The most important factor is that most of the users are young individuals, so the service providers have to retain their users through promotion by giving a free trial for a month or offering a low price for a subscription. To reinforce habits, make them repetitive and invest in exploring relevant constructs. In this way it can increase recommendations and word of mouth leading to greater adoption and recognition of services.

4.5 MANAGERIAL IMPLICATION

In the realm of music streaming services, companies must grasp the decision-making processes of young individuals in countries such as India and Indonesia. Understanding how the utilization of music streaming platforms and the tendency to create content on social media affect the younger generation is crucial. Research findings indicate that usage intentions to use music streaming services are not significantly influenced by **performance expectancy**. Therefore, the company should enhance the performance of their offerings to align with user expectations and instill confidence in their usage. They should enhance the functionality and quality of their services,

which can render them more valuable to customers, consequently leading to heightened customer engagement. On the other hand, **hedonic motivation,** the desire for pleasure and enjoyment, does not have a significant impact on the usage intention of music streaming services. The company should prioritize ensuring that their users find enjoyment and entertainment value in the services they offer. The **price value** of music streaming services does not have a significant impact on the intention to use them. The company should offer the premium version at a lower cost to make it accessible to more users and increase the quality of services. They can enhance revenue by implementing strategies such as offering a complimentary trial period and reasonable prices to upgrade users from freemium to premium status. (Q. Wang, n.d.). **Habit** does not greatly affect the intention to use these services. To encourage users to use the services regularly, the company needs to consider these factors. To effectively make adjustments to their services, companies must also focus on factors that influence users's willingness to create content where they share their opinions about the services they have used. Therefore, it is up to companies to motivate users to create and share content about their experiences on social media platforms. This research found that **Personal integration** had minimal influence, and altruism did not significantly affect the user's willingness to create content. Hence, companies should encourage users to share their experiences to help others make informed decisions about using the service. **Economic benefits** have an insignificant influence on the willingness to create content. Some users are not motivated by financial rewards, as money does not greatly affect their desire to create content. To optimize benefits, the organization could target users who earn money through creating content. **Social benefits** do not significantly influence a person's willingness to create content.

4.6 THEORETICAL CONTRIBUTION

This study uses the Unified Theory of Acceptance and Use of Technology (UTAUT2). (Barata and Coelho 2021) model to explore the factors influencing the utilization of music streaming services. While previous studies have employed a similar research approach, this current study introduces four additional constructs, including satisfaction. (Hoon et al., 2022), Usage Intention (Jeong and Kim 2023), Usage decision (Hsiao and Chang 2014) and Continuance Intention (Hsiao and Chang 2014) along with performance expectancy, effort expectancy, social influence, hedonic motivation, price value, and habit. Three proposed models were evaluated in this study results are provided in **chapter 3 section and Appendix 2: Proposed models results** to determine which were most suitable for analysis, a step not previously taken in research. Additionally, the study examines the factors influencing users' willingness to create content, encompassing factors like personal integrity, altruism, social benefits, economic benefits, hedonic benefits, attitude, and habit reference provided in **Appendix 1: Questionnaire.** For study total 140 respondents **were collected from India and Indonesia.** The study identifies the best models for both objectives 1 and 2 to further test the composite model provided in **chapter 3** to understand factors influencing usage of music streaming services and users' willingness to create content, addressing a gap in earlier research on this study.

4.7 LIMITATIONS AND SUGGESTIONS

One of the constraints of the present study is the reluctance of participants to complete the survey due to its lengthy nature. Although the survey was intended for distribution in Indonesia, it was withheld from being distributed in other locations due to academic ethics. The study's sample size was smaller than anticipated, suggesting that future researchers may benefit from testing larger

sample sizes and adapting the study to diverse locations. Examining the distinctions between customers of premium and freemium music streaming services can provide valuable insights for marketing strategies and highlight key factors for each user. In order to enhance the predictive capabilities of the framework, it may be beneficial to add new constructs to the existing model. This study does not focus on any particular music streaming services. A future study into usage decisions could potentially center on specific services.

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APPENDIX 1

QUESTIONNAIRE

Greetings to one and all. I am Sanchita Gaonkar, a student of Goa Business School. As part of my Dissertation work in M.Com Course, I am conducting a survey on **Technology Adoption: Study of Music Streaming Apps and Influencing Factors.** Please do co-operate with me in this survey by giving your responses. I promise that your response will be kept confidential and will be used only for the academic purpose. The Google form is divided into 3 sections.

Section1 Speaks about Demographic Profile and who the respondents are?

Section 2 Talks about the factors influencing and does satisfaction also influence consumers usage behavior.

Section 3 Speaks about content co-creation and which are the factors that influences consumers willingness to share experience on social media platforms.

INFORMED CONSENT

I understand that the proposed study is for obtaining responses for the purpose of assessing the perceptions and opinions of people form different geographical locations about **Technology Adoption: Study of Music Streaming Apps and Influencing Factors.**

I also understand that the data so collected will only be used for academic and research purpose and strict confidentiality will be followed in keeping the data so collected. I agree to participate the survey and provide my perception and opinions for completing the proposed study.

[Yes] [No]

Demographic Profile (Please Tick)

Gender	Male		Female		
Age	Up to 30 years		Above 30 years		
Income	Below Rs 50000	Rs 50000 - Rs 100000		Above Rs 100000	
Education	SSC	HSSC	Graduate	Postgraduate	
Occupation	Student	Employed (Govt)	Employed (Private)	Unemployed	Housewife
Marital Status	Married		Unmarried		

1. Do you use music streaming apps
    - Yes
    - No

2. Which app do you prefer for listening music
    - Spotify
    - JioSaavn
    - Amazon Prime Music
    - Wynk Music
    - Youtube Music
    - Other

3. What type of services you use on music streaming apps
    - Freemium

- Premium

4. How much money do you spent on subscription cost
    - 0 – Rs100
    - Rs100 – Rs500
    - Rs500 – Rs1000
    - Rs1000 and above

5. How long you have used music streaming apps.
    - 1-5 months
    - 5 months - 1 year
    - More than 1 year

6. How frequently do you use music streaming apps
    - Daily
    - Weekly
    - Monthly
    - Rarely

Part 2: Factors influencing usage of music streaming services

This section speaks about the factors influencing usage of music streaming services like (Performance Expectancy, Effort Expectancy, Social Influence, Hedonic Motivation, Price Value, Habit, Satisfaction, Usage Intention, Usage Decision and Continuance Intention).

Statements	1	2	3	4	5
Performance Expectancy					
I find paid music streaming apps useful in my daily	(Venkatesh et al2012, Widodo et al., 2017, Leong et al., 2013)				
Using paid music streaming apps help me accomplish things more quickly					
Using paid music streaming apps increase my productivity/performance					
A paid music streaming apps allows me to listen to music with good sound quality.					
Overall, a paid music streaming apps is advantageous					
Effort Expectancy					
Learning how to use paid music streaming apps is easy for me	(Venkatesh et al 2012)				
My interaction with paid music streaming apps is clear and understandable.					
I find paid music streaming apps easy to use.					
It is easy for me to become skillful at using paid music streaming apps					
Social Influence					

People who are important to me think that I should use paid music streaming apps	(Venkatesh et al2012, Lin and Huang, 2011)
People who influence my behavior think that I should use paid music streaming apps	
People whose opinions that I value prefer that I use paid music streaming apps	
Subscribing a paid music streaming apps would make a good impression on other people	
Hedonic motivation	
Using paid music streaming app is enjoyable	(Venkatesh et al2012, Van der Hijden, 2004)
Using paid music streaming app is exciting.	
Using paid music streaming app is pleasant	
Using paid music streaming app is interesting	
Price Value	
A paid music streaming app is reasonably priced	(Venkatesh et al2012)
A paid music streaming app is good value for money	
At the current price, a paid music streaming app provides good value	
Habit	
The use of paid music streaming app has become a habit for me	(Venkatesh et al2012,Verplanken and Orbill, 2003)
I am addicted to using paid music streaming app	
I must use paid music streaming app	
Using paid music streaming app is something I do without thinking	

Satisfaction	
I am satisfied with the services of music streaming apps	(Sikdar et al. 2014, Toor et al. 2016)
My satisfaction with the music streaming apps is high	
I am satisfied with the music streaming apps quality	
Overall music streaming apps services is better than my expectation	
Continues Intention	
I intend to continue using music streaming apps in future	(Martins wt al.2014, Venkatesh et al. 2003)
My intention is to continue using music streaming apps	
I intend to use music streaming apps frequently	
Usage Intention	
I am interested in using music streaming apps	P11
I am interested in using music streaming apps in the near future	P13
My willingness to use music streaming apps is high	P14
Usage Decision	
I confidently use music streaming apps	PD1
I chose music streaming apps	PD2
I am used to using music streaming apps	PD3
I am happy with my decision to use music streaming apps	PD4

I often use music streaming apps	PD5
With various considerations I always choose music streaming apps	PD6
Overall I am satisfied with usage of music streaming apps	PD7

Part 3: Factors influencing users willingness to create content

This sections speaks about how the users share their experience on social media platform like (Personal Integrative, Altruism, Social benefits, Economic Benefits, Hedonic benefits, Attitude, Habit and willingness to create content)

1. Are you aware of various platforms avalilable to share your experience on social media platform feedback in form of reviews, opinions, post, rating, etc?
    - Yes
    - No

2. In which platform you prefer to share your experience about your usage of music streaming services in the form of reviews, opinions, post, rating, etc?
    - Yes
    - No

	Statements	1	2	3	4	5
	Personal Integrative					
1	I post review of my experience if public/social recognition is attached to it	Nambisan & Baron, (2007); Constantinides et al., (2015)				
2	I post to impress and show off my activities to friends					
	Altruism					
1	I want to help others with my own experiences	Bronner & Hoog, (2011)				
2	I want to enable others to make a good decision					
3	I want to help the company to improve their services					
	Social Benefits					
1	I meet new people when I post my reviews	Nambisan & Baron, (2009); Hoyer, et al., (2010)				
2	To enhance the strength of my affiliation with the consumer community					
	Economic Benefits					
1	I receive reward for posting my experience on social media	Hennig-Thurau et al., (2014)				
2	I want to make money for posting my positive experience					
	Hedonic Benefits					
1	Sharing personal experience is really enjoyable and fun	Nambisan & Baron, (2007)				
2	Posting reviews is a fun way to kill time					
	Attitude					
1	Posting reviews is thrilling and gives nice experience	Fishbein & Ajzen, (1975)				
2	I feel positive about posting reviews					
	Habits					
1	It became a habit to post once I use any music streaming apps	Kim et al., (2005)				
2	I am addicted to create content after I use any music streaming apps					
	Willingness to create content					

1	I provide my reviews once I have used music streaming apps	Opata et al., (2019)
2	I intend to continue posting reviews of music streaming apps	
3	I think my content is useful for companies and users	

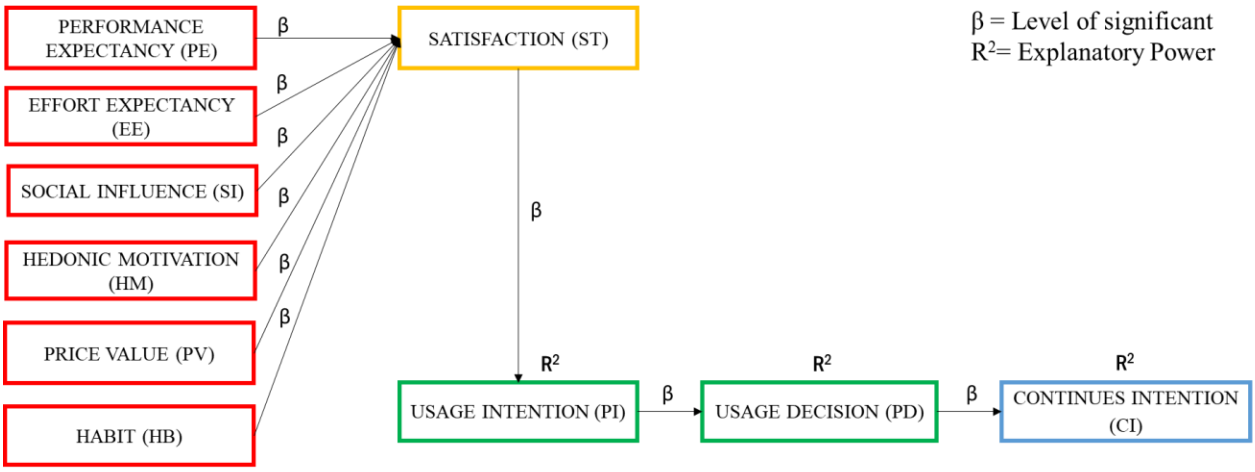
APPENDIX 2

PROPOSED MODELS RESULTS

Factors Influencing Usage of Music Streaming Services

RQ 1: what are the factors influencing usage of music streaming services.

Proposed Model 1



(Barata & Coelho, 2021)

(Hammoud et al., 2018)

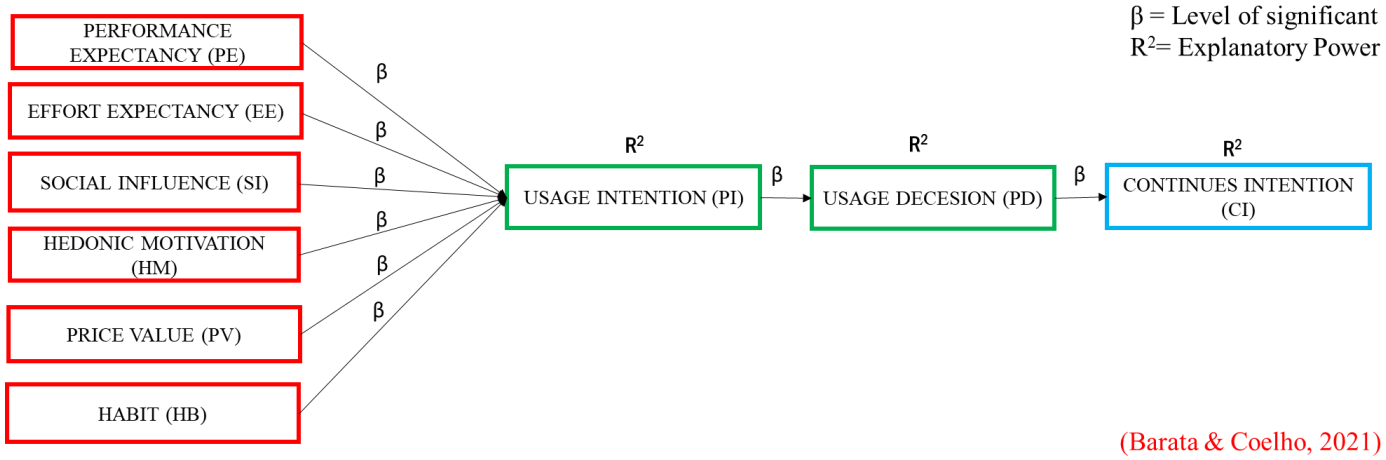
(Irawan & Supraprapti 2020 & Asnawati et al 2022

(Wulandari et al., 2019)

Path Coefficient, T- values, P- values, R^2 , Q^2 , F^2 and Effect Size

Relationship	β Value	T statistics	P values	R2	Q2	F2	Effect Size
PE -> ST	0.132	1.325	0.185			0.016	M
EE -> ST	-0.038	0.435	0.663			0.002	S
SI -> ST	0.064	0.849	0.396			0.007	S
HM -> ST	0.252	2.463	0.014			0.069	L
PV -> ST	0.301	3.338	**0.001***			0.105	L
HB -> ST	0.232	2.265	0.024	0.634	0.580	0.062	S
ST -> UI	0.756	17.118	**0.000***	0.571	0.539	1.332	L
UI -> UD	0.867	30.386	**0.000***	0.752	0.552	3.039	L
UD -> CI	0.838	28.674	**0.000***	0.702	0.428	2.355	L

Proposed Model 2



(Barata & Coelho, 2021)

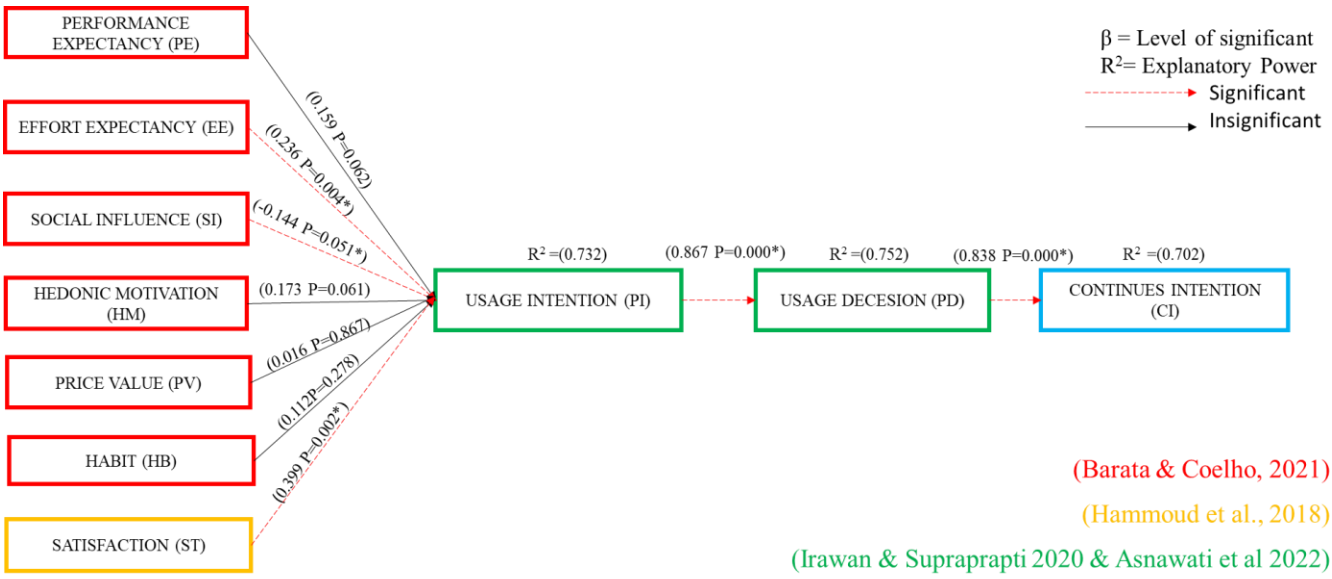
(Irawan & Supraprapti 2020 & Asnawati et al 2022

(Wulandari et al., 2019)

Path Coefficient, T- values, P- values, R^2 , Q^2 , F^2 and Effect Size

Relationship	β Value	T statistics	P values	R2	Q2	F2	Effect Size
PE -> UI	0.212	2.368	0.018			0.047	L
EE -> UI	0.222	2.675	**0.008***			0.070	L
SI -> UI	-0.117	1.553	0.120			0.026	M
HM -> UI	0.269	3.032	**0.002***			0.088	L
PV -> UI	0.137	1.333	0.183			0.024	M
HA -> UI	0.204	2.016	0.044	0.673	0.621	0.054	L
UI -> UD	0.867	30.235	**0.000***	0.752	0.652	3.031	L
UD -> CI	0.838	28.675	**0.000***	0.702	0.538	2.354	L

Proposed Model 3



Path Coefficient, T- values, P- values, R^2 , Q^2 , F^2 and Effect SizE

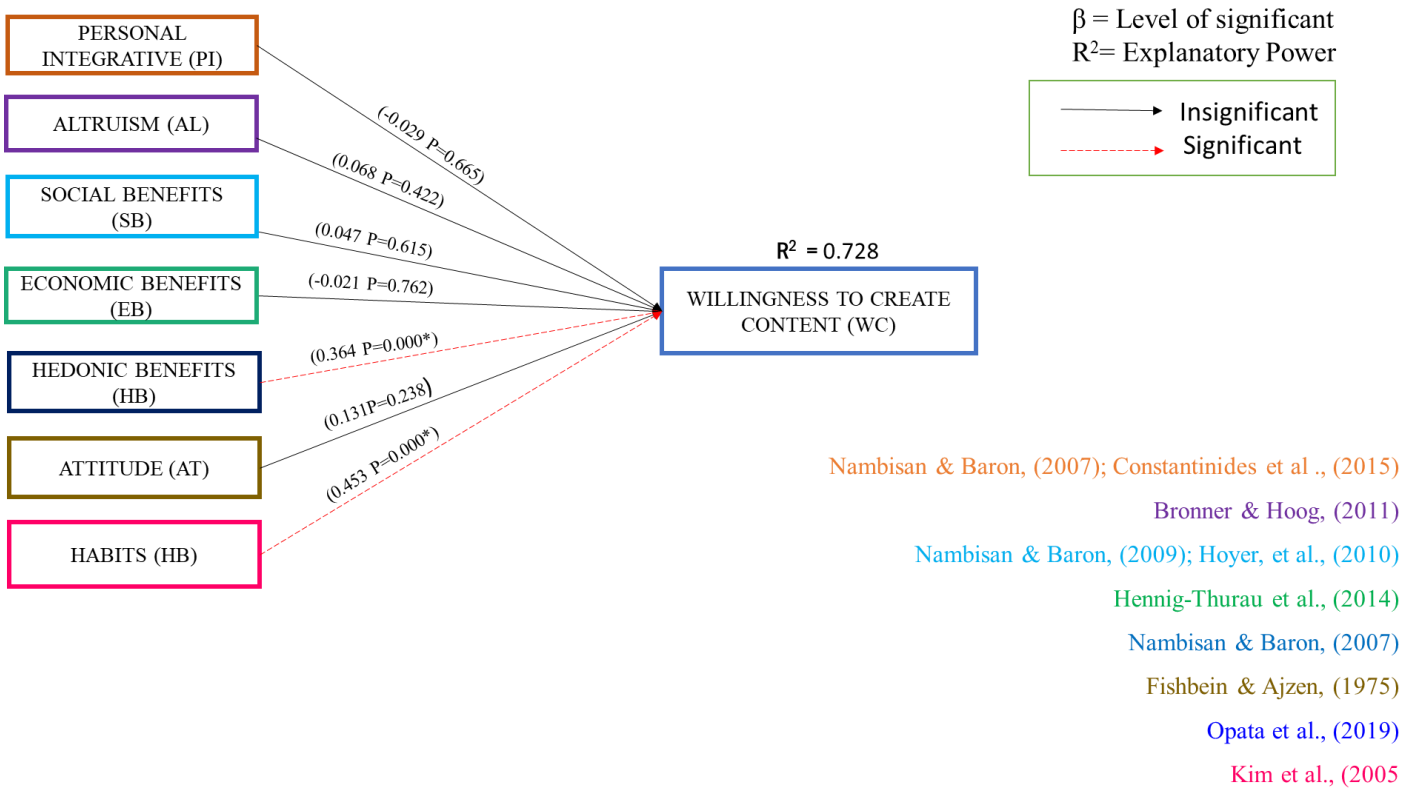
Relationship	β Value	T statistics	P values	R2	Q2	F2
PE -> UI	0.159	1.867	0.062			0.032
EE -> UI	0.236	2.913	**0.004***			0.096
SI -> UI	-0.144	1.952	0.051			0.048
HM -> UI	0.173	1.873	0.061			0.042
PV -> UI	0.016	0.167	0.867			0.000
HB -> UI	0.112	1.084	0.278			0.018
ST -> UI	0.399	3.145	**0.002***	0.732	0.677	0.220
UI -> UD	0.867	30.275	**0.000***	0.752	0.717	3.034
UD -> CI	0.838	28.675	**0.000***	0.702	0.566	2.355

This objective involved the evaluation and examination of three suggested models with outcomes presented. Model 3 was identified as the most optimal choice among the three proposed alternatives. Model 3 exhibited a superior Q^2 compared to other models despite sharing the same R^2 value. The specified model 3 has been selected for the purpose of the present study's objective as outline in **Chapter 3, Section 3.3 (Tables 3.4–3.6).**

Factors Influencing Users Willingness to Create Content

RQ 2: How users react through their willingness to create content

Proposed Model 1

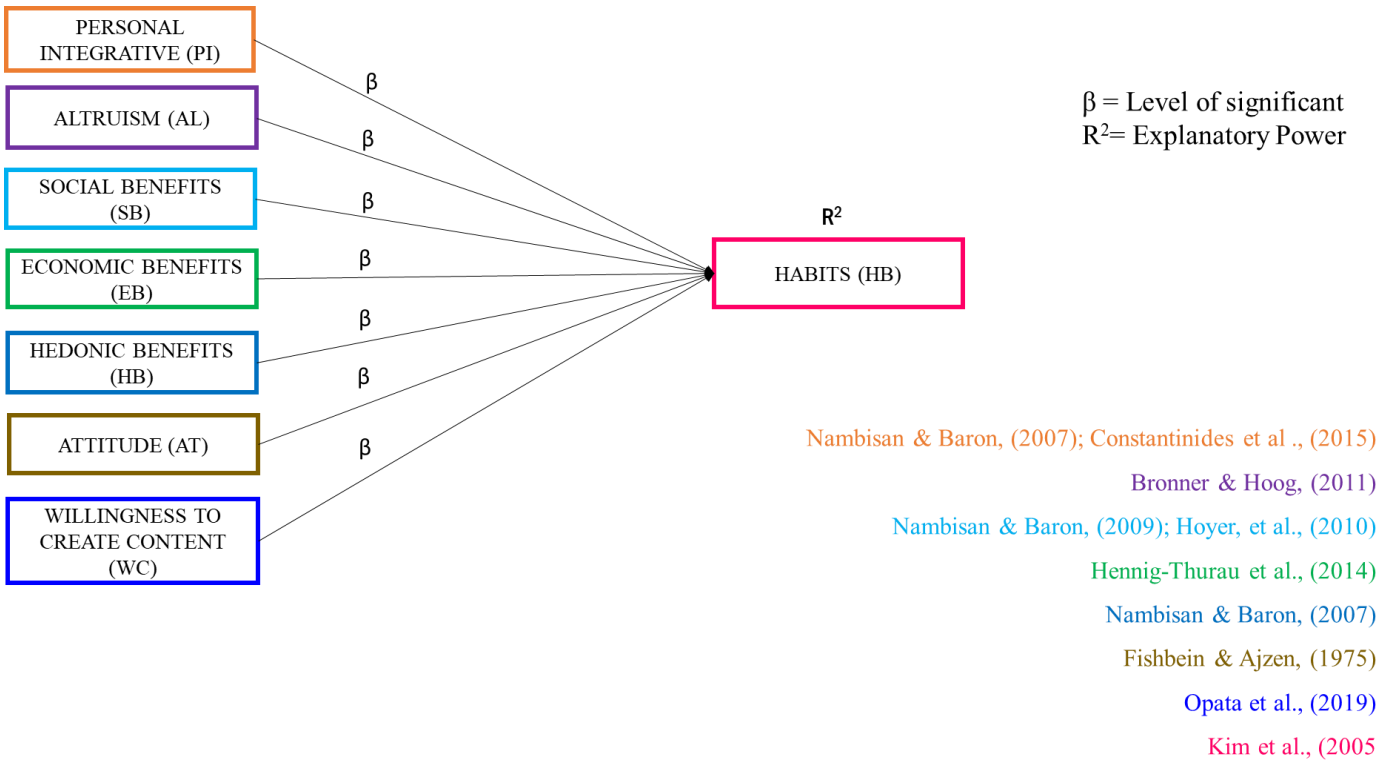


Path Coefficient, T- values, P- values, R^2 , Q^2 , F^2 and Effect Size

Hypothesis	Relationship	β Value	T statistics	P values	R2	Q2	F2	Effect Size
H1	PI -> WCC	-0.029	0.433	0.665			0.002	S
H2	AL -> WCC	0.068	0.803	0.422			0.008	S
H3	SB -> WCC	0.047	0.503	0.615			0.003	S
H4	EB -> WCC	-0.021	0.303	0.762			0.001	S
H5	HB -> WCC	0.364	4.012	**0.000***			0.152	L
H6	AT -> WCC	0.131	1.180	0.238			0.017	M
H7	H -> WCC	0.453	6.550	**0.000***	0.728	0.681	0.453	L

This objective involved testing and analyzing three proposed models with results provided. Model 1 outperformed the other models with higher R^2 and Q^2 values. This study aims to investigate the objective outlined in **Chapter 3, Section 3.4 (Tables 3.7–3.9).**

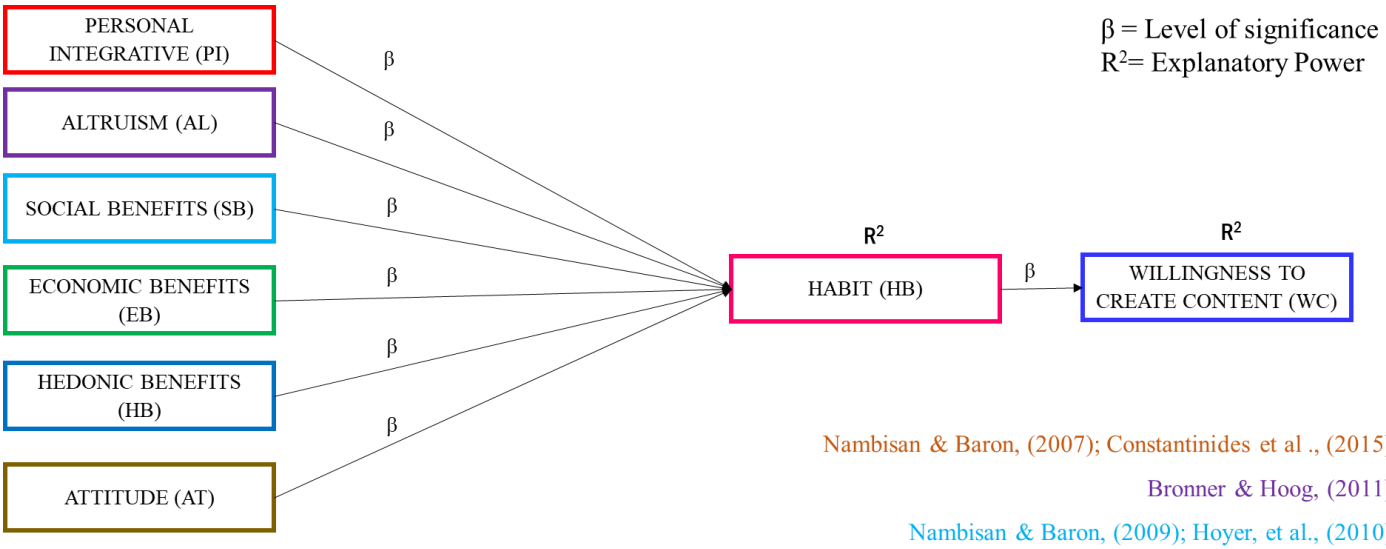
Proposed Model 2



Path Coefficient, T- values, P- values, R^2 , Q^2 , F^2 and Effect Size

Hypothesis	β Value	T statistics	P values	R2	Q2	F2	Effect Size
PI -> H	0.081	0.869	0.385			0.009	S
AL -> H	-0.159	1.198	0.231			0.031	M
SB -> H	0.040	0.367	0.713			0.002	S
EB -> H	0.165	1.561	0.119			0.042	L
HB -> H	-0.065	0.465	0.642			0.003	S
AT -> H	0.098	0.682	0.496			0.006	S
WCC -> H	0.659	5.486	**0.000***	0.587	0.485	0.432	L

Proposed Model 3



Path Coefficient, T- values, P- values, R^2 , Q^2 , F^2 and Effect Size

Hypothesis	β Value	T statistics	P values	R2	Q2	F2	Effect Size
PI -> H	0.100	0.811	0.418			0.009	S
AL -> H	-0.150	1.085	0.278			0.019	S
SB -> H	0.117	0.921	0.357			0.010	S
EB -> H	0.212	1.863	0.063			0.048	S
HB -> H	0.179	1.332	0.183			0.018	S
AT -> H	0.285	1.939	0.053	0.409	0.289	0.040	S
H -> WCC	0.732	15.354	**0.000***	0.536	0.423	1.157	L