The Factors Affecting Consumers' Intention to Purchase Digital Music: A Study in Yunnan China

WEI ZI

A Thesis Submitted in Partial Fulfillment of the Requirements

For the Degree of Master of Business Administration

International School of Management

University of the Thai Chamber of Commerce

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ABSTRACT

Music has always been an important part of people's entertainment life, with the development of science and technology and the internet, Digital music has penetrated the lifestyle of the Chinese. According to CNNIC (China Internet Network Information Center, 2017). By the first half of 2017, Digital music has become the second-largest entertainment application in China. There have been at home in China before the copyright problem, but in 2015 the Chinese government advocates the development of cultural industry, the national copyright administration in June 2015 formally to revise the copyright law, regulate the digital music copyright, limit the proliferation of digital music, free escort for the healthy development of the digital music industry. After that, more and more investors have focused on the music industry because of the fast benefit of "copyright" and "live performance". But in the process, many Chinese consumers are still reluctant to pay for digital music. Yunnan, China, has an excellent cultural industry base and great potential. The purpose of this study is to explore the intention of consumers to pay digital music in Yunnan province. And with the rapid growth of Chinese Internet users and the development of the digital age and the rise of the music industry. Analyzed through analytical analysis, this research has practical significance. And this research is also analyzed from the perspective of consumers. Who plays a key role in providing information to relevant

practitioners. This study firstly understands the current state of the digital music industry both at home and abroad, especially the copyright music industry in China. Secondly, study and review the relevant research on digital music at home and abroad to study the factors influencing consumers' intention to pay, this paper mainly using the Theory of Planned Behavior (TPB).

In theory of planned behavior (TPB)., consumers will mainly be composed of consumers' characteristics, consumers' attitudes, and subjective norms, deterrence and law, consumer quality sensitivity, and consumers' perceived value. Consumer attitudes are affected by past habits, and perceived value of consumers is affected by perceived merit and perceived price. A questionnaire was designed based on the literature review and various variables to investigate 569 consumers in Yunnan. SPSS 24.0.0 will be used in this paper and data analysis. After ANOVA and regression analysis, we concluded that: Gender and age do not affect consumers' purchase intention and the higher Education Level. The higher purchase intention. 3. Living cost per month affect consumers' purchase intention and the higher Living cost per month the higher purchase intention. 4. The positive attitude of consumers has a positive effect on their intention to purchase digital music. 5. The subjective norms have an impact on their intention To purchase digital music. 6. The law deterrent does not effect has impact on their intention to purchase digital music. 7. Consumers' perceived value have an impact on their intention to purchase Consumers' quality sensitivity has an impact on their intention to purchase digital music. Enjoyment affects their perceived value. 11. Consumers' perceived price affects their perceived value.

According to the data analysis, the following conclusions are: First, attitude is an important factor affecting consumers' intention to purchase, and attitude is

influenced by consumers' habit strength of free access to digital music. Secondly, subjective norms have a significant impact on consumers' intention to purchase. Attitudes and behaviors of the people around them are important factors affecting consumers' personal decisions. Thirdly, consumers' quality sensitivity has a positive impact on consumers' intention to purchase. The more consumers care about the quality of digital music, the more willing they are to pay for digital music. Fifth, perceived value has a positive impact on consumers' intention to purchase. Perceived price and perceived enjoyment are important factors of perceived value. Although today there are many ways of entertainment, music still plays an important role in people's entertainment. Sixth, for consumer demographic, only education level and monthly living costs have a significant impact, other factors (gender, age) have no impact. Educational level and monthly income have a positive impact on purchasing intention. Therefore, the following suggestions are put forward to improve the purchase intention of consumers in Yunnan, China: First, the society, record companies, and music platforms should strengthen the publicity of relevant legal knowledge and the rationality of music payment. Second, the government and legislative departments should strengthen and improve copyright law. Thirdly, a digital music platform service should establish reasonable charging standards and modes. The proportion of free resources and paid resources should be within a reasonable range to achieve a balance between social ethics and business ethics. Fourth, improve the perceived value of consumers. Music platform service providers should make consumers feel more "perceived benefits" than "perceived sacrifices". And increase consumers' interest and enjoyment.

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CHAPTER 1

INTRODUCTION

Over the past two years, more and more investors have focused on the music industry, especially the fastest benefit of "Copyrights" and "live performances" and "Recreation Economy". And especially in China, a huge consumer market, the record company also gradually get the attention of the capital. But compared with the past, today's music industry has changed, including technology, consumer behavior, music consumption and publishing, and the rising of digital music and so on. The importance of music in China has reached 503 million users, accounting for 68% of the total number of Internet users in China. According to the latest data from the IFPI, China's digital music accounts for 96.34 percent of the total, while the number of digital music is the highest in the top 50 countries.

Music is the hot spot that netizen pays attention to, also be the main source of Internet traffic, music plays immeasurably important role in Internet culture. Although the output value of China's digital music is growing at high speed, royalty and music payment are still low in the world.

In China, there is little research on digital music purchase intention. However, in recent years, with the government advocating the development of the cultural industry, the national copyright protection bureau issued new copyright regulations in June 2015, ordering all music platforms to remove all unauthorized music. But the future of the digital music industry still depends on whether consumers accept paying for digital music, and whether they can change their habit of enjoying free music (Xiang, 2016)

Copyright law in China started late, has been ignored for copyright environment and each big platform for free music as the medium of flow affect the users pay for music pay consciousness, and thus lead to music industry output value is low, the musician is difficult to rely on music live, content companies lack abundant funds to make high-quality music product, music platform cannot afford the high operating costs, many industrial chains each link problem, emerge in endlessly. (2017 China digital music market development report.) All of these factors push the record company makes a new marketing strategy. Under this environment, the music industry faces new challenges.

The research on digital music mainly consists of three parts: First is about consumers' behavioral research, mainly focusing on consumer piracy and illegal transmission behavior and its influencing factors. The second is to study the moral rationality and market function of "piracy" and "illegal dissemination" by combining economics and sociology. Third, it from the perspective of management, this paper studies whether consumers are willing to pay when free music exists, why they are willing to pay, and how to promote charging (Xiang, T, 2016).

This thesis studied the factors affecting consumers' purchase intention for digital music. According to the research. Learn more about consumer behavior. And the studied of different factors will result different purchasing behavior of digital music.

1.1 Background of the Research

In recent years, the rapid growth of the digital music industry, from 4.54 billion yuan in 2012, has expanded its market based on the concept of "Yi Guan Zhi Ku", according to data from 2014 domestic digital music market size reached 9.76

billion yuan, 31.5% from the same period a year earlier, and the market is expected to keep growing at 17% a year, to 17.9 billion yuan in 2017, the size of the market. Domestic mobile music market size reached 8.28 billion yuan, increase 34.9 percent year-on-year.

In the traditional music industry chain, the record company business located at the core can be roughly divided into three parts: upstream, middle and downstream: the upstream core is responsible for the creation of music content. The Chinese tour is responsible for the packaging of singers and entertainers and disseminates works in the form of physical records and digital music. The downstream is the consumption link, which is responsible for the development of the IP derivative value of the artist, including commercial performances, endorsements, peripheral sales, etc. The Internet has changed the carrier of music. In the era of the recording industry, music was carried by black glue, cassette, CD and MP3. After the Internet boom, music's carrier became the mobile APP and video website that the Internet free audio-visual, download resource website and platform, client and music resources. At present, there are few studies on the number of music and music industry, especially in China, few scholars have discussed the development and existing problems of digital music. In the future, digital music has great potential and benefits. If we can explore the habits of consumers and solve the problems of consumers, it will help China's digital music and music industry development.

Digital music has penetrated into the lifestyle of Chinese. According to CNNIC (China Internet Network Information Center) data, by the first half of 2017, the utilization rate of network music app has reached 69.8%. It has become the second largest entertainment application in China.
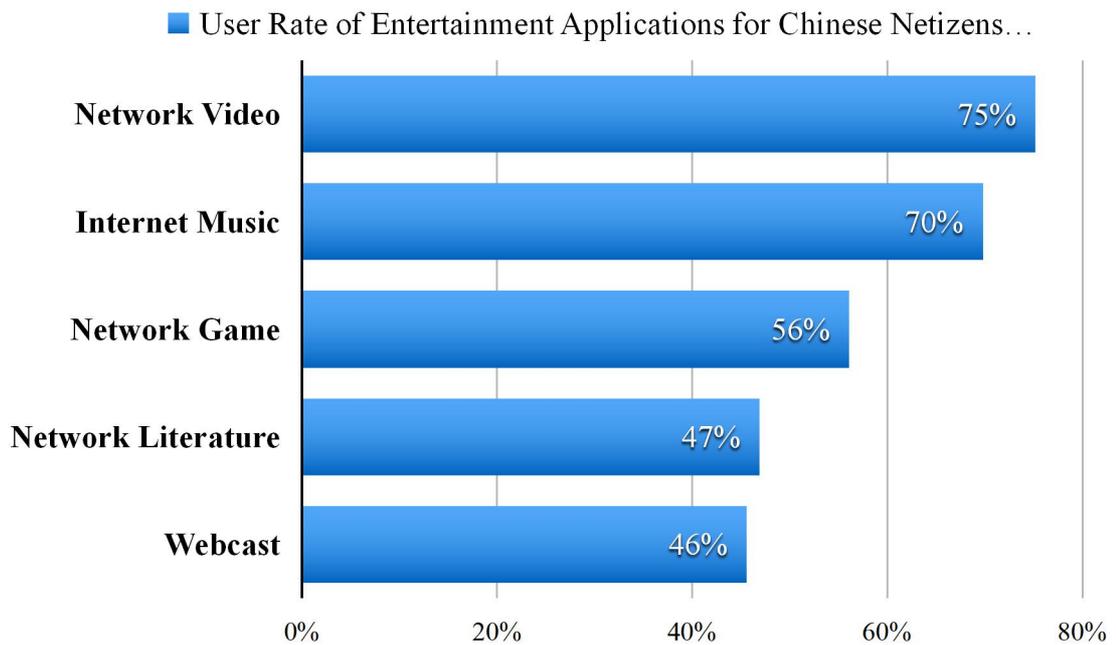
Figure 1.1 User Rate of Entertainment Applications for Chinese Netizens 2017

Lv ronghui (2017) said music can meet current people's psychological demand and adapt to modern people's fast lifestyle. From this point of view, the prospect of the music industry is worth looking forward to. Similarly, music is able to attract a large number of young people, bringing considerable traffic dividends to some music online platforms. With the continuous improvement of users' recognition ability for high-quality content, users' awareness and consumption level of music payment will also be improved continuously. For music network platform, when the platform is dedicated to the expansion of functions, improvement of user experience and integration of online and offline content, the music industry will also embrace a great opportunity for development.

1.2 Problem Statement

Copyright law in China started late, has been ignoring copyright environment, as well as the major platform free music to jostle for traffic, leading to users pay for music pay enough consciousness, and thus lead to low music industry output value, musicians and record companies to rely on live music, music platform cannot afford the high operating costs, many industrial chain each link problem.

Table 1 China's per capita music consumption and developed countries

Country	Music Per Capita ($)
Norway	21.68
Japan	21.67
Denmark	19.59
Sweden	19.47
UK	19.42
USA	16.41
Iceland	15.64
Australia	15.54
Germany	15.01
China	0.15

Source: China Digital Music Market Development Report 2017

Although the sales volume of digital music has increased, the music industry still faces challenges, and the improvement of copyright environment has also helped the development of digital music. The digital age brings many challenges to many industries, but it also offers many opportunities. In the music industry, it is easy to generate unauthorized acts and piracy.

Although the output value of china's digital music is growing at high speed, royalty and music payment are still low in the world.

At present, there are few studies on the number of music and music industry, especially in China, few scholars have discussed the development and existing problems of digital music. In the future, digital music has great potential and benefits. If we can explore the habits of consumers and solve the problems of consumers, it will help China's digital music and music industry development.

Currently, the overall intention of Chinese digital music users is not very good. Although 57.7% of users have already paid for digital music, 60% are still not willing to pay for it. How to induce this group to pay for legitimate copyright digital music is a big problem, but it is also a potentially huge market.
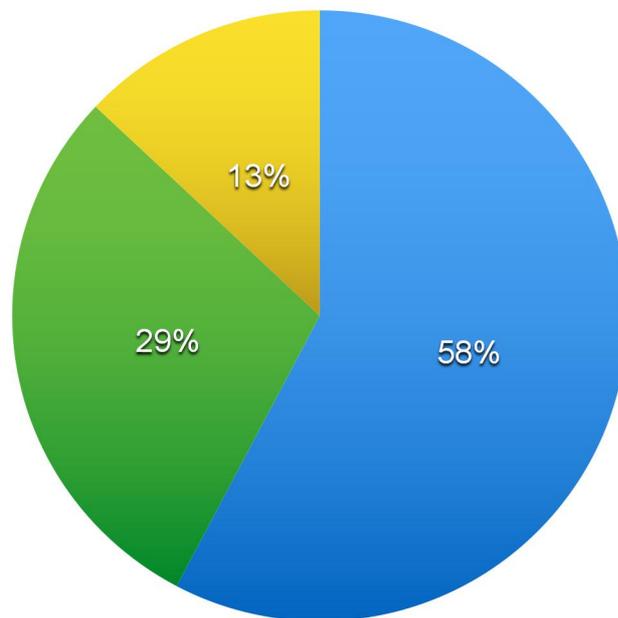
Data source: iResearch consulting& China commercial industry research institute

Figure 1.2 Online Digital Music User's Purchase Power Situation in China 2017

Besides the beautiful natural environment, Yunnan has the largest number of ethnic minorities in China, with 26 ethnic minorities. At present, there are 1095 ethnic dance varieties known in Yunnan, and over 20,000 folk songs in Yunnan, far beyond other provinces. Yunnan has advantaged cultural resources and the huge potential of cultural industry. Kunming is the most important city in Yunnan. According to the "2017 Music Industrial Development Index Report of China", Kunming is the provincial capital with the highest "music education resource index of Chinese cities". (This indicator reflects the comprehensive situation of music teaching institutions, music graduates, music drama troupe, music training institutions, etc., which can reflect music talents and music cultural consumption in this city).

Kunming is also the provincial capital with the highest "Music Enterprise Index", which includes core enterprises and related enterprises whose main business is the music industry. The number of enterprises is more, which can directly reflect the vitality of music industry development of a city.

Kunming is the second provincial capital in the "urban music consumption indicator", which includes the consumption of online and offline music. The ranking is higher, indicating that the city has frequent music consumption activities and strong market demand.

Kunming is also the provincial capital with the highest "comprehensive index of urban music industrial development", indicating that basic resources, music talents and music enterprises in Kunming are in good development status, and factors including music intellectual property rights and government support also have advantages. This index indicates that the comprehensive development of music industry in Kunming is in good condition. Studying the consumption habits of music in Yunnan is of great significance to the development of music culture industry in

Yunnan, and is also a necessary way to strengthen the economic construction in Yunnan.

1.3 Significance of the Study

At present, China attaches great importance to copyright issues and advocates respect and protection of copyright. Therefore, the study of digital music payment is conducive to the improvement of copyright awareness.

This research is analyzed from the perspective of consumers, who play a key role in providing information to relevant practitioners.

In the process of the questionnaire survey, the attention of respondents can be drawn.

Help digital music practitioner of Yunnan China to develop better marketing strategies.

And with the rapid growth of Chinese Internet users and the development of the digital age and the rise of the music industry, this research has practical significance.

1.4 Research Objectives

1. Based on the domestic and foreign literature and related analysis, to explore the factors that affect consumers' intention to pay digital music

2. Based on the results of the analysis, this paper puts forward and suggestions to improve consumers' intention to pay for digital music and improve consumers' paying behavior on digital music.

1.5 Research Questions

As explained above this thesis will focus on consumer behavior and its effect on the purchase behavior of digital music.

1. What factors affecting consumers' intention to purchase digital music in Yunnan China?

2. What factors attract consumers' intention to purchase digital music in Yunnan China?

3. How to improve consumer support for digital music payment in Yunnan China?

1.6 Expected Benefit

1. Using the research results to analyze the new Chinese digital music market

2. Explain the factors that affect purchase intention which can help digital music practitioner of Yunnan China to develop better market strategies.

3. Help to improve the sales of digital music.

4. The study aims to produce guidelines for digital music store marketers to be able to formulate effecting marketing strategies

CHAPTER 2

LITERATURE REVIEW

2.1 The Digitalization of Music Industry

The development of the internet and technology brings new challenges to the music industry. Music industry has always been music copying behavior, when this behavior is not licensed by record companies or other copyright owners, this behavior is called "unauthorized behavior", or "piracy", and related products are called "pirated products". Early CD and tape production costs were relatively high, but in the Internet age, music carrier has changed, consumers can easily access to music resources, or "digital music". Digital music is easier to copy and share, and the quality of digital music does not change significantly.

Piracy refers to copying, downloading and distributing without copyright owners' authorization. Behaviors such as sharing and use (IFPI 2006). Copyright protectionists in the west regard unauthorized copying and dissemination as theft and crime and immoral behavior (Moores and Chang, 2006). The introduction of technology, Internet and file-sharing network, MP3 files, and the widespread activities of illegally downloading copyright-protected music documents have caused controversy.

The major structural adjustment of the music industry (Hracs 2012, 442). Technology and point-to-point file sharing between anonymous users make private copies of recorded music free (Arias & Ellis 2013, 124). Also technology has created a new environment for music production, and artists are no longer dependent on the music production organization established by the consultancy (Hracs 2012, 456).

Digital technology enables traditional expensive and specialized activities to reach a wider range of artists and eliminate traditional cost and skill barriers, which are closely related to these activities before. More importantly, the Internet allows them to sell and distribute music completely free (Hracs 2012, 454). In the past, the record companies had a huge advantage in the LP and CD times. With the breakthroughs of digital music, this advantage has weakened. Other normal market conditions have led to a further decline in sales and income, especially in large companies' record companies that are unable or unwilling to develop. However, although sales of entity records have been declining and digital media are rising, the record industry has not disappeared. To sum up, this may be a good thing.

Remember what the "record" means. This is the abbreviation of the word "recording", which has been used for several decades. In the past, record companies provided a large number of record formats, including black tape, roll tape, CD and cassette tape. These days, these options include digital downloads and portable digital media, such as music, video and liner notes, in addition to the standard format. Besides, there is a box set range.

From several CD to audio, video, print, and online components that include multimedia recording. The content is still music, no matter what the package format is. The "record" is still a work of art, not a product (Stiernberg, 2008, 169). Although these new and innovative ways of music transmission seem to be popular, it should not be forgotten that many music consumers are still willing to buy physical records (Suominen, 2009, 39).

2.1.1 Consumer Behavior

Organizations and individuals, organizations, consumer behavior, product, service, and the experience for consumers and society and to meet the needs and the influence of ideas, protection, refers to the processes used to dispose of. See, Kuester (2012).

Consumer buying habits and behavior, psychological effects depend on the choice, the effect of purchase by social factors. (Brassington F, and Pettitt and S, 2000).

The shortcuts and decision-making rules of thumb that define consumer behavior are unpredictable. Shortened decision-making time, consumers focus on past experience. It is possible to predict future trends as the profitability of products and services moves towards the market. In this modern world, the worldwide web is gaining popularity as an interactive medium at a rapid pace, and growing by the day. (Haïubl, 2000, P. 5). The characteristics of consumer behavior will affect consumers' attitude towards piracy and the intention and behavior of purchasing, using and spreading, and the willingness of consumers to pay for legitimate digital music.

2.1.2 Consumers' Purchase Intention

Purchase intention is the probability that consumers are willing to take a specific purchase behavior. Purchase intention is a manifestation of consumer psychology and a prelude to purchasing behavior (wiki.mbalib.com). According to the theory of reasoned action (TRA), behavioral intention is defined as the subjective probability of one person carrying out specific behaviors, and the intention is the most prominent factor in defining behaviors (Davis, 1986). In the research on consumer purchasing behavior, purchase intention is defined as consumers' intention to

purchase products in the future (Hsu and Tsou, 2011; Saxena, 2011). Purchase intention refers to the possibility that consumers plan or are willing to buy a certain product or service in the future. Increased purchase intention means increased purchase possibilities (Dodds et al., 1991; Schiffman). According to Hong and Cho (2011), purchase intention is a powerful agent for an actual purchase. According to existing literature, the common factors of purchase intention include the brand image, brand satisfaction, brand loyalty and product or brand quality (Chu and Lu, 2007; Kim et al., 2007; Bian and Forsythe, 2012; Diallo, 2012). In this current study, purchase intention is defined in the context of this study as the willingness of consumers to plan the purchase of a particular product (Carrillat et al., 2009).

2.1.3 Theory of Planned Behavior (TPB)

For the last 50 years or so, social and behavioral sciences have been discussing the relationship between attitude and behavior (BUSCHT, 1998). Attitudes do predict behavior toward goals, and two major research projects have successfully elucidated the relationship between attitudes and behavior (Rosenberg and Hovland ,1960) were the first researchers to propose a three-aspect model, in which attitude is considered as the emotional, cognitive and behavioral response to an object. This model is a triad of feeling, cognition and action. Emotion refers to the emotional response that an object gives people, namely the instinctive reaction. Cognition refers to the public actions and intentions of beliefs, assumed knowledge, perceptions and thoughts, as well as behavioral signals.

This model was the basic inspiration for the later rational behavior theory (TRA), which showed that a person's behavior was determined by his/her intention to perform the behavior, which in turn was a function of his/her attitude towards the

behavior and his/her subjective norms. To better understand the factors that influence behavior, we need to look for the determinants of attitude and normative components. These determinants are individuals' beliefs about themselves and their environment, in other words, their information about themselves and the world in which they live. Therefore, beliefs are regarded as the basis of one's attitude and subjective norms, which ultimately determine intentions and behaviors (AJZEN and FISHBEIN, 1980).

Planned behavior theory is the most widely known extension of TRA, proposed by Ajzen in 1985. The authors insert an additional structure in the model, known as perceptual behavior control (PBC) to explain the lack of complete control over individual behavior. Plan is usually to predict and explain the consumer behavior choice of food (THØGERSEN, 2000; DREEZENS et al., 2005; DEAN, RAATS and SHEPHERD, 2008). It is expected that the relative importance of attitude, subjective norm and perceived behavioural control varies in the prediction of intention, according to the different behaviours and situations (AJZEN, 1985).

According to the Theory of Planned Behaviour, human behaviour is grounded in three constructs: (1) behavioural beliefs, (2) normative beliefs, and (3) control beliefs. Behavioural beliefs are those attitudes towards the behaviour. Normative beliefs are the subjective norms or perceived social pressure. Control beliefs refer to the perceived behavioural control or self-efficacy. The power exercised by attitudes, subjective norms and perceived control will therefore, determine behaviour intent (AJZEN, 2001). The behavioural beliefs lead to a favourable or non-positive behavioural attitude, the normative beliefs result in perceived social pressure or subjective norms. Finally, beliefs about control induce the perceived control over behaviour. This means that behaviour intention will be stronger as much as perceived control is higher and when the attitudes and subjective norms are favorable too.
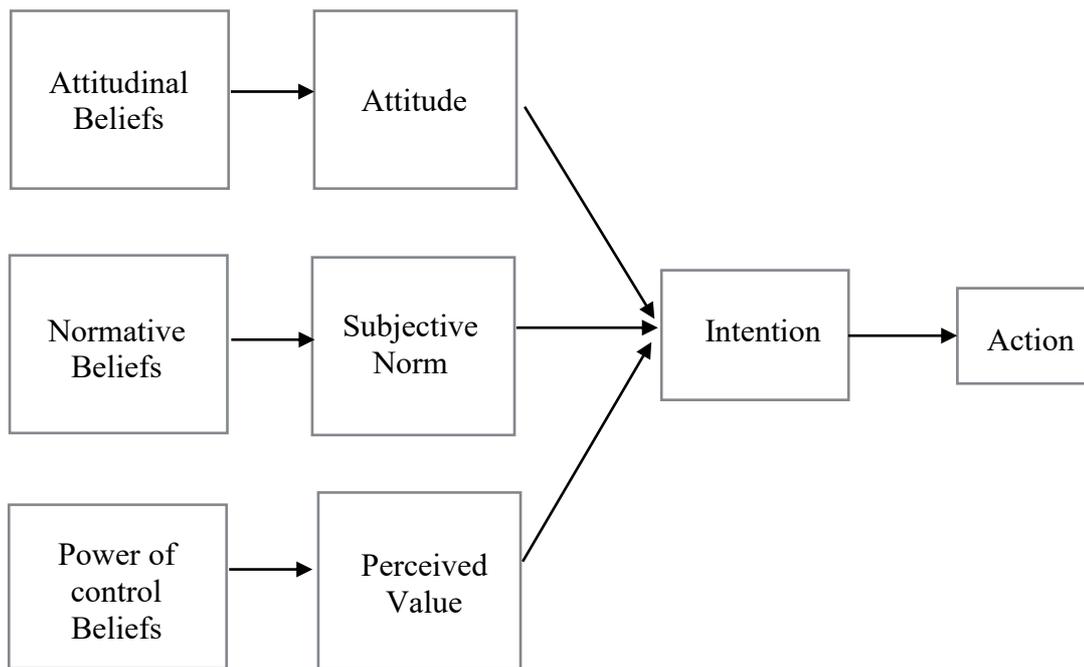
Figure 2.1: Theory of Planned Behavior (Ajzen and Fishbein, 1980)

2.1.4 Consumer Attitude.

Attitude refers to the individual's comprehensive evaluation of a certain thing and behavior, including the judgment of practical consequences and the moral judgment of the behavior and the judgment of his own emotions (Shang et al, 2008; Yoon, 2011). Attitude is the most important factor influencing consumers' behavioral will, which is influenced by consumers' past behaviors and social factors（Xiang, 2016）. Attitude is positive, the higher the level of behavior intention also (Ajzen and Fishbein, 1975: Aj Zel 'l, 1985), and attitudes influence on behavior intention plays a major role, in a planned behavior theory model for the forecast of behavioral intention most (Chiou et al., 2005; Morton, 2004).

The social media and society publicize and protect the copyright of cultural works, but consumers still stick to their original consumption habits and concepts,

which are difficult to change in their thoughts and behaviors. Sometimes they even realize that this habit is unreasonable, but they still have a strong will, according to the old habits, and are not willing to pay their consumption. Habit refers to the completion of certain behaviors under certain circumstances without strong consciousness. This is the result of experience (d 'astous and Montpetit, 2005). Cronan and Al-Raree, 2008: Limayem et a1., 2004). Fishbein and Ajzen (1975) find that once consumers have some kind of consumer spending behavior, it is very likely to continue this behavior and form habits. Kwong et al. (2003) found that people who have experience of buying pirated CDS are much more likely to buy pirated copies than those who do not. Tan (2002) study found that, under the same condition, the original software purchase experience people once again to buy genuine software to buy pirated software, the purpose of the above and the people to buy pirated software experience repeated willing to buy pirated software is also higher, because in the process of repeat purchase, consumers have no experience feelings of guilt, but this kind of behavior rationalization, have a positive or an acceptable value judgment, which changed his attitude to this kind of behavior. Habit intensity is used to indicate how persistent consumers are to illegally downloading music (d 'astous et al. 2005; LaRose and Kim, 2007: Moon, et a1. 2015).

2.1.5 Subjective Norm

In the theory of planned behavior planning, subjective norms are second only to the prediction of behavioral intention, but the prediction effects of subjective norms are inconsistent and often invalid (Bagozzi et al, 2000). For Chinese consumers who grew up in a collectivist cultural environment, the consumption behavior of people around them has a great influence (Xiang, 2016). LaRose and Kim (2007) studied a

series of norms and found that the planned behavior theory has no significant relationship between the "subjective norms" (including the behavioral evaluation of parents and university environment perception) and the control (self-discipline) of download piracy intention and behavior. Cronan and AI. Rafee (2008) studied software piracy based on planned behavior theory and failed to find a significant relationship between subjective norms and piracy intention. Liao et al. (2010) have not proved the direct influence of subjective norms on behavioral intention. The research on digital music consumption-related online consumption behavior is different from the general consumption behavior, because consumers will not look at others through the computer behavior, and anonymous individuals on the Internet can even be "prison" and social audit from the people around, that is, personalization (Sproull and Kiesler, 1991; Hsu et al., 2003). The main source of normative beliefs is the behavior and attitude of people who are closely related to each other. Individual behavior will be affected by the behavioral intention of the reference group, and according to the classification theory itself, matching individual behavior with their attitude will be affected by the reference group will support a specific behavior, consumption behavior, the community consciousness of reference group norms can be used to predict the intention of behavior (Sang et a1., 2015).

2.1.6 Perceived Value

Perceived value is defined as the ratio of perceived benefit to perceived sacrifice (Monroe 1991). In previous studies, the perceived value was determined as the benefit that the customer derives from the price of the service being exchanged or the overall utility of the product, based on the customer's perception of what is accepted and exchanged (Zeithaml et al., 1988). According to exchange theory, a

successful exchange of products or services occurs when the buyer and the seller realize that what is received and provided in the exchange is the same as the prescribed exchange conditions (Houston and Gassenheimer 1987).

Dodds and Munroe (1985) consider perceived value as a trade-off between the "give" and "get" components of a product. The "giving" component, is referred to as perceived sacrifice by Zeithaml (1988), and the "acquisition" component corresponds to the quality perceived by the consumer and is expected to have a positive impact on perceived value (Chang and Wildt 1994).

The value of consumption is the extent to which consumers satisfy their needs through consumption behavior. It is the overall evaluation of the net utility of products after consumers have weighed "gains" and "giving". The value of music is manipulated as the consumer's surplus, which is considered a key determinant of purchase intention (Zeithaml 1988). Depending on the difference between the total utility of the music and the price. Assuming consumers are value maximizers, the higher the value of online consumption relative to physical consumption, the stronger the willingness to buy online music, and the online music will replace competitors' products (Chen et al., 2008).

Chu and Lu define perceived enjoyment (playfulness) as the degree to which the consumer believes that enjoyment could be derived when listening to online music and may be motivated by intrinsic psychological rewards (Igbaria et al. 1996). Additionally, Lacher (1989) indicates that people who listen to music are seeking fantasy, fulfillment and deep emotional stimulation.

Consumers generally consume music as a form of leisure, however, marketers often overlook consumer activities that involve leisure and play (Hirschman and Holbrook 1982). These leisure and play activities are important because they are as

motivated as any other gratifying experience in our lives. According to the aforementioned TAM, perceived enjoyment represents the affective component of attitude formation (Ajzen, 2001). Unlike simple IT adoption, online music purchase behavior embraces not only the adoption of the IT itself but also the hedonic consumption behavior (Chu and Lu 2007).

Perceived price fairness is defined as consumers' assessments of whether a seller's price can be reasonably justified (Monroe, 2004). Fairness has been defined as a judgment of whether an outcome and/or the process to reach an outcome is reasonable, acceptable, or just (Walop, 2003). The cognitive aspect of this definition indicates that price fairness judgments involve a comparison of the price of procedure with a pertinent standard, reference, or norm. Thus, price fairness perceptions may not be critical until consumers perceive a price as unfair (Monroe, 2004).

The comprehensive conceptual model developed by (Monroe, 2004) aimed to depict how buyers form price fairness judgments by comparing similar transactions. According to this model the choice of comparative other parties (self, other customers, or other sellers), and buyer-seller relationship are believed to influence consumers' judgment of price fairness. To be specific, (Monroe, 2004) propose that price discrepancies will only become salient to consumers when the comparison is made between two transactions of high similarity because "a fairness judgment may not even occur if consumers consider the two transactions incomparable." With respect to the impact of price fairness perceptions on consumer attitudinal and behavioral outcomes, (Monroe, 2004) proposed that perceived price unfairness may lead to negative behaviors such as self-protection tendency, and even revenge actions, depending on the nature of fairness judgments.

2.1.7 Consumer Personal Factors.

The characteristics of consumer nature will affect consumers' attitude towards piracy and the intention and behavior of purchasing, using and spreading, and the willingness of consumers to pay for the legitimate digital music. These characteristic variables include age (Weijters et a1, 2014; Kavak et a1., 2009), gender (Robertson et a1., 2012; Tan, 2002), collection.

Income Level (Ang et a1., 2001; Kwong and Lee,2002), an education level (Wang et a1., 2009), criminal record (Robertson et a1, 2012; A1-Rafee and Cronan, 2006), parent BBB 0 level, etc. But the results are inconsistent. Studies generally show that older consumers have a negative attitude toward piracy (A1-Rafee and Cronan, 2006); But the study of students found that older students had more piracy activities than younger students (Kwong and Lee, 2002). There are also studies that show that age has no significant correlation with the purchase intention of pirated goods (Ang et a1, 2001). However, age is not a factor that directly causes differences in attitudes, intentions and behaviors of consumers, and other factors that are hidden behind age are important. Weijiters et al. (2014) in the Netherlands digital music consumption preferences of consumers, impression management consciousness as consumer age rise and rise, namely the older people more attention to their words and deeds to others leave the impression that you want, it is this kind of consciousness that investigators come out according to the data analysis results show that the older consumer high moral level, which is not related to the level of morality age, but the impression management consciousness and respondents hope to reflect the level of morality and law consciousness; After controlling the impression management level, the consumer.

There is no significant correlation between age and morality and ethical judgment. According to the consumption pattern, consumers can be divided into four categories: those who have no behavior, i.e., consumers who never buy, copy or download; Habit buyers; Consumers who are used to downloading. Counterfeiters and purchasers, i.e. consumers who have both pirated and purchased ACTS. More than 45 people who have not acted are women who have only received basic education and poor economic foundation. The downloaders are usually male youths aged 25 and below who are unmarried in the large family of small and medium-sized cities. Pirate buyers are usually men under the age of 34 in big cities who have a high social status. Most of the purchasers are highly social and highly social workers in the big cities (lopez-sintas et a1., 2014). Students are mainly in the second and third categories of consumers, while women do not stand out in all four categories. According to the change of life, consumers generally as a free download first, after be buyers' piracy, become after purchase, then become a doer, which forms a closed loop (one. Roussyet a1., 2013). There are two changes in the whole process: the amount of purchase increases with age, the quantity demanded, whether purchased or downloaded, or any other way, will decrease with age.

The income level is negatively correlated with the downloading behavior, and the lower the income level, the more the consumer piracy behavior (Madden and Lenhart, 2003); However, the data of respondents with a broader income level were analyzed and found that the piracy behavior and income did not present a possible relationship with the data (Kwong and Lee, 2002). Consumers with lower income from men and families have a more positive attitude towards piracy (Ang et a1. 2001). The relationship between per capita income and album sales is weak, while the individual record costs are less when the household income is higher, because high-

income families tend to use the Internet more (Liebowitz, 2005). Education level, the higher the probability of consumers to buy pirated software, the greater the level of education for consumers to buy pirated software has great explanatory power (Wee et a1., 1995), but there are also study found no significant phase-locked education level and purchase intention of piracy (AI. RRf; Ee and Cronan, 2006; Robertson et a1. 2012). The study generally found that women's rate of piracy was significantly lower than that of men (Kavak et a1, 2009); However, some studies have found that there is no relationship between the downloading of digital piracy and gender (Ang et a1., 2001). People with pirated CD buying experience are much more likely to buy pirated copies than those who don't have the experience of buying a pan (Kwong et al. , 2003); Once consumers have some kind of consumer behavior, it is likely to continue this behavior (Fishbein and Ajzell, 1975). The greater the price difference between legitimate software and pirated software, the more economic incentive consumers will have to buy pirated copies, and the age and gender roles (Tan, 2002).

The results of the study may not be consistent with the fact that the differences found in some statistical data are actually caused by a number of situational factors that are not intended to be noted (Banerjee et a1., 1998; A1. Rafee and Cronan, 2006). When consumers are in different stages of life and social status, their music preference and access path will be changed: age is related to the demand for piracy. It may be that the demand for music is high among young people, but it has nothing to do with education level. Older people have less demand for music and mainly listen to old songs. This proves that population variables do have an impact on the attitudes, intentions and behaviors of consumers, but this effect is comprehensive and dynamic (Du and Kamakura, 2006; Lopez-Sintas et a1, 2014). Age and education level had an effect on music preference. Surveys of Finnish consumers and British consumers also

found that age and gender had an impact on music tastes. Age and income level have positive influence on WTP, and gender roles are uncertain, while the higher the consumption level of other cultural products of consumers, the higher the paid intention of music is (Le Gruel et a1, 2006).

The personal characteristics of consumers are the characteristics of consumers' personal endowment characteristics, such as habits, personality and cognitive inclination. The individual characteristics of consumers also affect their intention of piracy, behavior and willingness to pay. These factors mainly include the criminal record (Robertson et a1., 2012; Rafee and Cronan, 2006), integrity (Ang et A1., 2001), personal satisfaction (Ang et a1., 2001), curiosity psychology (Hsu and Shiue, 2008), novel attitude (A1.Rafee and Cronan, 2006), music affinity (Jambon and Smetana, 2012; Kinnally et a1., 2008), music interest (Redondo and Charron,2013), singer/band idol worship (Chiou et a1., 2005; Wang et al., 2009), price sensitivity (Redondo and Charron, 2013), quality sensitivity (Redondo and Charron,2013), marchiayliism (A1.Rafee and Cronan, 2006), etc.

2.1.8 Law Deterrent Effect

Law deterrence refers to the effect that consumers become more prudent before taking inappropriate behaviors due to the promulgation and implementation of relevant laws, or the social learning effect that results from other people being punished for inappropriate behaviors, or the effect of correcting themselves after being punished for inappropriate behaviors. The difficulty of obtaining resources is different from the traditional sense of self-efficacy, resource richness or opportunity cost, but refers to the difficulty of obtaining music with good quality free of charge,

which is experienced by individuals after relevant search and download behaviors under the condition that resources are limited in implementation.

In places such as Norway and Finland, after the promulgation of new laws, network traffic has been greatly reduced and piracy activities have also been greatly reduced (Adermon and Liang, 2015).

From the perspective of legislation, from the traditional entity music industry to the development of digital music, the relevant copyright provisions and the identification of infringement liability are still relatively vague, and the legislation has not kept up with the pace, for example, the early mainland China and Hong Kong. From the perspective of the enforcement of laws and regulations, whether the supervision behavior is continuous and whether the punishment is determined will affect consumers' understanding of the importance of supporting the legal version; the legal risks perceived by consumers then have an important impact on their willingness to pay (Chiang and Assane, 2009). Legal deterrence has been ineffective in curbing piracy activities because even if some consumers are charged and fined for this, there is still no great deterrent force for the overall consumers because so many people download and disseminate illegally (Ramayah et al. A1, 2009).

2.1.9 Quality Sensitivity

Consumers' playfulness for music and high requirements for music quality have an important impact on their intention to purchase (Xiang, 2016). The main reason consumers pay for music is to "Enjoy more music" and "Enjoy high-quality music", for 59.8% and 59.2%. The reasons that followed were "Want to give priority to hearing more music" which accounted for more than 50%, further demonstrating the paying consumers' premium content and musical charm itself. In addition, the

psychology of members who "Get more membership benefits" and the fan psychology of "To support their favorite stars" have also become one of the reasons for consumers' payment, accounting for 48.8% and 46.6% respectively. (iResearch 2017)

Quality sensitivity means that consumers value the quality of products, can find differences in product quality, believe that high-quality products have a higher value, and are willing to pay for high-quality products (Danaher et al., 2010; Redondo and Charron, 2013)). Product quality is the most important factor for any age group (Weijiters, 2014); but because piracy and genuine features are not very different, piracy can also be used normally, with a small performance risk Even if the quality of piracy is not as good as genuine, but the price is lower, the quality of piracy can fully meet the needs of consumers, value for money, so consumers are more willing to buy pirated and pirated (Tan, 2002); consumer paid APP The purchase intention is also affected by whether it is "value for money" and the quality of the product (Hsu and Lin, 2015). Consumers who are more sensitive to quality will be more satisfied with paid music for high quality music (Danaher et al, 2010); consumers who are more sensitive to quality or have higher quality of life are willing to pay for higher quality products. Higher prices (Redondo and Charron, 2013). The reason why the early implementation of the digital music market in China is more difficult is that the quality of paid music resources and the quality of free music are not much different, and the music that needs to be paid can be obtained free of charge through other means. Therefore, the willingness of consumers to pay will be reduced. After years of passing government and legal copyright regulations, free high-quality digital music resources have been restricted and only paid for.

2.2 Conceptual Framework
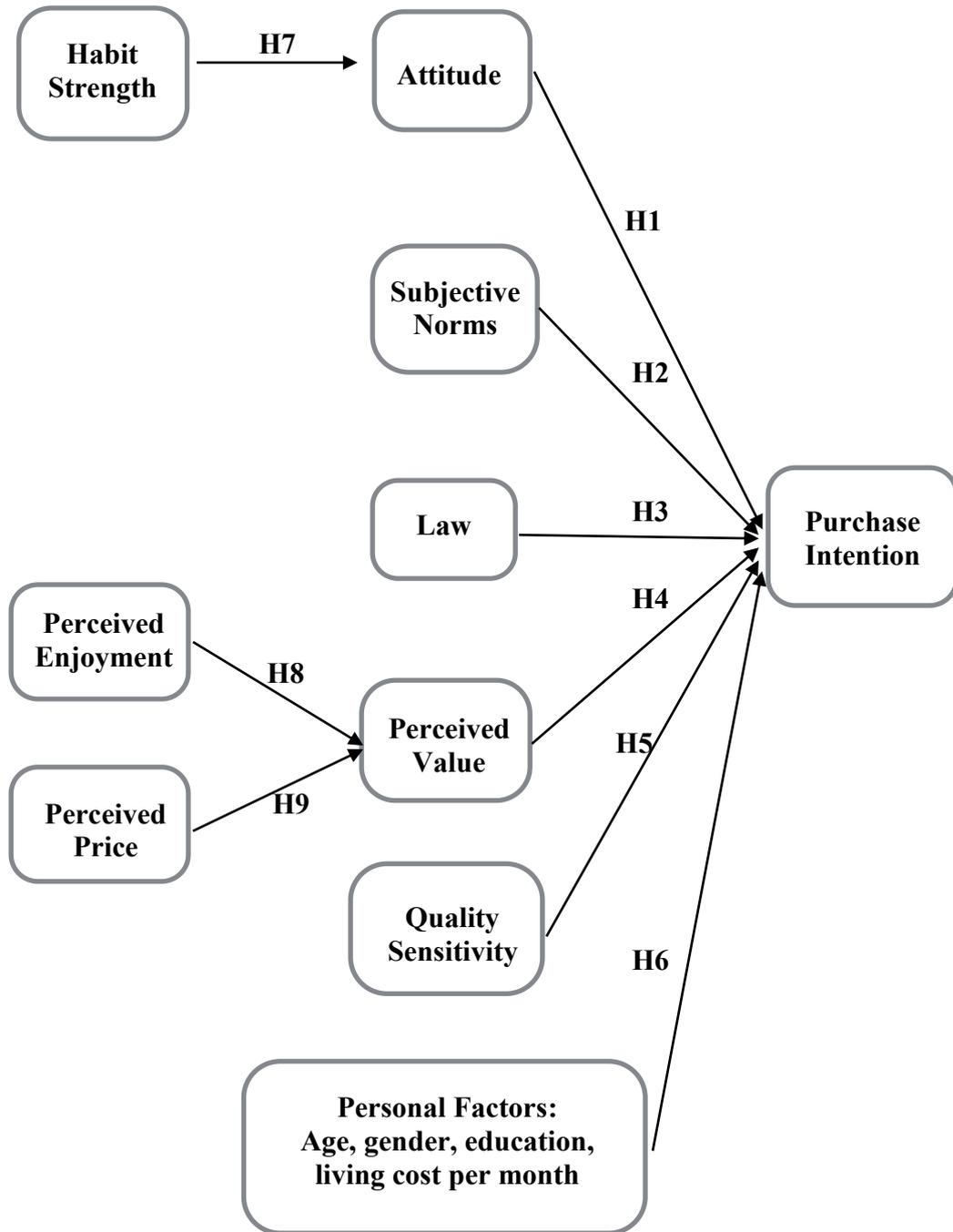
Figure 3 Conceptual framework

2.2.1 Hypothesis

H1: The positive attitude of consumers has a positive effect on their intention to purchase digital music.

H2: The subjective norms have an impact on their intention to purchase digital music.

H3: The law deterrent effect has an impact on their intention to purchase digital music.

H4: Consumers' perceived value have an impact on their intention to purchase digital music.

H5: Consumers' quality sensitivity have an impact on their intention to purchase digital music.

H6a: Consumers' age has an impact on their intention to purchase digital music.

H6b: Consumers' gender has an impact on their their intention to purchase digital music.

H6c: Consumers' education degree has an impact on their intention to purchase digital music.

H6d: Consumers' living cost per month has an impact on their intention to purchase digital music.

H7: Consumers' habit strength has an impact on their attitude.

H8: Perceived enjoyment has an impact on their perceived value.

H9: Perceived Price has an impact on their perceived value

CHAPTER 3

METHODOLOGY

3.1 Research Design

The objective of this research is to study the factors affecting consumers' intention to purchase digital music in Yunnan, China. A quantitative method was to be chosen in this study. A questionnaire was used to collect primary data from a sample of people have internet experience and listening to digital music. To explore the influence factors of consumers' intention to purchase digital music, this research plans to use consumer attitudes, subjective norms, perceived value and Extended Theory of Planned Behaviors (TPB) such as a variety of classical theory to analysis, base on the questionnaires, comprehensive analysis and in-depth analysis of problems. In the process of research, will use the method of quantitative analysis, normative research, and empirical analysis.

3.2 Population and Sample

Among all users of the digital music platform, those who have paid music are younger and more high-end. In terms of age, the target group index of digital music consumers aged 25-30 was the highest among all age groups, reaching 111.8. In terms of residential cities, first-tier cities have the highest target group index, reaching 123.5. In terms of education, Target group index for master's/ double degree and bachelor's degree can reflect the strength or weakness of Target Group in specific research areas (such as geographical region, demographic field, media audience, product consumers). The index is high, reaching 122.5 and 110.4 respectively. In terms of income, digital

music consumers generally have higher income, among which the TGI index of monthly average income above 20,000 yuan reaches 166.7. In addition, music consumer groups are generally in important positions. The TGI index of middle and senior managers and grassroots managers of enterprises reaches 139.8 and 133 respectively.

Because this research studies base on Yunnan, China, focus on people of the population is people with internet experience and people who listen to music on their mobile phones or computers.

This research will use Random Sample. Because China's population is too large. So according to sample table (Krejcie & Morgan,1970). The sample of this research is 384 people. Through these data and sample size formula. Finally, sample size by calculating determine about 400 persons at 5% probability (the acceptable sampling error rate) by Taro Yamane (1973). The process of calculation as shown below:

N: Total population ; e: Error rate

$$\mathbf{n=} \text{ N (1) } 1+N\times(e)^2 \hspace{4cm} (1)$$

And put item into formula: $\mathbf{n =} 1069800000$

$1+1069800000(0.05)^2$

$\mathbf{n =} 399.99985 \approx 400$ Persons

Conclusion, this study determined sample size is 400 persons

3.3 Data Collection

3.3.1 Tools

Data collection will use online survey. The most frequently used questionnaire website is WJX.com in China (Zhihu, 2016). This research will input questionnaires on the website, design links through the questionnaires website, and then disseminate them through popular social media in China. The most popular social media is China whisper (2016). The questionnaire was sent to WJX website users to fill in. Samples were collected by filling out questionnaires and submitting them online, and questionnaires were disseminated through social media to keep the randomness of the questionnaires.

3.3.2 Plan

The main audiences are Yunnan University, Circle of Friends on Social Medias, Kunming Metallurgy College, Kunming University of Science and Technology, Dali University, etc. Except for those who are too old and have no Internet experience.

Table 3.1 Table of Survey Plan

Date	Time	Place	Surveys Distributed
January 2nd — 5th	9:00 ~ 20:00	Yunnan University	≥ 70
January 2nd — 5th	9:00 ~ 20:00	Circle of Friends on Social Medias	≥ 70
January 10 — 15	9:00 ~ 20:00	Kunming Metallurgy College	≥ 70
January 10 — 15	9:00 ~ 20:00	Kunming University of Science and Technology	≥ 70
January 20 — 25	9:00 ~ 20:00	Dali University	≥ 70
January 22— 28	9:00 ~ 20:00	Xiaguan NO.1 High School	≥ 70

3.4 Data Analysis

3.4.1 Descriptive and Inferential STAT analysis

SPSS 24.0.0 will be used in this paper and data analysis

Table 3.2 Test Method

X Independent Variable	Y Dependent Variable	Test Method
Demographic (Categorial)	Purchase Intention (Continuous)	ANOVA
Perceive Enjoyment, Perceive Price (Categorial)	Perceive Value (Categorial)	Regression
Attitude, Quality Sensitivity, Subjective Norms, Law, Perceive Value (Continuous)	Purchase Intention (Continuous)	Regression

For the demographic variables (gender, age, eduction, income) affecting purchase intention, this study will use One-way ANOVA Analysis.

For the factor affecting attitude, this study will use Regression analysis.

For the factors affecting perceived value, this study will use Regression analysis.

For the independent variables (attitude, subjective norm, perceived value) affecting purchase intention, this study will use Regression analysis.

3. 4. 2 Reliability Analysis

In order to ensure the scientific effectiveness of the research, data quality is required to be good, so this study uses reliability to test the quality of data. After designing a questionnaire, the reliability analysis should be carried out first, and further data analysis can be carried out after the reliability and stability of the questionnaire are ensured. Reliability analysis reflects the consistency of the questionnaire results, and can understand the authenticity of the survey results. Consistency mainly measures the relationship between questions, whether there is similarity or the same content. The paper is used a popular method that Cronbach's alpha coefficient from (Preedy& Watson, 2010), the higher alpha mean that the greater the reliability of the questionnaire.

Table 3.3 Cronbach's Alpha Index

Cronbach's alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

The paper divided the questionnaire into PRE-TEST and FINAL-TEST. In PRE-TEST, the paper has issued 30 questionnaires in total by WJX.com, according the Cronbanch's alpha coefficient from the reliability of PRE-TEST is good.

After pre-test, 569 (include the number of PRE-TEST) valid questionnaires were collected in this paper on March 2019. It meets the standard of data analysis.

Table 3.4 Reliability testing (Cronbach's Alpha)

VARIABLES	(N) ITEMS	Cronbach's Alpha	
		PRE - TESTING	FINAL TESTING
Purchase Intention	3	0.960	0.616
Habit strengthen	2	0.714	0.765
Attitude	2	0.702	0.680
Quality	3	0.906	0.987
Subjective Norms	3	0.849	0.737
Law	2	0.791	0.834
Perceived enjoy	3	0.870	0.712
Perceived price	3	0.881	0.722
Perceived Value	2	0.868	0.976

CHAPTER 4

ANALYSIS RESULTS

4.1 Demographic Characteristics

Descriptive analysis is statistical analysis that gender, age, and education, living cost per month. As can be seen from the table, there are 292 male consumers, accounting for 51.3% of the total, and 277 female consumers, accounting for 48.7% of the total. There are slightly more males than females but within reasonable limits. Most of the respondents were in the age of 18-25, accounting for 33.9%. Secondly, consumers aged 26-34 accounted for 26.2% of the total. There were 115 people aged 26-34, accounting for 20.2% of the total. There are 76 consumers over 45 years old, accounting for 13.4% of the total. Only 36 consumers under the age of 18 accounted for 6.3% of the total. Digital music consumption is dominated by young people, and the respondents in this study are also dominated by young people. Because this group has a higher acceptance of new technology, more open consumption concept and more self-sufficient economy than younger people.

According to the level of education, the number of undergraduates is 246, accounting for 43.2% of the total. Secondly, there were 130 specialist students and 125 senior high school students, accounting for 22.8% and 22.0% of the total, respectively. The minimum number of masters and above was 68, accounting for 12.0% of the total. According to the monthly cost of living survey, the monthly cost of living of 166 respondents ranged from 3101 to 6000 yuan, accounting for 29.2% of the total. The second is 0-3000 yuan, 157, accounting for 27.6%. The second is 6001-10000 yuan, with 156, accounting for 27.4% of the total. The monthly living expenses of 68 respondents were more than 10,000 yuan, accounting for 15.8%.

Table 4.1 The Sample's Demographic Characteristics

Demographics	Items	Frequency	Percentage (%)	Valid Percentage (%)
Gender	Male	292	51.3	51.3
	Female	277	48.7	48.7
Age	Under18	35	6.3	6.3
	18 - 25	193	33.9	33.9
	26 - 34	149	26.2	26.2
	35 - 44	115	20.2	20.2
	44 and above	76	13.4	13.4
Education	High school and below	125	22.0	22.0
	Junior college	130	22.8	22.8
	Bachelor degree	246	43.2	43.2
	Master degree and above	68	12.0	12.0
Living Cost per month	3000RMB and below	157	27.6	27.6
	3001- 6000 RMB	166	29.2	29.2
	6001- 10000RMB	156	27.4	27.4
	10001RMB and above	90	15.8	15.8

4.2 Descriptive analysis of other variables

This section is aimed at descriptive analysis of other variables besides demographic, and summarizes the status of consumers in various factors. According to the logical level of the model, it is divided into three parts: descriptive analysis of consumers' willingness to pay, and descriptive analysis of independent variables. Thirdly, descriptive analysis of the factors affecting attitudes.

Table 4.2 Descriptive Analysis on Consumers' Intention to purchase

VARIABLE	QUESTIONS	1	2	3	4	5	MEAN	St.d
Purchase Intention	Q5	7.2%	8.4%	14.6%	31.6%	38.1%	3.85	1.222
Purchase Intention	Q6	6.7%	7.9%	14.6%	44.3%	33.7%	3.91	1.150
Purchase Intention	Q7	5.8%	7.0%	11.2%	38.7%	37.3%	3.95	1.135

With regard to consumers' intention to purchasing, the Mean of "I am willing to pay for genuine digital music" is 3.85, the Mean of "I want to pay for some digital music" is 3.91, and the Mean of "I can foresee that I pay for genuine music" is 3.95.This shows that consumers generally have a higher purchase to purchasing for digital music.

Table 4.3 Descriptive Analysis on Antecedents to Attitude

VARIABLE	QUESTIONS	1	2	3	4	5	MEAN	St.d
Habit Strength	Q8	7.0%	9.0%	14.2%	34.1%	35.7%	3.82	1.209
Habit Strength	Q9	8.4%	6.2%	7.0%	42.2%	36.2%	3.92	1.197

For the two questions of "Habit Strength", the mean are 3.82 and 3.92. More than half of the respondents believed that this habit was difficult to change, and not only their own habits, but also related to the early consumption habits of the public, indicating that the current consumer's habit of enjoying free digital music resources is very strong.

Table 4.4 Descriptive Analysis on Antecedents to Perceived Vaule

VARIABLE	QUESTIONS	1	2	3	4	5	MEAN	St.d
Perceived Enjoyment	Q20	6.0%	8.4%	11.2%	36.9%	37.4%	3.91	1.165
	Q21	6.5%	6.3%	6.9%	42.7%	37.6%	3.99	1.134
	Q22	5.3%	7.4%	12.5%	36.2%	38.7%	3.96	1.132
Perceived Price	Q23	6.9%	9.5%	15.1%	34.1%	34.4%	3.80	1.206
	Q24	8.6%	7.4%	8.1%	44.1%	31.8%	3.83	1.201
	Q25	6.5%	6.7%	10.9%	35.7%	40.2%	3.96	1.168

The mean value for the "Perceived Enjoyment" are 3.91, 3.99, 3.96. It shows that although there are many ways of entertainment nowadays, listening to music is still one of the most popular entertainments for consumers. And data shows nowadays still has many consumer have behavior. about seeking for more music.

The mean value for the "Perceived Price" are 3.80, 3,83, 3.96. Among the three questions, more than 60% of the respondents believed that the charge for digital music was reasonable. Consumers generally recognized the rationality of the charge, indicating that consumers' consumption concept is very positive today.

Table 4.5 Descriptive Analysis on the Affecting Variables

VARIABLE	QUESTIONS	1	2	3	4	5	MEAN	St.d
Attitude	Q10	7.2%	7.4%	12.5%	32.9%	40.1%	3.91	1.210
	Q11	6.9%	6.5%	7.6%	43.6%	35.5%	3.94	1.143
Quality Sensitivity	Q12	6.2%	6.7%	11.6%	37.3%	38.3%	3.95	1.149
	Q13	6.2%	5.6%	6.7%	48.3%	33.2%	3.97	1.086
	Q14	6.3%	5.3%	9.8%	38.1%	40.4%	4.01	1.134
Subjective Norms	Q15	5.8%	7.9%	14.1%	37.3%	35.0%	3.88	1.147
	Q16	6.5%	5.8%	8.6%	47.3%	31.8%	3.92	1.103
	Q17	4.7%	7.0%	11.1%	36.2%	40.9%	4.02	1.109
Law Deterrent	Q18	6.7%	9.7%	13.9%	34.3%	35.5%	3.82	1.205
	Q19	9.8%	6.5%	7.7%	40.4%	35.5%	3.85	1.249
Perceived Value	Q26	6.3%	7.9%	11.8%	34.8%	39.2%	3.93	1.180
	Q27	7.7%	5.1%	6.0%	45.0%	36.2%	3.97	1.150

The mean value of consumers' attitude are 3.91, 3.94. Data shows that consumers are very positive about paying for digital music. The highest proportion of "Strongly Agree" and "Agree" were chosen, which exceeded 70%. But there are also a few consumers whose attitudes are wavering and negative.

The mean value of quality sensitivity of the respondents are 3.95, 3.97 and 4.01. It shows that consumers generally really care about the tools for listening music and occasions. And most consumers are willing to pay for high quality music.

The mean value of Subjective Norms are 3.88, 3.92, and 4.02. Data shows that more than 60% of respondents choose to "agree". It shows that among the people around consumers, or consumers in society, the majority of consumers support and implement payment. It explains that people paid for digital music is the mainstream now.

The mean value of Law Deterrent are 3.82 and 3.85. Most respondents chose "Agree". It shows that the formulation and implementation of laws are good. Moreover, most of consumers believe that laws and regulations can regulate piracy and that laws can punish piracy.

4.3 Kaiser-Meyer-Olkin (KMO) test and a Bartleet spherical test

Table 4.6 KMO and Bartlett's Test

Kaiser-Meyer-Olin Measure of Sampling Adequacy.		0.941
Bartlett's Test of Sphericity	Approx. Ch-Square	30717.096
	df	253
	Sig.	0.000

4.4 Results Analysis

4.4.1 Hypothesis testing for Demographic Factors

According to the characteristics of One-way ANOVA, dependent variable is purchase intention. Factors are Gender, Age, Education Level, Living Cost Per Month.

Table 4.7 ANOVA of Gender

	Sum of Squares	df	Mean Square	F	Sig
Between Groups	0.008	1	0.008	0.011	0.918
Within Groups	439.459	567	0.775		
Total	439.468	568			

As table shown, ANOVA table appear Sig. > 0.05, means Gender does not effect purchase intention.

Table 4.8 ANOVA of Age

	Sum of Squares	df	Mean Square	F	Sig
Between Groups	5.756	4	1.439	1.871	0.114
Within Groups	433.712	564	0.769		
Total	439.468	568			

As table shown, ANOVA table appear Sig. > 0.05, means Age does not effect purchase intention.

Table 4.9 ANOVA of Education Level

	Sum of Squares	df	Mean Square	F	Sig
Between Groups	286.031	3	95.344	351.084	0.000
Within Groups	153.437	565	0.272		
Total	439.468	568			

Table 4.10 Multiple Comparisons of Education Level

(J)Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
				Lower Bound	Upper Bound
Junior College	-1.12308	0.06528	0.000	-1.2513	-0.9949
Bachelor Degree	-1.71409	0.05724	0.000	-1.8265	-1.6017
Master Degree and above	-1.97549	0.07853	0.000	-2.1297	-1.8213
High school or below	1.12308	0.06528	0.000	0.9949	1.2513
Bachelor Degree	-0.59102	0.05651	0.000	-0.7020	-0.4800
Master Degree and above	-0.85241	0.07799	0.000	-1.0056	-0.6992
High school or below	1.71409	0.05724	0.000	1.6017	1.8265
Junior College	0.59102	0.05651	0.000	0.4800	0.7020
Master Degree and above	-0.26140	0.07140	0.000	-0.4016	-0.1212
High school or below	1.97549	0.07853	0.000	1.8213	2.1297
Junior College	0.85241	0.07799	0.000	0.6992	1.0056
Bachelor Degree	0.26140	0.07140	0.000	0.1212	0.4016

Dependent Variables : Purchase Intention

As table shown, ANOVA table appear Sig. < 0.05, means Education Level effect purchase intention. And data shows the higher education level, the higher purchase intention.

Table 4.11 ANOVA of Living Cost Per Month

	Sum of Squares	df	Mean Square	F	Sig
Between Groups	6.766	3	2.255	2.945	0.032
Within Groups	432.702	565	0.766		
Total	439.468	568			

Table 4.12 Multiple Comparisons of Living Cost Per Month

(I)Cost	(J)Cost	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
3000RMB	3001- 6000 RMB	-0.02700	0.09742	0.782	-0.2184	0.1644
	6001- 10000RMB	-0.26366	0.09893	0.008	-0.4580	-0.0693
	10001 RMB and above	-0.13874	0.11570	0.231	-0.3660	0.0885
3001- 6000 RMB	3000RMB	0.02700	0.09742	0.782	-0.1644	0.2184
	6001- 10000RMB	-0.23666	0.09758	0.016	-0.4283	-0.0450
	10001 RMB and above	-0.11174	0.11456	0.330	-0.3367	0.1133
6001- 10000RMB	3000RMB	0.26366	0.09893	0.008	0.0693	0.4580
	3001- 6000 RMB	0.23666	0.09758	0.016	0.0450	0.4283
	10001 RMB and above	0.12493	0.11584	0.281	-0.1026	0.3525
10001 RMB and above	3000RMB	0.13874	0.11570	0.231	-0.0885	0.3660
	3001 - 6000 RMB	0.11174	0.11456	0.330	-0.1133	0.3367
	6001 - 10000RMB	-0.12493	0.11584	0.281	-0.3525	0.1026

Dependent Variables : Purchase Intention

As table shown, ANOVA table appear Sig. < 0.05, means Living Cost Per Month effect purchase intention. And data shows the higher Living Cost Per Month, the higher purchase intention.

4.4.2 Hypothesis testing for Purchase Intention

According to the characteristics of multiple regression, the equation of Purchase Intention is:

Y1 is dependent variable (Purchase Intention) and X is independent variable, X1 is Attitude, X2 is Subjective Norms, X3 is Law Deterrent, X4 is Quality Sensitivity, X5 is Perceived Value, b is standardized coefficients beta. After analysis 568 data by IMB SPSS statistics program version 24, the analysis result shown in below

Table 4.13 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.890[a]	.792	.791	.43103

Predictors: (Constant), PCV, Attitude, LAD, SJN, QST

According the model summary of table shown, R Square= 0.792, it has explained that all Xs in the model are able to predict Y for 79.2% it is mean that this multiple linear regression is useable.

Table 4.14 ANOVA of Purchase Intention

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	399.125	5	79.825	429.661	.000[b]
Residual	104.598	563	0.186		
Total	503.722	568			

a: Dependent Variables : Purchase Intention

b: Predictors: (Constant), PCV, Attitude, LAD, SJN, QST

As table shown, ANOVA table appear Sig.= 0.00, Sig.< 0.05, it's indicate that this five independent variables (Attitude, Subjective Norms, Perceived Value, Quality Sensitivity, Law Deterrent) have least one variable effect dependent variable (Purchase Intention)

Table 4.15 Purchase Intention Coefficients[a]

Model	Unstandardized Coefficients		standardized Coefficients	t	Sig
	B	Std Error	Beta		
(Constant)	0.667	0.103		6.499	0.000
ATT	0.150	0.033	0.154	4.497	0.000
SBN	0.182	0.041	0.181	4.470	0.000
QST	0.322	0.088	0.384	3.645	0.000
LDR	-0.017	0.016	-0.21	-1.055	0.292
PCV	0.181	0.084	0.218	2.150	0.032

a: Dependent Variables : Purchase Intention

According the result of table, the variables of the paper will have abbreviated as: ATT is Attitude, QST is Quality Sensitivity, SBN is Subjective Norms, LDR is Law Deterrent, PCV is Perceived Value.

From the result of the table, the data show that the sig value of each variable: Attitude (Sig = 0.000), Quality Sensitivity (Sig = 0.000), Subjective Norms (Sig = 0.000), Law deterrent (Sig = 0.292), Perceived Value (Sig = 0.032).

4.4.3 Hypothesis testing for Attitude

According to the characteristics of multiple regression, the equation of Attitude is:

Y2 is dependent variable (Attitude) and X is independent variable, X1 is habit strength, b is standardized coefficients beta. After analysis 568 data by IMB SPSS statistics program version 24, the analysis result shown in below

Table 4.16 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.583[a]	.339	.338	.78591

Predictors: (Constant), Habit Strength

According the model summary of table shown, R Square= 0.339, it has explained that all Xs in the model are able to predict Y for 33.9% it is mean that this multiple linear regression is useable.

Table 4.17 ANOVA of Attitude

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	179.863	1	179.863	291.204	.000[b]
Residual	350.208	567	0.618		
Total	530.070	568			

a: Dependent Variables : Attitude

b: Predictors: (Constant), Habit Strength

As table shown, ANOVA table appear Sig.= 0.00, Sig.< 0.05, it's indicate that independent variable (Habit Strength) effect dependent variable (Attitude)

Table 4.18 Attitude Coefficients[a]

Model	Unstandardized Coefficients		standardized Coefficients	t	Sig
	B	**Std Error**	**Beta**		
(Constant)	6.154	.128		48.014	0.000
HBS	-0.525	.031	-0.583	-17.065	0.000

a: Dependent Variables : Attitude

According the result of table, the variables of the paper will have abbreviated as: HBS is Habit Strength. From the result of the table, there show that the Sig value of each variable: Habit Strength (Sig = 0.000).

4.4.4 Hypothesis testing for Perceived Value

According to the characteristics of multiple regression, the equation of Perceived Value is:

Y3 is dependent variable (Perceived Value) and X is independent variable, X1 is Perceived Enjoyment, X2 is Perceived Price, b is standardized coefficients beta. After analysis 568 data by IMB SPSS statistics program version 24, the analysis result shown in below

Table 4.19 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.861[a]	.742	.741	.57691

Predictors: (Constant), Perceived Price, Perceived Enjoyment

According the model summary of table shown, R Square= 0.742, it has explained that all Xs in the model are able to predict Y for 74.2% it is mean that this multiple linear regression is useable.

Table 4.20 ANOVA of Perceived Value

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	540.538	2	270.269	812.057	.000[b]
Residual	188.376	566	0.333		
Total	728.914	568			

a: Dependent Variables : Perceived Value

b: Predictors: (Constant), Perceived Price, Perceived Enjoyment

As table shown, ANOVA table appear Sig.= 0.00, Sig.< 0.05, it's indicate that independent variable (Perceived Price, Perceived Enjoyment) effect dependent variable (Perceived Value)

Table 4.21 Perceived Value Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std Error	Beta		
(Constant)	-0.091	0.122		-0.743	0.458
PCE	-0.165	0.036	0.122	4.578	0.000
PCP	0.888	0.030	0.783	29.458	0.000

a: Dependent Variables : Perceived Value

According the result of table, the variables of the paper will have abbreviated as: PCE is Perceived Enjoyment. PCP is Perceived Price. From the result of the table, there show that the Sig value of each variable: Perceived Enjoyment. (Sig = 0.000). Perceived Price (Sig = 0.000).

4.4.5 Summary of Hypothesis Testing Results

Table 4.22 Summary of Hypothesis Testing Results

No.	Hypothesis	Sig<0.05	Conclusion	Result
H1	The positive attitude of consumers has a positive effect on their intention to purchase digital music	0.000	Positive Effect	Accept
H2	The subjective norms has a impact on their intention to purchase digital music	0.000	Positive Effect	Accept
H3	The law deterrent effect has impact on their intention to purchase digital music	0.292	No Effect	Reject
H4	Consumers' perceived value have an impact on their intention to purchase digital music	0.032	Positive Effect	Accept
H5	Consumers' quality sensitivity have an impact on their intention to purchase digital music.	0.000	Positive Effect	Accept
H6a	Consumers' gender has an impact on their intention to purchase digital music	0.918	No Effect	Reject
H6b	Consumers' age has an impact on their intention to purchase digital music	0.114	No Effect	Reject
H6c	Consumers' education level has an impact on their intention to purchase digital music	0.000	Positive Effect	Accept
H6d	Consumers' living cost per month has an impact on their intention to purchase digital music	0.032	Positive Effect	Accept
H7	Consumers' habit strength has an effect on their attitude	0.000	Negative Effect	Accept
H8	Consumers' perceived enjoyment has an effect on their perceived value	0.000	Positive Effect	Accept
H9	Consumers' perceived price has an effect on their perceived value	0.000	Positive Effect	Accept

CHAPTER 5

CONCLUSION

According to the data of chapter 4, chapter 5 include these 4 sections that conclusion, discussion, recommendation, at last one is limitation and future of this research.

5.1 Conclusion

Based on the previous literature review and empirical analysis, this paper draws the following conclusions:

First, attitude is an important factor affecting consumers' intention to purchase, and attitude is influenced by consumers' habit strength of free access to digital music. The less the habit strength of consumers of enjoying free music resources, the more positive consumers' attitude towards digital music payment. Attitude is a very important key to change consumers' purchase intention. Therefore, as an important factor in attitude, the change of habit strength is also very important.

Secondly, subjective norms have a significant impact on consumers' intention to purchase. Attitudes and behaviors of the people around them are important factors affecting consumers' personal decisions. In the context of Chinese culture, Chinese consumers are more accustomed to making their own behavior decisions by referring to the specific actions of the people around them.

Thirdly, consumers' quality sensitivity has a positive impact on consumers' intention to purchase. The more consumers care about the quality of digital music, the more willing they are to pay for digital music. Quality sensitivity is the most important factor affecting consumers' intention to pay. It shows that consumers pay

for music content fundamentally, and further proves that consumers pursue high-quality content and the charm of music itself.

Fourthly, law deterrence does no affect on consumers' purchase intention. From the information of the questionnaire, consumers have a certain understanding of copyright regulations and laws, and consumers do feel the validity of the relevant provisions. But the reason may be that there is no clear definition and punishment in the relevant laws. Consumers may know that the government is working to protect and clean up digital music copyright, but they don't think it will affect their consumption and behavior. But it may also be the design of the item, in which only mentioned the concepts of "norm" and "punishment", and there is no clear content.

Fifth, perceived value has a positive impact on consumers' intention to purchase. Perceived price and perceived enjoyment are important factors of perceived value. Although today there are many ways of entertainment, such as online games, online video, online news and so on. But music still plays an important role in people's entertainment activities, and music is also indispensable to other entertainment activities, which provides a new opportunity for the development of digital music. Most of the respondents accept the current price of digital music, and the situation is optimistic. The reason may be that the current price of digital music is mainly small and medium. With the diversification of paid digital music products and services in the future, there are more possibilities about the price of digital music. According to the results of the questionnaire, the higher the consumers enjoy digital music, the higher the value of digital music to themselves.

Sixth, for consumer demographic, only education level and monthly living costs have a significant impact, other factors (gender, age) have no impact. Educational level and monthly income have a positive impact on purchasing intention.

The reason may be that people with higher educational level are more aware of copyright and pay more attention to the value of digital music. The higher the monthly cost of living, the more purchasing power people have.

5.2 Recommendation

According to the conclusion of this study, it is believed that to improve consumers' intention to purchase, not only from the consumer side but also from the social environment and digital music business model. Specific recommendations are as follows:

First, society should strengthen the publicity of relevant legal knowledge and the rationality of music payment. Construct a good social environment and gradually change consumers' attitude and habits. Record companies and music platforms and social media should actively publicize the importance of genuine digital music, change consumers' attitude, and increase relevant copyright protection education. We should pay attention to the wording of the consumer's behavior orientation. But consumers' habit of free music cannot be changed in a short time, and free music has its practical role, can adopt a transitional mode, so that consumers can gradually change.

Second, the government and legislative departments should strengthen and improve copyright law. To effectively enforce copyright laws and strengthen supervision, the government should appropriately shut down some websites and online communities sharing pirated information and deter them legally. Especially among the collective cultures that advocate sharing, music has become a way of lifestyle for young people in China and it has a great influence on their friends and the people around them. Therefore, the government and social media should take

effective measures to strengthen the correlation between music and consumers' life, strengthen the supervision of pirated music (unauthorized music) and make consumers pay for it. Make pay for digital music becomes a recognized behavior.

Thirdly, the digital music platform service should establish reasonable charging standards and modes. The proportion of free resources and paid resources should be within a reasonable range to achieve a balance between social ethics and business ethics. For the sales model, membership is still the most popular model for consumers, followed by purchasing an album or a single. Therefore, music platform service should combine consumer's consumption habits, according to consumer's preferences for sales methods, develop a variety of charging models for the quality level of preferences, to meet the needs of different consumers. For consumers who pay attention to the quality of music, they can use "Try before Buy" to make better purchase decisions with sufficient information. Digital music service providers need to achieve a reasonable coexistence of multiple modes, as well as the coexistence of free and fee-based.

Fourth, improve the perceived value of consumers. Music platform service providers should provide different services according to different payment modes. For example, for the "membership model", music platform service providers should increase the rights of members, so that consumers who buy membership feel more value. For the consumers who buy albums and singles, they can get some complementary products, such as peripheral products produced by idol effect. Music platform service providers should make consumers feel more "perceived benefits" than "perceived sacrifices". At the same time, music platform service providers should push music lists of different music style according to different user preferences of consumers. In today's era, music platform service providers should "socialize" the

music platform or music app. Music platform service providers should turn the platform that only listens to music into a community where users can exchange and share music and lifestyle, and increase consumers' interest and enjoyment.

Most of the respondents accept the current price of digital music, and the situation is optimistic. The reason may be that the current price of digital music is mainly small and medium. With the diversification of paid digital music products and services in the future, there are more possibilities about the price of digital music. According to the results of the questionnaire, the higher the consumers enjoy digital music, the higher the value of digital music to themselves.

5.3 Limitation

There are still some shortcomings in this study because of:

1. For the respondents, because the way of issuing questionnaires is relatively single and the region is relatively limited, it does not involve the whole region of Yunnan. So the results cannot fully show the real situation. And the respondents have different understandings of the questionnaire and cooperation degree, so the quality of the results is also different.

2. For the research model, although researchers try to find variables as much as possible, they may still ignore many important variables.

3. In the design of the questionnaire, some of the questionnaires are translated from foreign studies, which may lead to inaccurate meanings of the original questions.

4. For the research content, there is no in-depth study on the specific payment behavior of consumers. However, consumers' payment intention and behavior are influenced by situational factors, and the current research on these situational factors is insufficient and complex.

5.4 Further Research

Based on the research limitation above, this paper put forward some proposals for the future research：

For research methods, qualitative research methods such as in-depth interviews can be added. More in-depth understanding of the problems of Yunnan consumers and the future of the music industry.

For the research content, it can be specifically aimed at user experience research, such as the use of Music App experience.

For the influence of copyright law on consumers' intention to purchase digital music, we can explore it again.

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APPENDICES

Operationalization of Demographic Variables

Variables	Questions	Choices	Scale	Source
Gender	What is your gender?	Male=1 Female=2	Nominal	Robertson, 2012
Age	What is your age range?	• under 18 = 1 • 18-25 = 2 • 26-34 = 3 • 35-44 = 4 • 45 and above= 5	Ordinal	Weijters, 2014
Education	What is your education degree?	• High school or below=1 • Junior college＝2 • Bachelor degree=3 • Master degree and above=4	Ordinal	Kwong and Lee,2002
Living Cost per month	How much is your living cost per month（RMB）?	• 0-3000=1 • 3001-6000=2 • 6001-10000=3 • 10001 and above	Ordinal	Madden and Lenhart, 2003

Operationalization of Factor Dependent Variables

Variable	Questions	Strongly Disagree	Disagree	Neither Agree and Disagree	Agree	Strongly Agree	Source
Purchase Intention	I willing to pay legal music online	1	2	3	4	5	
	I want to pay for some music	1	2	3	4	5	Lin, 2013
	In near future I would consider purchasing online music	1	2	3	4	5	

Operationalization of Factor affecting Attitude

Variable	Questions	Strongly Disagree	Disagree	Neither Agree and Disagree	Agree	Strongly Agree	Source
Habit Strength	It's my habit to listen music for free online. It's hard to change.	1	2	3	4	5	
							LaRose and Kim, 2007
	Listening to free music is an early Internet user habit that is hard to change.	1	2	3	4	5	

Operationalization of Independent Variables

Variable	Questions	Strongly Disagree	Disagree	Neither Agree and Disagree	Agree	Strongly Agree	Source
Attitude	Purchase digital music makes me feel happy	1	2	3	4	5	Shang,et al. , 208
	It's wise to pay for digital music	1	2	3	4	5	
Quality Sensitivity	The quality of music is very important to me	1	2	3	4	5	Redondo, Charron, 2013
	I really care the listening tools	1	2	3	4	5	
	I am willing to pay more for high quality music	1	2	3	4	5	
Subjective Norms	I have a lot of friends purchasing digital music.	1	2	3	4	5	Bagozzi et al., 2000
	I have a lot of friends they willing to purchase digital music.	1	2	3	4	5	
	People around me they support legal music.	1	2	3	4	5	
Law deterrent effect	Existing laws can effectively regulate the copyright of digital music	1	2	3	4	5	Kwong and Lee, 2002
	Existing laws can effectively punish illegal digital music piracy	1	2	3	4	5	
Perceived Value	Digital music is valuable to me.	1	2	3	4	5	Chu and Lu, 2006
	I would consider that genuine digital music is valuable to me.	1	2	3	4	5	

Operationalization of Factor Dependent Variables

Variable	Questions	Strongly Disagree	Disagree	Neither Agree and Disagree	Agree	Strongly Agree	Source
Perceived enjoyment	I enjoy listening digital music	1	2	3	4	5	
	Listening to music is my major entertainment.	1	2	3	4	5	Kinnally, 2008; Jambon et al., 2012
	I usually download and purchase songs I want to hear.	1	2	3	4	5	
Perceived Price	I think the price of digital music is reasonable.	1	2	3	4	5	
	I can accept the present price.	1	2	3	4	5	Ang, 2001
	Purchase digital music is value for money	1	2	3	4	5	