

FINAL CLIENT REPORT

GROWTH IN SPOTIFY USAGE AMONG COLLEGE STUDENTS

Key factors that drive existing and new college students loyalty to music streaming platform

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I. Introduction

The research project aims to assist our client Spotify figure the problem of how they can increase college students' usage of their services. To achieve this objective, the research question proposed is: what are the key factors that drive existing and new college students' loyalty to music streaming platforms? This research will be centered around evaluating these variables to boost the consumption of Spotify among college students.

The background research will give an introduction to the client, competition, and music streaming industry. In the following step, there will be a detailed literature review to identify the potential variables that influence college students' usage of music streaming platforms.

II. The Client. The Competition. The Industry.

The Client

Spotify is a music streaming platform that integrates digital music, video, and podcast services. Users can access songs and other content from artists and music creators worldwide (Spotify Official Website, 2020). In 2006, Daniel Ek and Martin Lorentzon established the corporation in Stockholm, Sweden. The platform was officially launched to the general public in 2008. It is available in more than 180 countries and territories worldwide, with over 500 million active users. (Spotify Official Website, 2020). Spotify's platform is predominantly designed for a younger demographic, which includes millennials, Gen Z, and college students. Because of its highly accurate personalized recommendation algorithm and user-friendly software design, it has been the preferred option of many music fans. Despite its success, Spotify has struggled to maintain constant profitability, resulting in a 17% job cut in 2023 and ongoing issues due to its uncertain business model (Hoover, 2023).

The Competition

Statista indicates that Spotify has significant competition from other direct music streaming platforms such as Pandora, YouTube Music, Amazon Music, and Apple Music (Statista, 2023).

Pandora, a division of Sirius XM, is the largest ad-supported audio streaming service. Pandora provides tailored music and podcast experience using their proprietary Music Genome Project® and Podcast Genome Project® technologies (Pandora, 2023). However, it has encountered difficulties in competing with on-demand streaming platforms like Spotify.

In 2018, YouTube Music superseded Google Play Music within the Google ecosystem. This platform provides users with access to artist radio, singles, official albums, remixes,

playlists, and live performances. Its integration with YouTube allows a smooth transition between audio and video content, which is particularly appealing to younger, technology-oriented audiences (Pocketlint, 2023).

Amazon Music, included with an Amazon Prime membership, boasts an extensive library of podcasts available for both offline and streaming listening, in addition to a catalog of over 100 million songs. The listening experience varies based on the chosen subscription plan (Amazon, 2023).

Apple Music grants access to over 100 million songs and includes features such as offline music downloads, real-time lyrics, cross-platform listening, and tailored music recommendations, along with playlists curated by editors and exclusive content (Apple, 2024). Spotify is particularly favored among Apple device users due to its seamless integration with iOS.

Despite severe competition from big internet businesses and specialized platforms, Spotify continues to hold a substantial market share. Its extensive music library, advanced recommendation systems, and thoughtfully designed selection of both free and paid membership options are all attributed to its success.

The Industry

The music streaming industry, dominated by platforms such as Spotify, YouTube, and Apple Music, has transformed traditional modes of music consumption, shifting from physical albums and individual song purchases to on-demand listening through subscription-based services (Dolata, 2020).

According to the Mintel Streaming Audio US 2022 Report, the industry achieved a compound annual growth rate (CAGR) of 13.3% (between 2018 and 2023), indicating sustained

consumer interest despite economic uncertainties during the COVID-19 pandemic. Although the sector saw a temporary dip in growth in 2020 due to reduced commuting and spending constraints, it quickly rebounded as consumers explored new audio content such as podcasts and curated playlists (Intel, 2022). This growth has fundamentally reshaped how music is consumed, with the number of users steadily increasing. For instance, Spotify's user base expanded significantly from 15 million in 2010 to over 100 million by 2018, illustrating the strong global demand for streaming services (Aguiar & Waldfogel, 2018).

The success of these platforms is based on a dual-service model: a free account with advertisements and limitations (freemium model) or a paid subscription with full access (premium model), significantly boosting industry revenues (Sinclair & Tinson, 2017).

Despite similar pricing structures, with monthly fees of around £9.99, companies differentiate themselves through data-driven personalization and exclusive content rather than pricing alone (Webster & Harack, 2020). Companies often provide introductory offers like student discounts, three-month free trials, and family plans to attract new users and retain existing ones. Music remains the dominant content type, accounting for 75% of all audio streaming, however, differentiation is increasingly based not on the music offered, but on the overall experience and added value provided by each service (Intel, 2023). To diversify their offerings, platforms have invested in exclusive non-music content, particularly podcasts (Meier & Manzerolle, 2019).

According to Webster and Harack (2020), the current dynamics of the audio streaming industry reflect a transition from competition over content to competition over user experience. Companies strive to build unique value propositions through better personalization, exclusive content, and technological advancements. By leveraging these elements, platforms aim to stand

out in an increasingly saturated market where traditional competitive strategies, such as pricing and music catalog offerings, no longer provide a significant edge (Webster & Harack, 2020).

III. Literature Review

To achieve the goal of helping Spotify increase loyalty among college students, this research seeks to pinpoint the main elements that influence their choices and ongoing dedication by examining earlier studies. This literature review organizes these elements into four categories: consumer characteristics, pricing and loyalty aspects, platform experience and technology elements, and social influence factors.

Consumer characteristics

Social and demographic factors significantly influence consumers' choices of music streaming platforms. A recent survey involving 1,000 college students revealed that younger individuals, especially those from the millennial and Gen Z demographics, tend to use music streaming services quite often (Chan-Olmsted et al., 2019). The findings show that 60% of millennials subscribe to multiple music streaming services, while less than 40% of those over 35 do the same (Nielsen, 2017). Students from higher-income backgrounds are more inclined to opt for premium subscriptions, whereas those from lower-income families often choose free or ad-supported services (Barbosa et al., 2020). Geographic factors, such as living in urban versus rural areas, also influence preferences, with urban students being more brand-conscious and likely to follow music streaming trends. Social networks play a vital role in shaping music preferences, as peer recommendations significantly impact platform choices and brand loyalty, particularly among younger users. These findings highlight how factors like age, income, and location affect college students' loyalty and preferences in the music streaming market.

Urban listeners enjoy music on their mobile devices, computers, and similar gadgets, dedicating an average of 0.5 to 1.5 hours to listening, often using it to fill idle moments throughout their day. On the other hand, those in rural areas prefer using speakers instead of

headphones, and their listening durations are typically longer (Tripathi, 2017). Music plays multiple roles, such as influencing mood and providing distraction, while also offering an emotional, immersive, and social experience (Duman et al., 2022).

For college students, music streaming services are utilized in various situations, including studying, exercising, and socializing. This is consistent with earlier studies that indicate music can boost cognitive focus, alleviate stress, and enhance enjoyment based on the setting (Karageorghis & Priest, 2012). For example, listening to music while studying can help students maintain concentration by drowning out external noises, effectively acting as background sound (Hallam et al., 2002). This is beneficial for those who find it challenging to focus so that they can complete their work more effectively.

During physical activities, music often serves as a source of motivation, increasing stamina and improving the overall workout experience (Karageorghis & Priest, 2012). Furthermore, music helps in social bonding by uniting individuals in group activities like singing or dancing, fostering a sense of collective achievement (Savage et al., 2020). For college students, these social experiences are prevalent, with music frequently acting as an icebreaker or a means of connection at social events, where shared musical tastes can deepen relationships.

Music streaming platforms have notably influenced the habits of college students, enhancing their study and exercise efficiency while promoting social engagement. Music significantly affects students' daily moods and overall life satisfaction.

For many years, music popularity and development have closely followed the changes in streaming media and cultural dynamics. In a study conducted by Potter (2020), a survey was given to students at Grand Valley State University to investigate whether their music tastes, including preferred artists and genres, had evolved over time. The findings indicated significant

correlations between the students' academic years and their music genre preferences, with pop, hip-hop/rap, and rock being the most popular choices (Potter, 2020). Honors students displayed a greater affinity for alternative music compared to their peers, who showed less interest in this genre. There were notable differences in the preferences for hip-hop/rap and country music between honors and non-honors students, with honors students favoring these genres more. Overall, 81.16% of students acknowledged that their music preferences had changed in the last three years, with seniors showing the most pronounced shift toward alternative music (Potter, 2020).

Historical and social influences, along with personal factors such as academic standing and year in school, also play a role in shaping college students' music preferences (Rentfrow et al., 2011). While most users tend to favor music genres that are widely popular, an increasing number of individuals are expressing dissatisfaction with the uniformity of mainstream music. This change reflects a new perspective on music streaming services, as more users are utilizing interactive features, such as comments, to share their distinct musical preferences and critiques (Raffa, 2024). Consequently, music streaming platforms should not only focus on mainstream music tastes but also cater to niche audiences with specific interests, thereby improving platform engagement. The broad accessibility and variety offered by digital streaming services have enabled a more tailored approach to entertainment (Krause et al., 2014).

Pricing and loyalty factors

Pricing is a crucial factor in influencing college students' loyalty to music streaming services. According to Lupa-Wójcik (2024), 71% of students stated they would continue using their preferred platform if it were priced affordably, with nearly one-third willing to spend up to PLN 20 (Polish zloty) per month for these services. This highlights the significance of student

discounts in keeping this demographic engaged, especially in a competitive market where many platforms offer free or low-cost alternatives. Since many college students experience financial limitations, adopting affordable pricing strategies is essential for music streaming services to build loyalty within this group.

The freemium business model has been successful in catering to the price sensitivity of students because it offers a free version with options to upgrade to premium features. Pane, Rini, and Fawzee (2022) found that the freemium model "significantly influences purchasing interest" by allowing users to interact with the platform without any upfront costs (p. 20). This approach attracts users with little initial investment while also offering the chance to upgrade to premium features, such as offline listening. Jones (2020) further emphasizes this point, noting that users are inclined to pay for premium services that offer additional functionalities, with an average willingness to pay \$14.40 per month. This evidence demonstrates how the freemium model is an effective strategy for converting free users into paying customers, particularly among students who prioritize cost-effectiveness.

The freemium model is important for achieving sustainable profitability in the competitive streaming industry. According to Bennett (2018), potential subscribers to experience the service through a freemium approach is vital for boosting revenue, as it promotes the transition from free to paid subscriptions. Bennett (2018) also highlights that improving conversion rates and increasing advertising revenue are essential for the freemium model's longevity. This perspective aligns with earlier studies on price sensitivity, emphasizing the need to balance the value offered in the free tier with incentives for users to upgrade to paid subscriptions. By prioritizing conversion rate improvements, platforms can not only drive revenue growth but also cater to students looking for affordable options.

Trust and perceived usefulness significantly influence college students' decisions when choosing music streaming services. Hasan and Scorpiani (2022) discovered that both perceived usefulness and enjoyment greatly impact students' intentions to purchase premium services, with trust serving as a crucial mediator. Trust enhances the relationship between perceived usefulness and purchase intention, suggesting that students must feel assured of the platform's reliability before committing to premium features. This indicates that while competitive pricing is important, platforms must also focus on building trust to foster long-term loyalty. When trust is established, students are more inclined to see the platform as valuable and reliable, thereby increasing their chances of upgrading to premium services.

Collaborating with educational institutions and implementing targeted marketing strategies can significantly boost loyalty by incorporating streaming services into the daily lives of students. According to Pane, Rini, and Fawzee (2022), the freemium model and ease of use are crucial factors that affect purchasing interest, underscoring the need for user-friendly experiences to influence consumer behavior. Customized promotions and partnerships with campuses not only enhance the visibility of streaming services but also deepen their connection with the student audience. When combined with affordable pricing and freemium options, these approaches help to solidify the platform's relevance in students' lives, ultimately fostering long-term loyalty.

Platform experience and technological factors

The rapid emergence of music streaming services has resulted in their extensive popularity, especially among college students, who constitute an influential demographic. The loyalty of college students to these platforms is directly influenced by the overall user experience and the technological features available.

Wang, Huang, and Li (2016) highlight that user experience, which includes usability, social interactions, and content quality, is important in determining user satisfaction and the usage of music streaming services. Usability pertains to the ease with which users can navigate and engage with the platform. An intuitive interface promotes both adoption and sustained loyalty (Venkatesh et al., 2000). The Technology Acceptance Model (TAM) posits that perceived ease of use and perceived usefulness significantly shape users' attitudes toward technology (Chu & Lu, 2007). When users perceive a platform as user-friendly and advantageous, they are more inclined to remain engaged (Venkatesh & Davis, 2000).

Social presence, defined as the sense of connection and interaction with others on a platform, is another vital element in fostering loyalty. Features that facilitate social interaction, such as collaborative playlists and shared listening experiences, enhance social presence, thereby increasing user engagement and satisfaction (Short et al., 1976). This sense of community deepens users' attachment to the platform.

The content richness characterized by the availability of diverse, high-quality, and relevant content is essential for user retention. Platforms that provide a broad array of music, artist information, and personalized recommendations are more likely to sustain user loyalty (Wang et al., 2016). The interplay of these elements—usability, social presence, and content richness—creates an engaging experience that cultivates strong loyalty among college students towards music streaming platforms.

Social influence factors

Social influence serves as an important predictor that affects college students' loyalty to music streaming platforms. Social influence can be divided into two groups: internal and external. Internal social influence factors are restricted to a smaller group of people, such as peers and family, that impact people's decisions on music streaming services. External social influence factors involve bigger societal settings such as mass media.

People's decisions are impacted by their peers' opinions, indicating the existence of internal social influence. Bolduc and Kinnally (2018) find that people who see music as part of their identity are motivated by social identification toward using music streaming platforms (p. 45). Applying the Theory of Planned Behavior (TPB) model, the survey result of 665 participants indicates that there is a positive correlation between social identification and intentions of using digital music streaming services (Bolduc & Kinnally, 2018, p. 48). Chen, Leon, and Nakayama (2018) found that social influence, especially through peer pressure, plays a significant role in encouraging users to shift from free to paid subscriptions by conducting a survey on 244 college students of a state university in the US. The survey findings indicate that social influence significantly influences consumers' attitudes toward music streaming as well as promotes their intention to purchase (Chen et al., 2018, p. 140). Subjective norms, referring to others' expectations of individual behavior, have the most significant impact on digital music services (DMS) and subscription intention (Kwong & Park, 2008). Kwong and Park address in their research that the opinions from close social groups, especially from family members and friends, largely determine whether participants will pay for digital music services. Another finding is that the subjective norm manages users' willingness to pay for music streaming services, based on a survey of 268 users (Lin et al., 2013).

External social influence refers to informational motivation from the outside societal setting (Lin et al., 2013). According to Hampton-Sosa (2017), the community features in music streaming platforms contribute to increase the hedonic and useful levels and satisfy users' needs, which ultimately drives the adoption and subscription of the streaming platforms. Social influence from big celebrities encourages users to imitate their consumption behaviors over music streaming platforms (Lin et al., 2013). When college students find out that influencers are using a certain music streaming platform, they are motivated to pay for that music service (Lin et al., 2013).

IV. Proposed Predictors

Consumer Characteristics

- Age (Chan-Olmsted et al., 2019)
- Income Group (Barbosa et al., 2020)
- Location (Tripathi, 2017)
- Academic Status (Potter, 2020; Rentfrow et al., 2011)
- Emotional Regulation (Karageorghis & Priest, 2012; Duman et al., 2022)
- Social Interaction (Savage et al., 2020; Raffa, 2024)
- Change in Music Preferences (Potter, 2020)
- Rejection of Mainstream Music (Raffa, 2024)
- Family Influence (Gunter & Furnham, 1998)
- Trends in Music Popularity (Interiano et al., 2018; Askin & Mauskapf, 2017)
- Brand Consciousness (Bruner, 2016)
- Subscription Intention (Bruner, 2016)
- Perceived Usefulness (Davis, 1989)

Pricing and Loyalty Factors

- Price Sensitivity (Lupa-Wójcik, 2024))
- Willingness to Upgrade (Bruner, 2017)
- Promotional Influence (Rajagopal, 2016; Gupta, 1988)
- Brand Loyalty (Bruner, 2017)

Platform Experience and Technological Factors

- Ease of Use (Venkatesh, 2000; Alfani, Yuniarto, & Handrito, 2024)
- Service Reliability (Bruner, 2016)
- Integrated Activity (Gao & Sarwar, 2022; Gee, 2022)
- User Experience (Berni & Borgianni, 2020)
- Content Variety (Bruner, 2017; Wang, Huang, & Li, 2016)
- Social Features (Teng, Varathan, & Crestani, 2024)

Social Influencer Factors

- Peer Recommendations (Bolduc & Kinnally, 2018)
- Opinion Leader Influence (Jiménez-Castillo & Sánchez-Fernández, 2019)
- Social Engagement (Zhang, Liu, Tang, & Dong, 2024)
- Perceived Community (Chavis & Pretty, 1999; Brodsky, O'Campo, & Aronson, 1999)

V. Measures

Referring to the literature review, and research journals, 20 proposed latent variables are developed as constructs with four measures respectively as follows:

General Questions

1	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Price Sensitivity: “When individuals differ in their reaction to price changes and price differences of the service” (Yue, Sheng, She, & Xu, 2020, p. 5).					
I react strongly to changes in subscription prices.					
Differences in subscription prices influence my purchase decision.					
Price changes impact my willingness to renew a subscription.					
I pay attention to price differences when evaluating music streaming platforms.					
2	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Willingness to Upgrade: “A consumer’s readiness and the likelihood of spending more for a particular brand or version for a service than the alternatives”. (Bruner, 2017 Pg 627)					
I am willing to pay a premium for the subscription to the platform.					
I am willing to pay a reasonable amount for the music streaming subscription.					
I am likely to purchase the platform subscription.					
I am likely to upgrade to a premium subscription plan for additional features.					

3	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Peer Recommendations: “a person's attitude about recommending a friend for some particular purpose” (Bruner, 2016 Pg 348)					
I consider my friends' suggestions when choosing a platform.					
I’m more likely to try a music streaming app if a friend recommends it.					
I am likely to switch to a platform that my friends highly recommend.					
I tend to try out music streaming apps that are popular among my friends.					
4	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Trends in Music Popularity: “The trends in the genres of music that achieve broad recognition and success”(Interiano et al., 2018, p. 995; Askin & Mauskapf, 2017, p. 180).					
I often listen to new music genres that become popular on streaming platforms.					
Social media trends play a major role in shaping my music preferences.					
My music choices are influenced by trending songs in digital charts and playlists.					
Music collaborations between artists from different genres increase my interest in new releases.					
5	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Family Influence: Learning consumer-related skills, knowledge, and attitude from parents (Gunter & Furnham, 1998)					
I think my parents are knowledgeable about the platform choices.					

I take my parents' suggestions into account when choosing the platforms.					
I consider my parents as role models when choosing and exploring platform options.					
I learn how to choose platforms from my parents.					
6	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Promotional Influence: “The effect of marketing tactics like advertising, sales promotions, and direct marketing on consumer behavior. (Rajagopal, 2016; Gupta, 1988)					
Sales promotions and discounts drive my subscription choices.					
I consider new platforms when targeted sales promotions catch my attention.					
Sales promotions shape my perception of a platform’s value.					
Sales promotions motivate me to explore new features or subscriptions.					
7	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Opinion leader influence: "reference to guide followers’ perceptions and action"(Jiménez-Castillo & SánchezFernández, 2019).					
My platform preferences often change based on information from influencers I follow.					
The influencers that I follow suggest good platforms to me.					
I am more likely to try a platform if it is endorsed by influencers I follow.					
I would subscribe to a platform based on the advice given by the influencers that I follow.					
8	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Brand Consciousness: “A consumer's tendency to buy well-known brand name products”. (Bruner, 2016,)					

I usually purchase well-known music streaming brand services.					
The well-known music streaming brands are best for me					
Well-known brand names heavily influence my choice of a music streaming app.					
I stick to music streaming brands that are well-established.					
9	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Social Engagement: “Social engagement refers to maintaining many social connections and a high level of participation”. (Zhang, Liu, Tang, & Dong, 2024, p. 2)					
I like sharing my playlists and listening activities.					
I find it useful to follow and interact with artists and influencers directly on the platform.					
I explore trending songs based on what others are listening to.					
I enjoy connecting with people who have similar music tastes on the platform.					
10					
Perceived Community: “An individual's sense of belonging and connection within a group.” (Chavis & Pretty, 1999, p. 635; Brodsky, O’Campo, & Aronson, 1999, p. 659)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I feel a sense of belonging to the community associated with my chosen music streaming brand.					
I enjoy being part of the community built around the music streaming brand I follow.					
The music streaming brand I use helps me connect with like-minded people.					
I feel connected to other users through the shared experience of using this music streaming brand.					
11					

Social Features: “The elements that reveal information associated with the account and posts from the online social platform.” (Teng, Varathan, & Crestani, 2024, p. 23)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I enjoy viewing other users’ playlists and preferences.					
I enjoy exploring playlists and music shared by other users on the platform.					
The platform allows me to see what my friends are listening to, which influences my choices.					
I appreciate being able to share my music activity and preferences with my social network.					
12	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Subscription Intention: “A consumer's willingness and inclination to buy a subscription from a particular platform” (Bruner, 2016)					
I am likely to subscribe the service from this music-streaming platform.					
I would consider buying the subscription from this platform.					
It’s possible for me to subscribe to the service from this music streaming platform.					
I am inclined to choose a subscription plan from this music streaming platform.					
13	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Brand Loyalty: “A consumer’s general tendency to purchase the same brand over time and not switch to other brands”(Bruner, 2017, Pg 122)					
I prefer to use my favorite music streaming app regardless of the price of other apps.					
I switch between different music streaming apps.					
I compare different music streaming apps when I buy their services.					

I don't believe other music streaming apps can fulfill my needs as well as my favorite brand.					
Brand Questions					
14					
Trust in Platform: “The degree to which a person believes a particular retailer could be reliable and depended upon” (Bruner, 2019 Pg 468)					
I believe that I could trust this platform.					
I could depend on this platform for good music recommendations.					
I think Spotify is reliable in meeting its promises.					
This platform probably has high integrity.					
15	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Content Variety: “a person’s judgment of the degree of variation there is among the content” (Bruner, 2017 Pg 615)					
The music streaming platform offers a lot of variety.					
The music streaming platform gives me at least one option I like.					
I believe this music streaming platform provides a variety of content.					
The music streaming platform provides a diverse range of content to explore.					
16	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Ease of Use: “The degree to which individuals believe that using a particular technology or application will be free from effort” (Alfani, Yuniarto, & Handrito, 2024, p. 1248).					

This music streaming platform meets my expectations for ease of use and quality.					
I find this music streaming platform easy to use.					
I rarely face difficulties while using this music streaming platform.					
I find this music streaming platform helps me discover new music efficiently.					
17	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Service Reliability: A “Degree to which a consumer believes a service is consistently good.” (Bruner, 2016 Pg 355)					
This music streaming platform always meets my expectations.					
I am satisfied with how the service responds to the music streaming platform.					
The music streaming platform makes it easier for me to organize and manage my playlists.					
Using the music streaming platform improves my overall music experience.					
18	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Integrated Activity: “The capability of a digital platform to integrate seamlessly into activities” (Gao & Sarwar, 2022; Gee, 2022)					
This music streaming platform fits seamlessly into my daily routine.					
This music streaming platform integrates well with my routine, enhancing my overall experience.					
I can easily use this music streaming platform while engaging in other activities like working, studying, or exercising.					
I find it convenient to listen to music on the music streaming platform while engaging in multiple tasks.					

19	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
User Experience: “a person's perceptions and responses that result from the use or anticipated use of a service”(Berni & Borgianni, 2020, p. 3)					
The features of this music streaming platform enhance my overall listening experience.					
The interface of this music streaming app is easy to use.					
I enjoy a smooth and pleasant experience with this music streaming platform.					
It is easy for me to find and play my favorite songs on this music streaming platform.					
I believe that the recommendations from the music streaming app help me find new songs that I wouldn't have discovered otherwise.					

VI. Instrument

We are conducting this study to learn about students' opinions regarding various current topics. Thank you for taking the time to complete our survey. Your responses will remain anonymous.

Q1) How old are you?

Under 18	18-21	22-25	26-29	30 or above
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Q2) Which of the following describes your current academic level?

Freshman	Sophomore	Junior	Senior	Masters
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Q3) Select your gender.

Male	Female	Non-binary	Prefer not to say
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Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice.
(General Questions)

	Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
Sales promotions shape my perception of a platform's value.					
Sales promotions motivate me to explore new features or subscriptions.					
I think my parents are knowledgeable about the platform choices.					
Price changes impact my willingness to renew a subscription.					
I consider my parents as role models when					

choosing and exploring platform options.					
I take my parents' suggestions into account when choosing the platforms.					
I often listen to new music genres that become popular on streaming platforms.					
I am likely to purchase the platform subscription.					
My music choices are influenced by trending songs in digital charts and playlists.					
Differences in subscription prices influence my purchase decision.)					
My platform preferences often change based on information from influencers I follow.					
I am more likely to try a platform if it is endorsed by influencers I follow.					
The influencers that I follow suggest good platforms to me.					
I'm more likely to try a platform if a friend recommends it.					

Our next set of questions is about music streaming services. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. (Service Specific Questions)

	Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
I usually purchase well-known music streaming brand services.					
The well-known music streaming brands are best for me.					
Well-known brand names heavily influence my choice of a music streaming app.					

I stick to music streaming brands that are well-established.					
I prefer to use my favorite music streaming app regardless of the price of other apps.					
I switch between different music streaming apps.					
I compare different music streaming apps when I buy their services.					
I don't believe other music streaming apps can fulfill my needs as well as my favorite brand.					
I am likely to subscribe to the service from this music-streaming platform.					
I would consider buying the subscription from this platform.					
It's possible for me to subscribe to the service from this music streaming platform.					
I am inclined to choose a subscription plan from this music streaming platform.					
I feel a sense of belonging to the community associated with my chosen music streaming brand.					
I enjoy being part of the community built around the music streaming brand I follow.					

Our third set of questions is related to the music streaming platform you prefer. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice.

Which of the following music streaming platforms do you use the most?

Spotify	Pandora	Youtube Music	Amazon Music	Apple Music
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- If the answer to the previous question is **Spotify - Display**:

	Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
I could depend on Spotify for good music recommendations.					
Spotify's service makes it easier for me to organize and manage my playlists.					
I think Spotify is reliable in meeting its promises.					
I believe that I can trust Spotify.					
I find Spotify helps me discover new music efficiently.					
The interface of Spotify is easy to use.					
Spotify offers a lot of variety.					
I can easily use Spotify while engaging in other activities like working, studying, or exercising.					
I enjoy a smooth and pleasant experience with Spotify.					
I believe Spotify offers a variety of content.					
Spotify fits seamlessly into my daily routines.					
Spotify's service meets my expectations for ease of use and quality.					
Spotify integrates well with my routine, enhancing my overall experience.					
I find Spotify easy to use.					
It is easy for me to find and play my favorite songs Spotify.					
I rarely face difficulties while using Spotify.					
Spotify provides a diverse range of content to explore.					

I am satisfied with how the service responds to Spotify.					
I find it convenient to listen to music on Spotify while engaging in multiple tasks.					
Spotify gives me at least one option I like.					
Spotify always meets my expectations.					
The features of Spotify enhance my overall listening experience.					
Spotify probably has high integrity.					
Using Spotify improves my overall music experience.					

- If answer to previous question is **Pandora - Display**:

	Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
I could depend on Pandora for good music recommendations.					
Pandora makes it easier for me to organize and manage my playlists.					
I think Pandora is reliable in meeting its promises.					
I believe that I can trust Pandora.					
I find Pandora helps me discover new music efficiently.					
The interface of Pandora is easy to use.					
Pandora offers a lot of variety.					
I can easily use Pandora while engaging in other activities like working, studying, or exercising.					
I enjoy a smooth and pleasant experience with					

Pandora's service.					
I believe Pandora offers a variety of content.					
Pandora fits seamlessly into my daily routines.					
Pandora's service meets my expectations for ease of use and quality.					
Pandora integrates well with my routine, enhancing my overall experience.					
I find Pandora easy to use.					
It is easy for me to find and play my favorite songs on Pandora.					
I rarely face difficulties while using Pandora.					
Pandora provides a diverse range of content to explore.					
I am satisfied with how Pandora responds to my music preferences.					
I find it convenient to listen to music on Pandora while engaging in multiple tasks.					
Pandora gives me at least one option I like.					
Pandora always meets my expectations.					
Pandora enhances my overall listening experience.					
Pandora probably has high integrity.					
Using Pandora improves my overall music experience.					

- If answer to previous question is **Youtube Music - Display**:

	Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
I could depend on Youtube Music for good music recommendations.					
Youtube Music makes it easier for me to organize and manage my playlists.					
I think Youtube Music is reliable in meeting its promises.					
I believe that I can trust Youtube Music.					
I find Youtube Music helps me discover new music efficiently.					
The interface of Youtube Music is easy to use.					
Youtube Music offers a lot of variety.					
I can easily use Youtube Music while engaging in other activities like working, studying, or exercising.					
I enjoy a smooth and pleasant experience with Youtube Music's service.					
I believe Youtube Music offers a variety of content.					
Youtube Music fits seamlessly into my daily routines.					
Youtube Music's service meets my expectations for ease of use and quality.					
Youtube Music integrates well with my routine, enhancing my overall experience.					
I find Youtube Music easy to use.					
It is easy for me to find and play my favorite songs on Youtube Music.					

I rarely face difficulties while using Youtube Music.					
Youtube Music provides a diverse range of content to explore.					
I am satisfied with how Youtube Music's service responds to my music preferences.					
I find it convenient to listen to music on Youtube Music while engaging in multiple tasks.					
Youtube Music gives me at least one option I like.					
Youtube Music always meets my expectations.					
The features of Youtube Music enhance my overall listening experience.					
Youtube Music probably has high integrity.					
Youtube Music improves my overall music experience.					

- If answer to previous question is **Amazon Music - Display:**

	Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
I could depend on Amazon Music for good music recommendations.					
Amazon Music's service makes it easier for me to organize and manage my playlists.					
I think Amazon Music is reliable in meeting its promises.					
I believe that I can trust Amazon Music.					
I find Amazon Music helps me discover new music efficiently.					

The interface of Amazon Music is easy to use.					
Amazon Music offers a lot of variety.					
I can easily use Amazon Music while engaging in other activities like working, studying, or exercising.					
I enjoy a smooth and pleasant experience with Amazon Music's service.					
I believe Amazon Music offers a variety of content.					
Amazon Music fits seamlessly into my daily routines.					
Amazon Music meets my expectations for ease of use and quality.					
Amazon Music integrates well with my routine, enhancing my overall experience.					
I find this Amazon Music easy to use.					
It is easy for me to find and play my favorite songs on Amazon Music.					
I rarely face difficulties while using Amazon Music.					
Amazon Music provides a diverse range of content to explore.					
I am satisfied with how Amazon Music's service responds to my music preferences.					
I find it convenient to listen to music on Amazon Music while engaging in multiple tasks.					
Amazon Music gives me at least one option I like.					
Amazon Music always meets my expectations.					

The features of Amazon Music enhance my overall listening experience.					
Amazon Music probably has high integrity.					
Using Amazon Music improves my overall music experience.					

- If answer to previous question is **Apple Music - Display:**

	Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
I could depend on Apple Music for good music recommendations.					
Apple Music makes it easier for me to organize and manage my playlists.					
I think Apple Music is reliable in meeting its promises.					
I believe that I can trust Apple Music.					
I find Apple Music helps me discover new music efficiently.					
The interface of Apple Music is easy to use.					
Apple Music offers a lot of variety.					
I can easily use Apple Music while engaging in other activities like working, studying, or exercising.					
I enjoy a smooth and pleasant experience with Apple Music.					
I believe Apple Music offers a variety of content.					
Apple Music fits seamlessly into my daily routines.					
Apple Music meets my expectations for ease					

of use and quality.					
Apple Music integrates well with my routine, enhancing my overall experience.					
I find Apple Music easy to use.					
It is easy for me to find and play my favorite songs on Apple Music.					
I rarely face difficulties while using Apple Music.					
Apple Music provides a diverse range of content to explore.					
I am satisfied with how Apple Music's service responds to my music preferences.					
I find it convenient to listen to music on Apple Music while engaging in multiple tasks.					
Apple Music gives me at least one option I like.					
Apple Music always meets my expectations.					
The features of Apple Music enhance my overall listening experience.					
Apple Music probably has high integrity.					
Using Apple Music improves my overall music experience.					

How often do you use this service?

	Never	Not often	Sometimes	Often	Very often
Spotify					
Pandora					
YouTube Music					
Amazon Music					
Apple Music					

How likely are you to subscribe to a music streaming service by next year?

Very unlikely	Unlikely	Not sure	Likely	Very likely
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If you were to subscribe to a music streaming service tomorrow, how likely would you be to select the following services?

	Very unlikely	Unlikely	Neither likely nor unlikely	Likely	Very unlikely
Spotify					
Pandora					
YouTube Music					
Amazon Music					
Apple Music					

VII. Methodology

This research sought to identify the key factors influencing college students' loyalty to music streaming platforms. To achieve this, we conducted a survey to collect data on students' streaming habits, preferences, and usage experiences. The insights gained from this data were used to uncover the drivers of loyalty and inform strategies to enhance music streaming platforms for this demographic.

To address the research question, we began with a comprehensive literature review to analyze existing studies on the topic. Building on these findings, we developed a survey instrument that included 19 variables identified as potentially influencing loyalty to music streaming platforms.

The survey featured a combination of general questions about music streaming usage and brand-specific questions focusing on key aspects such as pricing, user experience, and social features. Additional questions measured overall loyalty and satisfaction. The survey was organized into categories covering listening habits, preferred platform features, frequency of use, and the perceived impact of music streaming services on students' lives. It was created using Qualtrics and distributed through social media platforms and personal networks, ensuring easy accessibility and participation.

The target population consisted of college students from diverse academic disciplines and institutions, representing both residential and commuter campuses. A total of 136 responses were collected, of which 100 were fully completed and met the validation criteria. This ensured the dataset represented a broad range of student preferences and behaviors.

Following the two-week data collection period, the survey data was exported from Qualtrics into SPSS for analysis. The data underwent a thorough cleaning process to identify and address missing values, outliers, and inconsistencies. Invalid responses were removed, and open-ended answers were standardized for consistency. Coding rules were systematically applied to structure the data, ensuring it was ready for detailed analysis.

The reliability and validity of the measures were assessed using Cronbach's alpha, with variables exceeding the acceptable threshold ($\alpha > 0.5$) retained for analysis. Variables with lower reliability were refined or excluded to maintain consistency and ensure robust results.

Statistical analyses included the calculation of the mean, median, and frequency distributions for both dependent and independent variables. We predicted with 95% confidence that the identified predictors, such as pricing, family influence, and peer recommendations, would significantly affect loyalty. Correlations between variables were analyzed to measure the strength and direction of relationships, with coefficients categorized as small, moderate, or strong. A p-value < 0.05 was used to determine statistically significant relationships, providing critical insights into loyalty patterns among college students.

Finally, the findings were translated into actionable recommendations for music streaming platforms. These recommendations were tailored to the preferences and behaviors identified in the study and focused on strategies such as optimizing pricing models, enhancing personalized features, and improving user experiences. By addressing these factors, music streaming platforms can better attract and retain college student users while fostering long-term loyalty.

VII. Results

The survey included responses from 136 participants who met the criteria for completion. To ensure high-quality data, only those who fully answered all questions and took at least 9.5 minutes to finish were considered. Responses from participants who rushed through the survey or provided incomplete answers were excluded. To ensure the quality of the data collected, response times were standardized, and any outliers completing the survey faster than the mean were removed.

Among the respondents, 100% were current college students, either enrolled in undergraduate or graduate programs. Graduate students made up the largest individual subgroup, accounting for 57% of the total sample, while undergraduate students comprised 43%. This distribution reflects a well-balanced sample within the college student demographic.

The age range of the respondents primarily fell between 22 and 25 years old, accounting for 79% of the sample. Smaller groups included those aged 18–21 (13%), 26–29 (7%), and under 18 (1%). These results align with Spotify's primary audience for its student-focused initiatives, while also highlighting minor representation from other age groups.

In terms of gender, 56% of respondents identified as female, while 44% identified as male. This demographic breakdown highlights the inclusive and diverse nature of the survey participants.

The responses provide a well-rounded demographic representation, making it suitable for analyzing the factors that influence college students' loyalty to Spotify.

Reliability Analysis

To evaluate the reliability of the survey measures, Cronbach's Alpha was calculated for each construct. This statistical method assesses the consistency of responses, ensuring that the items within a construct are cohesive and measure the same underlying concept. By relying on data with verified reliability, the subsequent analysis and recommendations are built on a strong and credible foundation.

<u>Independent Variable</u>					
Construct	N	Cronbach's Alpha	Level of Reliability	Number of Items	Items Removed
Price Sensitivity	100	0.740	Very Good	4	
Willingness to Upgrade	100	0.713	Very Good	4	
Peer Recommendations	66	0.803	Excellent	4	
Trends in Music Popularity	66	0.609	Good	3	Music collaborations between artists from different genres increase my interest in new releases.
Family Influence	66	0.830	Excellent	4	
Promotional Influence	66	0.681	Good	4	
Opinion Leader Influence	66	0.852	Excellent	4	
Brand Consciousness	66	0.740	Very Good	4	
Social Engagement	66	0.705	Very Good	4	
Social Features	66	0.756	Very Good	4	
Perceived Community	66	0.802	Excellent	4	
Subscription Intention	66	0.748	Very Good	4	

Brand Loyalty	66	0.358	Very Poor	4	.
<u>Dependant Variables</u>					
Spotify					
Trust in Platform	40	0.877	Excellent	4	
Integrated Activity	40	0.897	Excellent	4	
User Experience	40	0.861	Excellent	3	The features of Spotify enhance my overall listening experience.
Content Variety	40	0.797	Very Good	4	
Ease of Use	40	0.804	Excellent	4	
Service Reliability	40	0.844	Excellent	4	
Apple Music					
Trust in Platform	41	0.826	Excellent	4	
Integrated Activity	41	0.796	Excellent	4	
User Experience	41	0.822	Excellent	3	The features of Apple enhance my overall listening experience.
Content Variety	41	0.865	Excellent	4	
Ease of Use	41	0.838	Excellent	4	
Service Reliability	41	0.809	Excellent	4	

Analysis of Frequency

<u>Frequency Analysis of Independent Variable</u>								
Constructs	N	Valid Percentage Distribution					Mean	Median
		<i>Strongly Disagree</i>	<i>Somewhat Disagree</i>	<i>Neither Agree nor Disagree</i>	<i>Somewhat Agree</i>	<i>Strongly Agree</i>		
Price Sensitivity	100	7%	19%	13%	42%	19%	3.5	4.0

Willingness to Upgrade	100	2%	12%	31%	45%	10%	3.4	3.5
Peer Recommendations	100	1%	10%	21%	60%	8%	3.5	3.8
Trends in Music Popularity	100	2%	9%	31%	48%	10%	3.5	3.5
Family Influence	100	25%	28%	29%	15%	3%	2.4	2.3
Promotional Influence	100	1%	9%	40%	43%	7%	3.3	3.4
Opinion Leader Influence	100	9%	15%	31%	28%	8%	3.0	3.1
Brand Consciousness	100	1%	9%	20%	58%	12%	3.6	3.8
Social Engagement	100	1%	23%	23%	38%	15%	3.4	3.5
Social Features	100	2%	9%	31%	48%	10%	3.4	3.5
Perceived Community	100	3%	13%	29%	47%	8%	3.3	3.5
Subscription Intention	100	1%	7%	32%	50%	10%	3.5	3.5
Brand Loyalty	100	1%	9%	47%	37%	6%	3.3	3.2
Trust in Platform	404	2.5%	2.5%	25%	32.5%	40%	3.9	4
Content Variety	40	0%	2.5%	10%	47.5%	32.5%	4.0	4.0
Ease of Use	40	0%	7.5%	17.5%	30%	45%	4.0	4.0
Service Reliability	40	0%	5%	22.5%	37.5%	35%	4.0	4.1
User Experience	40	2.5%	2.5%	17.5%	40%	37.5%	4.0	4.2
Integrated Activity	40	2.5%	7.5%	10%	22.5%	57.5%	4.1	4.5

The next step in this analysis is to combine the retained measures for each construct to calculate a true score for each respondent. These true scores are derived by averaging their coded responses to the retained measThe construct of Opinion Leader Influence assesses the extent to

which respondents consider the opinions of influential individuals in shaping their music preferences. With a mean score of 3.0 and a median score of 3.1, responses show a neutral to slightly positive tendency toward agreement with the statements measuring this influence. Among the respondents, 9% strongly disagreed, 15% somewhat disagreed, and 31% neither agreed nor disagreed. In contrast, 28% somewhat agreed, and 8% strongly agreed, reflecting a balanced view of the role of opinion leaders. These findings indicate that opinion leaders have a moderate, yet not overwhelming, influence on respondents' music preferences, providing a more accurate representation of how respondents react to each construct. Rather than reflecting simple “agree/disagree” statements, the true scores capture the degree to which respondents align with specific constructs.

For instance, a true score of 3.5 on the construct “Price Sensitivity” indicates that the respondent shows a moderate level of sensitivity to pricing when considering their Spotify subscription. A higher true score reflects stronger alignment with the given construct.

The data analysis process then proceeds to examine the frequency distribution of these true scores in a multi-step approach. The primary aim is to identify patterns within the data that highlight variations across the constructs. A pattern is defined as a concentration of responses leaning toward either the higher or lower end of the scale. These patterns are particularly useful for identifying significant preferences or tendencies within the sample population. For example, a concentration of responses for the construct “Peer Recommendations” reveals that 60% of respondents somewhat agree that peer influence impacts their engagement with Spotify.

Once these patterns are identified within the sample, the next step is to calculate the sampling error to assess how reliably these findings can be generalized to the overall population.

This step ensures that any insights drawn from the data are both accurate and representative of Spotify's broader user base.

The following table outlines the frequency distribution observed for each construct, along with their corresponding mean and median scores, providing a detailed understanding of user behavior and preferences.

Confidence Intervals

<u>Confidence Intervals For Independent Variables</u>				
Construct	N	Proportionally Somewhat Agree and Strongly Agree	SE (95% Confidence)	Confidence Interval
Price Sensitivity	100	61.0%	4.88%	51.4% - 70.6%
Willingness to Upgrade	100	55.0%	4.97%	45.2% - 64.8%
Peer Recommendations	100	68.0%	4.66%	58.9% - 77.1%
Trends in Music Popularity	100	58.0%	4.94%	48.3% - 67.7%
Family Influence	100	18.0%	3.84%	10.5% - 25.5%
Promotional Influence	100	50.0%	5.0%	40.2% - 59.8%
Opinion Leader Influence	100	36.0%	4.8%	26.6% - 45.4%
Brand Consciousness	100	70.0%	4.58%	61.0% - 79.0%
Social Engagement	100	53.0%	4.99%	43.2% - 62.%
Social Features	100	58.0%	4.94%	48.3% - 67.7%
Perceived Community	100	55.0%	4.97%	45.2% - 64.8%
Subscription Intention	100	60.0%	4.9%	50.4% - 69.6%

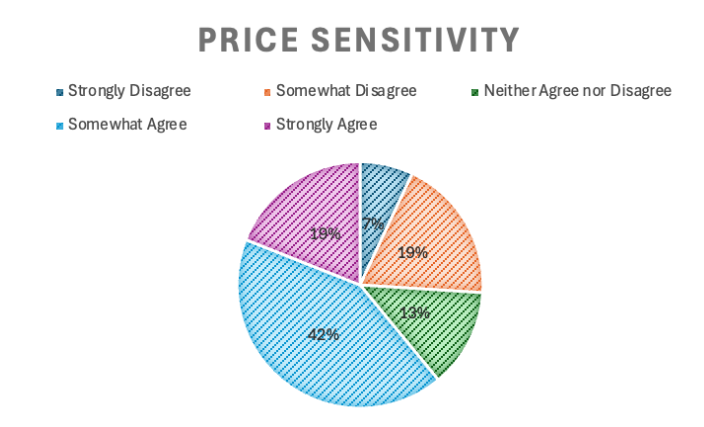
Brand Loyalty	100	43.0%	4.95%	33.3% - 52.7%
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Frequency Analysis Among Independent Variables

This research includes a frequency analysis of the investigated independent variables relevant to Spotify's performance and user experience. The constructs mentioned in the tables above represent the independent variables that were studied in the data. The true scores were created by averaging the reliable measures for each construct across respondents. True scores were then coded into their nearest range to give each person a solid score between 1 and 5 on each construct. For this research, 1 = Strongly Disagree, 2 = Somewhat Disagree, 3 = Neither Agree nor Disagree, 4 = Somewhat Agree, and 5 = Strongly Agree.

The pattern analysis was constructed by combining the frequencies of the **Somewhat Agree** and **Strongly Agree** scorers to identify what percentage of the sample leaned heavily toward agreement on each construct. The sampling error was then calculated to generalize the data from the sample to the population with 95% confidence. The results for each independent variable are summarized below:

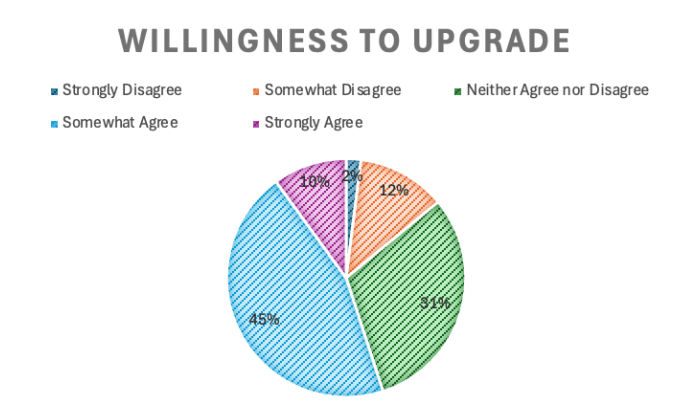
1) *Price Sensitivity*



The construct of Price Sensitivity examines the degree to which respondents consider price an important factor in their decision-making process. This construct received 100 valid responses, with a mean score of 3.5 and a median score of 4.0, indicating a tendency toward agreement with the statements measuring price

sensitivity. Among the respondents, 7% strongly disagreed, 19% somewhat disagreed, and 13% neither agreed nor disagreed with the statements. In contrast, 42% somewhat agreed, and 19% strongly agreed, reflecting a substantial inclination toward price sensitivity. With a sampling error of $\pm 4.88\%$, we can say with 95% confidence that the percentage of the population valuing price sensitivity is between 51.4% and 70.6%.

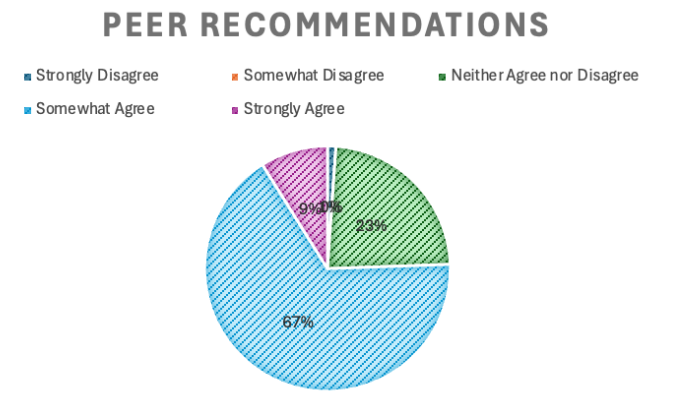
2) *Willingness to Upgrade*



The construct of Willingness to Upgrade measures the extent to which respondents are open to adopting upgraded versions or enhanced services. This construct received 100 valid responses, with a mean score of 3.4 and a median score of 3.5, suggesting a moderate tendency toward agreement with the statements

related to upgrading willingness. Among the respondents, 2% strongly disagreed, 12% somewhat disagreed, and 31% neither agree nor disagree with the statements. In contrast, 45% somewhat agreed, and 10% strongly agreed, indicating a noticeable inclination toward considering upgrades. With a sampling error of $\pm 4.97\%$, we can say with 95% confidence that the percentage valuing willingness to upgrade is between 45.2% and 64.8%.

3) *Peer Recommendations*



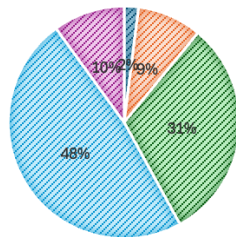
The construct of Peer Recommendations evaluates the influence of recommendations from friends, family, or peers on respondents' decision-making. This construct received 100 valid responses, with a mean score of 3.5 and a

median score of 3.8, suggesting a strong tendency toward agreement with the statements emphasizing the importance of peer influence. Among the respondents, 1% strongly disagreed, 10% somewhat disagreed, and 21% neither agreed nor disagreed with the statements. In contrast, 60% somewhat agreed, and 8% strongly agreed, indicating that a significant majority of respondents consider peer recommendations a vital factor in their choices. With a sampling error of $\pm 4.66\%$, we can say with 95% confidence that the percentage valuing peer recommendations is between 58.9% and 77.1%.

4) *Trends in Music Popularity*

TRENDS IN MUSIC POPULARITY

■ Strongly Disagree ■ Somewhat Disagree ■ Neither Agree nor Disagree
■ Somewhat Agree ■ Strongly Agree



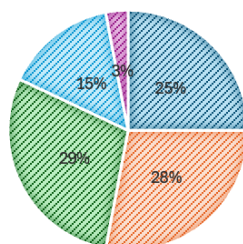
The construct of Trends in Music Popularity examines the degree to which respondents view trends as influential in shaping their music preferences. With a mean and median score of 3.5, there is a balanced tendency toward agreement with the statements measuring the

influence of trends. Among the respondents, 2% strongly disagreed, 9% somewhat disagreed, and 31% neither agreed nor disagreed with the statements. In contrast, 48% somewhat agreed, and 10% strongly agreed, reflecting a notable inclination toward recognizing trends as an important factor. With a sampling error of $\pm 4.94\%$, we can say with 95% confidence that the percentage valuing trends in music popularity is between 48.3% and 67.7%.

5) *Family Influence*

FAMILY INFLUENCE

■ Strongly Disagree ■ Somewhat Disagree ■ Neither Agree nor Disagree
■ Somewhat Agree ■ Strongly Agree

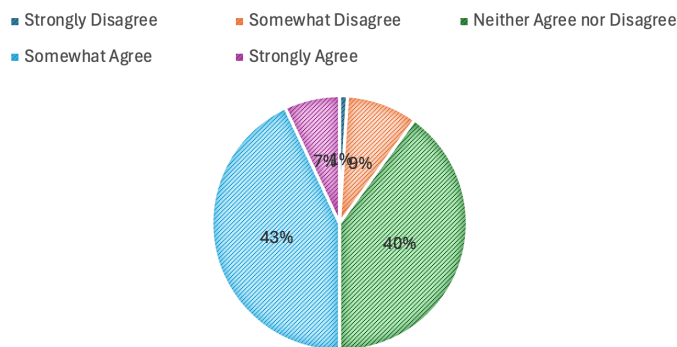


The construct of Family Influence examines the degree to which respondents consider their family's preferences significant in shaping their music choices. With a mean

score of 2.4 and a median score of 2.3, there is a clear tendency toward disagreement with the statements measuring family influence. Among the respondents, 25% strongly disagreed, 28% somewhat disagreed, and 29% neither agreed nor disagreed. In contrast, only 15% somewhat agreed, and 3% strongly agreed, indicating that family influence is a relatively minor factor for most respondents. With a sampling error of $\pm 3.84\%$, we can say with 95% confidence that the percentage valuing family influence is between 10.5% and 25.5%.

6) *Promotional Influence*

PROMOTIONAL INFLUENCE

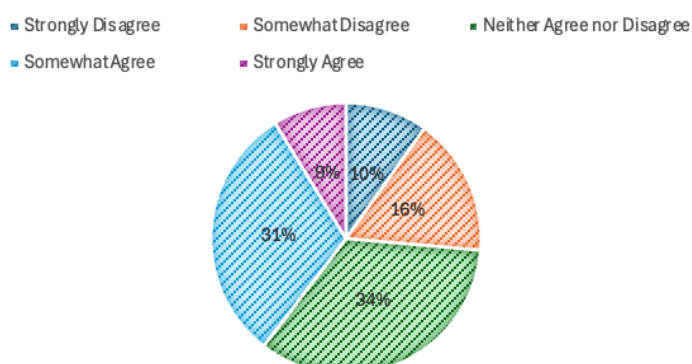


The construct of Promotional Influence explores how significantly respondents perceive promotions to impact their music preferences. With a mean score of 3.3 and a median score of 3.4, there is a moderate inclination toward agreement with the statements assessing

promotional influence. Among the respondents, 1% strongly disagreed, 9% somewhat disagreed, and 40% neither agreed nor disagreed. Meanwhile, 43% somewhat agreed, and 7% strongly agreed, indicating that promotional efforts have a noticeable, though not overwhelming, effect on music preferences. With a sampling error of $\pm 5.0\%$, we can say with 95% confidence that the percentage valuing promotional influence is between 40.2% and 59.8%.

7) *Opinion Leader Influence*

OPINION LEADER

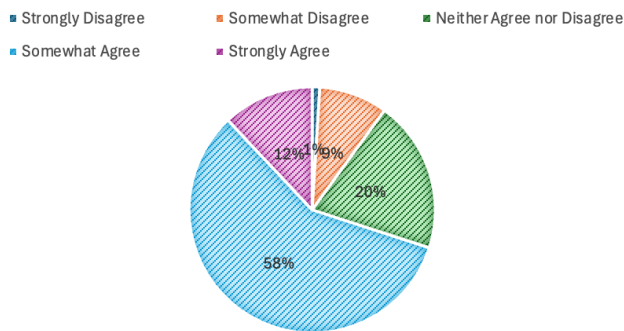


The construct of Opinion Leader Influence assesses the extent to which respondents

consider the opinions of influential individuals in shaping their music preferences. With a mean score of 3.0 and a median score of 3.1, responses show a neutral to slightly positive tendency toward agreement with the statements measuring this influence. Among the respondents, 9% strongly disagreed, 15% somewhat disagreed, and 31% neither agreed nor disagreed. In contrast, 28% somewhat agreed, and 8% strongly agreed, reflecting a balanced view of the role of opinion leaders. With a sampling error of $\pm 4.8\%$, we can say with 95% confidence that the percentage valuing opinion leader influence is between 26.6% and 45.4%.

8) *Brand Consciousness*

BRAND CONSCIOUSNESS



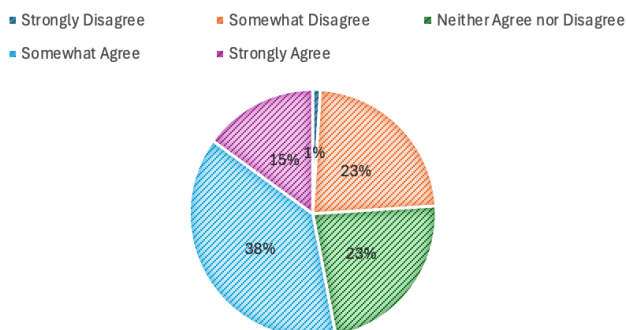
The construct of Brand Consciousness

examines the extent to which respondents are influenced by brand recognition in their music preferences. With a mean score of 3.6 and a median score of 3.8, the results show a moderate to strong tendency toward agreement with the statements measuring

brand consciousness. Among the respondents, 1% strongly disagreed, 9% somewhat disagreed, and 20% neither agreed nor disagreed. In contrast, 58% somewhat agreed, and 12% strongly agreed, reflecting a significant inclination toward brand awareness. With a sampling error of 4.58%, we can say with 95% confidence that the percentage valuing brand consciousness is between 61.0% and 79.0%.

9) *Social Engagement*

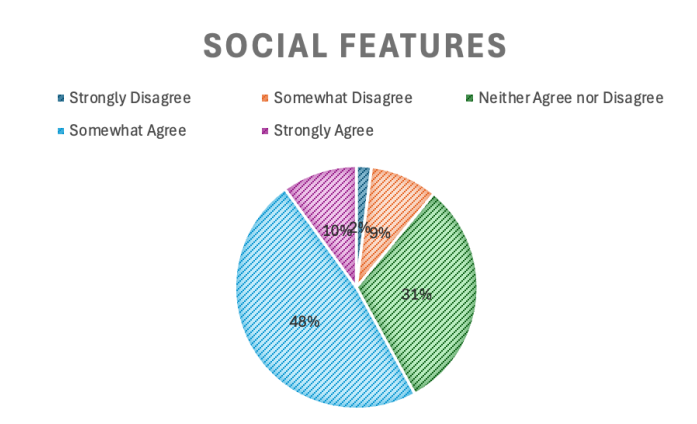
SOCIAL ENGAGEMENT



The construct of Social Engagement examines the degree to which respondents are influenced by social interactions and engagement in shaping their music preferences. With a mean score of 3.4 and a median score of 3.5, the

results indicate a moderate agreement with the statements measuring social engagement. Among the respondents, 1% strongly disagreed, 23% somewhat disagreed, and 23% neither agreed nor disagreed. In contrast, 38% somewhat agreed, and 15% strongly agreed, suggesting that social interactions have a notable, though not overwhelming, impact on music choices. With a sampling error of $\pm 4.99\%$, we can say with 95% confidence that the percentage valuing social engagement is between 43.2% and 62.8%.

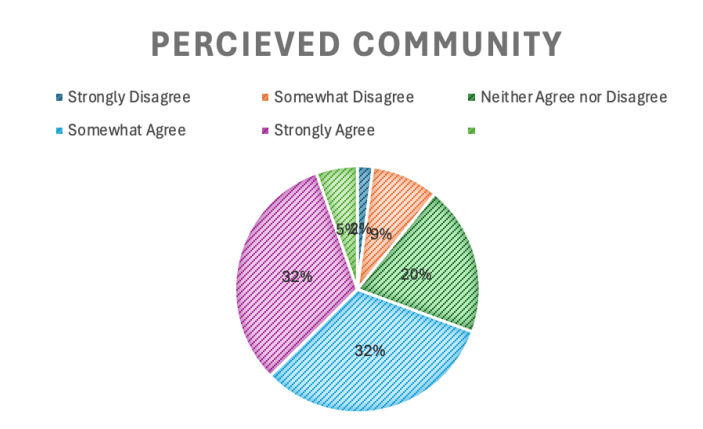
10) Social Features



The construct of Social Features examines the extent to which respondents are influenced by the social aspects of music platforms in shaping their music preferences. With a mean score of 3.4 and a median score of 3.5, the results indicate a moderate agreement with the statements measuring the impact of social

features. Among the respondents, 2% strongly disagreed, 9% somewhat disagreed, and 31% neither agreed nor disagreed. In contrast, 48% somewhat agreed, and 10% strongly agreed, reflecting a strong tendency to value the social features of music platforms. With a sampling error of $\pm 4.94\%$, we can say with 95% confidence that the percentage valuing social features is between 48.3% and 67.7%.

11) Perceived Community

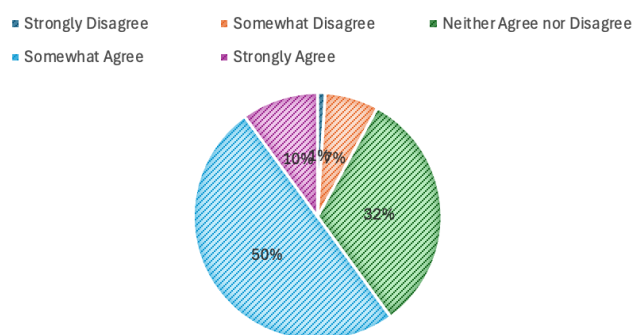


The construct of Perceived Community examines the degree to which respondents feel a sense of belonging or connection to a community through their music preferences. With a mean score of 3.3 and a median score of

3.5, the results suggest a moderate level of agreement with the statements measuring perceived community. Among the respondents, 3% strongly disagreed, 13% somewhat disagreed, and 29% neither agreed nor disagreed. In contrast, 47% somewhat agreed, and 8% strongly agreed, indicating that a significant portion of respondents feel a sense of community through music. With a sampling error of $\pm 4.97\%$, we can say with 95% confidence that the percentage valuing perceived community is between 45.2% and 64.8%.

12) Subscription Intention

SUBSCRIPTION INTENTION

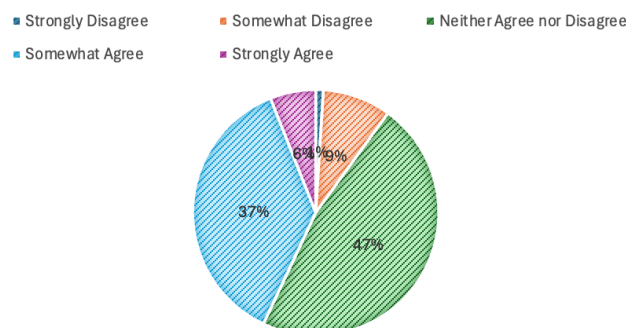


The construct of Subscription Intention explores the likelihood that respondents would choose to subscribe to a music service. With a mean score of 3.5 and a median score of 3.5, the results show a balanced agreement with the statements measuring subscription intention. Among the respondents, 1% strongly disagreed, 7%

somewhat disagreed, and 32% neither agreed nor disagreed. In contrast, 50% somewhat agreed, and 10% strongly agreed, indicating a strong inclination toward subscription. With a sampling error of $\pm 4.9\%$, we can say with 95% confidence that the percentage valuing subscription intention is between 50.4% and 69.6%.

13) Brand Loyalty

BRAND LOYALTY



The construct of Brand Loyalty examines the degree to which respondents are committed to a specific music brand or service. With a mean score of 3.3 and a median score of 3.2, the results

show a moderate level of agreement with the statements measuring brand loyalty. Among the respondents, 1% strongly disagreed, 9% somewhat disagreed, and 47% neither agreed nor disagreed. In contrast, 37% somewhat agreed, and 6% strongly agreed, indicating a noticeable but not overwhelming loyalty to a particular music brand. With a sampling error of $\pm 4.95\%$, we can say with 95% confidence that the percentage valuing brand loyalty is between 33.3% and 52.7%.

Frequency Analysis of Dependent Variable

Frequency Analysis of Dependent Variable									
Dependent Variable		N	Valid Percentage Distribution					Mean	Median
			<i>Never</i>	<i>Not Often</i>	<i>Sometimes</i>	<i>Often</i>	<i>Very Often</i>		
How often do you use this service?	Spotify	100	30%	13%	19%	12%	26%	2.9	3
	Amazon Music	100	68%	13%	10%	5%	4%	1.6	1
	Apple Music	100	25%	14%	18%	21%	22%	3	3
	Pandora	100	81%	5%	6%	5%	3%	1.40	1
	YouTube Music	100	31%	21%	25%	12%	11%	2.5	2
Dependent Variable		N	Valid Percentage Distribution					Mean	Median
			<i>Very Unlikely (1)</i>	<i>Not Often (2)</i>	<i>Sometimes (3)</i>	<i>Often (4)</i>	<i>Very Often (5)</i>		
If you were to subscribe to a music streaming service tomorrow, how likely would you be to select the following services?	Spotify	100	30%	12%	16%	19%	23%	2.9	3
	Amazon Music	100	58%	20%	11%	7%	4%	1.8	1
	Apple Music	100	17%	9%	21%	30%	23%	3.3	4
	Pandora	100	61%	19%	12%	6%	2%	1.7	1

	YouTube Music	100	48%	11%	17%	14%	10%	2.3	2
Dependent Variable		N	Valid Percentage Distribution					Mean	Median
			Very unlikely	Unlikely	Not sure	Likely	Very likely		
How likely are you to subscribe to a music streaming service by next year?		100	14%	8%	21%	28%	29%	3.5	4

Confidence Intervals of Dependent Variable

Confidence Intervals of Dependent Variable					
Dependent Variable		N	Proportion of likely and very likely	SE (95% confidence)	Confidence Interval
How often do you use this service?	Spotify	100	38%	5.7%	32.3% - 43.7%
	Amazon Music	100	15%	3.9%	11.1% - 18.9%
	Apple Music	100	43%	6.2%	36.8% - 49.2%
	Pandora	100	8%	2.6%	5.4% - 10.6%
	YouTube Music	100	36%	5.6%	30.4% - 41.6%
Dependent Variable		N	Proportion of likely and very likely	SE (95% confidence)	Confidence Interval
If you were to subscribe to a music streaming service tomorrow, how likely	Spotify	100	42%	4.8%	37.2%–46.8%
	Amazon Music	100	11%	3.1%	7.9%–14.1%
	Apple	100	53%	4.9%	48.1%–57.9%

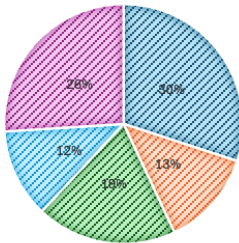
would you be to select the following services?	Music				
	Pandora	100	8%	2.7%	5.3%–10.7%
	YouTube Music	100	24%	.43%	19.7%–28.3%

This research also includes a frequency analysis of the investigated dependent variables. For the question regarding past usage of the streaming services: Never = 1, Not Often = 2, Sometimes = 3, Often = 4, Very Often = 5. For the question regarding intention of future use for each streaming service: Very Unlikely = 1, Unlikely = 2, Not Sure = 3, Likely = 4, Very Likely = 5. The analysis was conducted by combining the 4 and 5 scores for each dependent variable and assessing the data for relevant patterns. An elaboration of the data collected for the dependent variables is below:

1) *Usage of Spotify*

USAGE OF SPOTIFY

■ Never ■ Not Often ■ Sometimes ■ Often ■ Very Often



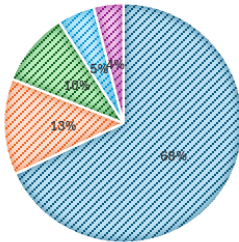
The sixth dependent variable investigated was the future subscription intent for Spotify. There were 100 valid responses to this question, with a mean of 2.9 and a median of 3. This suggests that Spotify holds a moderate level of future subscription intent among the people who participated in this survey. Specifically, 30% answered “very unlikely,” 12%

answered “unlikely,” 16% answered “neither likely nor unlikely,” 19% answered “likely,” and 23% answered “very likely.” This means that the proportion scoring 4 or 5 was 42%. With a sampling error of 4.8%, we can conclude with 95% confidence that between 37.2% and 46.8% of the population would likely subscribe to Spotify if choosing a music streaming service tomorrow.

2) Usage of Amazon Music

USAGE OF AMAZON MUSIC

■ Never ■ Not Often ■ Sometimes ■ Often ■ Very Often



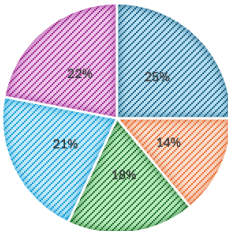
The seventh dependent variable investigated was the future subscription intent for Amazon Music. There were 100 valid responses to this question, with a mean of 1.8 and a median of 1. This suggests that Amazon Music has a low level of future subscription intent among the people who participated in this survey. Specifically, 58% answered “very unlikely,” 20% answered “unlikely,” 11% answered “neither likely nor

unlikely,” 7% answered “likely,” and 4% answered “very likely.” This means that the proportion scoring 4 or 5 was 11%. With a sampling error of 3.1%, we can conclude with 95% confidence that between 7.9% and 14.1% of the population would likely subscribe to Amazon Music if choosing a music streaming service tomorrow.

3) Usage of Apple Music

USAGE OF APPLE MUSIC

■ Never ■ Not Often ■ Sometimes ■ Often ■ Very Often



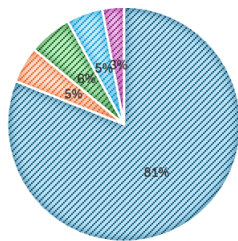
The eighth dependent variable investigated was the future subscription intent for Apple Music. There were 100 valid responses to this question, with a mean of 3.3 and a median of 4. This suggests that Apple Music has a relatively high level of future subscription intent among the people who participated in this survey. Specifically, 17% answered “very

unlikely,” 9% answered “unlikely,” 21% answered “neither likely nor unlikely,” 30% answered “likely,” and 23% answered “very likely.” This means that the proportion scoring 4 or 5 was 53%. With a sampling error of 4.9%, we can conclude with 95% confidence that between 48.1% and 57.9% of the population would likely subscribe to Apple Music if choosing a music streaming service tomorrow.

4) *Usage of Pandora*

USAGE OF PANDORA

■ Never ■ Not Often ■ Sometimes ■ Often ■ Very Often



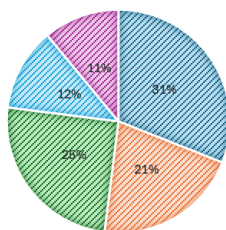
The ninth dependent variable investigated was the future subscription intent for Pandora. There were 100 valid responses to this question, with a mean of 1.7 and a median of 1. This suggests that Pandora has a very low level of future subscription intent among the people who participated in this survey. Specifically, 61% answered

“very unlikely,” 19% answered “unlikely,” 12% answered “neither likely nor unlikely,” 6% answered “likely,” and 2% answered “very likely.” This means that the proportion scoring 4 or 5 was 8%. With a sampling error of 2.7%, we can conclude with 95% confidence that between 5.3% and 10.7% of the population would likely subscribe to Pandora if choosing a music streaming service tomorrow.

5) *Usage of Youtube Music*

USAGE OF YOUTUBE MUSIC

■ Never ■ Not Often ■ Sometimes ■ Often ■ Very Often



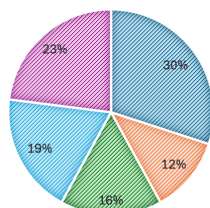
The tenth dependent variable investigated was the future subscription intent for YouTube Music. There were 100 valid responses to this question, with a mean of 2.3 and a median of 2. This suggests that YouTube Music has a moderate level of future subscription intent among the people who participated in this survey. Specifically, 48%

answered “very unlikely,” 11% answered “unlikely,” 17% answered “neither likely nor unlikely,” 14% answered “likely,” and 10% answered “very likely.” This means that the proportion scoring 4 or 5 was 24%. With a sampling error of 4.3%, we can conclude with 95% confidence that between 19.7% and 28.3% of the population would likely subscribe to YouTube Music if choosing a music streaming service tomorrow.

6) *Future Subscription Intent for Spotify*

FUTURE SUBSCRIPTION INTENT FOR SPOTIFY

■ Very Unlikely (1) ■ Not Often(2) ■ Sometimes(3) ■ Often (4) ■ Very Often (5)



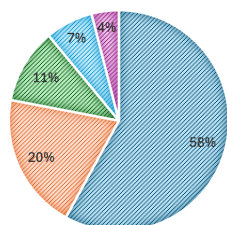
The sixth dependent variable investigated was the future subscription intent for Spotify. There were 100 valid responses to this question, with a mean of 2.9 and a median of 3. This suggests that Spotify holds a moderate level of future subscription intent among the people who participated in this survey. Specifically,

30% answered “never,” 13% answered “not often,” 19% answered “sometimes,” 12% answered “often,” and 26% answered “very often.” This means that the proportion scoring 4 or 5 was 42%. With a sampling error of 6.1%, we can conclude with 95% confidence that between 36.3% and 47.7% of the population would likely subscribe to Spotify if choosing a music streaming service tomorrow.

7) *Future Subscription Intent for Amazon Music*

FUTURE SUBSCRIPTION INTENT FOR AMAZON MUSIC

■ Very Unlikely (1) ■ Not Often(2) ■ Sometimes(3) ■ Often (4) ■ Very Often (5)



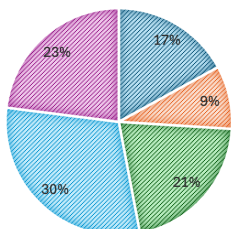
The next dependent variable investigated was the future subscription intent for Amazon Music. There were 100 valid responses to this question, with a mean of 1.8 and a median of 1. This suggests that Amazon Music has a low level of future

subscription intent among the people who participated in this survey. Specifically, 68% answered “never,” 13% answered “not often,” 10% answered “sometimes,” 5% answered “often,” and 4% answered “very often.” This means that the proportion scoring 4 or 5 was 18%. With a sampling error of 4.2%, we can conclude with 95% confidence that between 13.8% and 22.2% of the population would likely subscribe to Amazon Music if choosing a music streaming service tomorrow.

8) *Future Subscription Intent for Apple Music*

FUTURE SUBSCRIPTION INTENT FOR APPLE MUSIC

■ Very Unlikely (1) ■ Not Often (2) ■ Sometimes (3) ■ Often (4) ■ Very Often (5)



The eighth dependent variable investigated was the future subscription intent for Apple Music.

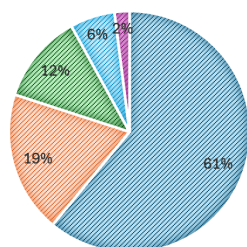
There were 100 valid responses to this question, with a mean of 3.3 and a median of 4. This suggests that Apple Music has a relatively high level of future subscription intent among the people who participated in this survey.

Specifically, 25% answered “never,” 14% answered “not often,” 18% answered “sometimes,” 21% answered “often,” and 22% answered “very often.” This means that the proportion scoring 4 or 5 was 47%. With a sampling error of 6.4%, we can conclude with 95% confidence that between 40.6% and 53.4% of the population would likely subscribe to Apple Music if choosing a music streaming service tomorrow.

9) *Future Subscription Intent for Pandora*

FUTURE SUBSCRIPTION INTENT FOR PANDORA

■ Very Unlikely (1) ■ Not Often (2) ■ Sometimes (3) ■ Often (4) ■ Very Often (5)



The next dependent variable investigated was the future subscription intent for Pandora.

There were 100 valid responses to this question, with a mean of 1.7 and a median of 1. This suggests that Pandora has a very low level of future subscription intent among the people who participated in this survey.

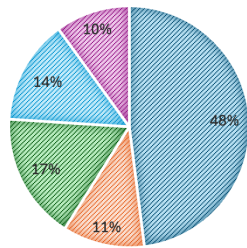
Specifically, 81% answered “never,” 5% answered “not often,” 6% answered “sometimes,” 5% answered “often,” and 3% answered “very often.” This means that the proportion scoring 4 or 5 was 9%. With a

sampling error of 2.8%, we can conclude with 95% confidence that between 6.2% and 11.8% of the population would likely subscribe to Pandora if choosing a music streaming service tomorrow.

10) Future Subscription Intent for Youtube Music

FUTURE SUBSCRIPTION INTENT FOR YOUTUBE MUSIC

■ Very Unlikely (1) ■ Not Often (2) ■ Sometimes (3) ■ Often (4) ■ Very Often (5)



The tenth dependent variable investigated was

the future subscription intent for YouTube

Music. There were 100 valid responses to this

question, with a mean of 2.3 and a median of 2.

This suggests that YouTube Music has a

moderate level of future subscription intent

among the people who participated in this survey. Specifically, 31% answered “never,” 21% answered

“not often,” 25% answered “sometimes,” 12% answered “often,” and 11% answered “very often.” This

means that the proportion scoring 4 or 5 was 39%. With a sampling error of 5.9%, we can conclude with

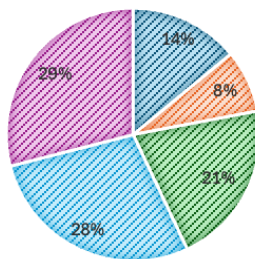
95% confidence that between 33.1% and 44.9% of the population would likely subscribe to YouTube

Music if choosing a music streaming service tomorrow.

11) Subscription Intention in one year

SUBSCRIPTION INTENTION IN ONE YEAR

■ Very unlikely ■ Unlikely ■ Not sure ■ Likely ■ Very likely



The last dependent variable investigated

was the subscription intention in one

year. There were 100 valid responses to

this question, with a mean of 3.5 and a

median of 4. This suggests that

respondents show a moderate to high

level of intention to subscribe to a music

streaming service within the next year. Specifically, 14% answered “very unlikely,” 8% answered “unlikely,” 21% answered “not sure,” 28% answered “likely,” and 29% answered “very likely.”

Correlation Analysis

Correlation Analysis						
Dependant Variable	Statistically Significant Independent Variable	N	Correlation	Correlation Strength	Probability of Error	Significance Level
How often do you use this service? - Spotify	Social Engagement	100	0.278	Moderate	0.005	Very High
	Service Reliability - Spotify	40	0.322	Moderate	0.043	High
	Ease of Use - Spotify	40	0.372	Moderate	0.018	High
	User experience - Spotify	40	0.371	Moderate	0.018	High
	Content Variety - Spotify	40	0.348	Moderate	0.028	High
	Integrated Activity - Spotify	40	0.392	Moderate	0.012	High
How often do you use this service? - Apple Music	Peer Recommendations	100	-0.227	Moderate	0.023	High
	Trust in Platform- Apple Music	41	0.310	Moderate	0.049	High
	Service Reliability- Apple Music	41	0.473	Strong	0.002	Very High
	Ease of Use- Apple Music	41	0.328	Moderate	0.014	High
	User Experience- Apple Music	41	0.462	Strong	0.002	Very High
	Content Variety- Apple Music	41	0.343	Moderate	0.028	High

	Integrated Activity-Apple Music	41	0.498	Strong	0.001	Very High
How often do you use this service? - Youtube Music	Opinion Leader Influence	100	0.212	Moderate	0.034	High
If you were to subscribe to a music streaming service tomorrow, how likely would you be to select the following services? - Spotify	Perceived Community	100	0.343	Moderate	0.002	Very High
	Social Features	100	0.331	Moderate	0.003	Very High
	Trust in Platform-Spotify	28	0.540	Strong	0.003	Very High
If you were to subscribe to a music streaming service tomorrow, how likely would you be to select the following services?- Apple Music	Ease of Use- Apple Music	35	0.540	Strong	<0.001	Very High
	Trust in Platform-Apple Music	35	0.460	Strong	0.005	Very High
	User Experience-Apple Music	35	0.532	Strong	0.001	Very High
	Content Variety-Apple Music	35	0.517	Strong	0.001	Very High
	Integrated Activity-Apple Music	35	0.537	Strong	<0.001	Very High
	Brand Consciousness	100	0.241	Strong	0.35	High

Correlation Analysis

To provide strategic insights for the client, a correlation analysis was conducted to evaluate the relationships between the independent variables and the dependent variables, focusing on usage drivers and subscription intent for music streaming services. This analysis reveals the strength and direction of these relationships, offering evidence-based recommendations. Below is a detailed exploration of the statistically significant correlations:

1) Usage of Spotify

The dependent variable analyzed here is the frequency of Spotify usage. The strongest correlation is with the construct of Integrated Activity. The 0.392 correlation is of moderate strength, and the probability for error of 0.012 makes the significance level high. This means that users who incorporate Spotify into multiple daily activities tend to use it more often. With this information, recommendations can be made to enhance Spotify's role in various aspects of users' lives, such as creating curated playlists for specific activities like workouts, study sessions, or commutes.

The second most significant correlation with the frequency of Spotify usage is Ease of Use. The 0.372 correlation is of moderate strength, and the probability for error of 0.018 makes the significance level high. This suggests that the simpler and more intuitive Spotify is to use, the more frequently users engage with it. With this information, recommendations can be made to ensure that Spotify's interface remains streamlined and user-friendly, such as adding a quick-access feature for users' most played playlists.

The third significant correlation is with User Experience. The 0.371 correlation is of moderate strength, and the probability for error of 0.018 makes the significance level high. This indicates a positive relationship between the overall quality of the Spotify experience and how often it is used. With this

information, recommendations can focus on enhancing personalization features, like recommending songs and playlists based on real-time user behavior.

The next significant correlation is with Content Variety. The 0.348 correlation is of moderate strength, and the probability for error of 0.028 means the significance level is high. This suggests that a broader selection of music and audio content leads to increased usage frequency. With this information, recommendations can be made to expand Spotify's library by introducing more regional or niche music genres to attract a diverse user base.

The next significant correlation is with Service Reliability. The 0.322 correlation is of moderate strength, and the probability for error of 0.043 makes the significance level high. This suggests that a seamless and uninterrupted streaming experience encourages frequent usage. With this information, recommendations can be made to improve playback stability and enhance offline mode functionality for consistent access.

Finally, A correlation of **0.278** (moderate strength) with a probability of error of **0.005** demonstrates the role of **Social Engagement** in driving usage frequency. Users who connect with others through Spotify's features tend to use it more often. Recommendations can be that Spotify can improve its social features by introducing gamification elements like badges for top listeners, playlist competitions, or collaborative playlist leaderboards. Creating "interest-based groups" where users can connect with others who share similar musical preferences can further enhance community-building and engagement.

2) Usage of Apple Music

The dependent variable analyzed here is the frequency of Apple Music usage. Among the most significant correlations, Integrated Activity showed the strongest relationship ($r = 0.498$, $p = 0.001$), with strong strength and very high significance. This means that there is a relationship between how much users integrate Apple Music into their activities and how frequently they use the service. With this

information, recommendations focusing on features like "Daily Music Routines," which curate playlists for different times of the day, could encourage seamless integration into daily life.

The second significant correlation was Content Variety ($r = 0.343$, $p = 0.028$), indicating a moderate strength and high significance. This suggests that users are likely to use Apple Music more often if it offers a wider range of content. Based on this, recommendations could involve exclusive playlists with unique themes, such as cross-genre collaborations or curated content featuring emerging artists.

The third correlation was User Experience ($r = 0.462$, $p = 0.002$), with strong strength and very high significance. This suggests that a positive user experience is associated with more frequent usage. Recommendations could focus on improving visual engagement, such as dynamic playlist animations or personalized album art that responds to user interactions.

The fourth correlation was Ease of Use ($r = 0.328$, $p = 0.014$), indicating moderate strength and high significance. This suggests that users are more likely to use Apple Music when the platform is easy to navigate. Recommendations could include an AI-powered voice assistant to simplify navigation and improve usability, offering users an effortless way to find music or create playlists.

The fifth significant correlation was Service Reliability ($r = 0.473$, $p = 0.002$), showing strong strength and very high significance. This means that the more reliable the service, the more users engage with it. Recommendations could include enhancing offline playback capabilities and optimizing streaming for low bandwidth conditions, ensuring consistent access to music.

A moderate correlation of $r = 0.310$ ($p = 0.049$) with high significance highlights the importance of trust in driving frequent usage. Users who trust Apple Music are more likely to use it consistently. The recommendations are Apple Music could build trust by increasing transparency about its data usage

policies, introducing privacy controls, and emphasizing its commitment to fair compensation for artists. Highlighting exclusive partnerships with ethical and independent creators can further reinforce user trust.

Finally, Peer Recommendations showed a negative correlation ($r = -0.227$, $p = 0.023$), with moderate strength and high significance. This suggests that users who rely less on external recommendations tend to use Apple Music more often. Recommendations could include introducing a "Discovery Mode" that highlights personalized music suggestions, encouraging users to explore independently without relying on external reviews or ratings.

3) Usage of Youtube Music

The dependent variable analyzed here is the frequency of YouTube Music usage. The most significant correlation was with Opinion Leader Influence ($r = 0.212$, $p = 0.034$), indicating a moderate strength and high significance. This suggests that users are more likely to use YouTube Music frequently if they are influenced by opinion leaders, such as celebrities or social media influencers. Recommendations could include launching exclusive influencer-curated playlists or partnering with opinion leaders to create personalized music experiences. This strategy could further attract and engage users by leveraging the influence of trusted personalities.

4) Future Subscription Intent for Spotify

The first construct with the strongest connection to the intention of future use of Spotify is Trust in Platform, with a correlation of 0.540. This is a strong correlation, and the 0.003 probability of error indicates a very high significance level. This relationship suggests that users who trust Spotify as a platform are more likely to use it in the future. Recommendations could focus on building and maintaining trust through enhanced data privacy measures and transparent artist royalty structures.

The second construct is Perceived Community, with a correlation of 0.343. This is a moderate strength correlation, and the 0.002 probability of error indicates a very high significance level. This

relationship suggests that users who feel a sense of belonging or community through Spotify's social features are more likely to continue using the platform. Enhancing community-building features, like collaborative playlists and real-time shared listening, could strengthen this connection.

The last construct is Social Features, with a correlation of 0.331. This is a moderate strength correlation, and the 0.003 probability of error indicates a very high significance level. This relationship indicates that users who engage with Spotify's social features tend to use the service more frequently. Recommendations could include enhancing interactive features such as live music sharing or personalized friend activity feeds.

5) Future Subscription Intent for Apple Music

The first construct with the strongest connection to the intention of future use of Apple Music is Ease of Use, with a correlation of 0.540. This is a strong correlation, and the <0.001 probability of error indicates a very high significance level. This suggests that a seamless and intuitive user interface is critical for encouraging continued use. Apple Music could further improve ease of use by introducing personalized accessibility features tailored to user needs.

The second construct is Integrated Activity, with a correlation of 0.537. This is a strong correlation, and the <0.001 probability of error indicates a very high significance level. This relationship implies that users who integrate Apple Music into their daily lives are more likely to use it in the future. Introducing features like seamless syncing with other Apple devices or smart home integrations could enhance this construct.

The third construct is User Experience, with a correlation of 0.532. This is a strong correlation, and the 0.001 probability of error indicates a very high significance level. This relationship shows that a high-quality user experience can significantly impact future use. Apple Music could focus on delivering exceptional audio quality and personalized recommendations to further enhance the user experience.

The fourth construct is Content Variety, with a correlation of 0.517. This is a strong correlation, and the 0.001 probability of error indicates a very high significance level. This suggests that a diverse content library attracts and retains users. Apple Music could expand its content offerings by featuring exclusive artist content or creating global music playlists.

The fifth construct with a significant correlation is Trust in Platform, with a correlation of 0.460. This is a strong correlation, and the 0.005 probability of error indicates a very high significance level. This relationship highlights the importance of trust in user retention. Apple Music could reinforce trust by being transparent about its music curation process and ensuring user data privacy.

The final construct with a significant correlation is Brand Consciousness, with a correlation of 0.241. While this represents a moderate strength, the 0.035 probability of error highlights its high significance. Users who are more aware of Apple Music's brand and its unique value proposition are more likely to continue subscribing. To capitalize on this, Apple Music can enhance its brand positioning by promoting exclusive features, such as its seamless integration with the Apple ecosystem, and unique content offerings, including exclusive artist collaborations. High-profile marketing campaigns and visually appealing advertisements that emphasize the brand's premium quality and innovation can further attract brand-conscious users, fostering loyalty and long-term engagement.

IX. Discussion

This research explored 19 independent variables to determine their relevance in influencing college students' loyalty to music streaming platforms. Among these, nine constructs aligned with findings from the literature review, demonstrating significant correlations with loyalty. Conversely, ten constructs did not show strong correlations, suggesting they may have less impact on the decisions of this demographic. The analysis also focused on two dependent variables, providing additional insights into platform usage and subscription preferences among college students.

The findings from this study confirm price sensitivity as a significant driver of loyalty, with 61.0% of respondents either somewhat agreeing or strongly agreeing that affordability played a major role in their decision-making process (CI: 51.4% - 70.6%). This result is consistent with previous literature that underscores the critical role of pricing strategies, particularly among financially constrained student populations. For example, Lupa-Wójcik (2024) found that 71% of students stated they would continue using a platform as long as it remained reasonably priced. This study further corroborates the idea that affordability is a crucial factor in attracting and retaining college-aged users. Platforms offering features such as student discounts, freemium tiers, or affordable subscription models are more likely to foster long-term loyalty. By aligning their pricing strategies with the financial limitations of their target demographic, platforms can improve user satisfaction and strengthen their competitive positioning.

Peer recommendations also emerged as a significant factor, with 68.0% of respondents identifying it as influential (CI: 58.9% - 77.1%). This finding supports the observations of Bolduc and Kinnally (2018), who demonstrated that peer influence significantly impacts users' intentions to adopt and remain loyal to music streaming platforms. The Theory of Planned Behavior (TPB), as explored by Chen, Leon, and Nakayama (2018), similarly asserts that subjective norms like peer opinions strongly shape behavior. In this context, platforms leveraging collaborative features, such as shared playlists and social integrations, are well-positioned to enhance user engagement through peer influence.

Trends in music popularity were recognized as a key factor, with 58.0% of respondents acknowledging its relevance (CI: 48.3% - 67.7%). This aligns with Potter (2020), who noted that students' music preferences evolve with cultural and academic dynamics. Platforms that stay current with trending genres and artists are more likely to retain users and foster loyalty. Krause et al. (2014) also emphasized the importance of diverse, relevant content for sustained engagement. This study reinforces the idea that staying attuned to the latest music trends is essential for maintaining a competitive edge. By curating content around popular music trends, platforms can enhance user experience, deepen engagement, and strengthen loyalty.

Brand consciousness was recognized by 70.0% of respondents (CI: 61.0% - 79.0%) as influencing their platform preferences. While this indicates that students are aware of and influenced by brand presence, the study found no direct correlation between brand consciousness and subscription loyalty. This contrasts with Hampton-Sosa (2017), who highlighted the significant role of brand image in fostering customer loyalty. The findings suggest that, for college students, factors like pricing and platform usability may outweigh the importance of brand awareness when making subscription decisions. As a result, platforms may need to prioritize affordability and user experience over brand image to retain this demographic.

Social engagement and social features emerged as crucial factors, with 53.0% and 58.0% of respondents acknowledging their importance, respectively (CIs: 43.2% - 62.0% and 48.3% - 67.7%). These findings resonate with Wang, Huang, and Li (2016), who emphasized the role of social presence and interaction in building user loyalty. Platforms that foster a sense of community through features like collaborative playlists, group listening sessions, and social sharing are more likely to enhance user satisfaction and drive long-term engagement. By integrating these social elements, platforms can cultivate a more personalized and interactive experience, strengthening their competitive edge in retaining users.

Not all constructs exhibited strong relevance in this study. For example, family influence was noted as significant by only 18.0% of respondents (CI: 10.5% - 25.5%), a finding that contrasts with Rhee and Johnson's (2012) research in other industries, such as fashion, where family opinions were more influential. Similarly, the impact of opinion leaders was recognized by just 36.0% of respondents (CI: 26.6% - 45.4%), suggesting that, in the context of music streaming, these external influences have limited effect on loyalty. These results indicate that, for college students, personal preferences and peer-driven choices play a more pivotal role in shaping platform loyalty than external factors like family opinions or opinion leaders.

Brand loyalty, reported by 43.0% of respondents (CI: 33.3% - 52.7%), did not demonstrate a strong connection with subscription behavior. This finding highlights the highly competitive nature of the music streaming industry, where users are often willing to switch platforms in search of better offers, features, or user experiences. For college students, loyalty appears to be more strongly influenced by factors such as affordability, platform functionality, and ease of use rather than attachment to a specific brand. This suggests that, in this demographic, practical considerations take precedence over emotional or brand-based connections when choosing a streaming service. Platforms may need to focus more on delivering value and user-friendly features to retain users, rather than relying solely on brand loyalty.

The analysis of the two dependent variables provided valuable insights into platform preferences among college students. In terms of usage frequency, Apple Music emerged as the most widely used platform, with 43% of respondents reporting regular use (CI: 36.8% - 49.2%), followed closely by Spotify at 38% (CI: 32.3% - 43.7%). These results underscore the significance of platforms that offer vast music libraries, extensive content variety, and personalized music recommendations. Apple Music, known for its curated playlists and seamless integration with Apple devices, may have an edge in appealing to users seeking both functionality and content richness. Meanwhile, Spotify's strong presence also reflects the demand for platforms that prioritize user experience through custom playlists and social sharing features.

When analyzing the second dependent variable, subscription likelihood, similar patterns emerged. Apple Music led with 53% of respondents expressing likelihood to subscribe (CI: 48.1% - 57.9%), while Spotify followed at 42% (CI: 37.2% - 46.8%). These findings align with existing literature that emphasizes trust, perceived value, and platform reliability as key factors influencing subscription decisions. College students, in particular, appear to prioritize factors like user satisfaction, content quality, and additional benefits, such as student discounts and freemium tiers. As these platforms continue to evolve, their ability to maintain user trust and offer compelling value propositions will be crucial in securing long-term subscriber loyalty.

Other platforms, however, demonstrated notably lower levels of engagement and subscription intent among respondents. YouTube Music, showed limited appeal for subscriptions, with only 24% of respondents expressing interest in subscribing (CI: 19.7% - 28.3%). Despite being integrated with the widely popular YouTube platform, it seems to lack distinctive features or a compelling value proposition that resonates with college students. In a similar vein, Pandora and Amazon Music recorded even weaker results, with both platforms showing less than 15% usage and subscription likelihood (CIs: 5.4% - 10.6% for Pandora and 7.9% - 14.1% for Amazon Music). This underscores the challenges these platforms face in attracting and retaining younger users. A lack of engaging interactive features, limited content diversity, and a weak alignment with the latest music trends appear to hinder their ability to compete effectively. Furthermore, their less competitive pricing strategies likely fail to meet the budget-conscious nature of the student demographic. As the music streaming industry becomes increasingly competitive, these platforms will need to reassess their strategies and adapt to the evolving needs of college students to enhance their appeal.

This research reinforces the notion that factors such as price sensitivity, peer recommendations, and social engagement play pivotal roles in driving loyalty among college students. The analysis of dependent variables further corroborates these findings, with Apple Music and Spotify emerging as the leading platforms, largely due to their alignment with user preferences, affordability, and personalized

features. To effectively capture and retain this demographic, platforms must prioritize staying in tune with the latest music trends, fostering community-driven features, and offering competitive pricing. By doing so, they can strengthen their position in an increasingly competitive market and maintain relevance among college students, who are particularly discerning when it comes to value and user experience.

X. Actionable Recommendations

Our survey shows that Spotify is the most preferred music streaming platform, with the majority of respondents selecting it as their primary choice in the past month. In comparison, significantly fewer respondents reported using Apple Music, YouTube Music, Amazon Music, or Pandora.

Analysis of 19 key independent variables highlights factors such as price sensitivity, peer recommendations, brand consciousness, trends in music popularity, ease of use, social engagement, perceived community, trust in platform, integrated activity, and content variety as critical drivers of platform loyalty. The following recommendations combine frequency and correlation data to offer targeted, actionable strategies for enhancing user satisfaction and retention.

These variables have statistically significant correlations with Spotify: social engagement (the degree to which users feel connected and interact with the platform's features, $r = 0.278$), social features (specific tools or functionalities that facilitate user interaction, $r = 0.331$), trust in platform (users' confidence in Spotify's reliability and service quality, $r = 0.540$), service reliability (the platform's consistency and dependability, $r = 0.322$), ease of use (how simple and intuitive users find Spotify to navigate, $r = 0.372$), user experience (overall satisfaction derived from interacting with the platform, $r = 0.371$), content variety (the breadth of music and audio offerings available, $r = 0.348$), integrated activity (how well Spotify's features blend to provide a seamless experience, $r = 0.392$), and perceived community (users' sense of belonging or shared experiences through Spotify, $r = 0.343$). These correlations emphasize the diverse factors that drive user satisfaction, engagement, and loyalty to Spotify.

The construct of **social engagement** showed a moderate correlation ($r = 0.278$) with Spotify usage, with 53.0% of respondents agreeing or strongly agreeing that it influences their interaction. To enhance engagement among college students, Spotify could introduce features like "Campus Battle of the Playlists," where universities compete to create top playlists, or "Spotify Dorm Jams," enabling location-based collaborative playlists for dorms. Other ideas include music influencer challenges, live

lyric karaoke rooms, and a "Study Buddies" feature to connect students with similar listening habits. These initiatives could foster community, increase usage, and solidify Spotify's presence on campuses.

The construct of **social features** showed a moderate correlation ($r = 0.331$) with Spotify usage, with 48% of respondents somewhat agreeing or strongly agreeing on its importance. To amplify this, Spotify could introduce features like "Group Vibes," enabling synchronized listening parties for students across different locations, and "Campus Highlights," showcasing trending playlists within specific universities. Adding "Shoutouts" for playlist contributors and "Social Badges" for top sharers could gamify interactions. These innovations would not only elevate social engagement but also foster a sense of community, making Spotify a go-to platform for college students.

The construct of **trust in platform** showed a strong correlation ($r = 0.540$) with Spotify usage, with 72.5% of respondents somewhat agreeing or strongly agreeing on its importance. Building on this trust, Spotify could introduce a "Verified Transparency Hub," offering insights into data privacy practices, artist compensation breakdowns, and ethical initiatives. Additionally, creating "Trust Tiers" that reward loyal users with exclusive content or early access to new features could strengthen user confidence. These steps would not only reinforce trust but also deepen loyalty, particularly among college students who value transparency and authenticity.

The construct of **service reliability** demonstrated a moderate correlation ($r = 0.322$) with Spotify usage, with 37.5% of respondents agreeing or strongly agreeing that consistent performance influences their experience. To strengthen reliability for college students, Spotify could implement "Offline Anywhere," a feature allowing seamless downloads across multiple devices, and "Campus Network Optimization," which prioritizes streaming stability on university Wi-Fi networks. Introducing a "Crash-Free Week" challenge with incentives for flawless streaming and a "Spotify QuickFix" bot for real-time issue resolution could enhance trust and ensure uninterrupted access, reinforcing Spotify's dependability on campuses.

The construct of **ease of use** showed a moderate correlation ($r = 0.372$) with Spotify usage, with 75% of respondents somewhat agreeing or strongly agreeing on its importance. To enhance usability, Spotify could introduce a "Swipe-to-Discover" feature, allowing users to quickly navigate and save recommended playlists or songs. Implementing voice-assisted commands tailored for college students—such as "Play my study playlist" or "Find trending campus tracks"—could simplify navigation and improve engagement. These intuitive enhancements would ensure Spotify remains accessible and user-friendly for its audience.

The construct of **user experience** demonstrated a moderate correlation ($r = 0.371$) with Spotify usage, with 77.5% of respondents somewhat agreeing or strongly agreeing on its impact. To elevate user satisfaction, Spotify could introduce interactive features like "Mood Sync," where playlist visuals change dynamically based on the music's tone. Incorporating gamified elements, such as personalized milestones or achievements for listening habits, can create a more engaging experience. These enhancements would deepen user connection and encourage frequent interaction with the platform.

The construct of **content variety** showed a moderate correlation ($r = 0.348$) with Spotify usage, with 80% of respondents somewhat agreeing or strongly agreeing on its importance. To expand on this, Spotify could introduce features like "Genre Roulette," where users explore a random selection of niche genres or global music styles, and "Fan-Curated Playlists," allowing communities to vote on weekly themed playlists. These initiatives would diversify the listening experience, attract broader audiences, and keep the platform dynamic and engaging.

The construct of **integrated activity** exhibited a moderate correlation ($r = 0.392$) with Spotify usage, with 80% of respondents somewhat agreeing or strongly agreeing that they integrate Spotify into various aspects of their daily routines. Spotify could amplify this by introducing "Dynamic Daily Modes," where the app automatically adapts playlists based on users' activities, such as workouts, study sessions,

or commutes, using real-time data and contextual cues. This would create a seamless experience, enhancing user reliance on Spotify as an indispensable part of their daily lives.

The construct of **perceived community** demonstrated a moderate correlation ($r = 0.343$) with Spotify usage, with 55% of respondents somewhat agreeing or strongly agreeing that they feel a sense of community through the platform. Spotify can strengthen this by launching "Campus Circles," exclusive groups for college students to share playlists, host virtual listening parties, and participate in music challenges. Additionally, Spotify could introduce a "Community Vibes" feature that highlights trending playlists and user-generated content within specific campus or interest-based communities, fostering a deeper sense of belonging.

These recommendations highlight how Spotify can leverage constructs like social engagement, trust, ease of use, and content variety to deepen loyalty and enhance user satisfaction. Similar to Netflix's success in personalization and community building, Spotify can transform music streaming by fostering stronger connections, offering seamless experiences, and expanding its role in daily life. By adopting these strategies, Spotify can solidify its position as the go-to platform for college students and beyond.

XI. Assessment

There are several challenges that we faced during the process of our research project, providing valuable insights for improving future studies. One of the primary challenges occurred during data collection. While we successfully obtained 136 responses, collecting this data required significant effort. We aimed to ensure a diverse sample by including participants from Boston University as well as other universities. However, this approach required additional coordination and outreach to achieve a balance of respondents across different institutions.

During the data cleaning and preparation phase, several responses were identified as incomplete or inconsistent, necessitating their removal. Open-ended responses also varied in format and required standardization to ensure consistency for analysis. These issues highlight the importance of designing surveys with clear instructions to minimize errors and improve the quality of responses.

In the analysis phase, ensuring the reliability of certain variables proved to be a challenge. Some measures did not initially meet the acceptable Cronbach's alpha threshold ($\alpha > 0.5$), which required refining or removing those items to maintain reliability. This adjustment process underscores the need for thorough pre-testing of survey instruments to ensure all measures are valid and reliable before distribution.

Another issue was related to the design of the survey itself. While the survey was comprehensive, some participants found certain questions repetitive, which could have impacted their engagement and the quality of their responses. This indicates the need to carefully review survey items to ensure they are distinct and engaging while avoiding unnecessary redundancy.

Finally, time constraints posed challenges throughout the project. Coordinating data collection across multiple institutions, cleaning the dataset, and conducting detailed analysis required careful time

management. Extending the timeline in future studies could allow for broader data collection and more in-depth analysis, further improving the quality and depth of findings.

XII. Story

The competition among music streaming platforms for market share among college students revolves around becoming their primary choice for daily use. Our data shows that Spotify and Apple Music are the two most used platforms by college students, with Spotify emerging as the clear leader. To further increase its usage and secure its position, Spotify needs to examine why it is highly preferred and leverage this understanding to enhance its offerings.

College students prefer Spotify not only because of its large music library but also because it integrates seamlessly into their routines. Spotify provides a personalized experience that caters to specific moments, such as studying, commuting, exercising, or relaxing. This tailored approach sets Spotify apart from its competitors. To build on this, Spotify should focus on better understanding the unique needs of students and delivering features that meet both their emotional and practical requirements.

Music often plays a significant emotional role for students, helping them feel motivated, calm, or connected. Spotify's curated playlists, such as "Chill Vibes," "Study Beats," and "Mood Booster," already address these needs to some extent. However, Spotify could improve by enhancing its recommendation system to better align with the emotional context of its users. By offering playlists that are more responsive to specific moods or emotional states, Spotify can strengthen its role as a platform that truly understands its audience.

Another reason Spotify is so popular is its ability to create a sense of community. Features like collaborative playlists and Spotify Wrapped allow students to share their musical tastes and connect with others. To further engage users, Spotify could develop features that allow students to see what their friends are listening to, create group playlists more easily, and host virtual listening sessions. These improvements would make Spotify a platform that facilitates social connections through music.

To remain relevant to college students, Spotify must also prioritize accessibility and affordability. It is important for the platform to maintain its user-friendly design and ensure availability across different devices. Expanding student discounts, developing campus-specific partnerships, and offering exclusive content that resonates with college audiences would make Spotify even more appealing.

The ultimate goal for Spotify should be to move beyond being just a music streaming service. It has the potential to become a platform that supports students in their academic, social, and emotional lives. Whether it is helping students focus on their studies, providing comfort during difficult times, or enabling them to connect with peers, Spotify can play a larger role in their overall experience. By continuing to innovate and tailor its services to meet the needs of students, Spotify can secure long-term loyalty and further establish itself as the leading music platform for college students.

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Appendix A:

Output of SPSS Reliability

Availability and Access to Services

Original Measures	Surviving Measures																																																		
Trends in Music Popularity	Trends in Music Popularity																																																		
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Item-Total Statistics <table><tr><th></th><th>Scale Mean if Item Deleted</th><th>Scale Variance if Item Deleted</th><th>Corrected Item-Total Correlation</th><th>Cronbach's Alpha if Item Deleted</th></tr><tr><td>Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - Music collaborations between artists from different genres increase my interest i</td><td>10.26</td><td>7.588</td><td>.266</td><td>.619</td></tr><tr><td>Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - Social media trends play a major role in shaping my music preferences.!</td><td>10.16</td><td>6.641</td><td>.397</td><td>.533</td></tr><tr><td>Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I often listen to new music genres that become popular on streaming platforms.</td><td>10.74</td><td>6.114</td><td>.373</td><td>.554</td></tr><tr><td>Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - My music choices are influenced by trending songs in digital charts and playlists.</td><td>10.33</td><td>5.557</td><td>.533</td><td>.418</td></tr></table>		Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Our first part is about music behaviors. 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For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I often listen to new music genres that become popular on streaming platforms.	10.74	6.114	.373	.554	Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - My music choices are influenced by trending songs in digital charts and playlists.	10.33	5.557	.533	.418
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted																																															
Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - Music collaborations between artists from different genres increase my interest i	10.26	7.588	.266	.619																																															
Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - Social media trends play a major role in shaping my music preferences.!	10.16	6.641	.397	.533																																															
Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I often listen to new music genres that become popular on streaming platforms.	10.74	6.114	.373	.554																																															
Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - My music choices are influenced by trending songs in digital charts and playlists.	10.33	5.557	.533	.418																																															
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted																																															
Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - Music collaborations between artists from different genres increase my interest i	10.26	7.588	.266	.619																																															
Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - Social media trends play a major role in shaping my music preferences.!	10.16	6.641	.397	.533																																															
Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I often listen to new music genres that become popular on streaming platforms.	10.74	6.114	.373	.554																																															
Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - My music choices are influenced by trending songs in digital charts and playlists.	10.33	5.557	.533	.418																																															

Price Sensitivity

Reliability Statistics

Cronbach's Alpha	N of Items
.740	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I react strongly to changes in subscription prices.	10.96	7.574	.476	.714
Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I pay attention to price differences when evaluating platforms.	10.85	7.644	.478	.712
Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - Differences in subscription prices influence my purchase decision.	10.76	6.912	.622	.628
Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - Price changes impact my willingness to renew a subscription.	10.72	7.618	.563	.666

Price Sensitivity

Reliability Statistics

Cronbach's Alpha	N of Items
.740	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I react strongly to changes in subscription prices.	10.96	7.574	.476	.714
Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I pay attention to price differences when evaluating platforms.	10.85	7.644	.478	.712
Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - Differences in subscription prices influence my purchase decision.	10.76	6.912	.622	.628
Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - Price changes impact my willingness to renew a subscription.	10.72	7.618	.563	.666

Family Influence

Reliability Statistics

Cronbach's Alpha	N of Items
.830	4

Family Influence

Item-Total Statistics					Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted		Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I learn how to choose platforms from my parents.	7.08	10.761	.617	.803	Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I learn how to choose platforms from my parents.	7.08	10.761	.617	.803
Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I think my parents are knowledgeable about the platform choices.	7.13	9.912	.727	.753	Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I think my parents are knowledgeable about the platform choices.	7.13	9.912	.727	.753
Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I consider my parents as role models when choosing and exploring platform options.	7.06	10.198	.656	.786	Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I consider my parents as role models when choosing and exploring platform options.	7.06	10.198	.656	.786
Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I take my parents' suggestions into account when choosing the platforms.	7.08	10.499	.631	.797	Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I take my parents' suggestions into account when choosing the platforms.	7.08	10.499	.631	.797

Willingness to Upgrade					Willingness to Upgrade				
Reliability Statistics					Reliability Statistics				
Cronbach's Alpha		N of Items			Cronbach's Alpha		N of Items		
.713		4			.713		4		

Item-Total Statistics					Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted		Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I am willing to pay a premium for the subscription to the platform.	10.33	6.385	.556	.615	Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I am willing to pay a premium for the subscription to the platform.	10.33	6.385	.556	.615
Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I am willing to pay a reasonable amount for the platform subscription.	9.92	7.549	.489	.660	Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I am willing to pay a reasonable amount for the platform subscription.	9.92	7.549	.489	.660
Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I am likely to upgrade to a premium subscription plan for additional features.	10.52	6.515	.490	.662	Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I am likely to upgrade to a premium subscription plan for additional features.	10.52	6.515	.490	.662
Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I am likely to purchase the platform subscription.	10.09	7.477	.480	.664	Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I am likely to purchase the platform subscription.	10.09	7.477	.480	.664

Peer Recommendations		Peer Recommendations	
Reliability Statistics		Reliability Statistics	
Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items
.803	4	.803	4

Item-Total Statistics					Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted		Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I consider my friends' suggestions when choosing a platform.	10.63	6.498	.614	.755	Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I consider my friends' suggestions when choosing a platform.	10.63	6.498	.614	.755
Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I am likely to switch to a platform that my friends highly recommend.	10.71	6.430	.609	.757	Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I am likely to switch to a platform that my friends highly recommend.	10.71	6.430	.609	.757
Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I tend to try out platforms that are popular among my friends.	10.59	6.568	.640	.742	Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I tend to try out platforms that are popular among my friends.	10.59	6.568	.640	.742
Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I'm more likely to try a platform if a friend recommends it.	10.64	6.455	.604	.759	Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I'm more likely to try a platform if a friend recommends it.	10.64	6.455	.604	.759

Opinion leader Influence					Opinion leader Influence				
Reliability Statistics					Reliability Statistics				
Cronbach's Alpha		N of Items			Cronbach's Alpha		N of Items		
.852		4			.852		4		

Item-Total Statistics					Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted		Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I would subscribe to a platform based on the advice I am given by the influencers that I follow.	9.06	10.966	.583	.855	Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I would subscribe to a platform based on the advice I am given by the influencers that I follow.	9.06	10.966	.583	.855
Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - My platform preferences often change based on information from influencers I follow.	9.26	10.316	.684	.815	Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - My platform preferences often change based on information from influencers I follow.	9.26	10.316	.684	.815
Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I am more likely to try a platform if it is endorsed by influencers I follow.	9.19	9.489	.732	.794	Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I am more likely to try a platform if it is endorsed by influencers I follow.	9.19	9.489	.732	.794
Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - The influencers that I follow suggest good platforms to me.	9.33	9.254	.776	.774	Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - The influencers that I follow suggest good platforms to me.	9.33	9.254	.776	.774

Promotional Influence	Promotional Influence
Reliability Statistics	Reliability Statistics
Cronbach's Alpha	Cronbach's Alpha
N of Items	N of Items
.681	.681
4	4

Item-Total Statistics					Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted		Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. – Sales promotions and discounts drive my subscription choices.	9.68	6.886	.370	.677	Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. – Sales promotions and discounts drive my subscription choices.	9.68	6.886	.370	.677
Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. – I consider new platforms when targeted sales promotions catch my attention.	10.02	6.121	.576	.540	Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. – I consider new platforms when targeted sales promotions catch my attention.	10.02	6.121	.576	.540
Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. – Sales promotions shape my perception of a platform's value.	10.00	6.889	.370	.676	Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. – Sales promotions shape my perception of a platform's value.	10.00	6.889	.370	.676
Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. – Sales promotions motivate me to explore new features or subscriptions.	9.93	6.369	.559	.556	Our first part is about music behaviors. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. – Sales promotions motivate me to explore new features or subscriptions.	9.93	6.369	.559	.556

Brand Consciousness		Brand Consciousness	
Reliability Statistics		Reliability Statistics	
Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items
.740	4	.740	4

Item-Total Statistics					Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted		Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Our next set of questions is about music streaming services. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. – I usually purchase well-known music streaming brand services.	10.79	5.723	.547	.674	Our next set of questions is about music streaming services. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. – I usually purchase well-known music streaming brand services.	10.79	5.723	.547	.674
Our next set of questions is about music streaming services. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. – The well-known music streaming brands are best for me.	10.86	5.879	.617	.634	Our next set of questions is about music streaming services. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. – The well-known music streaming brands are best for me.	10.86	5.879	.617	.634
Our next set of questions is about music streaming services. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. – Well-known brand names heavily influence my choice of a music streaming app.	10.71	6.450	.538	.680	Our next set of questions is about music streaming services. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. – Well-known brand names heavily influence my choice of a music streaming app.	10.71	6.450	.538	.680
Our next set of questions is about music streaming services. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. – I stick to music streaming brands that are well-established.	10.57	6.429	.442	.732	Our next set of questions is about music streaming services. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. – I stick to music streaming brands that are well-established.	10.57	6.429	.442	.732

Subscription Intention					Subscription Intention				
Reliability Statistics					Reliability Statistics				
Cronbach's Alpha		N of Items			Cronbach's Alpha		N of Items		
.748		4			.748		4		

Item-Total Statistics					Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted		Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Our next set of questions is about music streaming services. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I am likely to subscribe to the service from this music-streaming platform.	10.41	5.679	.562	.681	Our next set of questions is about music streaming services. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I am likely to subscribe to the service from this music-streaming platform.	10.41	5.679	.562	.681
Our next set of questions is about music streaming services. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I would consider buying the subscription from this platform.	10.58	5.478	.549	.686	Our next set of questions is about music streaming services. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I would consider buying the subscription from this platform.	10.58	5.478	.549	.686
Our next set of questions is about music streaming services. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - It's possible for me to subscribe to the service from this music streaming platform.	10.49	5.000	.584	.667	Our next set of questions is about music streaming services. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - It's possible for me to subscribe to the service from this music streaming platform.	10.49	5.000	.584	.667
Our next set of questions is about music streaming services. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I am inclined to choose a subscription plan from this music streaming platform.	10.40	6.061	.482	.722	Our next set of questions is about music streaming services. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I am inclined to choose a subscription plan from this music streaming platform.	10.40	6.061	.482	.722

Perceived Community	Perceived Community
Reliability Statistics	Reliability Statistics
Cronbach's Alpha	Cronbach's Alpha
N of Items	N of Items
.802	.802
4	4

Item-Total Statistics					Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted		Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Our next set of questions is about music streaming services. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I feel a sense of belonging to the community associated with my chosen music streaming brand.	9.83	7.759	.613	.754	Our next set of questions is about music streaming services. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I feel a sense of belonging to the community associated with my chosen music streaming brand.	9.83	7.759	.613	.754
Our next set of questions is about music streaming services. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I enjoy being part of the community built around the music streaming brand I follow	9.89	7.998	.595	.763	Our next set of questions is about music streaming services. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I enjoy being part of the community built around the music streaming brand I follow	9.89	7.998	.595	.763
QID16 - The music streaming brand I use helps me connect with like-minded people.	10.06	7.067	.679	.720	QID16 - The music streaming brand I use helps me connect with like-minded people.	10.06	7.067	.679	.720
QID16 - I feel connected to other users through the shared experience of using this music streaming brand.	10.06	7.512	.581	.770	QID16 - I feel connected to other users through the shared experience of using this music streaming brand.	10.06	7.512	.581	.770

Social Features		Social Features	
Reliability Statistics		Reliability Statistics	
Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items
.756	4	.756	4

Item-Total Statistics					Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted		Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
QID16 - I enjoy exploring playlists and music shared by other users on the platform.	10.03	7.524	.434	.759	QID16 - I enjoy exploring playlists and music shared by other users on the platform.	10.03	7.524	.434	.759
QID16 - The platform allows me to see what my friends are listening to, which influences my choices.	10.41	6.527	.553	.699	QID16 - The platform allows me to see what my friends are listening to, which influences my choices.	10.41	6.527	.553	.699
QID16 - I appreciate being able to share my music activity and preferences with my social network.	10.14	6.647	.578	.685	QID16 - I appreciate being able to share my music activity and preferences with my social network.	10.14	6.647	.578	.685
QID16 - I enjoy viewing other users' playlists and preferences.	10.22	6.335	.654	.642	QID16 - I enjoy viewing other users' playlists and preferences.	10.22	6.335	.654	.642

Social Engagement

Reliability Statistics

Cronbach's Alpha	N of Items
.705	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
QID16 – I find it useful to follow and interact with artists and influencers directly on the platform.	10.10	8.394	.453	.664
QID16 – I like sharing my playlists and listening activities.	10.32	6.947	.587	.576
QID16 – I explore trending songs based on what others are listening to.	10.17	9.011	.431	.676
QID16 – I enjoy connecting with people who have similar music tastes on the platform.	10.09	8.265	.499	.637

Social Engagement

Reliability Statistics

Cronbach's Alpha	N of Items
.705	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
QID16 – I find it useful to follow and interact with artists and influencers directly on the platform.	10.10	8.394	.453	.664
QID16 – I like sharing my playlists and listening activities.	10.32	6.947	.587	.576
QID16 – I explore trending songs based on what others are listening to.	10.17	9.011	.431	.676
QID16 – I enjoy connecting with people who have similar music tastes on the platform.	10.09	8.265	.499	.637

Trust in Platform–Spotify

Reliability Statistics

Cronbach's Alpha	N of Items
.877	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Section 1-1 – I could depend on Spotify for good music recommendations.	11.65	7.464	.794	.819
Section 1-1 – I think Spotify is reliable in meeting its promises.	11.63	7.779	.736	.843
Section 1-1 – I believe that I can trust Spotify.	11.78	7.820	.687	.864
Section 1-2 – Spotify probably has high integrity.	11.45	8.767	.748	.844

Trust in Platform–Spotify

Reliability Statistics

Cronbach's Alpha	N of Items
.877	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Section 1-1 – I could depend on Spotify for good music recommendations.	11.65	7.464	.794	.819
Section 1-1 – I think Spotify is reliable in meeting its promises.	11.63	7.779	.736	.843
Section 1-1 – I believe that I can trust Spotify.	11.78	7.820	.687	.864
Section 1-2 – Spotify probably has high integrity.	11.45	8.767	.748	.844

Trust in Platform–Youtube

Trust in Platform–Youtube

Reliability Statistics

Cronbach's Alpha	N of Items
.685	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Section3-1 - I could depend on Youtube Music for good music recommendations.	11.69	3.064	.669	.464
Section3-1 - I think Youtube Music is reliable in meeting its promises.	11.31	3.731	.798	.397
Section3-1 - I believe that I can trust Youtube Music.	11.15	6.974	-.045	.844
Section3-2 - Youtube Music probably has high integrity.	11.31	4.397	.558	.564

Reliability Statistics

Cronbach's Alpha	N of Items
.685	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Section3-1 - I could depend on Youtube Music for good music recommendations.	11.69	3.064	.669	.464
Section3-1 - I think Youtube Music is reliable in meeting its promises.	11.31	3.731	.798	.397
Section3-1 - I believe that I can trust Youtube Music.	11.15	6.974	-.045	.844
Section3-2 - Youtube Music probably has high integrity.	11.31	4.397	.558	.564

Trust in Platform–Amazon

Reliability Statistics

Cronbach's Alpha	N of Items
.943	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Section4-1 - I could depend on Amazon Music for good music recommendations.	11.00	12.500	.949	.912
Section4-1 - I think Amazon Music is reliable in meeting its promises.	10.80	19.200	.856	.945
Section4-1 - I believe that I can trust Amazon Music.	11.00	16.500	.897	.918
Section4-2 - Amazon Music probably has high integrity.	11.60	15.300	.879	.922

Trust in Platform–Amazon

Reliability Statistics

Cronbach's Alpha	N of Items
.943	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Section4-1 - I could depend on Amazon Music for good music recommendations.	11.00	12.500	.949	.912
Section4-1 - I think Amazon Music is reliable in meeting its promises.	10.80	19.200	.856	.945
Section4-1 - I believe that I can trust Amazon Music.	11.00	16.500	.897	.918
Section4-2 - Amazon Music probably has high integrity.	11.60	15.300	.879	.922

Trust in Platform–Apple

Reliability Statistics

Cronbach's Alpha	N of Items
.826	4

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Section5–1 – I could depend on Apple Music for good music recommendations.	11.44	5.102	.800	.705
Section5–1 – I think Apple Music is reliable in meeting its promises.	11.32	7.122	.488	.845
Section5–1 – I believe that I can trust Apple Music.	11.34	6.280	.678	.772
Section5–2 – Apple Music probably has high integrity.	11.20	5.161	.676	.775

Trust in Platform–Apple

Reliability Statistics

Cronbach's Alpha	N of Items
.826	4

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Section5–1 – I could depend on Apple Music for good music recommendations.	11.44	5.102	.800	.705
Section5–1 – I think Apple Music is reliable in meeting its promises.	11.32	7.122	.488	.845
Section5–1 – I believe that I can trust Apple Music.	11.34	6.280	.678	.772
Section5–2 – Apple Music probably has high integrity.	11.20	5.161	.676	.775

Service Reliability–Spotify

Reliability Statistics

Cronbach's Alpha	N of Items
.844	4

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Section 1–1 – Spotify's service makes it easier for me to organize and manage my playlists.	11.88	6.933	.661	.812
Section 1–2 – I am satisfied with how the service responds to Spotify.	11.83	7.533	.596	.838
Section 1–2 – Spotify always meets my expectations.	12.00	6.821	.716	.786
Section 1–2 – Using Spotify improves my overall music experience.	11.63	7.420	.769	.772

Service Reliability–Spotify

Reliability Statistics

Cronbach's Alpha	N of Items
.844	4

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Section 1–1 – Spotify's service makes it easier for me to organize and manage my playlists.	11.88	6.933	.661	.812
Section 1–2 – I am satisfied with how the service responds to Spotify.	11.83	7.533	.596	.838
Section 1–2 – Spotify always meets my expectations.	12.00	6.821	.716	.786
Section 1–2 – Using Spotify improves my overall music experience.	11.63	7.420	.769	.772

Service Reliability–Youtube

Service Reliability–Youtube

Reliability Statistics

Cronbach's Alpha	N of Items
.921	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Section3-1 - Youtube Music makes it easier for me to organize and manage my playlists.	11.00	9.667	.702	.933
Section3-2 - Youtube Music always meets my expectations.	11.46	6.936	.931	.860
Section3-2 - Youtube Music improves my overall music experience.	11.15	9.141	.747	.919
Section3-2 - I am satisfied with how Youtube Music's service responds to my music preferences.	11.15	8.308	.927	.861

Reliability Statistics

Cronbach's Alpha	N of Items
.921	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Section3-1 - Youtube Music makes it easier for me to organize and manage my playlists.	11.00	9.667	.702	.933
Section3-2 - Youtube Music always meets my expectations.	11.46	6.936	.931	.860
Section3-2 - Youtube Music improves my overall music experience.	11.15	9.141	.747	.919
Section3-2 - I am satisfied with how Youtube Music's service responds to my music preferences.	11.15	8.308	.927	.861

Service Reliability–Amazon

Reliability Statistics

Cronbach's Alpha	N of Items
.953	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Section4-1 - Amazon Music's service makes it easier for me to organize and manage my playlists.	10.80	12.200	.977	.910
Section4-2 - I am satisfied with how Amazon Music's service responds to my music preferences.	11.00	12.500	.896	.936
Section4-2 - Amazon Music always meets my expectations.	11.20	13.700	.924	.931
Section4-2 - Using Amazon Music improves my overall music experience.	10.80	13.700	.767	.974

Service Reliability–Apple

Reliability Statistics

Cronbach's Alpha	N of Items
.809	4

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Section5–1 – Apple Music makes it easier for me to organize and manage my playlists.	11.15	5.878	.442	.844
Section5–2 – I am satisfied with how Apple Music's service responds to my music preferences.	11.27	5.851	.578	.784
Section5–2 – Apple Music always meets my expectations.	11.37	4.538	.827	.657
Section5–2 – Using Apple Music improves my overall music experience.	11.29	4.612	.695	.726

Service Reliability–Apple

Reliability Statistics

Cronbach's Alpha	N of Items
.809	4

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Section5–1 – Apple Music makes it easier for me to organize and manage my playlists.	11.15	5.878	.442	.844
Section5–2 – I am satisfied with how Apple Music's service responds to my music preferences.	11.27	5.851	.578	.784
Section5–2 – Apple Music always meets my expectations.	11.37	4.538	.827	.657
Section5–2 – Using Apple Music improves my overall music experience.	11.29	4.612	.695	.726

Ease of Use–Spotify

Reliability Statistics

Cronbach's Alpha	N of Items
.804	4

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Section 1–1 – I find Spotify helps me discover new music efficiently.	11.93	7.302	.712	.707
Section 1–1 – Spotify's service meets my expectations for ease of use and quality.	11.95	7.792	.606	.762
Section 1–2 – I find Spotify easy to use.	11.93	8.738	.554	.784
Section 1–2 – I rarely face difficulties while using Spotify.	12.05	7.997	.609	.760

Ease of Use–Spotify

Reliability Statistics

Cronbach's Alpha	N of Items
.804	4

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Section 1–1 – I find Spotify helps me discover new music efficiently.	11.93	7.302	.712	.707
Section 1–1 – Spotify's service meets my expectations for ease of use and quality.	11.95	7.792	.606	.762
Section 1–2 – I find Spotify easy to use.	11.93	8.738	.554	.784
Section 1–2 – I rarely face difficulties while using Spotify.	12.05	7.997	.609	.760

Ease of Use–Youtube

Reliability Statistics

Cronbach's Alpha	N of Items
.910	4

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Section3–1 – I find Youtube Music helps me discover new music efficiently.	11.62	5.923	.651	.932
Section3–1 – Youtube Music's service meets my expectations for ease of use and quality.	11.62	5.256	.859	.860
Section3–2 – I find Youtube Music easy to use.	11.77	5.859	.805	.883
Section3–2 – I rarely face difficulties while using Youtube Music.	12.08	4.744	.891	.847

Ease of Use–Youtube

Reliability Statistics

Cronbach's Alpha	N of Items
.910	4

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Section3–1 – I find Youtube Music helps me discover new music efficiently.	11.62	5.923	.651	.932
Section3–1 – Youtube Music's service meets my expectations for ease of use and quality.	11.62	5.256	.859	.860
Section3–2 – I find Youtube Music easy to use.	11.77	5.859	.805	.883
Section3–2 – I rarely face difficulties while using Youtube Music.	12.08	4.744	.891	.847

Ease of Use–Amazon

Reliability Statistics

Cronbach's Alpha	N of Items
.816	4

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Section4–1 – I find Amazon Music helps me discover new music efficiently.	10.80	7.200	.323	.917
Section4–1 – Amazon Music meets my expectations for ease of use and quality.	10.20	5.700	.606	.789
Section4–2 – I find this Amazon Music easy to use.	9.80	6.200	.816	.702
Section4–2 – I rarely face difficulties while using Amazon Music.	10.00	5.500	.953	.627

Ease of Use–Amazon

Reliability Statistics

Cronbach's Alpha	N of Items
.816	4

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Section4–1 – I find Amazon Music helps me discover new music efficiently.	10.80	7.200	.323	.917
Section4–1 – Amazon Music meets my expectations for ease of use and quality.	10.20	5.700	.606	.789
Section4–2 – I find this Amazon Music easy to use.	9.80	6.200	.816	.702
Section4–2 – I rarely face difficulties while using Amazon Music.	10.00	5.500	.953	.627

Ease of Use–Apple

Reliability Statistics

Cronbach's Alpha	N of Items
.838	4

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Section5–1 – I find Apple Music helps me discover new music efficiently.	11.20	7.111	.626	.814
Section5–1 – Apple Music meets my expectations for ease of use and quality.	11.10	5.440	.757	.756
Section5–2 – I find Apple Music easy to use.	10.95	6.298	.747	.761
Section5–2 – I rarely face difficulties while using Apple Music.	11.39	7.144	.572	.835

Ease of Use–Apple

Reliability Statistics

Cronbach's Alpha	N of Items
.838	4

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Section5–1 – I find Apple Music helps me discover new music efficiently.	11.20	7.111	.626	.814
Section5–1 – Apple Music meets my expectations for ease of use and quality.	11.10	5.440	.757	.756
Section5–2 – I find Apple Music easy to use.	10.95	6.298	.747	.761
Section5–2 – I rarely face difficulties while using Apple Music.	11.39	7.144	.572	.835

User Experience–Spotify

Reliability Statistics

Cronbach's Alpha	N of Items
.861	3

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Section 1–1 – The interface of Spotify is easy to use.	8.08	3.558	.821	.728
Section 1–1 – I enjoy a smooth and pleasant experience with Spotify.	8.20	3.241	.744	.811
Section 1–2 – It is easy for me to find and play my favorite songs Spotify.	8.03	4.281	.672	.866

User Experience–Spotify

Reliability Statistics

Cronbach's Alpha	N of Items
.861	3

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Section 1–1 – The interface of Spotify is easy to use.	8.08	3.558	.821	.728
Section 1–1 – I enjoy a smooth and pleasant experience with Spotify.	8.20	3.241	.744	.811
Section 1–2 – It is easy for me to find and play my favorite songs Spotify.	8.03	4.281	.672	.866

User Experience–Youtube

Reliability Statistics

Cronbach's Alpha	N of Items
.956	3

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Section3–1 – The interface of Youtube Music is easy to use.	8.15	2.474	.908	.933
Section3–1 – I enjoy a smooth and pleasant experience with Youtube Music's service.	8.08	2.744	.856	.972
Section3–2 – It is easy for me to find and play my favorite songs on Youtube Music.	8.08	2.244	.963	.891

User Experience–Youtube

Reliability Statistics

Cronbach's Alpha	N of Items
.956	3

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Section3–1 – The interface of Youtube Music is easy to use.	8.15	2.474	.908	.933
Section3–1 – I enjoy a smooth and pleasant experience with Youtube Music's service.	8.08	2.744	.856	.972
Section3–2 – It is easy for me to find and play my favorite songs on Youtube Music.	8.08	2.244	.963	.891

User Experience–Amazon

Reliability Statistics

Cronbach's Alpha	N of Items
.887	3

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Section4–1 – The interface of Amazon Music is easy to use.	6.80	4.700	.980	.723
Section4–1 – I enjoy a smooth and pleasant experience with Amazon Music's service.	7.20	4.700	.716	.894
Section4–2 – It is easy for me to find and play my favorite songs on Amazon Music.	6.80	3.700	.736	.919

User Experience–Amazon

Reliability Statistics

Cronbach's Alpha	N of Items
.887	3

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Section4–1 – The interface of Amazon Music is easy to use.	6.80	4.700	.980	.723
Section4–1 – I enjoy a smooth and pleasant experience with Amazon Music's service.	7.20	4.700	.716	.894
Section4–2 – It is easy for me to find and play my favorite songs on Amazon Music.	6.80	3.700	.736	.919

User Experience–Apple

Reliability Statistics

Cronbach's Alpha	N of Items
.887	3

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Section4–1 – The interface of Amazon Music is easy to use.	6.80	4.700	.980	.723
Section4–1 – I enjoy a smooth and pleasant experience with Amazon Music's service.	7.20	4.700	.716	.894
Section4–2 – It is easy for me to find and play my favorite songs on Amazon Music.	6.80	3.700	.736	.919

User Experience–Apple

Reliability Statistics

Cronbach's Alpha	N of Items
.887	3

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Section4–1 – The interface of Amazon Music is easy to use.	6.80	4.700	.980	.723
Section4–1 – I enjoy a smooth and pleasant experience with Amazon Music's service.	7.20	4.700	.716	.894
Section4–2 – It is easy for me to find and play my favorite songs on Amazon Music.	6.80	3.700	.736	.919

Content Variety–Spotify

Reliability Statistics

Cronbach's Alpha	N of Items
.822	3

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Section5–1 – The interface of Apple Music is easy to use.	7.93	2.970	.622	.811
Section5–1 – I enjoy a smooth and pleasant experience with Apple Music.	8.07	2.420	.652	.783
Section5–2 – It is easy for me to find and play my favorite songs on Apple Music.	7.95	2.198	.776	.646

Content Variety–Spotify

Reliability Statistics

Cronbach's Alpha	N of Items
.822	3

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Section5–1 – The interface of Apple Music is easy to use.	7.93	2.970	.622	.811
Section5–1 – I enjoy a smooth and pleasant experience with Apple Music.	8.07	2.420	.652	.783
Section5–2 – It is easy for me to find and play my favorite songs on Apple Music.	7.95	2.198	.776	.646

Content Variety–Youtube

Reliability Statistics

Cronbach's Alpha	N of Items
.797	4

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Section 1–1 – Spotify offers a lot of variety.	12.15	5.721	.737	.675
Section 1–1 – I believe Spotify offers a variety of content.	12.08	6.789	.590	.755
Section 1–2 – Spotify provides a diverse range of content to explore.	11.93	7.148	.596	.753
Section 1–2 – Spotify gives me at least one option I like.	12.15	7.054	.521	.788

Content Variety–Youtube

Reliability Statistics

Cronbach's Alpha	N of Items
.797	4

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Section 1–1 – Spotify offers a lot of variety.	12.15	5.721	.737	.675
Section 1–1 – I believe Spotify offers a variety of content.	12.08	6.789	.590	.755
Section 1–2 – Spotify provides a diverse range of content to explore.	11.93	7.148	.596	.753
Section 1–2 – Spotify gives me at least one option I like.	12.15	7.054	.521	.788

Content Variety–Amazon

Reliability Statistics

Cronbach's Alpha	N of Items
.885	4

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Section3–1 – Youtube Music offers a lot of variety.	12.38	5.256	.668	.882
Section3–1 – I believe Youtube Music offers a variety of content.	12.38	4.590	.762	.846
Section3–2 – Youtube Music provides a diverse range of content to explore.	12.23	4.526	.809	.829
Section3–2 – Youtube Music gives me at least one option I like.	12.15	4.141	.775	.845

Content Variety–Amazon

Reliability Statistics

Cronbach's Alpha	N of Items
.885	4

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Section3–1 – Youtube Music offers a lot of variety.	12.38	5.256	.668	.882
Section3–1 – I believe Youtube Music offers a variety of content.	12.38	4.590	.762	.846
Section3–2 – Youtube Music provides a diverse range of content to explore.	12.23	4.526	.809	.829
Section3–2 – Youtube Music gives me at least one option I like.	12.15	4.141	.775	.845

Content Variety–Apple

Reliability Statistics

Cronbach's Alpha	N of Items
.578	4

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Section4–1 – Amazon Music offers a lot of variety.	10.40	6.300	.423	.500
Section4–1 – I believe Amazon Music offers a variety of content.	10.20	7.700	–.152	.916
Section4–2 – Amazon Music provides a diverse range of content to explore.	10.00	4.000	.658	.225
Section4–2 – Amazon Music gives me at least one option I like.	9.60	3.300	.955	–.091 ^a

Content Variety–Apple

Reliability Statistics

Cronbach's Alpha	N of Items
.578	4

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Section4–1 – Amazon Music offers a lot of variety.	10.40	6.300	.423	.500
Section4–1 – I believe Amazon Music offers a variety of content.	10.20	7.700	–.152	.916
Section4–2 – Amazon Music provides a diverse range of content to explore.	10.00	4.000	.658	.225
Section4–2 – Amazon Music gives me at least one option I like.	9.60	3.300	.955	–.091 ^a

Integrated Activity–Spotify

Reliability Statistics

Cronbach's Alpha	N of Items
.865	4

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Section5–1 – Apple Music offers a lot of variety.	11.61	5.694	.849	.768
Section5–1 – I believe Apple Music offers a variety of content.	11.73	5.851	.823	.780
Section5–2 – Apple Music provides a diverse range of content to explore.	11.73	6.251	.774	.802
Section5–2 – Apple Music gives me at least one option I like.	11.32	9.372	.479	.911

Integrated Activity–Spotify

Reliability Statistics

Cronbach's Alpha	N of Items
.865	4

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Section5–1 – Apple Music offers a lot of variety.	11.61	5.694	.849	.768
Section5–1 – I believe Apple Music offers a variety of content.	11.73	5.851	.823	.780
Section5–2 – Apple Music provides a diverse range of content to explore.	11.73	6.251	.774	.802
Section5–2 – Apple Music gives me at least one option I like.	11.32	9.372	.479	.911

Integrated Activity–Youtube

Reliability Statistics

Cronbach's Alpha	N of Items
.897	4

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Section 1–1 – I can easily use Spotify while engaging in other activities like working, studying, or exercising.	12.33	8.584	.749	.875
Section 1–1 – Spotify fits seamlessly into my daily routines.	12.40	8.503	.767	.868
Section 1–1 – Spotify integrates well with my routine, enhancing my overall experience.	12.38	8.343	.766	.869
Section 1–2 – I find it convenient to listen to music on Spotify while engaging in multiple tasks.	12.40	8.708	.803	.856

Integrated Activity–Youtube

Reliability Statistics

Cronbach's Alpha	N of Items
.897	4

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Section 1–1 – I can easily use Spotify while engaging in other activities like working, studying, or exercising.	12.33	8.584	.749	.875
Section 1–1 – Spotify fits seamlessly into my daily routines.	12.40	8.503	.767	.868
Section 1–1 – Spotify integrates well with my routine, enhancing my overall experience.	12.38	8.343	.766	.869
Section 1–2 – I find it convenient to listen to music on Spotify while engaging in multiple tasks.	12.40	8.708	.803	.856

Integrated Activity–Amazon

Reliability Statistics

Cronbach's Alpha	N of Items
.811	4

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Section3–1 – I can easily use Youtube Music while engaging in other activities like working, studying, or exercising.	11.08	6.077	.839	.649
Section3–1 – Youtube Music fits seamlessly into my daily routines.	11.38	7.423	.708	.728
Section3–1 – Youtube Music integrates well with my routine, enhancing my overall experience.	11.46	6.436	.852	.648
Section3–2 – I find it convenient to listen to music on Youtube Music while engaging in multiple tasks.	10.85	10.141	.206	.931

Integrated Activity–Amazon

Reliability Statistics

Cronbach's Alpha	N of Items
.811	4

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Section3–1 – I can easily use Youtube Music while engaging in other activities like working, studying, or exercising.	11.08	6.077	.839	.649
Section3–1 – Youtube Music fits seamlessly into my daily routines.	11.38	7.423	.708	.728
Section3–1 – Youtube Music integrates well with my routine, enhancing my overall experience.	11.46	6.436	.852	.648
Section3–2 – I find it convenient to listen to music on Youtube Music while engaging in multiple tasks.	10.85	10.141	.206	.931

Integrated Activity–Apple

Reliability Statistics

Cronbach's Alpha	N of Items
.622	4

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Section4–1 – I can easily use Amazon Music while engaging in other activities like working, studying, or exercising.	11.40	5.300	.171	.736
Section4–1 – Amazon Music fits seamlessly into my daily routines.	11.60	4.800	.485	.500
Section4–1 – Amazon Music integrates well with my routine, enhancing my overall experience.	11.20	4.700	.337	.606
Section4–2 – I find it convenient to listen to music on Amazon Music while engaging in multiple tasks.	10.80	4.200	.758	.321

Integrated Activity–Apple

Reliability Statistics

Cronbach's Alpha	N of Items
.622	4

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Section4–1 – I can easily use Amazon Music while engaging in other activities like working, studying, or exercising.	11.40	5.300	.171	.736
Section4–1 – Amazon Music fits seamlessly into my daily routines.	11.60	4.800	.485	.500
Section4–1 – Amazon Music integrates well with my routine, enhancing my overall experience.	11.20	4.700	.337	.606
Section4–2 – I find it convenient to listen to music on Amazon Music while engaging in multiple tasks.	10.80	4.200	.758	.321

Appendix B:

Output of SPSS Variation and Frequency Distributions

		Statistics													
N	Valid Missing	aTrendMusicPopul	aPriceSensi	aFamily	aWillUp	aPeer	aOpinion	aPromot	aBrandCon	aBrandLoyal	aSubIntent	aPerCommu	aSocialFea	aSocialEngage	aSpotifyTrustPlat
		100	100	100	100	100	100	100	100	100	100	100	100	100	40
		0	0	0	0	0	0	0	0	0	0	0	0	0	60
	Mean	3.4575	3.6075	2.3625	3.4050	3.5475	3.0700	3.3025	3.5775	3.2900	3.4900	3.3200	3.4000	3.3900	3.8750
	Median	3.5000	3.7500	2.2500	3.5000	3.7500	3.2500	3.3750	3.7500	3.2500	3.5000	3.5000	3.5000	3.5000	4.0000

(1 of 4)

aPandoraSurviveRelia	aYoutubeSurviveRelia	aAmazonSurviveRelia	aAppleSurviveRelia	aSpotifyEasyofuse	aPandoraEasyofuse	aYoutubeEasyofuse	aAmazonEasyofuse	aAppleEasyofuse	aSpotifyUserExper	aPandoraUserExper	aYoutubeUserExper
1	13	5	41	40	1	13	5	41	40	1	13
99	87	95	59	60	99	87	95	59	60	99	87
3.0000	3.7308	3.6500	3.7561	3.9875	3.0000	3.9231	3.4000	3.7195	4.0500	3.0000	4.0513
3.0000	3.7500	3.7500	4.0000	4.0000	3.0000	4.0000	3.0000	4.0000	4.1667	3.0000	4.0000

(2 of 4)

aAmazonUserExper	aAppleUserExper	aSpotifyContentVari	aPandoraContentVar	aYoutubeContentVari	aAmazonContentVari	aAppleContentVari	aSpotifyInteActivity	aPandoraInteActivity	aYoutubeInteActivity	aAmazonInteActivity	aAppleInteActivity
5	41	40	1	13	5	41	40	1	13	5	41
95	59	60	99	87	95	59	60	99	87	95	59
3.4667	3.9919	4.0250	3.0000	4.0962	3.3500	3.8659	4.1250	3.0000	3.7308	3.7500	3.9329
3.0000	4.0000	4.0000	3.0000	4.0000	3.0000	4.0000	4.5000	3.0000	3.7500	3.7500	4.0000

(3 of 4)

aSpotifyPreUseful	aPandoraPreUseful	aYoutubePreUseful	aAmazonPreUseful	aApplePreUseful
40	1	13	5	41
60	99	87	95	59
4.0500	3.0000	3.7692	4.1000	3.7317
4.0000	3.0000	3.5000	4.5000	4.0000

(4 of 4)

aTrendMusicPopul

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.25	2	2.0	2.0	2.0
	1.75	2	2.0	2.0	4.0
	2.00	2	2.0	2.0	6.0
	2.25	5	5.0	5.0	11.0
	2.50	4	4.0	4.0	15.0
	2.75	5	5.0	5.0	20.0
	3.00	10	10.0	10.0	30.0
	3.25	12	12.0	12.0	42.0
	3.50	16	16.0	16.0	58.0
	3.75	8	8.0	8.0	66.0
	4.00	12	12.0	12.0	78.0
	4.25	12	12.0	12.0	90.0
	4.50	6	6.0	6.0	96.0
	4.75	1	1.0	1.0	97.0
	5.00	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

aPriceSensi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.50	2	2.0	2.0	2.0
	1.75	2	2.0	2.0	4.0
	2.00	1	1.0	1.0	5.0
	2.25	3	3.0	3.0	8.0
	2.50	8	8.0	8.0	16.0
	2.75	9	9.0	9.0	25.0
	3.00	8	8.0	8.0	33.0
	3.25	4	4.0	4.0	37.0
	3.50	5	5.0	5.0	42.0
	3.75	11	11.0	11.0	53.0
	4.00	13	13.0	13.0	66.0
	4.25	15	15.0	15.0	81.0
	4.50	6	6.0	6.0	87.0
	4.75	11	11.0	11.0	98.0
	5.00	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

aFamily

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	18	18.0	18.0	18.0
	1.25	7	7.0	7.0	25.0
	1.50	4	4.0	4.0	29.0
	1.75	7	7.0	7.0	36.0
	2.00	10	10.0	10.0	46.0
	2.25	7	7.0	7.0	53.0
	2.50	5	5.0	5.0	58.0
	2.75	6	6.0	6.0	64.0
	3.00	10	10.0	10.0	74.0
	3.25	8	8.0	8.0	82.0
	3.50	8	8.0	8.0	90.0
	3.75	2	2.0	2.0	92.0
	4.00	1	1.0	1.0	93.0
	4.25	4	4.0	4.0	97.0
	4.50	2	2.0	2.0	99.0
	5.00	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

aWillUp

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.25	2	2.0	2.0	2.0
	1.50	1	1.0	1.0	3.0
	1.75	4	4.0	4.0	7.0
	2.00	4	4.0	4.0	11.0
	2.25	3	3.0	3.0	14.0
	2.50	2	2.0	2.0	16.0
	2.75	4	4.0	4.0	20.0
	3.00	13	13.0	13.0	33.0
	3.25	12	12.0	12.0	45.0
	3.50	9	9.0	9.0	54.0
	3.75	11	11.0	11.0	65.0
	4.00	20	20.0	20.0	85.0
	4.25	5	5.0	5.0	90.0
	4.50	5	5.0	5.0	95.0
	4.75	3	3.0	3.0	98.0
	5.00	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

aPeer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.25	1	1.0	1.0	1.0
	1.50	2	2.0	2.0	3.0
	1.75	2	2.0	2.0	5.0
	2.00	3	3.0	3.0	8.0
	2.25	3	3.0	3.0	11.0
	2.50	5	5.0	5.0	16.0
	2.75	5	5.0	5.0	21.0
	3.00	6	6.0	6.0	27.0
	3.25	5	5.0	5.0	32.0
	3.50	9	9.0	9.0	41.0
	3.75	11	11.0	11.0	52.0
	4.00	27	27.0	27.0	79.0
	4.25	13	13.0	13.0	92.0
	4.50	3	3.0	3.0	95.0
	4.75	3	3.0	3.0	98.0
	5.00	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

aOpinion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	3.0	3.0	3.0
	1.25	6	6.0	6.0	9.0
	1.50	5	5.0	5.0	14.0
	1.75	3	3.0	3.0	17.0
	2.00	4	4.0	4.0	21.0
	2.25	3	3.0	3.0	24.0
	2.50	6	6.0	6.0	30.0
	2.75	11	11.0	11.0	41.0
	3.00	5	5.0	5.0	46.0
	3.25	9	9.0	9.0	55.0
	3.50	9	9.0	9.0	64.0
	3.75	10	10.0	10.0	74.0
	4.00	12	12.0	12.0	86.0
	4.25	6	6.0	6.0	92.0
	4.50	5	5.0	5.0	97.0
	4.75	2	2.0	2.0	99.0
	5.00	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

aPromot

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	1.50	1	1.0	1.0	2.0
	1.75	4	4.0	4.0	6.0
	2.00	1	1.0	1.0	7.0
	2.25	3	3.0	3.0	10.0
	2.50	13	13.0	13.0	23.0
	2.75	8	8.0	8.0	31.0
	3.00	8	8.0	8.0	39.0
	3.25	11	11.0	11.0	50.0
	3.50	14	14.0	14.0	64.0
	3.75	10	10.0	10.0	74.0
	4.00	12	12.0	12.0	86.0
	4.25	7	7.0	7.0	93.0
	4.50	3	3.0	3.0	96.0
	5.00	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

aBrandCon

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.25	1	1.0	1.0	1.0
	1.75	3	3.0	3.0	4.0
	2.00	2	2.0	2.0	6.0
	2.25	4	4.0	4.0	10.0
	2.50	4	4.0	4.0	14.0
	2.75	3	3.0	3.0	17.0
	3.00	8	8.0	8.0	25.0
	3.25	5	5.0	5.0	30.0
	3.50	15	15.0	15.0	45.0
	3.75	14	14.0	14.0	59.0
	4.00	22	22.0	22.0	81.0
	4.25	7	7.0	7.0	88.0
	4.50	4	4.0	4.0	92.0
	4.75	4	4.0	4.0	96.0
	5.00	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

aBrandLoyal					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.25	1	1.0	1.0	1.0
	1.75	1	1.0	1.0	2.0
	2.00	2	2.0	2.0	4.0
	2.25	6	6.0	6.0	10.0
	2.50	5	5.0	5.0	15.0
	2.75	12	12.0	12.0	27.0
	3.00	17	17.0	17.0	44.0
	3.25	13	13.0	13.0	57.0
	3.50	11	11.0	11.0	68.0
	3.75	10	10.0	10.0	78.0
	4.00	10	10.0	10.0	88.0
	4.25	6	6.0	6.0	94.0
	4.50	2	2.0	2.0	96.0
	4.75	3	3.0	3.0	99.0
	5.00	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

aSubIntent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.25	1	1.0	1.0	1.0
	1.50	1	1.0	1.0	2.0
	2.00	3	3.0	3.0	5.0
	2.25	3	3.0	3.0	8.0
	2.50	4	4.0	4.0	12.0
	2.75	7	7.0	7.0	19.0
	3.00	15	15.0	15.0	34.0
	3.25	6	6.0	6.0	40.0
	3.50	13	13.0	13.0	53.0
	3.75	8	8.0	8.0	61.0
	4.00	23	23.0	23.0	84.0
	4.25	6	6.0	6.0	90.0
	4.50	5	5.0	5.0	95.0
	4.75	3	3.0	3.0	98.0
	5.00	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

aPerCommu

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	3.0	3.0	3.0
	1.75	2	2.0	2.0	5.0
	2.00	6	6.0	6.0	11.0
	2.25	5	5.0	5.0	16.0
	2.50	8	8.0	8.0	24.0
	2.75	6	6.0	6.0	30.0
	3.00	9	9.0	9.0	39.0
	3.25	6	6.0	6.0	45.0
	3.50	12	12.0	12.0	57.0
	3.75	10	10.0	10.0	67.0
	4.00	16	16.0	16.0	83.0
	4.25	9	9.0	9.0	92.0
	4.50	4	4.0	4.0	96.0
	4.75	2	2.0	2.0	98.0
	5.00	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

aSocialFea

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	2.0	2.0	2.0
	1.75	1	1.0	1.0	3.0
	2.00	5	5.0	5.0	8.0
	2.25	3	3.0	3.0	11.0
	2.50	11	11.0	11.0	22.0
	2.75	4	4.0	4.0	26.0
	3.00	8	8.0	8.0	34.0
	3.25	8	8.0	8.0	42.0
	3.50	12	12.0	12.0	54.0
	3.75	12	12.0	12.0	66.0
	4.00	19	19.0	19.0	85.0
	4.25	5	5.0	5.0	90.0
	4.50	5	5.0	5.0	95.0
	4.75	3	3.0	3.0	98.0
	5.00	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

aSocialEngage

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	1.75	2	2.0	2.0	3.0
	2.00	7	7.0	7.0	10.0
	2.25	7	7.0	7.0	17.0
	2.50	7	7.0	7.0	24.0
	2.75	6	6.0	6.0	30.0
	3.00	7	7.0	7.0	37.0
	3.25	10	10.0	10.0	47.0
	3.50	11	11.0	11.0	58.0
	3.75	8	8.0	8.0	66.0
	4.00	13	13.0	13.0	79.0
	4.25	6	6.0	6.0	85.0
	4.50	4	4.0	4.0	89.0
	4.75	7	7.0	7.0	96.0
	5.00	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

aSpotifyTrustPlat

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.25	1	1.0	2.5	2.5
	2.00	1	1.0	2.5	5.0
	2.50	1	1.0	2.5	7.5
	2.75	2	2.0	5.0	12.5
	3.00	3	3.0	7.5	20.0
	3.25	4	4.0	10.0	30.0
	3.50	4	4.0	10.0	40.0
	3.75	2	2.0	5.0	45.0
	4.00	6	6.0	15.0	60.0
	4.25	1	1.0	2.5	62.5
	4.50	5	5.0	12.5	75.0
	4.75	2	2.0	5.0	80.0
	5.00	8	8.0	20.0	100.0
	Total	40	40.0	100.0	
Missing	System	60	60.0		
Total		100	100.0		

aYoutubeTrustPla

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.50	1	1.0	7.7	7.7
	3.00	1	1.0	7.7	15.4
	3.25	2	2.0	15.4	30.8
	3.75	3	3.0	23.1	53.8
	4.00	3	3.0	23.1	76.9
	4.50	2	2.0	15.4	92.3
	5.00	1	1.0	7.7	100.0
	Total	13	13.0	100.0	
Missing	System	87	87.0		
Total		100	100.0		

aAmazonTrustPlat

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.75	1	1.0	20.0	20.0
	3.00	1	1.0	20.0	40.0
	4.25	1	1.0	20.0	60.0
	4.50	1	1.0	20.0	80.0
	5.00	1	1.0	20.0	100.0
	Total	5	5.0	100.0	
Missing	System	95	95.0		
Total		100	100.0		

aAppleTrustPlat

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	2.4	2.4
	2.25	4	4.0	9.8	12.2
	2.75	1	1.0	2.4	14.6
	3.00	2	2.0	4.9	19.5
	3.25	1	1.0	2.4	22.0
	3.50	6	6.0	14.6	36.6
	3.75	3	3.0	7.3	43.9
	4.00	8	8.0	19.5	63.4
	4.25	7	7.0	17.1	80.5
	4.50	3	3.0	7.3	87.8
	4.75	3	3.0	7.3	95.1
	5.00	2	2.0	4.9	100.0
	Total	41	41.0	100.0	
Missing	System	59	59.0		
Total		100	100.0		

aSpotifyServiceRelia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.75	1	1.0	2.5	2.5
	2.00	1	1.0	2.5	5.0
	2.50	2	2.0	5.0	10.0
	2.75	1	1.0	2.5	12.5
	3.00	2	2.0	5.0	17.5
	3.25	4	4.0	10.0	27.5
	3.50	1	1.0	2.5	30.0
	3.75	3	3.0	7.5	37.5
	4.00	5	5.0	12.5	50.0
	4.25	6	6.0	15.0	65.0
	4.50	6	6.0	15.0	80.0
	5.00	8	8.0	20.0	100.0
	Total	40	40.0	100.0	
Missing	System	60	60.0		
Total		100	100.0		

aYoutubeServiceRelia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	7.7	7.7
	2.50	1	1.0	7.7	15.4
	2.75	1	1.0	7.7	23.1
	3.00	1	1.0	7.7	30.8
	3.50	1	1.0	7.7	38.5
	3.75	2	2.0	15.4	53.8
	4.00	2	2.0	15.4	69.2
	4.50	1	1.0	7.7	76.9
	4.75	1	1.0	7.7	84.6
	5.00	2	2.0	15.4	100.0
	Total	13	13.0	100.0	
Missing	System	87	87.0		
Total		100	100.0		

aAmazonServiceRelia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	20.0	20.0
	3.00	1	1.0	20.0	40.0
	3.75	1	1.0	20.0	60.0
	4.50	1	1.0	20.0	80.0
	5.00	1	1.0	20.0	100.0
	Total	5	5.0	100.0	
Missing	System	95	95.0		
Total		100	100.0		

aAppleServiceRelia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	3.0	7.3	7.3
	2.75	1	1.0	2.4	9.8
	3.00	2	2.0	4.9	14.6
	3.25	5	5.0	12.2	26.8
	3.50	5	5.0	12.2	39.0
	3.75	3	3.0	7.3	46.3
	4.00	11	11.0	26.8	73.2
	4.25	4	4.0	9.8	82.9
	4.50	2	2.0	4.9	87.8
	4.75	3	3.0	7.3	95.1
	5.00	2	2.0	4.9	100.0
	Total	41	41.0	100.0	
Missing	System	59	59.0		
Total		100	100.0		

aSpotifyEasyofuse

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.50	1	1.0	2.5	2.5
	2.00	1	1.0	2.5	5.0
	2.25	1	1.0	2.5	7.5
	3.00	3	3.0	7.5	15.0
	3.25	4	4.0	10.0	25.0
	3.50	4	4.0	10.0	35.0
	3.75	4	4.0	10.0	45.0
	4.00	3	3.0	7.5	52.5
	4.25	1	1.0	2.5	55.0
	4.50	5	5.0	12.5	67.5
	4.75	4	4.0	10.0	77.5
	5.00	9	9.0	22.5	100.0
	Total	40	40.0	100.0	
Missing	System	60	60.0		
Total		100	100.0		

aYoutubeEasyofuse

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.50	1	1.0	7.7	7.7
	3.00	1	1.0	7.7	15.4
	3.50	3	3.0	23.1	38.5
	3.75	1	1.0	7.7	46.2
	4.00	3	3.0	23.1	69.2
	4.25	1	1.0	7.7	76.9
	5.00	3	3.0	23.1	100.0
	Total	13	13.0	100.0	
Missing	System	87	87.0		
Total		100	100.0		

aAmazonEasyofus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.75	1	1.0	20.0	20.0
	3.00	2	2.0	40.0	60.0
	3.50	1	1.0	20.0	80.0
	4.75	1	1.0	20.0	100.0
	Total	5	5.0	100.0	
Missing	System	95	95.0		
Total		100	100.0		

aAppleEasyofuse

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.75	3	3.0	7.3	7.3
	2.00	1	1.0	2.4	9.8
	2.75	1	1.0	2.4	12.2
	3.00	2	2.0	4.9	17.1
	3.25	4	4.0	9.8	26.8
	3.50	5	5.0	12.2	39.0
	3.75	3	3.0	7.3	46.3
	4.00	8	8.0	19.5	65.9
	4.25	6	6.0	14.6	80.5
	4.50	5	5.0	12.2	92.7
	4.75	1	1.0	2.4	95.1
	5.00	2	2.0	4.9	100.0
	Total	41	41.0	100.0	
Missing	System	59	59.0		
Total		100	100.0		

aSpotifyUserExper

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.33	1	1.0	2.5	2.5
	2.00	1	1.0	2.5	5.0
	2.67	3	3.0	7.5	12.5
	3.00	2	2.0	5.0	17.5
	3.33	2	2.0	5.0	22.5
	3.67	5	5.0	12.5	35.0
	4.00	6	6.0	15.0	50.0
	4.33	5	5.0	12.5	62.5
	4.67	3	3.0	7.5	70.0
	5.00	12	12.0	30.0	100.0
	Total	40	40.0	100.0	
Missing	System	60	60.0		
Total		100	100.0		

aYoutubeUserExper

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.33	1	1.0	7.7	7.7
	3.00	1	1.0	7.7	15.4
	3.67	1	1.0	7.7	23.1
	4.00	6	6.0	46.2	69.2
	4.67	1	1.0	7.7	76.9
	5.00	3	3.0	23.1	100.0
	Total	13	13.0	100.0	
Missing	System	87	87.0		
Total		100	100.0		

aAmazonUserExper

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.67	2	2.0	40.0	40.0
	3.00	1	1.0	20.0	60.0
	4.00	1	1.0	20.0	80.0
	5.00	1	1.0	20.0	100.0
	Total	5	5.0	100.0	
Missing	System	95	95.0		
Total		100	100.0		

aAppleUserExper

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	2.4	2.4
	2.67	3	3.0	7.3	9.8
	3.00	3	3.0	7.3	17.1
	3.33	3	3.0	7.3	24.4
	3.67	1	1.0	2.4	26.8
	4.00	16	16.0	39.0	65.9
	4.33	2	2.0	4.9	70.7
	4.67	5	5.0	12.2	82.9
	5.00	7	7.0	17.1	100.0
	Total	41	41.0	100.0	
Missing	System	59	59.0		
Total		100	100.0		

aSpotifyContentVari

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.50	1	1.0	2.5	2.5
	2.00	1	1.0	2.5	5.0
	2.50	1	1.0	2.5	7.5
	2.75	1	1.0	2.5	10.0
	3.00	2	2.0	5.0	15.0
	3.50	2	2.0	5.0	20.0
	3.75	5	5.0	12.5	32.5
	4.00	8	8.0	20.0	52.5
	4.25	6	6.0	15.0	67.5
	4.50	3	3.0	7.5	75.0
	4.75	2	2.0	5.0	80.0
	5.00	8	8.0	20.0	100.0
	Total	40	40.0	100.0	
Missing	System	60	60.0		
Total		100	100.0		

aYoutubeContentVari

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.75	1	1.0	7.7	7.7
	3.25	1	1.0	7.7	15.4
	3.50	1	1.0	7.7	23.1
	3.75	1	1.0	7.7	30.8
	4.00	4	4.0	30.8	61.5
	4.25	1	1.0	7.7	69.2
	4.75	1	1.0	7.7	76.9
	5.00	3	3.0	23.1	100.0
	Total	13	13.0	100.0	
Missing	System	87	87.0		
Total		100	100.0		

aAmazonContentVari

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.75	2	2.0	40.0	40.0
	3.00	1	1.0	20.0	60.0
	4.00	1	1.0	20.0	80.0
	4.25	1	1.0	20.0	100.0
	Total	5	5.0	100.0	
Missing	System	95	95.0		
Total		100	100.0		

aAppleContentVari

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.50	1	1.0	2.4	2.4
	1.75	3	3.0	7.3	9.8
	2.75	1	1.0	2.4	12.2
	3.00	2	2.0	4.9	17.1
	3.50	1	1.0	2.4	19.5
	3.75	2	2.0	4.9	24.4
	4.00	13	13.0	31.7	56.1
	4.25	8	8.0	19.5	75.6
	4.50	6	6.0	14.6	90.2
	4.75	4	4.0	9.8	100.0
	Total	41	41.0	100.0	
Missing	System	59	59.0		
Total		100	100.0		

aSpotifyInteActivity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.25	1	1.0	2.5	2.5
	2.25	3	3.0	7.5	10.0
	3.00	4	4.0	10.0	20.0
	3.75	4	4.0	10.0	30.0
	4.00	5	5.0	12.5	42.5
	4.50	9	9.0	22.5	65.0
	4.75	2	2.0	5.0	70.0
	5.00	12	12.0	30.0	100.0
	Total	40	40.0	100.0	
Missing	System	60	60.0		
Total		100	100.0		

aYoutubeInteActivity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	7.7	7.7
	2.25	1	1.0	7.7	15.4
	3.25	1	1.0	7.7	23.1
	3.50	2	2.0	15.4	38.5
	3.75	2	2.0	15.4	53.8
	4.00	3	3.0	23.1	76.9
	4.75	2	2.0	15.4	92.3
	5.00	1	1.0	7.7	100.0
	Total	13	13.0	100.0	
Missing	System	87	87.0		
Total		100	100.0		

aAmazonInteActivity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	1	1.0	20.0	20.0
	3.25	1	1.0	20.0	40.0
	3.75	1	1.0	20.0	60.0
	4.00	1	1.0	20.0	80.0
	4.75	1	1.0	20.0	100.0
	Total	5	5.0	100.0	
Missing	System	95	95.0		
Total		100	100.0		

aAppleInteActivity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.75	1	1.0	2.4	2.4
	3.00	8	8.0	19.5	22.0
	3.75	2	2.0	4.9	26.8
	4.00	15	15.0	36.6	63.4
	4.25	5	5.0	12.2	75.6
	4.50	6	6.0	14.6	90.2
	4.75	1	1.0	2.4	92.7
	5.00	3	3.0	7.3	100.0
	Total	41	41.0	100.0	
Missing	System	59	59.0		
Total		100	100.0		

aSpotifyPreUseful

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.50	1	1.0	2.5	2.5
	2.00	1	1.0	2.5	5.0
	2.50	2	2.0	5.0	10.0
	3.00	1	1.0	2.5	12.5
	3.50	3	3.0	7.5	20.0
	4.00	18	18.0	45.0	65.0
	4.50	4	4.0	10.0	75.0
	5.00	10	10.0	25.0	100.0
	Total	40	40.0	100.0	
Missing	System	60	60.0		
Total		100	100.0		

aYoutubePreUseful

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.50	1	1.0	7.7	7.7
	3.00	2	2.0	15.4	23.1
	3.50	4	4.0	30.8	53.8
	4.00	3	3.0	23.1	76.9
	4.50	1	1.0	7.7	84.6
	5.00	2	2.0	15.4	100.0
	Total	13	13.0	100.0	
Missing	System	87	87.0		
Total		100	100.0		

aAmazonPreUseful

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	2	2.0	40.0	40.0
	4.50	1	1.0	20.0	60.0
	5.00	2	2.0	40.0	100.0
	Total	5	5.0	100.0	
Missing	System	95	95.0		
Total		100	100.0		

aApplePreUseful

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	4.9	4.9
	2.50	3	3.0	7.3	12.2
	3.00	4	4.0	9.8	22.0
	3.50	8	8.0	19.5	41.5
	4.00	16	16.0	39.0	80.5
	4.50	5	5.0	12.2	92.7
	5.00	3	3.0	7.3	100.0
	Total	41	41.0	100.0	
Missing	System	59	59.0		
Total		100	100.0		

Appendix C:

Output of SPSS Correlation Tables

Correlations

		aTrendMusicPopul	How often do you use this service? – Spotify
aTrendMusicPopul	Pearson Correlation	1	.117
	Sig. (2-tailed)		.247
	N	100	100
How often do you use this service? – Spotify	Pearson Correlation	.117	1
	Sig. (2-tailed)	.247	
	N	100	100

Correlations

		aTrendMusicPopul	How often do you use this service? – YouTube Music
aTrendMusicPopul	Pearson Correlation	1	.103
	Sig. (2-tailed)		.306
	N	100	100
How often do you use this service? – YouTube Music	Pearson Correlation	.103	1
	Sig. (2-tailed)	.306	
	N	100	100

Correlations

		aTrendMusicPopul	How often do you use this service? – Amazon Music
aTrendMusicPopul	Pearson Correlation	1	.003
	Sig. (2-tailed)		.980
	N	100	100
How often do you use this service? – Amazon Music	Pearson Correlation	.003	1
	Sig. (2-tailed)	.980	
	N	100	100

Correlations

		aTrendMusicPopul	How often do you use this service? – Apple Music
aTrendMusicPopul	Pearson Correlation	1	-.017
	Sig. (2-tailed)		.870
	N	100	100
How often do you use this service? – Apple Music	Pearson Correlation	-.017	1
	Sig. (2-tailed)	.870	
	N	100	100

Correlations

		aPriceSensi	How often do you use this service? – Spotify
aPriceSensi	Pearson Correlation	1	-.117
	Sig. (2-tailed)		.245
	N	100	100
How often do you use this service? – Spotify	Pearson Correlation	-.117	1
	Sig. (2-tailed)	.245	
	N	100	100

Correlations

		aPriceSensi	How often do you use this service? – Apple Music
aPriceSensi	Pearson Correlation	1	.061
	Sig. (2-tailed)		.547
	N	100	100
How often do you use this service? – Apple Music	Pearson Correlation	.061	1
	Sig. (2-tailed)	.547	
	N	100	100

Correlations

		aPriceSensi	How often do you use this service? – YouTube Music
aPriceSensi	Pearson Correlation	1	-.117
	Sig. (2-tailed)		.247
	N	100	100
How often do you use this service? – YouTube Music	Pearson Correlation	-.117	1
	Sig. (2-tailed)	.247	
	N	100	100

Correlations

		aFamily	How often do you use this service? – Spotify
aFamily	Pearson Correlation	1	.196
	Sig. (2-tailed)		.051
	N	100	100
How often do you use this service? – Spotify	Pearson Correlation	.196	1
	Sig. (2-tailed)	.051	
	N	100	100

Correlations

		aFamily	How often do you use this service? – YouTube Music
aFamily	Pearson Correlation	1	.181
	Sig. (2-tailed)		.071
	N	100	100
How often do you use this service? – YouTube Music	Pearson Correlation	.181	1
	Sig. (2-tailed)	.071	
	N	100	100

Correlations

		aFamily	How often do you use this service? – Amazon Music
aFamily	Pearson Correlation	1	.134
	Sig. (2-tailed)		.184
	N	100	100
How often do you use this service? – Amazon Music	Pearson Correlation	.134	1
	Sig. (2-tailed)	.184	
	N	100	100

Correlations

		aFamily	How often do you use this service? – Apple Music
aFamily	Pearson Correlation	1	-.010
	Sig. (2-tailed)		.918
	N	100	100
How often do you use this service? – Apple Music	Pearson Correlation	-.010	1
	Sig. (2-tailed)	.918	
	N	100	100

Correlations

		aWillUp	How often do you use this service? – Spotify
aWillUp	Pearson Correlation	1	-.096
	Sig. (2-tailed)		.344
	N	100	100
How often do you use this service? – Spotify	Pearson Correlation	-.096	1
	Sig. (2-tailed)	.344	
	N	100	100

Correlations

		aWillUp	How often do you use this service? – YouTube Music
aWillUp	Pearson Correlation	1	-.040
	Sig. (2-tailed)		.696
	N	100	100
How often do you use this service? – YouTube Music	Pearson Correlation	-.040	1
	Sig. (2-tailed)	.696	
	N	100	100

Correlations

		aWillUp	How often do you use this service? – Amazon Music
aWillUp	Pearson Correlation	1	-.170
	Sig. (2-tailed)		.091
	N	100	100
How often do you use this service? – Amazon Music	Pearson Correlation	-.170	1
	Sig. (2-tailed)	.091	
	N	100	100

Correlations

		aWillUp	How often do you use this service? – Apple Music
aWillUp	Pearson Correlation	1	.161
	Sig. (2-tailed)		.110
	N	100	100
How often do you use this service? – Apple Music	Pearson Correlation	.161	1
	Sig. (2-tailed)	.110	
	N	100	100

Correlations

		aPeer	How often do you use this service? – Spotify
aPeer	Pearson Correlation	1	.195
	Sig. (2-tailed)		.052
	N	100	100
How often do you use this service? – Spotify	Pearson Correlation	.195	1
	Sig. (2-tailed)	.052	
	N	100	100

Correlations

		aPeer	How often do you use this service? – YouTube Music
aPeer	Pearson Correlation	1	.182
	Sig. (2-tailed)		.070
	N	100	100
How often do you use this service? – YouTube Music	Pearson Correlation	.182	1
	Sig. (2-tailed)	.070	
	N	100	100

Correlations

		aPeer	How often do you use this service? – Amazon Music
aPeer	Pearson Correlation	1	-.103
	Sig. (2-tailed)		.307
	N	100	100
How often do you use this service? – Amazon Music	Pearson Correlation	-.103	1
	Sig. (2-tailed)	.307	
	N	100	100

Correlations

		aPeer	How often do you use this service? – Apple Music
aPeer	Pearson Correlation	1	-.227*
	Sig. (2-tailed)		.023
	N	100	100
How often do you use this service? – Apple Music	Pearson Correlation	-.227*	1
	Sig. (2-tailed)	.023	
	N	100	100

Correlations

		aOpinion	How often do you use this service? – Spotify
aOpinion	Pearson Correlation	1	.151
	Sig. (2-tailed)		.133
	N	100	100
How often do you use this service? – Spotify	Pearson Correlation	.151	1
	Sig. (2-tailed)	.133	
	N	100	100

Correlations

		aOpinion	How often do you use this service? – YouTube Music
aOpinion	Pearson Correlation	1	.212*
	Sig. (2-tailed)		.034
	N	100	100
How often do you use this service? – YouTube Music	Pearson Correlation	.212*	1
	Sig. (2-tailed)	.034	
	N	100	100

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

		aOpinion	How often do you use this service? – Amazon Music
aOpinion	Pearson Correlation	1	.053
	Sig. (2-tailed)		.598
	N	100	100
How often do you use this service? – Amazon Music	Pearson Correlation	.053	1
	Sig. (2-tailed)	.598	
	N	100	100

Correlations

		aOpinion	How often do you use this service? – Apple Music
aOpinion	Pearson Correlation	1	-.161
	Sig. (2-tailed)		.110
	N	100	100
How often do you use this service? – Apple Music	Pearson Correlation	-.161	1
	Sig. (2-tailed)	.110	
	N	100	100

Correlations

		aPromot	How often do you use this service? – Spotify
aPromot	Pearson Correlation	1	.017
	Sig. (2-tailed)		.863
	N	100	100
How often do you use this service? – Spotify	Pearson Correlation	.017	1
	Sig. (2-tailed)	.863	
	N	100	100

Correlations

		aPromot	How often do you use this service? – YouTube Music
aPromot	Pearson Correlation	1	.019
	Sig. (2-tailed)		.849
	N	100	100
How often do you use this service? – YouTube Music	Pearson Correlation	.019	1
	Sig. (2-tailed)	.849	
	N	100	100

Correlations

		aPromot	How often do you use this service? – Amazon Music
aPromot	Pearson Correlation	1	-.010
	Sig. (2-tailed)		.924
	N	100	100
How often do you use this service? – Amazon Music	Pearson Correlation	-.010	1
	Sig. (2-tailed)	.924	
	N	100	100

Correlations

		aPromot	How often do you use this service? – Apple Music
aPromot	Pearson Correlation	1	.058
	Sig. (2-tailed)		.569
	N	100	100
How often do you use this service? – Apple Music	Pearson Correlation	.058	1
	Sig. (2-tailed)	.569	
	N	100	100

Correlations

		aBrandCon	How often do you use this service? – Spotify
aBrandCon	Pearson Correlation	1	.066
	Sig. (2-tailed)		.513
	N	100	100
How often do you use this service? – Spotify	Pearson Correlation	.066	1
	Sig. (2-tailed)	.513	
	N	100	100

Correlations

		aBrandCon	How often do you use this service? – YouTube Music
aBrandCon	Pearson Correlation	1	.134
	Sig. (2-tailed)		.183
	N	100	100
How often do you use this service? – YouTube Music	Pearson Correlation	.134	1
	Sig. (2-tailed)	.183	
	N	100	100

Correlations

		aBrandCon	How often do you use this service? – Amazon Music
aBrandCon	Pearson Correlation	1	-.089
	Sig. (2-tailed)		.378
	N	100	100
How often do you use this service? – Amazon Music	Pearson Correlation	-.089	1
	Sig. (2-tailed)	.378	
	N	100	100

Correlations

		aBrandCon	How often do you use this service? – Apple Music
aBrandCon	Pearson Correlation	1	.059
	Sig. (2-tailed)		.561
	N	100	100
How often do you use this service? – Apple Music	Pearson Correlation	.059	1
	Sig. (2-tailed)	.561	
	N	100	100

Correlations

		aBrandLoyal	How often do you use this service? – Spotify
aBrandLoyal	Pearson Correlation	1	.095
	Sig. (2-tailed)		.345
	N	100	100
How often do you use this service? – Spotify	Pearson Correlation	.095	1
	Sig. (2-tailed)	.345	
	N	100	100

Correlations

		aBrandLoyal	How often do you use this service? – YouTube Music
aBrandLoyal	Pearson Correlation	1	.111
	Sig. (2-tailed)		.270
	N	100	100
How often do you use this service? – YouTube Music	Pearson Correlation	.111	1
	Sig. (2-tailed)	.270	
	N	100	100

Correlations

		aBrandLoyal	How often do you use this service? – Amazon Music
aBrandLoyal	Pearson Correlation	1	-.043
	Sig. (2-tailed)		.674
	N	100	100
How often do you use this service? – Amazon Music	Pearson Correlation	-.043	1
	Sig. (2-tailed)	.674	
	N	100	100

Correlations

		aBrandLoyal	How often do you use this service? – Apple Music
aBrandLoyal	Pearson Correlation	1	-.015
	Sig. (2-tailed)		.885
	N	100	100
How often do you use this service? – Apple Music	Pearson Correlation	-.015	1
	Sig. (2-tailed)	.885	
	N	100	100

Correlations

		aSubIntent	How often do you use this service? – Spotify
aSubIntent	Pearson Correlation	1	.075
	Sig. (2-tailed)		.456
	N	100	100
How often do you use this service? – Spotify	Pearson Correlation	.075	1
	Sig. (2-tailed)	.456	
	N	100	100

Correlations

		aSubIntent	How often do you use this service? – YouTube Music
aSubIntent	Pearson Correlation	1	.063
	Sig. (2-tailed)		.536
	N	100	100
How often do you use this service? – YouTube Music	Pearson Correlation	.063	1
	Sig. (2-tailed)	.536	
	N	100	100

Correlations

		aSubIntent	How often do you use this service? – Amazon Music
aSubIntent	Pearson Correlation	1	-.062
	Sig. (2-tailed)		.541
	N	100	100
How often do you use this service? – Amazon Music	Pearson Correlation	-.062	1
	Sig. (2-tailed)	.541	
	N	100	100

Correlations

		aSubIntent	How often do you use this service? – Apple Music
aSubIntent	Pearson Correlation	1	.132
	Sig. (2-tailed)		.192
	N	100	100
How often do you use this service? – Apple Music	Pearson Correlation	.132	1
	Sig. (2-tailed)	.192	
	N	100	100

Correlations

		aPerCommu	How often do you use this service? – Spotify
aPerCommu	Pearson Correlation	1	.159
	Sig. (2-tailed)		.115
	N	100	100
How often do you use this service? – Spotify	Pearson Correlation	.159	1
	Sig. (2-tailed)	.115	
	N	100	100

Correlations			
		aPerCommu	How often do you use this service? – YouTube Music
aPerCommu	Pearson Correlation	1	.095
	Sig. (2-tailed)		.347
	N	100	100
How often do you use this service? – YouTube Music	Pearson Correlation	.095	1
	Sig. (2-tailed)	.347	
	N	100	100

Correlations			
		aPerCommu	How often do you use this service? – Amazon Music
aPerCommu	Pearson Correlation	1	.064
	Sig. (2-tailed)		.524
	N	100	100
How often do you use this service? – Amazon Music	Pearson Correlation	.064	1
	Sig. (2-tailed)	.524	
	N	100	100

Correlations			
		aPerCommu	How often do you use this service? – Apple Music
aPerCommu	Pearson Correlation	1	-.135
	Sig. (2-tailed)		.181
	N	100	100
How often do you use this service? – Apple Music	Pearson Correlation	-.135	1
	Sig. (2-tailed)	.181	
	N	100	100

Correlations			
		aSocialFea	How often do you use this service? – Spotify
aSocialFea	Pearson Correlation	1	.202 *
	Sig. (2-tailed)		.044
	N	100	100
How often do you use this service? – Spotify	Pearson Correlation	.202 *	1
	Sig. (2-tailed)	.044	
	N	100	100

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

		aSocialFea	How often do you use this service? – YouTube Music
aSocialFea	Pearson Correlation	1	.110
	Sig. (2-tailed)		.277
	N	100	100
How often do you use this service? – YouTube Music	Pearson Correlation	.110	1
	Sig. (2-tailed)	.277	
	N	100	100

Correlations

		aSocialFea	How often do you use this service? – Amazon Music
aSocialFea	Pearson Correlation	1	-.007
	Sig. (2-tailed)		.948
	N	100	100
How often do you use this service? – Amazon Music	Pearson Correlation	-.007	1
	Sig. (2-tailed)	.948	
	N	100	100

Correlations

		aSocialFea	How often do you use this service? – Apple Music
aSocialFea	Pearson Correlation	1	.029
	Sig. (2-tailed)		.774
	N	100	100
How often do you use this service? – Apple Music	Pearson Correlation	.029	1
	Sig. (2-tailed)	.774	
	N	100	100

Correlations

		aSocialEngage	How often do you use this service? – Spotify
aSocialEngage	Pearson Correlation	1	.278**
	Sig. (2-tailed)		.005
	N	100	100
How often do you use this service? – Spotify	Pearson Correlation	.278**	1
	Sig. (2-tailed)	.005	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		aSocialEngage	How often do you use this service? – YouTube Music
aSocialEngage	Pearson Correlation	1	.169
	Sig. (2-tailed)		.092
	N	100	100
How often do you use this service? – YouTube Music	Pearson Correlation	.169	1
	Sig. (2-tailed)	.092	
	N	100	100

Correlations

		aSocialEngage	How often do you use this service? – Amazon Music
aSocialEngage	Pearson Correlation	1	.159
	Sig. (2-tailed)		.115
	N	100	100
How often do you use this service? – Amazon Music	Pearson Correlation	.159	1
	Sig. (2-tailed)	.115	
	N	100	100

Correlations

		aSocialEngage	How often do you use this service? – Apple Music
aSocialEngage	Pearson Correlation	1	-.123
	Sig. (2-tailed)		.222
	N	100	100
How often do you use this service? – Apple Music	Pearson Correlation	-.123	1
	Sig. (2-tailed)	.222	
	N	100	100

Correlations

		aSpotifyTrustPlat	How often do you use this service? – Spotify
aSpotifyTrustPlat	Pearson Correlation	1	.340*
	Sig. (2-tailed)		.032
	N	40	40
How often do you use this service? – Spotify	Pearson Correlation	.340*	1
	Sig. (2-tailed)	.032	
	N	40	100

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

		aYoutubeTrustPla	How often do you use this service? – YouTube Music
aYoutubeTrustPla	Pearson Correlation	1	.256
	Sig. (2-tailed)		.398
	N	13	13
How often do you use this service? – YouTube Music	Pearson Correlation	.256	1
	Sig. (2-tailed)	.398	
	N	13	100

Correlations

		aAmazonTrustPlat	How often do you use this service? – Amazon Music
aAmazonTrustPlat	Pearson Correlation	1	.247
	Sig. (2-tailed)		.689
	N	5	5
How often do you use this service? – Amazon Music	Pearson Correlation	.247	1
	Sig. (2-tailed)	.689	
	N	5	100

Correlations

		aAppleTrustPlat	How often do you use this service? – Apple Music
aAppleTrustPlat	Pearson Correlation	1	.310*
	Sig. (2-tailed)		.049
	N	41	41
How often do you use this service? – Apple Music	Pearson Correlation	.310*	1
	Sig. (2-tailed)	.049	
	N	41	100

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

		aSpotifyServiceRelia	How often do you use this service? – Spotify
aSpotifyServiceRelia	Pearson Correlation	1	.322*
	Sig. (2-tailed)		.043
	N	40	40
How often do you use this service? – Spotify	Pearson Correlation	.322*	1
	Sig. (2-tailed)	.043	
	N	40	100

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

		How often do you use this service? – YouTube Music	aYoutubeSurvi ceRelia
How often do you use this service? – YouTube Music	Pearson Correlation	1	.209
	Sig. (2-tailed)		.493
	N	100	13
aYoutubeSurviceRelia	Pearson Correlation	.209	1
	Sig. (2-tailed)	.493	
	N	13	13

Correlations

		aAmazonSurvi ceRelia	How often do you use this service? – Amazon Music
aAmazonServiceRelia	Pearson Correlation	1	.212
	Sig. (2-tailed)		.733
	N	5	5
How often do you use this service? – Amazon Music	Pearson Correlation	.212	1
	Sig. (2-tailed)	.733	
	N	5	100

Correlations

		aAppleService Relia	How often do you use this service? – Apple Music
aAppleServiceRelia	Pearson Correlation	1	.473**
	Sig. (2-tailed)		.002
	N	41	41
How often do you use this service? – Apple Music	Pearson Correlation	.473**	1
	Sig. (2-tailed)	.002	
	N	41	100

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		aSpotifyEasyof use	How often do you use this service? – Spotify
aSpotifyEasyofuse	Pearson Correlation	1	.372*
	Sig. (2-tailed)		.018
	N	40	40
How often do you use this service? – Spotify	Pearson Correlation	.372*	1
	Sig. (2-tailed)	.018	
	N	40	100

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

		aYoutubeEasy ofuse	How often do you use this service? – YouTube Music
aYoutubeEasyofuse	Pearson Correlation	1	.298
	Sig. (2-tailed)		.322
	N	13	13
How often do you use this service? – YouTube Music	Pearson Correlation	.298	1
	Sig. (2-tailed)	.322	
	N	13	100

Correlations

		aAmazonEasy ofus	How often do you use this service? – Amazon Music
aAmazonEasyofus	Pearson Correlation	1	.405
	Sig. (2-tailed)		.499
	N	5	5
How often do you use this service? – Amazon Music	Pearson Correlation	.405	1
	Sig. (2-tailed)	.499	
	N	5	100

Correlations

		aAppleEasyof use	How often do you use this service? – Apple Music
aAppleEasyofuse	Pearson Correlation	1	.382*
	Sig. (2-tailed)		.014
	N	41	41
How often do you use this service? – Apple Music	Pearson Correlation	.382*	1
	Sig. (2-tailed)	.014	
	N	41	100

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

		aSpotifyUserE xper	How often do you use this service? – Spotify
aSpotifyUserExper	Pearson Correlation	1	.371*
	Sig. (2-tailed)		.018
	N	40	40
How often do you use this service? – Spotify	Pearson Correlation	.371*	1
	Sig. (2-tailed)	.018	
	N	40	100

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

		aYoutubeUser Exper	How often do you use this service? – YouTube Music
aYoutubeUserExper	Pearson Correlation	1	.501
	Sig. (2-tailed)		.081
	N	13	13
How often do you use this service? – YouTube Music	Pearson Correlation	.501	1
	Sig. (2-tailed)	.081	
	N	13	100

Correlations

		aAmazonUser Exper	How often do you use this service? – Amazon Music
aAmazonUserExper	Pearson Correlation	1	.379
	Sig. (2-tailed)		.530
	N	5	5
How often do you use this service? – Amazon Music	Pearson Correlation	.379	1
	Sig. (2-tailed)	.530	
	N	5	100

Correlations

		aAppleUserEx per	How often do you use this service? – Apple Music
aAppleUserExper	Pearson Correlation	1	.462 **
	Sig. (2-tailed)		.002
	N	41	41
How often do you use this service? – Apple Music	Pearson Correlation	.462 **	1
	Sig. (2-tailed)	.002	
	N	41	100

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		aSpotifyConte ntVari	How often do you use this service? – Spotify
aSpotifyContentVari	Pearson Correlation	1	.348 *
	Sig. (2-tailed)		.028
	N	40	40
How often do you use this service? – Spotify	Pearson Correlation	.348 *	1
	Sig. (2-tailed)	.028	
	N	40	100

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

		aYoutubeContentVari	How often do you use this service? – YouTube Music
aYoutubeContentVari	Pearson Correlation	1	.513
	Sig. (2-tailed)		.073
	N	13	13
How often do you use this service? – YouTube Music	Pearson Correlation	.513	1
	Sig. (2-tailed)	.073	
	N	13	100

Correlations

		aAmazonContentVari	How often do you use this service? – Amazon Music
aAmazonContentVari	Pearson Correlation	1	.401
	Sig. (2-tailed)		.504
	N	5	5
How often do you use this service? – Amazon Music	Pearson Correlation	.401	1
	Sig. (2-tailed)	.504	
	N	5	100

Correlations

		aAppleContentVari	How often do you use this service? – Apple Music
aAppleContentVari	Pearson Correlation	1	.343 *
	Sig. (2-tailed)		.028
	N	41	41
How often do you use this service? – Apple Music	Pearson Correlation	.343 *	1
	Sig. (2-tailed)	.028	
	N	41	100

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

		aSpotifyIntensity	How often do you use this service? – Spotify
aSpotifyIntensity	Pearson Correlation	1	.392 *
	Sig. (2-tailed)		.012
	N	40	40
How often do you use this service? – Spotify	Pearson Correlation	.392 *	1
	Sig. (2-tailed)	.012	
	N	40	100

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations			
		aYoutubeInteA ctivity	How often do you use this service? – YouTube Music
aYoutubeInteActivity	Pearson Correlation	1	.200
	Sig. (2-tailed)		.513
	N	13	13
How often do you use this service? – YouTube Music	Pearson Correlation	.200	1
	Sig. (2-tailed)	.513	
	N	13	100

Correlations			
		aAmazonInteA ctivity	How often do you use this service? – Amazon Music
aAmazonInteActivity	Pearson Correlation	1	.580
	Sig. (2-tailed)		.306
	N	5	5
How often do you use this service? – Amazon Music	Pearson Correlation	.580	1
	Sig. (2-tailed)	.306	
	N	5	100

Correlations			
		aAppleInteActi vity	How often do you use this service? – Apple Music
aAppleInteActivity	Pearson Correlation	1	.498**
	Sig. (2-tailed)		<.001
	N	41	41
How often do you use this service? – Apple Music	Pearson Correlation	.498**	1
	Sig. (2-tailed)	<.001	
	N	41	100

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations			
		aSpotifyPreUs eful	How often do you use this service? – Spotify
aSpotifyPreUseful	Pearson Correlation	1	.326*
	Sig. (2-tailed)		.040
	N	40	40
How often do you use this service? – Spotify	Pearson Correlation	.326*	1
	Sig. (2-tailed)	.040	
	N	40	100

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

		aYoutubePreUseful	How often do you use this service? – YouTube Music
aYoutubePreUseful	Pearson Correlation	1	.147
	Sig. (2-tailed)		.632
	N	13	13
How often do you use this service? – YouTube Music	Pearson Correlation	.147	1
	Sig. (2-tailed)	.632	
	N	13	100

Correlations

		aAmazonPreUseful	How often do you use this service? – Amazon Music
aAmazonPreUseful	Pearson Correlation	1	.563
	Sig. (2-tailed)		.323
	N	5	5
How often do you use this service? – Amazon Music	Pearson Correlation	.563	1
	Sig. (2-tailed)	.323	
	N	5	100

Correlations

		aApplePreUseful	How often do you use this service? – Apple Music
aApplePreUseful	Pearson Correlation	1	.060
	Sig. (2-tailed)		.711
	N	41	41
How often do you use this service? – Apple Music	Pearson Correlation	.060	1
	Sig. (2-tailed)	.711	
	N	41	100

Correlations						
		If you were to subscribe to a music streaming service tomorrow, how likely would you be to select the following services? - Spotify	If you were to subscribe to a music streaming service tomorrow, how likely would you be to select the following services? - Pandora	If you were to subscribe to a music streaming service tomorrow, how likely would you be to select the following services? - YouTube Music	If you were to subscribe to a music streaming service tomorrow, how likely would you be to select the following services? - Amazon Music	If you were to subscribe to a music streaming service tomorrow, how likely would you be to select the following services? - Apple Music
aTrendMusicPopul	Pearson Correlation	0.125	0.107	0.063	0.043	0.135
	Sig. (2-tailed)	0.291	0.533	0.672	0.182	
	N	100	100	100	100	
aPriceSensi	Pearson Correlation	-0.015	0.004	-0.044	-0.018	0.088
	Sig. (2-tailed)	0.971	0.666	0.861	0.385	
	N	100	100	100	100	
aFamily	Pearson Correlation	0.033	.251 [*]	0.054	0.184	0.025
	Sig. (2-tailed)	0.012	0.595	0.067	0.806	
	N	100	100	100	100	
aWillUp	Pearson Correlation	-0.019	-0.142	-0.066	-0.174	.217 [*]
	Sig. (2-tailed)	0.159	0.512	0.084	0.03	
	N	100	100	100	100	
aPeer	Pearson Correlation	0.191	-0.009	0.128	-0.043	-0.07
	Sig. (2-tailed)	0.927	0.204	0.67	0.491	
	N	100	100	100	100	
aOpinion	Pearson Correlation	0.096	0.159	0.083	0.03	-0.004
	Sig. (2-tailed)	0.115	0.413	0.768	0.969	
	N	100	100	100	100	
aPromot	Pearson Correlation	0.041	0.137	-0.027	0.067	0.063
	Sig. (2-tailed)	0.174	0.786	0.51	0.531	
	N	100	100	100	100	
aBrandCon	Pearson Correlation	0.115	-0.088	-0.085	-0.155	.217 [*]
	Sig. (2-tailed)	0.385	0.398	0.123	0.03	
	N	100	100	100	100	
aBrandLoyal	Pearson Correlation	0.112	0.065	0.044	-0.083	0.175
	Sig. (2-tailed)	0.518	0.665	0.411	0.082	
	N	100	100	100	100	
aSubIntent	Pearson Correlation	0.143	0.015	-0.074	0.012	0.166
	Sig. (2-tailed)	0.879	0.462	0.904	0.099	
	N	100	100	100	100	
aPerCommu	Pearson Correlation	.316 ^{**}	.241 [*]	0.163	.204 [*]	0.037
	Sig. (2-tailed)	0.016	0.105	0.042	0.718	
	N	100	100	100	100	
aSocialFea	Pearson Correlation	.355 ^{**}	0.134	0.086	0.092	0.192
	Sig. (2-tailed)	0.184	0.394	0.363	0.056	
	N	100	100	100	100	
aSocialEngage	Pearson Correlation	.256 [*]	.219 [*]	0.101	0.175	0.039
	Sig. (2-tailed)	0.028	0.32	0.081	0.697	
	N	100	100	100	100	
aSpotifyTrustPlat	Pearson Correlation	.400 [*]	0.02	-0.133	-0.076	0.189
	Sig. (2-tailed)	0.903	0.415	0.642	0.243	
	N	40	40	40	40	
aPandoraTrustPlat	Pearson Correlation	. ^b	. ^b	. ^b	. ^b	. ^b
	Sig. (2-tailed)	.	.	.	.	.
	N	1	1	1	1	
aYoutubeTrustPla	Pearson Correlation	0.23	-0.267	-0.25	-0.051	0.126
	Sig. (2-tailed)	0.378	0.41	0.868	0.681	
	N	13	13	13	13	
aAmazonTrustPlat	Pearson Correlation	-0.295	0.685	-0.5	0.802	. ^b
	Sig. (2-tailed)	0.202	0.391	0.103	.	
	N	5	5	5	5	
aAppleTrustPlat	Pearson Correlation	0.236	-0.105	-0.006	-0.083	.491 ^{**}
	Sig. (2-tailed)	0.515	0.968	0.606	0.001	
	N	41	41	41	41	
aSpotifyServiceRelia	Pearson Correlation	0.311	0.052	-0.129	-0.094	0.207
	Sig. (2-tailed)	0.75	0.428	0.563	0.2	
	N	40	40	40	40	
aPandoraServiceRelia	Pearson Correlation	. ^b	. ^b	. ^b	. ^b	. ^b
	Sig. (2-tailed)	.	.	.	.	.
	N	1	1	1	1	
aYoutubeServiceRelia	Pearson Correlation	0.466	-0.113	-0.219	0.057	0.286
	Sig. (2-tailed)	0.714	0.472	0.854	0.344	
	N	13	13	13	13	
aAmazonServiceRelia	Pearson Correlation	-0.204	0.667	-0.476	0.685	. ^b
	Sig. (2-tailed)	0.219	0.418	0.202	.	
	N	5	5	5	5	
aAppleServiceRelia	Pearson Correlation	0.108	-0.211	-0.096	-0.072	0.279
	Sig. (2-tailed)	0.185	0.55	0.655	0.078	

aSpotifyEasyofuse	Pearson Correlation	.317 [*]	-0.136	-0.161	-0.227	0.081
	Sig. (2-tailed)	0.404	0.32	0.159	0.619	
	N	40	40	40	40	
aPandoraEasyofuse	Pearson Correlation	. ^b	. ^b	. ^b	. ^b	. ^b
	Sig. (2-tailed)	.	.	.	.	
	N	1	1	1	1	
aYoutubeEasyofuse	Pearson Correlation	.575 [*]	0.024	-0.305	0.163	0.335
	Sig. (2-tailed)	0.939	0.311	0.594	0.263	
	N	13	13	13	13	
aAmazonEasyofus	Pearson Correlation	0.36	.992 ^{**}	0.223	0.714	. ^b
	Sig. (2-tailed)	<.001	0.718	0.175	.	
	N	5	5	5	5	
aAppleEasyofuse	Pearson Correlation	0.117	-0.155	-0.047	-0.102	.557 ^{**}
	Sig. (2-tailed)	0.335	0.769	0.526	<.001	
	N	41	41	41	41	
aSpotifyUserExper	Pearson Correlation	0.252	-0.184	-0.152	-0.227	-0.008
	Sig. (2-tailed)	0.257	0.35	0.158	0.961	
	N	40	40	40	40	
aPandoraUserExper	Pearson Correlation	. ^b	. ^b	. ^b	. ^b	. ^b
	Sig. (2-tailed)	.	.	.	.	
	N	1	1	1	1	
aYoutubeUserExper	Pearson Correlation	0.319	-0.339	-0.014	-0.123	-0.071
	Sig. (2-tailed)	0.257	0.964	0.689	0.818	
	N	13	13	13	13	
aAmazonUserExper	Pearson Correlation	0.17	.968 ^{**}	0.059	0.807	. ^b
	Sig. (2-tailed)	0.007	0.925	0.099	.	
	N	5	5	5	5	
aAppleUserExper	Pearson Correlation	-0.081	-.319 [*]	-0.247	-0.287	.536 ^{**}
	Sig. (2-tailed)	0.042	0.119	0.069	<.001	
	N	41	41	41	41	
aSpotifyContentVari	Pearson Correlation	0.159	-0.108	-0.268	-0.245	-0.082
	Sig. (2-tailed)	0.506	0.094	0.128	0.615	
	N	40	40	40	40	
aPandoraContentVar	Pearson Correlation	. ^b	. ^b	. ^b	. ^b	. ^b
	Sig. (2-tailed)	.	.	.	.	
	N	1	1	1	1	
aYoutubeContentVari	Pearson Correlation	0.296	-0.359	-0.004	-0.069	-0.035
	Sig. (2-tailed)	0.228	0.99	0.822	0.911	
	N	13	13	13	13	
aAmazonContentVari	Pearson Correlation	0.074	.892 [*]	0.01	0.854	. ^b
	Sig. (2-tailed)	0.042	0.987	0.066	.	
	N	5	5	5	5	
aAppleContentVari	Pearson Correlation	0.092	-0.116	-0.053	-0.133	.527 ^{**}
	Sig. (2-tailed)	0.47	0.742	0.408	<.001	
	N	41	41	41	41	
aSpotifyInteActivity	Pearson Correlation	.317 [*]	-0.073	-0.218	-0.253	0.159
	Sig. (2-tailed)	0.655	0.177	0.116	0.327	
	N	40	40	40	40	
aPandoraInteActivity	Pearson Correlation	. ^b	. ^b	. ^b	. ^b	. ^b
	Sig. (2-tailed)	.	.	.	.	
	N	1	1	1	1	
aYoutubeInteActivity	Pearson Correlation	0.31	-0.142	-0.177	0.062	0.166
	Sig. (2-tailed)	0.642	0.563	0.842	0.587	
	N	13	13	13	13	
aAmazonInteActivity	Pearson Correlation	0.278	0.84	0	0.816	. ^b
	Sig. (2-tailed)	0.075	1	0.092	.	
	N	5	5	5	5	
aAppleInteActivity	Pearson Correlation	-0.095	-0.239	-0.19	-0.284	.516 ^{**}
	Sig. (2-tailed)	0.132	0.235	0.072	<.001	
	N	41	41	41	41	
aSpotifyPreUseful	Pearson Correlation	0.261	-0.005	-0.134	-0.205	0.079
	Sig. (2-tailed)	0.974	0.41	0.204	0.628	
	N	40	40	40	40	
aPandoraPreUseful	Pearson Correlation	. ^b	. ^b	. ^b	. ^b	. ^b
	Sig. (2-tailed)	.	.	.	.	
	N	1	1	1	1	
aYoutubePreUseful	Pearson Correlation	0.259	-0.287	-0.456	-0.271	0.162
	Sig. (2-tailed)	0.341	0.117	0.371	0.598	
	N	13	13	13	13	
aAmazonPreUseful	Pearson Correlation	-0.059	0.674	-0.248	.941 [*]	. ^b
	Sig. (2-tailed)	0.213	0.688	0.017	.	
	N	5	5	5	5	
aApplePreUseful	Pearson Correlation	0.288	0.205	0.238	0.073	.465 ^{**}
	Sig. (2-tailed)	0.199	0.134	0.65	0.002	
	N	41	41	41	41	

Appendix D:

Data log November 10, 2024

Data Import:

The survey data was exported from Qualtrics in .csv format.

The file was imported into SPSS via File > Open > Data, ensuring all variables were correctly labeled.

Data Cleaning Process:

We first observe and collect data from the Qualtrics survey. However, not all of the data is usable. It is essential to ensure the quality and reliability of the data before proceeding with further analysis. For example, responses from individuals who took too long or too short a time to complete the survey cannot be used as a reference.

Invalid or incomplete responses (e.g., survey completion under 9.5 minutes) were excluded.

QID10_7: No strongly disagree

QID13_7: The proportion of 'Strongly Disagree' is too high.

QID13_9: The proportion of 'Strongly Disagree' is too high.

QID13_10: The proportion of 'Strongly Disagree' is too high.

November 14, 2024

Variable Recoding:

Open-ended text responses were standardized.

Categorical variables were recorded into numerical values using Transform > Recode into Different Variables.

November 17, 2024

Reliability Testing:

Cronbach's Alpha was calculated (Analyze > Scale > Reliability Analysis) for each construct to ensure internal consistency. Constructs with Cronbach's Alpha above 0.7 were retained.

November 20, 2024

Frequency Analysis:

The distribution of responses for independent and dependent variables was analyzed using Analyze > Descriptive Statistics > Frequencies.

Mean, median, and percentage distributions were computed for each variable.

November 22, 2024

Correlation Analysis:

Correlation coefficients between independent variables and dependent variables were calculated using Analyze > Correlate > Bivariate.

Pearson correlation coefficients were used, with a significance level of 0.05.

November 25, 2024

Reliability Scores:

Independent and dependent variables were evaluated for reliability. Variables with low reliability scores (e.g., $\alpha < 0.5$) were excluded.

November 28, 2024

Pattern Identification:

Constructs were evaluated for trends by combining “Somewhat Agree” and “Strongly Agree” responses to identify significant inclinations.

Comparison:

The differences between platforms (e.g., Spotify, Apple Music, Amazon) were analyzed using mean scores to identify platform-specific preferences.

This project allowed us to go through a complete process, from data collection to cleaning and analysis. Throughout this process, we identified several issues:

1. Challenges in Data Cleaning

Many survey responses were incomplete or inconsistent. For instance, some participants did not answer the questions seriously, resulting in missing or illogical data. We had to spend a significant amount of time cleaning and organizing the data. This highlighted the need to implement measures like mandatory responses or screening questions in future survey designs to exclude invalid participants.

2. Multi-step Operations in SPSS

Conducting multi-step operations in SPSS (such as data cleaning, reliability analysis, correlation analysis, and frequency analysis) required frequent switching between tools and commands. For example, running reliability analysis, correlation analysis, and frequency analysis involved repeatedly checking the selection and configuration of variables. This not only increased the workload but also raised the risk of errors. However, this process also underscored the

importance of teamwork, as we worked together to overcome many difficulties. Despite the challenges, we successfully obtained the necessary data for our analysis.

The reverse coded items were recorded. We ran the reliability analysis for the measures of early adopter orientation and found that the overall alpha was .358 which is unacceptable. No matter which constructs we remove, the overall alpha can't achieve 0.5. Therefore, we observe that the predictor "Brand Loyalty" can't be used. But other than that, the data were normal and usable for analysis.

Reliability Statistics		Item-Total Statistics			
		Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Cronbach's Alpha	N of Items				
.358	4				
Our next set of questions is about music streaming services. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I prefer to use my favorite music streaming app regardless of the price of other apps.		9.94	5.027	.293	.173
Our next set of questions is about music streaming services. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I switch between different music streaming apps.		9.75	5.927	.057	.454
Our next set of questions is about music streaming services. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I compare different music streaming apps when I buy their services.		9.71	5.299	.238	.240
Our next set of questions is about music streaming services. For each of the following statements, please tell us how well it describes you by checking the box corresponding with your choice. - I don't believe other music streaming apps can fulfill my needs as well as my favorite		10.08	5.751	.198	.288