Causal Factors Influencing College Student's Willingness to Consume Digital Music Chengdu, China

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Abstract

Background and Aims: Chengdu, an important region in southwest China, is home to numerous colleges where students frequently engage with digital music through mobile devices. This study aims to explore how perceived value and subjective norms influence college students' intentions to consume digital music. Specifically, it seeks to understand whether students' behavioral attitudes and social norms positively affect their willingness to participate in music consumption. Additionally, the study will examine how students' active involvement in music-related activities may further enhance their interest in consuming digital music.

Methodology: It was an applied research method that combines qualitative and quantitative methods as a mixed method, which provides all-around theoretical support for the influencing factors of college students' digital music consumption, as literature reviews.

Results: It was found that college students' perceived value, behavioral attitude, subjective norms, and user participation jointly affect their consumption intention by affecting user stickiness and psychological needs. These factors interacted and promoted each other, which together constituted an important factor system affecting college students' consumption decision-making.

Conclusion: In conclusion the study was conducted by investigating the influencing factors of college students' digital music consumption, which interact and promote each other, and together constitute an important factor system affecting college students' consumption decision-making.

Keywords: College Students' Willingness; Digital Music Industry; Consumption Factors

Introduction

The Chengdu area is an important city in southwest China, with many universities and groups of university students. With the popularity of the Internet and mobile devices, digital music consumption is becoming more common among Chengdu college students (as shown in Figure 1). However, different college students differ in their willingness to consume digital music, which

may be influenced by a variety of factors (Lin, 2020). Firstly, sociocultural factors will have an impact on college students' willingness to consume digital music.

The Chengdu region has a unique music culture atmosphere, which may affect college students' attitudes toward digital music and consumption willingness. Secondly, economic factors are also important factors affecting college students' willingness to consume digital music. College students usually have limited financial income, and their consumption decisions may be limited by their economic situation and purchasing power.

In addition, technological factors may also have an impact on college students' willingness to consume digital music. Users of digital music platforms, as well as technical factors such as functions, sound quality, and download speed, may all influence college students' attitudes and willingness to consume digital music. Finally, personal characteristics and preferences may also be factors that affect college students' willingness to consume digital music (Fang, 2019). Factors including music taste, music needs, and personal habits may affect college students' attitudes and willingness to consume digital music.

Therefore, the research on the influencing factors of college students' willingness to consume digital music in the Chengdu area is helpful to have a deep understanding of college students' consumption behaviors and needs and provide targeted market strategies and services for digital music platforms and the music industry.
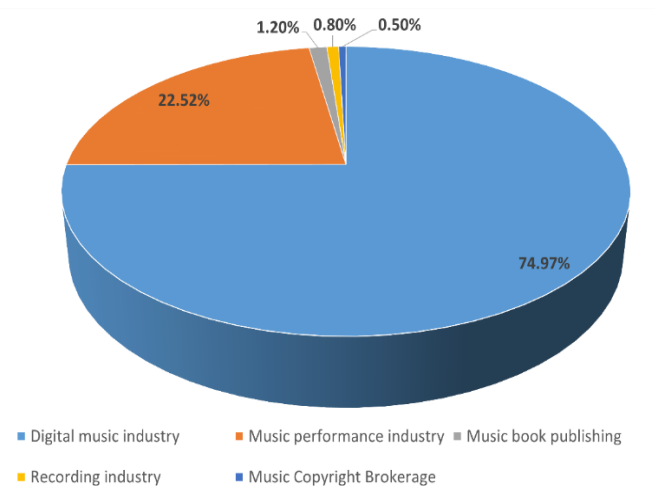

Figure 1 Market share of China's digital music industry

On this basis, combined with the theory of planned behavior and the actual situation of college students in Chengdu, China, this paper comprehensively studies the influencing factors of

college students' consumption on their willingness to pay for digital music, to provide references for the establishment of China's digital music payment system (Cheng, Q.,2018). In addition, from the perspective of culture, this paper studies the role of collectivist culture in college students' consumption decision-making. This research has both theoretical significance and practical significance.

Research Questions

This research examines the factors influencing college students' willingness to pay for digital music. Specifically, it investigates various aspects of consumer behavior that may affect their intentions and willingness to consume digital music content. The study poses a series of research questions aimed at understanding these dynamics in greater depth. The following is an overview of the research questions:

Does perceived value positively influence college students' intention to consume digital music? This question seeks to determine whether students are more likely to consume digital music when they perceive it to have high value, such as quality, exclusivity, or convenience.

Does behavioral attitude positively impact college students' willingness to consume digital music? This question examines whether students' attitudes and preferences toward digital music consumption motivate their willingness to engage in it.

Does subjective norm positively affect college students' willingness to consume digital music? Here, the focus is on whether social influences, such as peer opinions or popular trends, encourage students to consume digital music.
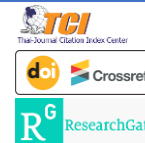
Does participation in music-related activities positively impact college students' intention to consume digital music? This question explores whether involvement in music events or activities enhances students' interest in digital music, thereby influencing their consumption intentions.

These questions aim to provide a comprehensive understanding of the motivations and barriers college students experience regarding digital music consumption. The insights from this study may offer valuable guidance for digital music providers and marketers in developing strategies that resonate with this audience.

Research Objectives

This paper takes college students' digital music payment behavior as the research object, analyzes the digital music payment behavior and its influencing factors, verifies the hypothesis through empirical analysis, combines the characteristics of music payment, builds a model of influencing factors of college students' digital music payment behavior, designs a measurement scale, and collects data through questionnaire survey (Li & Huang, 2017). SPSS and AMOS were

used for collation, statistics, and analysis, and relevant conclusions were drawn based on empirical research. On this basis, the research objectives are as follows:

1. By combining relevant literature at home and abroad, this paper discusses the influencing factors of college students' digital music payment behavior in Chengdu.

2. Through a questionnaire survey and data support, explore the factors affecting college students' music payment behavior.

3. Through statistical analysis and regression analysis, this study determined the influence of different factors on the digital music consumption intention of college students in Chengdu and found the main influencing factors. Statistical analysis was proposed to verify the research model and hypothesis (Li & Wang, 2016).

4. Based on the empirical analysis results, the author puts forward some suggestions on the payment behavior of college students in Chengdu, to promote the willingness of college students in Chengdu to consume digital music and promote the development of the digital music market (Li, 2018).

In conclusion, the purpose of this study is to deeply understand the influencing factors of college students' willingness to consume digital music in Chengdu, provide decision-making references for relevant departments, and promote the development of digital music consumption.

Research Hypothesis

According to the research conceptual framework, four research hypotheses are proposed:

H1: Perceived value can positively affect college students' consumption intention.

H2: Behaviors and attitudes can positively affect college students' consumption intention.

H3: Subjective norms will positively affect college students' consumption intention.

H4: Consumers' participation in music activities has a positive impact on college students' consumption intention.

Literature review

Digital Music Consumption Among College Students With the rapid proliferation of mobile devices and digital platforms, digital music consumption has become increasingly popular among college students worldwide. Studies have shown that this demographic is highly engaged with digital music services, often using streaming platforms as their primary source of music. Research by Chu & Cong (2020)highlights that college students tend to value the convenience, accessibility, and affordability of digital music, making them a crucial market segment for music streaming

services. Chengdu, a region with a large concentration of students, represents a significant case study for examining these consumption patterns.

Perceived Value and Its Impact on Consumption Intention. The concept of perceived value plays a central role in understanding consumer behavior, especially in the context of digital goods. According to Xiang (2017), perceived value includes the quality, price, and emotional satisfaction that consumers associate with a product or service. In digital music, high perceived value, such as unique features, high sound quality, and exclusive content, can influence students' willingness to pay for subscriptions or purchase music. The more value students perceive in digital music, the stronger their intention to consume and even pay for it.

Research Framework

Based on a literature review and extensive research, this paper summarizes the factors that affect the digital music consumption behavior of Chengdu college students and analyzes the willingness of college students to purchase digital music products reasonably. Finally, through a questionnaire survey and statistical analysis to verify the research hypothesis, and put forward specific **suggestions.**

Based on the theory of planned behavior (TPB) and combined with the theory of perceived value, a conceptual framework of 1 dependent variable, 4 independent variables, 2 mediating variables, and their relationships is constructed (as shown in Figure 2).
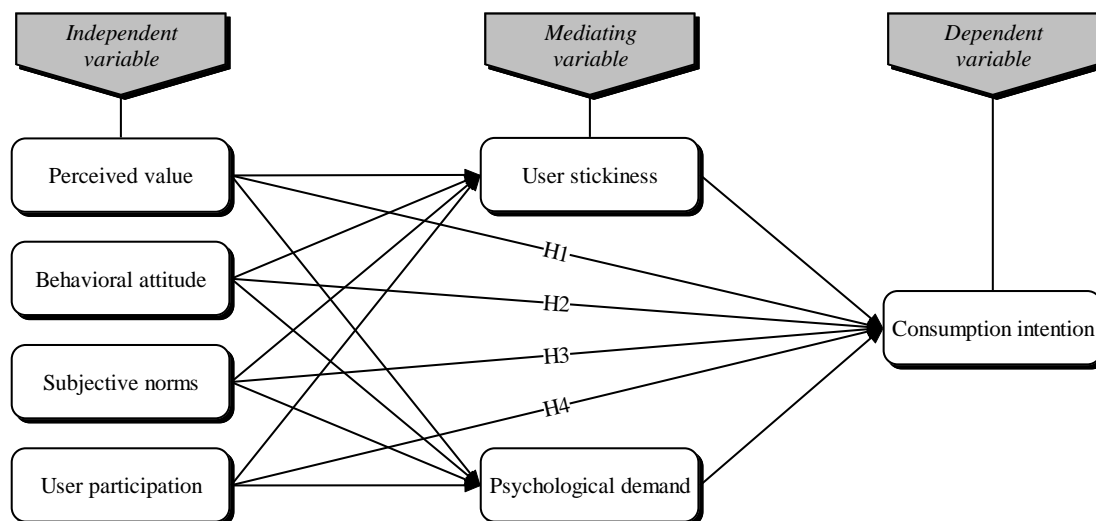

Figure 2 Conceptual framework diagram

Methodology

This study focuses on college students as the population, specifically targeting those who frequently engage with digital music platforms. The sampling method for the large-scale survey involved a stratified random sampling approach to ensure diversity in demographic variables. A total of 431 valid responses were collected for final analysis, representing various educational levels, demographics, and music consumption patterns.

Research Tools: The study utilized both qualitative and quantitative tools, with a mixed-methods approach. Research instruments included a preliminary questionnaire designed based on seven factors relevant to digital music consumption: perceived value, behavioral attitude, subjective norms, user participation, user stickiness, psychological demand, and consumption intention. All items were measured using a 5-point Likert scale ranging from "strongly disagree" (1) to "strongly agree" (5). Additionally, SPSS and AMOS software were employed for statistical analysis, including reliability and validity checks, factor analyses, and structural modeling.

Data Collection: Data collection was conducted in two phases: pre-test and main survey. The pre-test phase involved a small sample of 40 college students to refine the questionnaire and remove "junk items" that might hinder reliability and validity. Expert evaluation was incorporated to ensure content validity, with revisions made based on expert feedback. After final adjustments, the formal survey was administered, gathering a total of 431 valid responses from a wide demographic.

Data Analysis: Data analysis followed a structured approach using SPSS and AMOS. The primary analysis steps included:

Reliability and Validity Analysis: SPSS was used for reliability analysis and exploratory factor analysis (EFA) to confirm internal consistency and the structural integrity of the questionnaire.

Confirmatory Factor Analysis (CFA): AMOS was employed to conduct CFA, ensuring that the measurement model fit the data appropriately. Path Analysis and Mediation Testing: The study used AMOS for path analysis to test the relationships between variables. Mediation analysis was performed using bootstrap estimation methods to verify any mediating effects.

Descriptive Statistics: SPSS was utilized to perform descriptive statistical analysis on demographic characteristics, including gender, grade, monthly digital music expenses, and consumption habits.Through these methodologies, the study aimed to provide comprehensive insights into the factors that influence college students' willingness to consume digital music, thereby validating the research hypotheses.
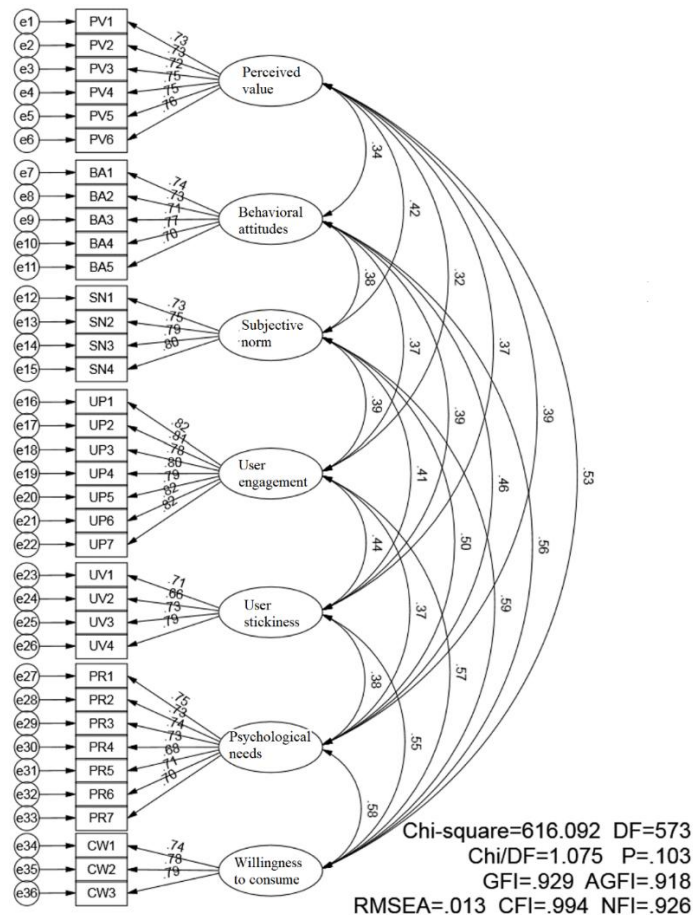
Figure 3 Confirmatory factor Analysis diagram

Research Results

The research results of this paper are as follows:

1．A descriptive statistical analysis was conducted on the demographic profile of the respondents and the measured variables, in which the descriptive statistics of the variables included the description of each item and the correlation between the variables. The analysis results are consistent with the purpose of this study, indicating the rationality of the research sample.

2．The exploratory factor analysis (EFA) was tested for reliability and validity by SPSS software, indicating that the sample data has good reliability and validity.

3．AMOS software is used to conduct confirmatory factor analysis (CFA). The results are in line with all the standards, indicating that the reliability of each measurement model is

acceptable, with good convergence validity and discriminant validity. Therefore, we determined a measurement model composed of 7 variables and will use SEM for analysis.

4．To test the 4 research hypotheses, AMOS software was used to perform the structural equation model (SEM) of bootstrap estimation. The results show that all 4 hypotheses are supported, and the results are discussed in detail on this basis (as shown in Table 1)．Therefore, the results are in complete agreement with our hypothesis reasoning, and the results are valid and reliable.

Table 1 Test results of four research hypotheses

Hypotheses	Test results
H1: Perceived value positively affects college students' consumption intention	Accepted
H2: Behavior attitude will positively affect college students' consumption intention	Accepted
H3: Subjective normative justice will affect college students' willingness to consume	Accepted
H4: The positive effect of consumer participation on college students' consumption intention	Accepted

Discussion

This paper investigates the influencing factors of college students' digital music consumption in Chengdu, China, and analyzes the influences of college students' perceived value, behavior attitude, subjective norms, user stickiness, and psychological needs on their consumption intention. These factors interact and promote each other, which together constitute an important factor system affecting college students' consumption decision-making. Therefore, AMOS software is used to carry out the structural equation model (SEM) of bootstrap estimation, and the results are obtained. On this basis, the obtained results are discussed in detail. The sample size of this study is 431 college students. The method of combining purposeful sampling and stratified sampling is used to conduct a quantitative study on the digital music consumption of college students in Chengdu, China.

This paper starts with the perceived value, behavior, attitude, subjective norms, user stickiness, and psychological needs of college students. Through literature review, combined with the characteristics of contemporary college students and the current market situation of the digital music industry of college students in Chengdu, China, combined with the perceived value, behavior attitude, regulatory norms, user stickiness, and psychological needs, the corresponding

independent and intermediary variables are proposed, and the conceptual framework of the research is established.

A 5-step design process was developed, and quantitative research was carried out according to it.

1．From the measurement dimension, we designed actionable items for all variables and formed a questionnaire containing 42 items.

2. The data analysis procedure was summarized in detail.

3. On this basis, the validity analysis (content validity – IOC test and structure validity – EFA) and reliability analysis were carried out for the 36 variables of data.

4．A total of 4 3 1 valid sample data points were collected. Using the method of a combination of objective sampling and stratified sampling, this paper conducted a quantitative study on the digital music consumption of college students in Chengdu, China, through an on-site paper questionnaire survey. AMOS software was used to carry out the structural equation model (SEM) of boot-boo-up estimation, verify the research hypothesis, and successfully achieve the research objectives.

Conclusion

Firstly, the theory is summarized, and then the research model is proposed. On this basis, the corresponding theory is put forward, and the limitations of the research and the direction of further research are pointed out.

By investigating the influencing factors of college students' digital music consumption in Chengdu, China, this paper focuses on the perceived value, behavior attitude, subjective norms, user stickiness, and psychological needs of college students, which jointly affect their consumption intention. These factors interact and promote each other, which together constitute an important factor system affecting college students' consumption decision-making.

Therefore, AMOS (a fully integrated software package) is used for bootstrap estimation of the structural equation model (SEM), and the results are obtained. On this basis, the results are discussed in detail. The sample size of this study is 4 3 1 college students, and the method of combining purposeful sampling and stratified sampling is used to conduct a quantitative study on college students' input into digital music in the Chengdu area.

Based on college students' perceived values, behavior attitudes, subjective norms, user stickiness, and psychological needs, this paper proposes corresponding independent variables and intermediary variables through a literature review, combines the characteristics of contemporary college students and the current market situation of the digital music industry of college students

in Chengdu, China, and integrates perceived value, behavior attitude, implementation norms, user stickiness, and psychological needs.

The conceptual framework of the study is established. The five-step research design process was developed, and the quantitative research was carried out.

1．From the measurement dimension, we designed operational question items for all variables and formed a questionnaire containing 42 question items.

2. The data analysis procedure was summarized in detail.

3. Based on this, validity analysis (content validity - IOC test and structure validity - EFA test) and reliability analysis were carried out on the 36 variables' data.

4. This study collected a total of 431 valid sample data. The paper conducted a quantitative study on college students' participation in digital music in Chengdu, China, through a field questionnaire survey by combining the methods of objective sampling and stratified sampling. AMOS was selected as a tool to conduct SEM analysis on bootup estimation, verify the research hypothesis, and successfully achieve the research objectives.

This study has some inherent limitations, and future research can consider using a variety of methods and angles to conduct in-depth research. Finally, relevant suggestions are put forward, which can further deepen the understanding of the influencing factors of college students' digital music consumption intention in Chengdu, China, and provide a more accurate reference for decision-making in related fields.

Recommendation

Research Suggestion

As for the research on the influencing factors of college students' digital music consumption willingness in Chengdu, the following are the references and suggestions for further research.

1．Expand the sample scope: Increase the number and diversity of the research sample, including college students from different grades, majors, genders, and economic backgrounds, to collect broader information.

2．In-depth interviews and surveys: Through in-depth interviews and surveys, we can understand the specific reasons and motivations of college students' willingness to consume digital music, as well as their attitudes and preferences towards different digital music consumption methods.

3．Considering cultural factors: Combining the cultural background and characteristics of Chengdu, this paper discusses the influence of cultural factors on college students' willingness to consume digital music, such as the influence of local music culture and the influence of family education background.

4. Consider the influence of social media: study college students' digital music consumption behavior on social media platforms and the influence of social media on their consumption intention, such as recommendations by friends and recommendation algorithms of social media platforms.

5．Consider economic factors: Study the impact of college students' economic status on their digital music consumption intention, including income level, consumption concept, consumption habits, etc.

6. Comparison of regional differences: To compare the digital music consumption intention of college students in Chengdu with that of college students in other regions, and to explore the influence of regional differences on the consumption intention and possible reasons.

7．Considering legal and copyright issues: Study the impact of college students' awareness of digital music copyright and legal awareness, as well as the impact of these factors on their willingness to consume digital music. These research suggestions can further deepen the understanding of the influencing factors of Chengdu college students' digital music consumption intention and provide more accurate references for decision-making in related fields.

Future Research

For further research on digital music consumption among Chengdu undergraduates, consider:

1. Broadening the sample to include diverse students for wider insights.

2．Conducting interviews and surveys to uncover motivations and preferences for digital music consumption methods.

3．Analyzing the impact of Chengdu's cultural factors, such as local music and family education, on consumption intentions.

4. Examining the role of social media in shaping consumption behaviors and intentions.

5．Assessing the influence of students' economic status, including income and spending habits.

6. Comparing consumption intentions across different regions to identify regional influences.

7．Investigating the effects of legal and copyright awareness on digital music consumption. These suggestions aim to enhance understanding and inform decision-making in the digital music industry.

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