



## Key Factors Affecting Consumer Music Procurement Behavior (Observing Music Sites)

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### Abstract

Every day we listen to music in different occasions, so it is so popular and at the same time has an important role in our lives. Music industry has faced many challenges in recent years, mainly after the emergence of Internet and music sites. Not paying attention to copyright issues has caused lots of problems for the industry. Despite the importance of music and uncountable problems in this industry, studies in my country (Iran) have tended to ignore the vibrant area of music procurement behavior. Analyzing the music as a unique product through the lenses of marketing and consumer behavior knowledge is so important. Therefore, this paper tries to find the key factors affecting consumer music procurement behavior from music sites. The population of this study consists of BA students of management and accounting in Allameh Tabatabai University. In order to analysis data, Kolmogorov-Smirnov, ANOVA, Pearson Correlation, Exploratory and Confirmatory factor analysis and Structural Equation Modeling have been used.

Results illustrated that music relevant traits, atmosphere, convenience, possibilities to communicate and range of products factors have positive influence on consumer music procurement behavior from music sites, but the socio demographic traits and time pressure factor did not have meaningful impact.

**Key words:** Music marketing; Music procurement behavior; Music buying behavior; Consumer music behavior

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### INTRODUCTION

All human more or less use music to fill their leisure time, in a sense, the most significant moments of our lives is intertwined with music (Fazeli, 2006, p. 28). Iran rather than an industrial country, is a cultural country and an artistic center of arts; Which means that what is known about Iran in the markets are carpets, handicraft industries, music and poetry rather than the automotive, industrial machinery, etc. (Azadehfar, 2012, p. 34). But the music is very complex in Iran and it is difficult to assess it (Kosari, 2008, p. 105).

Music constitutes a highly diverse and competitive multibillion dollar industry. Marketers always find it challenging to identify the kind of music that will be accepted by different consumers. In addition, music is an industry characterized by narrow segments (Sivadas, Grewal, & Kellaris, 1998, pp. 181-182). However, despite these advantages and notable size of music industry, little research has been done on the behavior of consumers in this area. The lack of literature is surprising because, due to its economic and social importance, music should be an important field of research in consumer behavior as well as marketing management (Ouellet, 2007, p. 108).

The main objective of this study is to investigate the key factors effecting consumer music procurement behavior from music sites. The functional objective of this research is to help artists and music marketers to understand Music consumers' behavior and also

identifying important issues for music consumers. In summary, the objectives of this research are:

- Investigating the influence of individual factors on consumer music procurement behavior from music sites
  - Investigating the influence of situational factors on consumer music procurement behavior from music sites
- Research hypotheses are as follows:
- Socio-Demographic traits have a significant impact on consumer music procurement behavior from music sites
  - Music relevant traits have a significant impact on consumer music procurement behavior from music sites
  - Time pressure has a significant impact on consumer music procurement behavior from music sites
  - Atmosphere has a significant impact on consumer music procurement behavior from music sites
  - Convenience has a significant impact on consumer music procurement behavior from music sites
  - Possibilities to communicate have a significant impact on consumer music procurement behavior from music sites
  - Range of products has a significant impact on consumer music procurement behavior from music sites

## 1. RESEARCH METHOD

The present research is considered applied research and its method is descriptive-survey. The population of this study consists of undergraduates of Allameh Tabatabai University of management and accounting in Iran. The sampling for achieving the research objectives was done

through available random sampling. Since the population size was limited and clear (N=815), the number of acceptable sample with the trust level of 95% from following formula was calculated about 262 patients.

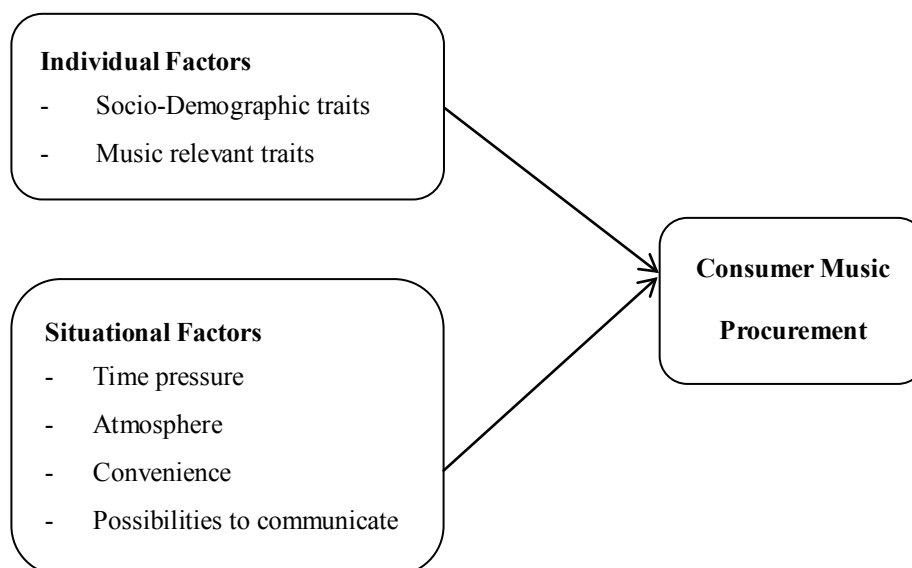
$$\frac{N \cdot Z_{\alpha}^2 \cdot p \cdot q}{d^2(N-1) + Z_{\alpha}^2 \cdot p \cdot q}$$

The survey questionnaire consisted of 28 questions and each of them was assessed on Likert's five score scale.

For ensuring of content validity in addition of reviewing relevant articles and questionnaires, consulting with supervisors and advisors and used expert' opinions were performed. Reliability of the questionnaire was tested by Cronbach alpha. The result indicates that the questionnaire has acceptable reliability.

## 2. LITERATURE AND RESEARCH MODEL

Figure 1 illustrates the conceptual model of the research. Based on this model which is the adaptation of the model of Walsh and his colleagues (2003), there are two types of factors that are influencing consumer music procurement behavior from music sites. First category is individual factors and the second category is situational factors which are plotted in the Figure. Although there are many factors influencing consumer music procurement behavior from music sites, but because of the attractiveness and comfort of controlling these variables, we will investigate just these two factors in this study.



**Figure 1**  
**Conceptual Model**

Music consumption is a relatively new topic in the academic literature, although the consumption of music itself has been part of human culture for centuries (Cockrill & Liu, 2013, p. 1). Paying attention to music has a great importance in our country. This importance on one

hand is returned to the Iranian orientation toward music and on the other hand, the role of music toward youth personality in contemporary societies (Iman, Zanjary, & Eskandaripour, 2011, p. 87). Within marketing, music-related research looked at rather instrumental matters,

for example, how to use music to get people to buy more products in supermarkets, to create mood in restaurants or the use of music in TV commercials (Kerrigan, Fraser, & Ozbilgin, 2004, p. 7).

Music has generally been treated within the consumer behavior literature as a marketing tool – a factor that could influence consumer decision making and purchase intentions by increasing the effectiveness of marketing practices, leading to an increase in profits (Larsen, Lawson, & Todd, 2009, p. 17). Something as maintained and pervasive throughout human history as music, which continues to play role in current everyday life, deserves to be thoroughly investigated (Veltri, 2010, p. 5).

The creation of the music product begins with the artist. Marketing comes into play to ensure the music is heard. Thus publishing, packaging, distribution and sale of music occur (Ogden, Ogden, & Long, 2011, p. 120).

Marketing is seen as one of the keys to understanding the phenomenon of music and culture, as it appears to have a defining role in establishing the attitudes of artists to their products and audiences (Kubacki & Croft, 2006, p. 336). Therefore, the heart of marketing management is to understand consumer psychology. Marketers (who want) to successfully communicate with their customers they need to study the behavior of consumers (Mihart, 2012, p. 977).

### **2.1 Music, Music Consumption and Music Industry**

Music is a form of creative art which is often identified as a signature of a particular composer, a group of people, a country or a culture at different times in history. People from different parts of the world and in different eras have their own music (Liu, Tse, & Small, 2010, p. 126). Music is basically a series of acoustic elements forming a constant stimulus meaningful or appealing to human brains (Liu et al., 2010, p. 127).

Music consumption is the act of listening to a piece of music, although it could be argued that talking and reading about music could also be considered as acts of consumption (Larsen, Lawson, & Todd, 2009, p. 17).

The music industry consists of major record companies, smaller 'indie' labels, music retailers in the form of chains and independent stores, recording studios, and the artists themselves (Warr & Goode, 2011, p. 126).

To define the music industry we should identify the following groups of stakeholders:

- creative artists such as composers, songwriters and musical performers;
- agents, managers, promoters etc. who act on behalf of artists;
- music publishers who publish original works in various forms;
- record companies which make and distribute records (LPs, cassettes, CDs, music videos, DVDs);
- copyright collecting societies which administer the rights of artists, publishers and record companies;

- a variety of other service providers including studio owners, manufacturers, distributors, retailers, broadcasters, venue operators, ticket agents, etc.
- users of music such as film-makers, multi-media producers, advertisers, etc.
- individual consumers, who purchase a musical good or service (buying a record, attending a live performance, subscribing to a "pay" diffusion service) or consume it for free (listening to broadcasts, background music, etc.) (Throsby, 2002, pp. 2-3).

### **2.2 Consumer Behavior**

The study of consumer behavior potentially deals with all of the ways people may act in their role as consumers, but in practice tends to focus upon behaviors related to searching, buying and using products and services (Johns & Pine, 2002, p. 119).

Having a clear understanding of consumers and consumption process, have several advantages; these advantages are including of helping managers in order to make decision, providing an understanding basis by analyzing consumers, helping the law investors and regulators in order to determine the purchase and sale of goods and services legislations and thus at the end, help consumers to make better decisions. In addition, the study of consumer behavior can help us in the understanding of the social sciences related factors that affect the human behavior (Mowen & Minor, 2011, p. 4).

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## **3. FINDINGS**

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Results from the demographic data in the descriptive part showed that 43.8% of respondents were male and 56.2% of respondents were female. Besides 18.2 percent of them were in the age group of 18 to 19 years old, 33.9 percent were 20 to 21 years old, 26.4 percent were 22 to 23 years old and 21.5 percent were 24 years old and older. Also 3.3 percent of them said to have an excellent income level, 41.3 percent of them said to have a good income level, 40.5 percent of them said to have an average income level, and 14.9 percent of them said to have a poor income level.

In this study in order to verify the normal distribution of the variables, the Kolmogorov-Smirnov test was performed. The results of this test indicated that the data had been collected from a normal population. To further investigate the relationship between the variables, the Pearson Correlation Coefficient was used and the results indicated that all the variables have a meaningful positive relationship. To analyze content validity, Exploratory and Conformity Factor Analysis have been used. The Structural Equation Model was used to test the research hypotheses. To analyze the influence of socio-demographic traits on consumer music procurement behavior the ANOVA was used. Table 1 shows the results of ANOVA (Analysis of Variance) Test.

**Table 1**  
**The Results of ANOVA Test for Socio-demographic Traits (Age, Sex, Income Level)**

		SS	Freedom Degree	MS	F	Significance Level	Influence/No Influence
Age	Between Groups	4.609	8	.576			
	Within Groups	121.622	112	1.086	.531	.831	No Influence
	Total	126.231	120				
Sex	Between Groups	2.585	8	.323			
	Within Groups	27.200	112	.243	1.331	.236	No Influence
	Total	29.785	120				
Income Level	Between Groups	5.133	8	.642			
	Within Groups	65.644	112	.586	1.095	.372	No Influence
	Total	70.777	120				

The results of ANOVA show that socio-demographic traits (age, sex, income level) do not have a significant impact on consumer music procurement behavior from music sites. So the first hypothesis is not confirmed. Table 2 shows the results of the Structural Equation Model.

**Table 2**  
**The Results of The Structural Equation Model**

Variables	Path Coefficient	T-Value	Influence/No Influence
Music Relevant Traits	0.33	3.78**	Influence
Time Pressure	0.05	0.41	No Influence
Atmosphere	0.53	6.51**	Influence
Convenience	0.51	6.10**	Influence
Possibilities to Communicate	0.61	8.81**	Influence
Range of Products	0.49	5.85**	Influence

Note. \*\*p<0.01; \*p<0.05

The result of the Structural Equation Model shows that all the variables except time pressure have significant effects on consumer music procurement behavior from music sites (T-Value >1.96). Tests showed that at the trust level of 99% the entire hypotheses have meaningful and positive impact on consumer music procurement behavior from music sites, but time pressure at the trust level of 95% have no significant effects on consumer music procurement behavior from music sites.

According to the results of T-Value in this test we can rank the variables from the most important variable to the least important one for consumers' music procurement behavior from music sites. The rankings are shown in Table 3.

**Table 3**  
**Ranking of Variables in Terms of the Impact on Consumer Music Procurement Behavior from Music Sites**

Variables	Rank
Possibilities to Communicate	1
Atmosphere	2
Convenience	3
Range of Products	4
Music Relevant Traits	5
Socio-Demographic Traits	-
Time Pressure	-

## CONCLUSION

The results showed that all of the hypotheses except the first and third hypotheses were confirmed.

- 1) The results showed that the possibilities to communicate have the first place among the influential variables on consumer music procurement behavior from music sites. The priorities of its indices were: presence of a chat room for sharing the ideas between the site clients, presence of the criticisms and ideas of the professional musicians, and the ideas and interviews with musicians and singers.
- 2) The results showed that the atmosphere has influence on consumer music procurement behavior from music sites and it has the second place in our ranking. The priorities of its indices were: site graphic, presence of music ingenious images and photographs, presence of useful information such as the song text, time of concerts, etc., and being up to date.
- 3) Based on the results, convenience has the third place among the influential variables on consumer music procurement behavior from music sites and the priority of its indices was: better classification of works due to the name of the album, music genres, and singer names.
- 4) Based on the results, range of products has the fourth place among the influential variables on consumer music procurement behavior from music sites and the priority of its indices were: existence of new albums, old albums, the albums of different music styles, and the albums of other artists around the world.
- 5) The results showed that the music relevant traits has the fifth place on consumer music procurement behavior from music sites, so it follows that the more skilled the consumers are and the more they are familiar with music, the more they pay for getting their albums and tracks, and they would be interested to provide more complete albums and also buy albums more frequently.
- 6) The results showed that socio-demographic traits and time pressure were not influential variables on consumer music procurement behavior from music sites and these results were unexpected in this study.

## DISCUSSION

Results showed that the consumer music procurement behavior from music sites toward their socio-demographic characteristics, including age, gender, and income is not sensitive. It could be argued that if the album has the sufficient quality or the brand of the producer team take the attention of consumers and also the album has the appropriate advertising, price and distribution in the sites, and in general, has been paid attention to the artistic and commercial technique and marketing, individuals get that work of art regardless of their age or gender or income status.

According to the results which showed the impact of music relevant traits on consumer music procurement behavior from music sites, it can be suggested to the music artists and those marketers working in this field, to be more serious toward the target of this group and pay more attention to the ideas and tastes of specialists and activists and the people who are more familiar with music, because in this way, they will welcome more costumers, and this work will lead to increased sales.

The results showed that the time pressure has no significant influence on consumer music procurement behavior from music sites. So some people are not sensitive to the pressure of time. This result may be because of not being under the domination of time pressure in music sites, this means that this variable is well controlled in these spaces. It might even be a mediator and moderator variable that has affected this relationship which is not identified and concerned in the present study. It is recommended for those who are sensitive to time pressure, to lessen the download steps in sites.

According to the results which showed that the atmosphere factors impact the consumer music procurement behavior from music sites, so I recommend that the following factors to be considered in priority order in the music sites: site graphic, presence of music ingenious images and photographs, presence of useful information such as the song text, time of concerts, etc., and being up to date.

The results showed the impact of convenience factors on consumer music procurement behavior from music sites, so it is recommended to the music sites that to pay more attention to have a better classification of works due to the name of the album, music genres, and singer names, so in this way, individuals be able to access faster and easier for their desired album or track that this will increase their sales.

Since the possibilities to communicate factor have a significant impact on consumer music procurement behavior from music sites, it is suggested that to have a chat room for sharing the ideas between the site clients, presence of the criticisms and ideas of the professional musicians, and the ideas and interviews with musicians and singers.

According to the results which showed the impact of the range of products factors on consumer music

procurement behavior from music sites, it is recommended to sites to use new albums, old albums, the albums of different music styles, and the albums of other artists around the world.

## SUGGESTIONS TO FUTURE RESEARCHER

- Use the other models in music consumption behavior to examine Iran's music industry.
- Use the model of this study in other population groups.
- Examine the impact of other variables on consumer music procurement behavior from music sites.
- Determine a specific music site and examine the Key Factors Effecting Consumer Music Procurement Behavior as a case study.

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