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**A study about young people on the reliability of mobile music application features in
China.**

In Partial Fulfillment of the Requirements
for the Bachelor of Science in Marketing

by

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ABSTRACT

With the development of more and more new technology on a smartphone, the central platform that people prefer for media, especially music, is a smartphone. The leading mobile music application in China is NetEase Cloud Music, Xiami Music, QQ Music, and KuGou Music. Although most big internet companies have their products, the market is still growing and not mature. This research aims to figure that which features of a music application are reliable for young people in China. The AIDA Model will be applied in the study for analyzing the behaviours of young people about their downloading behaviours.

Keywords: Mobiles Apps, Music Apps, AIDA Model, China, Download Intention, Advertisement

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INTRODUCTION

1.1 Introduction

The increasingly grow of smartphone users' numbers also leads to the raise of many accessory markets. After the fall of MP3 player and iPod, mobile music applications, or apps change the way people listen to music. "The explosive growth of mobile computing over the last few years has made the mobile phone a must-have part of everyday life for many people worldwide. In mobile applications (or apps) have played a significant role in this phenomenal growth." (Perlroth, 2012). A recent report from Zenith addressed that China has the most smartphone users. It was 13 billion (Zenith,2018). The music app is a massive market in China and many companies like Alibaba, Tencent, and NetEase have their products. These apps have their user group and usually don't have any intersection. Many major international software companies, such as Google and Apple, also join the competition. A significant change in the market structure was caused by these newcomers (Holzer and Ondrus, 2011).

Consumer behaviour research has a significant effect on the adoption of m-commerce services like digital music service (Green *et al.* 2001; Nohria & Leetsma 2001; Barnes 2002; Koivumaki 2002; Vrechopoulos *et al.* 2002). The research about m-commerce service is lacking (Balasubramanian, Peterson & Jarvenpaa, 2002). Young people have high copyright awareness in China. The primary income of the mobile music service is advertisement and VIP fees. About mobile music applications, there is little research point that features consumer-like ((Balasubramanian, Peterson & Jarvenpaa 2002). In this study, we summarized some factors of these apps that may influence users' experience and collect some data from young Chinese about what are they most care about music apps.

1.2 Research Purpose

For the new and growing mobile music service market, the little research is not enough for a company to determine the orientation and trend of young people. This study aims to exam the reliable of the features for young people in China about mobile music applications. When young people download and use the portable music application, each element is influencing the experience of users. The result can help a company recognizing what users actually want.

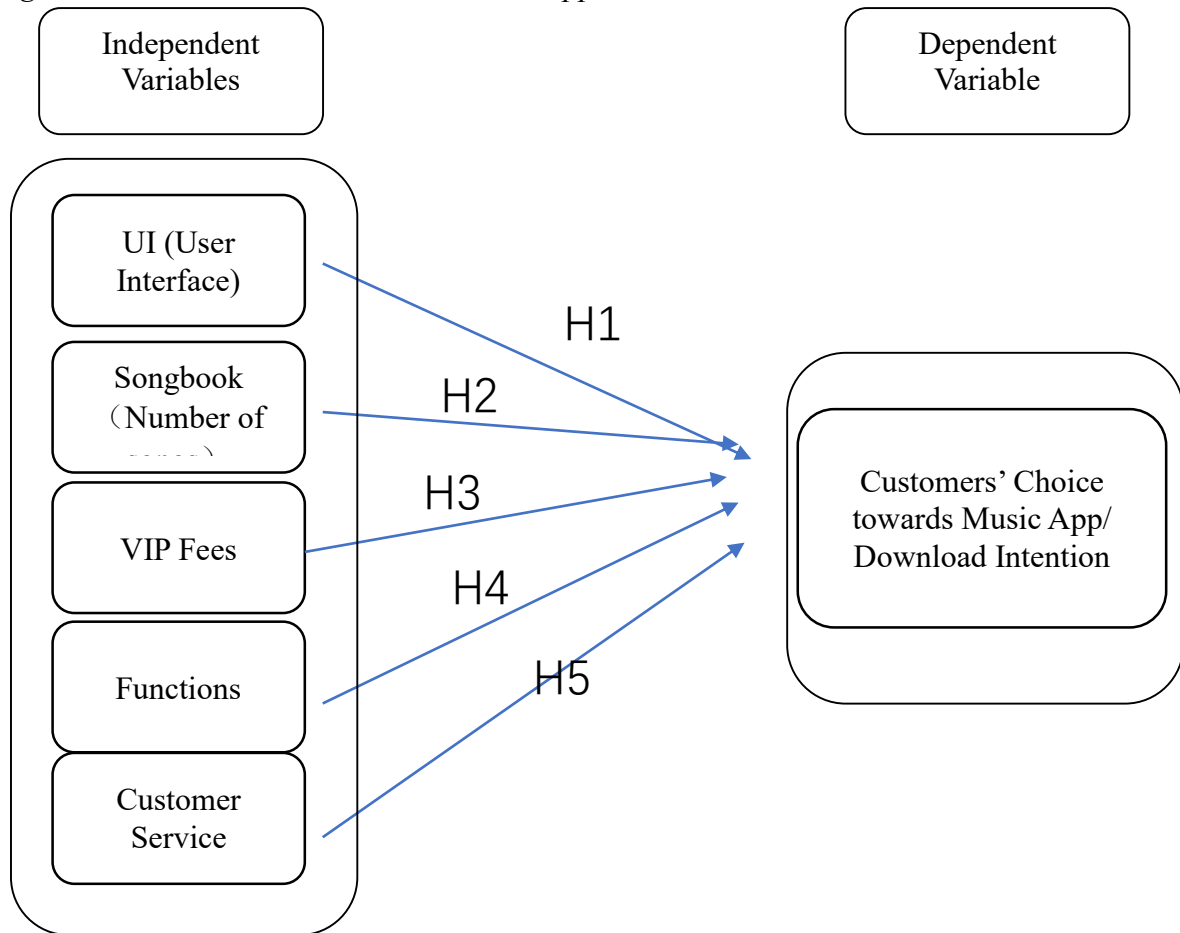
1.3 Research Objectives

This paper will show a relevance ranking. There are some steps we will follow:

- (1) To summarize some factors of music apps by interviewing some Wenzhou-Kean University students.
- (2) To design a logical and rigorous questionnaire about these factors.
- (3) To collect data about these factors from Wenzhou-Kean University students, which are randomly selected by the survey.
- (4) To find out the correlation between these factors and users' downloading decisions.

LITERATURE REVIEW

Figure 1 AIDA Model about Mobile Music Application



2. Literature Review

2.1 Mobile Music Application

The platform of listening to music was moved from computers and other devices to smartphones now (Ma et al. 2014). Mobile music application is the application that provides online music service on mobile devices and a part of the mobile entertainment service mix along with mobile gaming, mobile sports and betting, icon downloads, etc. (Macinnes et al. 2002). Mobile music application is essential in the mobile application market. The mobile application is a battlefield for the huge actors of the media ecosystem (Scolari et al. ,2012). It becomes bigger and bigger as the increase of the mobile user. In China, the leading music applications are NetEase cloud music, QQ Music, and Xiami Music. For Chinese young people, music application is part of life. Commercial online music services have the most significant music collections, as well as the largest group of users. (Hu, 2019) The research on the reliable of the features of mobile music application for young people in China can suggest ways that the companies can improve and address what factors are essential for users.

2.2 AIDA Model for Music App

AIDA model will be used in this paper. AIDA stands for attention, interest, desire, and action. When users are downloading an application, they move through a series of cognitive (thinking)

and affective (feeling) stages culminating in a behavioural scene (Demetrio and Tim, 1999). The action of downloading a music application on a mobile phone is considered as a purchase behaviour in marketing. Attention is what is attractive to this app. It is the first stage of downloading. The interest stage is more profound. More detail is needed for an app to make the user know more or download. It is from awareness to understanding process. The desire part is the closest stage with the final action. Apps should understand what users desire and make them satisfy (Hu, 2018). Action is means downloading the music application in this paper. After the three stages, the user will download it.

2.3 Attention, Interest, Desire components of downloading

As downloading is considered as purchase behaviour, and the app is a kind of product in the Appstore, many factors can be analyzed for the reliable for young people in China base on preview research. UI, which stands for user interface or visual design, is the most import feature for a music app (Hu, 2018). It also a big part of attention in the AIDA model. For the interest component, the songbook is the key (Lehtiniemi, 2008). The desire component is a further stage. VIP fees and functions belong here. Customer service should be considered for every product, even mobile application.

2.4 Music Application Features

2.4.1 UI

UI, user interface and visual design is the first thing that the user notices. For any user satisfaction, UI always is one of the crucial factors. It is the primary measurement of application quality (Chen and Zhu, 2011). UI gives the feeling to the user about action. It is everywhere for the user when they use music application (Yamauchi et al.,2005). It is the way that connects users and applications and their data. It is like the face of people. The reliability testing about UI for young people in China about music application is essential. Therefore, we hypothesize:

H1: UI has a positive influence on download intention about music apps.

2.4.2 Songbook

Songbook is the number of songs in music application. Lehtiniemi (2008) addressed that songbook is an essential feature for mobile music application as a music service. Listen to music is the straightest purpose that the user downloaded the music application. The song is still the most critical content in most music applications. It was used for determining the overall quality of an application (Chen and Zhu, 2011). Different companies own the copyrights of popular songs. The restrictions of copyrights from the government become more and more massive. As the arise of copyright wars in China, the importance of the songbook is sharply increase. Therefore, we hypothesize:

H2: Songbook has a positive influence on download intention about music apps.

2.4.3 VIP Fees

VIP fees are the money that users pay for higher quality music or VIP-only songs. This the primary income of music application. It is not necessary for regular users, but some popular music is VIP-only. The VIP fees are usually paid monthly. Tang (2016) points out that VIP fees are a feature that users will consider when they choose a music application. In general, the music service of a music application is free. VIP can get a better experience in the app. Therefore, we hypothesize:

H3: VIP fees has a positive influence on download intention about music apps.

2.4.4 Function

The function is what a user can do or gain in a music application like comments under the song, music video, music community, and daily recommendation. It will influence the feeling of users, which is more profound than UI (Tanaka, 2004). It determines the overall quality of a music application (Chen and Zhu, 2011). Every music application has its featured function besides the general purpose. Some functions are design to increase user satisfaction and attract new users (Chen and Zhu, 2011). Therefore, we hypothesize:

H4: Function has a positive influence on download intention about music apps.

2.4.5 Customer Service

Customer service is the service that solves users' problems and improves the product. It has a significant influence on the product (Kantarjiev et al., 2010). For a music application, customer service means user guide, debugging, and function fixed. The mobile app store's comment function and the feedback function inside the application provide more straightway to feedback than regular products. Do the user's advice and feedback are well accepted and solved is what the user considered (Chen and Zhu, 2011). Customer service is essential for an application, which is the product that the user is very close to producers. Therefore, we hypothesize:

H5: Customer service has a positive influence on download intention about music apps.

METHODOLOGY

3.1.1 Methodology

The AIDA model was applied in this research ((Demetrio and Tim, 1999). Every feature can be considered as a part of the whole process of final downloading. UI, songbook, VIP fee, functions, and customer service are questioned as to the order of the AIDA model in the questionnaire. The third-party website online survey was used in this research (Fenech, 2002). The reliable feature can't be measured directly. The subjective opinion was used as a substitute for reliable. Customers' choice also can be measured as the downloading behaviour or downloading intention. The analysis of data will use Pearson correlation and regression analysis.

3.1.2 Data Collection

In this research, the data is about how young people choose music application for their lovely smartphone and what feature is most reliable for them. The data in this research was collected by an online questionnaire. The questionnaire is designed according to the Likert Scale (Allen and Seaman, 2007). Every question in the questionnaire has five options from strongly disagree to strongly agree except the demographic questions as the range 1 to7. Each variable has five questions to make sure the data is reliable. The questionnaire was put on the questionnaire webpage. Most samples are selected at Wenzhou- Kean University. Respondents should know the music application and have experience with it. The necessary information will be included (Bruke, 2002). The questionnaire was translated into Chinese to measure comparability and equivalence in the meaning of inquiries (Brislin, 1970; Hult et al., 2008). Young people in China were invited to fill this questionnaire. In the end, 60 volunteers successfully finished the survey.

3.1.3 Sample Characteristics

These 60 respondents consist of 33 male and 27 female, which is 55% and 45%. 9 respondents are 18 years old, 19 respondents are 19, 13 respondents are 20, 16 respondents are 21, and 3 respondents are beyond 21.

Table 1. Demographic Information of Respondents (%)

Items	Characteristics in %
Gender	Male:55% Female:45%
Age	18:15% 19:31.67% 20:21.67% 21:26.67% Other:5%

3.2 Reliable Test

All the data was collected on a third-party website by volunteers. Sixty valid respondents were selected for analyzing. Cronbach's alpha can measure the reliability of the Likert-type scale (Gliem and Gliem, 2003). It means the internet consistency, and its range is from 0 to 1 (Nunnally and Bernstein, 1994). According to Tavakol and Dennick (2011), Cronbach's alpha less than 0.5 means that data is unacceptable. $0.5 \leq \alpha < 0.6$ means poor. α from 0.6 to 0.7 means questionable. $\alpha > 0.7$ implies that data is acceptable. If $0.8 \leq \alpha < 0.9$, the data is very good. If $\alpha \geq 0.9$, the data is excellent.

The reliability was accessed by Cronbach's alpha in SPSS. The level of good and acceptable data is $\alpha > 0.7$. The data we collect by questionnaire about UI, songbook, VIP fee, function, customer service, and downloading intention of music application should go beyond the level for further analyzing. All the results about Cronbach's alpha were listed below in Table 2. Download intention has the highest of Cronbach's alpha. All the items' Cronbach's alpha is more than 0.9. The data we collected was excellent, according to Tavakol and Dennick (2011).

Table 2. Cronbach's Alpha of Variables

Variables	Cronbach's Alpha
UI	0.939
Songbook	0.931
VIP Fee	0.938
Function	0.929
Customer Service	0.929
Download Intention	0.981

3.3 Correlation Test

Pearson correlation coefficient is the number between -1 to 1 which indicates the extent to which two variables are linearly related. Evens (1996) addressed that the Pearson correlation has five levels. From .00 to .19 means "very weak", .20 to .39 means "weak", .40 to .59 means "moderate", .60 to .79 means "strong", and .80 to 1.00 means "very strong". The Pearson correlation matrix table is shown below in Table 3. UI, songbook, VIP fee, function, customer service, and download intention belongs to the AIDA model in this research. They have a logical relationship. According to the result, the Pearson correlation between UI and the other five variables are above .90 and in the range between .80 to 1.00. UI has a very strong linearly relation

with the other five variables. Based on the AIDA model, every variable in the model should have a strong relationship with others. The results which are showed in the matrix prove our prediction.

CORRELATION MATRIX

Variables	Mean	Standard Deviation	(1)	(2)	(3)	(4)	(5)	(6)
UI	4.8000	1.6655						
	(1) Sig							
Songbook	4.8237	1.6589	0.906 0.000					
	(2) Sig							
VIP Fee	4.7186	1.7278	0.944 0.000	0.924 0.000				
	(3) Sig							
Function	4.7831	1.6515	0.934 0.000	0.932 0.000	0.938 0.000			
	(4) Sig							
Customer Service	4.9695	1.6765	0.934 0.000	0.951 0.000	0.942 0.000	0.948 0.000		
	(5) Sig							
Download Intention	4.1559	1.2430	0.944 0.000	0.935 0.000	0.954 0.000	0.946 0.000	0.945 0.000	
	(6) Sig							

** Pearson Correlation method is used for this test. All the significant is at the 0.01 level(2-tailed).

3.4 Statistical Method

Regression analysis is the statistical method that you can examine the relationship between two or more variables (Seber and Lee, 2012). According to the model, each variable influences the dependent variable independently. According to the Pearson correlation, each independent variable has a relationship with others. Therefore, the regression analysis we first used is a simple linear regression, not multiple linear regression (Uyanik and Guler, 2013). The results between independent variables UI, songbook, VIP fee, function, and customer service and dependent variable download intention are listing below as Table 4. For UI, significant of t-value less than 0.05. Songbook, VIP fee, function, and customer service's significant of t-value also less than 0.05. All the independent variables are statistically significant.

Table 4. Regression Result of Every Independent Variables

Independent Variable	β	SE(β)	<i>t</i> -value	Sig. <i>t</i>	R^2	Model <i>F</i> -value	Sig. <i>F</i>
Constant	0.774	0.165	4.680	0.000	0.891	467.968	0.000
UI	0.705	0.033	21.633	0.000			

Note: Dependent variable: Download Intention

Independent Variable	β	SE(β)	<i>t</i> -value	Sig. <i>t</i>	R^2	Model <i>F</i> -value	Sig. <i>F</i>
Constant	0.778	0.180	4.326	0.000	0.874	394.259	0.000
Songbook	0.700	0.035	19.856	0.000			

Note: Dependent variable: Download Intention

Independent Variable	β	SE(β)	<i>t</i> -value	Sig. <i>t</i>	R^2	Model <i>F</i> -value	Sig. <i>F</i>
Constant	0.917	0.143	6.399	0.000	0.910	577.727	0.000
VIP Fee	0.686	0.029	24.036	0.000			

Note: Dependent variable: Download Intention

Independent Variable	β	SE(β)	<i>t</i> -value	Sig. <i>t</i>	R^2	Model <i>F</i> -value	Sig. <i>F</i>
Constant	0.751	0.164	4.588	0.000	0.894	482.977	0.000
Function	0.712	0.032	21.977	0.000			

Note: Dependent variable: Download Intention

Independent Variable	β	SE(β)	<i>t</i> -value	Sig. <i>t</i>	R^2	Model <i>F</i> -value	Sig. <i>F</i>
Constant	0.674	0.168	4.009	0.000	0.893	477.780	0.000
Customer Service	0.701	0.032	21.858	0.000			

Note: Dependent variable: Download Intention

According to the Multiple linear regression results, which is showed as Table 5, UI, songbook, function, and customer service's significant of t-value are more than 0.05. R^2 is more than 0.9; the regression model is good. The next step is to run multiple regression analyses in stepwise. By the stepwise regression, we can identify which variable has a significant influence on the dependent

variable.

Table 5. Multiple Regression of Independent Variables

Independent Variable	β	SE(β)	<i>t</i> -value	Sig. <i>t</i>	R^2	Model <i>F</i> -value	Sig. <i>F</i>
Constant	0.626	0.130	4.821	0.000	0.943	176.160	0.000
UI	0.167	0.084	1.993	0.051			
Songbook	0.134	0.085	1.583	0.119			
VIP Fee	0.229	0.087	2.634	0.011			
Function	0.144	0.091	1.592	0.117			
Customer Service	0.062	0.103	0.608	0.546			

Note: Dependent variable: Download Intention

The result of stepwise regression is listed below in Table 6. According to the result, the final model (model 4), The significant of the *t*-value of VIP fee, UI, and songbook are less than 0.05. Therefore, we can say that these variables have a statistic significant in download intention.

Table 6. Stepwise Regression

Independent Variable	β	SE(β)	<i>t</i> -value	Sig. <i>t</i>	R^2	Model <i>F</i> -value	Sig. <i>F</i>
Model 1							
Constant	0.917	0.143	6.399	0.000	-	-	-
VIP Fee	0.686	0.029	24.036	0.000			
Model 2							
Constant	0.740	0.133	5.581	0.000	-	-	-
VIP Fee	0.400	0.072	5.552	0.000			
Function	0.319	0.075	4.227	0.000			
Model 3							
Constant	0.687	0.130	5.277	0.000	-	-	-
VIP Fee	0.296	0.083	3.556	0.001			
Function	0.241	0.080	2.996	0.004			
UI	0.192	0.084	2.286	0.021			
Model 4							
Constant	0.636	0.128	4.972	0.000			
VIP Fee	0.239	0.085	2.816	0.007			
Function	0.160	0.086	1.852	0.069			
UI	0.179	0.081	2.197	0.032			
Songbook	0.160	0.073	2.178	0.034			

Note: Dependent variable: Download Intention

RESULT

4.1 Hypotheses Testing

Base on the preview analysis, from simple regression to multiple regression and stepwise regression, the hypothesis test result was showed below. Because of the cross-influence of different variables, the final test should base on the outcome of stepwise regression. UI, songbook, and VIP fee have a significant favourable influence on download intention about music application. Function and customer service don't have a significant influence on download intention.

Table 7. Hypothesis Testing

No.	Hypothesis	Result
1	<i>UI has a positive influence on download intention about music apps</i>	S
2	<i>Songbook has a positive on towards download intention about music apps.</i>	S
3	<i>VIP fees has a positive influence on download intention about music apps.</i>	S
4	<i>Functions has a positive influence on download intention about music apps</i>	R
5	<i>Customer service has a positive influence on download intention about music apps.</i>	R
Note: S = Supported; R = Reject		

CONCLUSIONS AND IMPLICATIONS

5.1 Discussions

This study aims to figure out what features is young people in China care about mobile music applications. The development of new smartphone technology is very fast, and more and more applications are appeared to change human habits and life. There aren't many studies about mobile apps because most of them are young, and the application market is not stable enough. Time never waits for people. Some studies are focusing on the whole mobile application market, but it is not enough. The study of music apps in Wenzhou-Kean University is a sample for the analysis of an individual area or one type of mobile application. We can easily apply these methods to another area.

The result of the hypothesis is quite surprising. All the features base on the study of Pavlos, Adam, and Georgios (2003). We surmised this represents the diversity between different cultures. The result shows that young people in China more believe in the UI, songbook, and VIP fess about a mobile music application. These should be the orientation that the internet company should focus on. The guess about why these three features are most reliable for young people is that UI is represented young people's chase of beauty. They believe in the surface. But it doesn't mean they don't care about inside. Songbook is evidence. The VIP fee is about money. The standard of mobile music application VIP fee hasn't appeared yet. Some applications' fee is very high, but they have some individual songs' copyright. Some are very low, but the quality is also not good. Young Chinese haven't used to pay for music.

5.2 Managerial Implications

The analysis of the most critical factor for music apps can give a view to music app mangers that how should they develop their products. They also can learn the trend about college students' feelings about their products. The result can be considered as a guide for advertising to tell what is most important for a music app and what part is most people care about in college student. The manager can adjust their strategies to cater to the need of the consumer.

5.3 Limitation and Future Research

This study's sample is too small to get a more accurate result. Some respondents' answer is not valid. The place which is the area that we collected data is not broad. Maybe the data can not represent the real result or trend about young people. The questionnaire isn't designed very well, according to Krosnick (2018).

Further, a more advanced and suitable model will be applied in the future about mobile music applications. Some new features will be considered in future research. With the development of smartphones and software or a new platform, the music application market will face a more sharply increase.

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APPENDIX

Questionnaire

Part 1: Profile

1. Gender

- Male
 Female

2. Age

- 18
 19
 20
 21
 Other__

Part 2:

1. UI	Rating from 1 (Strongly Disagree) to 7 (Strongly Agree)						
I feel that choosing a music app according to the UI is reliable.	1	2	3	4	5	6	7
I feel that choosing a music app according to the UI is believable.	1	2	3	4	5	6	7
I feel that choosing a music app according to the UI is credible.	1	2	3	4	5	6	7
I feel that choosing a music app according to the UI is receivable.	1	2	3	4	5	6	7
I feel that choosing a music app according to the UI is dependable.	1	2	3	4	5	6	7
2. Songbook	Rating from 1 (Strongly Disagree) to 7 (Strongly Agree)						
I feel that choosing a music app according to the songbook is reliable.	1	2	3	4	5	6	7
I feel that choosing a music app according to the songbook is believable.	1	2	3	4	5	6	7
I feel that choosing a music app according to the songbook is credible.	1	2	3	4	5	6	7
I feel that choosing a music app according to the songbook is receivable.	1	2	3	4	5	6	7
I feel that choosing a music app according to the songbook is dependable.	1	2	3	4	5	6	7
3. VIP Fee	Rating from 1 (Strongly Disagree) to 7 (Strongly Agree)						

I feel that choosing a music app according to the VIP fee is reliable.	1	2	3	4	5	6	7
I feel that choosing a music app according to the VIP fees is believable.	1	2	3	4	5	6	7
I feel that choosing a music app according to the VIP fees is credible.	1	2	3	4	5	6	7
I feel that choosing a music app according to the VIP fees is receivable.	1	2	3	4	5	6	7
I feel that choosing a music app according to the VIP fees is dependable.	1	2	3	4	5	6	7
4. Function	Rating from 1 (Strongly Disagree) to 7 (Strongly Agree)						
I feel that choosing a music app according to the functions is reliable.	1	2	3	4	5	6	7
I feel that choosing a music app according to the functions is believable.	1	2	3	4	5	6	7
I feel that choosing a music app according to the functions is credible.	1	2	3	4	5	6	7
I feel that choosing a music app according to the functions is receivable.	1	2	3	4	5	6	7
I feel that choosing a music app according to the functions is dependable.	1	2	3	4	5	6	7
5. Customer Service	Rating from 1 (Strongly Disagree) to 7 (Strongly Agree)						
I feel that choosing a music app according to the customer service is reliable.	1	2	3	4	5	6	7
I feel that choosing a music app according to the customer service is believable.	1	2	3	4	5	6	7
I feel that choosing a music app according to the customer service is credible.	1	2	3	4	5	6	7
I feel that choosing a music app according to the customer service is receivable.	1	2	3	4	5	6	7
I feel that choosing a music app according to the customer service is dependable.	1	2	3	4	5	6	7
6. Behavior	Rating from 1 (Strongly Disagree) to 7 (Strongly Agree)						
I am likely to download mobile music application.	1	2	3	4	5	6	7
I am happy to download mobile music application.	1	2	3	4	5	6	7
I am possible to download mobile music application.	1	2	3	4	5	6	7
I am pleased to download mobile music application.	1	2	3	4	5	6	7
I am generous in downloading mobile music application.	1	2	3	4	5	6	7