Music Streaming Acceptance in Brazil: A Study using Structural Equations

Ari Mariano-Melo
Department of Production Engineering
University of Brasilia
Brasilia, CEP 70910-900, Brazil
mktmariano@gmail.com

Patricio Ramírez-Correa and Catalina Ramírez-Rivas
School of Engineering
Universidad Catolica del Norte
Coquimbo, 1781421, Chile
patricio.ramirez@ucn.cl, catalina.ramirez@alumnos.ucn.cl

Abstract

With the rise of access to mobile internet and the reduced cost for service over the last years, streaming services have replaced the way people access music over the internet. Music is an integral part of most peoples, lives, with a global average of 2.5 hours a day spent listening to music. Of these total 17.8 average hours a week, 86% of the music consumption is by streaming music. As the IPFI Global Music Report explains, streaming services accounted for less than US$0.1 billion of the global music industry revenue in 2005; this is in contrast with 2018, where this industry accounts for US$8.9 billion, accounting for 47% of the industry's revenues, with paid services being a 37% and ad-supported streams a 10% of the total revenue. In this context, this study examines the applicability of a model based on the hedonic information system framework to music streaming acceptance in Brazil. This framework is an extension of the Technology Acceptance Model to a hedonic context. An online survey based on scales of individual acceptance variables was used to measure the acceptance of Spotify by a sample of 51 Brazilian users. The partial least squares (PLS) technique was used to analyze the measurement and structural model. The scales translated into Portuguese were based on studies previous. All the items were quantified using a 7-point Likert-type scale. The research model considers four variables, perceived ease of use (PEOU), perceived usefulness (PU), perceived enjoyment (PE), and behavioral intention (BI). The model proposes that BI is explained by the other variables; besides, PEOU explains both PU and PE. The reliability and validity of the measurement models were computed taking into account the recommendations of the literature. The latent variable discriminant validity was confirmed using the Fornell–Larcker test and the Heterotrait–Monotrait test. Also, the SRMR of .9 confirming the consistency of the general estimated model. After the PLS estimation, a bootstrapping procedure was performed. Bootstrapping is a nonparametric procedure that permits testing the statistical significance of PLS results. PEOU affects both PU and PE; the relationship PEOU->PU has a beta of .536 (p-value <.001), and the relationship PEOU->PE has a beta of .649 (p-value < .001). Nevertheless, BI is only affected by PEOU; the relationship PEOU->BI has a beta of .367 (p-value = .015), the relationship PU->BI has a beta of .221 (p-value = .134), and the relationship PE->BI has a beta of .108 (p-value = .511). In short, the structural results indicated that the model poorly explains the behavioral intention in the adoption of music streaming in Brazil. Specifically, 35.4% of the variable behavioral intention is explained by the variable perceived ease of use; the variables perceived enjoyment and perceived usefulness have not significant effect on behavioral intention. In conclusion, this study is not enabled to support that the hedonic information system framework is applicable to music streaming acceptance in Brazil.

Keywords
Music Streaming, Hedonic Information System, Brazil, and PLS-SEM.

References

Alfaro-Pérez, J., Torres, L., & Ramírez-Correa, P. (2020, June). Factors that Explain the Use of the Spotify Service in Chile: Using the Home Technology Acceptance and Use Model (MATH). In 2020 15th Iberian Conference on Information Systems and Technologies (CISTI) (pp. 1-4). *IEEE.*

Arenas-Gaitán, J., Rondan-Cataluña, F. J., and Ramírez-Correa, P. E. (2018). Antecedents of WOM: SNS-user segmentation. *Journal of Research in Interactive Marketing*.

Ramírez-Correa, P. E., Mello, T. M., and Mariano, A. M. (2018). A aceitação da Netflix: um estudo utilizando equações estruturais. *Rev. Tecnol. Soc*, 14.

Ramírez-Correa, P. E., Mariano, A. M., Alfaro-Pérez, J., and Marion, M. R. (2015). Aceptación de internet móvil en estudiantes universitarios brasileños: Un estudio empírico usando modelado de ecuaciones estructurales. *Revista ESPACIOS*, Vol. 36 (Nº 13) Año 2015.

Ramírez-Correa, P., Mariano-Melo, A., and Alfaro-Perez, J. (2019). Predicting and explaining the acceptance of social video platforms for learning: The case of Brazilian youtube users. *Sustainability*, 11(24), 7115.

Ramirez-Correa, P. E., Rondan-Cataluña, F. J., and Arenas-Gaitán, J. (2015). Predicting behavioral intention of mobile Internet usage. *Telematics and Informatics*, 32(4), 834-841.

Derakhti, A., Ramírez-Rivas, C., and Ramírez-Correa, P. E. (2020). Streaming or misbehavior, investigation on movie streaming or movie piracy. *Dyna*, 87(215).

Biographies

Ari Mariano-Melo is currently working in the Department of Production Engineering at the University of Brasilia. He is a professor in the professional master's degree in applied computing at the University of Brasília. His research includes Bibliometrics, Active Methodology, Consumer Behavior, Service Quality, and Multivariate Methods. He holds a MSc and a Ph.D. in Business from the University of Seville, Spain. He has been visiting Professor at the Catholic University of the North, Coquimbo (Chile).

Patricio Ramirez-Correa is an Associate Professor and Deputy Director of Research in the School of Engineering at the Catholic University of the North, Coquimbo, Chile. He earned his degree in Informatics Engineering from the Pontifical Catholic University of Valparaíso, Chile. He has a Master in Management from the Pontifical Catholic University of Valparaíso, Chile, and a Ph.D. in Business from the University of Seville, Spain. He has been visiting Professor at the University of Seville (Spain) and AUT's Business School (New Zealand). Author of more than 40 publications in international indexed journals in the field of information systems, learning, and ICT. He has published his work in journals such as Industrial Management & Data Systems, Computers & Education, Telematics and Informatics, and Journal of Research in Interactive Marketing.

Catalina Ramírez-Rivas received a Bachelor of Science degree in Computer Science and Psychology from Auckland University (New Zealand). She is currently a master's student in Management Information and Technology at the Catholic University of the North (Chile).