

UNIVERSITI TEKNOLOGI MARA

**PERCEIVED USEFULNESS,
PERCEIVED
PLAYFULNESS,
PERCEIVED PRICE, AND
PERCEIVED EASE OF USE
AFFECTING PURCHASE
INTENTION OF ONLINE
MUSIC IN MALAYSIA**

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ABSTRACT

Music is essential to human culture and daily activities and has existed for many years. The method of consuming music has evolved to suit human needs. Many online music platforms provide this digital music; one of the essential and significant revenues in the world today. This study explains various theoretical and practical ramifications for parties involved in the music business who require understanding of the risk, impact, and opportunities associated with the purchase of online music which is premium services in the Malaysian context. This study explains various theoretical and practical consequences for parties related to the music industry that needs insight into online music's risk, impact, and opportunities in the Malaysian context. The online music industry has evolved quite tremendously. Unfortunately, not much research had been conducted on online music purchases. Therefore, this study aims to examine whether there is a significant positive relationship between 'Perceived Ease of Use', 'Perceived Usefulness', 'Perceived Playfulness' and 'Perceived Price' with customers' 'Purchase Intention' for online music. A conceptual research framework was developed to identify independent variables affecting the Purchase Intention; the dependent variable. Therefore, further action can be strategized to manage the information and benefit concerned parties on consumers' needs to purchase online music. The study also provides opportunities to discuss related issues such as physical music, e-piracy, sustainability and royalties in a broader perspective that directly impact the online music economy.

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

This study will concentrate on online music purchases. There are two types of services available for purchase online: freemium and premium. In Malaysia, however, there is no such distinction between freemium and premium. There are only a few parties who will benefit from Malaysia's online music streaming platform. If more people pay for premium services, online music platforms will make more money. The government may levy taxes on digital businesses. Artists, musicians, music producers, and others in the creative community can earn money from their artworks that have been published on an online music platform. It will be advantageous for new millennium consumers with limited income to enjoy affordable music via the internet. Environmentalists have stated that listening to music for more than 5 hours can have an impact on carbon emissions. Thus, the study can provide ideas and data to raise awareness about the benefits of downloading music as opposed to streaming it. This study used situational analysis (SWOT) to determine the current state of the online music industry. With the analysis provided, solid and relevant recommendations to improve purchase intention and online music sustainability can be made.

Music is a form of enjoyment that most people can relate to and experience. It is an essential aspect of human culture that has existed since time immemorial. Music can be listened to and enjoyed during free time, while driving, at special functions, on official occasions, and in ceremonial places. When a person's mood is down and needs relaxation, music will act as a therapy to calm one down. Umbrello, Sorrenti, Mistraletti, Formenti, Chiumello and Terzoni (2019) found that music therapy can reduce anxiety and stress when assessed using self-reported scales and physiologic parameters. Music can be enjoyed at home, in shopping centres, hotel lounges, religious complexes, restaurants, live concerts, movies, games and halls. It can be purchased online or in the music store. The most listened music genre is Pop at 64 percent, Rock at 57 percent and Dance at 32 percent, as shown in Figure 1.1 below.