

# Research on Influencing Factors of New Media Creators' Willingness to Pay for Audio Materials

## — A Case Study of Chengdu, Sichuan Province

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**Abstract:** With the rapid development of globalization and the continuous expansion of the group of new media creators, the market demand for audio materials is also growing. Audio material can not only enrich the expression of content, but also enhance the audience's immersion and interactive experience. The purpose of this study is to explore the willingness of new media creators in Chengdu, Sichuan Province to buy paid audio materials and its influencing factors.

**Keywords:** New Media Creators; Digital Assets; Audio Material; Willingness to Buy; Perceived Value

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## 1. Introduction

Although the market demand for copyrighted audio materials is increasing, little is known about the specific factors that affect the willingness of new media creators to buy these materials. Different creators may be influenced by different factors, such as cost, quality and diversity of materials, handling of copyright issues, personal technical ability and innovation. Therefore, in-depth study of these factors is not only very important for audio material providers, but also of great significance for guiding new media creators in the purchase of copyrighted audio materials. The purpose of this study is to explore the key factors that affect the willingness of new media creators to buy paid copyrighted audio materials in Chengdu, with a view to providing valuable insights to help creators better meet the needs of their content production, and at the same time provide useful market strategies for the audio material market.

## 2. Research value and significance

### 2.1 Theoretical significance and value

Theoretically speaking, there is little research on the purchase intention of virtual goods or digital assets in current academic research. Even if there is a small number of studies, most of them are related to consumer goods such as copyright music. However, there is a lack of special digital assets such as new media creators and audio materials. By comprehensively considering various influencing factors, such as perceived value, content quality and innovation, this paper will explore the complexity of new media creators' demand for audio materials.

### 2.2 Practical significance and value

In terms of practical value, this paper will clarify the influencing factors of new media creators' willingness to pay for audio materials, and provide valuable market insight for suppliers of audio materials market to help them formulate more effective marketing strategies, optimize products and services and better meet the needs of new media creators. The research results will also be of practical help to new media creators, providing guidance for them when choosing and using paid audio materials, thus improving the quality and creative efficiency of their works.

## 3. New media creators' willingness to purchase paid audio materials is supported by theoretical research

### 3.1 Perceived value theory

Drucker (1954) put forward the concept of "customer perceived value", but did not explain it in detail. He pointed out that customers

are the cornerstone of enterprises, and their purchase behavior will not only be affected by the products themselves, but more importantly, the value that customers feel. <sup>[1]</sup> In 1988, Zaithaml put forward the idea of “the overall evaluation of the effectiveness of products or services after weighing the benefits that customers can perceive and the costs they pay in obtaining products or services”, which is the famous theory of customer perceived value. <sup>[2]</sup> He believes that the higher the customer’s perceived profit, the higher the psychological feeling of value, the greater the customer’s perceived value, and the stronger its purchase intention.

### **3.2 Theory of reasoned action,tra**

In 1975, Fishbein and Ajzen put forward the theory of rational action (TRA), which is also translated as “rational action theory”. This theory assumes that individuals are always rational according to the decision-making mode of consumers, and thinks that consumers will consider the significance and consequences of their actions by synthesizing all kinds of information before making a certain behavior. <sup>[3]</sup> Attitude consciously affects individual behavior. From the perspective of users’ activities, it can be divided into two categories: perceptual users and rational users. Emotional users focus on the entertainment and interaction of videos, while rational users focus on the information and efficacy of videos.

### **3.3 SOR theory**

Belk(1975) introduced the SOR model in marketing for the first time. It believes that in the face of the stimulation of the external market environment, there will be emotional and psychological changes, and then action will be taken. <sup>[4]</sup>

## **4. Research and conceptual framework of research**

### **4.1 Supply-demand matching**

Ye Chengzhi (2022) linked supply-demand matching, consumer perception, after-sales service quality and consumers’ purchase intention, and proved that supply-demand matching is an organic or internal driving factor in the influencing mechanism of consumers’ purchase intention, which directly determines consumers’ purchase intention. <sup>[5]</sup> At the same time, it is proved that consumer perception (composed of trust, immersion, pleasure and other factors) is another organism or internal driver of consumers’ purchase intention, which directly determines consumers’ purchase intention together with supply-demand matching.

### **4.2 Degree of satisfaction**

Zhu Linlin (2020) based on the S-O-R framework, took trust and satisfaction as the organic factors (O) and purchase intention as the response factors (R) in the framework, and collected research data through experiments and questionnaires. <sup>[6]</sup> The results show that the satisfaction of online reviews will affect the purchase intention.

### **4.3 Consumer Innovation**

Consumer innovation is the tendency of consumers to new stimuli and new experiences. The research of Midgley and Dowling(1993) shows that consumers with different degrees of innovation have different influences on the purchase intention and behavior of new products. <sup>[7]</sup>

## **5. Research on the influencing factors of new media creators’ willingness to buy paid audio materials.**

### **5.1 Rich audio material**

As a digital asset of new media creators, paid audio materials are a key part of their production of high-quality content. High-quality audio materials can improve the professionalism of creation and enhance the attractiveness of works. Therefore, creators attach great importance to the quality of audio materials. By providing rich, diverse and high-quality audio materials, audio material suppliers can significantly enhance the creators’ perceived value of their products. This perceptual value not only comes from the quality of audio material itself, but also includes the degree to which it can meet the creative needs of creators.

### **5.2 Analysis of user needs**

Audio material suppliers should conduct detailed market analysis to understand the specific needs of new media creators for audio materials in different types of projects. This includes understanding the current popular audio styles in the market, the demand trend of specific topics, and the technical requirements of users for sound quality and format. Through the analysis of these data, suppliers can more accurately predict and meet the needs of creators.

### 5.3 Expand the publicity platform

By providing technical support and carrying out educational activities, audio material suppliers can directly improve the skills and knowledge level of new media creators. This includes holding online tutorials, seminars and practical workshops to teach audio editing, sound design and how to use audio materials creatively. This kind of educational support not only improves the professional ability of creators, but also stimulates their enthusiasm for exploring new ideas.

## 6. Conclusion

With the rapid development of domestic new media and the growing group of new media creators, the role of audio materials in the creation of new media content is increasingly prominent. The quality of audio material has a significant impact on the quality of works created by new media creators. High-quality audio material can not only improve the overall sensory effect of the work, but also enhance the efficiency and effect of information transmission. Therefore, audio material suppliers need to pay more attention to the quality of their products to meet the growing market demand and the professional requirements of creators. By optimizing the quality of audio materials, suppliers can not only enhance the competitiveness of their products, but also help new media creators to create better and more attractive works.

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