

Research on the Influence Mechanism of Copyright Awareness Awakening on Consumer Digital Music Membership Purchase Intention in Sichuan

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Abstract: Since the 21st century, Internet digital music has become increasingly popular among music consumers. Due to the low cost of digital music reproduction and the imperfect market supervision system, until 2015, the use of digital music works was still basically in an uncertain and disordered state in China. This paper analyzes the specific status of digital music copyright protection in the current "Internet +" era. It discusses the evolution of music consumers' awareness of digital music copyright in recent years, which will help promote the development of the digital music industry based on the influencing factors of copyright, currency cost, functional value, social effect, consumption experience, and herd psychology. The three research objectives are; to analyze the influence mechanism of copyright awareness awakening on consumers' purchase intention of digital music members in Sichuan, to explore the influencing factors on membership purchase intention, and to propose the improvement of membership purchase intention.

Keywords: Copyright Awareness Awakening; Digital Music Membership; Purchase Intention

1. Introduction

When major music platforms focus on constructing a paid membership system, they also increase the purchase of music copyrights. At the same time, the online music industry is booming in the Internet era, and the emphasis on music copyright is expanding. For consumers, digital music members are also affected by their willingness to purchase. With the development of the times and the advancement of science and technology, the development of the online music industry has become increasingly vigorous, and the country's emphasis on copyright issues has gradually increased. Various online music apps have successfully launched paid membership systems based on the protection of copyright owners' interests. Digital music apps are the most important way to listen to music nowadays. For this reason, this paper discusses the influencing factors of consumers' purchase intention of digital music members in Sichuan from the perspective of copyright awareness awakening.

2. Theoretical Basis

2.1 Theoretical Significance and Value

Combining the theory and methods of copyright awareness awakening theory, digital music membership theory, rational and planned behavior theory, and focusing on the sampling area of consumers in Sichuan, this paper discusses and analyzes the influence mechanism of copyright awareness awakening on the purchasing intention of digital music members of consumers in Sichuan, which further enriches the theoretical content of rational and planned behavior and has theoretical significance.

2.2 Practical meaning and value

Based on the literature analysis method, this paper reads the corresponding literature. It summarizes the research literature on the theory of copyright awareness awakening, the idea of digital music membership, rational and planned behavior, and the

influencing factors of consumers' purchase intention of digital music membership. Based on the theory of copyright awareness awakening, digital music membership theory, rationality, and planned behavior theory taking Sichuan as the research scope, combined with the questionnaire survey method to conduct a questionnaire survey, collect the corresponding data, and complete reliability and validity analysis and demographic analysis, descriptive statistics, correlation analysis, and other research results, analyze the influencing factors of Sichuan consumers' purchase intention to digital music members and then put forward corresponding suggestions, which is of practical significance.

3. Understanding the Influence Mechanism of Copyright Awareness Awakening on Consumer Digital Music Membership Purchase Intention in Sichuan

3.1 Rational and planned behavior theory

Song. (2018)^[1] studies the determinants of conscious behavioral intentions and can be used to explain virtually any kind of human behavior. It is one of the most fundamental and influential theories on human behavior. The theory holds that behavioral intentions cause individual behaviors, and behavioral intentions are jointly determined by the individual's attitude toward behavior and subjective norms about behavior. Attitude is an individual's evaluation of whether or not an action is liked. It is a stable tendency formed by acquired learning, which is determined by the individual's belief in the outcome of the action. A belief is an individual's opinion about something. Subjective norms are determined by labeling beliefs and the motivation of individuals to adhere to traditional beliefs. Shared beliefs are the reference group's belief that an individual should or should not do a specific behavior. Behaviors, in turn, act as feedback on beliefs and traditional beliefs. Because the theory of rational behavior is based on the assumption that "the occurrence of behavior is based on the control of the individual's willpower," it predicts and explains the behavior of individuals.

3.2 The theoretical basis of copyright awareness awakening

Sith. (2016)^[2] expressed their opinions on karaoke copyright charges, game players applauded the crackdown on "private servers" and "plug-ins," and children left their immature handwriting on the banners of "fighting piracy." Although some public concerns about some copyright issues still exist regarding Misunderstanding and misinterpretation, it is gratifying that the attention to the incident has reflected the improvement of the public's awareness of copyright protection. The understanding of digital music copyright originates from the mass production and continuous duplication of digital music products. The root of the phenomenon is that Internet information technology accelerates the spread of digital music, and audio compression technology reduces the capacity of digital music. These two reasons cause digital music in the market to face ownership and other issues, and the awareness of digital music copyright has emerged as the times require. Copyright awareness is reflected in people's understanding and application of the copyright system and laws and their evaluation of whether acts involving copyright are legal or not.

3.3 Theoretical basis of digital music membership

Xu; & Wang. (2021)^[3] studied the value of copyright, which has gradually been paid more attention, and users' awareness of payment has been enhanced. The digital music business environment in China has been systematically established and regulated. Therefore, after the implementation of the legalization policy, the proportion of user content payment revenue has continued to increase. The balance of content payment in income has exceeded advertising revenue and will occupy a larger share in the future. The development of content payment is the most critical issue facing the development of the digital music industry: the business environment and copyright supervision have gradually stabilized under the guidance of policies. Digital music

platforms explore mature business models, and content payment will become the primary source of income. Compared with overseas, China's digital music payment rate and payment amount have more excellent room for improvement.

4. The Conceptual Framework for the Research Study

4.1 Copyright awareness in music membership

Copyright is an exclusive right for the creator or copyright holder to carry out the results of his ideas or ideas in the form of specific information or certain. Copyright is the right to copy, adapt or produce a work; copyright is possible for the right holder to limit the copying or in any form without the illegitimate permission of a result; it can be realized by registration of copyright.

5. The Influence Mechanism of Copyright Awareness Awakening on Consumer Digital Music Membership Purchase Intention in Sichuan

It is found that (1) functional value and social influence positively affect consumers' purchase intention of digital music APP members; (2) monetary cost negatively affects consumers' purchase intention of digital music APP members; (3) copyright awareness affects functional value It has a positive moderating effect on the relationship with digital music APP members' purchase intention; (4) Copyright awareness has a negative moderating effect on the relationship between social influence and digital music APP members' purchase intention; (5) For groups without consumption experience, social influence It has a more significant impact on consumers' purchase intention of digital music APP members.

6. Conclusion

The digital music industry is facing a payment dilemma due to domestic users' habit of obtaining Internet services and digital music content for free. The increasingly mature intellectual property management, the maturity of the Internet economy, and the overall music industry have brought advantages to the Chinese market. At the same time, China's digital Music users have unique and distinct characteristics. By analyzing the influence of the awakening of copyright awareness on the purchase intention of consumers' digital music members in Sichuan, we can better start from the two directions of service upgrade and content upgrade, effectively improve the user experience, and develop more content payment models and mechanisms to meet the needs of consumers. Different user needs to enhance users willingness to pay. Strengthen linkage with downstream distribution channels to open up user traffic and copyrighted content to achieve a business win-win.

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