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EXPLORING THE FACTORS AFFECTING PURCHASE INTENTION IN MUSIC INDUSTRY

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Abstract

The purpose of this study is to analyze the factors, ethical behavior, product involvement, attitude, perceived sacrifice, and perceived benefit, impact on purchase intention in music industry. A model is constructed and tested empirically. A sample of 255 individuals are collected and a multi-item questionnaire is used. It is found that purchase intention is relatively low for both CD/DVD and digital music whereas illegal downloading is perceived as an acceptable behavior in the society. The proposed factors are found to explain the purchase intention models in a variety of combinations depending on the music media purchased. Managers in music industry can make use of the findings and the results of this study in order to improve their business and revenue models.

Keywords: Ethical Behavior, Information Systems, Music Downloading, Perceived Benefit, Perceived Sacrifice, Purchase Intention.

MÜZİK ENDÜSTRİSİNDE SATINALMA EĞİLİMİNİ ETKİLEYEN FAKTÖRLERİN ARAŞTIRILMASI

Öz

Bu çalışmanın amacı; müzik endüstrisinde satınalma eğilimini etkileyen etik davranış, ürün ilgisi, tutum, algınan fedakarlık ve algılanan fayda gibi faktörleri analiz etmektir. Ampirik bir model kurulup test edilmiştir. 255 kişiden oluşan bir örneklem üzerinde çok-madeli anket uygulanmıştır. Hem CD/DVD hem de dijital müzik ürünlerinde satınalma eğilimi oldukça düşük iken, illegal olarak internetten müzik indirmek toplumda kabul gören bir davranış olarak algılanmaktadır. Müziğin sunulduğu ortama bağlı olarak önerilen faktörlerin satınalma eğilim modelini çeşitli kombinasyonlarla açıkladığı bulunmuştur. Müzik endütrisindeki yöneticiler, iş ve gelir modellerini iyileştirme adına bu çalışmanın bulgu ve sonuçlarından fayda sağlayabilir.

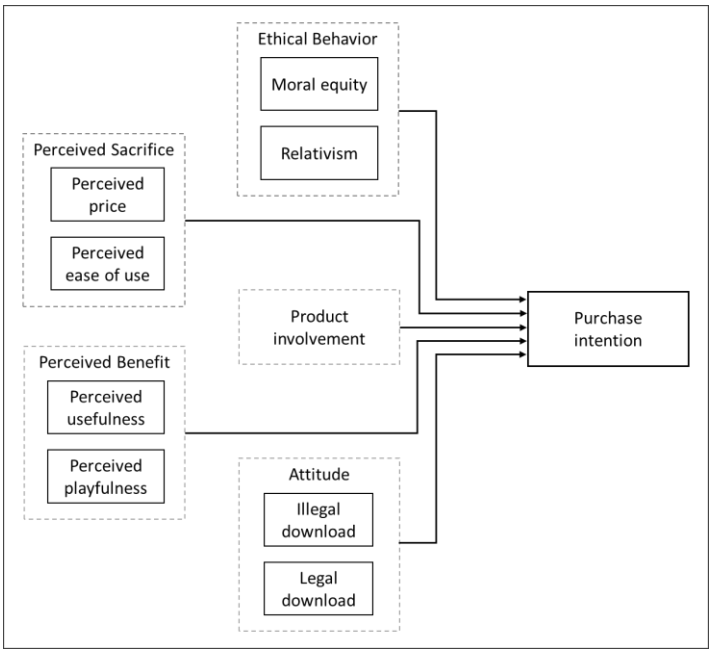
Anahtar Kelimeler: Algılanan Fayda, Algılanan Fedakarlık, Bilgi Sistemleri, Etik Davranış, Müzik İndirme, Satınalma Eğilimi

INTRODUCTION

Technological developments have caused major changes in the music industry where the music media is transforming from physical records to streaming digital. Debate is going on about the future of the industry; especially about the issues on intellectual property rights since technological advancements gives many opportunities to pirating and free P2P file sharing. Within this context, this study aims to investigate music experience in Turkey. First, music consumption profile will be investigated, then three models will be discussed to explain physical record purchase, digital music purchase and illegal downloading intentions.

According to the latest IFPI Global Music Report (2016); after 20 years of decline, consumption of music is exploding and there is a measurable growth in music revenue globally. This change has started to take place in 2015 when for the first time digital revenues (45%) overtook income from physical formats. Streaming is the industry's fastest-growing revenue source, and in the US alone streamed music has doubled within one-year time from 164.5 billion songs in 2014 to 317.2 billion songs in 2015 (Nielsen Music Report, 2016). However, downloads remain significant, accounting for just 20% of global industry revenues and full album downloads being the major part of it. Revenues from physical formats declined statistically yet 39% of overall global income still comes from the physical recording sales (IFPI Global Music Report, 2016).

Figure 1. Theoretical Model



Understanding purchase behavior and the underlying concepts that increases the intention to purchase will help the music industry to develop market strategies and improve their revenues. In the literature there are many studies concerning the piracy and free download/sharing intentions, however purchase intention is not covered except in a few papers. Music purchase covers buying physical format records in forms of CD and DVD, downloading music from digital stores, and streaming music from service providers subscribed. In this study, purchase intention for CD/DVD and purchase intention for digital music, where downloading and streaming are taken together, will be covered.

To explain the factors effecting these two purchase intentions, a research model is developed based on Chu and Lu (2007), Shoham, Ruvio, and Davidow (2008), and Styven (2010). The theoretical model can be seen in Figure 1.

Ethical Behavior

Ethical behavior has three dimensions; moral equity, relativism, and contractualism. Moral equity measures the notion of justice, it examines the right and wrong, and represents a universal ethics construct, and is the main evaluative criterion for ethical judgement (Reidenbach et al., 1991). Relativism is concerned with the beliefs about what is culturally and traditionally acceptable and unacceptable in a social system (Reidenbach and Robin, 1990). Reisenbach argues that individuals set their own moral standards based on their culture. Contractualism measures the notion of implied obligation, contracts, duties, and rules, and therefore is applicable to managerial decision making situations. For this reason, it is not included in this model.

Studies found empirical support for the negative impacts of both the moral equity and relativism on attitude towards illegal music related behaviors like piracy and illegal music CD purchase (Shoham et al., 2008, Arli Tjiptono Porto 2015). Hence we hypothesize:

H1a: the more the individuals think illegal downloading is unfair/unjust (moral equity) the more will be their intention to purchase music.

H1b: the more individuals think illegal downloading is not accepted by their friends and the society (relativism) the more will be their intention to purchase music.

Product Involvement

As discussed earlier, even though there is a decline in the sales of physical format recorded music, CD/DVD sales still account for the 39% of the worldwide revenue. Therefore, it is very probable that physical recordings will stay in the market for a good while. North and Oishi (2006) and Styven (2010) empirically supported the positive effect of music involvement on preference for physical recordings. However, Styven also found positive effect of music involvement on MP3 player. Therefore, product involvement can be positively correlated with all formats of music. Hence, we include product (music of any forms) involvement in our model and hypothesize:

H2: the more the individuals are involved with music the more will be their intention to purchase music of all types.

Attitude Towards Downloading

According to the theory of planned behavior, attitude towards an act is the major cause of behavioral intention (Ajzen, 1991, 2005) Studies have found support for positive impact of attitude on digital piracy (Arli, Tjiptono and Porto, 2015) Since our model is based on explaining purchase intention we hypothesize:

H3a: attitude towards illegal download will have a negative impact on purchase intention

H3b: attitude towards legal download will have a positive impact on purchase intention.

Perceived Sacrifice

Perceived sacrifice is described as individual feeling for paying or giving something up (Dodds, 1999). Consumers take into account both monetary and non-monetary costs when they are making decisions about online music purchase. Price is also an important key measure to represent money to be paid to obtain a product. Since individuals rarely remember actual product, perceived rather than actual prices should be measured. However, there are also non-monetary costs related to consumer behavior such as physical or psychological efforts to sacrifice. In this context, perceived ease of use stands for these type of non-monetary costs. We hypothesize;

H4a: As the individuals perceive price less, intention to purchase music will increase.

H4b: As the individuals perceive ease of use more, intention to purchase music will increase.

Perceived Benefit

Following Chu and Lu (2007) model, perceived benefit is included in the model as one of the independent variable. Perceived benefit is measured with two underlying dimensions: perceived usefulness and perceived playfulness. Perceived usefulness is the degree to which the consumer believes that listening to music in the related format would fulfill him/her (Chu and Lu, 2006). Perceived playfulness, on the other hand, is the degree to which the consumer believes that listening to music in the related format would give enjoyment to him/her (Chu and Lu, 2006). Therefore, we can say perceived usefulness is related with utilitarian side and perceived playfulness is related with the hedonic side of the perceived benefit. Hence we hypothesize;

H5a: As the individuals perceive usefulness more, intention to purchase music will increase.

H5b: As the individuals perceive playfulness more, intention to purchase music will increase.

METHOD

Measures and Research Instrument

A multi-item questionnaire is used in this study. Purchase intention is measured for both the physical music medium (CD/DVD) and the digital music with three items each. Items are adopted from Dodds et al., (1991). Illegal download is measured by two items developed by the authors. Ethical behavior is measured by the Ethical Behavior Rating Scale (EBRS) developed and validated by Reidenbach and Robin (1990) and Reidenbach et al., (1991). Originally, the scale has three dimensions, however the contractualism dimension is not relevant for this study, therefore the other two dimensions, which are moral equity and relativism, are used. Product involvement is measured by the scale developed by North and Oishi (2006). Attitude towards downloading music is measured on two dimensions: illegal download attitude and legal download attitude developed by the authors based on the literature. Perceived sacrifice, which is composed of two dimensions (perceived price and perceived ease of use) is measured. Perceived price questionnaire is based on Sweeney et al., (1997) and Tam (2004) and perceived ease of use is based on Davis (1989) and van der Heijden (2004) and questions in this questionnaire are measured for digital music and for illegal download separately. Perceived price is measured for both CD/DVD and digital music. Perceived benefit, which is composed of two dimensions (perceived usefulness and perceived playfulness) is measured. Perceived usefulness is based on Davis (1989) and van der Heijden (2004) for CD/DVD and digital music. Perceived playfulness is adapted from van der Heijden (2004) for CD/DVD and digital music. All the items are measured on a five-point interval scale, except the ethical behavior rating scale (EBRS) items, which are measured on seven-point interval. Apart from this multi-item questions, respondents' monthly music expense, usage frequency of different music platforms and size of music archive are asked. In addition, demographic variables as gender, age, employment status and income are asked.

Sampling and Data Collection

Questionnaire is distributed to 300 randomly chosen individuals from Istanbul and 255 usable questionnaires returned with 85.0% return rate. The sample consists of 89 females (34.9%) and 166 males (65.1%). 60.8% of the respondents are students whereas 39.2% are working. As can be seen from Table 1, sample is quite young since 65.9% of the respondents are below 26 years old.

Table 1. Profile of respondents

Demographics	Categories	Frequency	Percent (%)
Gender	Female	89	34.9
	Male	166	65.1
	Total	**255**	**100.0**
Age	18-21	71	27.9
	22-25	97	38.0
	26+	87	34.1
	Total	**255**	**100.0**
Employment status	Student	155	60.8
	Working	100	39.2
	Total	**255**	**100.0**
Income	Low income	117	45.9
	Medium income	85	33.3
	High income	53	20.8
	Total	**255**	**100**

RESULTS

To get insight about the respondents' music consumption profile; first, frequency distribution of the three questions: monthly music expense, size of music archive and usage frequency of different music platforms are analyzed. As can be seen from Table 2, 66% of the respondents stated that they do not spend money for music, and only 11% of the respondents have monthly expense more than 25 TL. However, majority of the respondents have a music archive in their computers (See Table 3.).

Table 2. Monthly music expense

Categories (TL)	Frequency	Percent (%)
None	168	65.9
1-25	60	23.5
25+	27	10.6
Total	**255**	**100.0**

Table 3. Music archive in computer

Categories	Frequency	Percent (%)
None	66	25.9
0-100	45	17.6
100-250	39	15.3
250-500	39	15.3
500-1000	30	11.8
1000+	36	14.1
Total	**255**	**100.0**

According to Table 4, usage frequencies of different music platforms indicate that digital music is preferred mainly by the respondents (M=3.97) which is followed by download (M=3.22). Radio is the third most preferred music platform (M=3.02). MP3 players have started to lose their attractiveness since their mean value is below average (M=2.57). The least and almost not preferred two platforms are CD/DVDs and Records (M=1.84 and M=1.32, respectively).

Table 4. Usage frequency of different music platforms

Music platforms	N	Minimum	Maximum	Mean	Std. Deviation
CD/DVD	255	1	6	1.84	1.13
MP3 player	255	1	6	2.57	1.56
Download	255	1	6	3.22	1.53
Stream	255	1	6	3.97	1.46
Radio	255	1	6	3.02	1.51
TV	255	1	6	2.29	1.16
Record	255	1	6	1.32	0.90

1=Never, 6=Almost all day long

Before starting the main analyses, reliability of the scales are tested and the results are given in Table 5. As can be seen from the table, all the scales are found reliable with Cronbach's alpha values above 0.70 threshold value.

Table 5. Reliability of the scales used

Scales	Item number	Reliability
Ethical Behavior		
Moral equity	3	0.76
Relativism	2	0.83
Perceived Benefit		
Perceived usefulness Digital	4	0.74
Perceived usefulness CD/DVD	5	0.78
Perceived playfulness Digital	4	0.77
Perceived playfulness CD/DVD	4	0.87
Perceived Sacrifice		
Perceived price: Digital	4	0.80
Perceived price: CD/DVD	4	0.85
Perceived ease of use: Digital	4	0.80
Perceived ease of use: Illegal download	2	0.79
Attitude		
Illegal download Digital	2	0.77
Legal download Digital	2	0.76
Product Involvement	6	0.92
Intention		
Purchase intention: Digital	3	0.74
Purchase intention: CD/DVD	3	0.78
Illegal download intention	2	0.80

The descriptive results of the scales are given in Table 6. Ethical behavior scales are measured reversely. Moral equity dimension measures how just/fair is free (illegal) download. In the question the word illegal was not used on purpose, but the respondents were asked about their opinions on free download. Minimum 1 means respondents' opinion is unfair or unjust, and maximum 7 means their opinion is fair or just. Similarly, relativism measures if free download is an acceptable act by friends and also by the society, 1 meaning unacceptable and 7 meaning acceptable. Therefore, moral equity result (M=3.98) indicates personally the individuals think the act of free downloading as not just or fair. However, the relativism score (M=5.38) indicates that respondents think act of free downloading is quite acceptable by their friends and the Turkish society.

Perceived usefulness and perceived ease of use of digital music variables have the highest mean scores (M=4.04 and M=3.91, respectively). Perceived playfulness of digital music results are similarly high (M=3.72). Since the most preferred music platforms are digital music streaming and download, these findings are logical. Unfortunately, attitude towards illegal download and perceived ease of use for illegal download dimensions also have relatively high means (M=3.74 and M=3.66). Lowest mean scores belong to purchase intention dimensions for both CD/DVD and digital music and likewise legal download (M=2.16, M=2.24, and M=2.86).

Table 6. Descriptive statistics of the scales used

Scales	N	Minimum	Maximum	Mean	Std. Deviation
Ethical Behavior					
Moral equity	255	1	7	3.98	1.56
Relativism	255	1	7	5.38	1.72
Perceived Benefit					
Perceived usefulness Digital	255	2	5	4.04	0.75
Perceived usefulness CD/DVD	255	1	5	3.01	0.96
Perceived playfulness Digital	255	2	5	3.72	0.81
Perceived playfulness CD/DVD	255	1	5	2.84	1.03
Perceived Sacrifice					
Perceived price: Digital	255	1	5	3.34	0.99
Perceived price: CD/DVD	255	1	5	3.32	1.07
Perceived ease of use: Digital	255	1	5	3.91	0.89
Perceived ease of use: Illegal download	255	1	5	3.66	1.16
Attitude					
Illegal download Digital	255	1	5	3.74	1.07
Legal download Digital	255	1	5	2.86	1.27
Product Involvement	255	1	5	3.60	1.04
Intention					
Purchase intention: Digital	255	1	5	2.24	1.02
Purchase intention: CD/DVD	255	1	5	2.16	1.05
Illegal download intention	255	1	5	3.12	1.34

To analyze further, independent samples t-tests and one-way ANOVA tests are conducted to the dimensions with demographic variables. First, to find if dimensions differ by gender, series of analyses are performed (See Table 7). As can be seen males have higher moral equity values indicating that they find illegal downloading more fair/just compared to females (M=3.71, M=4.12, t(253)=-2.02). In line with this finding, attitude toward illegal download of males is more positive compared to females attitude (M=3.85, M=3.53, t(253)=-2.29). Perceived usefulness and playfulness of CD/DVD have significant differences as well. In both dimensions, females' perceptions are higher than males' (M=3.38, M=2.81, t(253)=4.75, M=3.14, M=2.68, t(253)=3.49). Purchase intention to digital music and CD/DVD are higher in female respondents than male respondents (M=2.46, M=2.12, t(253)=2.57, M=2.39, M=2.04, t(253)=2,54). Also females' product involvement scores are higher than males' scores (M=3.90, M=3.43, t(253)=3.53). No significant differences are found in relativism, perceived ease of use of digital music and illegal download, illegal download intention, perceived price CD/DVD and digital music, perceived usefulness, and playfulness of digital music and legal download.

Table 7. Independent samples t-test results: gender

Variables	Groups	N	Mean	Std. dev.	t value	p value
Moral equity	Female	89	3.72	1.52	-2.02	0.045*
	Male	166	4.13	1.57		
Illegal download	Female	89	3.53	1.04	-2.29	0.023*
	Male	166	3.85	1.07		
Perceived usefulness CD/DVD	Female	89	3.38	0.92	4.75	0.000**
	Male	166	2.81	0.91		
Perceived playfulness CD/DVD	Female	89	3.14	1.04	3.49	0.001**
	Male	166	2.68	0.99		
Purchase intention Digital	Female	89	2.46	0.97	2.57	0.011*
	Male	166	2.12	1.03		
Purchase intention CD/DVD	Female	89	2.39	1.09	2.54	0.012*
	Male	166	2.04	1.02		
Product Involvement	Female	89	3.90	0.94	3.53	0.000**
	Male	166	3.43	1.05		

* $p < 0.05$, ** $p < 0.01$

Since the sample consisted of both students and working people, to test if there are differences between the two groups' responses to the dimensions, again a series of independent samples t-tests are conducted (See Table 8). All the dimensions, except moral equity, digital

music purchase intention, and product involvement, are significant. Relativism, the perception that illegal music download is accepted by friends and Turkish society, is higher in students (M= 5.59, M=5.05, t(253)=2.45). Positive attitude towards illegal download, perceived ease of use of illegal download and illegal download means of the students are higher compared to working individuals (M=4.04, M=3.29, t(180.82)= 5.56, M=3.97, M=3.17, t(173.39)=5.49 and M=3.36, M=2.75, t(253) =3.63).

Legal download and perceived usefulness and playfulness of CD/DVD, and CD/DVD purchase intention are higher in working individuals. (M=2.66, M=3.16, t(253)=-3.12, M=2.81, M=3.32, t(253)=-4.31, M=2.63, M=3.18, t(253)=-4.22 and M=1.97, M=2.45, t(184.14)=-3.52). On the other hand, perceived usefulness and playfulness of digital music are higher in the student group (M=4.23, M=3.74, t(173.05)=5.14 and M=3.94, M=3.37, t(253)=5.29). Perceived price of music is high in student group than working group (M=3.63, M=2.88, t(253)=6.34 and M=3.02, M=3.37, t(253)=3.61).

To test if there are differences in dimensions with regard to age groups, one-way ANOVA tests are applied. As can be seen from Table 9, all dimensions except moral equity and digital music purchase intention are significantly different. To find out from which groups these differences come from Scheffe post hoc tests are applied. 26 years old and higher are less willing to download illegally yet intent to purchase products more (M=3.44, M=3.23 > M=2.74, and M=1.98, M=1.98 < M=2.51). Perceived ease of use, usefulness and playfulness of digital music is higher in the younger generation compared to 26 years old and higher (M=4.20, M=4.13 > M=3.44; M=4.27, M=4.23 > M=3.65; M=4.01, M=3.90 > M=3.28). Perceived price scores for both forms are less again in the 26 years old and higher group (M=3.58, M=3.60 < M=2.85; M=3.46, M=3.55 < M=2.95).

Table 8. Independent samples t-test results: employment status

Variables	Groups	N	Mean	Std. dev.	t value	p value
Relativism	Student	155	5.59	1.66	2.44	0.015
	Working	100	5.06	1.76		
Illegal download	Student	155	4.04	0.92	5.56	0.000
	Working	100	3.29	1.13		
Perceived ease of use Illegal download	Student	155	3.97	0.97	5.49	0.000
	Working	100	3.17	1.25		
Illegal download intention	Student	155	3.36	1.31	3.63	0.000
	Working	100	2.75	1.31		
Legal download	Student	155	2.66	1.25	-3.12	0.002
	Working	100	3.16	1.24		
Perceived usefulness Digital	Student	155	4.24	0.63	5.13	0.000
	Working	100	3.75	0.81		
Perceived usefulness CD/DVD	Student	155	2.81	0.98	-4.31	0.000
	Working	100	3.32	0.82		
Perceived playfulness Digital	Student	155	3.94	0.71	5.83	0.000
	Working	100	3.37	0.84		
Perceived playfulness CD/DVD	Student	155	2.63	1.01	-4.22	0.000
	Working	100	3.17	0.98		
Perceived price Digital	Student	155	3.63	0.95	6.34	0.000
	Working	100	2.88	0.88		
Perceived price CD/DVD	Student	155	3.51	1.07	3.61	0.000
	Working	100	3.03	0.99		
Perceived ease of use Digital	Student	155	4.15	0.75	5.20	0.000
	Working	100	3.55	0.98		
Purchase intention CD/DVD	Student	155	1.97	0.95	-3.52	0.001
	Working	100	2.45	1.14		

* $p < 0.05$, ** $p < 0.01$

After investigating the profile of our sample and the effects of demographical variables on the dimensions we measured, we tested the proposed theoretical model. Since the aim of this study is to explain the dimensions that increase music products' purchase intention, we analyzed the model with multiple regression analyses. As we are interested in testing the purchase model, both for CD/DVD and digital music two separate regression models are formed.

Theoretically, purchase intention for the digital music is explained by ethical behavior (moral equity and relativism), product involvement, attitude towards digital music (illegal download, legal download), perceived sacrifice (perceived price of digital music, perceived ease of use of digital music), and perceived benefits (perceived usefulness of digital music, perceived playfulness of digital music). As a result of the multiple regression analysis, we found that as perceived playfulness and positive attitude towards legal download increases and positive attitude towards illegal download and relativism decreases; the intention to purchase digital music increases (See Table 10). The independent variable that has the highest effect is attitude towards illegal download which is followed by legal download (B=-0.36, B=0.21). However, this model explains only 20% of changes in the intention indicating there are other factors involved (R=0.44, R^2=0.20).

Table 9. ANOVA results: age groups

Variables	Groups	N	Mean	Std. dev.	F value	p value
Relativism	18-21	71	5.51	1.62	3.27	0.040
	22-25	97	5.63	1.73		
	26+	87	5.01	1.73		
Illegal download	18-21	71	3.96	1.05	17.12	0.000
	22-25	97	4.04	0.82		
	26+	87	3.23	1.15		
Perceived ease of use illegal download	18-21	71	4.00	1.05	20.52	0.000
	22-25	97	3.94	0.88		
	26+	87	3.06	1.28		
Illegal download intention	18-21	71	3.44	1.39	6.02	0.003
	22-25	97	3.23	1.21		
	26+	87	2.74	1.36		
Legal download	18-21	71	2.69	1.29	4.69	0.010
	22-25	97	2.68	1.24		
	26+	87	3.19	1.22		
Perceived usefulness Digital	18-21	71	4.27	0.58	21.59	0.000
	22-25	97	4.23	0.63		
	26+	87	3.65	0.82		
Perceived usefulness CD/DVD	18-21	71	2.85	0.95	11.48	0.000
	22-25	97	2.79	0.98		
	26+	87	3.39	0.82		
Perceived playfulness Digital	18-21	71	4.01	0.69	23.32	0.000
	22-25	97	3.90	0.71		
	26+	87	3.28	0.83		
Perceived playfulness CD/DVD	18-21	71	2.70	1.01	12.52	0.000
	22-25	97	2.56	0.99		
	26+	87	3.26	0.97		
Perceived price Digital	18-21	71	3.58	1.05	17.94	0.000
	22-25	97	3.60	0.90		
	26+	87	2.85	0.86		
Perceived price CD/DVD	18-21	71	3.46	1.13	8.55	0.000
	22-25	97	3.55	1.00		
	26+	87	2.95	0.99		
Perceived ease of use Digital	18-21	71	4.20	0.71	21.42	0.000
	22-25	97	4.13	0.74		
	26+	87	3.44	1.00		
Purchase intention CD/DVD	18-21	71	1.98	0.98	7.67	0.001
	22-25	97	1.98	0.95		
	26+	87	2.51	1.15		
Product Involvement	18-21	71	3.84	0.99	3.13	0.046
	22-25	97	3.57	1.05		
	26+	87	3.43	1.03		

* $p < 0.05$, ** $p < 0.01$

Theoretically, purchase intention for CD/DVD is explained by ethical behavior (moral equity and relativism), product involvement, attitude towards digital music (illegal download, legal download), perceived sacrifice (perceived price of CD/DVD), and perceived benefits (perceived usefulness of CD/DVD, perceived playfulness of CD/DVD). So, the differences between this and the first model is that here, we measured perceived sacrifice and perceived benefit for the related product specifically. Since playing a CD/DVD does not require technological capability, perceived ease of use is not measured. Even though all the questions except ethical behavior and product involvement are adapted for CD/DVD and the model is unique for this particular product group, we also included attitude towards digital music products as it is the increasing trend and all literature emphasizes the effect of digital music on CD/DVD sales. As a result of the analysis (See Table 11) we explained the 43% of changes in the intention (R=0.66, R^2=0.43) in this model. The significant independent variables are perceived usefulness, perceived playfulness, attitude towards illegal download, and perceived price ordered according to their contributions to the model (B=0.31, B=0.21, B=-0.20, and B=-0.13).

Table 10. Multiple regression results: purchase intention Digital

Independent variables	Beta	t value	p value	R	R^2	F value	p value
Illegal download	-0.36	-5.55	0.000				
Legal download	0.21	3.56	0.000	0.44	0.20	15.16	0.000
Perceived playfulness Digital	0.18	2.90	0.004				
Relativism	-0.13	-2.30	0.023				

Dependent variable: Purchase intention Digital
* p < 0.05, ** p < 0.01

Table 11. Multiple regression results: purchase intention CD/DVD

Independent variables	Beta	t value	p value	R	R^2	F value	p value
Perceived usefulness CD/DVD	0.32	3.70	0.000				
Illegal download	-0.20	-3.53	0.000				
Perceived price CD/DVD	-0.13	-2.45	0.015	0.66	0.43	47.33	0.000
Perceived playfulness CD/DVD	0.21	2.40	0.017				

Dependent variable: Purchase intention CD/DVD
* p < 0.05, ** p < 0.01

Lastly, we tested the model for illegal download intention to see if there are any other underlying effects involved. Here, the same independent variables used in the digital music purchase intention model are used: ethical behavior (moral equity and relativism), product involvement, attitude towards digital music (illegal download, legal download), perceived sacrifice (perceived price of digital music, perceived ease of use of digital music), and perceived benefits (perceived usefulness of digital music, perceived playfulness of digital music).

Table 12. Multiple regression results: illegal download intention

Independent variables	Beta	t value	p value	R	R^2	F value	p value
Illegal download	0.34	5.27	0.000	0.50	0.25	28.31	0.000
Product Involvement	0.18	3.07	0.002				
Perceived ease of use illegal dw.	0.18	2.63	0.009				

Dependent variable: Illegal download
* p < 0.05, ** p < 0.01

The result of the regression analysis can be seen in Table 12. This model explained relatively better than digital music purchase intention model (R=0.50, R^2=0.25). Attitude towards illegal download has the highest contribution followed by product involvement and perceived ease of use (B=0.34, B=0.18 and B=0.18).

CONCLUSION

In this study, we tried to investigate music experience in Turkey. Music platform frequencies show that individuals are using digital platforms more than others, which is followed by radio. Nevertheless, as stated in the literature respondents are using a mix of all different types.

Majority of the respondents stated that they do not spend money for music and the answers given to the questions indicate they do not have much intention to spend money in the future as well. This is a quite tragic finding for the music industry revealing illegal download and file sharing is continuing. These findings are in line with relativism scores. Looking at the moral equity scores, individuals think the act of free downloading is not just/fair, however the relativism score indicates that respondents think the act of free downloading is quite acceptable by their friends and the Turkish society. This is mainly the opinion of all respondents but especially the males, young and the students. Even though the digital music scores are higher in all groups, we found that females and working individuals are favoring CD/DVD more than others. Again, the purchase intention for both CD/DVD and the digital music is quite low in all groups. However, females and working individuals are more willing to buy or subscribe to these products than males and students. In line with these, ethical behavior is preferred more by females and working individuals who believe less that illegal downloading is accepted by the society.

Purchase intention for digital music is explained by ethical behavior, product involvement, attitude towards digital music, perceived sacrifice, and perceived benefits. Our findings partially supported H1, since relativism has negative impact on purchase intention supporting H1b. H2 the impact of product involvement is not supported. However, H3 is fully supported where attitude towards illegal download has a negative impact and attitude towards legal download has a positive impact on purchase intention. H4 is not supported indicating perceived sacrifice does not have an effect on purchase of digital music. H5 is partially supported, only perceived playfulness has positive effect on purchase intention.

When we analyze purchase intention for CD/DVDs, the findings are different than the first model. First of all, there is no effect of ethical behavior on the purchase of physical music format not supporting H1, yet H4 is supported as there is a negative effect of perceived price on purchase. Similar to the first model, product involvement is not significant, not supporting H2. Later in this paper, illegal download intention is modeled. Here again, attitude towards illegal download has impact supporting H3 partially, but this time the effect is naturally positive. Interestingly, product involvement is found to have significant positive effect as well, supporting H2. This, the only model, where this variable is significant. Yet, it is contradictory with the literature as individuals involved with music should be more sensitive to intellectual property rights. And the last variable in the model is perceived ease of use dimension of perceived sacrifice partially supporting H4. All the other hypotheses are not supported.

As a summary, we found the effect of all the proposed variables on different models but not all variables in all models. Managers in music industry can make use of the findings and the results of this study in order to improve their business and revenue models.

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