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(Work in Progress)

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ABSTRACT

Social media is widely used to build social network to promote product and service brands. It is very important to examine how people's online community activities and motivation influence their positive word-of-mouth behavior. In this study, we build a framework on how music consumers' consumption experience, consumer online engagement, and consumer online motivation influence their advocacy behavior. With more than 1000 respondents in a nation-wide survey, we have validated our measures, tested our model, and confirmed our hypotheses. Furthermore, we have discussed the theoretical and managerial implications. Finally, the limit of the research and future research are indicated.

Keywords: Consumer online engagement, online motivation, experience, advocacy

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INTRODUCTION

Most people believe that music makes them feel happy and is an important part of their lives. Studies find that different people might prefer different genre of music (Levitin, 2006) Researchers have examined many different factors that have related to music preference, such as personality (Chamorro-Premuzic & Furnham, 2007; Levitin, 2006; Delsing *et al.*, 2008), emotion Wells & Hakanen, 1991; Carstensen *et al.*, 2003; Gross & John, 2003; Kreutz *et al.*, 2008), identity and social identity Tekman & Hortacsu, 2002; Te'Neil, 2002; Ter Bogt *et al.*, 2010), functions and uses of music (Schäfer & Sedlmeier, 2009; Ter Bogt *et al.*, 2010), etc. Recently, some researchers have studied the music congruity effects (North *et al.*, 2016); others have studied consumers' musical engagement and the music co-creation impact on business performance (Hollebeek *et al.,* 2016; Jeon *et al.,* 2016); still others have studied the music streaming service with digital distribution (Wlomert & Papies, 2016) Today, internet and social media plays an important role in people's daily life, especially in music consumption and even influencing music preference. However, how those factors under the digital environment (e.g., internet use, social media, and social network structure) are related to consumers' music consumption satisfaction, and consumer loyalty need further research attention (Zhang & Liu, 2017) Therefore, this study explores how people's music online community activities, music online community motivation, perceived consumption experience influence their further online behavior such as positive word-of-mouth behavior or loyalty. More specifically, first, the literature on music preference, the internet and social media impact, and functions/uses of music are reviewed. Second, based on the socio-emotional selective theory, the theory of media power and media use, and the Bourdieu theory of taste, a research framework is developed. The framework has two models. The first model is the music preference model which modifies existing one with five dimensions. The second model is to describing the relationships between the business performance variables such as consumer music preference, music consumption satisfaction, and consumer loyalty and their driving factors such as internet use, social media network, personal factors, and social identity. Third, two survey research designs are conducted. Two samples of music consumers from the US are collected. One sample is from the members who have a membership with a specialized music radio station (900 respondents), and the other one is from a general public not a specialized music radio station (1066 respondents) Then, multivariate statistic models have been used to test the hypotheses from the framework. Finally, the results and both theoretical and business implications have been discussed.

Table 1: Music Preference Descriptive Statistics

	N	Min-MAx	Mean1	Mean2	Difference(sig.)
Blues	1066/900	1-5	3.01	4.22	0.00
Jazz	1066/900	1-5	3.01	3.46	0.00
Classical	1066/900	1-5	3.30	3.34	0.53
Folk	1066/900	1-5	2.89	4.82	0.00
Rock	1066/900	1-5	4.13	3.98	0.00
Alternative	1066/900	1-5	3.76	3.57	0.00
Heavy Metal	1066/900	1-5	2.88	1.58	0.00
Country	1066/900	1-5	2.73	3.33	0.00
Soundtracks	1066/900	1-5	3.28	2.70	0.00

Religious	1066/900	1-5	2.19	1.70	0.00
Pop	1066/900	1-5	3.64	2.41	0.00
Rap/Hip-Hop	1066/900	1-5	3.15	1.65	0.00
Soul/Funk	1066/900	1-5	3.01	3.00	0.94
Electronic/Dance	1066/900	1-5	3.18	1.71	0.00

Mean1=Mean from Random Population (Average Age=36)
Mean2=Mean Respondents with a music radio station membership (Average Age=62)

Table 2: Variable Description

Customer Experience – Customer's attitude and emotion towards a brand after using it
Customer Online Engagement – Customer's online community activities
Customer Online Motivation – Customer's perceived benefits for engaging online community activities
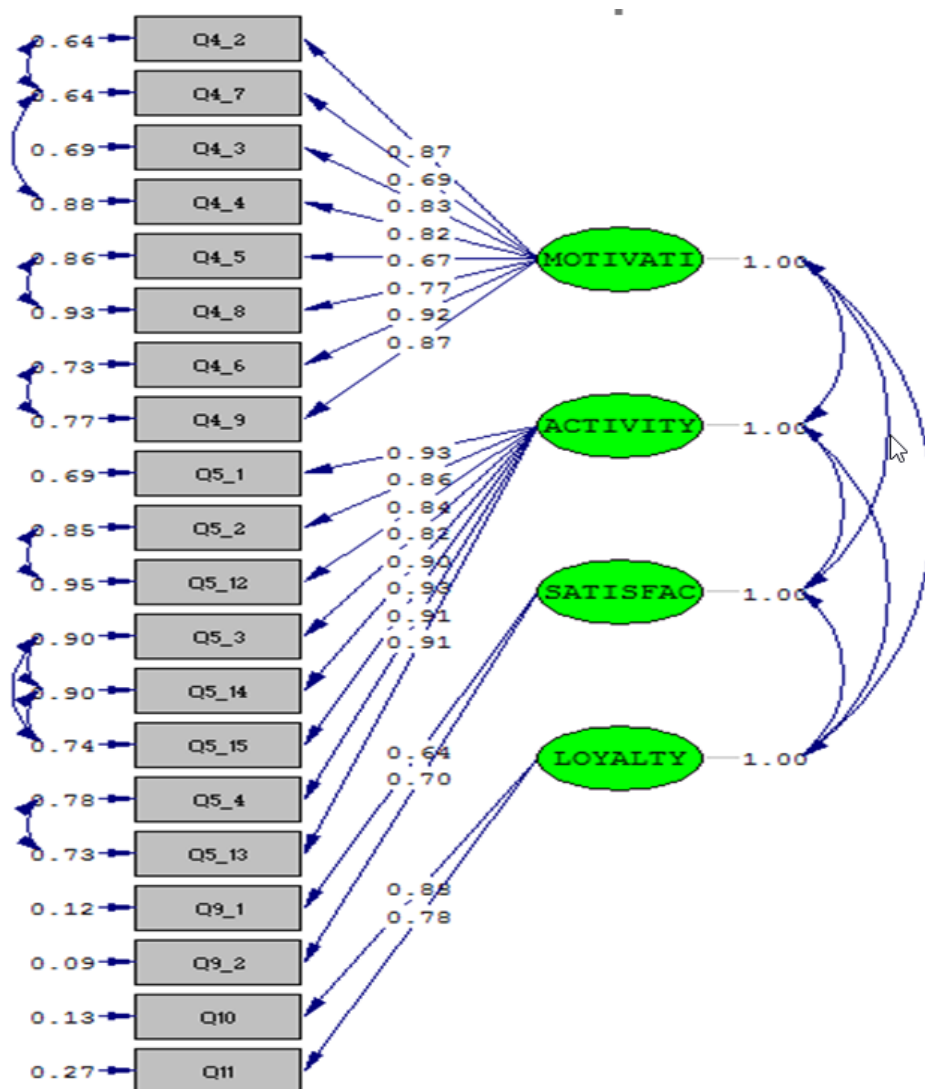Customer Advocacy (Loyalty) – Customer plays the marketing role (positive W-O-M) for a brand

Figure 1: Confirmatory Factor Analysis with LISREL

Table 3: Goodness of Fit Statistics

Degrees of Freedom = 149
Minimum Fit Function Chi-Square = 520.20 (P = 0.0)
Root Mean Square Error of Approximation (RMSEA) = 0.049
Normed Fit Index (NFI) = 0.98
Non-Normed Fit Index (NNFI) = 0.99
Comparative Fit Index (CFI) = 0.99
Incremental Fit Index (IFI) = 0.99
Relative Fit Index (RFI) = 0.98
Goodness of Fit Index (GFI) = 0.95
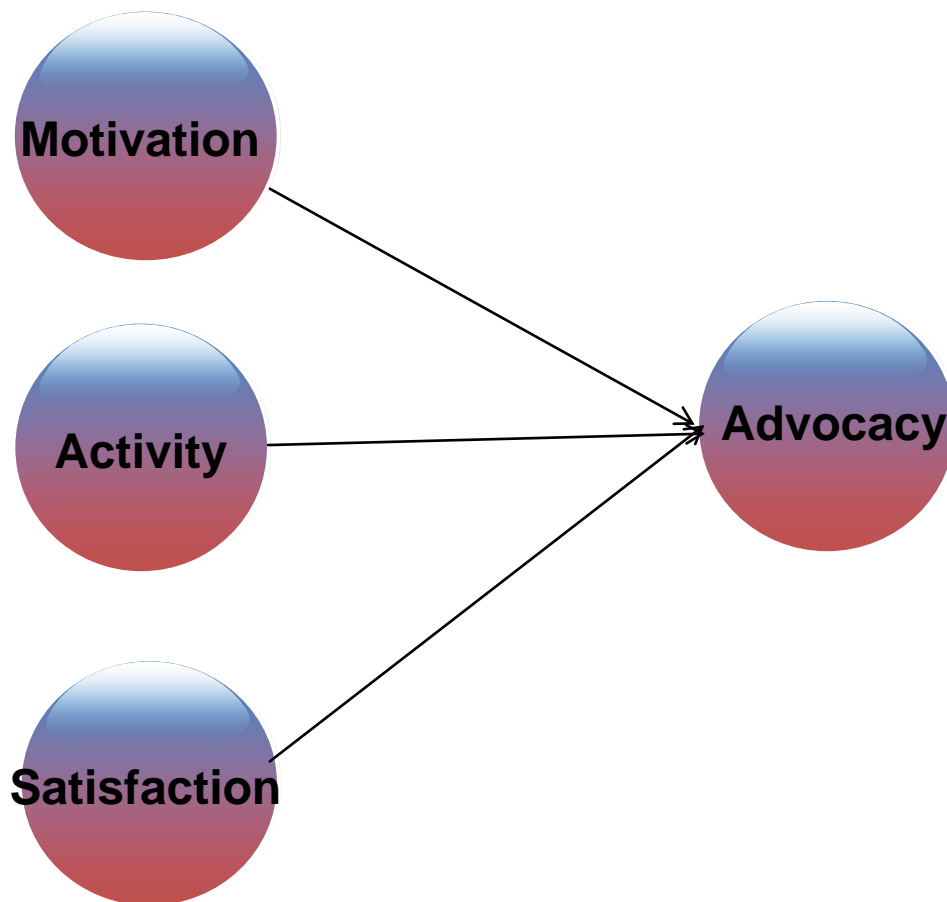Adjusted Goodness of Fit Index (AGFI) = 0.93

Figure 2: Consumer Music Online Community Advocacy Model

Table 4: Empirical Results of Consumer Music Online Community Advocacy Model

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.373	.094		3.960	.000
	Activity	.167	.036	.174	4.626	.000
	Satisfaction	.370	.034	.295	10.909	.000
	Motivation	.227	.039	.226	5.886	.000

a. Dependent Variable: Loyalty

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