

CONSUMER BEHAVIOR OF DIGITAL MEDIA: USERS' PREFERENCE RELATED TO MEDIA FORMAT

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ABSTRACT

This study aims explain the underlying motivations driving consumers' purchase preferences for hard or soft copies of digital music. A uses and gratifications approach is adopted to examine the relationship between five media use gratifications and the preference for hard or soft copies of digital music. In addition to U&G, four music consumer psychological profiles are used to further identify why consumers prefer one media format over the other. The five gratification factors are entertainment, stimulation, relaxation, boredom, and loneliness. The four psychological profiles are sensation seeking, compliance, innovativeness, and involvement.

Individuals that score high on the innovativeness scale have a strong preference for hard copies of music. Each of the remaining psychological profiles for music consumers; sensations seeking, compliance, and involvement have a positive predictive relationship with soft copies of music. Many of the gratifications sought including; relaxation, entertainment, and boredom all have a significant positive predictive relationship with soft copies of music. While the media use, motivating factor, loneliness has a significant positive predictive relationship with hard copies of music.