

A Study on the Influence of Mobile Music Application Users' Social Experience on Purchasing Intention – The Mediating Effect of Brand Attachment

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Abstract

With the gradual in-depth use of social elements, music social networking has attracted more and more attention and discussion in the industry. Therefore, starting from the user experience theory and purchase intention theory, this paper explores the mechanism of user social experience and purchase intention in mobile music applications, and adds the mediating role of brand attachment on the basis of literature research. Based on previous studies on user experience measurement of social network and evaluation report of mobile music applications in the industry, and combined with in-depth interviews of users, whether the user experience of mobile music applications, which pays more and more attention to social elements, has an impact on purchase intention or not? What specific social experience can help form purchase intention? Are mediating variables at work?

In practice, a total of 398 formal questionnaires were collected to obtain first-hand data. Later, reliability analysis, factor analysis and structural equation model test were carried out successively to verify the hypothesis.

According to the results of empirical research, firstly, content experience, atmosphere experience and interactive experience in users' social experience of mobile music applications have a significant impact on brand attachment, secondly, atmosphere experience has a significant impact on purchase intention, and thirdly, brand attachment has a significant impact on users' purchase intention. Fourthly, brand attachment plays an intermediary role in the relationship between users' atmosphere experience and content experience and purchase intention. Based on the above research conclusions, the author puts forward corresponding marketing strategy Suggestions, which have certain guiding significance for mobile music applications to improve users' purchase intention, and have certain reference significance for the development of mobile music applications and the expansion of business model.

▶ Keyword: Mobile Music Applications; Content Experience; Atmosphere Experience; Interactive Experience; Brand Attachment; Purchase Intention

I. Introduction

With the rapid development of intelligent technology and application equipment, smart phones and tablets have become indispensable tools to meet people's living and entertainment needs. In order to grasp users' fragmented contacts and usage habits, different types of mobile social

software have developed rapidly and emerged in endlessly. More and more mobile applications, such as music, shopping, video, image, news reading, and other types of mobile applications have also been increasing social elements. As a major means to attract users and

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cultivate users' habits, mobile socialization has gradually become an important rule for the profitability and development of mobile applications.

Music applications have flourished in recent years, among which music software represented by QQ music and netease cloud music takes music social networking as its development focus and obtains high user stickiness. In the process of update and development, various major music broadcast applications pay more and more attention to building their own social music platform instead of just being players: grab the mobile music applications market by means of deep connection with music-related content (musicians, music activities, copyright, etc.) and increasing interactive mechanism to establish relations with users. However, with the constant promotion of music social concept, the industry has generated a lot of voices about social is useless and the music itself is the "king". Can the concept of music social networking be developed better? Can users have any perception of the social experience in mobile music applications and which social experience can make users emotionally attached to the app? Can the continuous deepening of users' social experience make digital music payment more likely in China? The above questions need to be answered by a detailed analysis of the user composition, usage of mobile music applications, and the influence of social experience on purchase intention, so as to look forward to the development of music social networking and explore the business development possibilities of digital music. As can be seen from the above, this paper mainly studies the influence of user social experience in mobile music applications on purchase intention, so the user experience and purchase intention theories are sorted out and analyzed. However, as mobile music applications and its new paid digital music model are relatively emerging development fields, based on comprehensive consideration of interview results and industry comments, the author finds that it takes a long time for users to develop their purchase intention of digital music. However, through in-depth interviews, it is also found that users' emotional dependence on music APP can promote users' purchase intention to some extent.

In addition, through sorting out the three concepts of user experience, purchase intention and brand attachment, it can be found that: At present, the theoretical research of mobile social application user experience in the academic circle mainly focuses on SNS, and mainly

studies the relationship between user experience and other factors such as motivation, interface, aesthetics, preference, etc. It can be seen that the previous dimension of user experience is not in conformity with the research context of mobile music applications, so its measurement dimension needs to be further discussed and summarized. Brand attachment, namely, the definition of "an emotional connection", has formed a generally agreed cognition in the academic field. Thomson(2010) and other scholars found that brand attachment is helpful for enterprises to predict consumers' purchasing tendency. The 2-dimension scale of brand attachment by Alexander, Annette, & Mick(2019) is generally adopted as the dimension classification standard. Therefore, the maturity scale of Alexander, Annette, & Mick(2019) is adopted in this paper. An intention is a purchase intention for consumers. With the continuous development of the Internet, study on purchase intention in the field of shopping on the Internet has been paid more and more attention by scholars. Among them, the measurement scale of Kampfer(2017) and others is relatively mature, which is in line with the purchase characteristics of mobile music applications. In addition, based on the literature research, the author also found the internal connection of the three concepts, and built a theoretical model based on this.

Therefore, this paper takes mobile music applications as the research object. From the perspective of social sharing music APP users, combined with literature review, in-depth interview, questionnaire survey and other methods, through quantitative research, the behavioral characteristics of music APP users of social sharing and the influencing factors of their purchase intention are discussed. The demand and attitude of users' music social experience are analyzed, and the influence of mobile music social experience on users' purchase intention is discussed, so as to provide reference opinions for the benign development of mobile music applications in China.

II. Theoretical literature

1. Users' experience and brand attachment

The quality of being fine. The audience is interested in music and social situations. The interactive experience refers to the need for interaction between the user

community and the interaction of the user's social interaction by encouraging the user to create an interactive channel, and to improve the interaction between the user and the public. Based on the relevant research and theoretical model of user experience and brand attachment, the author puts forward the following research hypotheses:

H1 : Content experience in mobile music applications has a positive impact on brand attachment

H2 : The atmosphere experience of mobile music applications has a positive impact on brand attachment

H3 : The interactive experience of mobile music applications has a positive impact on brand attachment

2. Users' experience and purchase intention

The content of a user through the use of mobile music. Social experiences, interactive experiences, and interactive experiences have been deepened to enhance awareness of the need for musical products or related services, and gradually increase the willingness to buy musical products or related services. An empirical study of some domestic and foreign scholars shows that users experience positive effects on buying. Eroglu Khan has discovered that the atmosphere of online stores can strongly affect users' emotions and further influence their buying behavior; Gundlach, Hardy, & Julian Hofmann thinks the quality and web site are the only clues to influence users' trust. Web sites, web site sites, and web site credit services have positive effects on purchasing the willingness to buy the goods. Dr. Wang, a professor of economics at the University of Foreign Economics and Economics, has a positive influence on his brand of mobile phones. On this basis, the following assumption follows :

H4: Content experience in mobile music applications has a positive impact on Purchase Intention

H5: The atmosphere experience of mobile music applications has a positive impact on Purchase Intention

H6: The interactive experience of mobile music applications has a positive impact on Purchase Intention

3. brand attachment and purchase intention

The writer's description of the correlation theory is discussed in this paper. It is found that there exists a definite positive relationship between brand attachment and purchasing willingness to buy. Among them, Thomson, Liu, Yu-Hsin, who are interested in the

relationship between consumers and brands, believe that the relationship between the brand attachment and the relationship between the brand attachment and the interpersonal relationship is likely to help businesses predict the relationship between the brand attachment and the interpersonal relationship. In the empirical research, the author concludes that the brand attachment is intended to influence consumers' willingness to purchase cars for automobiles. Kim, Jong Seok, found a positive relationship between brand attachment and brand trust, brand commitment and consumer buying. On this basis, the following assumption follows :

H7: Brand Attachment has a positive impact on Purchase Intention

4. Intermediary role

Chiang Yang-han, a domestic scholar, thinks brand attachment The relationship between consumers and brands can lead to psychological bond, and the more likely they are to invest in money and time, and the more likely they are to buy and sell, the more likely they will be to buy and sell, and the more likely they are to buy and sell. In addition, in the context of the user's willingness to purchase the user's willingness to purchase, how can the brand attachment become intermediary between user experience and willingness to purchase? This study tries to explore the possibility of intermediary adhesion between social experience and purchasing will, and then put forward the following research hypotheses :

H8: Brand attachment plays an intermediary role between content experience and purchase intention

H9: Brand attachment plays an intermediary role between atmosphere experience and purchase intention

H10: Brand attachment plays an intermediary role between interactive experience and purchase intention

III. research method

1. Research Model

Based on the relationship between the variables and the influence path, this paper studies the contents, experiences, interactive experiences, brand attachment and brand attachment of the social experience. As shown in Fig. 1.

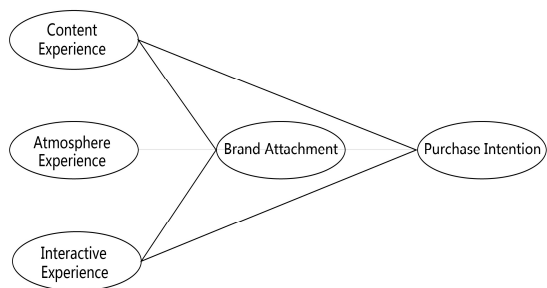


Fig. 1. Research model

2. Data Sources

In this paper, 423 copies of questionnaires were issued, and 423 were recycled. Twenty-five copies were removed and 398 effective questionnaire was obtained, and the effective recovery rate was 94 %.The basic features of 398 samples used in data analysis are shown in Table 1.

Table 1. Demographic Characteristics of the Specimens

Situation		frequency number	%
Gender	Male	221	55.5
	Daughter	177	44.5
Age	18 and under.	46	11.6
	19-24 years old.	69	17.3
	25-30 years old.	39	9.8
	31-35 years old.	59	14.8
	36-40 years old.	90	22.6
	Over 40 years old	95	23.9
Profession	Read a student	62	15.6
	Civil servant / institution	80	20.1
	State-owned enterprise	77	19.3
	Private enterprise	33	8.3
	Individual operator	42	10.6
	Freelancer	65	16.3
	Other	39	9.8
Income	1999yuan and below	19	4.8
	2000 - 3999 yuan	73	18.3
	4,000-5999yuan	24	6.0
	6,000-7999yuan	51	12.8
	8000-9999yuan	112	28.1
	100000 yuan and more.	119	29.9
Academic background	Junior high school	21	5.3
	High school	78	19.6
	Junior college	117	29.4
	college	106	26.6
	Master and Above	76	19.1
Sum		398	100.0

3. Operable Instructions of Variables

Table 2. Operable Instructions of Variables

Variable	Topic form	The researchers
Content Experience	Its storehouse is rich in resources. Its style is fine and elegant. Its original content is excellent. Its songs are high quality.	Mahlke (2006)
Atmosphere Experience	Its songs are rich in content. I can find resonance in it. Scene music, music station, radio station. sexualization of sexual recommendations can be satisfied. Music from different moments of my life. Sharing of a celebrity, editor, friend, etc the message makes the music more interesting.	
Interactive Experience	I think the individual song created by individuals /It's good to have a good show. Human style It makes me happy to share music. It'll satisfy me.	
Brand attachment	It's how much it makes me myself. Part of one's body. I feel like I'm in a big way. Associate with My thoughts and feelings are much more than I think It's largely unconscious. My thoughts and feelings are at stake How much is natural and immediate.	Park (2010)
Purchase Intention	I Incline to buy in it. Product or service. My future is expected to buy in it. To shut off products or services. I might have bought it in it. Product or service	Gefen (2003)

IV. Analysis Result

1. Data Quality Inspection

1.1 Exploratory Factor Analysis and Reliability Analysis

First, exploratory factor analysis was conducted using SPSS 22.0 to confirm that the measurement tools for each variable used in this study were the same as the intention of the study. In order to minimize the loss of information while minimizing the number of factors and to eliminate the variables that impair the validity of the measurement, orthogonal rotation method was used to clarify the principal component analysis and the factor classification of the variables. The criterion of factor extraction was eigenvalue of 1 or more, factor load of 0.5 or more and eigenvalue of 1 or more as a whole. In addition, to ensure the reliability of the measured variables, reliability analysis was performed and Cronbach's alpha coefficient, which is an internal consistency measure, was measured. If the value is more than 0.6, it is judged to be relatively reliable. If the value is more than 0.7, it is considered to

be high. In addition, because the sightseeing image was measured as a second-order factor composed of sub-dimensions, exploratory factor analysis was carried out separately. Principal component analysis was performed with the concept of place dependence, place identity, attitude, and loyalty as a single dimension.

Table 3. Exploratory Factor Analysis and Reliability Analysis of Exogenous Variants

Variable		1	2	3	α
Content Experience	Content1	0.81			0.88
	Content2	0.75			
	Content3	0.71			
	Content4	0.63			
Atmosphere Experience	Interactive1		0.80		0.90
	Interactive2		0.79		
	Interactive3		0.75		
Interactive Experience	Atmospheric1			0.80	0.86
	Atmospheric2			0.75	
	Atmospheric3			0.69	
Eigenvalue		2.83	2.70	2.36	
Percent variance explained		28.26	26.97	23.56	
Accumulate%		28.26	55.23	78.80	

In Table 3, Cronbach α , which are shown in this paper, are equal to 0.884–0.921, and the internal reliability of the visible scale is equal to 0.7. The value of each item load is greater than 0.5, and the number of measurements of each item and the hypothesis belongs to five dimensions. The cumulative contribution rate of all five factors is 70.368 %, and the contribution rate of Malhotra (1999) is better than 60 %.

Table 4. Exploratory Factor Analysis of Measured Variable

Variable		1	2	α
Brand attachment	Brand attachment1	0.84		0.92
	Brand attachment2	0.83		
	Brand attachment3	0.81		
	Brand attachment4	0.77		
Purchase Intention	Willingness to buy1		0.87	0.89
	Willingness to buy2		0.80	
	Willingness to buy3		0.76	
Eigenvalue		3.13	2.57	
Percent variance explained		44.65	36.74	
Cumulative percent variance explained		44.65	81.39	

1.2 Confirmatory Factor Analysis

Confirmatory factor analysis was conducted to verify convergence validity and discriminant validity of measured variables. As can be seen in Table 4, the fit of

the measurement model is $X^2=248.613$, $P=.000$, $df=109$, $CMIN/df=2.281$, $GFI=.932$, $AGFI=.905$, $NFI=.958$, $IFI=.976$, $CFI=.976$, $RMR=.025$. The fit of a measurement model can be evaluated as a relatively satisfactory fit. In the mean time, $X^2 (df) = 248.613(109)$ and X^2/df is 2.281, it is confirmed that the measurement model used in this study is superior.

Table 5. Analysis of Certainty Factor

Variable	Estimate	t	Complex reliability	AVE
Content Experience	0.806	18.745	.953	.811
	0.826			
	0.802			
	0.812			
Atmosphere Experience	0.773	17.802	.905	.743
	0.842			
	0.86			
Interactive Experience	0.885	23.297	.927	.772
	0.86			
	0.866			
Brand attachment	0.886	28.098	.930	.726
	0.919			
	0.837			
	0.816			
Purchase Intention	0.82	20.179	.938	.786
	0.865			
	0.873			
$X^2=248.613$, $P=.000$, $df=109$ $CMIN/df =2.281$, $GFI=.932$ $AGFI=.905$ $NFI=.958$ $IFI=.976$, $CFI=.976$, $RMR=.025$				

In addition, factor loadings of confirmatory factor analysis showed statistically significant t-values and convergence validity was confirmed. At the same time, the combined reliability was evaluated through Amos. In all items, the result was more reliable than the general allowance of 0.6. On the other hand, another measure of convergent validity is the average variance extraction (AVE) value, which is known to be valid only if the magnitude of variance is 0.5 or greater. In this study, we found that the convergence validity was obtained because the mean variance extraction (AVE) value of all factors was over 0.5.

2. Research hypothesis verification

From top to bottom, $X^2 = 248.613$, $P = 109$, $CMIN / df = 2.281$, $NFI = 2.281$, 1995. In the end, the result of the fitting results indicates that the model is generally correct. In examining structural model, the significance of the evaluation of the probability of routing coefficients and the corresponding standard deviation is given. The AMOS output coefficient table 6 shows :

Table 6. Structural model analysis result

Provisional	Estimate	C.R.	P
H1	0.298	2.879	0.004
H2	0.537	4.908	***
H3	0.191	2.328	0.02
H4	0.124	1.272	0.203
H5	0.255	2.313	0.021
H6	0.014	0.177	0.86
H7	0.43	5.519	***
$\chi^2=248.613, P=.000, df=109$ CMIN/df =2.281, GFI=.932 AGFI=.905 NFI=.958 IFI=.976 CFI=.976 RMR=.025			
*P<0.05			

1) The better the content of mobile music users, the stronger the brand is. From the above table, the content of content is 0.004 " 0.05 ", which indicates that the content of the product is significantly influenced by the content of the brand attachment, but the user's content experience is not directly affected.

2) The greater the atmosphere of mobile music users, the stronger their brand attachment, the stronger the willingness to buy. As shown in Table 5.1, the atmosphere experiences are significantly less than 0.05, the atmosphere experiences are significantly affected by the brand attachment. The atmosphere experiences are 0.021, 0.021, 0.05, or 0.05 per cent, depending on the experiences of consumers.

3) The better interaction experience of mobile music users is better. As shown in Table 5.1, interactive experiences are 0.02 " 0.05, " which is obviously 0.05, 0.05.

4) Furthermore, brand attachment has positive effects on buying willingness to purchase, and the greater the likelihood that the user's brand attachment is less than 0.05, the greater the likelihood that the buyer will buy it.

In this paper, the assumption that the assumption is H1, H2, H3, H5, H5, H5 and H7 is proved to exist in the potential variables in these structural models.

In this study, an intermediate variable is a medium variable, namely, brand attachment. Based on the intermediate effect of Hou Jietai and Wen Chung-lin, the author analyzes the intermediate effect of intermediate variables.

Table 7. Mediating effect

Provisional	Mediating effect	P
H8	0.102	0.089
H9	0.231	0.01
H10	0.137	0.01
*P<0.05		

From Table 7, we can see that the atmosphere experiences and contents of the three factors in social experience are significantly affected by the brand attachment, and brand attachment significantly affects the willingness to buy and interact. The influence of card attachment is not significant. This shows that the Brand attachment will act as a complete intermediary in terms of atmosphere experiences and content experiences, while interaction experiences have no intermediary effect on consumers ' buying and buying.

IV. Conclusions

This paper analyses the characteristics of Chinese Internet users in music society, use time long and frequency, usage situation, historical purchasing and historical purchasing situations, and analyses and analyzes user's brand attachment and purchasing will be analyzed and analyzed. Based on the study of the social experience of mobile music applications, the author constructs a model of social experience using qualitative and quantitative methods, combining qualitative and quantitative research methods. In the past, the results of the data analysis and interactive experiences in the user's social experience and interaction experiences have significant effect on the brand attachment, while brand attachment can affect customer's willingness to purchase, therefore, brand attachment to user's atmosphere and content experiences. Also, it is also found that the atmosphere experiences can affect the willingness of consumers to use mobile music directly, and the higher the atmosphere, the stronger the willingness to buy.

1. Based on the radio station and UGC content, let music become a powerful tool for users to acquire good music.

For mobile music users, high-quality music is the ultimate aim of using musical APP, while it is the ultimate reason for the development of the music. Thus, it is the most important means of earning profits for users and ensuring that they are able to achieve real needs in their applications. In this paper, users ' atmosphere experiences can directly affect the willingness of consumers to buy music, so that the music needs to be used to provide better access to music and social climate. The music of the music agency is particularly important,

but the use of radio stations in the mobile music app is gradually becoming more and more common. DJ and other users make a message to each other. Also, the main broadcasting station can also become a major source of mobile music APP. The source is an important function to attract users.

User experience and interaction experiences can affect users creating brand attachment, hence mobile music applications need to encourage users to join the shared content and create a wealth of original compositions. The song starts with Steve Jobs, and the music is a song of music, and the music of a music lover is not easy enough, and the music of the digital music is easy to accomplish, and the music of the digital music is easy to accomplish. Not only that, there is another major advantage of the Song-Month-Governmental Sounders. It is also the most important thing to encourage users to participate in social experience. Mobile music APP should adhere to and improve the introduction of radio and song programs to encourage the creation and creation of new ideas.

2. Comply music as a product, enrich commercial model

Traditional digital music is a way to pay fees, such as paying fees to download, or to download, or by means of advertising and value-added services, which use digital music as an intellectual property. In 2015, the Copyright Office issued a mandate from the State Music Service, which was accompanied by copyright disputes, and the competition of the music industry requires strong capital force support, but not all music APP has enough capital. Facing this situation and the trend of property protection, digital music industry needs to be based on the characteristics of its own application platform. At this point, digital music should not only be viewed as a intellectual property, but also a product of a product that uses the concept of product to explore more consumption points, through extension of digital music content, create more play and experience.

In this paper, users' atmosphere experiences can be found to influence users' willingness to purchase products or services. Therefore, with the help of musical talent, interactive performances, interactive performances, and album sales, etc. have a significant prospect of developing the future. In addition, it is possible to create an intermediary product that allows users to use the product, such as memory books, headphones, audio tapes, etc. Above, the mobile music is applied to the current fiercely competitive background, extending from the line

to the line, extending the music, acting as a product, and operating the music and acting as a product. Cyclical Circle Social Circle.

3. Integrate music as a marketing tool into marketing channels.

Through the full study and analysis, we find that the social experience of mobile music users is able to grasp the user and promote the influence of its purchase. While music is more abstract and more abstract, music societies are different from other social networking sites. In addition to user usage idioms, user features, user characteristics and user's musical background are mostly less than one hour, and the user uses the user's user interface to use the music APP, which is not a very high level of pursuit of music. Social networks need an extremely important condition, namely, that each user owns an independent musical aesthetics, and the current country is relatively short. The popularity of musical music, such as China's Good Sound, is often the mainstream of popular music. Therefore, it is early in the history of music education and the musical quality of the music community.

Under these conditions, music societies can only be used as an important means to enrich the user's experience, but not as a core guide. In view of this situation, mobile music APP needs to be combined with media promotion, combining the features and advantages of the music and the media to promote the quality content and social features of this application.

Based on the user's view, the author analyzes the influence of the social experience of mobile music application, and discusses the influence of the brand attachment to the user, and analyses the brand attachment as intermediary factor. However, there are still limitations in this research.

First, research subjects are not sufficiently thin. Based on the results of the survey, the author chose the author's study on the impact of the mobile music APP in the study of the content of the mobile music.

In the survey, the paper discusses the random sampling methods of paper quality questionnaire, which is due to lack of time and expense, and the sample size of sample sizes is inadequate and the sample size is not sufficiently large. In this paper, the author analyzes the depth of application of mobile music application using users, and puts forward the three dimension dimensions of the experience of mobile music application.

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