The Influence of User Experience Elements of Digital Music Access Platform on User Loyalty: Mediation Effect of Usefulness Perception, Epidemic Perception

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Abstract

With the popularity of mobile Internet and smart phones, the domestic digital music access platform has entered a period of rapid development. Existing studies in the academic circle have shown that experience has a positive impact on user perception and loyalty. However, the research on the relationship between brand loyalty, user perception and user experience of Internet products has not received much attention. Starting from the brand loyalty theory and user experience theory, this paper explores the mechanism of user experience, user perception and brand loyalty of digital music access platform. Based on the development status of digital music access platform in China, the purpose is to explore how the user experience of the mainstream digital music access platform can affect Usefulness Perception, Epidemic Perception. And to explore how the Usefulness Perception, Epidemic Perception can affect users' brand loyalty. also further explore the role of users' perception in this process to understand the relationship between brand and user experience.

In practical operations, 398 formal questionnaires were issued online to collect first-hand data, and reliability analysis, factor analysis, correlation analysis and hypothesis analysis were carried out successively on the data in the later stage.

Through research, it is found that the user experience of digital music access platform has a partial significant impact on the perception and loyalty of applications. The visual presentation and emotional feelings of digital music access platform are positively correlated with the perceived usefulness of applications. The visual presentation and emotional feelings of digital music access platform are positively correlated with the perceived popularity of applications. The e perceived usefulness and perceived popularity of the digital music access platform are positively correlated with the loyalty of the application. Through this research, it has certain guiding significance to the promotion of digital music access platform's brand loyalty degree.

▸Keyword: Digital Music Access Platform, User Experience, Perceived Usefulness, Perceived Popularity, Loyalty

I. Introduction

With the rapid growth of network user scale, music industry has entered the digital era, and the Internet has become the main carrier for mass consumers to enjoy music. According to the 42nd statistical report of the China Internet Network Information Center (CNNIC) in January 2018, the number of "music" users in China reached 935.86 million in 2017, with a usage rate of 77.3%, an annual growth of 13%, becoming the third largest network application after instant

messaging and search engines.

Under the impact of the new market, the Internet giants have laid out the mobile music market in a large scale, which makes the whole market structure show the collision between the new forces and the old PC terminal brands. At present, the whole digital music market has formed a competitive pattern of KuGou + KooWo, BAT, A8, Netease and three major operators' digital music clients. Market concentration is getting higher and higher, and small and medium music software living space is squeezed. As the market structure of digital music application gradually stabilizes, enterprise competition transitions from the initial stage of attracting users to the stage of grabbing users. Meanwhile, the homogenization of basic functions of digital music APP and poor stickiness of users have troubled the development of the industry.

Domestic digital music service providers are increasingly aware of the importance of user experience. As a direct user-oriented product, it is the best breakthrough to think about solutions from the user's perspective. Studies have shown that the subjective experience people get in the process of using online products will directly affect users' loyalty to products. Due to the mobile terminal characteristics and time fragmentation of digital music APP, this product is more susceptible to the influence of users' behavior habits, usage scenarios and moods. When users feel unfriendly in a certain part of the product, it will be difficult to trigger secondary use. The quality of user experience has a direct impact on whether users are sticky or not, and restricts the formation of user loyalty degrees in the long run.

Brand loyalty degrees affect the long-term development of enterprises. attract new customers and gain time for enterprises to deal with competition. However, compared with the traditional business environment, brand loyalty in the network environment is more fragile. As a transparent and open information space, the Internet not only brings more brand choices to users, but also makes it easier for them to transfer their intention to continue using or purchase intention. In addition, the competitive means of mutual imitation between brands also makes it difficult to highlight the differentiation advantages of brands, which makes it more difficult to maintain online brand loyalty. Therefore, how to establish and maintain brand loyalty in the network environment is the focus problem that Internet enterprises must solve in brand management.

Therefore, this paper takes user experience theory and brand loyalty theory as the research theoretical basis and bases itself on the development status of digital music access platform in China. The purpose is to explore the ways in which user experience of mainstream digital music access platform can affect users' brand loyalty. and further explore the role of user perception in this process to understand the relationship between brand and user experience.

II. Theoretical literature

1. The user experience and perceived usefulness, perceived popularity

User Experience Based on the design of Web site design, the user experience can be divided into strategic categories, including strategic strategy, hierarchical, structural layer, framework, and presentation of the interface. Some scholars suggests that the user experience should include cognitive and emotional factors, cognitive factors and non-technical factors: technical factors such as systems usefulness and ease of use. non-technical factors such as visual beauty, content attraction and enjoyment. Emotional factors include emotional reaction and emotional results, and plays an important role in user experience. Other scholars thinks that digital music access platform user experience is mainly embodied in user interface content. Based on the above research, the author puts forward the following hypothesis :

H1-1 Visual presentation of digital music access platform will affect perceived usefulness.

H1-2 Auditory presentation of the digital music access platform will affect perceived usefulness.

H1-3 Content of the digital music access platform will affect perceived usefulness.

H1-4 Emotional perception of digital music access platform will affect perceived usefulness.

H1-5 Visual presentation of digital music access platform will affect perceived popularity.

H1-6 Auditory presentation of the digital music access platform will affect perceived popularity.

H1-7 Content of the digital music access platform affects perceived popularity.

H1-8 Emotional perception of digital music access platform will affect perceived popularity.

2. Perceived usefulness and loyalty

Computability and reliability are information quality. Two different factors, useful or credibility, If consumers think that they are useful and reliable, he may continue buying this product, and when the product experience is positive, consumers respond negatively to the product's attitude towards consumers. The effect of practicability and credibility on loyalty is analyzed separately. In terms of usability, the use of cognitive and perceptual ease in Davis is two basic determinant factors of users ' behavior. Studies have shown that the use of experience perception and the higher use of consumer experience, the more positive attitude of consumers, the more positive attitude and the tendency towards continuous growth.

Some scholars study verifies that the product experience is positive when the product experience is positive. Other scholars confirmed that online products experience positive effects on vendors ' reliability and positive impact on consumer decisions. Based on the above theory and literature, this paper argues that the use of the product experience and credibility perceptual perception is influenced by the belief in loyalty. In view of the different directions of product experience, this paper further predicts that when consumers experience positive perception, the sense of usefulness and reliability is influenced by the positive perception and credibility of the product. According to this article, the following is proposed as follows :

H2: Perceived usefulness will affect on loyalty.

3. Perceived popularity and loyalty

Idem of Digital Music Products The relationship between social learning and social influence can be explained by social learning and social influence theory. Financial science studies are the main reasons why investors others ' decisions or excessive dependence on public opinion, rather than considering their behavior.

A scholar studies online purchases of online purchases, which suggest that consumers tend to buy higher grades or sell high books, which suggest that consumers tend to think about buying and selling books in the process of buying and selling. According to the social aspirations of Some scholars the author predicts that the impact of the brand preference is affecting brand preference, future loyalty, monetary distribution and comprehensive evaluation, and this paper raises the assumption that consumers ' awareness of product epidemic is based on the above analysis.

H3: Perceived popularity will affect on loyalty.

III. research method

1. Research Model

Based on the relationship between the variables and the influence path of the preceding text, this paper studies the visual presentation, auditory presentation, content, emotion perception, perceptual sensation and loyalty. As shown in Fig. 1.
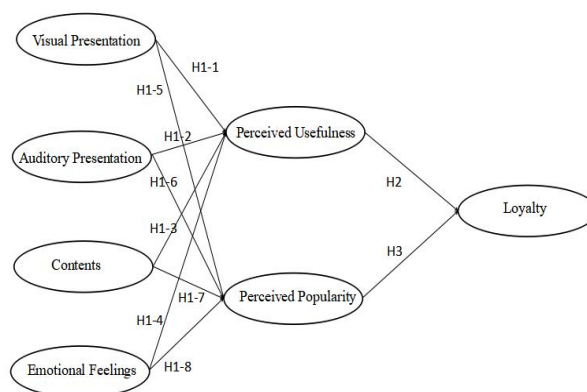

Fig. 1. Research model

2. Data Sources

In order to ensure the quality and final results of the questionnaire, a preliminary study was conducted before issuing official questionnaire. Because digital music access platform is located in a youth group under the age of 30, the survey uses the line design questionnaire and collects samples from social circles to ensure the scientific research of subjects and results. The total of 423 questionnaires were issued and 423 were recovered. The final removal of the null questionnaire is 25 copies.398 valid questionnaire is obtained. The basic features of 398 samples used in data analysis are shown in Table 1.

Table 1. Demographic Characteristics of the Specimens

Situation		Frequency	Percentage
Gender	Male	221	55.5
	Daughter	177	44.5
Profession	Read a student	62	15.6
	Civil servant / institution	80	20.1
	State-owned enterprise (including collective)	77	19.3
	Private enterprise	33	8.3
	Individual operator	42	10.6
	Freelancer	65	16.3
	Other	39	9.8
Income	1999 – 999 yuan	19	4.8
	2000–3999 yuan	73	18.3
	4000–5999 yuan	24	6.0
	6000–7999 yuan	51	12.8
	8000–9999 yuan	112	28.1
	100000 yuan Above	119	29.9

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 forty years old	95	23.9
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
	Total	398	100.0

3. Operable Instructions of Variables

Table 2. Operable Instructions of Variables

Variable	Topic form	The researchers
Visual Presentation	Its interface looks beautiful and cozy. Its color matched my taste. I think it's all a wonderful layout.	Mahlke (2006)
Auditory Presentation	I can download free music for free. I think it's running smoothly on the line. It's got professional equalizer. I can do it according to my preference. Sound conditioning	
Contents	I am satisfied with the complete treasury resources. Its library is sorted out fine enough to satisfy my own music. Musical demand. It's got a lot of good music. It's good to see many good music. I think its new songs and charts are faster.	
Emotional Feelings	Overall, I'm using it to live happily ever after. I was surprised to see some details on the interface. It can satisfy the needs of my social sharing and deep interaction. Long use has given me something to do with it.	
Perceived Usefulness	These products help me understand the product. These products are useful for my purchase decisions. These products contain important product information. These products provide useful products for me.	Park & Lee (2008)
Perceived Popularity	This product is popular. Many others bought the product.	
Loyalty	Compared with other music, I use it every time I use it. The longest time is the longest. I'll continue using this APP for a long time. Overall, I think it's better than others. Music APP. I'd like to recommend it to friends and relatives. I'd like to pay a better ear for listening to the music.	Roberts (2003)

Ⅳ. Analysis Result

1. Data Quality Inspection

1.1 Exploratory Factor Analysis and Reliability Analysis

The reliability or stability of the results of measurement results are measured, and the reliability or stability of the measurement results is usually performed by the Clombach alpha factor (COI). The greater the confidence of the gauge, the smaller the error.

The number of alphabets is better than 0.60-0.65. The LPHA coefficient is the minimum acceptable value of 0.65-0.70, 0.70-0.80, 0.80-0.90. In Table 3, Cronbach Alphabets, which are shown in this paper, are equal 0.86-0.94. The internal reliability is greater than 0.7, and the internal reliability of the visible scale is very good.

In the process of rotation, the method of using variance of variance is used to determine the basis for determining the specific measurement item, and if the loading value is less than 0.4, it indicates that the factor of the variable is smaller than that of 0.4. The results show that the value of the load is greater than 0.5, and the value of each item is greater than 0.5, and the seven dimensions of each item are well collected. The contribution rate of all seven factors accumulated in all seven factors is 80.48 %, and the contribution rate is better than 60 %.

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=669.117, P=.000, DF=303 CMIN/DF =2.208, GFI=.891 AGFI=.864 NFI=.944 IFI=.968 CFI=.968 RMR=.037. The fit of a measurement model can be evaluated as a relatively satisfactory fit. In the mean time, X^2 (df) = 669.117(303) and X^2 / df is 2.208, it is confirmed that the measurement model used in this study is superior.

Table 3. Analysis of Certainty Factor

Variable	Standard factor load	t	Complex reliability	AVE
Visual Presentation	0.816 0.84 0.807	19.199 18.193	.910	.802
Auditory Presentation	0.771 0.843 0.86	17.902 18.317	.906	.714
Contents	0.865 0.900 0.891 0.839 0.862	25.392 24.875 22.134 23.269	.930	.721
Affective perception	0.817 0.839 0.918 0.884	20.063 23.048 21.744	.914	.762
Perceived Usefulness	0.784 0.833 0.876 0.864	18.272 19.489 19.146	.911	.768
Perceived Popularity	0.955 0.775 0.898	24.422 29.273	.901	.732

Loyalty	0.856 0.841 0.836 0.837 0.794	21.371 21.161 21.18 19.431	.923	.804
X²=669.117, P=.000, DF=303 CMIN/DF =2.208				
GFI=.891 AGFI=.864 NFI=.944 IFI=.968 CFI=.968 RMR=.037				

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, X² = 680.813, P = D = 308, CMIN / DF = 2.21, CFI = 2.21, IFI = 948.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 4 shows :

Table 4. Structural model analysis result

Provisional	Estimate	C.R.	P	Result
H1-1	0.348	2.762	0.006	tenable
H1-2	0.064	0.501	0.616	untenable
H1-3	0.007	0.082	0.935	untenable
H1-4	0.386	3.736	***	tenable
H1-5	0.321	2.174	0.03	tenable
H1-6	0.224	1.472	0.141	untenable
H1-7	−0.109	−1.064	0.287	untenable
H1-8	0.638	5.185	***	tenable
H2	0.884	13.421	***	tenable
H3	0.104	2.825	0.005	tenable
X²=680.813, P=.000, DF=308 CMIN/DF =2.21, GFI=.89				
AGFI=.865 NFI=.943 IFI=.968 CFI=.968 RMR=.041				

1) Digital music access platform users ' visual experience is better than visual experience. From the above table, visual presentation experience is 0.006 (t=2.762, p<0.05). So, H1-1 was established.

2) The auditory presentation of digital music access platform users has no effect on perceptual usefulness. From the above list, the auditory presentation experience is 0.616 (t=0.501, p>0.05), indicating that the auditory presentation experience has no significant influence on perceptual usefulness. So, H1-2 isn't up.

3) The content experience of digital music access platform users has no effect on perceptual usefulness. From the above list, the content of content is 0.935(t=0.082, p>0.05), indicating that the content experience is not significant. That's why H1-3 doesn't work.

4) The experience of digital music access platform users is better, and the more useful it is, the more useful it is. From the above list, the emotional experience of emotion is 0.000(t=3.736, p<0.05), indicating that emotional experience affects perceptual usefulness. So, H1-4 was established.

5) The visual experience of digital music access platform users is better, and the more sensitive it is. From the above list, visual experience is 0.03(t=2.174, p<0.05). So H1-5 was established.

6) The auditory presentation of digital music access platform users has no effect on the perception of perception. From the above list, the auditory experience of auditory presentation is 0.141 (t=1.472, p>0.05). So, H1-6 doesn't start.

7) The experience of digital music access platform users has no effect on the perception of perception. From the above list, the content of the content is 0.287(t=−1.064, p>0.05). That's why H1-7 doesn't work.

8) The experience of digital music access platform users is better, and the more sensitive it is. From the above list, the experience felt by emotion is 0.000(t=5.185, p<0.05), indicating that emotional experience affects perceptual perception. So, H1-8 was established.

9) Digital music access platform users ' sense of usefulness is better, and the stronger the loyalty. According to the above list, the perceived level of usefulness is 0.000 (t=13.421, p<0.05). So, H2 was established.

10) The more sensitivity of digital music access platform users, the stronger their loyalty. From the above list, the perceived level of perception of loyalty is 0.005 (t=2.825, p<0.05), indicating that the perception of fidelity has a significant influence on fidelity. So, H3 was established.

In this paper, the assumption that the assumption is H

1-1, H1-4, H1-5, H1-8, H10, H11, H2, H3 is proved to exist in the potential variables in these structural models.

IV. Conclusions

This study aims to explore the user experience of digital music access platform for digital music access platform. Based on qualitative and quantitative combination, the user experiences model of digital music access platform, and the questionnaire is carried out by self-reported measuring method. The results show that the user experience of digital music access platform has significant effect on the perception and fidelity of application of digital music.

In any industry, the cost of acquiring new users is often expensive, but the cost of obtaining new users is often expensive. The loyalty of loyalty to one's brand will greatly reduce the cost. Branding fidelity is the core element of brand asset, which reduces marketing costs, forming trading lever, attracting new users and winning time for competition. In terms of Internet situations, users are vulnerable to external factors, and brand loyalty is weak in traditional environments. The brand loyalty of Internet products is the eternal pursuit of the long-term development of enterprise.

Digital music access platform as a content type mobile Internet product, which has not yet ended. In general, its brand loyalty is characterized by loyalty and loyalty, and loyalty is characterized by a reputation for loyalty and commitment, and is characterized by positive reputation and positive reputation. Through this study, we can see that the brand fidelity of a digital music access platform can begin with four aspects : auditory availability, visual beauty, content presentation, emotional identification and emotional identification. Based on this, the following suggestions are proposed :

(1) From the point of view of the objective segmentation of the target market, we are fully analytical in meeting the basic requirements of the user. Users ' properties, methods of product usage and usage habits, digging up the user's potential demand, move individuality and differential brand development path, promote brand loyalty. From now on, with the advent of mobile phone music applications, users pay more attention to the overall performance of the application. Digital music enters the platform as a type of mobile Internet product, the sense of hearing and visual experience, interactive behavior and content of interactive behavior. HIgh-specific music enjoyment, friendly and comfortable visual presentation, simple and easy working interface, is likely to cause users to continue using their willingness to use their willingness to use their own will.

With the precondition of satisfying basic musical demands, digital music providers should dig deeper user potential requirements. Create diversity and personalized user experience. The potential demand is that users are expected to realize that they are not aware of the need to meet the user's characteristics, and it is often found in the process of deep research of user characteristics and usage behavior. The more potential demand in products, the higher the user satisfaction rate, the higher the brand attitude, the more loyal the brand is. For example, the operation interface should be designed to satisfy the needs of one hand and to satisfy the needs of one hand. In addition, digital music access platform is developed in the context of the current high-speed lifestyle. Baidu music has captured commercial opportunities in the latest version. On the other hand, analyze user performance at high speed. The development of digital music access to platform market and its use behavior. Expediting user experience. The characteristics of middle-aged people under 24 years old age are markedly different from those of those aged over 35 years old. If a music app is to be served in different targeted markets, it should know what the market wants and what kind of product they can use.

(2) To identify oneself in competition from competitive environment, establish definite product and brand location, depthinvest users ' emotional needs, consolidate and upgrade their brand loyalty. With the gradual maturity of the musical APP market, the competition for future digital music access platform will be met by user experience satisfaction to copyright and content. At the start of this contest QQ music seems to have taken place in the best position. In the wake of QQ Music, the song was " blocked " by QQ music, and the APP was unable to share the QQ space and friends, friends, and the best entertainment companies, and the company's top entertainment company, YG Entertainment. In the grim situation, the other digital music providers are only looking for themselves. We should define our products and brands in a flexible manner, so that we can secure a firm grasp of the challenges they face.

The limitations of Research: 1. The research object is not detailed enough. In the research process of this paper, considering the serious segmentation of digital music access platform, eight mainstream digital music access platforms in China were selected as research objects to derive the universality of digital music access platform from a macro perspective. Conclusion recommendations. However, the digital music access platform can be divided into different categories based on its brand personality and development history. The conclusions reached are worthy of discussion on whether each category has reference value. In addition, this paper does not conduct in-depth research on whether there are significant differences in demographics and user behavior in each dimension of user experience, and the data obtained from the overall level of investigation is difficult to carry out in-depth discussion of cases in the later stage. 2. The study sample has certain limitations. Subject to limited research conditions, the questionnaires officially distributed in this study were all derived from the online platform questionnaire network. Due to the lack of effective monitoring methods for the quality of the questions in the online survey, whether the final sample can fully represent the user group of the digital music access platform still needs further verification. 3. User experience metrics also need to be optimized. Although this study refers to the classic theory of Internet user experience in the establishment of the research model, and combines the factors of in-depth interviews, but in the actual design of the questionnaire indicators, it still mainly refers to the existing research results. These research results include the design of brand loyalty metrics on the B2C web site, the digital music access platform industry report or the user research project design, and the correction of the indicators is only carried out through the reliability results of the pre-test, and the final model metrics are also It is necessary to continue to optimize through the revision of professionals. 4. Research methods need to be optimized. This study uses a combination of qualitative interviews and questionnaires. However, in actual user experience research, questionnaires are usually mixed with focus groups. Questionnaires can reveal patterns of user behavior, and the causes of these behaviors can be studied in focus group interviews. Conversely, questionnaires can also be used to validate the trends summarized by the focus group. Therefore, after this quantitative survey, it is necessary to join the focus group to explore the research results.

Prospects for future research: 1. In view of the current market development pattern of domestic digital music access platforms, select targeted types for in-depth research. For example, from the traditional PC-side music giant to the mobile dog's cool dog music, QQ music, can still maintain the market position of the PC on the mobile side, where are the advantages and disadvantages of its user experience? And what are the inherent advantages and potential weaknesses of the niche APP Netease cloud music and shrimp music developed from the mobile end? Through the category refinement analysis or the comparative study of new and old brands, it provides pertinent suggestions for digital music service providers entering the mobile music market. 2. According to the development status of the digital music access platform, the user experience research model and scale are customized. It can be based on the existing user experience model of mobile applications at home and abroad, and expand the collection breadth of samples, and select a number of representative heavy music users to conduct in-depth interviews. In addition, in the process of model building, experts in the field of user research are discussed and revised, and the practical guidance of the measurement model is improved.

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