

A Study on the Effect of Consumer Involvement and Affect Intensity before and after Plagiarism Suspicion on the Purchase Intention of Music Goods

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ABSTRACT

This study aims to examine the effect of consumers' involvement and affect intensity on the purchase intention of music items. In particular domestically, there is no clear standard for judgment of plagiarism, and thus it is expected that plagiarism suspicion is likely to affect consumers' involvement and affect intensity, and as a result, their purchase intention as well. Accordingly, consumer characteristics (involvement, affect intensity) were chosen as independent variables, and consumers' purchase intention on music items as a subordinate variable, respectively. The first questionnaire-based survey was conducted before the awareness of plagiarism suspicion, followed by the second survey after the awareness of plagiarism suspicion. It turned out that the higher level of involvement and affect intensity, both of which are consumer characteristics, the higher level of purchase intention of music goods. While plagiarism suspicion caused C.R values to decrease in every item, a significant difference was observed only in the relation of 'involvement - purchase intention'. This study shows that music items which involve plagiarism suspicion result in changes in consumers' purchase intention, which will cause damage to the creators and performers of related music items. Thus, for the development of the music industry and creative activity, tools and standards that can clearly distinguish plagiarism need to be developed.

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1. INTRODUCTION

As smart devices became more widely available and wired/wireless internet technology advanced recently, online access became available anytime, anywhere. Currently, with the development of information and communication technology (ICT) along with the proliferation of the Internet culture, Internet-based e-commerce has matured and is showing a steady growth trend [1]. In such online environments, consumers can browse music items more easily and conveniently and buy digitalized music items. This will be accelerated as technology advances further.

According to 'An Analysis of the Structure of Music Industry Business' released by Eunjeong Kim and Wushik Jeong [2] in 2014, the turnover in the music industry in the year of 2012 was 3 trillion 994.9 billion won, 4.6% higher than that of the previous year. From 2010 to 2012 the average increase rate per year was 16.2%. The turnover in 'the business of online music distribution' amounted to 952.5 billion won, 8.3%

higher than that of the previous year. For the last three years, the average increase rate per year was 23.7%. In particular, the business of internet/mobile music service accounted for 19.5% of the entire music industry, which is the highest segment, excluding the business of Karaoke.

With music items easily and conveniently available as technology advances, various problems also exist: As not only consumers but also creators can access various types of music, music items suspicious of plagiarism appear constantly.

For example, the OST of 'Miss Granny,' a recent domestic film, includes a song called 'One More Time', against which a lawsuit of plagiarism suspicion was being brought. As this OST was awarded the Prize of Music in the 51th Daejong Film Awards, it caused controversy.

In Korea, there is no other way to settle issues of plagiarism suspicion except through 'copyright violation lawsuits' or 'claims for damages.' Music items against which a legal action is being brought are likely to involve negative recognition among the public as a work of plagiarism during the period of a lawsuit.

In addition, music items would be bought with no clear goal of purchase but for an emotional reason [3]. Thus, consumers tend to purchase music items that have been validated by others' experience (review, recommendation, word of mouth, etc), artists' reputation, and reliability [4]. For this reason, music items with a negative image as a work of plagiarism are apt to involve significant damage.

For the continuous growth and development of the music industry and music items, therefore, the effect of plagiarism suspicion on consumers's purchase intention of music items needs to be examined.

As for existing research on music items and plagiarism, some examine factors that would affect intentions of music item purchase. However, there is no study on plagiarism suspicion that frequently occurs in the online industry environment. Research on plagiarism focuses mainly on legal suggestions and precedents in relation to how to distinguish plagiarism with no study on the effect of plagiarism suspicion on changes in purchase intentions.

Accordingly, this study examines both music items and plagiarism in relation to each other. It includes an empirical analysis of the effect of involvement and affect intensity, two of the consumer characteristics, on purchase intentions, as well as measurement of the effect of plagiarism suspicion on purchase intentions.

2. THEORETICAL BACKGROUND

2.1. Plagiarism Suspicion

'Plagiarism' means an act of using others' creative work (part or all) without permission and releasing it as if it is one's own creation. This is also understood as an act of quoting or borrowing others' creative work without stating the source [5]. Specifically for musical works, three basic elements are examined in judging the extent of substantial similarity - melody, rhythm, and harmony. Among these, melody is of the greatest importance. Harmony assists melody and creates a general atmosphere of a song rather than taking the lead in it. Thus, this is a secondary standard for judgment of substantial similarity in general, but it can be included in the scope of expression protected under the copyright law when not just a single harmony but a continuous progress of harmony is of originality. The general atmosphere of two songs and opinions of the general public are comprehensively taken into account [6].

In Korea, plagiarism is a sort of offense which is subject to complaint. In other words, the original creator's lawsuit is a prerequisite for legal punishment. Without it, a legal remedy for plagiarism is limited, and the matter is handled only in the boundary of plagiarism suspicion. Plagiarism suspicion without the matter of fact verified may cause tremendous damage to the creator and performers.

Music items are a major example of plagiarism suspicion as a 'copyright violation lawsuit' or a 'claim for damages' is pending or someone raises an insistence that 'this song is suspicious of plagiarism,' which results in a formation of public opinion on that.

2.2. Involvement

Involvement is a deciding factor when it comes to consumers' desire of information searching and ability to process it [7]. Robertson [8] defines it as the level of consumers' conviction about the item or brand, and Antil [9] defines it as the importance that someone recognizes of or the level of interest in a stimulation of a certain situation or an item. Lee et. al. [10] defines it as 'perceived personal importance of a certain object in the given situation or someone's interest in it' or 'perceived personal relevance with a certain object in the given situation.'

The level of involvement is subjective and is dependent on individuals because the same object may give each different meanings. Involvement may be divided to a high level of involvement and a low level of

involvement. A high level of involvement leads to stronger efforts to obtain substantial information on it while a low level of involvement is affected greatly by surroundings rather than substantial information since the item is not of importance to the individual [11]. According to research from Kardes [12], in a low level of involvement, a subjective/evaluative judgment affects product purchases while in a high level of involvement, an objective/factual judgment affects them. The research of Gwangseok Han and Jongmin Lee [13] also show that in a high level of involvement, consumers would make purchase decisions based on factual information rather than evaluative attributes of a product [14].

As such, involvement is regarded as an important variable that indicates consumers' behaviors, and it has turned out to affect consumers' purchases. Thus, it is expected that involvement would affect consumers' purchase intention of music goods as well, and this study defines involvement as the extent of attachment to or interest in music.

2.3. Affect Intensity

Hoffman and Novak [15], who first adopted the 'flow theory' to the area of internet-based marketing, focus on consumers' psychology and experience rather than the perspective of technology acceptance.

Affect intensity (flow) includes the attributes of affect intensity, selection, challenge, and creativity that go beyond the ordinary level of taking pleasure and joy from accessing the internet for web shopping and purchasing and that even make one forget ego [16].

Korzaan & Boswell [17] examined the effect of consumers' experience of affect intensity on purchase attitudes in online shopping. The findings show that the experience of affect intensity directly affects one's purchase attitudes, and that it makes consumers actively purchase goods in the website.

Some existing research views affect intensity as a vital variable that forms purchase intention online. Music items that this study touches on are also carried online, and they are being digitalized. It is expected that affect intensity would affect the formation of a purchase intention of music goods significantly. This study defines affect intensity as the extent of psychological absorption in listening to music.

3. METHODOLOGY

3.1. Study Model

To analyze factors that would affect music item purchase intentions, a study model was set as shown in Figure 1 below.

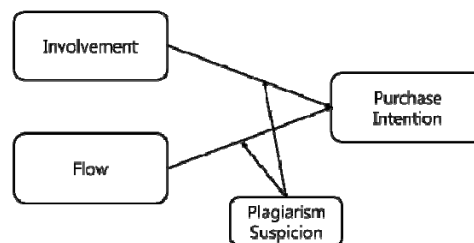


Figure 1. Study Model

The first survey was conducted for an empirical analysis: While 'One More Time,' a song in the OST of 'Miss Granny,' was played, consumer characteristics (involvement, affect intensity) were analyzed with the purchase intentions measured. After the explanation that 'One More time' was suspicious of plagiarizing Peppertones' 'Ready Get Set Go,' the second survey was conducted, in which 'One More Time' and 'Ready Get Set Go' were played consecutively, and then the section of plagiarism suspicion was played again, followed by measuring of purchase intentions.

3.2. Study Hypothesis

H1. The higher level of involvement, the better purchase intention of music goods

H2. The higher level of affect intensity, the better purchase intention of music goods

H3. Plagiarism suspicion functions as a controlling factor between an independent variable and a subordinate variable.

H3-1. Plagiarism suspicion has a controlling effect between involvement and purchase intention.

H3-2. Plagiarism suspicion has a controlling effect between affect intensity and purchase intention.

4. RESULTS

4.1. Analysis of Reliability

Reliability indicates the dispersion of measurements when the same component concept is repeatedly measured. It can be defined as the relative extent of measurement errors of the measuring tool.

In this study, the reliability was over 0.6 in all measurement items, and the general reliability was over 0.7, which indicates the reliability was significant.

Table 1. Reliability Analysis Result

Classification	Items	Cronbach's α
Involvement	5	0.827
Affect Intensity	5	0.920
Purchase Intention	4	0.899

4.2. Analysis of the Measurement Model

The analysis result of the measurement model is presented in Table 4 below. To verify the goodness of fit of the measurement model, the values of GFI, AGFI, CFI, NFI, IFI, and RESEA were utilized. The goodness of fit of the initial measurement model did not show a satisfactory level of goodness of fit, and thus items of values lower than 0.4 from were removed in order from the initial items (V1~V14) based on the values of SMC (Squared Multiple Correlation). V4 and V5 were removed.

In general, the standard for the values of GFI, AGFI, CFI, NFI, and IFI is higher than 0.9 and 0.1 lower than RESEA. In the measurement model of this study, the value of AGFI was lower than 0.9, but the goodness of fit was over the standard in general. Thus, the goodness of fit of the model was evaluated as acceptable.

Table 2. Reliability Analysis Result

Component Concept	Variable	Standard Factor Load Value	Standard Error	C.R.
Involvement	V1	.883	.091	10.561
	V2	.918	.096	10.827
	V3	.694	-	1.000*
	V6	.827	.059	13.198
Affect Intensity	V7	.786	.064	12.184
	V8	.844	.052	13.651
	V9	.871	.066	14.313
	V10	.833	-	1.000*
	V11	.928	-	1.000*
Purchase Intention	V12	.906	.058	18.479
	V13	.837	.056	15.583
	V14	.673	.075	10.500
Measurement Model Goodness of Fit	$\chi^2=118.642$, $df=45$, $p=.000$, $CMIN/DF=2.636$, $GFI=.900$, $AGFI=.826$, $NFI=.924$, $IFI=.952$, $CFI=.951$, $RMSEA=.099$			

Note) * In the measurement model, the parameter estimated value of the variable was initially fixed to 1.

4.3. Hypothesis Verification

The result of the hypothesis test is summarized in Table 3 below:

Table 3. Hypothesis Testing Result

Hypothesis	1st			2nd		
	C.R.	p value	Result	C.R.	p value	Result
H1. involvement → purchase intention	3.421	***	Adopted	0.513	0.669	Rejected
H2. affect intensity → purchase intention	4.984	***	Adopted	3.771	***	Adopted

Based on the verification result of the measurement model's goodness of fit, a hypothesis verification was conducted with the suggested structure model, and the result is presented in Figure 2 below:

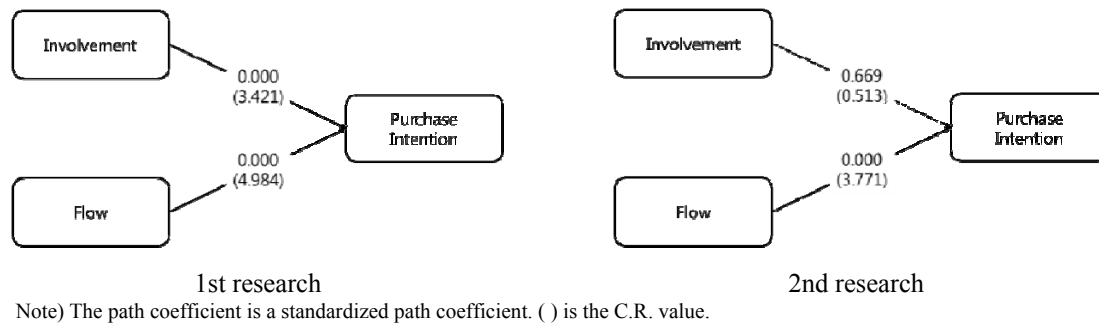


Figure 2. Hypothesis Testing Result

First, the hypothesis about the effect of involvement on the purchase intention of music goods was adopted in the first survey (C.R. = 3.421, $p = 0.000$), but it was rejected in the second survey (C.R. = 0.513, $p = 0.669$) in which plagiarism suspicion was recognized. This shows that before plagiarism suspicion, the higher level of involvement, the better purchase intention of music goods. However, after plagiarism suspicion, the level of purchase intention decreased. Second, the hypothesis about the effect of affect intensity on the purchase intention of music goods was adopted in both the first (C.R. = 4.984, $p = 0.000$) and second (C.R. = 3.771, $p = 0.000$) surveys. Regardless of the hypothesis rejection in both the first and second surveys, the value of C.R. decreased in the second survey. Lastly, as for the hypothesis about the difference in the purchase intention of music goods after plagiarism suspicion, values of C.R. changed in every item although significant change was shown only in hypothesis no. 1. In other words, the controlling effect of plagiarism suspicion was shown only in the relation of 'involvement - purchase intention'. Hence, hypothesis 3 was partially adopted.

5. CONCLUSION

This study aims to examine the effect of consumer characteristics (involvement, affect intensity) on the purchase intention of music goods before and after plagiarism suspicion. Based on the findings, the following significance of this study is presented: The higher level of involvement, which is one of the consumer characteristics, the better purchase intention of music goods. It turned out that plagiarism suspicion negatively affects purchase intentions. This is probably because it causes negative images of plagiarism to the music items to be developed among consumers. In other words, upon plagiarism suspicion, the purchase intention of music goods is negatively affected even among consumers with a high level of involvement, which indicates that plagiarism suspicion itself is likely to cause financial damage to the creator and performers. Thus, even while a copyright violation lawsuit or a claim for damages is pending as a result of plagiarism suspicion, the purchase intention of the related music items is likely to decrease, which will lead to significant damage to the creator and performer. Therefore, a standard for prompt judgment of plagiarism needs to be developed in addition to such legal procedures.

This study has the following limitation: While there are a number of variables that may affect the purchases of cultural contents such as music items, this study adopts only two of them - involvement and affect intensity, which limits the study findings. The future study needs to expand the study model by taking into account many other variables used in existing studies.

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