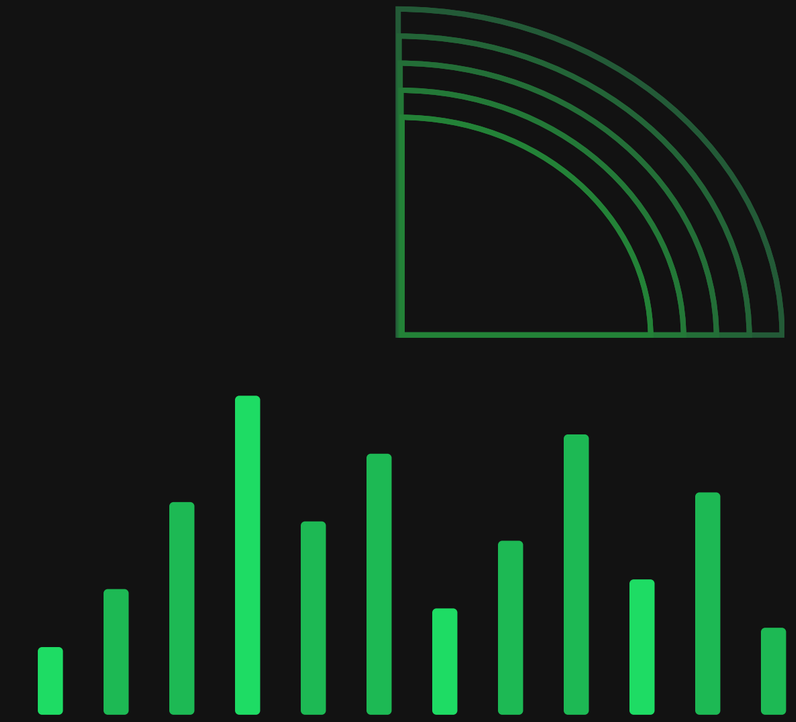
ICEBEF 2026 / RESEARCH PRESENTATION

FACTORS INFLUENCING CONSUMER PREFERENCE FOR SPOTIFY MOD

An Empirical Analysis of Digital Consumer Behavior



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Research at a glance

An integrated examination of economic, technological, social, and behavioral determinants.

770

SURVEY RESPONDENTS

Primary survey data

9

EXPLANATORY FACTORS

Across four conceptual dimensions

55

QUESTIONNAIRE ITEMS

Ten measured constructs

OLS

ANALYTICAL METHOD

Multiple linear regression with robust standard errors

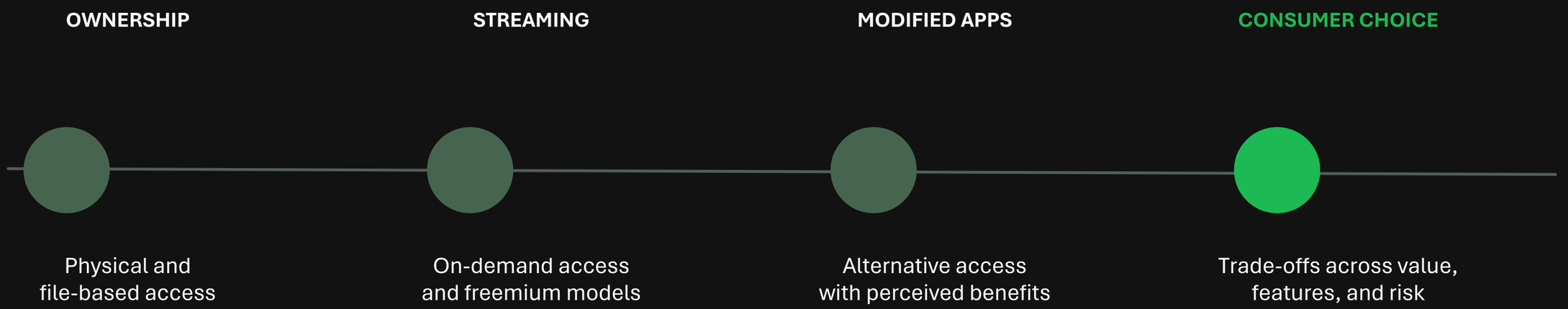
RESEARCH OBJECTIVE

To examine how nine consumer-related factors are associated with preference for Spotify Mod.

Source: ICEBEF 2026 manuscript.

The shift to digital music consumption

On-demand access changes how consumers evaluate convenience, affordability, and service value.



Core tension: perceived access and savings coexist with concerns about privacy, security, and service legitimacy.

Source: Study introduction; Borja & Dieringer (2022); Handa et al. (2022); Koay et al. (2024).

Research gap: fragmented perspectives

Prior studies examine piracy behavior or legitimate streaming adoption; this study integrates both conversations.

PREVIOUS RESEARCH

- General attitudes toward unauthorized consumption
- Unauthorized downloading behavior
- Adoption and continued use of legitimate streaming

→

PRESENT STUDY

- Preference for modified music-streaming applications
- Nine explanatory constructs in one framework
- Economic, technological, social, and experiential factors

Research opportunity: an integrated framework focused on consumer preference for modified applications.

Source: ICEBEF 2026 manuscript literature review.

What does the study examine?

Nine factors are assessed as correlates of consumer preference for Spotify Mod.

ECONOMIC

Price Sensitivity (X1)

Perceived Value (X9)

TECHNOLOGICAL

Perceived Usefulness (X2)

Perceived Ease of Use (X3)

SOCIAL & BEHAVIORAL

Social Influence (X5)

Habitual Behavior (X6)

RISK & EXPERIENCE

Perceived Risk (X4)

Feature Satisfaction (X7) · Digital Literacy (X8)

Analytical focus: estimate the direction, magnitude, and statistical significance of each association.

Source: ICEBEF 2026 manuscript.

Conceptual framework

Nine explanatory variables are linked to one dependent variable.

- **X1** Price Sensitivity
- **X2** Perceived Usefulness
- **X3** Perceived Ease of Use
- **X4** Perceived Risk
- **X5** Social Influence
- **X6** Habitual Behavior
- **X7** Feature Satisfaction
- **X8** Digital Literacy
- **X9** Perceived Value

DEPENDENT VARIABLE

Consumer Preference for Spotify Mod (Y)

Estimated specification: $Y_i = \beta_0 + \Sigma_{j=1}^{9} \beta_j X_{ji} + \varepsilon_i$

Source: ICEBEF 2026 manuscript.

Research methodology

A cross-sectional survey analyzed using descriptive and inferential statistical procedures.

01

DESIGN

Quantitative explanatory

02

DATA

Primary survey

03

SAMPLE

770 respondents

04

MEASURE

Four-point Likert scale

05

ESTIMATION

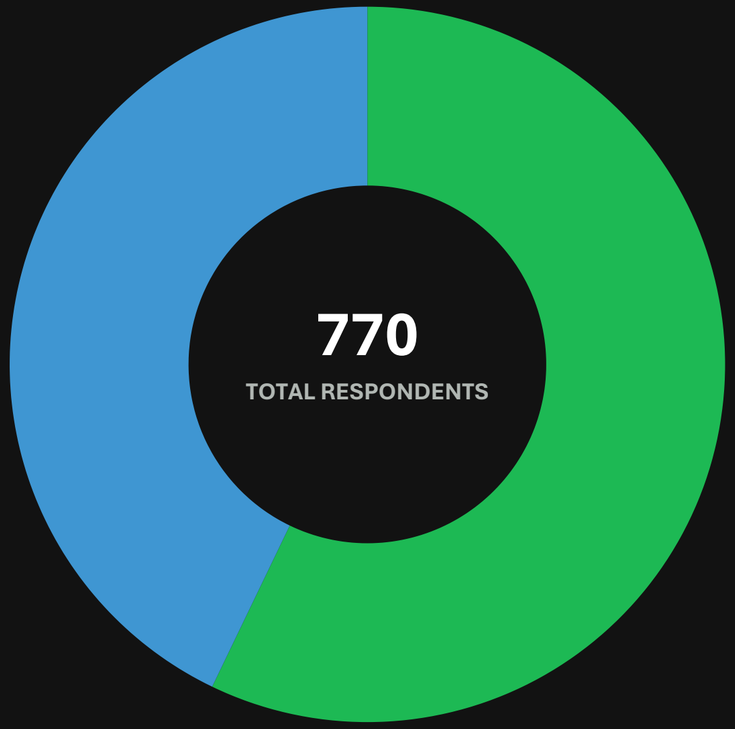
Multiple OLS with robust SE

Diagnostics: VIF · Breusch–Pagan · Ramsey RESET

Source: ICEBEF 2026 manuscript.

Who participated in the survey?

The sample comprises 770 observations aged 15–29 years.



440

FEMALE · 57.14%

330

MALE · 42.86%

AGE PROFILE

15–29 years

Highest frequencies: ages 20 and 21

Source: ICEBEF 2026 manuscript, Figure 1 and respondent description. Age counts are not reproduced because exact values are not tabulated in the manuscript.

Measurement quality is consistently high

All 55 questionnaire items meet the reported item-level validity criterion; all ten constructs are reliable.

55

QUESTIONNAIRE ITEMS

All items retained

0.6742–0.8142

CORRECTED ITEM–TOTAL r

Reported range; threshold = 0.30

0.8783–0.9388

CRONBACH'S ALPHA

All ten constructs exceed 0.70

RELIABILITY INTERVAL



0.70 ACCEPTABILITY

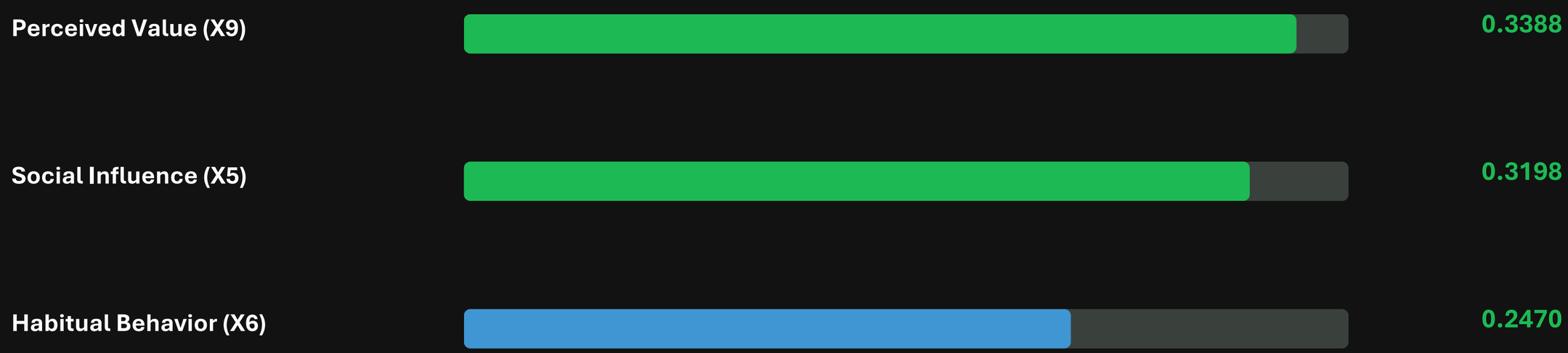
0.9388 HIGHEST: Y

Cronbach's alpha: X4 = 0.8783 (lowest) · Y = 0.9388 (highest)

Source: ICEBEF 2026 manuscript.

All nine factors are positively correlated with preference

Pearson correlations with Y are statistically significant at $p < 0.001$.



Range across all predictors: r = 0.2470–0.3388 | p < 0.001

Source: ICEBEF 2026 manuscript. The three values shown are the strongest and weakest reported correlations.

Model diagnostics show no major concerns

Reported tests do not indicate problematic multicollinearity, heteroskedasticity, or specification error.

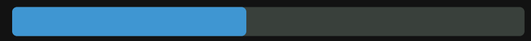
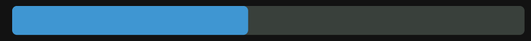
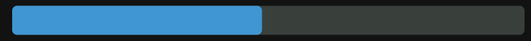
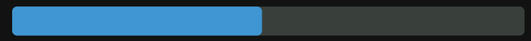
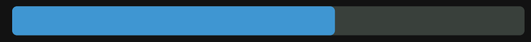
DIAGNOSTIC	INDICATOR	RESULT	INTERPRETATION
Multicollinearity	Mean VIF	1.17	No multicollinearity concern
Multicollinearity	Maximum VIF	1.25	No multicollinearity concern
Heteroskedasticity	Breusch–Pagan p-value	0.1104	No significant evidence at 5%
Model specification	Ramsey RESET p-value	0.5379	No significant specification error

Inference is based on the reported 5% significance level.

Source: ICEBEF 2026 manuscript.

Multiple regression: all nine coefficients are positive

OLS estimates with robust standard errors; values reported as 0.000 indicate p < 0.001.

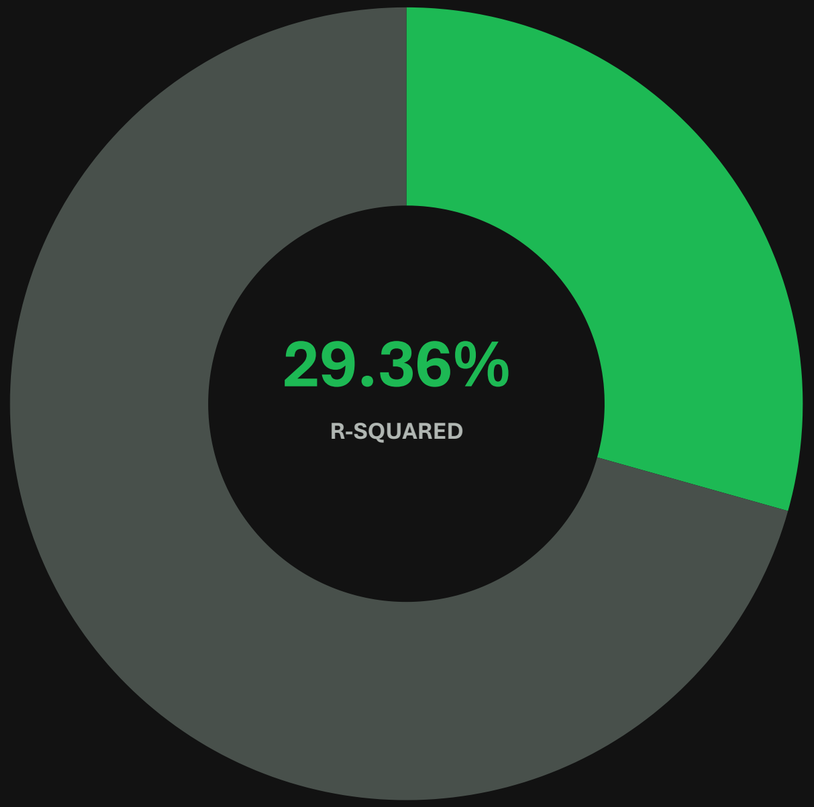
VARIABLE	COEF.	ROBUST SE	t	p	RELATIVE COEFFICIENT
Price Sensitivity (X1)	**0.1145**	0.0307	3.72	**0.000**	
Perceived Usefulness (X2)	**0.0777**	0.0314	2.47	**0.014**	
Perceived Ease of Use (X3)	**0.0783**	0.0319	2.45	**0.014**	
Perceived Risk (X4)	**0.0829**	0.0319	2.60	**0.009**	
Social Influence (X5)	**0.1545**	0.0311	4.97	**0.000**	
Habitual Behavior (X6)	**0.0829**	0.0304	2.73	**0.007**	
Feature Satisfaction (X7)	**0.1257**	0.0322	3.91	**0.000**	
Digital Literacy (X8)	**0.1071**	0.0305	3.51	**0.000**	
Perceived Value (X9)	**0.1333**	0.0340	3.92	**0.000**	

Constant: 0.1075 | Robust SE: 0.1169 | t = 0.92 | p = 0.358

Source: ICEBEF 2026 manuscript.

The model explains 29.36% of observed variation

The predictors are jointly significant, while substantial variation remains outside the model.



770

OBSERVATIONS

43.83

F-STATISTIC

0.0000

PROB > F

Joint statistical significance

70.64% relates to factors outside the model.

Source: ICEBEF 2026 manuscript.

Three most prominent predictors

The largest estimated coefficients belong to social influence, perceived value, and feature satisfaction.

01

SOCIAL INFLUENCE

β = 0.1545

Social recommendations and peer experiences may shape digital consumption preferences.

02

PERCEIVED VALUE

β = 0.1333

Consumers evaluate benefits in relation to costs, accessibility, and convenience.

03

FEATURE SATISFACTION

β = 0.1257

Functionality, personalization, and listening experience remain relevant.

Interpretation: consumer preference reflects interconnected economic, technological, social, and behavioral considerations.

Source: ICEBEF 2026 manuscript.

Beyond access: value shapes preference.



Consumer preference for Spotify Mod is associated with economic evaluations, technology perceptions, social influence, and individual experience.

SUBSCRIPTION VALUE

Strengthen the perceived benefits of official plans.

FEATURE ACCESSIBILITY

Make useful features easy to discover and access.

USER EXPERIENCE

Improve usability, personalization, and reliability.

PRICING STRATEGY

Communicate affordability and value more effectively.

Thank you · Questions & Discussion

Academic analysis only; the study does not endorse unauthorized applications.