SCHOOL OF ECONOMICS AND MANAGEMENT

Digital Influences and Acceptance of the Emerging Medium, Podcast

by

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May 2021

Master's Programme in

International Marketing & Brand Management 2020/2021

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Abstract

Date of Seminar: 4th of June 2021

Title: Digital Influences and Acceptance of the Emerging Medium, Podcast

Course: BUSN39 Degree Project in Global Marketing

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Keywords: Technology acceptance, podcasts, Social Media Influence, digital platforms

Purpose: The research paper discusses the relationship between online technology acceptance drivers and podcasts usage by considering the difference between subscription-based platforms as well as free subscription-based platforms.

Theory: For this study, the Extended Unified Theory of Acceptance and Use of Technology (UTAUT2) from Venkatesh et al. (2012) was used. In addition, three literature review research streams were creased and analysed: digital platforms, technology acceptance and adoption influences and podcasts.

Methodology: A quantitative and explanatory research approach is used in this study. To analyse the data, the PLS-SEM analysis was conducted to find the significant influencing drivers on podcast usage, as well as the impact of the moderating variable platform subscription.

Empirical Data: The data for the study was collected with non-probability sampling by an online questionnaire with 7-point Likert Scale questions. 161 valid responses were gathered within the target group of 18-65-year-old active podcast listeners.

Conclusion: Considering online influences on podcast usage, and thus digital platforms, Performance Expectancy and Hedonic Motivation are significant and influence podcast usage positively. Social Media Influence has a negative significant impact on podcast usage and Effort Expectancy, Facilitating Conditions and the moderator Platform Subscription have no significant influence on Podcast Usage.

Managerial Implications: The findings add to existing literature since they both support and disagree with previous literature. Moreover, managers and marketers need to add innovations to podcasts and digital audio streaming platforms constantly, to keep current users and attract new ones. Information overload and early adopter's behaviour need to be considered thoroughly when developing the product and its features.

Acknowledgement

This master thesis was written within the International Marketing and Brand Management Master program at Lund University School of Economics and Management in the spring semester of 2021. The time frame of the thesis was from the 15th of March 2021 until the 31st of May 2021.

We would like to thank the people that supported us throughout this project. First, we like to thank our supervisor Javier Cenamor for the constant support and the qualitative feedback for our drafts. Moreover, we would like to thank everyone who participated in our survey, and thus supported us in the analysis of this project. Lastly, we would like to thank our friends and family for supporting us throughout this program and project, for encouraging us and supporting us at any time needed.

Lund, Sweden, 28th May 2021

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List of Abbreviations

DV	Dependent Variable
EE	Effort Expectancy
FC	Facilitating Conditions
HM	Hedonic Motivation
IV	Independent Variable
PE	Performance Expectancy
PLC	Product Life Cycle
PS	Platform Subscription
PU	Podcast Usage
SMI	Social Media Influence
TAM	Technology Acceptance Model
UTAUT	Unified Theory of Acceptance and Use of Technology
WOM	Word-of-Mouth

1. Introduction

1.1. Background

It might just be a short news episode in the morning to stay up to date, an entertainment show of the favourite comedian to overcome a bad mood or a show featuring topics of individual interests like the favourite sports club. The podcast is an emerging medium in the environment of digital platforms. With the rise of digital influences on different digital platforms and the variety of consumer decision-making, consumer behaviour is changing and it becomes an overwhelming task for the consumer to find the medium that suits their needs and expectations the best. Due to today's increasing offer of digital platforms and the increasing social media use, consumers are exposed to more influences than ever. So, why do consumers choose podcasts as a medium? What are the influences affecting their decision?

The rise of digital platforms has led to a change in the consumption of digital media and its content (Bender, Gal-Or & Geylani, 2021). With the increasing popularity of digital platforms, owners find themselves in a competitive environment and it becomes more difficult to attract users (Rutherford, 2021; Kübler, Seifert & Kandziora, 2021). One strategy to stand out from the competition and to attract more users is to offer a broader product portfolio. A growing product portfolio provides added value for the user, as the digital streaming platform can offer products for different users with different preferences and meet their expectations for entertainment, information or other usage objectives (Kübler, Seifert & Kandziora, 2021).

When talking about the increasing popularity of digital platforms such as podcasts, one medium that should not be left disregarded is social media. Social media is another digital platform that should be considered when searching for influences on consumer decisions. Social media offers new opportunities for companies and brands to connect with their target group and by interacting with their audience on the platform, a relationship can be built and strengthened (Zutshi, Grilo & Nodehi, 2021).

Today’s easy access to podcasts and social media makes digital platforms attractive to users. Due to search engines, mobile devices and the option to listen to the audio content offline, users can access the platforms wherever they go and whenever they want (Aguiar, 2017).

As one effective example of attracting new customers is the offering of a wide product portfolio, another effective example used by companies to better convince customers to use podcasts is to offer different pricing strategies. While CDs were used many years ago, users now simply subscribe to platforms such as Spotify, Apple Podcast or Amazon Music and have access to a wide range of music and podcasts (Lozic, 2020). Digital streaming platforms offer subscription-based pricing models where the user pays a fee for the use of additional features without commercial breaks. Additionally, the digital platforms offer a free version, where the additional features are not offered and the user has to listen to commercials between podcasts (Bender, Gal-Or & Geylani, 2021).

The history of podcasts dates back to the 2000s when audio devices such as the Apple iPod gained popularity (Quirk, 2015). In 2005 the podcast technology first emerged when Apple introduced the audio feature in its latest update (Quirk, 2015). The new medium grew in popularity over the years and has not died but grown steadily until today. The consumption of the podcast medium, which allows its users to individually stream content that interests them at any time and place (Haygood, 2007), has become an everyday routine for a large proportion of people. According to recent research, around 1,900,000 podcasts exist online with approximately 47 million episodes (PodcastHosting, 2021). In Europe, about 28% of the population are classified as podcast listeners, which means that they have listened to at least one podcast within the last month (Feldman, 2019).

The most popular podcast applications today, Spotify, Apple Podcast or Amazon Music, allow podcasts to be consumed for free or low subscription cost (Duvinage, 2020). The audio platform's offerings fit the masses and niches and have been discussed and compared to other digital audio media such as traditional radio and digital audio broadcasting in terms of the consumer consumption motives and its unique advertising possibilities (Chan-Olmsted & Wang, 2020). Large companies have picked up the podcast trend and are using it to produce podcasts themselves. This has established an alternative marketing strategy in the jungle of marketing possibilities

(Steck, 2020). To understand the decision to adopt a technology, such as podcasts, research recommends analysing the influences on technology adoption (Cenamor, Usero & Fernández, 2013). Therefore, it becomes interesting for marketers to generate insights on consumer choices regarding the podcast medium and possible digital influences such as social media on the choice, especially due to its emerging trend (PodcastHosting.org., 2021).

1.1.1. Technology Adoption Influences

With the steady technological development and more technological media arising it becomes more difficult for consumers to accept and adapt to these changes. Being exposed to a variety of possibilities leads to overwhelm and frustration (Heinemann, 2015). Today, many different digital platforms coexist, allowing consumers to absorb information in all possible forms. Hence, the consumer's technological environment is becoming increasingly overwhelming, it is crucial to understand the influences that affect the user's decision-making process when choosing a medium. But what factors influence the consumer's decision-making process?

One aspect that influences user's choice of podcasts and their digital streaming platforms is a wide product portfolio offered by streaming platforms, which can influence the enjoyment of a medium since the consumer has a wide range of choice and is not as limited (Aguiar, 2017), whereby the expectations towards the platform performance can be met. Another potential influence on the user can be other coexisting digital platforms that they use and are influenced by. As mentioned above, one digital platform that coexists with digital streaming platforms is social media. Social media has become a medium that allows its users to acquire information about products and services and numerous organisations have implemented social media channels to provide the customer with a place for communication, interaction and to share valuable insights about the company (Vinerean, 2017). As the platform consists largely of user's recommendations, it acts as an influencing factor in the consumer's decision-making process. Recommendations through social media sharing have a similar effect to traditional word-of-mouth marketing, as it is much more likely to be noticed in the online environment (Vinerean, 2017). Analysing the influence of one digital platform (social media) on the use of another digital platform (streaming platforms for podcasts) can give advertisers, companies and podcast producers insights into what marketing strategies are needed to attract consumers. The high level of interaction brands can have with their target audience in social media channels influences consumers, due to the positive relation of brand-relationships of

consumers with social media use (Hudson, Huang, Roth & Madden, 2016). Furthermore, with increasing easy access to digital audio streaming platforms and various media, consumers can access the media anywhere and anytime. This leads to less effort in using the medium, but also requires the necessary resources, such as a smartphone (Herrero, San Martín & Garcia-De los Salmones, 2017). Another influence on podcast technology adoption is the choice between different platform subscription options. Digital audio streaming platforms such as Spotify, Amazon Music and Apple Podcast offer different subscription pricing options where the user pays for a premium membership and thus gains access to the streaming service's wide-reaching portfolio. In addition to the different pricing options, there are also freemium options, where the user can access the provided content for free but has to create an account and does not get access to additional features, such as commercial-free streaming (Bender, Gal-Or & Geylani, 2021). These different options to which the consumer is exposed can have an impact on the user experience and should therefore be taken into account.

1.2. Problematisation and Arousing Research Question

Technology adoption usually deals with physical technology adoption, where users get introduced to a new device. This paper explores what influences the usage of a digital technology such as podcasts and their digital platform environment. Here, online influences play an important role and need to be considered when studying the technology adoption of a digital product.
With digital audio streaming platforms offering a wider portfolio and easy access, online influences become more relevant. For example, the expected effort and performance of a podcast platform have to be seen differently in an online environment. In addition, other digital platforms, such as social media, generate more interaction among consumers but also between brands and consumers. In this way, social influences are increasing online and need to be considered when analysing influences on technology adoption.

As podcasts are a relatively new but growing audio medium, it is important to understand the consumer insights and influences that drive them to choose podcasts. This will help marketers, brands and podcast creators understand which influences are most important to consider when creating marketing strategies for podcasts. Knowing what influences consumers' choices for

podcasts supports marketers to use marketing strategies effectively. Knowing how to use social media and its influences on consumers can increase marketing results.

To support this, previous literature (Abushakra & Nikbin, 2019; Martins, Quintana & de Gomes, 2020; Ifedayo, Ziden & Ismail, 2020) has only analysed influences of an individual and their immediate environment, but with digitalisation and the emergence of digital platforms and offerings, online influences need to be considered and studied.

This way, online influences on technology adoption, in this case podcasts, can be understood and taken into account in the creation of podcasts, but most importantly for advertisers and their marketing strategies. The existing literature suggests social influences of technology acceptance in relation to the consumer's closest environment and does not encounter online influences such as social media advertisements, the rising trend of social media influencers or the large network of consumers on social media. Another factor is the subscription options, which play an important role in the decision to subscribe to podcasts. Previous research on technology acceptance and podcast consumption has mainly focused on technology adoption for educational purposes but has not considered the different pricing systems of digital audio streaming platforms. As podcasts become more attractive and easily accessible, convincing influences need to be understood in order to recognize how to and most effectively attract the user.

As the previously mentioned influences point to a research gap of online influences on podcast usage and the need to explicitly study these influences on the podcast listening behaviour, the following research questions were derived to guide the research:

RQ1: What is the relationship between online technology acceptance drivers and usage of podcasts?

RQ2: Are there differences between the drivers of podcast usage for free subscription-based podcasts and paid subscription-based podcasts?

1.3. Research Aim

The aim of the research intends to investigate the knowledge about online influences on users' podcast listening behaviour in today's digital era. Since the knowledge on this topic is limited due to its novelty and constant development, it is necessary to study current phenomena related to the

user's podcast use and their influences. Furthermore, it is of interest to determine a better understanding of how consumer behaviour is influenced by online factors such as social media interaction, subscription options for podcast streaming platforms, a wider portfolio and easy access.

By fulfilling the purpose of the study, we aim to contribute to the existing literature and theory of podcast consumption (Berry, 2016; McClung & Johnson, 2010; Perks and Turner, 2019; Chan-Olmsted & Wang, 2020) by providing deep insights into the influences user's face in today's digital world and how these affect their actual podcast usage behaviour. In addition, as previously mentioned, the increasing use of podcasts offers marketing opportunities for marketers in terms of their advertising strategies. It could be beneficial for companies to use the collected data to strengthen and improve current and future marketing activities, including the influence of social media and how paid subscriptions options can potentially change consumer behaviour. Furthermore, with many companies already incorporating podcast advertising into their marketing strategy, a good grounding in consumer behaviour and acceptance of the medium can be vital. Advertising on podcasts without understanding the consumer journey behind it can have a big impact on marketing efforts. This explains the need to deepen the understanding of what influences podcast consumers online to increase the attractiveness for marketers to understand their audience and target them effectively.

To be able to provide the reader with an understanding of the topic, three literature streams have been identified in the literature review. The first stream encounters the change of digital platforms and the arousing challenge to get users to accept and adopt new digital platforms. The second stream displays the technology adoption influences on consumer behaviour, due to the high usage of digital platforms. Lastly, the third stream focuses on the podcast medium in general, its history, challenges the medium faces today and the emerging stage that podcast is in within the lifecycle. Furthermore, the UTAUT2 Model has been used and applied to understand the individual technology adoption of podcast listeners and support the knowledge about consumer behaviour. Employing this, Social Media Influence, Performance Expectancy and Effort Expectancy are analysed. In addition, the potential influences, Hedonic Motivations and facilitating conditions are

studied. This way necessary insights can be gathered about which factors are influencing the user's behaviour towards podcast listening.

1.4. Thesis Outline

The following research paper examines online influences on podcast usage and technology acceptance in seven chapters. The first chapter provides the reader with background information on the topic under study and introduces the problem statement. Chapter two introduces the reader to the existing literature encompassing three main research streams: digital platforms, technology adoption influences and podcasts. Following the literature review, chapter three displays the theoretical framework explaining the theory used and its application to the intended research aim. Following the theoretical framework, chapter five describes the research design, the data collection procedure, and a detailed outline of the applied questionnaire. Finally, the results of the questionnaire are presented in chapter six and further discussed in chapter eight. Finally, the last chapter concludes the research outcome and suggests further research by naming the limitations of this research.

2. Literature Review

2.1. Digital Platforms

Digital platforms are defined as “digital spaces, where different collaborative partners can interact and value creation happens” (Zutshi, Grilo & Nodehi, 2021, p. 3). A digital platform can serve both as an interaction space between consumers and providers and create an interaction between a platform provider and its users (Zutshi, Grilo & Nodehi, 2021). According to the research of Baldwin & Woodard (2008, pp.3-4), which focuses on the architecture of platforms, a platform consists of “core” and “peripheral components” and has been discussed in three different directions: by focusing on “products, technological systems and transactions”. They exist in various settings and the combination of “stability and variety” (Baldwin & Woodard, 2008, p.21) make them unique amongst their environments. Previous research has already highlighted the benefits of saving costs, time and complexity by using platform strategies which reflect the rise of platforms in recent years (Muffatto, 1999).

Digital platforms are changing the market and businesses due to digitalisation and the high competition the market offers (De Reuver, Sørensen & Basole, 2018; Asadullah, Faik & Kankanhallo, 2018). With different strategies and offerings for digital platforms, the market is constantly changing and with it consumer behaviour to accept and adapt to new digital platforms. Furthermore, as digital platforms are very different from offline products and technologies (De Reuver, Sørensen & Basole, 2018), there is a need to understand digital platforms and the influences in adopting them. This is also supported by the qualitative research of Henriette, Feki & Boughzala (2016), which highlights the importance of business transformation towards digital technologies due to the emerging influence of digital natives. Digital platforms are changing digital content consumption behaviour and accordingly, companies operating as digital platforms need to change their way of reaching and attracting consumers to their platforms (Bender, Gal-Or & Geylani, 2021). In recent years, many digital platforms have been created, leading to higher and different competition and a different context for doing business (Montealegre & Iyengar, 2021).

Digital streaming platforms where users can access and consume a wide range of content in the form of streaming video and audio have become increasingly popular and influence behaviour in

terms of how consumers consume content online (Bender, Gal-Or & Geylani, 2021). Streaming platforms are media that have undergone extensive growth in recent years. In particular, the most popular music streaming platforms Spotify, Apple Music/Podcast, Amazon Music and other audio streaming platforms have greatly increased their content and user numbers. Spotify alone has about 130 million premium users (Bender, Gal-Or & Geylani, 2021).

The value creation process has become an important requirement to retain new and existing users (Bender, Gal-Or & Geylani, 2021) and the increasing competition has contributed to the failure of many platforms in the process of attracting the right audience (Cenamor, Usero & Fernández, 2013). Since individuals are strongly driven by personal factors, research on the impact of influences related to technology adoption is suggested (Cenamor, Usero & Fernández, 2013). As digital platforms transform, there are a variety of new features that make digital audio streaming platforms unique. First, the portfolio of these platforms is steadily increasing, adding value to users with a higher variety to choose from (Carroni & Paolini, 2020). Moreover, the pricing strategies allow consumers to access the large portfolio rather than purchase products individually (Wlömert & Papies, 2016). Next, with today's digital mobility and search engines, ease of access makes it convenient for users to use digital platforms anywhere (Aguiar, 2017). Finally, digital platforms have changed the way consumers interact with brands or other consumers and increased consumer influence. In particular, social media platforms are part of the new user interaction and consumer influence (De Reuver, Sørensen & Basole, 2018).

With these changes in digital platforms, it becomes a challenge to get users to accept and adopt new digital technologies. Digital platforms not only need to attract users but also content producers to provide a wide variety of content, leading to user attraction (Carroni & Paolini, 2020). However, in their research framework, the authors found that users not only value a wide variety of content, but also the other features of the platform that bring value to the user, such as the ability to use the content offline, the quality of the platform in terms of design and video/audio quality, or the service itself. This behavioural pattern is also supported by Pillai and Mukherjee's (2010) study, which highlights the expected simplicity and playfulness in relation to social networking websites.

2.2. Influences Affecting Technology Adoption

The transformation of digital platforms leads to the challenge of getting users to accept and adopt new digital technologies. As there is a difference between digital technologies and physical offline

technologies, the influences on the consumer to adopt digital technologies need to be understood (De Reuver, Sørensen & Basole, 2018; Asadullah, Faik & Kankanhallo, 2018). With a broader portfolio of digital streaming platforms, the high user interaction on social network sites, the ease of access of digital streaming platforms and their unique pricing strategies, traditional drivers of technology acceptance and adoptions need to be reconsidered and adjusted to online influences.

Considering the increasing portfolio of digital streaming platforms, the influencing drivers of Performance Expectancy and Hedonic Motivation are highly relevant for the consumer. Performance Expectancy and Hedonic Motivation can be satisfied with a broader portfolio and additional features of the digital streaming platform. Performance Expectancy generally refers to consumers' expectations that technology will improve their performance (Shao & Siponen, 2011). Previous literature has examined whether technology improves an individual's job performance, for example (Gansser & Reich, 2021). In existing studies on podcast adoption, the research declares that Performance Expectancy has a positive influence on podcast usage for education purposes (Ifedayo, Ziden & Ismail, 2021). For Hedonic Motivation, previous literature examined whether the user enjoys the adoption of new technologies and the effect this motivation has on the actual technology use. In a study about the Internet of Things and Podcasts, Hedonic Motivation had a positive influence on technology use as users enjoyed adopting new technologies (Abushakra & Nikbin, 2019).

Another factor that influences technology adoption is social influence, which refers to a consumer’s perceived influence on their immediate surroundings. In previous literature, social influence had a significant effect on podcast adoption (Abushakra & Nikbin, 2019; Martins, Quintana & de Gomes, 2020; Ifedayo, Ziden & Ismail, 2020). However, in the aforementioned studies, only the individual's direct social surroundings were considered and not the online influence, such as on social media, which is a prominent digital platform in today’s digital world. Social media platforms can be defined as “networks of friends for social or professional interactions" (Trusov, Bucklin, & Pauwels, 2009, p.92). In recent years, social media has gained popularity and the exchange and flow of information have become easier (Vinerean et al. 2013). Recent studies show that with more than 3.6 billion people using social media in 2020, social networking websites became an important part of people's life (Tankovska, 2021). Due to its increasing popularity and use, consumer behaviour and the way consumers use social media is

changing. Social networks are no longer just for entertainment or connecting with friends and family, but consumers are actively using the sites to gather more information on products, news and more (Ioanăs & Stoica, 2014). Moreover, the high interaction on social media gives brands and advertisers the chance to connect with consumers and build a relationship (Sema, 2013). With high usage worldwide, people can connect with anyone via social media. Regardless of the distance, people can still connect and influence each other rather than just the immediate social environment apart from the internet (Akram & Kumar, 2017). According to Bruning, Alge & Lin (2020), people are highly influenced by their social network and feel a sense of commitment towards them. If people have positive feelings towards others, they are more easily influenced by them and trust their judgement. Thus, the social environment and word of mouth have a strong influence on people's decision-making process. This can happen with positive and negative feelings towards a product or decision (Bruning, Alge & Lin, 2020). Social media users are mostly driven by happiness, which in turn influences their attitude toward "positive adoption" (Muhammad et al. 2021). In this regard, another phenomenon highlighted in the research by Spagnoletti et al. (2015), is the emergence of online communities in the context of digital platforms. Platforms have become complex systems that connect different user groups which design “network effects or network externalities” (De Reuver, Sørensen & Basole, 2018, p.125). According to the authors, social media is an example of a network effect because its value increases by the number of users. Since online social influence is also associated with digital platforms, influence on digital podcast platforms may be relevant and should be considered within online influences.

Although there are many positive effects of using social media, negative effects such as information overload can also occur and lead to uncertainty and exhaustion (Cao & Sun, 2018). The authors implicate in their study that consumer behaviour changes and users adapt their behaviour as a result of information overload. Hence, the consumer is easily suffering from an information overload, implications such as strategically identifying reasons for exhaustion are of importance to marketers and social media providers.

Consumer behaviour has changed with the Internet and the increasing use of social media (Vinerean et al. 2013) through which social media marketing has become an important marketing strategy. Consumers interact with brands on social media constantly and share information with

others through word-of-mouth (WOM). In this way, consumers encourage others to consider or purchase a product of their preference. Thus, it is important to understand how consumers are influenced by social media and which impact it can have on decision-making processes (Pütter, Akhunjonov & Obrenovic, 2017). A study by Sema (2013) showed that recommendations on social media can positively influence the consumers decision-making. “The social and functional drivers are the most important for online WOM, the emotional driver is the most important for offline WOM” (Lovett, Renana & Shachar, 2013, p.428). As WOM takes place offline mostly in smaller groups or between individuals, emotions such as excitement, joy or others come out clearly. Online, a person can recommend a product, service or technology to a high share of people, so it is more focused on sociality and functionality and emotional conviction is hard to achieve. Especially with the rise of influencers in social media, where recommending products to their followers is part of their job, the influence on people's decision-making and purchasing decisions is increasing even more (Lovett, Renana & Shachar, 2013). According to a study on influences on social network site usage, Hedonic Motivation and usefulness of the social networking site are most important for the user to adopt this technology. However, Facilitating Conditions, Effort Expectancy and social influence do not have a significant impact on the user’s decision of using social network sites. The study assumes the lack of influence of Facilitating Conditions is due to the given technologies associated with social networking sites. Users already use mobile phones and do not need other resources to use social network sites (Herrero, San Martín & García-De los Salmones, 2017).

Other influencing factors on the consumer technology adoption of podcasts related to today’s digitalisation are Effort Expectancy and Facilitating Conditions, which refer to easy access via search engines and mobile devices.

Effort Expectancy explains the effort a consumer has to use the given technology (Shao & Siponen, 2011). Previous literature has examined that Effort Expectancy has a positive influence on the use of podcasts for education purposes (Ifedayo, Ziden & Ismail, 2021). Facilitating Conditions refer to the perceived requirements needed to use the technology and behave a certain way (Venkatesh, Thong & Xu, 2012). Previous literature on podcasts for educational purposes showed that students did not perceive Facilitating Conditions as a relevant factor in their acceptance of podcasts for educational and knowledge acquisition purposes. This finding was related to the fact that students

only need their phones to be able to listen to podcasts (Martins, Quintana & Gomes, 2020). Since podcasts were not studied for technology acceptance detached from educational purposes, Facilitating Conditions for podcasts were only associated with education and not an individual's daily life. Another study on search engines for research purposes defined Facilitating Conditions as the perceived support offered to use a service/technology. This study refers to the existing service that the school provided to students to support them in using search engines (Lavidas et al. 2020).

The next influence to consider with digital platforms is pricing strategies. Most podcasts are now available through streaming platforms. Instead of buying podcasts or music tracks individually, users can pay for a subscription and get access to a streaming library that allows the users to stream from a large collection of music tracks, podcasts and more. However, some streaming platforms also offer their users to enjoy the service under different options. Spotify for example offers a paid subscription for a monthly fee, where the user has access to the entire library without advertising generated by Spotify. In addition, the user has benefits such as downloading music to listen to without an internet connection, skipping songs an unlimited number of times and more. With the free version, the user gets advertising during and between tracks that cannot be skipped and the additional benefits, such as playing music and podcasts offline, are also not available. This streaming model is also called *Freemium*, because the user can use the streaming platform for free but has the option to upgrade to a paid subscription to enhance the quality of the service at any point in time (Wlömert & Papies, 2016; Carroni & Paolini, 2020). Compared to Spotify, Apple Podcast is a free service with no subscription options, while the competitor Amazon Music is only available via a paid subscription option. The quality of the platform is dependent on the offers available on the respective streaming platform. Thus, not only the amount or quality of content is important, but also additional features, such as the ability to create playlists (Carroni & Paolini, 2020).

When considering free and paid options, research suggests that people are more likely to choose the paid option more if it is recommended by others or used by those around them (Huotari & Ritala, 2021). A study on people's choice of paid vs. free eBooks showed that in the lower-ranked books, which did not get recommended by the social surrounding, people were not willing to pay for the book and rather got a free eBook, while the higher-ranked paid eBooks were more likely

bought by people. Here, the choice of paid vs. free can be strongly influenced by the social surrounding and social media suggestions as well as the popularity of the product. Moreover, the study showed that WOM influenced people's choice for lower-ranked books, because of trust in their social surroundings, while it had less impact on the higher-ranked eBooks. Lastly, the study found that social media and the social surrounding have a greater impact on paid content than on free, as people associate paid content with higher risk and therefore rely on their social surroundings (Liu, Zhang & Li, 2020).

Another study has found that the quality of the free streaming platform service influences a user's decision on upgrading to a paid subscription service. The better the quality of the free content, the higher the usage of the streaming service but also the less likely they are willing to pay for the premium subscription. People only want to upgrade to a premium option if they are not satisfied with the free version or lacking the benefits that the premium option offers (Hamari, Hanner & Koivisto, 2020).

The studies on subscription offers by streaming services and the consumer decision making on the different options show that it can have an impact on their perceived quality and enjoyment of the service. By having a free option to a streaming service, advertisement interruptions and lack of additional options might interrupt the experience of listening to a podcast. However, by paying for a streaming service to use its podcast contents, the user has a higher effort associated with the service as a subscription has to be made. Therefore, subscription to streaming services should be taken into consideration when analysing influences on podcast listening intentions and actual podcast listening.

All of the above mentioned influences on technology adoption focus mainly on offline and physical technologies, and thus there is a lack of research on online technologies. In particular, the effect of influences on one digital platform on another digital platform, such as social media interaction and influences on social media for podcasts and its digital platform, are not considered yet, since most social influences focus on the direct social surrounding of a user. As podcasts are offered on digital streaming platforms, offer a broader portfolio and are more accessible, influences on podcast adoption should focus on those aspects, and thus focus on digitalisation.

2.3. Podcasts

The definition of podcasts has adjusted from the early 2000s to today. McClung & Johnson (2010, p.83) defined podcasts as “audio and video files that can be downloaded to a desktop computer, iPod, or other portable media player for playback later”. Webster, (2008, p.4) defined podcasting as “Podcasting is the concept of downloading various types of longer-form online audio programs, in the form of digital files you can listen to at any time you choose”. Today podcasts are mostly audio and video files that can be consumed on-demand via distribution platforms, such as YouTube or Spotify (Chan-Olmsted & Wang, 2020). Podcasts users actively choose a podcast and a topic and therefore spend more active time on the medium. Listeners also actively choose when they listen to a podcast. If a user develops consumer loyalty towards a particular podcast, they will usually listen to a new episode as soon as it is published or as soon as they find the time. This means that the user also pays attention to the full episode and listens actively, whereas traditional radio is usually just a medium that is part of a daily routine or a companionship throughout the day. In addition, podcasts are usually consumed independently, and thus develop a higher level of engagement and involvement with the podcast (Berry, 2016).

Considering that podcasts are an emerging medium, as it is still growing and users are interested in the medium, as well as the number of listeners is increasing (Celaya et al. 2019), the medium is currently in the growth phase of the so-called product life cycle (PLC). The PLC comprises four phases: Introduction, Growth, Maturity and Decline. The introduction phase represents the launch of the product in the market and in the growth phase the product gains more attention, which is usually represented by increasing sales and the number of active users. Once product sales or customer numbers are no longer growing exponentially and are growing rather more slowly, the maturity stage is reached because most consumers are already using the product or have bought the product. Here it becomes important to avoid the decline stage where sales fall and the product cannot establish itself (Rink & Swan, 1979). So, after the growth phase, companies need to ensure the novelty and further development of the product in order to establish itself as a strong product in the market.

Podcasts are still considered to be in the growth phase, as user numbers are increasing rapidly and the trend towards listening to podcasts is still emerging (Celaya et al. 2019). Therefore, it is

important to understand what influences users to use podcasts and which factors are most important to meet the needs and ensure that the podcast medium does not enter the decline phase of the life cycle.

Users in the growth phase are also referred to as early adopters when considering PLC's for technologies, which represents the users who adopt technology early (Laurischkat, Viertelhausen & Jandt, 2016). While the very early adopters in the adoption phase are called innovators, the technology adopters in the growth phase are also considered early adopters. Early adopters are said to be more adaptable to change and risk. Furthemore, early adopters are motivated to try new technologies and are more open and accepting of these innovations (Rogers, 1962). A study by Tobbin and Adjei (2012) analysed the behaviour of early adopters and found that early adopters seek innovation and novelty and are therefore ambitious to adopt new technologies early, before their social environment and other users.

As podcasts became more popular over the years, traditional radio also included podcasts to their program to attract more listeners. Companies and TV channels also adopted the medium and added podcasts to their channels (McClung & Johnson, 2010). In 2004, there were approximately 820,000 podcast listeners. This number grew to 18.5 million by 2007, showing the rapid increase of the medium already in the early 2000s (McClung & Johnson, 2010).

In studies from the early 2000s, research shows that podcasts users had higher education and higher salaries than non-podcasts users. In addition, podcasts users were considered more internet affine, as most users had an internet profile and spent more time on the internet than people who did not listen to podcasts (McClung & Johnson, 2010). It has also been said that “those who downloaded podcasts are the kind of target audience advertisers crave; well educated, high incomes [and] technologically astute” (Haygood, 2007, p.519), suggesting what the podcast audience was perceived to be at the time. McClung and Johnson (2010) studied the use of podcasts by users in 2010. They identified that most of the podcast consumers are between 18 and 34 years old, have a high education level and listen to podcasts mainly on an MP3 player instead of a desktop computer. Webster’s (2008) research on the other hand found out that over 70% of podcasts users listen to podcasts on the computer instead of a portable device. He also identified most podcasts users between the ages 25 and 54 years, and gender distribution to be even. McClung and Johnson (2010) also identified the motives of podcasts usage: entertainment, passing time, knowledge and social

inclusion are the main motivations for listening to podcasts. Chung and Kim (2015) researched podcast motives amongst college students and found out the following key aspects of listening to podcasts: social aspect, entertainment, information, passing time and routines. Chung (2002) identified a correlation between the motives of social inclusion and entertainment in relation to the usage of podcasts. The motives raised the time of usage. A recent study used a qualitative approach to identify possible further motivations and gratifications for listening to podcasts, including multitasking, podcasts testimonial involvement and the benefits seen in podcasts compared to other audio media in terms of content and convenience (Perks and Turner, 2019).

Today, podcasts have become a more present and used medium, which is not only used during the user's way to work or during car rides but as an active process of listening to podcasts (Chan-Olmsted & Wang, 2020). While podcast user's motives for listening to podcasts have been extensively studied, the influences on user's acceptance of the technology and behavioural intentions to use the technology need further research based on today's fast technological developments. Since only the surrounding social network of a user has been studied as an influence of podcast user's behaviour, digitalisation should be a factor to take into consideration as well. Since so far only a user's surrounding social network has been studied as an influence on podcast users' behaviour, digitalisation should also be a factor to be considered. Therefore, research on this topic is needed to understand what influence social media can have. Especially as podcasts become an attractive part of brands' business model. More and more brands are advertising via podcasts (Brooks, Bichard & Craig, 2020; Mou & Lin, 2015). Therefore, it is of high importance to understand the influences and intentions of users' behaviour for podcasts in today's digital era.

3. Theoretical Framework

3.1. UTAUT2 Theory

The Unified Theory of Acceptance and Use of Technology (UTAUT) was established in 2003 by Viswanathan Venkatesh and is based on seven models dealing with technology acceptance and consumer behaviour: the technology acceptance model (TAM), the motivational model, the theory of planned behaviour, the theory of reasoned action, the model of PC utilisation, the social cognitive theory and the innovation diffusion theory. The UTAUT model combines the seven models and takes into account all their parts to explain in detail the usage behaviour of a consumer when using a new technology. The UTAUT model was originally developed for technology acceptance by employees in the corporate sector, but has been extended and adapted to be applied in different contexts (Ramírez-Correa et al. 2019; Venkatesh, Thong & Xu, 2012).

As an extension of the UTAUT model, Venkatesh, Thong and Xu (2012) invented the UTAUT 2 model, which takes into account a more consumer-oriented approach. The values Hedonic Motivation, Price Value and Habit were added, as well as factors that could moderate the influences of the variables on Behavioural Intention and Usage Behaviour (Venkatesh, Thong & Xu, 2012).

For this research paper, certain variables were adjusted, and necessary moderators were added. Due to today's emerging digitalisation, use of social media and subscription models of different podcast streaming platforms, social influence was adapted to the influence people have on social media today and the moderator of *Platform Subscription (PS)* was added to analyse what impact it has on the different influences on podcasts use. The adapted UTAUT2 model for this research can be seen in *figure 1*.

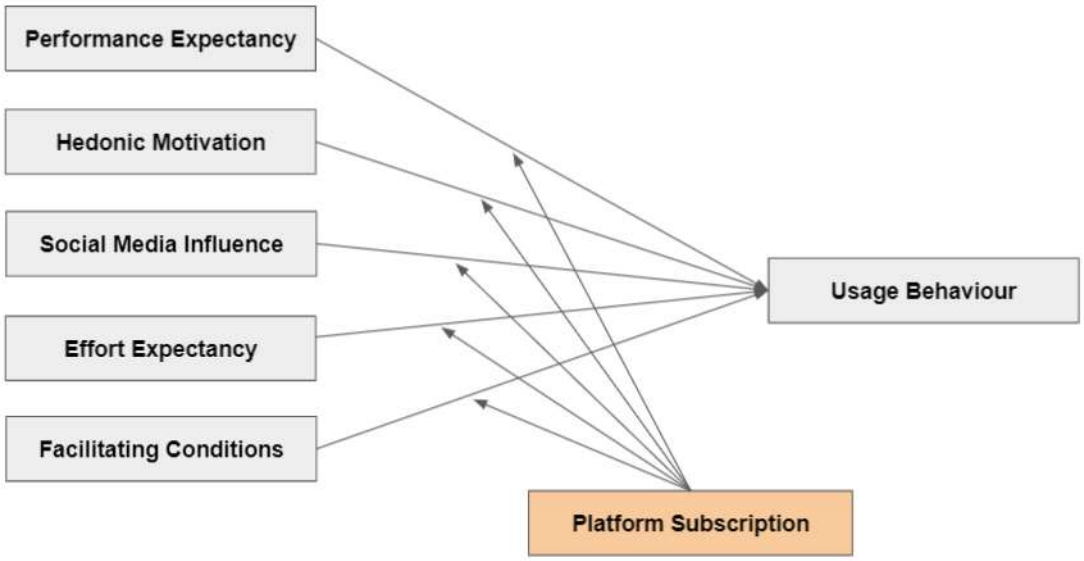

Figure 1: Adjusted UTAUT2 Research Model

3.1.1. Performance Expectancy

The *Performance Expectancy (PE)* variable originates from the TAM, where the variable was 'perceived usefulness'. This influence on behaviour intention analyses how useful the user perceives the technology. For the UTAUT2 model, the variable additionally includes the perceived benefit the technology has (Venkatesh, Thong & Xu, 2012).

With regards to podcasts, Performance Expectancy is used to analyse whether users find podcasts useful in their daily life and whether the use of the medium increases the user's productivity. Moreover, given the broader portfolio that digital streaming services now offer (Bender, Gal-Or & Geylani, 2021), Performance Expectancy could positively influence podcast usage. With the greater variety of podcasts available to users on digital streaming platforms, there may be a greater choice of topics and knowledge acquisition; thus, increasing performance. Therefore, a positive Performance Expectancy will have a positive influence on podcast listening behaviour.

The items connected to this variable (PE1, PE2 and PE3) represent the usefulness and increased productivity (Amalina, 2019). For example: *Using Podcasts increases my productivity.*

Based on the above-mentioned arguments, the hypothesis is:

H1: Performance Expectancy has a positive influence on Podcast Usage

3.1.2. Hedonic Motivation

The variable *Hedonic Motivation (HM)* describes a user's perceived enjoyment when using technology. The level of pleasure perceived by the consumer when using the technology has an impact on the usage behaviour of using the technology (Venkatesh, Thong & Xu, 2012). In this research paper, Hedonic Motivation is used to investigate how much enjoyment a user perceives when consuming podcasts and the actual podcast usage of the consumer. Furthermore, given the broad portfolio offered by digital streaming platforms, Hedonic Motivation can be related to the enjoyment of the wide choice offered to a user on digital streaming platforms.

The Hedonic Motivation variable includes three items that measure whether using a podcast is fun, enjoyable and entertaining for the user (Amalina, 2019). An example of an item is: *Using Podcasts is enjoyable.*

The hypothesis for this variable is as follows:

H2: Hedonic Motivation has a positive influence on Podcast Usage

3.1.3. Social Media Influence

The variable *Social Media Influence (SMI)* is usually referred to in the UTAUT and UTAUT2 theory as social influence. This indicates the social environment a consumer has, e.g. family, friends, colleagues and other influences in their social surroundings. The variable examines the extent to which the consumer thinks that the social environment expects that they have to use the medium (Venkatesh, Morris & Davis, 2003). With today's increasing use and interaction via social media, the medium has a high influence on consumers decision-making processes (Sema, 2013). Thus, the influence a person experiences via social media can have the same or even a higher influence on the person using certain technologies than their private social environment. Therefore, it is of great importance to investigate what influences people experience via social media and how this affects their usage behaviour. Furthermore, as social media is a digital platform and podcasts are also offered on digital platforms, the influence of one digital platform on another should be

included in the study. As word-of-mouth is strong on social media and interaction on this platform is increasing, the influence on users' podcast usage needs to be understood to understand how this influence may affect consumers' podcasts usage.

For the variable Social Media Influence, three items are included that represent the influence of social media on the user (Amalina, 2019). For example, *People that have an influence on me on social media think that I should use Podcasts.*

The derived hypothesis from this variable is, therefore:

H3: Social Media Influence has a positive influence on Podcast Usage

3.1.4. Effort Expectancy

The *Effort Expectancy (EE)* in the TAM is the variable 'perceived ease of use', which indicates how the user perceives the ease of the use of the technology. Within the UTAUT2 model, it was adapted by adding how complex the user perceives the technology and how easy it is to deal with the technology. Thus, the perceived complexity and actual ease of use. Effort Expectancy has a direct impact on the user's behaviour because the easier a user perceives the technology, the more likely they have the intention to use the technology (Cabrera-Sánchez et al. 2021; Venkatesh, Thong & Xu, 2012).

Applying this variable to podcasts, it can be analysed how easy users perceive it is to learn how to use podcasts, how understandable the interaction with podcasts is and how easy it is to become more skillful at using podcasts. In this way, the influence of the perceived ease of use and complexity of podcasts on the intention to use the audio medium in the future can be analysed. In addition, easy access to digital platforms and podcasts could have a positive impact on Effort Expectancy, as podcasts are more easily accessible due to digitalisation. Among today's technology affine generations, the influence of Effort Expectancy is expected to be higher among digital natives who have experienced digital development in recent years, and thus have grown up with the rise in technology.

For the Effort Expectancy variable, four items are included that measure how easy it is for users to use podcasts and to learn how to use podcasts (Amalina, 2019). For example, *I find Podcasts easy to use.*

The hypothesis for this variable is as follows:

H4: Effort Expectancy has a positive influence on Podcast Usage

3.1.5. Facilitating Conditions

Users have different degrees of access to knowledge and information in order to use a particular technology. *Facilitating Conditions (FC)* in the UTAUT2 model are the perceived behavioural control that the user has towards the researched technology and the resulting influence on the independent variable usage behaviour (Venkatesh, Thong & Xu, 2012). It analyses the preconditions needed to behave in a certain way, meaning it considers which requirements are given to influence both behavioural intention and usage behaviour (Cabrera-Sánchez et al. 2021). For podcasts, it will be analysed, whether the user has the resources and knowledge necessary to use podcasts and whether they have access to necessary support in case of greater effort needed. If there are no Facilitating Conditions for a user, meaning they do not know how to use podcasts and do not have access to support, the usage behaviour in relation to listening to podcasts can be greatly affected. As previous literature has also defined Facilitating Conditions as resources necessary to use a service, the easy access to podcasts and the digital streaming platform offering the podcasts need to be considered. Increased usage of search engines (Nakamura et al. 2007), facilitates access to certain podcasts more easily. This variable is not to be underestimated and in this context again for the older generations, who have not grown up with the latest technology and therefore may have more difficulty using podcasts or resources to find and use podcasts.

There are four items associated with the Facilitating Conditions variable. These measure whether the user has the resources and knowledge necessary to use podcasts and whether the user can get help from others (Amalina, 2019). An example of an item is the following: *I have the resources necessary to use Podcasts.*

In conclusion, the following hypothesis was created:

H5: Facilitating Conditions have a positive influence on Podcast Usage

3.1.6. Platform Subscription Moderator

In terms of the *Platform Subscription (PS)* moderation, it is important to note that the digital streaming platforms that offer podcasts also offer different platform pricing strategies. While a

user can pay for a subscription to get premium features, such as no commercial interruption or the ability to listen to podcasts offline (without internet access), the user can also choose the free option, which lacks the premium options but still provides access to all podcasts and music tracks (Wlömert & Papies, 2016; Carroni & Paolini, 2020). The different subscription models that podcast platforms offer can mitigate some of the variables that influence user behaviour. Depending on whether the user has a paid subscription or uses a free service, their experience may differ. Different pricing strategies can moderate the relationship between the different technology adoption drivers and podcast usage. This is also supported by the study of Carroni and Paolini (2020), which states that the choice of free and paid subscription-based platforms depends on the additional features and the connected quality of the service. Consequently, the different variables may affect the consumer differently. If a user has a free subscription on the streaming platforms, Hedonic Motivation is potentially affected by the commercial interruptions or the lack of premium features. Additionally, using a paid subscription might have different effort expectations or Facilitating Conditions. Therefore, a free or paid subscription might influence the different drivers for podcast usage.

Based on the above-mentioned factors, the following hypotheses were generated for the platform subscription moderator:

H6a: Platform Subscription moderates the effect of Performance Expectancy on Podcast Usage, such that the effect is stronger when the subscription platform had to be paid for

H6b: Platform Subscription moderates the effect of Hedonic Motivation on Podcast Usage, such that the effect will be stronger using a paid subscription platform option

H6c: Platform Subscription moderates the effect of Social Media Influence on Podcast Usage, such that the effect is stronger when the subscription platform is free of costs

H6d: Platform Subscription moderates the effect of Effort Expectancy on Podcast Usage, such that the effect is stronger when the subscription platform is paid for

H6e: Platform Subscription moderates the effect of Facilitating Conditions on Podcast Usage, such that the effect is stronger when the subscription platform is paid for

4. Methodology

4.1. Research Philosophy

“Philosophy is primarily concerned with rigorously establishing, regulating and improving the methods of knowledge-creation” (Chia, 2002, p.2). The purpose of philosophy in the context of a quantitative research design is to establish “general laws or principles” (Burns & Burns, 2008, p.27) throughout the data collection process. Here, it is of scientific importance to collect data that is reliable and generates evidence for the suggested hypotheses. According to the authors, there are four characteristics of scientific research methods: control, operational definitions, replication and hypothesis testing which are applied in this research paper. The two constructs ontological and epistemological serve as the philosophical aim of the research.

4.1.1. Ontology

Ontology is defined as the “assumption about the nature and reality” (Saunders, Lewis & Thornhill, 2009, p.133). With its abstract approach, it intends to implicate the reality in quantitative and qualitative research. Here, the focus lies in the “operationalisation and measurement of the concept” (Goertz & Mahoney, 2012, p.207) and the two aspects of objectivity and subjectivity of the applied research are discussed (Saunders, Lewis & Thornhill, 2009). Additionally, a positive paradigm (Positivism) is reflected in the quantitative research process which facilitates that the “methods and principles” in the scientific research process are implemented to the human living (Burns & Burns, 2008, p.28).

Since the approach of this paper implies exploiting the relationship between influences on podcast usage as well as finding differences between free subscription platforms and paid subscription platforms in terms of podcast usage our ideas, definitions, and the methodological contribution are discussed and tested. Since managerial and theoretical contributions are provided, objective, as well as subjective insights, are to be delivered.

4.1.2. Epistemology

In addition to the abstract ontological assumption of nature and reality, the epistemology view is more realistic. According to Saunders, Lewis & Thornhill (2009, p.127), epistemology is defined as the “assumption about knowledge”, and it focuses on the transmission of knowledge.

Epistemology can be divided into positivism and constructivism. The two aspects that are adopted in the research process of this paper. Here, positivism refers to the truth of the applied research by presenting hypotheses about the to be research topic and then investigate those with the collected data in terms of their confirmation or disconfirmation (Easterby-Smith, Thorpe & Jackson, 2015). Constructive research indicates that "assumptions that verifiable observations are potentially subject to very different interpretations" (Easterby-Smith, Thorpe & Jackson, 2015, p. 84).

The selected research variables in this research paper are based on selected literature and studied accordingly to ensure a valid research process. In addition, hypotheses are formulated to study the relationship between the dependent and independent variables. To ensure construct validity, quantitative hypothesis testing is conducted in the form of an online questionnaire. Finally, the collected data is studied objectively and explained in the following sections.

4.2. Research Design

Within this study, quantitative explanatory research will be conducted. In explanatory research, a study mostly tries to identify a cause or effect of the study topic (Business Research Methodology, n.d.). Here, the aim is to find the cause (influences) on podcast usage behaviour. The cause of a certain variable, for example, Performance Expectancy, is studied and which effect it has on podcast usage. Moreover, explanatory research aims to research the "why", while descriptive studies study "what"-questions (Boru, 2018). For this research approach, quantitative studies are an appropriate method, since technology adoption is studied, and thus a representative population is needed. As quantitative studies are an appropriate method to get data that represent a population with a sample that is generalised, quantitative data can give insights into the potential behaviour of the population (Boru, 2018).

For the research purpose and time constraints, a quantitative research approach in the form of an online questionnaire is defined as the most effective research tool. Online surveys are a popular method when it comes to fast data collection and the method is considered, "economical in time and cost" (Burns & Burns, 2008, p.494). An additional factor that makes an online questionnaire attractive for this study is the ongoing pandemic. Given the circumstances, face-to-face or paper-and-pen questionnaires are difficult to conduct, as potential interviewees might be reluctant to be

interviewed in person. Therefore, an online questionnaire is a suitable option for the current situation.

4.3. Sampling Procedure and Data Collection

For this conducted research a representative sample of active podcast listeners of any gender, aged between 18 and 65 years old living in Europe has been chosen. Our definition of active podcast users implies a listening history within the last six months. According to Burns and Burns (2008, p.181), a sample is defined as “a representative portion of the population”. More specifically, the sample includes all people who use a podcast medium and have listened to a podcast within the last six months.

To collect the necessary data representative of the population, non-probability convenience sampling is used. Non-probability sampling is based on voluntary participation since participants will actively engage with a questionnaire and decide if they want to participate in the survey or not. This method has the benefits of easy access, time-efficiency and low costs (Burns & Burns, 2008). Nevertheless, given its advantages, non-probability sampling faces the risk of being biased, since all participants take part in the survey voluntarily and therefore, an opinion on the topic most probably occurs beforehand (Burns & Burns, 2008). Within the non-probability sampling process, the method of convenience sampling and snowball sampling is made use of to support a representative data set. Convenience sampling refers to choosing a sample with participants that are easy to reach and effectively delivering the required data (Hair, Page & Brunsveld, 2019). Furthermore, it is considered to be easily conductible in terms of time efficiency (Burns & Burns, 2008). Given the time frame of ten weeks for this research, this sampling method is chosen to be the most appropriate. However, it also has the critique that results might be biased to a certain extent in the case of respondents who are not included in the main target audience (Van Selm & Jankowski, 2006). In addition to convenience sampling, we will be making use of our network in terms of snowball sampling to guarantee a higher number of representative results. The main advantage of snowball sampling is that it works like “networking” (Burns & Burns, 2008, p.219). Employing this, participants of the survey will further refer the questionnaire to the contact person they cluster within the survey's target group and therefore more respondents are obtained (Burns & Burns, 2008).

The survey will be published and shared on the social media platforms Facebook, Instagram and LinkedIn since we assume to most effectively approach the majority of active podcast users on these platforms. In more detail, Facebook and LinkedIn groups targeting digital natives or the topic podcasts are used to share the questionnaire and generate more responses. Moreover, the sharing function on both Instagram and Facebook will be applied to motivate more people to participate and spread the link of the online questionnaire. To assure an acceptable number of participants, the questionnaire will also be spread amongst the personal environment encountering friends, family and fellow students. Finally, it is planned to leave the questionnaire available in a time span of one week.

4.4. Questionnaire Design and Scaling

As previously mentioned, the data collection procedure is taking place in the form of an online survey. The language selected for the questionnaire is English and will be conducted using the user-friendly online software LamaPoll, an online tool that enables users to create, send and assess surveys and questionnaires that comply with data protection regulations (LamaPoll, 2021). By using the online tool, it will enable a quick distribution of the survey via the internet with much more convenience. Next to the easy distribution, the software evaluates the results and also displays them in specific chart types which will support the further data analysis procedure.

To measure the questionnaire's participants' attitude the 7-point Likert Scale method in the form of ordinal scales was used (Burns & Burns, 2008). The ordinal scale of measurements enables the researcher to rank the participants' attitudes towards the researched topic (Burns & Burns, 2008). Based on the literature review hypothesis were selected and the participants were asked to what extent they agree or disagree with each of the statements by choosing one of seven answer possibilities: *Strongly Disagree, Disagree, More or Less Disagree, Neutral/ Don't Know, More or Less Agree, Agree, Strongly Agree* (Burns & Burns, 2008). According to Burns & Burns (2008), the advantages of choosing the Likert Scale method is the attainment of homogeneous scales as well as increasing validity and reliability.

The questionnaire consists of 19 main questions, excluding one moderator questions about podcast platform subscription and four demographic questions asking about age, gender, current occupations and country of residence. To guarantee a user-friendly process a short introduction at the beginning of the survey introduces the potential respondent to the topic and highlights the research topic of podcast usage and acceptance. In addition, a consent form is provided to the participants highlighting the data protection policy. Furthermore, to assure valid responses, a control question is asked as of the first question of the questionnaire whether the potential participants have been listening to podcasts in the last six months. In case the participants have not been listening to podcasts within the last six months the respondent is taken to the end of the survey, where a short acknowledgement for the time spent is given. This data will be excluded from the analysis.

To design an accessible survey for the participants, the questionnaire will be pretested in the form of a pilot study. To receive valuable feedback, the pilot study is intended to be shared amongst 10 members in the personal network of the target group. When the feedback is received, the subsets of the questionnaire are tested by the Cronbach Alpha method. The method "permits the measurement of separate aspects of the overall attitude" (Burns & Burns, 2008, p.473). By using this method, the connection between the variables of the study will be obtained. (Burns & Burns, 2008). In addition, the pilot test is intended to reveal potential spelling and grammatical errors as well as misunderstandings.

Finally, after the feedback has been evaluated, it will be implemented in the following seven main sections of the questionnaire derived from the theoretical framework, aligning with the UTAUT2 model: Performance Expectancy, Hedonic Motivation, Social Media Influence, Effort Expectancy, Facilitating Condition and Podcast Usage.

4.5. Reliability and Validity

To test if the model is reliable and valid, the construct reliability and validity is identified, as well as the reliability of the items with the factor loadings. In the PLS-SEM analysis, reliability and validity is part of the measurement model. "Reliability refers to the consistency and stability of findings that enables findings to be replicated" (Burns & Burns, 2008, p.410). One measure to test

the reliability is Cronbach's Alpha (α) where the alpha level indicates if the items are measuring the same construct. If the level of Cronbach Alpha is indicating a value of 0.7 or higher it is considered acceptable (see *figure 2*). An additional factor why Cronbach's Alpha is used is due to its "interpretation as a correlation coefficient which ranged from 0 to 1" (Park, 2020, p.9).

Alpha coefficient range	*Strength of association*
<.6	*Poor*
.6 to <.7	*Moderate*
.7 to <.8	*Good*
.8 to <.9	*Very good*
.9	*Excellent*

Figure 2: Rule of thumb for Cronbach's Alpha (Burns & Burns, 2008)

A preferred alternative to Cronbach's Alpha is the Composite Reliability (CR) (Burns & Burns, 2008). Composite reliability has the advantage of indicating "higher estimates of true reliability" (Garson, 2016, p.63). Here, CR can vary from 0 to 1, where 1 is considered to be the best-estimated reliability. However, the CR should be above 0.70 to be acceptable (Garson, 2016, p.63).
To further strengthen the validity of the variables, the Average Variance Extracted (AVE) is to be indicated. It tests whether the "correlation of the construct with its measurement items should be larger than its correlation with the other constructs" (Lowry & Gaskin 2014, p.136). When the AVE is calculated it is of importance that the value is greater than 0.5 (Chin, 1998; Höck & Ringle, 2010). Additionally, the authors Fornell & Larcker (1981) highlight the important factor that the AVE should be greater than the cross-loadings which are another test of discriminant validity (Fornell-Larcker criterion).

After this, confirmatory factor analysis (CFA) will be performed to test further reliability of the variable related items. In general, factor analysis is a technique used to demonstrate how the variable correlates and how they form "super-ordinate variables" (Burns & Burns, 2008, p.411). According to the authors, the main advantage of simplification is achieved by "identifying basic underlying factors that explain a large number of other related variables in a parsimonious way".

In more detail, the CFA serves four purposes: “psychometric evaluation of measures, construct validation, testing method effects, and testing measurement invariance” (Harrington, 2008, p.1). The method is a structural equation modelling (SEM) technique and mostly serves as an analysis in hypothesis testing. The CTA tests the “causal relations between latent factors and their observed indicator variables” (Mueller & Hancock, 2001, p.5239). Here the advantage arises from accessing the “quality of the fit” of the collected data to the model (Mueller & Hancock, 2001, p.5239).
As already mentioned, the general purpose of a factor analysis is to better understand the observed variables as well as the latent variables. A latent variable describes a variable that can not be predicted immediately (Burns & Burns, 2008). To test the data’s significance, the bootstrapping method is applied which involves encountering “random samples and randomly replacing dropped values” (Garson, 2016, p.17). By dropping the values, each testing round in the system will present different standard error estimates. This way the point variance, as well as the distribution, will be indicated.

Furthermore, within the CFA certain parameters are determined such as factor loadings (outer loadings), unique variances, and factor variances (Brown & Moore, 2012). Here, factor loadings range between +1.00 and -1.00 and display the correlation between the variables and factors of the given data (Burns & Burns, 2008) The authors highlight that the factor loadings should have the value of 0.7 or higher, whereas 0.7 is considered to be a high value (Garson, 2016, p.161). Next, unique variances specify the nature of the relationship among the measurement errors and lastly, factor variances equal 1.0 in the analysis (Brown, 2006).

After the factor loadings, unique variances and factor variances have been analysed, the data will be checked for its reliability and validity. As already mentioned, there are certain methods to test reliability and validity such as Cronbach’s Alpha, Composite Reliability and Average Variance Extracted (AVE) and these methods are accepted criteria to assess the discriminant validity. Nevertheless, according to Henseler, Ringle & Sarstedt (2015) the methods are not valid enough and the Heterotrait-Monotrait Radio (HTMT) is an additional ratio that should be taken into account when validating the discriminant validity. The HTMT ratio is the “geometric mean of the heterotrait-heteromethod correlations divided by the average of the monotrait-heteromethod

correlations" (Henseler, Ringle & Sarstedt, 2015, p.121). When using the HTMT, the value should be lower than 1.0. The authors argue that if the value is below 0.90. Finally, when evaluating the multicollinearity of the data set, another important factor is the Variance Inflation Factor (VIF) which indicates problematic multicollinearity at a value greater than 4.0. However, according to Burns and Burns (2008), only a VIF value that is larger than 10 is of concern.

4.6. Data Analysis Method

The collected data will be analysed using the software SmartPLS3, which enables a graphical user interface for statistical analysis in form of a partial least squared (PLS) modelling method (SmartPLS GmbH, 2014). Before the data will be analysed in SmartPLS3, the software SPSS will be used to screen and organise the data sets. This way a reasonable relationship between the collected data is provided.

The analytical method used for the data analysis is the Partial Least Square Equation Model (PLS-SEM). The PLS-SEM is a useful method that supports the determination of the relationship between dependent and independent variables (Abdi, 2007). The model displays relationships between the variables as paths in a graph (path diagram), where each path represents a hypothesis of the tested relationships. Here, each of the variables is characterised either as a latent or observed variable. A latent variable is a variable that is not a directly measurable variable but connected to observed variables (indicators), which can be measured (Dakduk, González & Portalanza, 2017). The relationship between the observed variables and latent variables is also called the measurement model (outer model), whereas the relationship between the latent variables, thus independent variable and dependent variable, is described as the structural model (inner model). Both of the relationships are displayed graphically in a path diagram (Henlein & Kaplan, 2004). Moreover, the PLS-SEM analysis can handle more complex models and therefore, is an effective method to analyse moderators within a model (Sarstedt et al. 2014). Another advantage of PLS-SEM is the fact that the model can analyse data with a smaller sample size (Wong, 2013).

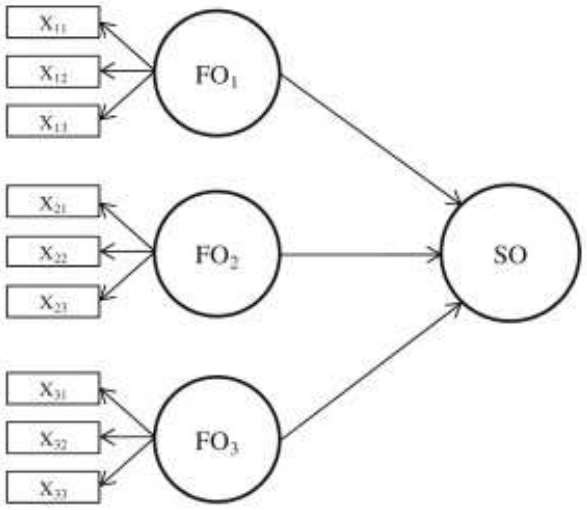

Figure 3: Example of a Structural Equation Model (Becker, Klein & Wetzels, 2012, p.363)

As part of the PLS-SEM method, the two stages of analysing the measurement and structural model are to be conducted. First, the measurement model is assessed which can be either reflective or formative. As part of the measurement model, the reliability and validity is analysed, which is mentioned in chapter 4.5. Moreover, the coefficient of determination R^2 is identified, which displays the model fit and means the "degree to which the predictor variables as a whole [X] accounts for variations in the criterion variable Y" (Burns & Burns, 2008, p.389). According to Burns and Burns (2008), the adjusted R^2 provides a more rational estimation of the variables. The adjusted R^2 can have values between 0 and 1, where a good fit is presented by a value close to 1.

Next, the structural model is to be evaluated. The structural model analysis aims to identify significant relationships and consequently, rejecting or accepting the hypotheses (Janadari, Subramaniam & Chuahchin, 2016). Utilizing this, the hypothesis which is being tested in the model with respect to the independent variables and the dependent variable is assessed. This is done by using the bootstrapping option in SmartPLS. When the bootstrapping method is applied, random variables and randomly replacing dropped values are taken and different errors are estimated on each run of the SmartPLS analysis (Garson, 2016). As part of the structural model assessment, the collinearity statistics are assessed to identify if the variables of the inner model are highly correlated, and thus have multicollinearity issues. These problems state that the different independent variables are not unique enough, and thus the significance of the variables cannot be

explained. The collinearity statistics are analysed with the Variance Inflation Factor (VIF), which should not be higher than 4.0 (Janadari, Subramaniam & Chuahchin, 2016). The next assessment part of the structural model is the R^2 of the endogenous variable, which indicates how much of the variance is explained by the independent variables (exogenous variable). This value ranges from 0 to 1, with the closer to 1 meaning the variables are of high quality (Janadari, Subramaniam & Chuahchin, 2016). Next comes the path coefficient table for the structural model assessment. Here, the t-statistics show which relationship of the independent variables to the dependent variable is significant. With a 95% confidence level, the variables with t-statistics above 1.97 and p-values below 0.05 are significant (Kock, 2016). Lastly, the path coefficient is assessed to provide information about the influence of each independent variable on the dependent variable. The path coefficient assesses the connection strength of the variables and how the dependent variable changes when there are changes in the independent variable. This indicates that if there is a positive coefficient (correlation), an increase in the independent variable would lead to an increase in the dependent variable. For a negative coefficient (correlation), an increase in the independent variable means a decrease in the dependent variable (McLntosh & Gonzalez-Lima, 1994). In SmartPLS, this can be found with the bootstrapping method in the path coefficient table under Original Sample (O).

4.7. Research Variables

4.7.1. Dependent Variable

When studying a cause and effect within a research study, dependent variables and independent variables are used. The dependent variable depends on the independent variables. If the independent variables change, the dependent variable changes accordingly. Thus, the dependent variable represents the effect, since it is the result of the construct measurement (Thomas, 2020).

In this research, the dependent variable is the usage behaviour of podcasts and is defined as the variable *Podcast Usage (PU),* meaning that the podcast usage is dependent on the independent variables. As the technology of podcasts has been in use for years, the use of podcasts can be measured, and thus the usage behaviour is used instead of behavioural intentions. The usage behaviour describes the actual use of the technology. In research on future technologies, usage behaviour is usually not analysed due to a lack of data and information. The variable is influenced

by the behaviour intentions and analyses the stated and existing behaviour of a user regarding the technology (Gansser & Reich, 2021).

For podcasts, usage behaviour shows which participants are already using them at the current state and whether they use podcasts frequently. In this way, usage behaviour can be identified and connected to behavioural intentions. Moreover, Facilitating Conditions also directly influences usage behaviour, meaning the resources necessary to use podcasts. This variable is important to include since the connection between the influencing variables, the behaviour intentions and the usage behaviour of podcasts can create an insightful picture of a user journey. Why is a user considering listening to podcasts? Which influences affect those intentions? Which influences make the user use podcasts or not? All those questions can be answered by analysing the connected variables and the actual usage behaviour.

4.7.2. Independent Variables

The independent variables represent the cause of the dependent variable, meaning the independent variables can change based on their measurement and cause an effect on the dependent variable usage behaviour (Thomas, 2020). As mentioned in chapter 3, the independent variables are slightly adapted from the UTAUT2 model to serve the research aim of this paper.

Firstly, *Performance Expectancy (PE)* is an independent variable that refers to the expected performance a user has when listening to podcasts. Next, *Hedonic Motivation (HM)* represents the enjoyment, fun and entertainment a user generates by listening to podcasts. Considering the growing portfolios on online music streaming platforms, Hedonic Motivation and Performance Expectancy can be easier satisfied.

The independent variable social influence has been adjusted to *Social Media Influence* (SMI), due to the digital focus of the different variables. As this study aims to research the digital influences on podcast usage, the digital social surrounding is taken into consideration. Other independent variables of the study are *Effort Expectancy (EE),* which refers to the effort a user has to use podcasts, and *Facilitating Conditions (FC),* which refers to the resources and knowledge a user needs to use podcasts.

The ease of access through mobile devices anywhere and anytime today makes the Effort Expectancy and Facilitating Conditions change in a way that consumers already use mobile phones, and thus do not need any additional resources to use podcasts as well as less effort, as

users who have grown up with digitalisation are less likely to need support for podcast usage. Moreover, podcasts are easier to use as no new technology is needed.

4.7.3. Moderating Variable

The moderation assessment is about the dependence of a relationship between two variables with a third, moderator variable. This variable can interfere with the relationship of two variables and strengthen or weaken it (Becker, Ringle & Sarstedt, 2018). The moderating variable *Platform Subscription (PS)* is added as there are two options. Users can choose from premium platform subscription, where the user gets access to additional features or free platform subscription, where the user has access to the whole portfolio of the platform but is limited in features and gets commercial breaks in between songs and podcasts. Based on those different subscription models, the podcast experience and influences on podcast usage can differ which underlines the importance of taking this moderator into consideration.

When using SmartPLS, a dummy variable needs to be created in the statistical platform SPSS before inserting data in SmartPLS. This is a necessary step if a moderator consists of two groups. In this research paper, a moderator of two groups exists: ‘paid subscription’ and ‘free subscription’. After the dummy has been created, SPSS has been used to re-code the groups to 1 and 0 to be able to compare both groups in the analysis. To conduct the moderator analysis in SmartPLS, the bootstrapping method is utilised. Lastly, the t-statistics and p-value are assessed to identify whether the moderators are significant or not (Ramayah et al. 2017).

5. Analysis and Results

5.1. Data Preparation

Before the collected data can be analysed and interpreted in SmartPLS it is of further importance to clean the data in SPSS to ensure usable, reliable and valid data sets. By means of this missing data and outliers have been detected.

First, the data sets provided by LamaPoll have been downloaded and transferred in SPSS. Missing data in the form of unfinished survey answers as well as invalid responses (have not listened to podcasts within the last six months) have been cleared and sorted. Additionally, the variables gender, occupation and location have been re-coded and set from ordinal to nominal variables. Furthermore, the 7-point Likert Scale values have been recorded to numerical data to ensure correct positioning for the variables (1= Strongly Disagree, 2= Disagree, 3= More or Less Disagree, 4= Neutral/ Don't Know, 5= More or Less Agree, 6= Agree, 7= Strongly Agree).

Finally, after the variables have been correctly recorded the data set was saved in a CSV format which is suitable for the SmartPLS 3 program.

5.2. Descriptive Statistics

As described in the research design the data has been collected in the form of an online questionnaire via the user-friendly software LamaPoll. A detailed outline of the survey questions can be found in *appendix 1*. The online survey was published and shared on the 29th of April 2021 and was accessible until the 8th of May. A total of 345 people visited the questionnaire whereas, 167 participants finished the questionnaire with an average response time of 01:01:18 minutes. In the end, 161 valid responses were collected confirming the control question of whether they have listened to podcasts within the last six months or not. The participants that did not confirm the control questions have been cleared from the data set.

From the 161 valid responses 65.2% were female and 33.5% male, 0.62% diverse and 0.62% did not prefer to mention their gender. The dominant age group of the respondents implies the ages from 24-28 within a total of 90 responses (55.9%).

5.3. Measurement Model Results

In the following, the measurement model results are analysed, which are crucial to identify whether the items of the construct (the outer model) are reliable, valid and if the factors are acceptable. The model fit is analysed with the r square, which shows how much of the variance of the dependent variable can be explained by the independent variables. For reliability, Cronbach's alpha, composite reliability and factor loadings are identified. The validity is identified by the composite reliability, average variance extracted (AVE) and discriminant validity.

First, the coefficient of determination (R2) was identified. The analysis showed that R2 = 0.701. This means that that value is closer to 1 than to 0, and thus is a good fit. Also, the value explains that 70.1% of the variance of the dependent variable Podcast Usage can be explained by the independent variables, Performance Expectancy, Hedonic Motivation, Social Media Influence, Effort Expectancy and Facilitating Conditions (*table 1*).

Table 1: R2 of Podcast Usage

	R Square	R Square Adjusted
Podcast Usage	0.701	0.691

Next, to test the construct's reliability, Cronbach's Alpha was tested. In *table 2* it can be seen that all independent variables are above 0.70, which means that all are accepted. While Podcast Usage and Performance Expectancy are between 0.70 and 0.80 and thus respectable, Hedonic Motivation and Social Media Influence are above 0.90 and therefore have strong reliability. Effort Expectancy and Facilitating Conditions are between 0.80 and 0.90, which indicates that they have very good reliability. Since Composite Reliability (CR) is considered to be more accurate than Cronbach's Alpha, those values have been analysed as well. Here, all values are above 0.70, which indicates acceptable values and therefore, they are reliable. To test the validity of the construct, the AVE was assessed. Here, all values are above 0.50, meaning that the variance explained is larger than the variance of error, and thus the variables have validity.

Table 2: Factor Loadings, Cronbach's Alpha, Composite Reliability (CR) and Average Variance Extracted (AVE)

	Factor Loadings	Cronbach's Alpha	CR	AVE
Podcast Usage		0.790	0.905	0.826
PU1	0.892			
PU2	0.924			
Performance Expectancy		0.792	0.871	0.692
PE1	0.849			
PE2	0.823			
PE3	0.823			
Hedonic Motivation		0.961	0.975	0.928
HM1	0.957			
HM2	0.970			
HM3	0.963			
Social Media Influence		0.933	0.955	0.877
SMI1	0.962			
SMI2	0.930			
SMI3	0.916			
Effort Expectancy		0.887	0.922	0.749
EE1	0.872			
EE2	0.930			
EE3	0.926			
EE4	0.716			
Facilitating Conditions		0.818	0.859	0.624
FC1	0.975			
FC2	0.982			

Lastly, the discriminant validity was analysed. Here, the square root of each variable has a higher value than the square root of the variable with other variables *(see table 3*). For example, the square root of Podcast Usage equals 0.813, which is higher than the square root of Podcast Usage and Performance Expectancy (0.784), the square root of Podcast Usage and Hedonic Motivation

(0.591), the square root of Podcast Usage and Social Media Influence (0.122), the square root of Podcast Usage and Effort Expectancy (0.407) and the square root of Podcast Usage and Facilitating Conditions (0.237).

Table 3: Discriminant Validity

	PU	PE	HM	SMI	EE	FC
Podcast Usage (PU)	0.909					
Performance Expectancy (PE)	0.654	0.832				
Hedonic Motivation (HM)	0.519	0.570	0.963			
Social Media Influence (SMI)	0.115	0.336	0.392	0.936		
Effort Expectancy (EE)	0.353	0.480	0.636	0.300	0.865	
Facilitating Conditions (FC)	0.228	0.325	0.639	0.307	0.691	0.790

The next step within the measurement model assessment was the factor analysis. First, the bootstrapping analysis was performed to assess the factor loadings (outer loadings). Those loadings should be above 0.70. Since the items FC3 and FC4 were below 0.70 (FC3 = 0.617; FC4 = 0.466), those items were removed. In *table 2*, the factor loadings of the remaining items can be seen.

5.4. Structural Model Results

The next step of the analysis was the structural model analysis. Firstly, the collinearity statistics for the inner model were assessed, which are indicated by the VIF, to identify possible multicollinearity issues. Here, all values are below 4.0 which indicates no multicollinearity issues (*see table 4*).

Table 4: Collinearity Statistics

	VIF
Performance Expectancy	1.619

Hedonic Motivation	2.407
Social Media Influence	1.218
Effort Expectancy	2.322
Facilitating Conditions	2.276

The next assessment has been the path coefficient, which can be seen in *table 5*. Here, bootstrapping was performed, to indicate if there is a significant level for the relationships between the independent and dependent variable. The Original Sample (O) in the table indicates the coefficient and shows the strengths of the relationship, as well as if the relationship is positive or negative. The t-statistics and the p-values show which relationship is significant. As the analysis was calculated with a 95% significance, the t-statistics should be above 1.97 and the p-value below 0.05.

Hypothesis 1 (H1) analyses if Performance Expectancy has a positive influence on Podcast Usage. The p-value is below 0.05 and the t-statistics are above 1.97. Given the results, this hypothesis is supported, since PE has a positive significant influence on PU (O = 0.555, t = 8.275, p > 0.000). Hypothesis 2 (H2) analyses if Hedonic Motivation has a positive influence on Podcast Usage. This hypothesis is supported since the p-value is below 0.05 and the t-statistics are above 1.97 and thus, HM has a positive significant influence on PU (O = 0.342, t = 3.841, p > 0.000). Hypothesis 3 (H3) analyses if Social Media Influence has a positive influence on Podcast Usage. Here, the p-value is below 0.05 and the t-statistics are above 1.97. However, the path coefficient shows - 0.175. Based on the results, this hypothesis is not supported, since SMI has a negative significant influence on PU (O = - 0.175, t = 2.593, p > 0.010). Hypothesis 4 (H4) analyses if Effort Expectancy has a positive influence on Podcast Usage. Since the p-value is above 0.05 and the t-statistics are below 1.97, this hypothesis is not supported, as EE has a positive but not significant influence on PU (O = 0.010, t = 0.103, p > 0.918). Hypothesis 5 (H5) analyses if Facilitating Conditions has a positive influence on Podcast Usage. Here, the p-value is above 0.05 and the t-statistics are below 1.97. As FC has a negative and not significant influence on PU, H9 is not supported (O = - 0.100, t = 1.290, p > 0.198).

Table 5: Path Coefficient Table

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics	P-Values
PE → PU	0.555	0.549	0.067	8.275	0.000
HM → PU	0.342	0.342	0.089	3.841	0.000
SMI → PU	-0.175	-0.161	0.067	2.593	0.010
EE → PU	-0.010	0.004	0.095	0.103	0.918
FC → PU	-0.100	-0.107	0.077	1.290	0.198

The next analysis was the moderator analysis. Here, the data was prepared in SPSS beforehand, to recode free subscription (0) and paid subscription (1). This way, the moderator was added to the construct in SmartPLS and the effect of the moderator on the influences from the independent variables on the dependent variable was analysed (*see table 6*).

Hypothesis 6 (H6) analysed if Platform Subscription moderates the effect of the drivers (PE, HM, SMI, EE and FC) on Podcast Usage. All sub-hypotheses to H6 were not supported, as the t-statistics were all below 1.97 and the p-values were all above 0.050. Thus, the Platform Subscription moderator is not significant.

Table 6: Subscription Moderator Analysis

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics	P-Values
PS*PE → PU	0.108	0.073	0.166	0.654	0.514
PS*HM → PU	0.057	0.059	0.250	0.227	0.820
PS*SMI → PU	0.041	0.028	0.108	0.379	0.705
PS*EE → PU	0.132	0.040	0.296	0.444	0.657
PS*FC → PU	-0.331	-0.247	0.392	0.843	0.399

Based on the results of the five influencing drivers on Podcast Usage and of the moderator analysis, *table 7* shows an overview of which hypotheses were supported and which were not supported.

Table 7: Supported and not supported hypotheses

Hypotheses	Result
H1: Performance Expectancy has a positive influence on Podcast Usage	Supported
H2: Hedonic motivation has a positive influence on Podcast Usage	Supported
H3: Social Media Influence has a positive influence on Podcast Usage	Not supported
H4: Effort Expectancy has a positive influence on Podcast Usage	Not supported
H5: Facilitating Conditions have a positive influence on Podcast Usage	Not supported
H6a: Platform Subscription will moderate the effect of Performance Expectancy on Podcast Usage, such that the effect will be stronger when the subscription platform had to be paid for	Not supported
H6b: Platform Subscription will moderate the effect of Hedonic Motivation on Podcast Usage, such that the effect will be stronger when using a paid subscription platform option	Not supported
H6c: Platform Subscription will moderate the effect of Social Media Influence on Podcast Usage, such that the effect will be stronger when the subscription platform is free of costs	Not supported
H6d: Platform Subscription will moderate the effect of Effort Expectancy on Podcast Usage, such that the effect will be stronger when the subscription platform is paid for	Not supported
H6e: Platform Subscription will moderate the effect of Facilitating Conditions on Podcast Usage, such that the effect will be stronger when the subscription platform is paid for	Not supported

6. Discussion

Within the research aim of this study, we aimed at contributing to existing literature by studying the influences of different drivers of podcast usage. The above presented analysis shows that two of ten hypotheses were supported due to significance and the positive influence on Podcast Usage: Performance Expectancy and Hedonic Motivation.

First, hypothesis 1: *Performance Expectancy has a positive influence on Podcast Usage* was supported as it shows a positive and significant influence on Podcast Usage. These results could indicate that Podcast Usage increases when users find podcasts useful in their daily lives, they increase the user's productivity and help them get things done faster. Especially with today's online aspect and the resulting larger portfolio on podcast platforms, which offers the user a high variety of podcasts, the performance expectations can be fulfilled more easily. This is also because the user can choose from more options and is thus more likely to find podcasts that increase their productivity.

In previous studies, Performance Expectancy had a positive influence on Podcast Usage for educational purposes (Ifedayo, Ziden & Ismail, 2021) and these findings were supported by the results of this study. Being concerned with productivity, usefulness and accomplishment, educational purposes are similar in this regard and therefore align with this study. Moreover, Perks and Turner (2019) emphasized that multitasking and the benefits seen in podcasts compared to other audio media are motivations for listening to podcasts. Also this aligns with the positive influence of Performance Expectancy, as multitasking is a driver associated with productivity and accomplishing things faster.

The second hypothesis that was supported is hypothesis 2: *Hedonic Motivation has a positive influence on Podcast Usage*, which leads to a positive and significant influence on Podcast Usage. Thus, when users enjoy a podcast and perceive it as fun and entertaining, Podcast Usage increases. This finding may also be related to a higher variety of podcasts on subscription platforms, as the broader portfolio offers podcasts for every taste of the user.

This is also reflected in the literature that has analysed the growth of digital music streaming platforms and shown that the portfolio of the most popular streaming services is constantly

growing (Bender, Gal-Or & Geylani, 2021). The findings of this study are consistent with a study by Abushakra and Nikbin (2019) who analysed the Internet of Things and Podcasts and found that Hedonic Motivation has a positive influence on the use of new technologies as consumers enjoy the use of new technologies.

Due to non-significant or negative influences on Podcast Usage several hypotheses were not supported.

Hypothesis 3: *Social Media Influence has a positive influence on Podcast Usage* was not supported, as the influence was significant but negatively correlated with the Podcast Usage. This indicates that if a user has the impression that people on social media think they should use podcasts, it will harm Podcast Usage, and thus not support it positively. When the influence of social media increases and a user receives an overwhelming amount of information, Podcast Usage decreases. It can be concluded that too much input harms Podcast Usage.

Here, previous literature suggests that recommendations on social media can positively influence the decision of consumers (Sema, 2013). In related studies, Social Influence had a significant influence on Podcast Usage (Abushakra & Nikbin, 2019; Martins, Quintana & de Gomes, 2020; Ifedayo, Ziden & Ismail, 2020), although the study of social influence only considered the offline environment users trust. On social media, there is a risk of information overflow, which can overwhelm the user. Nevertheless, Muhammad et al. (2021) suggested in their research that social media users often use the platform for enjoyment purposes and thus are more likely to be influenced by another technology due to their positive attitude. These findings do not align with the results of this study.

Given the fact that podcasts are an emerging medium that is in the growth stage of the life cycle, current podcast users are defined as early adopters (Laurischkat, Viertelhausen & Jandt, 2016). Previous literature studied that early adopters are ambitious to try out new technologies before the social surrounding does. Considering that higher Social Media Influence is also associated to more users using and knowing the technology, early adopters might be discouraged to use the medium, as it signifies that the product is slowly moving towards the maturity stage of the life cycle and thus early adopters are not the only ones using and exploring the technology anymore. This argument also aligns with the study conducted by Tobbin and Adjei (2012), which showed that early adopters look for innovation and novelty, which is no longer given once a technology is

widely used. This means, once a technology is seen as mainstream, early adopters may lose their interest as it no longer brings novelty and uniqueness.

Another reason for the significant negative effect of Social Media Influence can be indicated by information overload. Cao and Sun (2018) studied information overload which can cause confusion and uncertainty for users. Therefore, information overload may change consumer behaviour and users might turn away from the technology instead of increasing their usage or adopting the technology. If there is an increase in Social Media Influence, users on social media might associate Podcast Usage negatively as the information is overwhelming, which leads to confusion which may decrease Podcast Usage.

Given that the outcome of the Social Media Influence variable in this study is not aligned with previous research outcome, the results can provide valuable information for technology adoption research. As social media is a significant influencing factor for products and services, early adopters are more discouraged by the information overload or widespread use and knowledge about the technology by their social (media) surrounding.

Hypothesis 4: *Effort Expectancy has a positive influence on Podcast Usage* was also not supported. A non-significant influence was found here. Thus, the ease of use of a podcast and its platform, as well as the understandable and clear podcast usage, has no significant influence on Podcast Usage. According to the studied literature, Effort Expectancy describes the effort a user has in order to use the technology (Shao & Siponen, 2011). This can also be linked to the fact that most technologies which are researched are fully new and users need to learn how to use them. However, podcasts are not in the introduction phase of the product life cycle anymore but already in the growth stage. Thus, there are already early adopters and users who use the technology. Podcasts might not be as difficult of a technology to use such as a new technological device. Therefore, the user does not perceive the driver as significant. Moreover, previous literature underlines that Effort Expectancy has a positive influence on Podcast Usage for educational purposes (Ifedayo, Ziden & Ismail, 2021). However, podcasts for educational purposes are usually provided by teachers or schools when used in education. Thus, Effort Expectancy might not be as high compared to private use.

The next hypothesis that was not supported is hypothesis 5: *Facilitating Conditions have a positive influence on Podcast Usage*. This driver has a non-significant influence on Podcast Usage. This suggests that the necessary resources, knowledge, support and compatible other technologies do not have a significant influence on Podcast Usage. This suggests that the necessary resources, knowledge, support and compatible other technologies do not have a significant influence on podcast usage. This could be related to today's digital age. Since most of the students who answered the questionnaire are familiar with technologies and most of them already own a smartphone (Herrero, San Martín & Garcia-De los Salmones, 2017), the necessary resources are given.

Previous literature about podcast adoption in education showed that Facilitating Conditions are not a relevant factor for podcast adoption. This is due to the few resources students need to listen to a podcast. Since most students already have a smartphone, they did not need any other resources to be able to listen to podcasts for their school activities (Martins, Quintana & Gomes, 2020). A study by Herrero, San Martín and Garcia-De los Salmones (2017), researched Facilitating Conditions on the adoption of social networking sites and concluded that Facilitating Conditions are not a significant factor because users already use mobile phones and thus social network sites are usable by them without any further resources. This conclusion can also be applied to this study, since users already use mobile phones and do not need any further resources to use podcasts, except for a platform subscription.

The moderator Platform Subscription was connected to five hypotheses, all of which were unsupported. This means that a paid or free subscription has no significant impact on Performance Expectancy, Hedonic Motivation, Social Media Influence, Effort Expectancy or Facilitating Conditions influencing Podcast Usage.

As previous literature proposed that not only the quality of the content of podcasts are of importance but also additional features that are included in a paid subscription (Carroni & Paolini, 2020). The findings of this study do not align with those findings as the moderator was not significant. Moreover, in regards to Social Media Influence, previous literature found that users are more willing to pay for the subscription if it is recommended by those around them (Liu, Zhang & Li, 2020). Again, this is not consistent with the findings in this analysis.

As digital audio streaming platforms offer more and more options of subscription models, such as free subscriptions, freemium subscriptions, paid subscriptions and more, customers have a variety of subscription models to choose from (Bender, Gal-Or & Geylani, 2021). Moreover, as digital streaming platforms adapt their offerings to consumer needs in order to offer new features, keep customers loyal and stand out from the competition, users can already use a variety of features in their free subscription (Wlömert & Papies, 2016; Carroni & Paolini, 2020). This could be a factor why the moderator is not significant for any influences on Podcast Usage.

7. Conclusion

7.1. Research Aim

The research aim of this study has been to enhance the understanding of how consumer behaviour is influenced by online factors related to increasing interaction, a broader portfolio on digital streaming platforms, easier access, and different pricing strategies. To achieve this goal, research questions were created at the beginning of the study:

1. *What is the relationship between online technology acceptance drivers and usage of podcasts?*
2. *Are there differences in influences between the drivers of podcast usage for free subscription-based podcasts or paid subscription-based podcasts?*

Based on our findings, these research questions were successfully answered and addressed the research objective by showing that the influences associated with a broader portfolio and additional characteristics were supported: Performance Expectancy and Hedonic Motivation. This implies that if a user perceives a podcast to be fun, entertaining and enjoyable usage increases significantly. In addition, if a podcast meets the user's expected performance it positively influences the usage. The influencing drivers, Effort Expectancy and Facilitating Conditions do not significantly influence podcast usage, which is consistent with previous studies on podcasts usage (Martins, Quintana & Gomes, 2020). Podcasts do not require a lot of resources or knowledge to use and therefore users do not expect a lot of effort.

Furthermore, Social Media Influence is a significant driver of podcast usage, however is negatively related to the usage and thus has a negative impact on podcasts usage as a result. The more influence the user is exposed to via social media, the more the podcast usage decreases. This may be caused by information overload and the behaviour of early adopters of a technology who do not use mainstream technology (Tobbin and Adjei, 2012).

Finally, since the moderator platform subscription does not have a significant influence on any of the influencing drivers and their influence on podcast usage, this study does not report a statistically significant difference on the influencing factor of whether a user has a free or paid subscription.

7.2. Theoretical Implications

This research paper contributes to the three main literature streams: digital platforms, influences affecting technology adoption and podcast (development). Considering that all drivers were associated with online influences to focus on today's digitalisation and its influences, the findings contribute to the literature from a digitalisation perspective. As this field in combination with the applied UTAUT2 model has not yet been studied in this respect, but mostly with offline drivers or physical technologies, online drivers contribute to the literature with valuable insights as an influence on a digital platform technology.

The first research stream the findings contribute to digital platforms and their development over the years. Previous literature analysed and discovered that digital platforms change in a competitive market and the resulting need to develop towards digitalisation (De Reuver, Sørensen & Basole, 2018; Asadullah, Faik & Kankanhallo, 2018). Due to these constant technological changes, consumer behaviour towards new technology adoption is also changing (De Reuver, Sørensen & Basole, 2018). Digitalisation changes digital platforms in the form of a broader portfolio, a variety of additional features, easier access through mobility and higher interaction and influences on social networking sites (Bender, Gal-Or & Geylani, 2021; Carroni & Paolini, 2020; Aguiar, 2017; De Reuver, Sørensen & Basole, 2018). The findings contribute to this research stream as changes in consumer behaviour towards digital platforms have been recognised but not fully explored. This study provides insights into the findings that show which influences are significant for the use of digital platforms and how digital drivers are impacting digital platforms differently when comparing it to offline drivers. As the literature on digital platforms suggests that a broader portfolio adds value to the consumer and thus let them enjoy the platforms to a greater extent (Carroni & Paolini, 2020), significant Performance Expectancy and Hedonic Motivation align with this literature and support these findings for online aspects as well.

The increased interaction and influence of social media highlighted in previous literature (De Reuver, Sørensen & Basole, 2018), is negatively associated with digital platform adoption in this study, which is a valuable finding for further literature, as social media is mostly explored as a positive influence in existing literature. Considering that literature on digital platforms has analysed that effort and resources do not have a significant impact on usage (Herrero, San Martín & Garcia-De los Salmones, 2017; Martins, Quintana & Gomes, 2020), this study supports the findings as the necessary resources to use digital platforms are mostly given in today’s digital

society, such as user-friendly smartphones. Digital platforms are an ever-evolving phenomenon and current findings contribute to current behavioural patterns. Here, the results can serve as a basis for future research on different influences consumers are exposed to in the digital environment.

Within the second research stream the influences of technology adoption were explored and indicated that several drivers have an influence on the use of podcasts and digital platforms (Ifedayo, Ziden & Ismail, 2021; Abushakra & Nikbin, 2019; Martins, Quintana & de Gomes, 2020). The results suggest that Performance Expectancy is a significant driver of Podcast Usage, and thus this finding is consistent with previous literature focussing primarily on educational purposes (Ifedayo, Ziden & Ismail, 2021). Therefore, the findings contribute to the existing literature within the research stream on technology adoption influences, as the Performance Expectancy of podcasts has not yet been studied in a non-educational setting, but in users' daily life activities (Ifedayo, Ziden & Ismail, 2021). The outcome of the study that Hedonic Motivation is a significant positive influence on podcast usage aligns with previous literature reflecting the significant influence of Hedonic Motivation with the enjoyment of users trying new technologies (Abushakra & Nikbin, 2019).

As the influence of social media in this study resulted in a negatively significant impact on podcast usage, it is not consistent with previous literature suggesting that social media has a positive influence on consumer behaviour and decision making (Sema, 2013). Thus, the findings contribute to the research stream on the influence of technology adoption, as in an online environment, information overload can cause more negative than positive effects. Furthermore, podcast adoption has been studied in the literature with the influence of the social environment (Abushakra & Nikbin, 2019; Martins, Quintana & de Gomes, 2020; Ifedayo, Ziden & Ismail, 2020). This resulted in a positive influence on podcast usage. However, considering that this study analysed the online environment, these insights are valuable additions to the existing literature in technology adoption that adds to the research stream. Since these results are not consistent with previous literature, the insights may be more valuable in theory as they provide researchers a new perspective that can be further explored.

Both Effort Expectation and Facilitating Conditions had no significant impact on Podcast Usage, which is consistent with studies of podcast adoption in educational settings where the necessary resources are provided by the institution (Ifedayo, Ziden & Ismail, 2021). The findings contribute to the existing literature and the understudy research stream as they support the outcome that podcast usage does not require much effort from users due to the use of mobile devices and therefore, they do not need further resources as well as little knowledge to use a digital platform where podcasts are allocated (Herrero, San Martín & Garcia-De los Salmones, 2017; Martins, Quintana & Gomes, 2020).

Furthermore, the fact that the moderator Platform Subscription does not have a significant influence on Podcast Usage is not consistent with previous literature suggesting that additional features within a paid premium subscription have a significant impact on consumer choices and behaviour (Carroni & Paolini, 2020). Therefore, the study adds to the literature on influencing factors of technology adoption, as pricing strategies are not significant to podcast usage. Thus, valuable insights for future research are provided.

The third research stream is focussing on the podcast medium and its development. All findings contribute to the literature, as podcasts have so far mainly been studied in the educational sector or with offline influences on Podcast Usage and Behaviour Intentions (Ifedayo, Ziden & Ismail, 2021; Abushakra & Nikbin, 2019; Martins, Quintana & de Gomes, 2020). As podcasts are an emerging medium (Celaya et al. 2019) that is still in the growth phase of its life cycle, the findings provide important insights on consumer behaviour that can be beneficial in avoiding a decline of growth. It is important to further explore how to avoid a decline, and thus information on which influences are impacting consumer behaviour may be added to the literature of podcasts.

Existing literature has analysed the behaviour of early adopters of technologies (Rogers, 1962; Tobbin & Adjei, 2012), and found that early adopters need constant innovation and prefer to adopt technologies before most of society does. Knowing which factors are most important to their adoption behaviour thus provides a basis for future research on which characteristics are most important for existing users to become loyal to podcasts. Finally, the negative significant impact of the influence of social media on Podcast Usage is an important finding and adds to the studied literature by suggesting that social media has a positive influence on technology adoption

(Muhammad et al. 2021). Further exploration of these reasons and an analysis of the factors causing the negative influence may provide detailed insights for future research.

7.3. Managerial Implications

Next to the theoretical implications, the research also provides a foundation for managerial implications. Given the challenge that marketers face a lack of insights into consumer acceptance of digital technology platforms and their online influences, the findings are providing valuable information on online influences for marketers. In particular, companies that develop and advertise products on digital platforms need to take these insights into account when creating and promoting their products. Especially in the growth phase of a product within its life cycle it is important to understand consumers and their behaviour to further develop the product or service so that the product does not enter the decline phase after its maturity. Therefore, insights into how the consumer is influenced by using the medium can be of vital importance to the product's continued existence. Marketers should consider these insights and implement them to improve or adapt their marketing strategies.

Another insight of this study that is important for marketers and managers is the negative significant impact of Social Media Influence. As this finding might result due to information overload and the behaviour of early adopters seeking innovation, it is important to understand how to prevent these problems.

A variety of measures can be taken by companies to support users with potential confusion and overwhelmedness. Based on the findings and the resulting problems, the suggestions for managers and marketers are as follows: Search engines can support in structuring information overload for users. Here, companies should focus on using search engines to their advantage by implementing targeted strategies to their operations. Furthermore, customisation is an important factor that digital platforms can integrate. Spotify already includes algorithm-based content suggestions (Spotify, 2019) that can help users to focus on a pre-selection made for them. As early adopters of technology are seeking innovation, podcast platforms need to constantly look for further innovation to prevent users from the confusion of information overload and maintain interest as more competitors enter the market.

As podcasts are an emerging medium and have not yet reached maturity, the needs of consumers have to be understood so that podcasts do not decline with the high variety of podcast offers on

the market today. Therefore, it is of high importance to continue developing features and innovations related to podcasts in order to keep and attract users. The research conducted has shown that the factors of performance expectancy and hedonic motivation have a strong and significant influence on respondents' podcast usage. This offers researchers, marketers and podcast producers the opportunity to effectively focus their efforts on consumer satisfaction and gain a competitive advantage. Finally, this study is not only helpful for marketers, brands and companies, but also for digital platform creators and owners, as influences on digital platforms have rarely been studied before, and thus bring valuable insights for them when it comes to user adoption of digital platforms. Especially for early adopters and users seeking innovation in a digital environment, this study gives important insights into user preferences within digital platforms and podcasts.

7.4. Limitations and Future Research

Given that the research questions have been answered successfully, there have been several limitations that hindered the research process. One limitation has been the process of finding a novel topic and linking it to relevant literature, as well as supporting it by the unique data collected. During the first weeks of the research process, the topic has been adjusted several times to ensure a novel and academic approach. Due to the limited academic literature on podcasts and technology acceptance, the process of finding an appropriate framework to guide the data collection process required in-depth and time-consuming research. In addition, due to limited time available, the research was restricted to several participants. The online questionnaire has been published on several platforms targeting podcast users, but only a small number of participants was collected. With a larger survey sample size, the results would be more sufficient and representative.

As the theoretical framework focussing on the UTAUT2 model has been adapted to the research objective, a promising research area of interest is the examination of different moderating variables that potentially influence technology acceptance in relation to podcast usage. Here, it is proposed to use the moderating variables of the original UTAUT2 model as moderating variables to capture potential preferences and differences among users age, occupation, and gender. In addition, potential influences such as the work environment instead of the originally studied social

environment can be analysed in terms of influences on consumers' podcast usage and may indicate relevant findings.

In addition to the suggestions for further research highlighted above, another promising research stream to highlight are the influences of different podcast genres on the consumer's usage behaviour. Here, it is suggested to collect relevant data from specific marketing campaigns promoting different content that can be conducted to highlight consumer preferences. This would allow marketers to more effectively target consumer preferences which will eventually lead to a long and sustaining product lifecycle.

Another further research proposal would be to investigate the finding of Social Media Influence. Considering that previous literature suggests that social media has a positive influence on consumer behaviour and their decision-making, the findings of this study suggested otherwise. Therefore, further research on technology adoption with Social Media Influence would be interesting to investigate this phenomenon further and in more detail. In this way, possible causes could be identified when social media has a negative effect on consumer behaviour, which may provide relevant insights for companies active in social media or using social media marketing strategies.

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List of Appendices

Appendix 1: Survey Design

Table 8: Survey Design

Moderator Question		**Answer possibilities**
Have you listened to a Podcast within the last six months?		1) Yes 2) No
Demographics		
Please specify your gender		1) Female 2) Male 3) Prefer not to say 4) Diverse
How old are you?		Open question
What is your country of residence?		1) Germany 2) Sweden 3) The Netherlands 4) Others
What is your current employment status?		1) Unemployed 2) Student 3) Self-employed 4) Apprentice 5) Employee 6) CEO 7) Retired
Variables		
Performance Expectancy		
PE1	I find Podcasts useful in my daily life	7-point Likert Scale
PE2	Using Podcasts helps me accomplish things more quickly	7-point Likert Scale
PE3	Using Podcasts increases my productivity	7-point Likert Scale
Hedonic Motivation		
HM1	Using Podcasts is fun	7-point Likert Scale

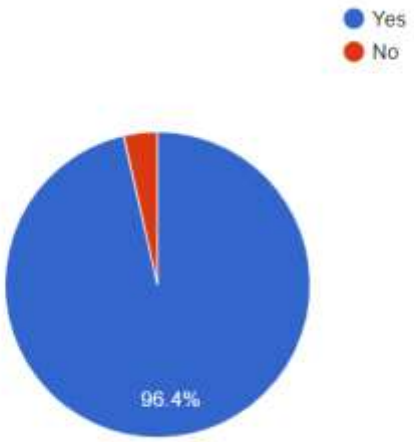
HM2	Using Podcasts is enjoyable	7-point Likert Scale
HM3	Using Podcasts is very entertaining	7-point Likert Scale
Social Media Influence		
SMI1	People who are important to me on social media think that I should use Podcasts	7-point Likert Scale
SMI2	People that have an influence on me on social media think that I should use Podcasts	7-point Likert Scale
SMI3	People whose opinions that I value on social media prefer that I use Podcasts	7-point Likert Scale
Effort Expectancy		
EE1	Learning how to use Podcasts is easy for me	7-point Likert Scale
EE2	My interaction with Podcasts is clear and understandable	7-point Likert Scale
EE3	I find Podcasts easy to use	7-point Likert Scale
EE4	It is easy for me to become skilful at using Podcasts	7-point Likert Scale
Facilitating Conditions		
FC1	I have the resources necessary to use Podcasts	7-point Likert Scale
FC2	I have the knowledge necessary to use Podcasts	7-point Likert Scale
FC3	Podcasts are compatible with other technologies I use	7-point Likert Scale
FC4	I can get help from others when I have difficulties using Podcasts	7-point Likert Scale
Podcast Usage		
PU1	I use Podcasts on a daily basis	7-point Likert Scale
PU2	I frequently use Podcasts	7-point Likert Scale

Appendix 2: Survey Results

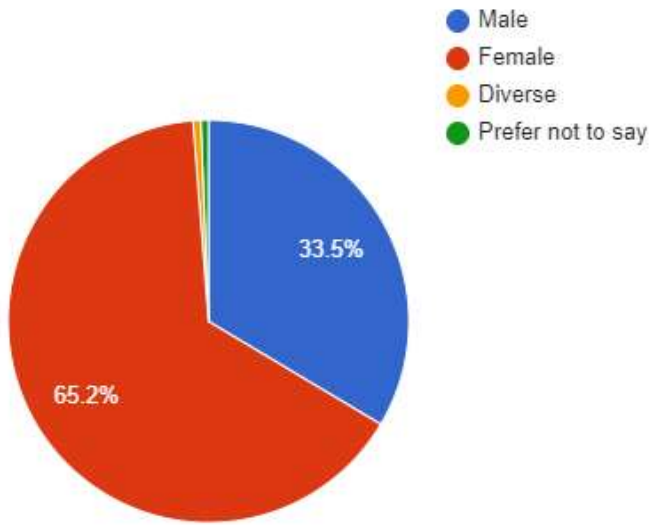
Table 9: Overview Values

Value	Meaning
1	Strongly disagree
2	Disagree
3	More or less disagree
4	Neutral/ don’t know
5	More or less agree
6	Agree
7	Strongly agree

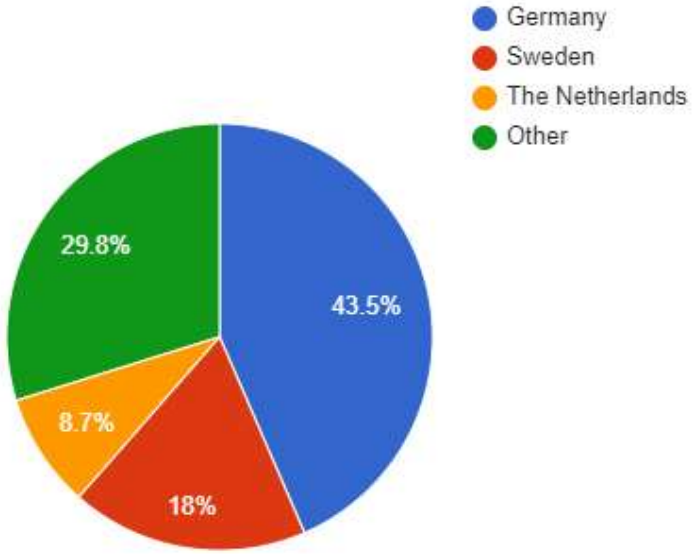
Question 1: Have you listened to a Podcast within the last six months?



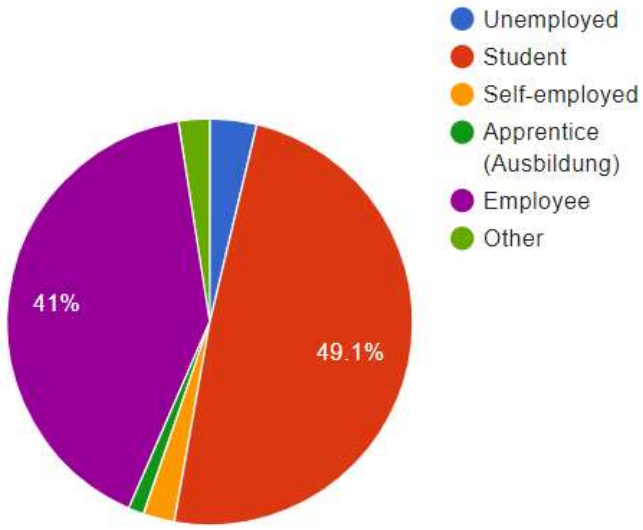
Question 2: Please specify your gender



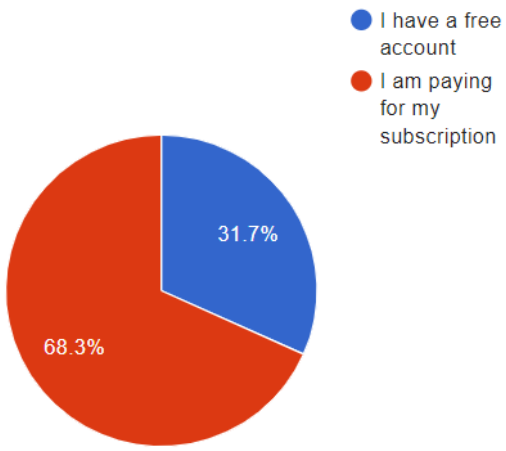
Question 3: What is your country of residence?



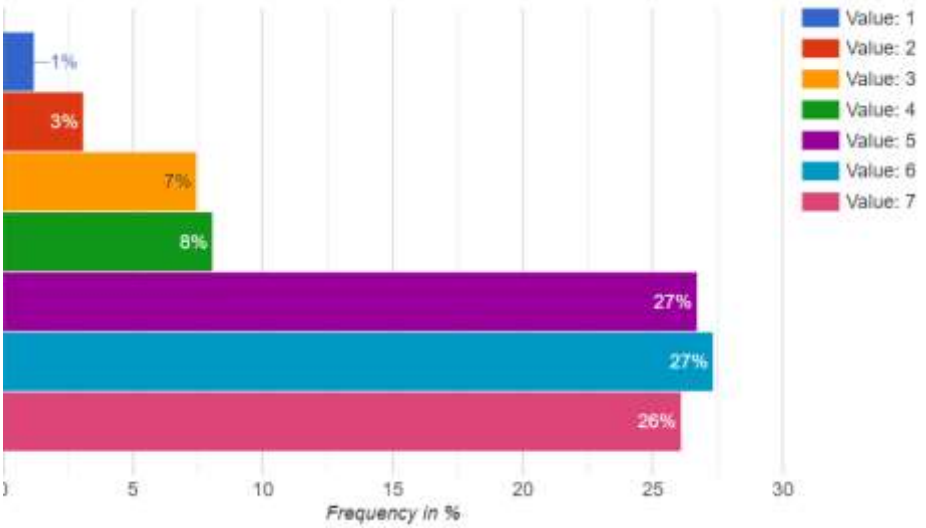
Question 4: What is your current employment status?



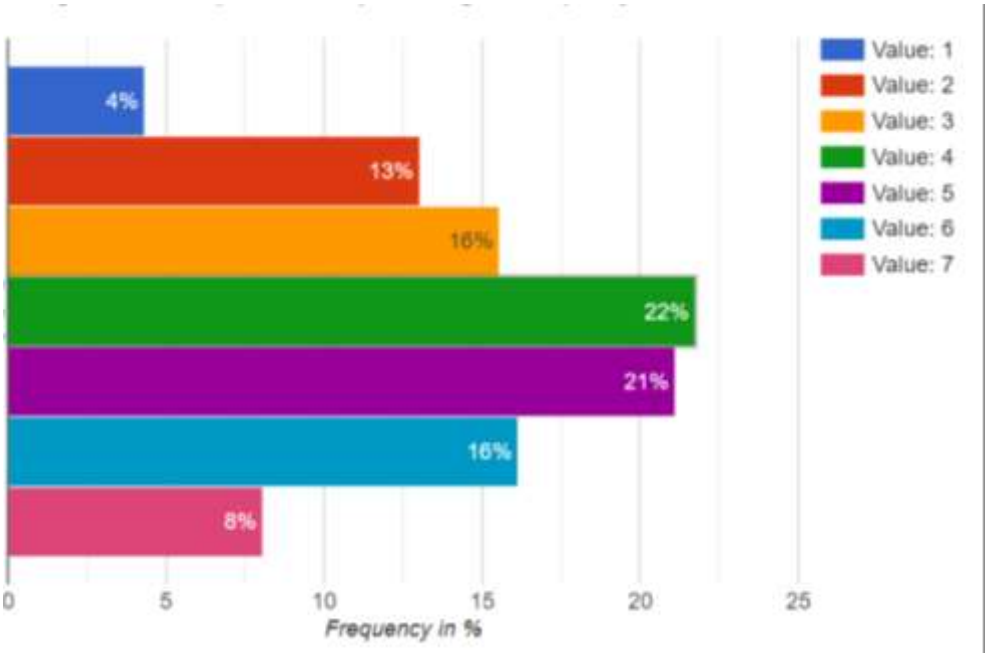
Question 5: What is your current employment status?



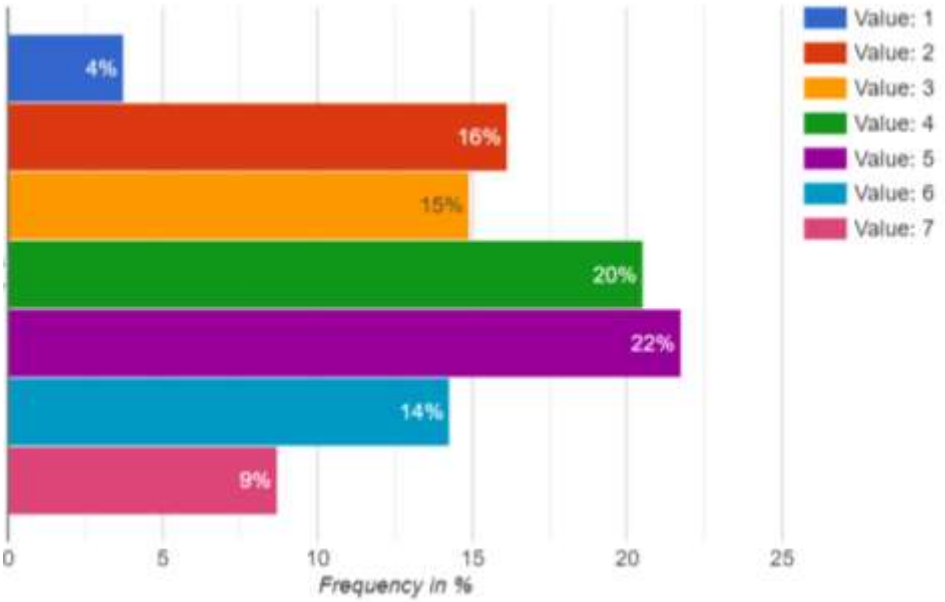
Question 6: I find Podcasts useful in my daily life



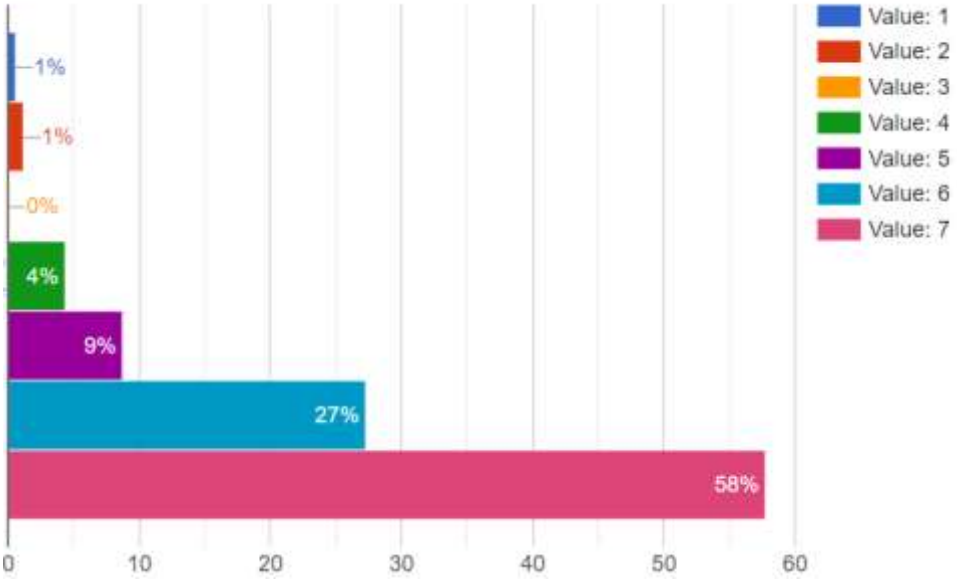
Question 7: Using Podcasts helps me accomplish things more quickly



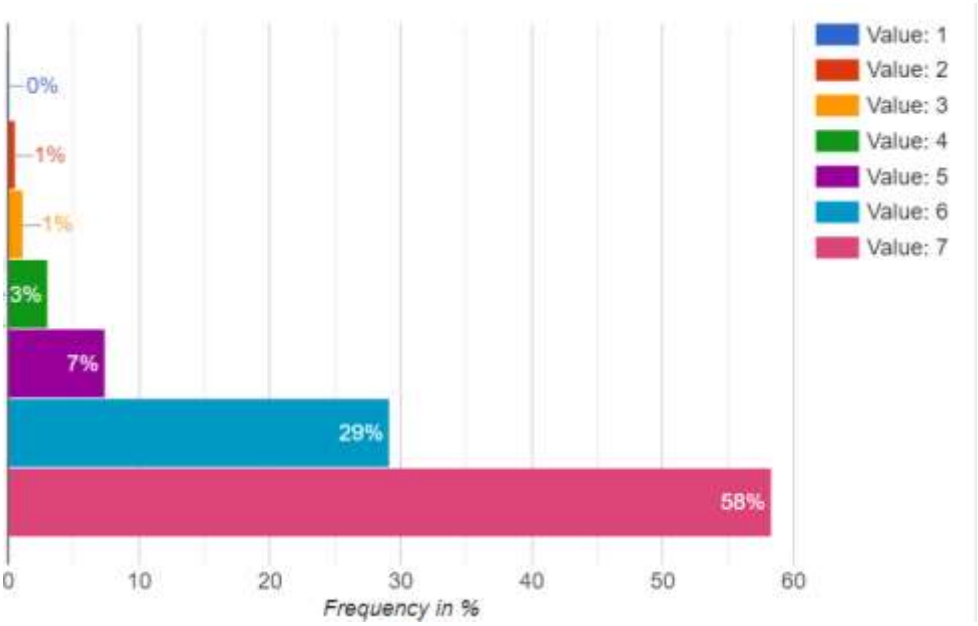
Question 8: Using Podcasts increases my productivity



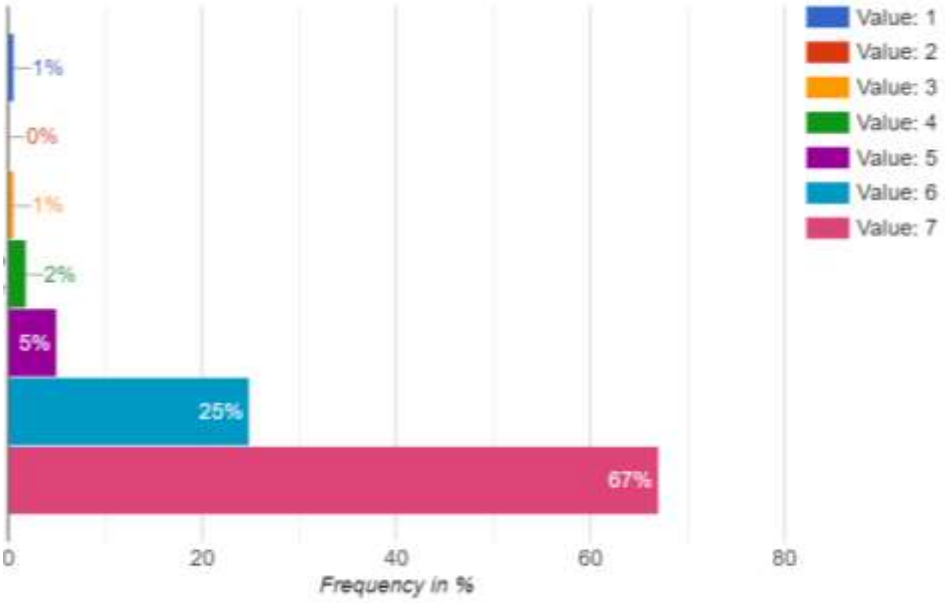
Question 9: Learning how to use Podcasts is easy for me



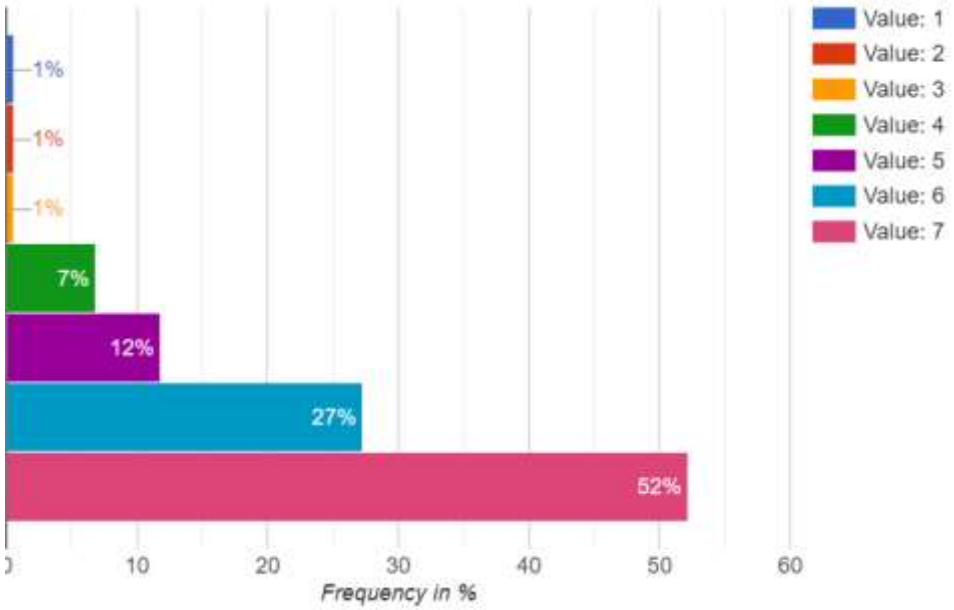
Question 10: My interactions with Podcasts is clear and understandable



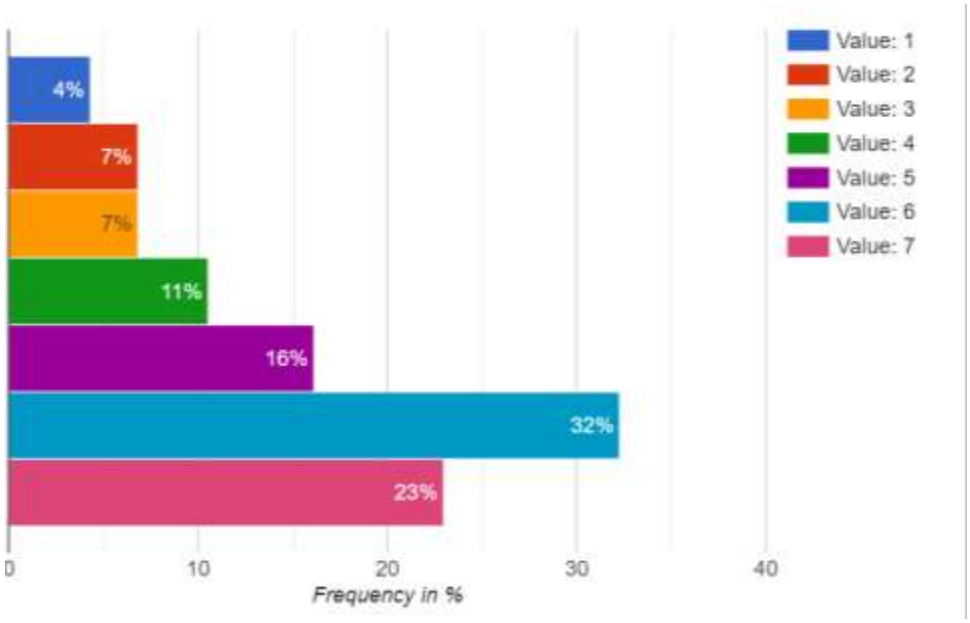
Question 11: I find Podcasts easy to use



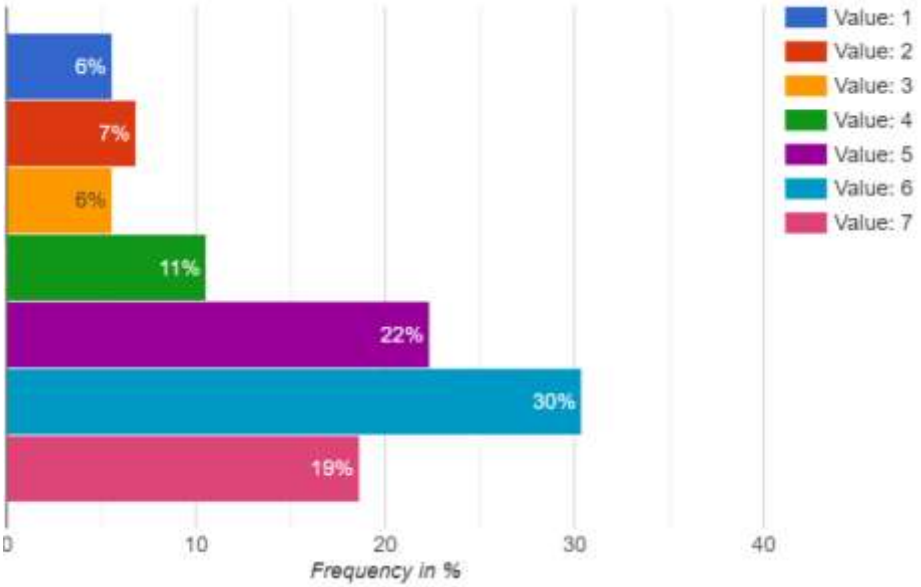
Question 12: It is easy for me to become skillful at using podcast platforms



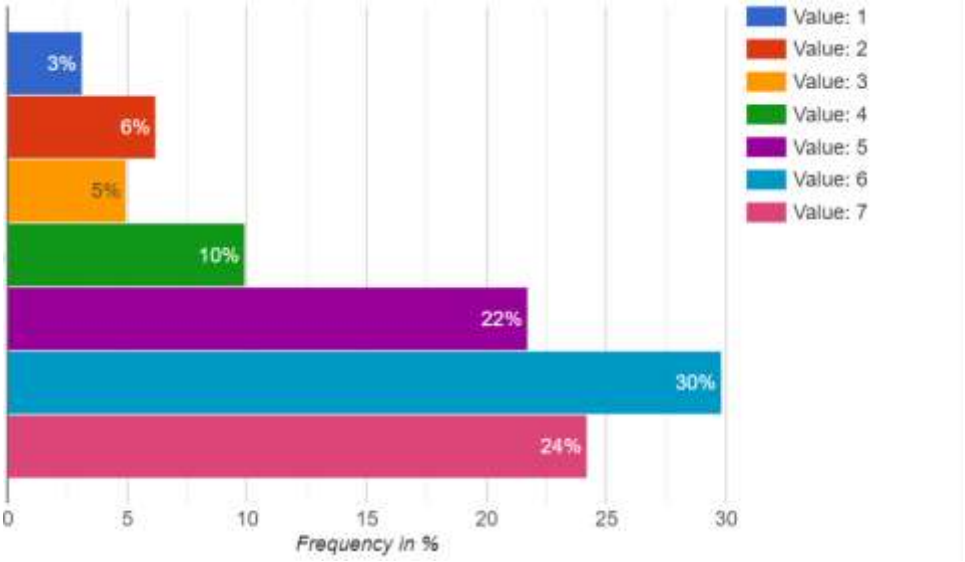
Question 13: People who are important to me on social media think that I should use Podcasts



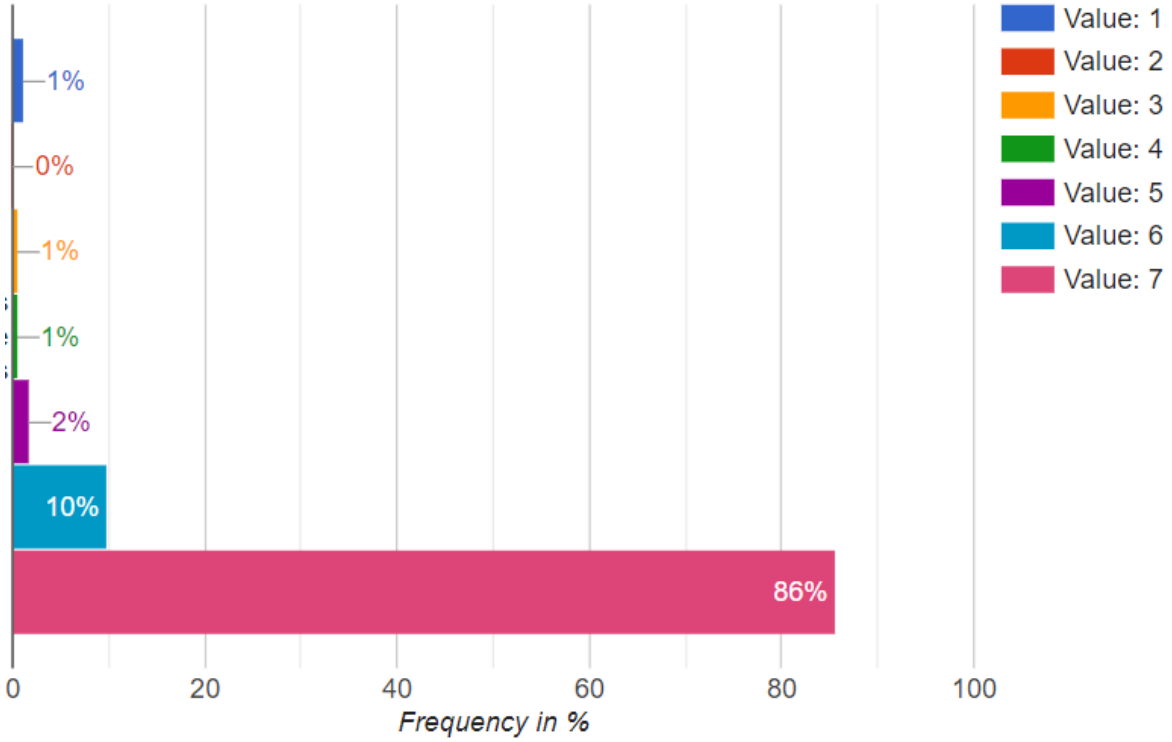
Question 14: People that have an influence on me on social media think that I should use Podcasts



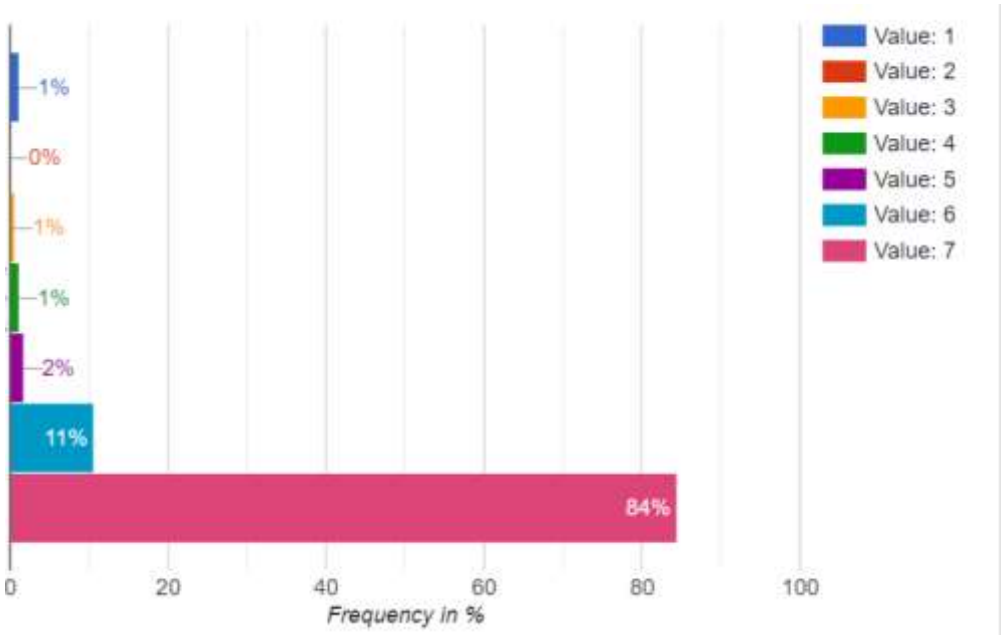
Question 15: People whose opinions that I value on social media prefer that I use Podcasts



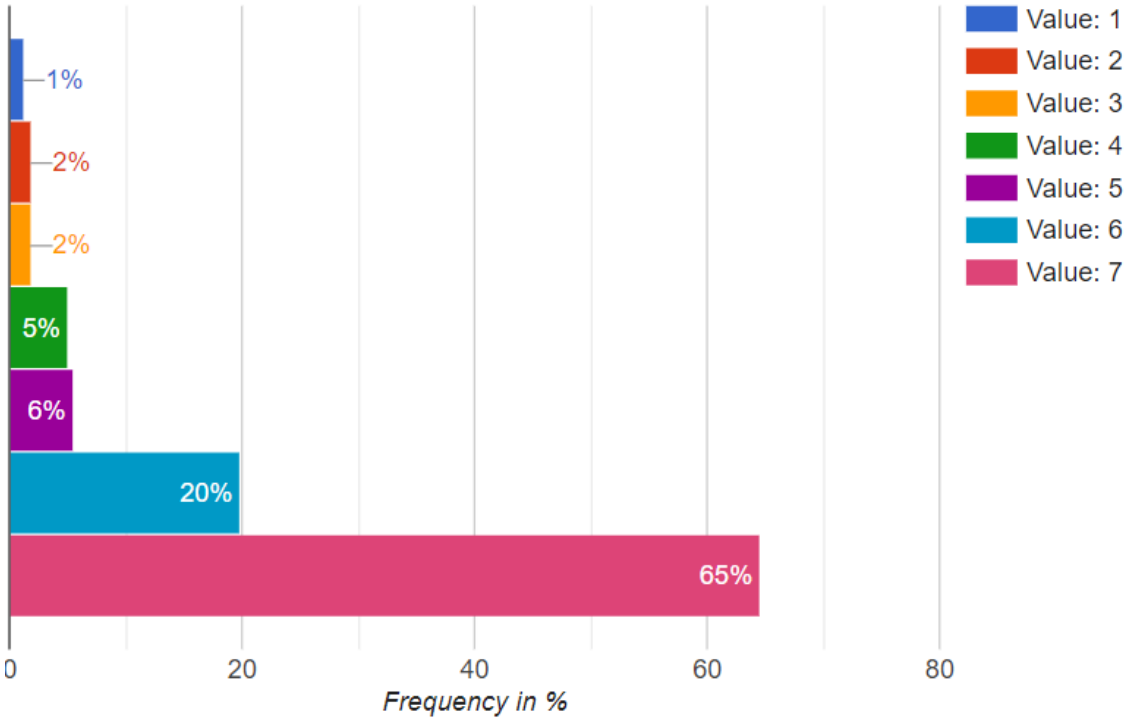
Question 16: I have the resources necessary to use Podcasts



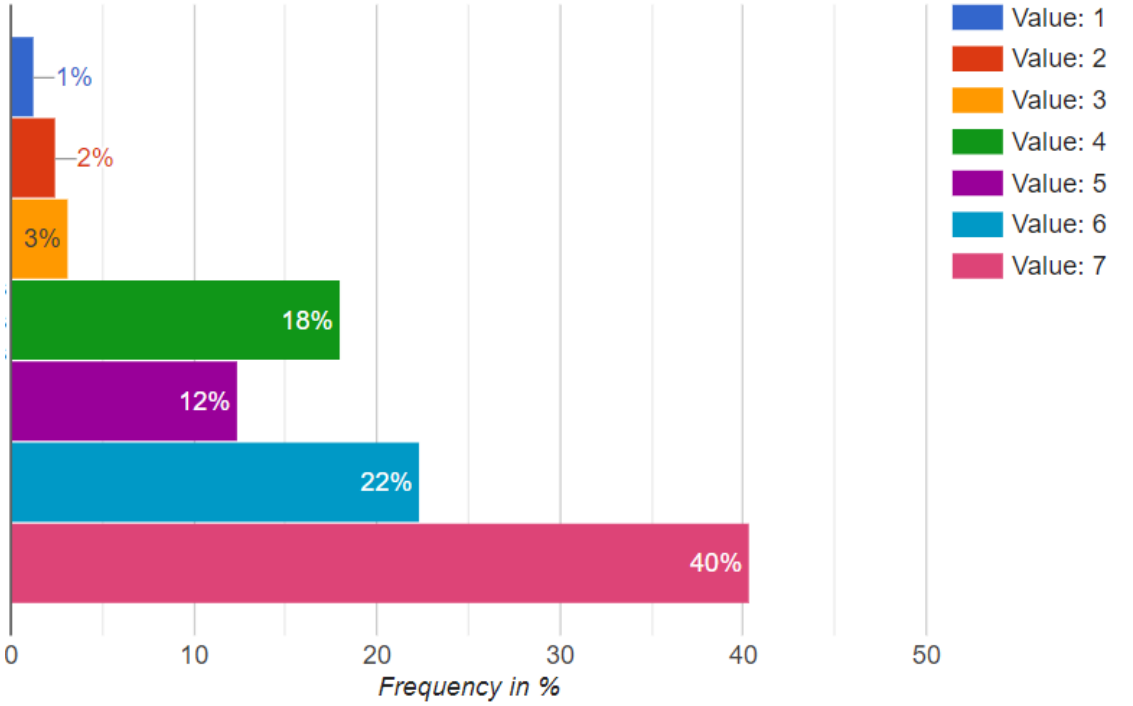
Question 17: I have the knowledge necessary to use Podcasts



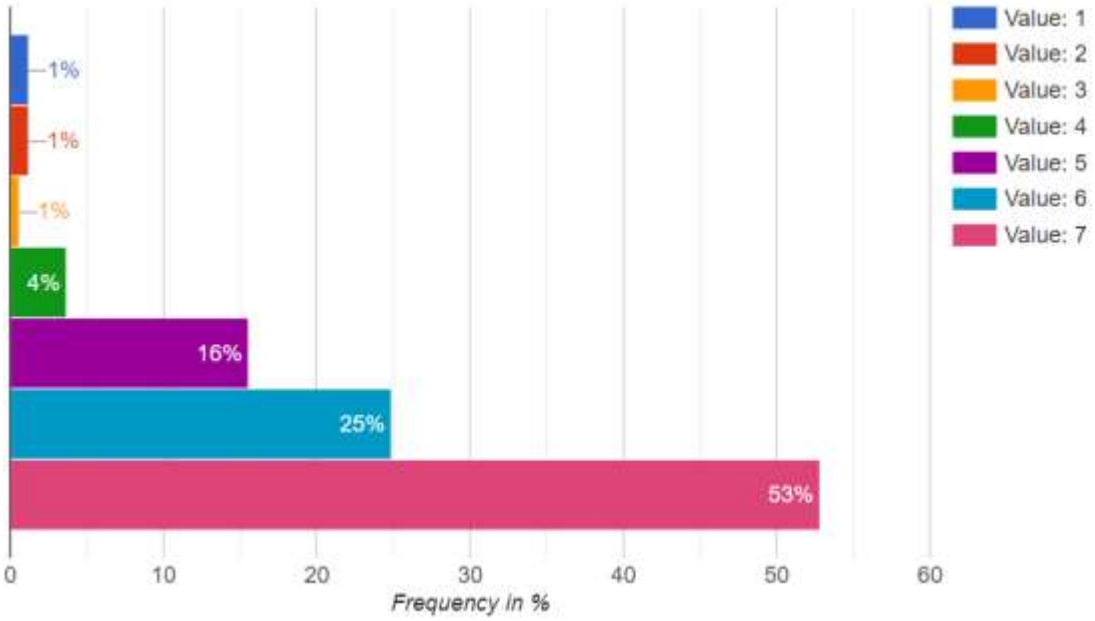
Question 18: Podcasts are compatible with other technologies I use



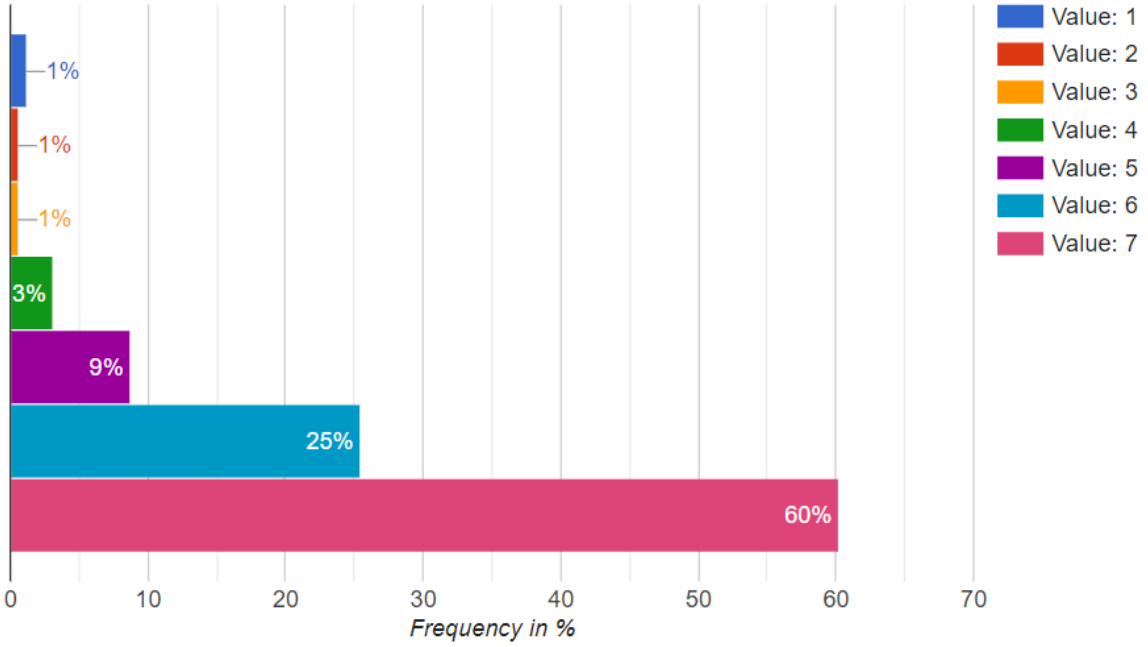
Question 19: I can get help from others when I have difficulties using Podcasts



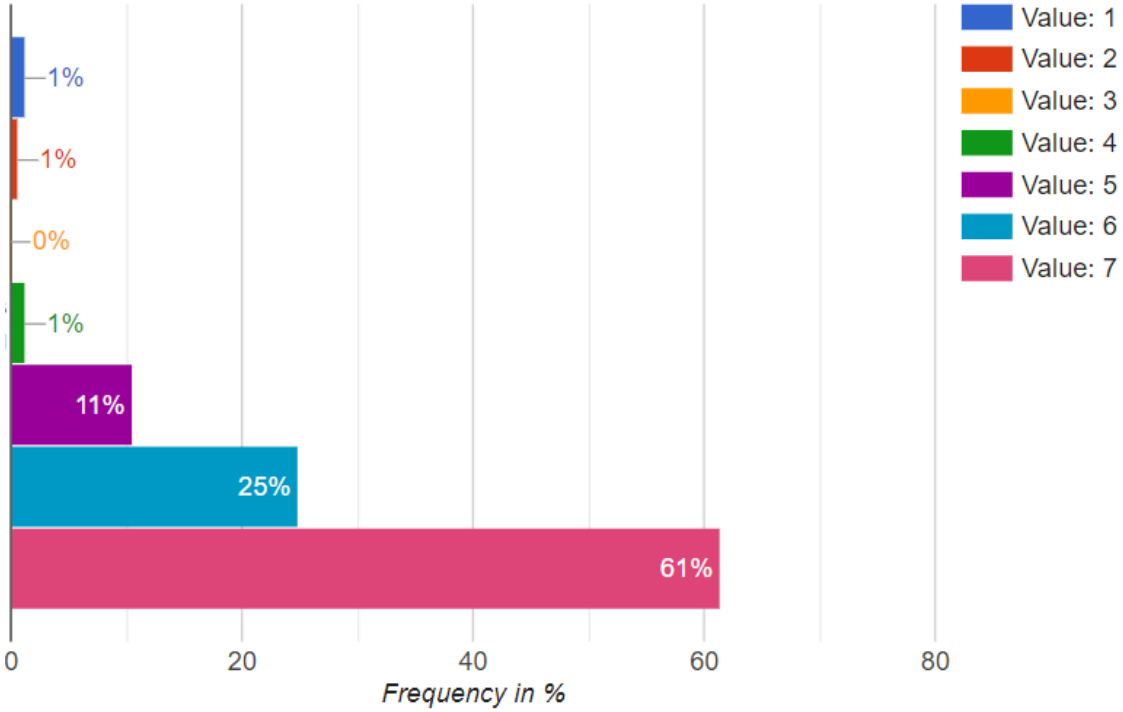
Question 20: Using Podcasts is fun



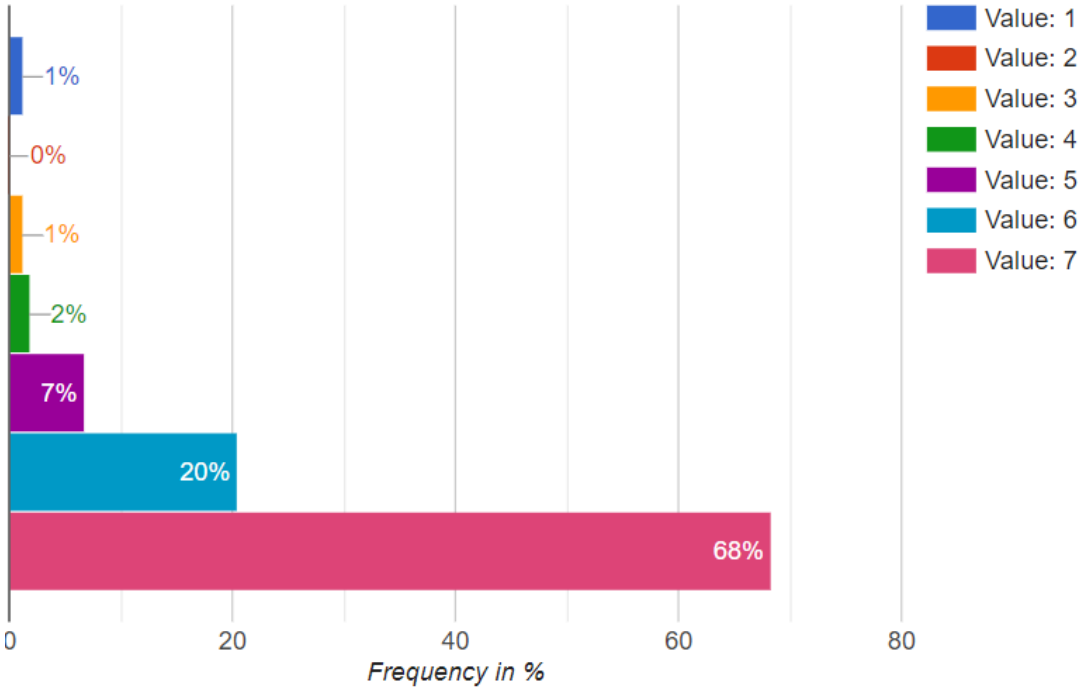
Question 21: Using Podcasts is enjoyable



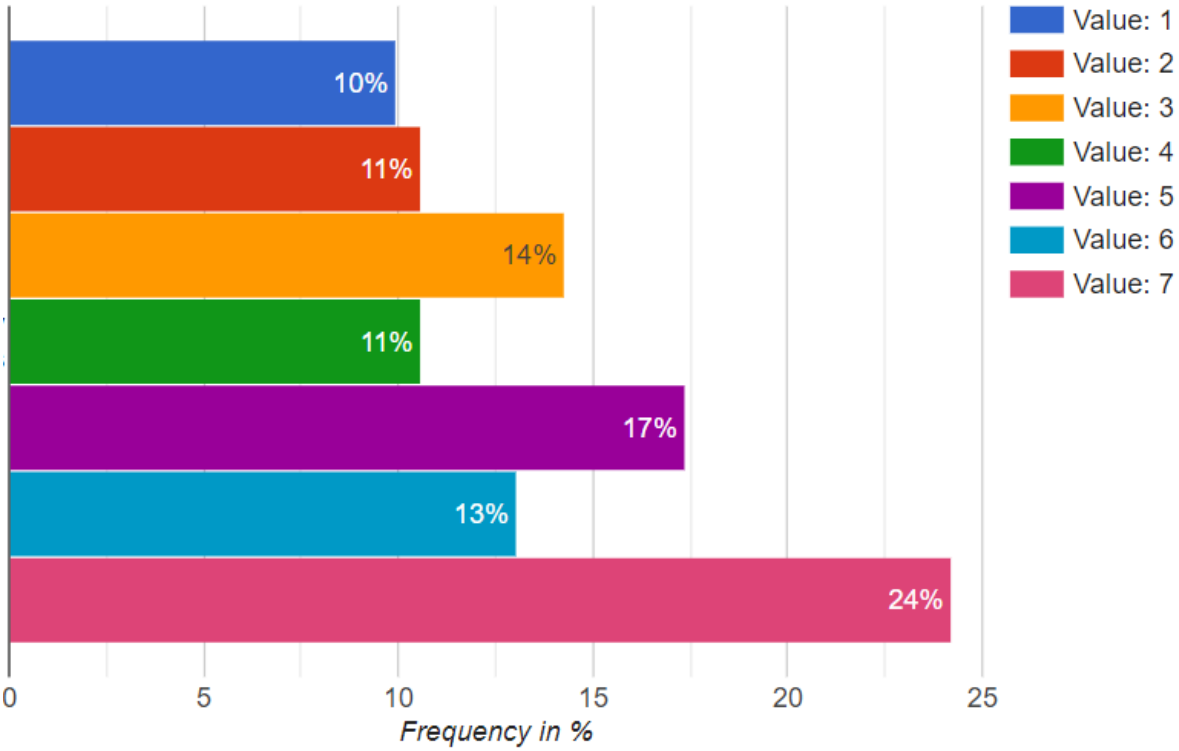
Question 22: Using Podcasts is very entertaining



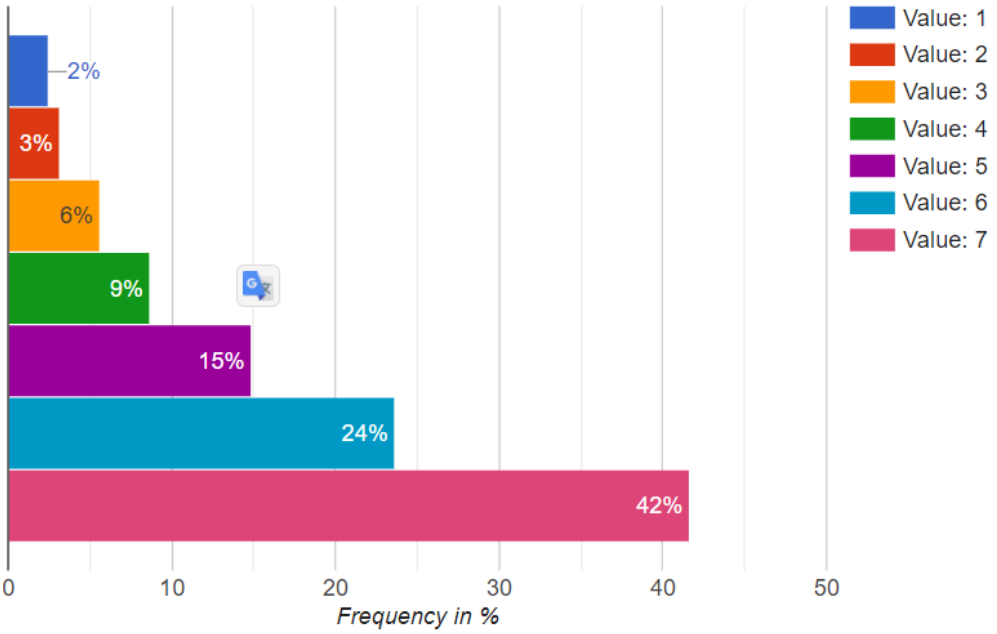
Question 23: I intend to continue using Podcasts in the future



Question 24: I use Podcasts on a daily basis



Question 25: I frequently use Podcasts



Appendix 3: Analysis Tables

Table 10: Factor loadings, Cronbach's Alpha, CR, AVE & VIF

		Factor Loadings	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)	Variance Inflation Factor (VIF)
Podcast Usage			0.790	0.905	0.826	
PU1	I use Podcasts on a daily basis	0.892				
PU2	I frequently use Podcasts	0.924				
Performance Expectancy			0.792	0.871	0.692	1.619
PE1	I find Podcasts useful in my daily life	0.849				
PE2	Using Podcasts helps me accomplish things more quickly	0.823				
PE3	Using Podcasts increases my productivity	0.823				
Hedonic Motivation			0.961	0.975	0.928	2.407
HM1	Using Podcasts is fun	0.957				
HM2	Using Podcasts is enjoyable	0.970				
HM3	Using Podcasts is very entertaining	0.963				
Social Media Influence			0.933	0.955	0.877	1.218
SMI 1	People who are important to me on social media think that I should use Podcasts	0.962				
SMI 2	People that have an influence on me on social media think that I should use Podcasts	0.930				
SMI 3	People whose opinions that I value on social media prefer that I use Podcasts	0.916				
Effort Expectancy			0.887	0.922	0.749	2.322
EE1	Learning how to use Podcasts is easy for me	0.872				
EE2	My interaction with Podcasts is clear and understandable	0.930				

EE3	I find Podcasts easy to use	0.926				
EE4	It is easy for me to become skilful at using Podcasts	0.716				
Facilitating Conditions			0.818	0.859	0.624	2.276
FC1	I have the resources necessary to use Podcasts	0.975				
FC2	I have the knowledge necessary to use Podcasts	0.982				