Determinant Factors Affecting Podcast Users' Acceptance to Listen to Podcast

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Abstract: *The growth of Information and Technology Systems which has an impact on changes in behavior patterns has resulted in users consuming digital media. Digital audio entertainment seeks to have consumers' attention by representing audio with its flexibility. The presence of podcasts as on-demand audio services attracts Internet users because it can be heard anytime and anywhere with any device. The growth of podcast users in Indonesia that tends to be fairly slow is the main focus in this research. This study aims to determine the factors that affect Indonesian podcast users' acceptance in listening to podcasts in order to help podcast companies to develop appropriate strategies to increase the listeners. This study adapted the model constructed by Venkatesh et al., UTAUT 2. This research will use a quantitative approach through a questionnaire with PLS-SEM as a data processing technique to analyze the relationship of the variables. The study will be limited to minimum 270 podcast users aged 18-34 in Jakarta and Bandung. The result indicates that habit directly and indirectly affects the use behavior. Hedonic motivation and price value, indirectly affect the use behavior of podcast users. Meanwhile, facilitating conditions directly affect the use behavior.*

Keywords: behavioral intention, PLS-SEM, podcasts, use behavior, UTAUT 2
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1. Introduction

It cannot be denied that the scope of media were significant in visual based. Pedrero-Esteban et al. (2019)'s study stated that entrepreneurs in audio information and entertainment sector were becoming aware to capture the consumer's attention. With audio media being introduced, audio has been placed equally with video consumption and has become the domination of Internet usage (Joshi, 2015). Because of the faster technology, the media consumption was soon to be adopted without considering place, pace, or the connection mode (Siemens, 2008). Thus, the devices, such as iPods, MP3, MP4, were created (Ribes et al., 2017). Joshi (2015) predicted that the percentage of audio and media consumption in terms of Internet traffic would reach 82% by 2018. Audio and media consumption in the digital era would be on-demand content, either it is visual or audio. According to Careless (2017), Rob McCracken stated that on-demand audio is in demand because customers nowadays want controls over their listening experiences.

The podcast industry has encountered a comeback in late 2014 after 10 years of being presented as the medium (Berry, 2015). It is supported by the awareness about the podcast industry that raised from 22% of people in 2006 to over 64% of people in 2019 (Watson, 2019). The trend of podcasting is approved by Ovum Research (2019) showed in Sweney

(2020) which predicted the podcast users to be growing more than six-leap from 287 million in 2016 to 1.85 billion in 2023. According to the regional podcast users classification, Saudi Arabia has the highest level of monthly listening consumption with the percentage of 40 of their total population, followed by Taiwan (39%), Canada (36%), Sweden (33%), China (29%), the US (26%), Italy (11%), Indonesia (10%), and Japan (8%) (Global Web Index, 2018; Bovée, 2019).

Based on the points above, it is obvious that the podcast industry is significantly increasing worldwide since 2014. The growth as well brings Indonesian entrepreneurs building new start-ups related to the audio platform, for instance, Inspigo, Spotify, Anchor, and NOICE. Nonetheless, entrepreneurs and podcasters should not deny the fact that growth is relatively slow and the growth is not as high as other on-demand contents (Eka, 2018). The growth of lndonesian listeners is not equal with the growth of podcasts. Even though the market size of podcast users are still small, the awareness of audio podcasting among Indonesian citizens is existing. The evidence shows that podcasts have a niche market and lack of technology acceptance. Related to that matter, the consideration of understanding podcast users' intention to listen must be assessed to understand the acceptance factors and develop right strategies. The result is to relatively grow the market.

All those facts above makes it clearer that that companies follow the trend without understanding the detailed statistics of its market since there is a lack of research studying the Indonesian acceptance of podcast users. In addition, there is also a lack of research studying podcast users' acceptance in general. There are only research in health and education sector for podcasts itself. Therefore, the gap remains to be an interesting circumstance to do further research in Indonesia that aims to investigate the acceptances which has the probability to increase the market size in Indonesia.

Thus, the objective of this research is to analyze the podcast users in terms of their acceptance in listening podcasts that lead to the podcast users' use behavior. Moreover, the research is to give a recommendation of the strategy regarding the results of the research.

2. Literature Review

The Unified Theory of Acceptance and Use of Technology (UTAUT) model is a renewed adaptation of the Technology Acceptance Model (TAM) (Davis, 1989). Several research defined A Unified Technology Acceptance and Use Theory (UTAUT) as the most accurate and up-to-date Technology Acceptance Model (TAM) used to determine intention to use and actual usage of technology (Huang & Kao, 2015). UTAUT argues that performance expectancy, effort expectancy, social influence and facilitating conditions are the stimulus of behavioral intention or use behavior, and that gender, age, experience and voluntariness of use have moderating effects in the acceptance of IT (Ho et al., 2015).

However, Venkatesh et al. proposed UTAUT 2 as the extended theory of acceptance to broaden the prior model in 2012. Three new variables were added as hedonic motivation, price value, and habit. UTAUT 2 has demonstrated a significant improvement in the variance as compared with UTAUT. . Based on UTAUT 2, the variance explained in Behavioral Intention increased from 56% to 74 and the use of technology from 40% to 52% (Chang, 2012). Included in this model are age, gender, and experience as a moderating variable that has an effect on other variables, except voluntariness that was dropped in the UTAUT 2 model.

According Venkatesh et al. in their research in 2003 and 2012, performance expectancy is when users gain benefits for their work performance by using technology. Effort expectancy is when the level of ease aligned with the device used. Social influence is the important others support users to use technology. Facilitating conditions are the technology system can facilitate users to use technology. Hedonic motivation is the fun or enjoyment by using technology. price value is the worth of technology use aligned with the price paid. Habit is continual behaviour of the users to use technology. Behavioural intention is the willingness to act in order to purchase, dispose, and use goods and services. Use behaviour is when the past use habits influence the behaviour in the future.

As the research has consistently demonstrated the robustness of UTAUT and its key results in Volume 17 Issue 5 Journal of the Association for Information Systems 332. The research will conduct UTAUT 2 as the model to analyze the factors that affect the podcast users to listen to podcasts. However, this research will not use the moderating effects since the validity is still vague. Only the studies have hardly looked at the moderating effects of age, gender, experience, and voluntariness. Most research only tested the main effects (e.g., Chang et al., 2007), while the others tested a subset of the effects of moderation (e.g., Gupta et al., 2008). Overall, many studies endorse UTAUT's generalizability, but only in terms of its main effects (Venkatesh et al., 2012).
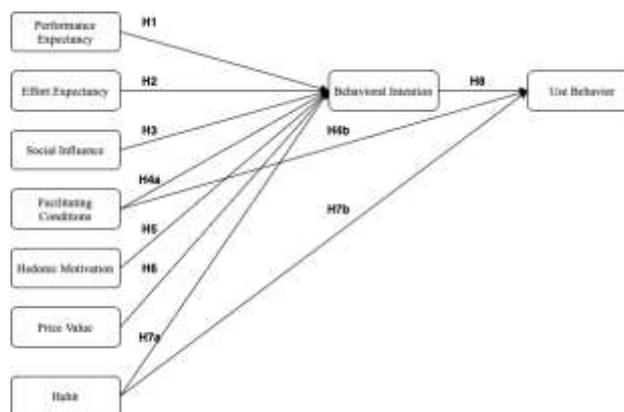
Figure 1: Conceptual Framework

Thus, the hypothesis is as follows:

H1   : Performance expectancy has a positive influence on the behavioral intention of podcast users to listen to podcasts.

H2   : Effort expectancy has a positive influence on behavioral intention of podcast users to listen to podcasts.

H3   : Social influence has a positive influence on the behavioral intention of podcast users to listen to podcasts.

H4a   : Facilitating conditions have a positive influence on behavioral intention of podcast users to listen to podcasts.

H4b   : Facilitating conditions have a positive influence on the use behavior of podcast users to listen to podcasts.

H5   : Hedonic motivation has a positive influence on the behavioral intention of podcast users to listen to podcasts.

H6   : Price value has a positive influence on the behavioral intention of podcast users to listen to podcasts.

H7a   : Habit has a positive influence on the behavioral intention of podcast users to listen to podcasts.

H7b   : Habit has a positive influence on the use behavior of podcast users to listen to podcasts.

H8   : Behavioral intention has a positive influence on the use behavior of podcast users to listen to podcasts.

3. Methodology

The study adopted a quantitative research approach. The targeted scope of research focuses on the podcast users who listen to podcasts at least once a week. The samples chosen are college students, both female and male, who live in Jakarta and Bandung in the age between 18 - 34 years old which has been adjusted from the highest monthly worldwide listeners. The questionnaires are based on the 27 indicators from each variables by referencing from Venkatesh et al. (2012).. It resulted in 302 respondents for the research. Using PLS-SEM method to analysis the data, Marcoulides and Saunders (2006) stated that PLS-SEM is commonly used in reserch involving information systems. The analysis conducted is using reflective method, includes outer and inner models of PLS-SEM.
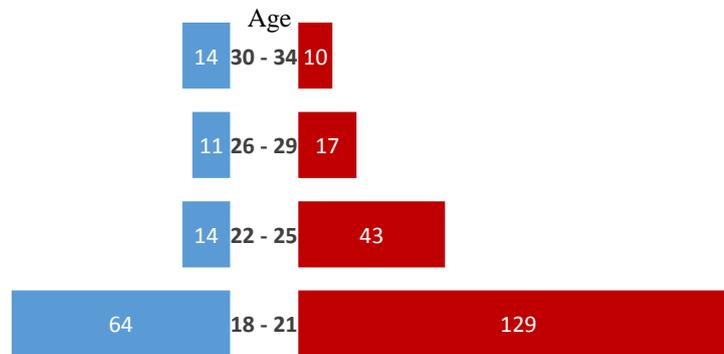
4. Results and Discussions

Figure 2: Respondents' gender and age

The online survey using questionnaires resulted in 302 respondents which consist of 65.9% female and 34.1% male, occupied by 192 respondents in the age range of 18-21 years old and a small portion of 22 – 25 years old (57 respondents), 26 – 29 years old (29 respondents), and 30 – 34 years old (24 respondents).
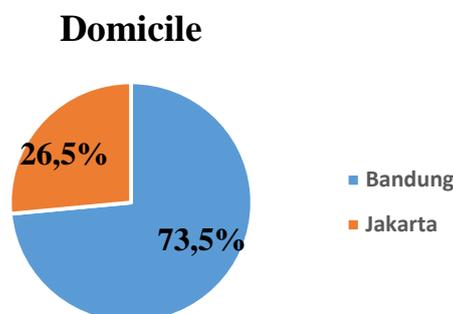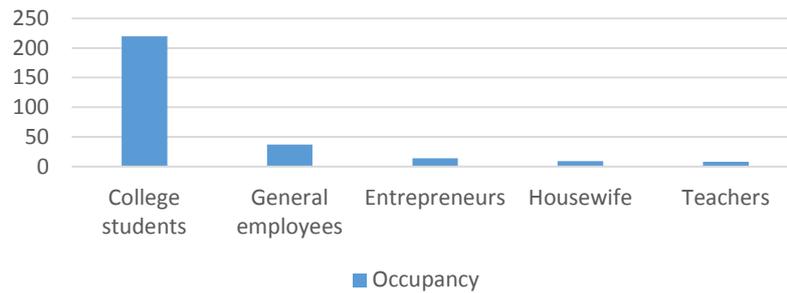

Figure 3: Respondents' domicile

Other than that, most of the respondents live in Bandung (73.5%) and others live in Jakarta (27.5%).

Top Five Occupancy

Figure 4: Respondents' top five occupancy

Figure 3 shows that most of the respondents' occupancy is college students at 220 respondents. Followed by general employees (37 respondents), entrepreneurs (14 respondents), housewife (9 respondents), and teacher (8 respondents). The rest of the respondents only occupied 1% of the answers.

Podcast Mobile Application Used
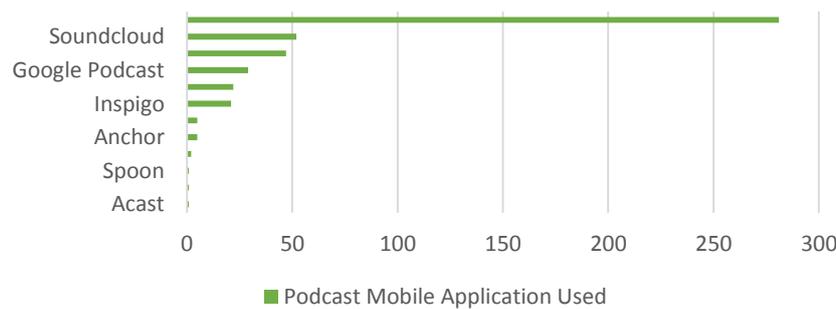
Figure 5: Podcast mobile application used

The results show that Spotify is the platform that they use to listen to podcasts (281 picks). Followed by Soundcloud at the second position (52 picks) and Apple Podcast at the third position (47 picks).

Table 1: PLS-SEM results

Structural Path	Path Coefficients	T-Values	Coefficients of Determination (R²)	Cross Validated Redundancy (Q²)	Result
Effort Expectancy → Behavioral Intention	-0.014	0.276	0.658	0.517	Not supported
Facilitating Conditions → Behavioral Intention	0.083	1.511			Not supported
Habit → Behavioral Intention	0.421	7.006			Supported
Hedonic Motivation →Behavioral Intention	0.215	4.026			Supported
Performance Expectancy → Behavioral Intention	0.101	1.645			Not supported
Price Value→ Behavioral Intention	0.126	2.230			Supported
Social Influence →	0.07	1.428			Not

Behavioral Intention					supported
Facilitating Conditions → Use Behavior	0.163	3.155	0.406	0.398	Supported
Habit → Use Behavior	0.282	3.850			Supported
Behavioral Intention → Use Behavior	0.295	3.711			Supported

Coefficient of Determination and Cross Validated Redundancy

The behavioral intention is explained by performance expectancy, effort expectancy, social influence, facilitating conditions, habit, price value, and hedonic motivation at 65.8% for R^2 and 51.7% for Q^2. The use behaviour is explained by facilitating conditions, habit, and behavioral intention at 40.6% for R^2 and 39.8% for Q^2. It can be concluded that the R^2 values, which shows model's predictive accuracy, for behavioral intention and use behavior are considered as moderate (Urbach & Ahlemann, 2010). Meanwhile, the Q^2 values, which show model's predictive relevance, are considered as large (Hair et al., 2017).

Hypothesis Testing

It is shown in the Table 1 that the hypothesis of performance expectancy, effort expectancy, social influence, and facilitating conditions do not affect to the behavioral intention (H1, H2, H3, H4a). Meawhile, the hypothesis of hedonic motivation, price value, habit have positive influence to the behavioral intention (H5, H6, H7a). The hypothesis of facilitating condition, habit, and behavioral intention have positive influence to the use behavior (H4b, H7b, H8).

Discussion

The proposed model was generally supported by the empirical data. Six of the ten hypotheses were supported meanwhile the four of them were not supported. Performance expectancy has a negative influence on the behavioral intention to listen to podcasts (T-Value 1.645 at significant level 0.05). This result can be assumed that Indonesian podcast users have a massive knowledge that they can gain advantages from listening podcast. The advantages can be assumed as entertainment and knowledge to escalate work performance. This finding affirms what was found in previous research by Kim & Kim (2016) which can be assumed that the podcast industry in South Korea has been well-accepted.

Effort expectancy also has a negative influence on the behavioral intention to listen to podcasts (T-Value 0.276 at significant level 0.05). The researcher assumed that using technology becomes effortless for Internet users, specifically podcast users. This result is aligned with the research findings from by Fadzil (2017). However, he had the contradictory reason in which the mobile application and Internet do not have the user-friendliness specifications.

Social influence also has a negative influence on the behavioral intention to listen to podcasts (T-Value 1.428 at significant level 0.05). This can be concluded that podcast users like podcasts not because of the stimulus from the important ones, the ones who influence their behaviour, and the ones whose the opinion valued by the podcast users. Kim & Kim (2016) confirmed that social influence does not affect the behavioral intention. They stated that the podcast users may aware of the influence of their surroundings, such as thoughts, attitudes, and recommendations. However, it does not affect them to have intention to use podcasts.

Facilitating conditions also have a negative influence on the behavioral intention to listen to podcasts (T-Value 1.511 at significant level 0.05). It can be assumed that the fast-growing

technology is affecting the result because the resources needed, such as knowledge, Internet network, important others who can help operating podcast services, are easy to be obtained. This is in line with the research conducted Fadzil (2017) which indicated that the facilitating conditions do not affect the technology acceptance with the contradictive assumption that the users do not have enough resources to use the technology.

Facilitating conditions have a positive influence on the behavioral intention to listen to podcasts (T-Value 3.155 at significant level 0.05). It can be concluded that the podcast users have lots of knowledge and resources to directly listen to podcast users and make it their behaviour. This result is aligned with the research findings by Ho & Chou (2009) which stated that facilitating conditions will affect the use behavior of podcast users. They claimed that podcast has an easy operation which has the low requirement for its software and hardware.

Hedonic motivation has a positive influence on the behavioral intention to listen to podcasts (T-Value 4.026 at significant level 0.05). It can be concluded that podcast users preserve podcasts as their enjoyment either to self-entertain or self-educate. Kim & Kim (2016) supported this result findings in which they stated that enjoyment of listening podcast is derived because of the content that is served to the users.

Price value has a positive influence on the behavioral intention to listen to podcasts (T-Value 2.230 at significant level 0.05). This indicates that the worth of podcasts' content is considered as the important factors in order to make the users willing to pay for it in the context of monetary costs, their time, and the Internet quota. The finding is in line with the research by Venkatesh et al. (2012) that stated that price value affects the podcast users in accepting information and technology system.

Habit has a positive influence on the behavioral intention to listen to podcasts (T-Value 7.006 at significant level 0.05). It indicates that the podcast users' addiction to podcasts and how they prefer audio than visual become the main factors to have an intention to listen to podcast. To support this finding, Venkatesh et al. (2012) and Saumell et al. (2019) found that the habit on using technology, specifically in the context of mobile application, is the strongest and the greatest predictor of behavioral intention.

Habit has a positive influence on the use behavior to listen to podcasts (T-Value 3.850 at significant level 0.05). Limayem et al. (2007) and Kim & Malhotra (2005) endorsed the importance of habit that has a direct effect to use behavior. They stated that prior related activities, such as listening to radios before podcast industry boomed, has become the strong factor which make the habit has a direct effect to use behaviour to listen to podcasts.

Behavioral intention has a positive influence on the use behavior to listen to podcasts (T-Value 3.711 at significant level 0.05). Venkatesh et al. (2003) and Engotoit et al. (2016) assessed that behavioral intention would significantly affect the use behavior to use technology.

5. Conclusion and Implications

Looking up to the research findings and its analysis above, it can be concluded that several factors in the UTAUT 2 model by Venkatesh et al. are affecting the acceptance of Indonesian podcast users. This model is fit for assessing podcast users acceptance. Podcast users can be

assumed to have substantial resources, knowledge on how to search for and use podcasts in this digital era. Hence, having only resources, knowledge and skills to listen to podcasts do not influence them to listen to podcast. It is also applicable to the social influence which has no effect to their acceptance. It is supported by how massive the content is in the Internet, people can search anything and find their preferences easily. It can be assumed that they know their preferences which companies need to make themselves more attractive to the users. companies surely need to reassess their model because they have lack of podcast listeners in which it can be the potential revenue resource considering the growth is increasing from time to time. The strategies, especially in the marketing plan, market research, and the competition context, must be considerations to develop more podcast listeners. After successfully doing customer acquisition, companies need to develop customer retention strategy in order to survive and sustain. In order to do that, Companies needs to regularly assess the behavior of their customers since people frequently shift the behavior because of the fast-changing trend. For instance, companies can assess the podcast users' behavior in website for the updated top podcast chart such as Chartable. Companies must be aware that people can easily be bored if they receive the same content every day, because of that companies need to know the best way to engage with their customers as well and make a content differentiation so that it can be more appealing.

6. Future Research

Due to the limitation in terms of demographical aspects, this research only studied podcast users in the range age of 18 to 34 years old. It also covered two major cities, Bandung and Jakarta, in Indonesia. The researcher assumed that the respondents have the same perception about podcasts. Future research should consider to broaden the area of the research in terms of age and locations as well as differentiating the group based on their choices since it may be resulted in different findings. Due to the limited research studying podcast users in the general context, the future research should analyse the potential technology acceptance factor based on the eight prior models and expand the UTAUT 2 model that is adopted in this research to determine the behavioral intention and use behavior to listen to podcast. In addition, the future research should consider age, gender, and experiences as the moderating variables in the model.

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