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# Factors Driving Subscription of Music Streaming Services (MSS): An Integration of Value-adjusted Adoption Model (VAM) and Theory of Planned Behavior (TPB)

Komal Singharia<sup>1</sup>, Garima Gupta<sup>2</sup>

## Abstract

Music streaming services (MSSs) generate the largest revenue share for the music industry but still struggle to attract subscribers and primarily rely on revenues from ad-supported services. The lack of research in this area provides an impetus to undertake the present study aimed at assessing the factors that are derived through an integration of two behavioral theories namely, the Value-adjusted Adoption Model (VAM) and the Theory of Planned Behavior (TPB). Using PLS-SEM technique, the primary data obtained from 243 users of MSSs has been analyzed to ascertain the impact of various psychological and attitudinal of the unified model for their impact on users' intention to subscribe MSSs. The findings yield interesting insights and provide suggestions that can be used by service providers to improve subscription. The study ends with outlining the scope of undertaking future research in this evolving industry.

**Key Words:** *Music streaming services, Attitude towards paid streaming, Intention to Subscribe*

JEL Classification: M31

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# Going Cashless: A Paradigm Shift in the Consumers' Perception towards Digital Payments during the Covid-19 Pandemic

Prof. (Dr.) Vibha Mathur<sup>1</sup>, Ms. Saloni Arora<sup>2</sup>

## Abstract

'Going cashless and paperless to build Digital India has been the dream of the Government of India since 2015. Covid-19 pandemic reinforced this concept when people were asked to 'Stay home, stay safe' and maintain social distancing. Digital transactions became the need of the hour when lockdown was announced on March 23, 2020. Various methods of digital payments in India include mobile wallets, internet banking, banking cards such as debit, credit, travel etc., Aadhar enabled payment system (AEPS), Unified payment interface (UPI), Unstructured supplementary service data (USSD). The retailers also actively engaged consumers to pay through digital modes and discouraged cash to safeguard their frontline employees. The curtailing of the spread of virus was possible through the use of digital payments vis-à-vis over the counter/cash payments. The study was conducted with the main objective to analyze the consumers' perception towards digital payments during the Covid-19 pandemic lockdown period. The study emphasizes on the perceived ease of use, perceived usefulness, perceived security and attitude from consumers' point of view towards online payments. Technology Acceptance Model (TAM) was used to study the consumers' perception towards digital payments and achieve the desired objectives. To arrive at the results, statistical tools like frequency, regression, ANOVA were applied using SPSS 22.0. The results showed that gender and age had no impact on the consumers' perception towards digital payments, however, ease of use, usefulness and attitude indicated intention to use digital payments. Through our research, we envisaged that the use of digital payments gained momentum during the lockdown period. It is expected that even in the post pandemic era, the use of digital payments will continue to rise.

**Keywords:** Covid-19 pandemic, lockdown, social distancing, digital payments, perception.

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# **An Empirical Study of Consumers Purchase Intentions and Behaviour towards Organic Food in India**

Chandni Aswal<sup>1</sup>, Kavita Sharma<sup>2</sup>

## **Abstract**

As today's consumers are becoming more concerned with their health and well-being, which is leading to remarkable growth in the organic food industry. This growth can be attributed to changes in consumers purchasing habits and a rise in environmental consciousness. Therefore, it is necessary to understand the factors that affect consumer's purchase intentions for organic food in the Indian context. This study aims to investigate the impact of health consciousness, green trust, and personal norms on consumers' purchase intention toward organic food. Further, the study also seeks to examine the mediating role of willingness to pay on the relationship between green purchase intention and behaviour and moderating role of green trust. The data of 210 respondents were collected using a questionnaire-based survey method and analyzed with structural equation modeling (PLS-SEM) software Smart PLS 4. The results show that health consciousness and personal norms positively impacted consumer purchase intentions and behaviour towards organic foods. Further, the study showed that willingness to pay partially mediates the relationship between GPI and GPB. Trust acts as a moderating factor in the relationship between health consciousness and GPI. This study provides valuable insight into consumer behaviour regarding organic food by examining the factors influencing consumers' purchase intentions for organic food and fostering a shift towards organic food consumption.

**Keywords:** *Health Consciousness, Green Trust, Green Purchase Intention, Willingness to Pay, Green Purchase Behaviour*

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# SOCIAL MEDIA ADOPTION AND PERFORMANCE OUTCOMES: A STUDY OF SELECT INDIAN SMEs

Dr. Monika Bansal<sup>1</sup>

## Abstract

The emergence and widespread usage of social media have revolutionized the way companies do business and market themselves. Particularly, SMEs that constantly faltered in fully exploiting traditional marketing tools as compared to large business organizations can leverage social media as a marketing tool. Nevertheless, limited attention has been devoted to comprehensively understanding the adoption of social media by small and medium enterprises in the Indian context. Given the dearth of studies investigating the adoption and usage of social media tools by Indian SMEs and the performance outcomes across various business models, the study uses a qualitative approach not only to understand the factors influencing social media usage but also how it affects the business performance of SMEs. It is based on interviews of select SMEs to gain a holistic understanding of participants' experiences. The study contributes to the emerging literature by addressing the research gap by understanding the drivers influencing social media usage, organisation, perceived challenges, and its impact on financial and non-financial performance outcomes. For industry consultants, there are implications for deeper enquiry and critical viewpoint to be embraced when guiding owners/ decision-makers of SMEs on the skilful adoption of social media platforms.

**Keywords:** *Social Media, Social Media Adoption, Social Media Usage, Performance Outcomes*

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# Circular Economy Practices: An Empirical Study of Renewable Energy in India

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Ms Iti Verma<sup>4</sup>

## ABSTRACT

India distinguishes itself as one of the globe's most rapidly advancing economies, offering a plethora of new opportunities. In the relentless pursuit of sustainable economic prosperity for the nation, energy sources have always played a pivotal role. Energy production through finite exhaustible natural resources can lead to deleterious effects and damage to the earth's ecosystem, and hence, requires a need for circularity in India's energy sector. The present study has analysed the impact of macroeconomic variables to promote the growth of renewable energy supply in the Indian power sector. The empirical findings revealed that positive and significant factors driving renewable energy in India include economic growth, trade openness and increased energy demand. However, environmental degradation lacks a significant relationship due to India's reliance on fossil fuels to meet growing electricity consumption needs in the short term. The Indian government promotes sustainable energy, reducing the dependency on conventional sources of energy effectively.

Keywords: Circular economy, Fossil fuels, India, Linear economy, Renewable energy sources.

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