

Digital Music Downloading and Forecasting Trends: A Study of University Students and E-Commerce Practices

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Abstract

A thorough online survey on music downloading behaviours was used in this research, which included learners studying online at a small-regional public institution. Aimed at different business courses, the poll investigated industry pricing, views towards downloading music legally and illegally, demographics, and litigation threats. While not fully generalizable, the results indicate that music piracy is widespread across U.S. campuses. The study also delves into forecasting methods used by E-Commerce firms, revealing a preference for non-quantitative techniques and assessing the accuracy of sales forecasts. Legal implications surrounding music piracy and the liability of servers or software distributors are also discussed, highlighting ongoing legal debates and industry responses.

Keywords: *Music Downloading, Online Survey, University Students, E-Commerce, Legal Implications, Forecasting Methods, Piracy, Demographics, Attitudinal Analysis, Sales Forecast Accuracy.*

Investigating Music Downloading Behaviors

This study, conducted by a medium-sized regional state university, aimed to understand the music-downloading behaviours of its students through an online survey. The study depended on anonymous participation, yielding a volunteer sample, and was primarily publicised in business-related courses, including consumer behaviour, online shopping, and corporate governance.

The methodology involved utilising a specific technology platform for the online survey, with many responses gathered in 2004. The survey measured a range of demographic factors, including age, gender, class standing, computer ownership, and internet usage, followed by 14 attitudinal statements. These statements were designed to gauge students' perspectives on various aspects of music downloading, encompassing both legal and illegal practices, industry pricing, music-sharing habits, and concerns about legal repercussions.

The results, while specific to the surveyed population, suggest that music downloading, including piracy, is a prevalent activity among university students in the U.S., without significant variation in attitudes and behaviours from one university to another. The study acknowledges the limitations in generalizability but proposes that further research encompassing a broader, cross-sectional demographic across various universities could provide more comprehensive insights. Additionally, it highlights the influence of technological advancements, like powerful PCs and portable devices, in shaping music piracy as an everyday recreational activity, raising questions about the effectiveness of industry pricing strategies and ethical considerations in the digital music landscape.

This research critically examines the digital music downloading trends among university students and their implications for the music industry, technology ethics, and legal frameworks in the context of rapidly evolving digital media consumption patterns.

Analysis of Forecasting Methods

This research looks at the forecasting strategies used by big and small online merchants, emphasising how much they rely on non-quantitative, unorganised methodologies. The main techniques noted were trend extension, using a portion of the earnings from the prior year, and management judgment. The study observes that these shops seldom use numerical forecasting tools, including breakdown, regression approaches, and computer simulation.

According to the survey, E-Commerce managers choose more basic forecasting techniques because they are more practical and easier to understand. Furthermore, by contrasting the anticipated and actual sales for a specific period, the study examined the correctness of these projections. In order to quantify this comparison and provide a measure of prediction accuracy, the error percentage between the predicted and actual transactions was calculated.

The research also investigates the relationship between these organisations' financial health and forecasting techniques. According to regression research, the degree of an institution's asset and liability capabilities and its failure are negatively correlated. This result suggests that the possibility of engaging in non-traditional banking operations does not substantially raise the risk of institutional collapse, unlike other research that found a correlation between failure and more significant investments in unusual assets and liabilities.

Overall, this research provides insights into the forecasting practices in the E-Commerce sector, highlighting a preference for more straightforward methods despite the availability of more advanced quantitative techniques, and explores the impact of these practices on institutional stability.

The Impact of Forecast Data Manipulation on Business Strategy

This study explores two critical areas in the contemporary business environment: manipulating forecast data within companies and the ongoing legal challenges in the digital music industry.

Manipulation of Forecast Data: The research identifies a significant gap in firms' sales forecasting practices. It observes that companies often limit their forecasting to a general company-wide approach rather than delving into more specific categories like customer type or product. This aggregate approach to forecasting can lead to a loss of detailed insights crucial for effective planning and control. The study emphasises the importance of developing nuanced sales forecasting procedures that offer more granular, actionable insights for managerial planning and decision-making.

Legal Challenges in the Digital Music Industry: The study addresses the evolving legal landscape concerning digital music rights, precisely the liability issues for servers and software distributors. It highlights the ongoing legal debate, exemplified by the Grokster case appeal to the U.S. Supreme Court, regarding the standards for contributory liability in copyright infringement cases. The research reflects on the music industry's strategic shift towards pursuing legal action against individual file-sharers. Despite the enormity of this task – given the millions of individuals involved – the industry appears to use these lawsuits more as a deterrent strategy than a practical solution for revenue recovery.

In summary, this study sheds light on the complexities of forecast data manipulation, its implications for business strategy, and the intricate legal battles in the digital music industry. The research

underscores the need for more refined forecasting techniques and a balanced legal approach to copyright infringement in the digital era.

Conclusion

The study offers valuable insights into the behaviour and attitudes of university students towards music downloading, underscoring the widespread nature of music piracy. It also sheds light on the forecasting practices of E-Commerce firms, emphasising the need for more structured and quantitative methods. The legal challenges and responses from the music industry highlight the ongoing complexities in addressing music piracy. Overall, the research underscores the importance of nuanced approaches in understanding digital media consumption, forecasting practices, and the legal landscape of digital content.

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