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YẾU TỐ TÁC ĐỘNG ĐẾN Ý ĐỊNH SỬ DỤNG NỀN TẢNG NGHE NHẠC TRỰC TUYẾN CỦA SINH VIÊN TRƯỜNG ĐẠI HỌC NGOẠI THƯƠNG

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Tóm tắt

Trong thời đại chuyển đổi số, các nền tảng phát trực tuyến âm nhạc đã thay đổi cách thị hiếu tiếp cận và thưởng thức âm nhạc. Nghiên cứu này xem xét các yếu tố ảnh hưởng đến việc sử dụng dịch vụ phát nhạc trực tuyến của sinh viên Đại học Ngoại thương tại Hà Nội, Việt Nam. Áp dụng Lý thuyết Thống nhất về Chấp nhận và Sử dụng Công nghệ 2 (UTAUT2) và phân tích mô hình cấu trúc (SEM) trên 320 phản hồi, cho thấy Điều kiện Thuận lợi, Động lực Hưởng thụ, Kỳ vọng Hiệu suất và Thói quen có ảnh hưởng tích cực đến Ý định Sử dụng dịch vụ, trong khi Kỳ vọng Nỗ lực và Giá trị Chi phí không có vai trò nổi bật. Nghiên cứu nhấn mạnh sự cần thiết của tính năng lấy người dùng làm trung tâm; khuyến nghị về phát triển cơ sở dữ liệu âm nhạc địa phương, hợp tác với các hãng đĩa Việt Nam và tham khảo chiến lược từ Spotify hay YouTube Music.

Từ khóa: Dịch vụ phát nhạc trực tuyến, ý định sử dụng, tiêu thụ âm nhạc kỹ thuật số, sinh viên

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FACTORS AFFECTING THE INTENTION TO ADOPT MUSIC STREAMING SERVICES AMONG FOREIGN TRADE UNIVERSITY STUDENTS

Abstract

In the digital age, music streaming platforms have transformed how individuals access and enjoy music, especially among tech-savvy students. This study explores factors influencing the adoption of music streaming services by students at Foreign Trade University, Hanoi, using the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2). Seven variables—Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, and Habit—serve as the analytical framework. Structural equation modeling (SEM) was applied to 320 valid responses. Findings reveal that facilitating conditions, hedonic motivation, performance expectancy, and habit significantly shape behavioral intentions to adopt music streaming services, while effort expectancy and price value were less influential. The research highlights the need for user-centric features and localized content to attract Vietnamese users. Recommendations focus on strengthening local platforms like ZingMP3 and Nhaccuatui through creative features, community engagement, and collaborations with Vietnamese record labels. These strategies aim to better align services with local preferences, ensuring greater competitiveness in Vietnam's dynamic music streaming market.

Keywords: Music streaming services, intention to adopt, digital music consumption, student.

1. Introduction

Vietnam is a nation rich in cultural diversity, with a musical heritage spanning thousands of years. Its music scene merges traditional folk styles, contemporary pop, and influences from Western genres (Olsen, 2008). This diversity has significantly shaped music consumption habits among Vietnamese youth, especially students, who increasingly turn to music streaming platforms catering to both local and international tastes. The ability to curate playlists that reflect personal and cultural identities highlights the need to understand which features resonate most with this demographic.

According to Briefing (2023), “approximately 93% of Vietnamese users access music through mobile devices,” underscoring the importance of mobile optimization and intuitive interfaces. Students, who rely heavily on smartphones for daily activities, consider music streaming services essential. Features like offline listening, personalized playlists, and social sharing are particularly valued, making continuous innovation vital to retaining this tech-savvy audience.

The COVID-19 pandemic further transformed global and Vietnamese music consumption. Lockdowns and social distancing measures drove users to digital platforms, replacing live performances with virtual concerts and online events (Oliver and Lalchev, 2022). Streaming services offered comfort and connection, helping students cope with remote learning and social isolation through shared playlists and virtual listening parties. These shifts not only redefined how

students access music but also raised questions about the sustainability of these consumption patterns.

Global platforms like Spotify and Apple Music, alongside local services such as Zing MP3, have revolutionized music consumption (Briefing, 2023). While global platforms dominate in functionality and reach, local providers leverage their alignment with Vietnamese culture. Younger generations' preferences for digital platforms necessitate exploring what drives their choices.

This study uses the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) to examine factors influencing music streaming adoption among Foreign Trade University students. Developed by Venkatesh et al. (2012), UTAUT2 incorporates constructs like hedonic motivation, price value, and habit alongside performance expectancy, effort expectancy, social influence, and facilitating conditions. These variables provide a robust framework to analyze consumer behavior in leisure and entertainment technologies.

By leveraging UTAUT2, this research identifies the relative importance of these factors in shaping students' decisions. Understanding these dynamics will offer valuable insights for designing user-centric features and enhancing engagement strategies, ensuring music streaming services meet the evolving needs of Vietnamese students. The remainder of this paper includes the theoretical framework, research model, methodology, results, and practical implications, culminating in actionable recommendations for the music streaming industry.

2. Literature Review

2.1. Adoption models

Unified Theory of Acceptance and Use of Technology (UTAUT), developed by Venkatesh et al (2003) has been widely recognized for its ability to explain technology adoption behavior. In 2012, UTAUT was refined to UTAUT2 to better address consumer behavior, adding constructs like hedonic motivation, price value, and habit beside performance expectancy, effort expectancy, social influence and facilitating conditions, along with moderating factors such as age, gender, and experience (Venkatesh et al., 2012). This study aims to apply UTAUT2 to the specific context of music streaming services among Vietnamese university students and to contribute to the further development and application of UTAUT2 in this context (Figure 2.1).

2.2. Variables and Hypotheses

2.2.1. Performance Expectancy

Performance Expectancy (PE) is the perception that a technology improves job performance (Venkatesh et al., 2012). Users who find a system useful are more likely to form positive attitudes and satisfaction (Shatnawi et al., 2020), leading to greater intention to continue use. While online music services are mainly entertainment, they also offer functional benefits (Chu et al., 2007).

Features like music discovery, organization, and social sharing enhance appeal (Hampton-Sosa, 2017). Users who find these services valuable are more likely to increase usage, reduce reliance on others, and share positive word-of-mouth. Research consistently affirms a positive relationship between PE and BI (Ameri et al., 2020; Nikolopoulou et al., 2020; Rahman, 2020; Baptista, 2015; Luo, 2010).

Consequently, the following hypothesis is put forth:*Hypothesis 1: Performance expectancy (PE) is positively related to behavioral intention (BI).*

2.2.2. Effort Expectancy

Users perceive technology as advantageous when it streamlines tasks, provides benefits, and meets expectations for high-impact, low-effort solutions. Effort Expectancy (EE), or perceived ease of use, is a key factor influencing BI (Venkatesh et al., 2012). Sair and Danish (2018) confirm the relationship between BI and EE. Studies show EE significantly impacts BI. Kwong and Park (2008) found that perceived ease of use from the Technology Acceptance Model (TAM) predicts BI, with Davis (1989) arguing user-friendliness drives adoption. This supports interviews highlighting ease of access for online music streaming. EE is crucial for adopting hedonic systems (Van der Heijden, 2004; Venkatesh et al., 2012) and positively influences BI for smartwatches (Beh et al., 2019), mobile financial services (Rahman et al., 2020), music streaming (Lüders, 2020), and e-hailing.

Therefore, the following hypothesis is put forward: *Hypothesis 2: Effort Expectancy (EE) is positively related to behavioral intention (BI).*

2.2.3. Social Influence

Social Influence (SI), as defined by Venkatesh et al. (2012), refers to the perceived social pressure to use a technology. SI shapes consumer attitudes towards music streaming services with positive feedback, such as peer recommendations, increasing a service's value and desirability, leading to stronger adoption intentions. Previous studies (Ameri, A. et al., 2020) have demonstrated a positive relationship between SI and BI, particularly in the context of technology adoption among students. In the entertainment sector, SI has been shown to significantly influence consumer attitudes towards music streaming, affecting decisions to subscribe to premium features (Dörr et al., 2013; Kwong et al., 2008; Chen, 2018).

Hence, the following hypothesis is proposed: *Hypothesis 3: Social influence (SI) is positively related to behavioral intention (BI).*

2.2.4. Facilitating Conditions

Facilitating conditions (FC) refer to consumers' perceptions of the technical support available to advocate new technology use (Venkatesh et al., 2012). This concept and its origins are believed to encompass technological aspects designed to eliminate barriers to use (Venkatesh et al., 2003).

Starting from the understanding that online music streaming services are internet-based services, it is necessary to have online access and resources to do so (Kwong and Park, 2008). FC, equivalent to behavioral control in the Theory of Planned Behavior (Ajzen, 1991), significantly influences BI and actual usage, especially in the evolving music streaming industry (Pinochet et al., 2019; Venkatesh, 2012).

Therefore, we hypothesize that: *Hypothesis 4: Facility Conditions (FC) are positively related to Behavioral Intention (BI).*

2.2.5. Hedonic Motivation

Hedonic Motivation (HM) is the pleasure derived from using a technology (Venkatesh et al., 2012). In music streaming, it refers to the anticipated enjoyment from listening to music (Chen, 2018). As leisure-focused services, music streaming is categorized as a hedonic system (Chen, 2018). Users who expect pleasure from features like diverse genres, high-quality audio, and personalized recommendations are more likely to adopt these services. Additionally, the social aspects of music streaming, such as sharing playlists and discovering new music, enhance the experience and drive adoption. Perceived enjoyment, a key aspect of HM, strongly predicts technology adoption (Van der Heijden, 2004).

Building upon this understanding, the following hypothesis is posited:*Hypothesis 5: Hedonic motivation (HM) is positively related to behavioral intention (BI).*

2.2.6. Price Value

Price Value (PV) refers to the cognitive trade-off between perceived benefits and monetary costs of using a service (Dodds et al., 1991; Venkatesh et al., 2012). Users finance the technologies themselves. The UTAUT2 model benefits from adding PV, as studies confirm price as a key factor in BI (Bhattacharjee et al., 2003; Chiang & Assane, 2009; Doerr et al., 2010; Dorr et al., 2013). Dörr et al. (2013) found music streaming services attract former music pirates who avoided legal consumption due to high costs. However, free alternatives make converting users to paid versions challenging (Kunze & Mai, 2006). Other research shows PV positively influences continued BI for music streaming (Lüders, 2020) and mobile services (Rahman et al., 2020).

Hence, we hypothesize that: *Hypothesis 6: Price Value (PV) is positively related to behavioral intention (BI).*

2.2.7. Habit

Habit, as defined by Venkatesh et al. (2012), reflects behavior driven by past experiences, often linked to positive outcomes or convenience. Soares et al. (2020) suggested that past experiences significantly influence habit formation. As individuals repeatedly use a music streaming service, they develop habits that influence future behavior. Research consistently shows

a positive relationship between habit and BI (Kim et al., 2005; Limayem et al., 2007; Limayem et al., 2003; Ameri et al., 2020; Nikolopoulou et al., 2020).

As a result, the following hypothesis is advanced:*Hypothesis 7: Habit (HT) is positively related to behavioural intention (BI).*

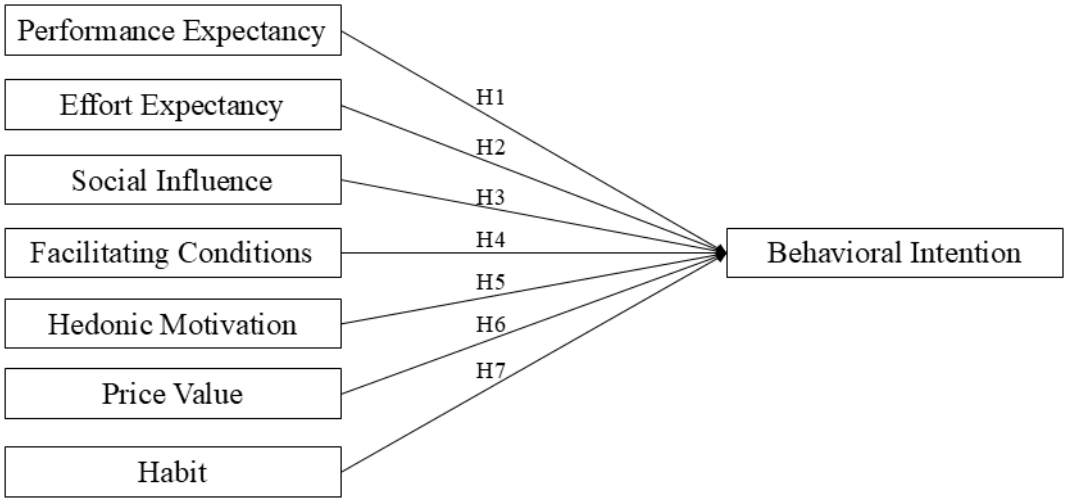

Figure 2.1. Proposed model

Source: The research group's data

3. Research Methodology

3.1. Data Collection & Sample Characteristics

The study employed quantitative measures derived from established models in technology adoption literature. Constructs related to the UTAUT2 framework were adopted from Venkatesh et al. (2012).

Data was collected via an online survey using Google Forms, targeting students from Foreign Trade University, conducted from November 14th, 2024 until November 18th, 2024. A convenient sample of 320 was obtained, sufficient for structural equation modeling, as the minimum required sample size is typically between 100 and 150 (Gefen et al., 2000; Ding et al., 1995).

3.2. Statistical Analysis Method

The data analysis was conducted using IBM SPSS Statistics software, employing a two-step approach rooted in covariance-based Structural Equation Modeling (SEM): validating the measurement model through Confirmatory Factor Analysis (CFA) and analyzing the hypothesized relationships in the structural model. First, CFA was employed to validate the measurement model, ensuring the integrity of the latent constructs. CFA confirmed the fit of these relationships, forming the basis for hypothesis testing. Then, the validated research model was analyzed structurally using

SPSS to examine causal relationships between endogenous and exogenous latent variables (Gefen et al., 2000). This involved testing hypotheses by assessing the significance of connections between constructs, providing insights into the relationships and dynamics of the proposed theoretical framework.

The questionnaire was designed based on the proposed conceptual model and measured eight constructs: performance expectancy (PE), effort expectancy (EE), social influence (SI), facilitating conditions (FC), hedonic motivation (HM), price value (PV), habit (HT), and behavioral intention (BI). Indicators for these constructs were adapted from Venkatesh et al. (2012). Additional items for the constructs were referenced from complementary studies to enhance robustness. The survey was initially written in Vietnamese, then translated into English using forward and back-translation to ensure equivalence.

The questionnaire utilized a 5-point Likert scale, ranging from "strongly disagree" to "strongly agree," to measure the participants' responses. Before deployment, the questionnaire underwent a pilot test with 20 participants to assess clarity, reliability, and validity. Feedback refined the instrument for the main study, administered online to university students and relevant demographics. This non-probabilistic sampling approach (Iacobucci and Churchill, 2018) confirmed the scales were reliable and valid for the main data collection.

4. Results

4.1. Descriptive statistics

4.1.1. Demographic Characteristics

The respondents in this study were characterized by their demographic attributes (gender and academic year). A total of 320 responses were collected from students at Foreign Trade University (FTU), with a significant majority identifying as female (73.1%) compared to male respondents (26.9%). This indicates a strong representation of female participants within the sample.

In terms of the academic year, 170 participants were seniors, 96 were juniors, 48 were sophomores, 6 were freshmen. This distribution highlights that the majority of respondents are upperclassmen, with fourth-year students comprising 47.5% of the sample.

The demographic characteristics of the respondents are summarized in Table 3.1. The predominance of female respondents and the concentration of participants in higher academic years suggest that the survey reflects the perspectives and experiences of a specific segment of the student population at FTU. While the sample primarily includes current university students, it is important to note that the results may not be fully representative of all demographics within the broader university community. However, this focus on FTU students is relevant given their

significant engagement with music streaming services and digital media consumption, which are pertinent topics for this research.

Table 4.1. Descriptive statistics of respondent's characteristics

Demographic characteristics		Number of Respondents (n=320)	%	Cumulative %
Gender	Male	86	26.9	26.9
	Female	234	73.1	100
	Other	0	0	100
Academic Year	First-year	6	1.9	1.9
	Second-year	48	15	16.9
	Third-Year	96	30	46.9
	Last-Year	170	47.5	100
Subscription status	Ad-based	184	57.5	57.5
	Paid-based	136	42.5	100

Source: The research group's data

4.1.2. Respondent's Frequency & Usage of Music Streaming Apps

To assess the frequency and usage of music streaming apps, respondents were surveyed about their habits and preferences. The frequency of music streaming among respondents varied significantly (Table 4.2). A majority, 57.5% (184 respondents), reported using music streaming services very frequently, nearly every day. 26.9% (86 respondents) indicated that they used such services frequently (3–5 times per week). Another 10.6% (34 respondents) streamed music around 1–2 times per week, while 4.4% (14 respondents) rarely used music streaming services. Only 0.6% (2 respondents) reported that they never used music streaming services. These results suggest that the majority of the sample population is highly engaged with music streaming, with more than half using these services daily.

Table 4.2. FTU Students' frequency of using music streaming platforms

Frequency	Number of Respondents (n=320)	%	Cumulative %
Almost Daily	184	57.5	57.5
Frequently (3-5 times/ week)	86	26.9	84.4
Occasionally (1-2 times/ week)	34	10.6	95.0
Rarely (1-2 times/ month)	14	4.4	99.4
Never	2	0.6	100

Source: The research group's data

Respondents were also asked about their preferred music streaming platforms. 216 responses indicated that they use Spotify, making it the most popular platform among the sample. This was followed by YouTube Music, used by 164 respondents. Apple Music was the choice for 46 responses, while 52 students used SoundCloud. Local platforms ZingMP3 and Nhaccuatui were each used by 22 respondents. These findings highlight the dominance of global platforms such as Spotify and YouTube Music, while regional platforms maintain a smaller but significant presence within the sample. In terms of paid subscriptions, 42.5% (138 respondents) reported that they pay for a premium music streaming service, while the remaining 57.5% rely on free or ad-supported versions. This indicates that a significant proportion of respondents are willing to invest in premium subscriptions for added benefits such as ad-free listening, offline downloads, and higher sound quality. These results (Figure 4.1) provide valuable insights into the streaming habits of the surveyed population, shedding light on their preferences and willingness to pay for music streaming services.

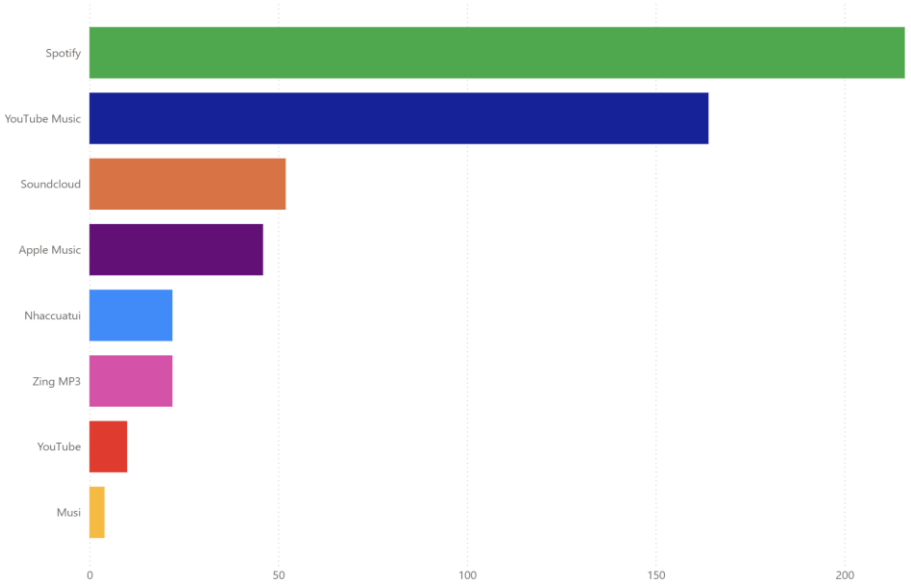

Figure 4.1. FTU Students' most used music streaming platforms

Source: The research group's data

The means and standard deviations for each construct are presented in Table 4.3. Each construct was measured using items on a 5-point Likert scale, where 5 indicates 'strongly agree' and 1 indicates 'strongly disagree.' The mean score for Behavioral Intention (BI) was 4.13, suggesting that respondents generally have a moderate intention to engage with the service in the future. The Performance Expectancy (PE) score is slightly higher at 4.19, indicating that participants believe the service will enhance their performance or experience. The Effort Expectancy (EE) construct received a mean score of 4.25, reflecting that users perceive the service as relatively easy to use. Social Influence (SI) had a mean of 3.59, suggesting that respondents feel less influenced by others in their decision to use the service. The Facilitating Conditions (FC) scored 4.14, indicating that participants believe adequate resources and support are available for them to use the service effectively. Hedonic Motivation (HM), had a mean score of 4.18, highlighting that respondents enjoy their engagement with music streaming services.

Conversely, the Price Value (PV) construct scored lower at 3.65, suggesting that participants may perceive the cost of services as a barrier to usage. Finally, Habit (HT) received a mean score of 3.78, indicating that habitual usage is not a strong driver for most respondents. Overall, the results indicate that while there is a moderate intention to use the service and positive perceptions regarding its performance and ease of use, factors such as social influence and price value may play a significant role in shaping user behavior.

Table 4.3. Means and standard deviations

Construct	Mean	Std. Dev
Behavioral Intention (BI)	4.13	0.61
Performance Expectancy (PE)	4.20	0.64
Effort Expectancy (EE)	4.25	0.67
Social Influence (SI)	3.59	0.71
Facilitating Conditions (FC)	4.18	0.58
Hedonic Motivation (HM)	4.18	0.58
Price Value (PV)	3.65	0.71
Habit (HT)	3.78	0.77

Source: The research group's data

4.2. Reliability Analysis

The reliability of the 28 items measuring eight variables was evaluated using Cronbach's Alpha. All variables achieved coefficients between 0.6 and 0.95, with item-total correlations exceeding 0.3, indicating adequate reliability for inclusion in the Confirmatory Factor Analysis (CFA).

4.3. Confirmatory Factor Analysis (CFA)

The research group conducted confirmatory factor analysis (CFA). The model demonstrated a mixed fit to the data. While the RMSEA value (0.147) slightly exceeded the commonly accepted threshold of 0.08, other fit indices indicated a good model fit: CFI = 0.899, TLI = 0.849, and SRMR = 0.063. The elevated RMSEA value could be attributed to the model's complexity, as RMSEA tends to be sensitive to small sample sizes and large models with numerous parameters (Kenny et al., 2015). Given that CFI, TLI, and SRMR are within acceptable ranges, the overall fit of the model is deemed adequate.

4.4. Correlation Analysis

Pearson correlation coefficients (Table 4.6) revealed significant positive relationships between behavioural intention (BI) and all predictor variables at the $p < .001$ level. Hedonic

motivation (r=.763) exhibited the strongest correlation with behavioural intention (BI), indicating that the enjoyment and pleasure associated with using music streaming services play a critical role in motivating FTU students to adopt them. Facilitating conditions (r=.660) and habit (r=.711) were also strongly correlated with BI, while Performance expectancy (r=.643) and effort expectancy (r=.548) demonstrated moderate correlations with BI. Social influence (r=.512) and price value (r=.414) exhibited weaker, though still significant, correlations with BI, highlighting that while peer opinions and affordability are relevant, they are less impactful than other factors. These findings underscore the need for service providers to focus on enhancing user enjoyment, simplifying accessibility, and encouraging habitual use to drive adoption among this demographic.

Table 4.4. Correlations

		BI
PE	Pearson Correlation	.643**
	Sig. (2-tailed)	.000
	N	320
EE	Pearson Correlation	.548**
	Sig. (2-tailed)	.000
	N	320
SI	Pearson Correlation	.512**
	Sig. (2-tailed)	.000
	N	320
FC	Pearson Correlation	.660**
	Sig. (2-tailed)	.000
	N	320
HM	Pearson Correlation	.763**
	Sig. (2-tailed)	.000
	N	320
PV	Pearson Correlation	.414**
	Sig. (2-tailed)	.000
	N	320
HT	Pearson Correlation	.711**

		BI
	Sig. (2-tailed)	.000
	N	320

Source: The research group's data

4.5. Regression Analysis

A multiple regression analysis was conducted to predict behavioural intention based on seven predictors: habit, price value, effort expectancy, social influence, performance expectancy, facilitating conditions, and hedonic motivation. The overall model was significant ($F(7, 312) = 70.987$, $p < .001$) and explained 61.4% of the variance in behavioural intention ($R^2 = .614$, adjusted $R^2 = .606$) (Table 4.7).

Table 4.5. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.784[a]	.614	.606	.382287

Source: The research group's data

Among the predictors, facilitating conditions ($\beta = .322$, $p < .001$), hedonic motivation ($\beta = .255$, $p < .001$), performance expectancy ($\beta = .163$, $p = .001$), and habit ($\beta = .251$, $p < .001$) significantly contributed to the model meanwhile, social influence ($\beta = .072$, $p = .106$), effort expectancy ($\beta = -.062$, $p = .237$), and price value ($\beta = -.073$, $p = .075$) were not significant predictors. Collinearity statistics indicated no multicollinearity concerns, with all VIF values below 2.3 (Table 4.8).

Table 4.6. Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.460	.185		2.484	.014		
Performance expectancy	.155	.047	.163	3.269	.001	.500	2.001
Effort expectancy	-.056	.048	-.062	-1.185	.237	.451	2.217
Social influence	.062	.038	.072	1.619	.106	.627	1.596
Facilitating conditions	.335	.055	.322	6.093	.000	.444	2.253

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Hedonic motivation	.268	.056	.255	4.805	.000	.440	2.271
Price Value	-.063	.035	-.073	-1.787	.075	.734	1.362
Habit	.197	.039	.251	5.018	.000	.494	2.023

Source: The research group's data

The standardized linear regression equation can be written as **BI = 0.163PE + 0.322FC + 0.255HM + 0.251HT**.

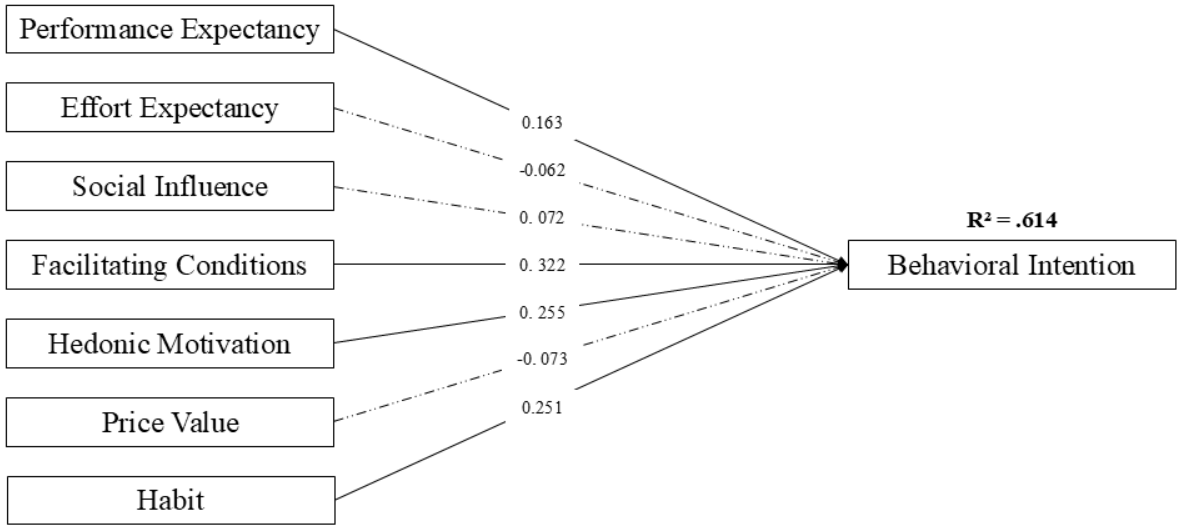

Figure 4.2. Structural model results.

Note: Paths coefficients that are not statistically significant are in dashed arrows.

Source: *The research group's data*

Table 4.7. Summary of the Results of Hypotheses Testing

Hypothesis	Result	Decision
H1: Performance expectancy (PE) is positively related to behavioral intention (BI)	β = .163, p = .001	Accepted

Hypothesis	Result	Decision
H2: Effort Expectancy (EE) is positively related to behavioral intention (BI)	β = -.062, p = .237	Rejected
H3: Social influence (SI) is positively related to behavioral intention (BI)	β = .072, p = .106	Rejected
H4: Facility Conditions (FC) are positively related to Behavioral Intention (BI)	β = .322, p < .001	Accepted
H5: Hedonic motivation (HM) is positively related to behavioral intention (BI)	β = .255, p < .001	Accepted
H6: Price Value (PV) is positively related to behavioral intention (BI)	β = -.073, p = .075	Rejected
H7: Habit (HT) is positively related to behavioural intention (BI)	β = .251, p < .001	Accepted

Source: The research group's data

5. Discussion

5.1. Overall summary

Previous studies have covered the broader demographic of Ho Chi Minh City citizens in Vietnam. By concentrating on students from Foreign Trade University in Hanoi, this study sought to close a research gap. The study used variables from the UTAUT2 adoption model (Venkatesh et al., 2012) to investigate factors that influence students' inclination to use music streaming services.

The majority of the UTAUT2 variables showed clear relationships with behavioral intention, highlighting the applicability of the model in related research. Four important factors were shown to be the main drivers of music streaming service adoption: habit, performance expectancy, hedonic motivation, and facilitating conditions. Three other factors, however, had little impact on the adoption intentions of the students.

5.2. Significant factors affecting the adoption of music streaming services

The strongest predictor of behavioral intention was found to be the Facilitating Conditions. This includes internet connectivity and the availability of hardware and software (Kwong and Park, 2008). According to Hew et al. (2015), students who have access to sufficient resources are more likely to take up new technology. The main goals of music streaming services should be to lower technical barriers, guarantee continuous usability, and encourage sustained involvement.

The significance of enjoyment in influencing behavioral intentions was highlighted by the ranking of Hedonic Motivation as the second most influential factor. This is consistent with earlier studies (Venkatesh et al., 2012), which found that enjoyment is a key factor in the adoption of entertainment systems. By adding features like gamification and tailored analytics, music streaming services could increase user engagement.

Additionally, Habit was a significant factor, which was demonstrated by the way that digitalization changed how people listened to music (Cockrill et al., 2011). Habitual use is a powerful motivator of behavioral intention due to the ease with which music may be accessed at any time and from any location (Hew et al., 2015; Nikou and Bouwman, 2014). In order to reinforce habitual usage, platforms should promote frequent contact through techniques like push alerts and reminders.

Another important predictor that reflected consumers' expectations of functional gains was Performance Expectancy (Jain & Gada, 2019). These advantages for students go beyond amusement and include improved focus, vitality, and efficient learning. The fact that performance expectancy outscored effort expectancy indicates that students place a higher value on the advantages of music streaming services than on the work involved in implementing them.

5.3. Insignificant factors affecting the adoption of music streaming services

Effort Expectancy, Price Value, and Social Influence were the three UTAUT2 dimensions that had no significant effect on students' behavioral intentions.

The perceived ease of use, or Effort Expectancy (Venkatesh et al., 2012), had a low significance level. This might be because the sample is made up of young, tech-savvy pupils who are already accustomed to using technology. Mainstream platforms' ease of use probably reduces the value placed on work (Hampton-Sosa, 2019). To make platforms even more user-friendly, they may concentrate on improving user preferences.

Social Influence, which measures how much social pressure there is to utilize a technology, was not significant. Social influence may be less effective in voluntary circumstances, like campus music listening, than in required ones, like workplaces (Venkatesh et al., 2003).

Lastly, Price Value, which is the trade-off between financial costs and benefits (Dodds et al., 1991; Venkatesh et al., 2012), showed minimal impact. The prevalence of free users (57.5%) and

the availability of student packages with discounts perhaps account for the decreased focus on pricing concerns.

5.4. Recommendations to Vietnam local streaming platforms

With 216 and 164 respondents, respectively, Spotify and YouTube Music had the largest customer bases within the sample surveyed, as was previously noted. These figures highlight how much more popular international music streaming services are than regional Vietnamese service providers like Zing MP3 and NhacCuaTui, which each had only 22 responses. Spotify and YouTube Music's domination is a result of their powerful worldwide branding, first-rate technological infrastructure, and vast music collections that accommodate a wide range of user demands and tastes. Local platforms, on the other hand, struggle to increase their market share even though they are familiar with the area.

Local suppliers must carefully assess the competitive advantages of international players while developing distinctive strategies catered to their advantages if they want to stay competitive in the Vietnamese market. Making use of their in-depth knowledge of regional user behavior and cultural quirks is a crucial strategy for Vietnamese platforms. They may create highly localized content by using their databases, including playlists of music tailored to a particular area, unique partnerships with Vietnamese musicians, and content in regional languages. By creating a sense of cultural connection that international platforms might find difficult to accomplish, these features might appeal to Vietnamese people more directly.

Furthermore, local platforms ought to concentrate on technology innovations that support regional infrastructure. In Vietnam's heterogeneous market, for example, providing app versions that are lightweight and run well on low-end smartphones or tailoring services for slower internet connections can draw in a wider user base.

Developing closer ties with indie musicians and local record labels is another crucial possibility. Nowadays, Spotify and YouTube Music struggle to build strong ties with Vietnam's music scene, frequently giving preference to foreign content over Vietnamese catalogs. By encouraging partnerships with Vietnamese record labels, obtaining the exclusive rights to well-known songs, and supporting up-and-coming local talent, local platforms can close this gap. They can also create a unique selling point and position themselves as the primary advocates of Vietnam’s music industry.

Additionally, local platforms might look into adding other services like live-streaming or karaoke features that cater to a wider range of user interests. Deeply embedded in Vietnamese entertainment culture, these value-added offerings can set local suppliers apart from international platforms. Such interactive features could be interesting to users, along with promoting increased consumer loyalty and engagement.

6. Limitations and further research

This research is subject to several limitations that should be considered in future studies. The disproportionate number and differing motivations of non-paying users compared to paying subscribers among respondents may bias the results. Additionally, the relatively small sample size may not accurately represent the population of students at Foreign Trade University or other Hanoi institutions. Given the evolving music streaming market, the findings may quickly become outdated as consumers adapt to new trends.

To address these limitations, future research should expand the scope of surveys to include a more diverse range of participants. Longitudinal studies can provide insights into how music streaming habits change over time with cultural and technological shifts. Furthermore, by exploring how social media platforms like Instagram or TikTok shape intentions to use streaming services, future research can uncover the external influences on students' preferences, and the relationships between social media engagement and music consumption behaviors.

7. Conclusion

The research findings emphasize the result of using the SEM model including seven independent variables: Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, and Habit to assess Foreign Trade University students' intentions to use music streaming services.

The research results suggest that there were significant positive relationships between behavioral intention and four predictor variables, meanwhile the other factors were diagnosed as insignificant. Key factors such as facilitating conditions, hedonic motivation, performance expectancy, and habit were identified as significant predictors.

Based on the analysis, key recommendations have been made for music streaming service providers to enhance not only Foreign Trade University's students but also general user adoption. The strong presence of international music streaming platforms highlights the necessity for local providers to formulate competitive strategies. They should evaluate the advantages of global competitors, including Spotify's creative features and focus on community interaction, in order to develop unique offerings that appeal to Vietnamese users. By utilizing local databases and establishing partnerships with Vietnamese record labels, these providers can enrich their music libraries and better cater to local tastes.

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