



## INFORMATION SHEET FOR RESEARCH PARTICIPANTS

### 1. Invitation to participate in research

We invite you to participate in The impact of subscription price increases on consumer continuance intention in music streaming services. The purpose of this study is to investigate the effects of an increase in monthly subscription price on continuance factors in the context of music streaming services. The purpose of the study is to create understanding regarding the impact of subscription price increases on users and their motivation to continue using the service.

This information sheet describes the study and what participation in it means for you. The Privacy Notice provides information on the processing of your personal data.

To participate in the study the participant must be paying for some music streaming service, having access to a Premium status.

The study will involve at least 100 participants.

This is a single study, and you will not be contacted again later in relation to this study.

### 2. Voluntary participation

Participation in this study is voluntary. You can refuse to participate in the study, withdraw from the study or your consent at any time, without stating a reason. This will have no negative consequences for you.

### 3. Progress of the study

Respondents' attitudes toward music streaming services and their pricing are measured using a quantitative survey. The questionnaire is completed online using the respondent's own device. First, the baseline is measured, i.e., the user's attitudes based on the current monthly price, which is then compared to attitudes after a simulated price change. The survey takes about 10 minutes to complete and only needs to be answered once.

### 4. Possible benefits from the study

The number of subscription-based services is constantly growing, and competition between them includes pricing. However, there are few studies on subscription price changes at the time of the study, meaning that the phenomenon is currently under-researched. This study creates a knowledge base on the effects of subscription price changes on user attitudes based on previous research, and the results can be used to predict the consequences of price changes.

### 5. Possible risks, harm, and inconvenience caused by the study as well as preparing for these

No risks, harms or inconveniences can reasonably be expected from participating in the study.

**6. Insurance coverage for research participants**

Participants are not insured by the University of Jyväskylä.

**7. Compensation for participation and reimbursement of study-related costs**

Participants receive no payment or compensation for possible travel costs for this study.

**8. Funding of the study**

The study has no funding from outside the University of Jyväskylä.

**9. Conflicts of Interests**

The study and the researchers have no conflicts of interest that could affect the study's independence.

**10. Informing about research results and research outcomes**

Participants will not be informed of the research results or the completion of the study.

The study will yield a master's thesis.

- Research participants cannot be identified from publications or published results.

**11. The use of research data after the study is finished**

After the study is finished and the results have been verified, the research data collected for the study will be deleted.

**12. Contact person for further information**

Emma Lagren, emma.s.c.lagren@student.jyu.fi