FRIENDS, CROWDS, AND THE LONG TAIL: AN EMPIRICAL INVESTIGATION ON ONLINE MUSIC LISTENING

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Abstract

In the area of Web 2.0, many studies have proved online feedback has an important impact on online users’ buying behaviour, considering the crowds influence mostly. Based on the data from Last.fm website, our study examines the impact of both friends and crowds online feedback, compare the different influences of these two factors on users’ behaviour, and find out how these effects change in the tail as well. Our results suggest that friends and crowds online feedback both have the positive influence on users’ music listening behavior and the influence of friends’ online feedback is much stronger than crowds’. And compared to mainstream music, the influence of both friends and crowds online feedback will become stronger to niche music. Put together, the findings of our research contribute to get the new value-intention framework in Web 2.0 and can provide novel managerial implications for enterprises.

Keywords: friends online feedback, crowds online feedback, user behaviour, long tail.

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