Survey Resoponses Codes

2024-04-30

Mean, Standard Deviation and Factoring the Data

Author: Aeron Jesse Edombingo

All files from rmd files folder is merged into one file and here it is. Before running the codes please set this folder as working directory and install ggplot2, dplyr, tidyr, and gridExtra. Thank you!

```r
# Import CSV file to R
filecsv <- read.csv("musicstreaming.csv")
```

```r
# Performance Expectancy
# Find mean and standard deviation for PE1
PE1 <- filecsv$Do.you.find.using.Digital.Music.Streaming.Platform.useful.in.discovering.new.music..
PE1_Mean <- mean(PE1)
PE1_SD <- sd(PE1)

# Print mean and standard deviation for PE1
PE1_Mean
```

```
## [1] 4.492537
```

```r
PE1_SD
```

```
## [1] 0.8415918
```

```r
# Find mean and standard deviation for PE2
PE2 <- filecsv$Does.Digital.Music.Streaming.Platform.enable.you.to.easily.create.and.share.playlists.
PE2_Mean <- mean(PE2)
PE2_SD <- sd(PE2)

# Print mean and standard deviation for PE2
PE2_Mean
```

```
## [1] 4.283582
```

```r
PE2_SD
```

```
## [1] 0.9970558
```

```r
# Find mean and standard deviation for PE3
PE3 <- filecsv$Do.you.believe.that.using.Digital.Music.Streaming.Platform.will.enhance.your.overall.mus
PE3_Mean <- mean(PE3)
PE3_SD <- sd(PE3)

# Print mean and standard deviation for PE3
PE3_Mean
```

```
## [1] 4.373134
```

```
PE3_SD
```

```
## [1] 0.95085
```

```r
# Find mean and standard deviation for PE4
PE4 <- filecsv$Do.you.think.using.Digital.Music.Streaming.Platform.will.increase.your.engagement.with.mu
PE4_Mean <- mean(PE4)
PE4_SD <- sd(PE4)

# Print mean and standard deviation for PE4
PE4_Mean
```

```
## [1] 4.358209
```

```
PE4_SD
```

```
## [1] 0.9801282
```

```r
# Find mean and standard deviation for EE1
EE1 <- filecsv$Do.you.find.navigating.through.Digital.Music.Streaming.Platform.clear.and.understandable
EE1_Mean <- mean(EE1)
EE1_SD <- sd(EE1)

# Print mean and standard deviation for EE1
EE1_Mean
```

```
## [1] 4.089552
```

```
EE1_SD
```

```
## [1] 0.9330845
```

```r
# Find mean and standard deviation for EE2
EE2 <- filecsv$Do.you.find.Digital.Music.Streaming.Platform.easy.to.use.in.terms.of.searching.for.and.pl
EE2_Mean <- mean(EE2)
EE2_SD <- sd(EE2)

# Print mean and standard deviation for EE2
EE2_Mean
```

```
## [1] 4.298507
```

```
EE2_SD
```

```
## [1] 1.000226
```

```r
# Find mean and standard deviation for EE3
EE3 <- filecsv$Do.you.believe.it.would.be.easy.for.you.to.become.skilled.in.using.Digital.Music.Streamin
EE3_Mean <- mean(EE3)
EE3_SD <- sd(EE3)

# Print mean and standard deviation for EE3
EE3_Mean
```

```
## [1] 3.940299
```

```
EE3_SD
```

```
## [1] 1.042732
```

```r
# Find mean and standard deviation for EE4
EE4 <- filecsv$Do.you.find.learning.to.use.Digital.Music.Streaming.Platform.easy.
EE4_Mean <- mean(EE4)
EE4_SD <- sd(EE4)

# Print mean and standard deviation for EE4
EE4_Mean
```

```
## [1] 4.164179
```

```r
EE4_SD
```

```
## [1] 0.9144797
```

```r
# Factor the responses
A1 <- factor(filecsv$Do.you.think.using.Digital.Music.Streaming.Platform.is.a.good.way.to.discover.and.
A2 <- factor(filecsv$Does.Digital.Music.Streaming.Platform.make.exploring.new.music.interesting.for.you
A3 <- factor(filecsv$Do.you.find.using.Digital.Music.Streaming.Platform.enjoyable., levels = c("Yes", "
A4 <- factor(filecsv$Do.you.like.using.Digital.Music.Streaming.Platform.as.your.primary.music.streaming

SI1 <- factor(filecsv$Do.people.who.share.similar.music.interests.as.you.think.that.you.should.use.Digi
SI2 <- factor(filecsv$Do.people.whose.music.taste.you.respect.think.that.you.should.use.Digital.Music.S
SI3 <- factor(filecsv$Has.the.endorsement.of.musicians.or.influencers.influenced.your.decision.to.use.D

FC2 <- factor(filecsv$Do.you.have.a.stable.internet.connection.to.use.Digital.Music.Streaming.Platform.
FC3 <- factor(filecsv$Do.you.find.Digital.Music.Streaming.Platform.compatible.with.other.devices.or.pla
FCO1 <- factor(filecsv$Is.there.a.dedicated.support.team.available.for.assistance.with.any.issues.you.en

SE1 <- factor(filecsv$Have.you.ever.discover.new.music.effectively.using.Digital.Music.Streaming.Platfo
SE2 <- factor(filecsv$Have.you.ever.troubleshoot.and.resolve.any.technical.issues.you.encounter.on.Digi
SE3 <- factor(filecsv$Have.you.ever.effectively.curate.and.manage.your.music.library.on.Digital.Music.S

AX1 <- factor(filecsv$Do.you.feel.anxious.about.missing.out.on.new.music.releases.if.you.don.t.use.Digi
AX2 <- factor(filecsv$Does.the.thought.of.accidentally.deleting.your.playlists.or.favorite.tracks.on.Dig
AX3 <- factor(filecsv$Since.Digital.Music.Streaming.Platform.offers.features.like.playlist.backup..do.yo

BI1 <- factor(filecsv$Do.you.intend.to.continue.using.Digital.Music.Streaming.Platform.as.your.primary.m
BI2 <- factor(filecsv$Do.you.predict.you.would.explore.and.use.new.features.introduced.on.Digital.Music
BI3 <- factor(filecsv$Do.you.plan.to.recommend.Digital.Music.Streaming.Platform.to.friends.or.family.mem

# Merge responses to dataframe
mergeData <- data.frame(
  ID = c("PE1", "PE2", "PE3", "PE4", "EE1", "EE2", "EE3", "EE4"),
  Strongly_Disagree = c(sum(PE1 == 1), sum(PE2 == 1), sum(PE3 == 1), sum(PE4 == 1), sum(EE1 == 1), sum(E
  Disagree = c(sum(PE1 == 2), sum(PE2 == 2), sum(PE3 == 2), sum(PE4 == 2), sum(EE1 == 2), sum(EE2 == 2)
  Neutral = c(sum(PE1 == 3), sum(PE2 == 3), sum(PE3 == 3), sum(PE4 == 3), sum(EE1 == 3), sum(EE2 == 3),
  Agree = c(sum(PE1 == 4), sum(PE2 == 4), sum(PE3 == 4), sum(PE4 == 4), sum(EE1 == 4), sum(EE2 == 4), su
  Strongly_Agree = c(sum(PE1 == 5), sum(PE2 == 5), sum(PE3 == 5), sum(PE4 == 5), sum(EE1 == 5), sum(EE2
  Mean = c(PE1_Mean, PE2_Mean, PE3_Mean, PE4_Mean, EE1_Mean, EE2_Mean, EE3_Mean, EE4_Mean),
  SD = c(PE1_SD, PE2_SD, PE3_SD, PE4_SD, EE1_SD, EE2_SD, EE3_SD, EE4_SD)
)

mergeData2 <- data.frame(
  ID = c("A1", "A2", "A3", "A4", "SI1", "SI2", "SI3", "FC2", "FC3", "FCO1", "SE1", "SE2", "SE3", "AX1",
  Yes = c(sum(A1 == "Yes"), sum(A2 == "Yes"), sum(A3 == "Yes"), sum(A4 == "Yes"), sum(SI1 == "Yes"), sum
```

```
  No = c(sum(A1 == "No"), sum(A2 == "No"), sum(A3 == "No"), sum(A4 == "No"), sum(SI1 == "No"), sum(SI2 =
  Neutral = c(sum(A1 == "Neutral"), sum(A2 == "Neutral"), sum(A3 == "Neutral"), sum(A4 == "Neutral"), su
)

# Write CSV file
write.csv(mergeData, file = "Survey Data (PE1-EE4).csv", row.names = FALSE)
write.csv(mergeData2, file = "Survey Data (A1-BI3).csv", row.names = FALSE)
```

Plotting

Author: Andrey Sumadic

```
library(ggplot2)
library(dplyr)

##
## Attaching package: 'dplyr'

## The following objects are masked from 'package:stats':
##
##     filter, lag

## The following objects are masked from 'package:base':
##
##     intersect, setdiff, setequal, union

library(tidyr)
library(gridExtra)

##
## Attaching package: 'gridExtra'

## The following object is masked from 'package:dplyr':
##
##     combine

# Read the data
data <- read.csv("survey.csv")

# Remove rows with missing values
cleaned_data <- na.omit(data)

# Calculate the total counts per choice for the desired column
column_counts <- cleaned_data %>%
  separate_rows(Have.you.used.any.of.these.music.streaming.platform.for.the.past.week...Can.select.mult
  group_by(Have.you.used.any.of.these.music.streaming.platform.for.the.past.week...Can.select.multiple.
  summarise(count = n())

# Bar graph for the total counts per choice
bar_another_column <- ggplot(column_counts, aes(x = Have.you.used.any.of.these.music.streaming.platform
  geom_bar(stat = "identity") +
  labs(title = "Total Counts per Choice for Another Column") +
  theme(axis.text.x = element_text(angle = 45, hjust = 1))

# Calculate the total device used for the desired column
column_device <- cleaned_data %>%
  separate_rows(What.device.are.you.using.for.streaming.music.online...Can.select.multiple., sep = ", "
```

```r
    group_by(What.device.are.you.using.for.streaming.music.online...Can.select.multiple.) %>%
    summarise(count = n())

# Bar graph for the total device used
bar_another_device <- ggplot(column_device, aes(x = What.device.are.you.using.for.streaming.music.onlin
    geom_bar(stat = "identity") +
    labs(title = "Device Used") +
    theme(axis.text.x = element_text(angle = 45, hjust = 1))

# Pie chart for age
pie_chart_age <- ggplot(cleaned_data, aes(x = "", fill = factor(Age))) +
    geom_bar(width = 1, position = "fill") +
    coord_polar(theta = "y") +
    scale_fill_brewer(palette = "Set3") +
    labs(title = "Age",
         fill = "Age") +
    theme_void() +
    theme(
      plot.title = element_text(hjust = 0.5)
    )

# Pie chart for sex
pie_chart_sex <- ggplot(cleaned_data, aes(x = "", fill = factor(Sex))) +
    geom_bar(width = 1, position = "fill") +
    coord_polar(theta = "y") +
    scale_fill_brewer(palette = "Set3") +
    labs(title = "Sex",
         fill = "Sex") +
    theme_void() +
    theme(
      plot.title = element_text(hjust = 0.5)
    )

# Pie chart for education level
pie_chart_education <- ggplot(cleaned_data, aes(x = "", fill = factor(Education_level))) +
    geom_bar(width = 1, position = "fill") +
    coord_polar(theta = "y") +
    scale_fill_brewer(palette = "Set3") +
    labs(title = "Education Level",
         fill = "Education Level") +
    theme_void() +
    theme(
      plot.title = element_text(hjust = 0.5)
    )

# PE1
column_countsPE1 <- cleaned_data %>%
    separate_rows(Do.you.find.using.Digital.Music.Streaming.Platform.useful.in.discovering.new.music.., se
    group_by(Do.you.find.using.Digital.Music.Streaming.Platform.useful.in.discovering.new.music..) %>%
    summarise(count = n())

# Bar graph for the total counts per choice
bar_columnPE1 <- ggplot(column_countsPE1, aes(x = Do.you.find.using.Digital.Music.Streaming.Platform.use
    geom_bar(stat = "identity") +
```

```r
  labs(title = "PE1") +
  theme(axis.text.x = element_text(angle = 45, hjust = 1))

# PE2
column_countsPE2 <- cleaned_data %>%
  separate_rows(Does.Digital.Music.Streaming.Platform.enable.you.to.easily.create.and.share.playlists.,
  group_by(Does.Digital.Music.Streaming.Platform.enable.you.to.easily.create.and.share.playlists.) %>%
  summarise(count = n())

# Bar graph for the total counts per choice
bar_columnPE2 <- ggplot(column_countsPE2, aes(x = Does.Digital.Music.Streaming.Platform.enable.you.to.ea
  geom_bar(stat = "identity") +
  labs(title = "PE2") +
  theme(axis.text.x = element_text(angle = 45, hjust = 1))

# PE3
column_countsPE3 <- cleaned_data %>%
  separate_rows(Do.you.believe.that.using.Digital.Music.Streaming.Platform.will.enhance.your.overall.mus
  group_by(Do.you.believe.that.using.Digital.Music.Streaming.Platform.will.enhance.your.overall.music.li
  summarise(count = n())

# Bar graph for the total counts per choice
bar_columnPE3 <- ggplot(column_countsPE3, aes(x = Do.you.believe.that.using.Digital.Music.Streaming.Pla
  geom_bar(stat = "identity") +
  labs(title = "PE3") +
  theme(axis.text.x = element_text(angle = 45, hjust = 1))

# Now continuing with PE4 to EE4

# PE4
column_countsPE4 <- cleaned_data %>%
  separate_rows(Do.you.think.using.Digital.Music.Streaming.Platform.will.increase.your.engagement.with.r
  group_by(Do.you.think.using.Digital.Music.Streaming.Platform.will.increase.your.engagement.with.music
  summarise(count = n())

# Bar graph for the total counts per choice
bar_columnPE4 <- ggplot(column_countsPE4, aes(x = Do.you.think.using.Digital.Music.Streaming.Platform.wi
  geom_bar(stat = "identity") +
  labs(title = "PE4") +
  theme(axis.text.x = element_text(angle = 45, hjust = 1))

# EE1
column_countsEE1 <- cleaned_data %>%
  separate_rows(Do.you.find.navigating.through.Digital.Music.Streaming.Platform.clear.and.understandabl
  group_by(Do.you.find.navigating.through.Digital.Music.Streaming.Platform.clear.and.understandable.) %
  summarise(count = n())

# Bar graph for the total counts per choice
bar_columnEE1 <- ggplot(column_countsEE1, aes(x = Do.you.find.navigating.through.Digital.Music.Streaming
  geom_bar(stat = "identity") +
  labs(title = "EE1") +
  theme(axis.text.x = element_text(angle = 45, hjust = 1))
```

```r
# EE2
column_countsEE2 <- cleaned_data %>%
  separate_rows(Do.you.find.Digital.Music.Streaming.Platform.easy.to.use.in.terms.of.searching.for.and.p
  group_by(Do.you.find.Digital.Music.Streaming.Platform.easy.to.use.in.terms.of.searching.for.and.playi
  summarise(count = n())

# Bar graph for the total counts per choice
bar_columnEE2 <- ggplot(column_countsEE2, aes(x = Do.you.find.Digital.Music.Streaming.Platform.easy.to.u
  geom_bar(stat = "identity") +
  labs(title = "EE2") +
  theme(axis.text.x = element_text(angle = 45, hjust = 1))

# EE3
column_countsEE3 <- cleaned_data %>%
  separate_rows(Do.you.believe.it.would.be.easy.for.you.to.become.skilled.in.using.Digital.Music.Stream
  group_by(Do.you.believe.it.would.be.easy.for.you.to.become.skilled.in.using.Digital.Music.Streaming.Pl
  summarise(count = n())

# Bar graph for the total counts per choice
bar_columnEE3 <- ggplot(column_countsEE3, aes(x = Do.you.believe.it.would.be.easy.for.you.to.become.skil
  geom_bar(stat = "identity") +
  labs(title = "EE3") +
  theme(axis.text.x = element_text(angle = 45, hjust = 1))

# EE4
column_countsEE4 <- cleaned_data %>%
  separate_rows(Do.you.find.learning.to.use.Digital.Music.Streaming.Platform.easy., sep = ", ") %>%
  group_by(Do.you.find.learning.to.use.Digital.Music.Streaming.Platform.easy.) %>%
  summarise(count = n())

# Bar graph for the total counts per choice
bar_columnEE4 <- ggplot(column_countsEE4, aes(x = Do.you.find.learning.to.use.Digital.Music.Streaming.Pl
  geom_bar(stat = "identity") +
  labs(title = "EE4") +
  theme(axis.text.x = element_text(angle = 45, hjust = 1))

grid.arrange(pie_chart_age,pie_chart_sex, pie_chart_education)
```
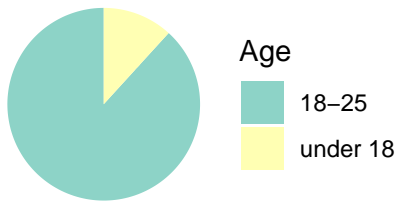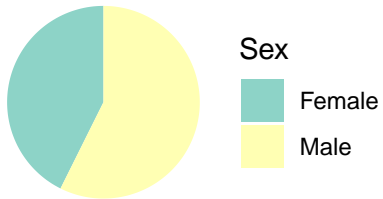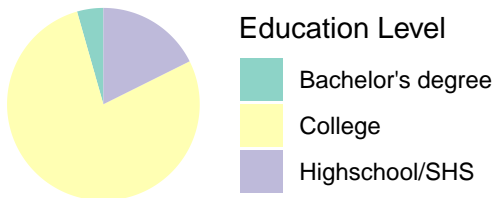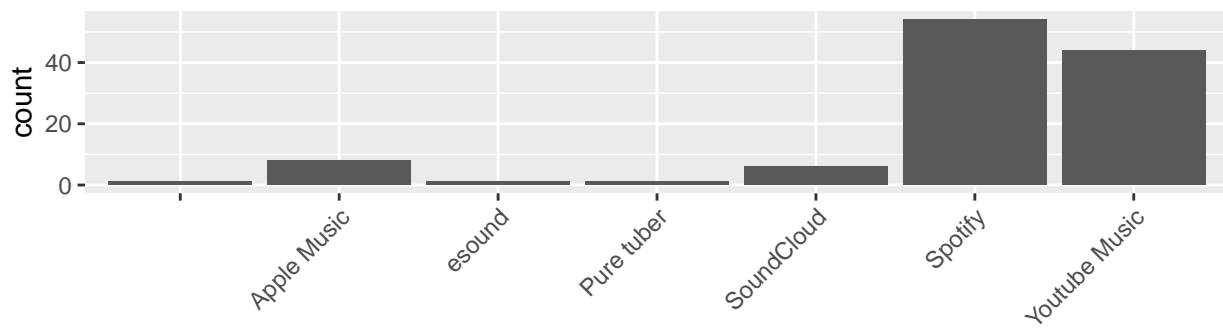
Age

Age
- 18–25
- under 18

Sex

Sex
- Female
- Male

Education Level

Education Level
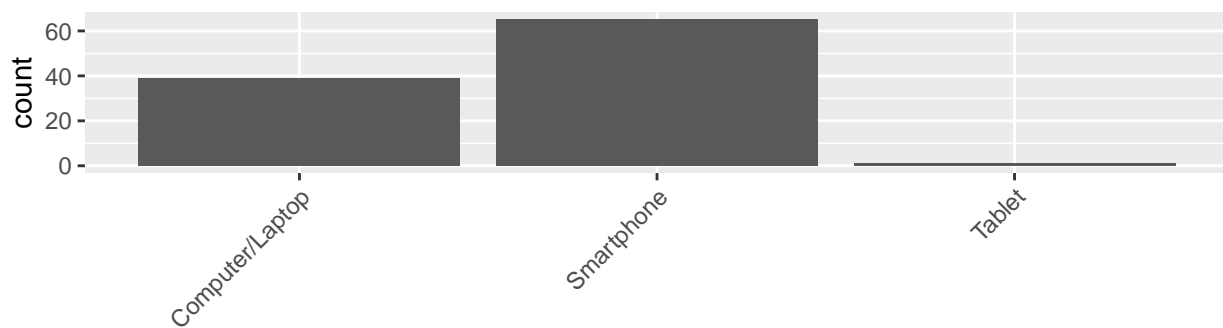- Bachelor's degree
- College
- Highschool/SHS

```
# Most respondents are from the age range of 18-25.
# Most respondents are male.
# Most respondents are College students.
grid.arrange( bar_another_column, bar_another_device)
```

Total Counts per Choice for Another Column

Have.you.used.any.of.these.music.streaming.platform.for.the.past.week...Can.select.multiple
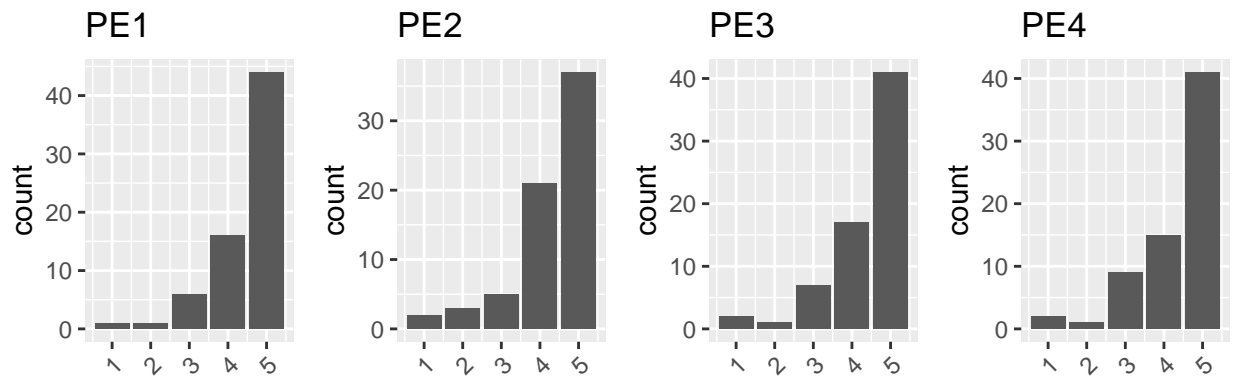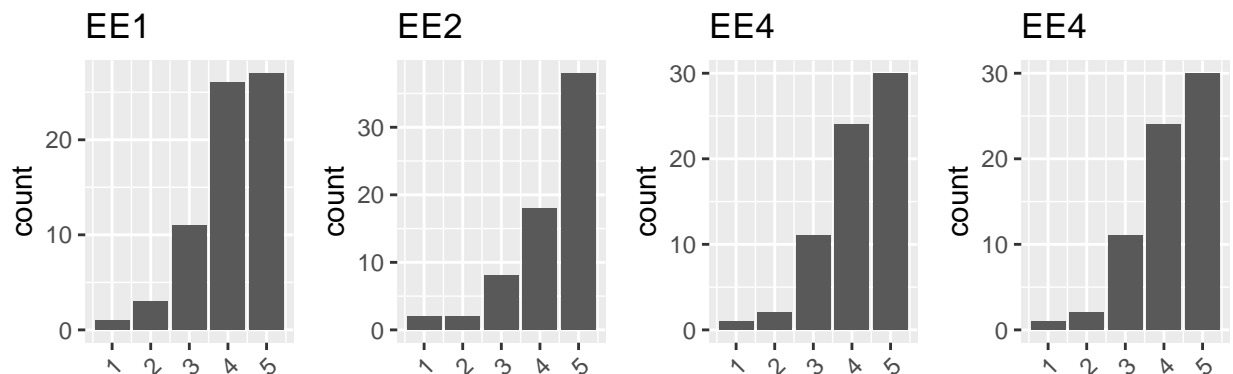
Device Used

What.device.are.you.using.for.streaming.music.online...Can.select.multiple.

```
# Most of the respondents use Spotify as their music online streaming platform.
# Most of the respondents use Smartphone to stream music on their favorite music platform.
grid.arrange(bar_columnPE1, bar_columnPE2, bar_columnPE3, bar_columnPE4, bar_columnEE1, bar_columnEE2,ba
```

PE1   PE2   PE3   PE4

.s.Digita.Myjig.Statemthat.Platfo.Digitablduyiousing.adigigl.Platfor.Stweaming.Platform.will.increase

EE1   EE2   EE4   EE4

.Digital.Music.Streaming.Platfoo.yeasyind.lsear.ming.to.use.by.Digitahdvlesic.Sng.to.use.Digital.Music.S

```
# Most of the respondents strongly agrees that they have positive experience performance wise on their
# Most respondents find it convenient to use their music streaming platform.
```

Creating Pie charts for A1-BI3

Author: Aeron Jesse Edombingo

```r
# Create Pie Chart for A1-A4
A_data <- list(
  A1 = data.frame(Response = c("Yes", "No", "Neutral"),
                  Frequency = c(sum(A1 == "Yes"), sum(A1 == "No"), sum(A1 == "Neutral"))),

  A2 = data.frame(Response = c("Yes", "No", "Neutral"),
                  Frequency = c(sum(A2 == "Yes"), sum(A2 == "No"), sum(A2 == "Neutral"))),

  A3 = data.frame(Response = c("Yes", "No", "Neutral"),
                  Frequency = c(sum(A3 == "Yes"), sum(A3 == "No"), sum(A3 == "Neutral"))),

  A4 = data.frame(Response = c("Yes", "No", "Neutral"),
                  Frequency = c(sum(A4 == "Yes"), sum(A4 == "No"), sum(A4 == "Neutral")))
)

A_plots <- lapply(names(A_data), function(name) {
  data <- A_data[[name]]
  ggplot(data, aes(x = "", y = Frequency, fill = Response)) +
    geom_bar(stat = "identity") +
    coord_polar("y", start = 0) +
```
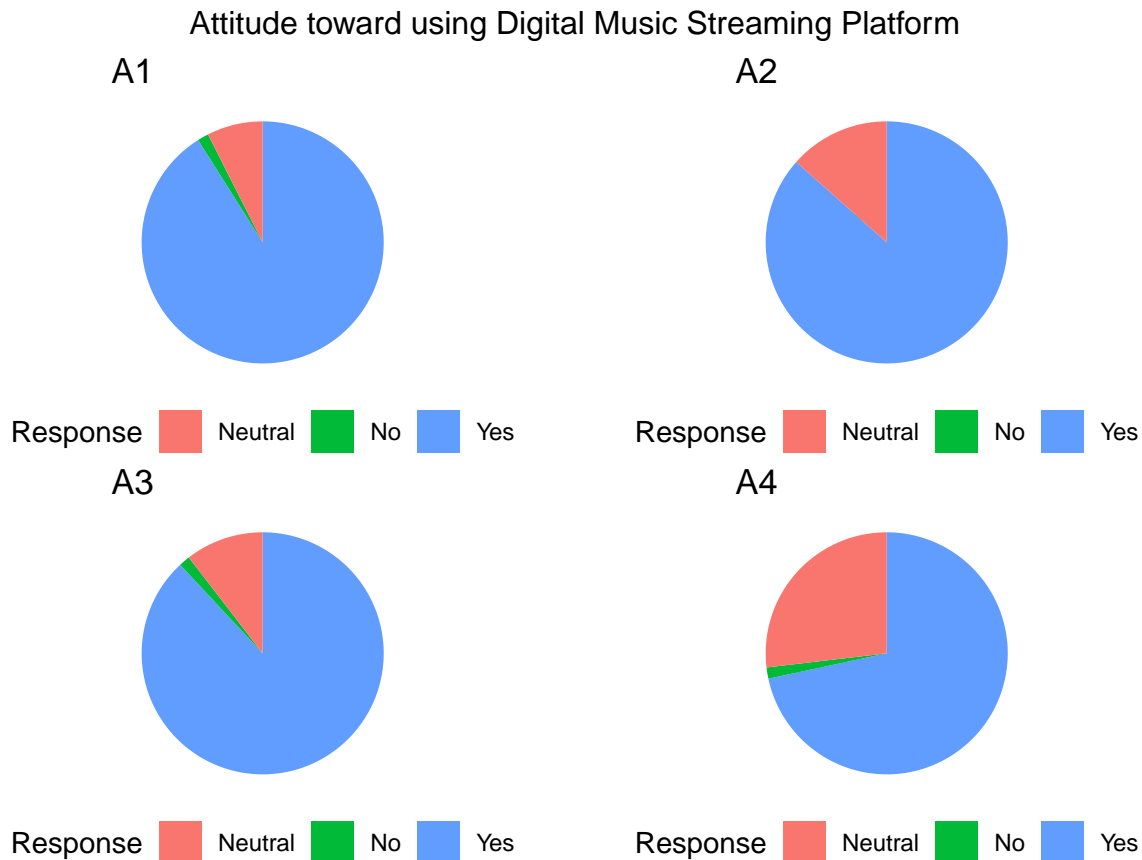
```
    labs(title = name,
        fill = "Response") +
    theme_void() +
    theme(legend.position = "bottom")
})

grid.arrange(grobs = A_plots, ncol = 2, top = "Attitude toward using Digital Music Streaming Platform")
```

Attitude toward using Digital Music Streaming Platform


```
# Most of the respondents agrees that their music streaming platform are enjoyable and interesting.


# Create Pie Chart for SI1-SI3
SI_data <- list(
  SI1 = data.frame(Response = c("Yes", "No", "Neutral"),
                  Frequency = c(sum(SI1 == "Yes"), sum(SI1 == "No"), sum(SI1 == "Neutral"))),

  SI2 = data.frame(Response = c("Yes", "No", "Neutral"),
                  Frequency = c(sum(SI2 == "Yes"), sum(SI2 == "No"), sum(SI2 == "Neutral"))),

  SI3 = data.frame(Response = c("Yes", "No", "Neutral"),
                  Frequency = c(sum(SI3 == "Yes"), sum(SI3 == "No"), sum(SI3 == "Neutral")))
)

SI_plots <- lapply(names(SI_data), function(name) {
  data <- SI_data[[name]]
  ggplot(data, aes(x = "", y = Frequency, fill = Response)) +
```
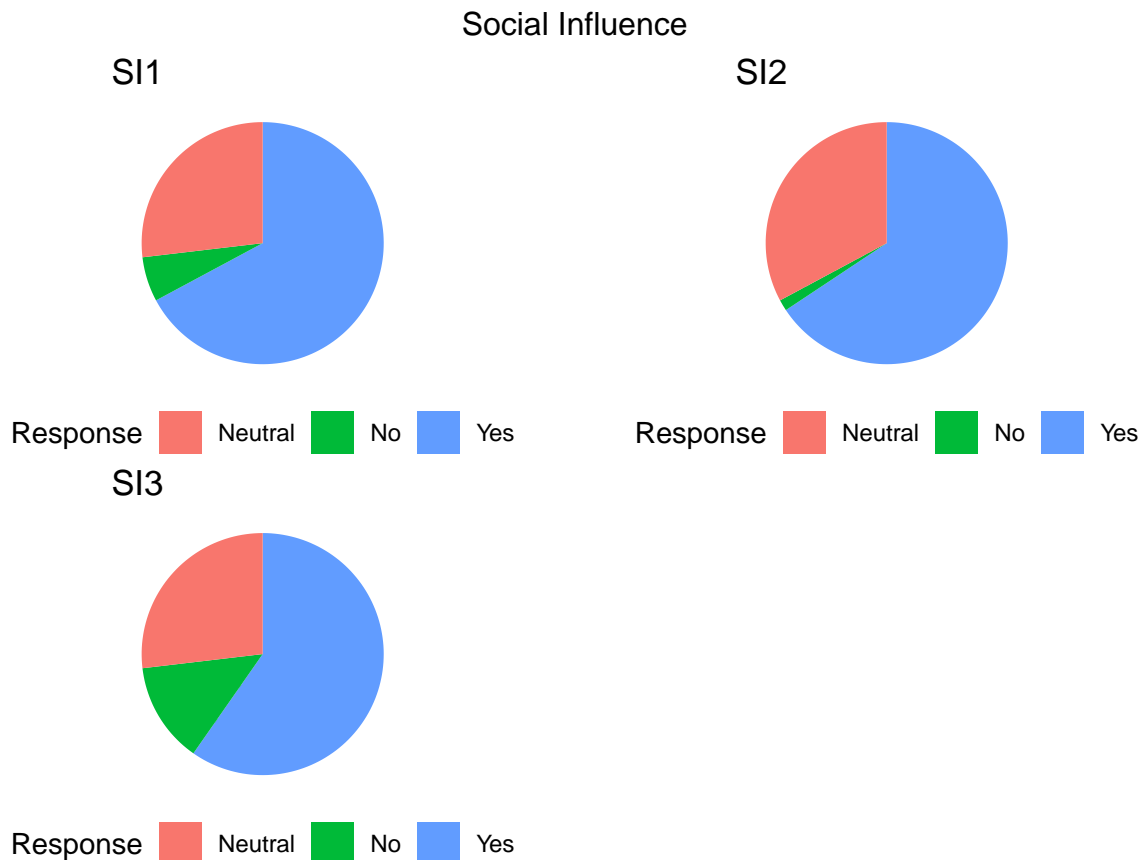
```
    geom_bar(stat = "identity") +
    coord_polar("y", start = 0) +
    labs(title = name,
         fill = "Response") +
    theme_void() +
    theme(legend.position = "bottom")
})

grid.arrange(grobs = SI_plots, ncol = 2, top = "Social Influence")
```

Social Influence

SI1

Response   ■ Neutral   ■ No   ■ Yes

SI2

Response   ■ Neutral   ■ No   ■ Yes

SI3

Response   ■ Neutral   ■ No   ■ Yes

```
# Most of the respondents share the same interests and influenced by other people.

# Create Pie Chart for FC2-FCO1
FC_data <- list(
  FC2 = data.frame(Response = c("Yes", "No", "Neutral"),
                   Frequency = c(sum(FC2 == "Yes"), sum(FC2 == "No"), sum(FC2 == "Neutral"))),

  FC3 = data.frame(Response = c("Yes", "No", "Neutral"),
                   Frequency = c(sum(FC3 == "Yes"), sum(FC3 == "No"), sum(FC3 == "Neutral"))),

  FCO1 = data.frame(Response = c("Yes", "No", "Neutral"),
                    Frequency = c(sum(FCO1 == "Yes"), sum(FCO1 == "No"), sum(FCO1 == "Neutral")))
)

FC_plots <- lapply(names(FC_data), function(name) {
  data <- FC_data[[name]]
```
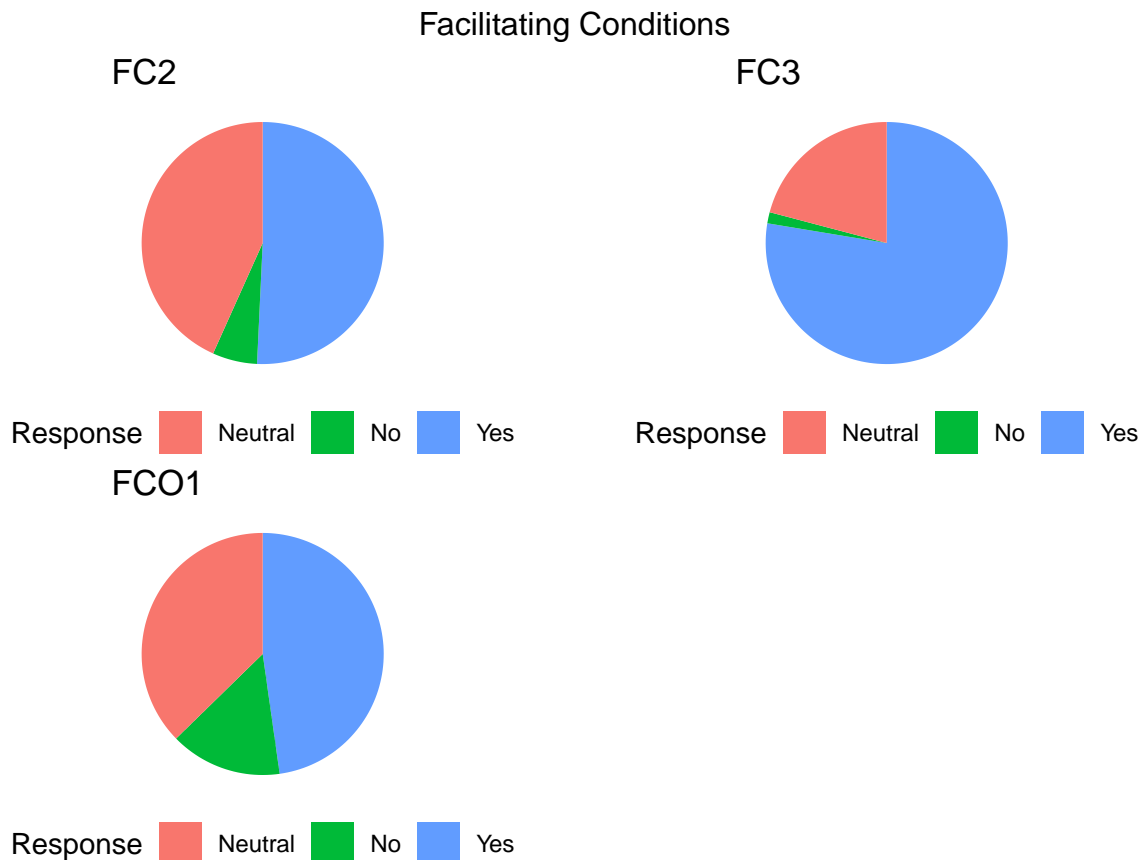
```r
  ggplot(data, aes(x = "", y = Frequency, fill = Response)) +
    geom_bar(stat = "identity") +
    coord_polar("y", start = 0) +
    labs(title = name,
         fill = "Response") +
    theme_void() +
    theme(legend.position = "bottom")
})

grid.arrange(grobs = FC_plots, ncol = 2, top = "Facilitating Conditions")
```

Facilitating Conditions

FC2

Response Neutral No Yes

FC3

Response Neutral No Yes

FCO1

Response Neutral No Yes

```r
# Most of the respondents have stable internet, compatible devices and a technical support to address i

# Create Pie Chart for SE1-SE3
SE_data <- list(
  SE1 = data.frame(Response = c("Yes", "No", "Maybe"),
                   Frequency = c(sum(SE1 == "Yes"), sum(SE1 == "No"), sum(SE1 == "Maybe"))),

  SE2 = data.frame(Response = c("Yes", "No", "Maybe"),
                   Frequency = c(sum(SE2 == "Yes"), sum(SE2 == "No"), sum(SE2 == "Maybe"))),

  SE3 = data.frame(Response = c("Yes", "No", "Maybe"),
                   Frequency = c(sum(SE3 == "Yes"), sum(SE3 == "No"), sum(SE3 == "Maybe")))
)
```
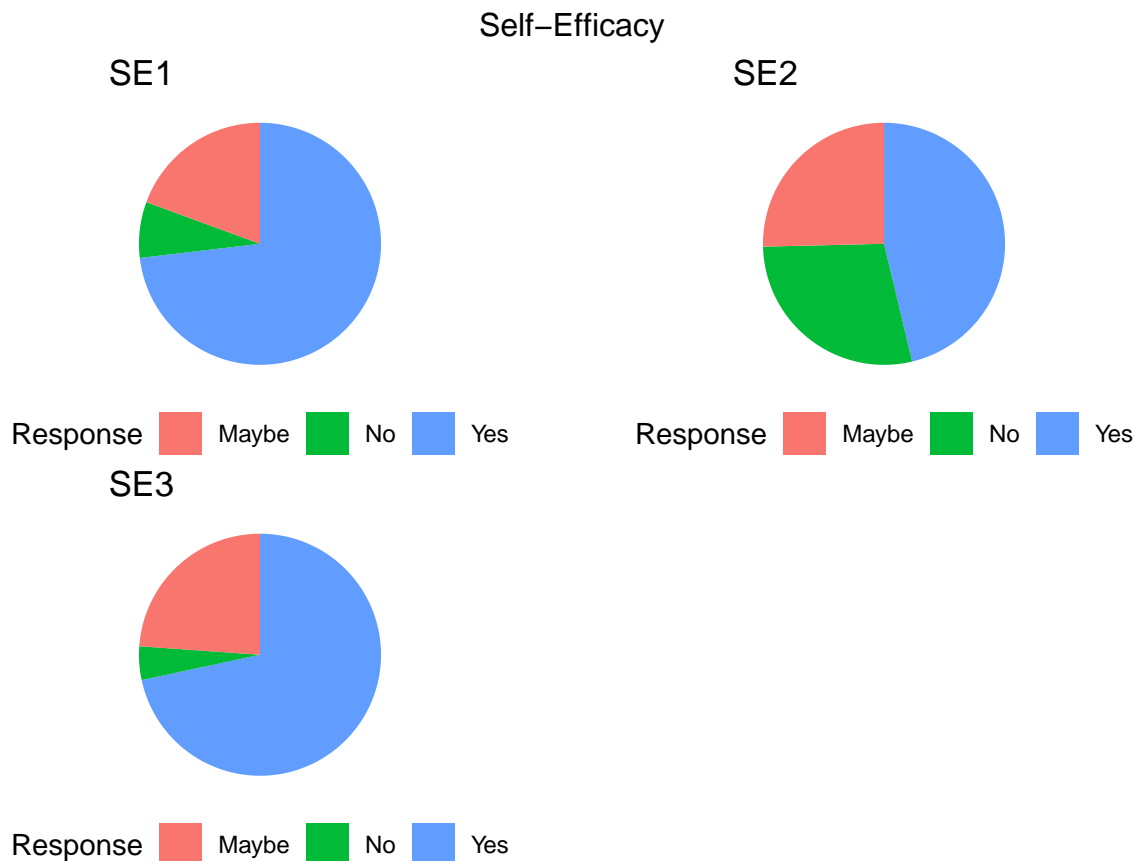
```r
SE_plots <- lapply(names(SE_data), function(name) {
  data <- SE_data[[name]]
  ggplot(data, aes(x = "", y = Frequency, fill = Response)) +
    geom_bar(stat = "identity") +
    coord_polar("y", start = 0) +
    labs(title = name,
         fill = "Response") +
    theme_void() +
    theme(legend.position = "bottom")
})

grid.arrange(grobs = SE_plots, ncol = 2, top = "Self-Efficacy")
```


Self−Efficacy

Most of the students have the knowledge and skills to address their issues on their music streaming p

```r
# Create Pie Chart for AX1-AX3
AX_data <- list(
  AX1 = data.frame(Response = c("Yes", "No", "Neutral"),
                   Frequency = c(sum(AX1 == "Yes"), sum(AX1 == "No"), sum(AX1 == "Neutral"))),

  AX2 = data.frame(Response = c("Yes", "No", "Neutral"),
                   Frequency = c(sum(AX2 == "Yes"), sum(AX2 == "No"), sum(AX2 == "Neutral"))),

  AX3 = data.frame(Response = c("Yes", "No", "Neutral"),
                   Frequency = c(sum(AX3 == "Yes"), sum(AX3 == "No"), sum(AX3 == "Neutral")))
```
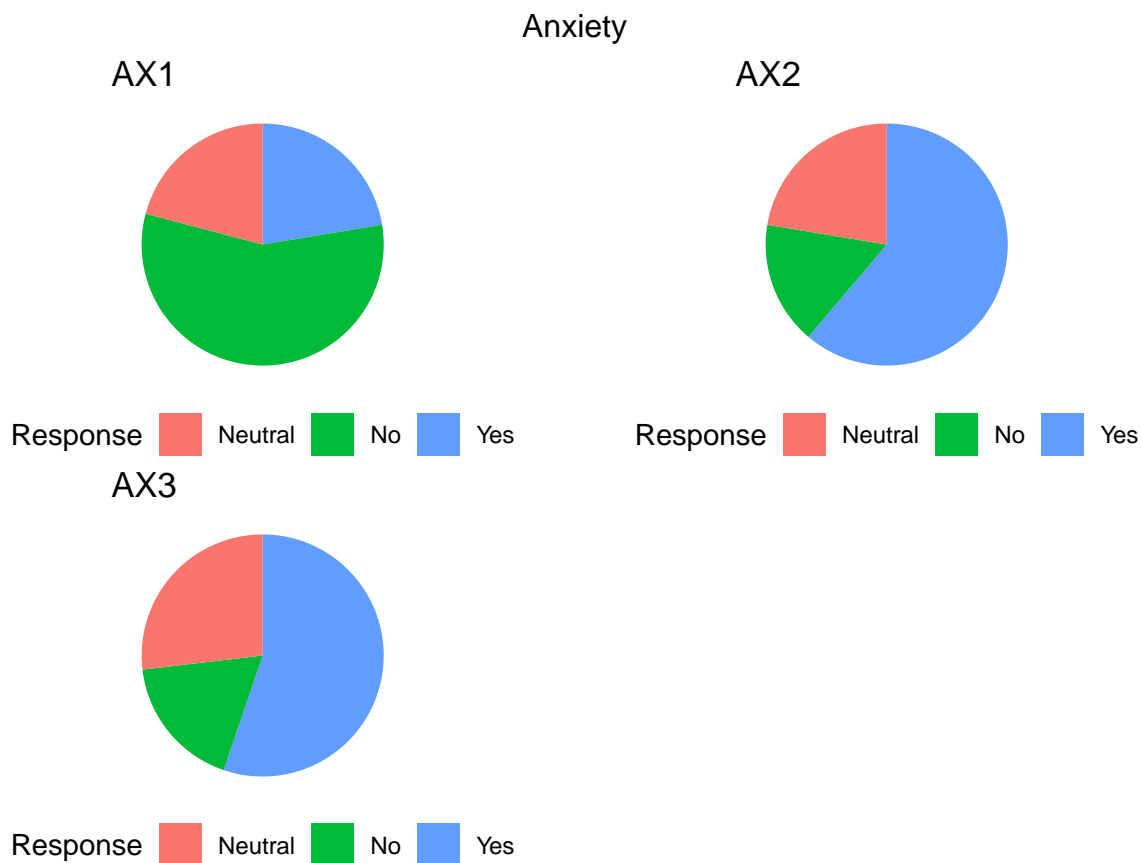
```
)

AX_plots <- lapply(names(AX_data), function(name) {
  data <- AX_data[[name]]
  ggplot(data, aes(x = "", y = Frequency, fill = Response)) +
    geom_bar(stat = "identity") +
    coord_polar("y", start = 0) +
    labs(title = name,
         fill = "Response") +
    theme_void() +
    theme(legend.position = "bottom")
})

grid.arrange(grobs = AX_plots, ncol = 2, top = "Anxiety")
```



```
# Missing Out on New Music Releases:
# Most respondents voted "No." They don't feel anxious about missing out on new music releases if they

# Accidental Playlist or Track Deletion:
# Most respondents voted "Yes." The thought of accidentally deleting playlists or favorite tracks on a

# Playlist Backup and Anxiety Reduction:
# Most respondents voted "Yes." The availability of features like playlist backup on Digital Music Stre

# Create Pie Chart for BI1-BI3
BI_data <- list(
```

```
  BI1 = data.frame(Response = c("Yes", "No", "Maybe"),
                   Frequency = c(sum(BI1 == "Yes"), sum(BI1 == "No"), sum(BI1 == "Maybe"))),

  BI2 = data.frame(Response = c("Yes", "No", "Maybe"),
                   Frequency = c(sum(BI2 == "Yes"), sum(BI2 == "No"), sum(BI2 == "Maybe"))),

  BI3 = data.frame(Response = c("Yes", "No", "Maybe"),
                   Frequency = c(sum(BI3 == "Yes"), sum(BI3 == "No"), sum(BI3 == "Maybe")))
)

BI_plots <- lapply(names(BI_data), function(name) {
  data <- BI_data[[name]]
  ggplot(data, aes(x = "", y = Frequency, fill = Response)) +
    geom_bar(stat = "identity") +
    coord_polar("y", start = 0) +
    labs(title = name,
         fill = "Response") +
    theme_void() +
    theme(legend.position = "bottom")
})

grid.arrange(grobs = BI_plots, ncol = 2, top = "Behavioral Intention")
```
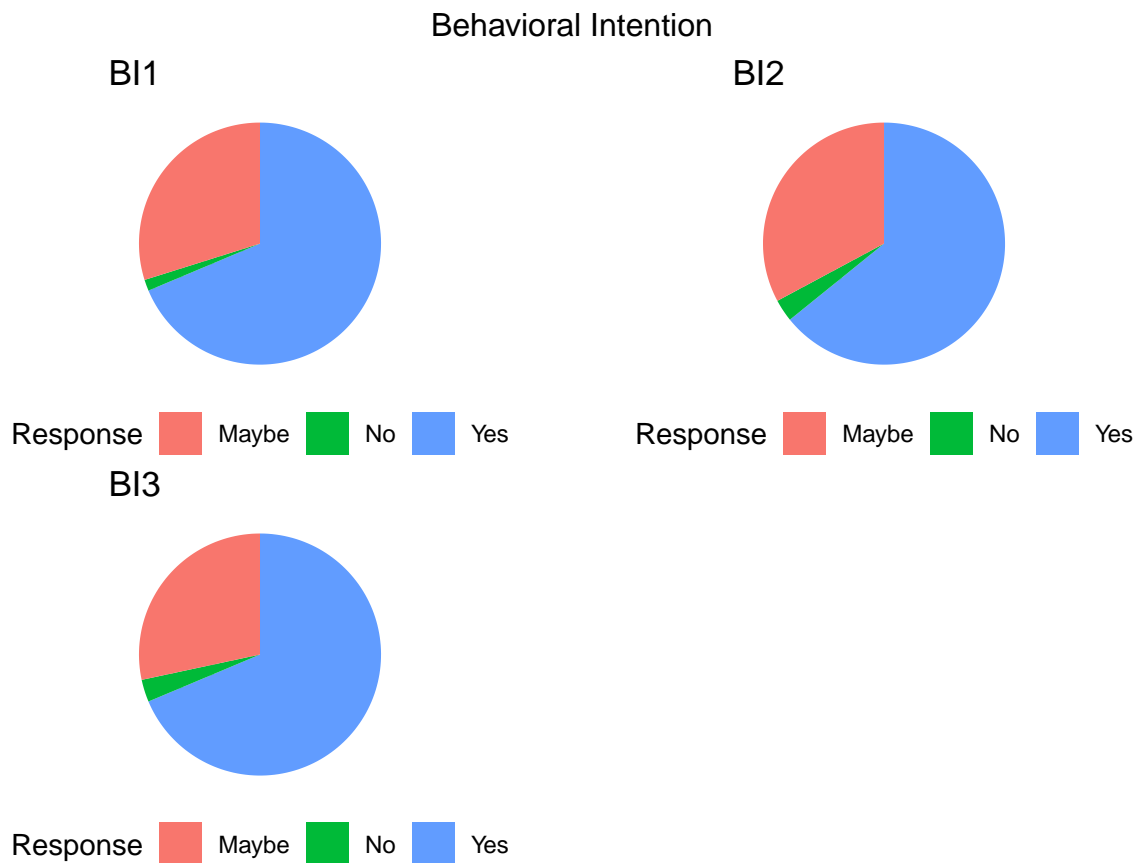
Behavioral Intention

BI1

Response ▮ Maybe ▮ No ▮ Yes

BI2

Response ▮ Maybe ▮ No ▮ Yes

BI3

Response ▮ Maybe ▮ No ▮ Yes

```
# Continued Usage:
# Most respondents voted "Yes." They intend to continue using Digital Music Streaming Platforms as thei
```

```
# Exploring New Features:
# Most respondents voted "Yes." They predict that they would explore and use new features introduced on

# Recommendations:
# Most respondents voted "Yes." They plan to recommend Digital Music Streaming Platforms to friends or
```