

點對點音樂網站消費者行為與經營模式分析

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摘要

點對點(Peer-to-peer,P2P)傳輸方式是一種「檔案共享模式」，P2P 乃透過網路芳鄰的分享不需透過伺服器，PC 與 PC 間就可抓取對方的檔案、硬碟共享，如 Napster、Ezpeer 是音樂多媒體檔案共享軟體，每一個使用者的電腦可以直接與另一個使用者立即線上交換音樂或多媒體檔案。現今的網路音樂業者，採付費的方式讓大家隨意的下載歌曲，但是這真的合法嗎？收費有一定的標準嗎？如何使得唱片業者、網路業者及消費者三者之間達到合法的利益平衡等問題，是否有一較適合之點對點經營模式乃一值得探討之課題。

本研究採用相關文獻探討，分析實體音樂產業和線上音樂產業經營現況，探討線上音樂市場對傳統音樂產業可能造成的衝擊與影響。比較分析國內外線上音樂網站之經營模式、網站功能及收費方式，並運用消費者行為問卷，分析大學生使用音樂產品的型態，且探討各種類型消費者的消費行為，以作為擬訂線上音樂產業經營模式之參考。

關鍵詞：音樂網站、電子商務、消費者行為、經營模式

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Consumer Behavior and Business Model Analysis of Peer-to-Peer Music Websites

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Abstract

Due to the Internet and electronic commerce fast developed, the music industry has increasingly become focus of attention around the world with its market having grown rapidly. The music website already have many achievements of digitizing music, the digital music has the special characteristics which can communicate between consumers through the Peer-to-peer (P2P). The basic mission of a music website is to develop and fulfill its strategy for increasing its economic value, therefore, the music website has not only the purpose of service the consumer, but also provides the consumer with elegant digital archives, and create economic values. However, it is important topic that the digitizing music are communicated via P2P is legal or illegal.

This study adopted the concepts of e-commerce and the business model theory.of Reypport and Jaworski. We propose an Internet business model based on system that considers consumer requirements and the characteristics of music for servicing the public. We suggest for a new music website that can further serve as references in music industry.

Key words : Music website, e-Commerce, consumer behavior, business model

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