

The Impact of Fan Economy on Consumer Spending Behavior: A Case Study of QQ Music

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Abstract

With the rapid development of digital technology and mobile Internet, music consumption has shifted from physical records and downloads to streaming platforms. In China, QQ Music has become not only a music playback tool, but also a digital entertainment platform integrating membership services, digital albums, paid singles, fan interaction and social participation. Therefore, studying QQ Music users' consumption behavior is helpful for understanding the commercialization logic of Chinese digital music platforms. This paper takes QQ Music as a case study and uses questionnaire survey data to examine the factors influencing users' payment behavior. The study focuses on three research questions: the usage habits and consumption characteristics of QQ Music users, the influence of functional factors such as price acceptance and usage habits, and the role of emotional factors such as artist content, fan identity and fan activities. Python is used to conduct descriptive statistics, visualization, Pearson correlation analysis and binary Logit regression to explore the relationship between these variables and whether users have made paid purchases. The results show that membership is the main consumption form, while paid singles and digital albums are important supplements. Price acceptance is the clearest factor influencing whether users pay. Fan identity and artist-related content mainly affect specific consumption behaviors rather than overall payment decisions.

Keywords

QQ music, fan economy, payment behavior, fan identity, music consumption

1. Introduction

With the development of digital technology and mobile internet, music consumption patterns have undergone significant changes. In the past, consumers primarily accessed music by purchasing physical records, downloading singles, or listening to the radio. Now, music streaming platforms have become the main channel for the public to obtain music content. In the Chinese market, QQ Music, as an important platform under Tencent Music Entertainment Group, not only provides basic online music listening services but has also gradually developed diversified functions such as membership subscriptions, digital album purchases, single purchases, fan interaction, comment communities, and personalized recommendations. Therefore, QQ Music is no longer just a music playback tool but a digital entertainment platform that integrates content consumption, emotional experience, and social participation.

For digital music platforms, attracting users to pay and retaining them in the long term are core issues in their business model. While many users can listen to some music content for free, platforms still need to generate revenue through paid memberships, digital albums, exclusive content, and idol-related services. Especially among young users, music consumption is often not just about acquiring the songs themselves but also related to identity recognition, emotional companionship, fan support, and social expression. For example, some users buy digital albums not just to listen to music, but to support their favorite artists; others subscribe to memberships for better sound quality, more copyrighted songs, personalized avatars, or a more convenient user experience.

Therefore, studying the consumption behavior of QQ Music users has practical significance. On the one hand, it can help understand the commercialization logic of Chinese digital music platforms; on the other hand, it can further analyze the payment motivations of young consumers on digital entertainment platforms.

This paper takes QQ Music as a case study and, combined with questionnaire survey data, explores the main factors influencing user consumption behavior. The consumption behavior focused on in this paper includes not only membership purchases, but also digital album purchases, paid singles, and the use of idol-related interactive services. Specifically, this paper aims to answer the following questions: First, what are the characteristics of QQ Music users' usage habits and consumption behavior? Second, how do factors such as price acceptance, usage habits, community interaction, and artist content influence users' willingness to pay? Third, does fan status significantly affect the consumption behavior of QQ Music users? Through the analysis of these questions, this paper aims to provide insights into the consumption behavior of digital music platform users in China.

2. Literature Review

Existing research on digital music platforms mainly focuses on users' willingness to pay, willingness to continue using the platform, platform experience, and social interaction. First, from the perspective of technology acceptance and consumption value, whether users are willing to pay for music streaming platforms is closely related to platform functions, price perception, and usage habits. Barata and Coelho, based on an extended UTAUT2 model, studied the willingness of music streaming users to pay and found that habits, performance expectations, and price value are important factors influencing users' purchase of paid versions [1]. This indicates that users do not simply decide whether to purchase a membership because the platform charges fees, but rather comprehensively consider whether the platform is useful, worthwhile, and whether they have formed stable usage habits.

Second, users' continued usage behavior is also an important aspect of digital music platform research. Díaz-Marcos et al. pointed out that habit is a key factor influencing young users' willingness to use music streaming platforms, even more important than perceived usefulness, ease of use, and hedonic motivation [2]. This view is highly enlightening for QQ Music research. Many users accumulate playlists, favorites, listening history, membership levels, and social relationships on the platform after long-term use. Therefore, even if other music platforms exist in the market, users may continue to use QQ Music due to migration costs and path dependence.

Furthermore, music platform consumption has a significant experiential attribute. Kim et al. applied the refined stimulus-organism-response theory to examine young consumers' online experiential consumption of contemporary music [3]. This indicates that digital music consumption is not only functional consumption but also emotional and experiential consumption. Users are often influenced by emotional experiences when listening to songs, browsing comments, viewing playlists, participating in charts, or purchasing digital albums on QQ Music.

Besides, social interaction and user engagement are also important factors influencing digital music consumption. Qin and Park, using the mobile QQ Music platform as a case study, found that the quality of social experience significantly affects user satisfaction and continued usage intention [4]. User comments, interactive atmosphere, and user-generated content can all enhance users' sense of identification with the platform. Park, Park and Park also pointed out that user-generated content can promote music dissemination and sales, especially in the early stages of song release [5]. These studies indicate that comments, sharing,

playlist creation, and fan interaction on digital music platforms can not only increase platform activity but may also further drive consumption behavior.

Finally, individual consumer differences also affect the depth of their online consumption. Huang and Yu found that online social interaction plays a mediating role between user personality traits and deep online consumption behavior. In other words, whether users actively participate in platform interaction may affect their final consumption level [6].

In addition to platform functions and social interaction, fan economy provides another useful perspective for understanding digital music consumption. Liang and Shen argued that Chinese fans are not a homogeneous group, as different levels of fans may contribute differently to media and entertainment revenue [7]. Highly engaged fans may generate commercial value through repeated purchases, online promotion, and participation in artist-related activities. Similarly, Wang examined the role of fan economy in the Chinese pop music industry and suggested that fan-based consumption may not work equally across the whole market, partly because music consumption is affected by artist popularity, fan concentration, and market segmentation [8]. These studies are relevant to QQ Music because digital albums, paid singles, and idol-related interaction services are closely connected to fan participation. However, they also suggest that fan identity may influence specific consumption types more strongly than general payment behavior.

Overall, existing literature provides a theoretical basis for studying consumer behavior on digital music platforms, but it still has the following shortcomings. First, existing research has focused more on overseas platforms such as Spotify and YouTube Music, while the consumption mechanisms of Chinese domestic music platforms such as QQ Music remain relatively underexplored. Second, existing research mainly focuses on membership subscriptions or continued use intentions, and rarely distinguishes between multiple payment methods such as membership purchases, digital albums, paid singles, and idol-related interactive services. Third, existing research rarely compares the differentiated impact of functional factors and emotional factors on users' payment behavior. Fourth, some studies mainly use descriptive analysis or continued use intention models, and rarely use binary logit models to analyze the influencing factors of users' binary payment decision, namely whether they have paid or not. Therefore, this paper takes QQ Music as the research object and, combined with questionnaire survey data, explores the differences in the impact of functional factors and fan emotional factors on user payment behavior.

3. Research Methods

3.1 Questionnaire Design

This paper uses a questionnaire survey method to study the consumption behavior of QQ Music users and its influencing factors. The questionnaire consists of five aspects: basic user information, QQ Music usage, platform consumption behavior, factors influencing consumption intention, and social interaction and fan participation. The questionnaire includes single-choice questions, multiple-choice questions, and a five-point Likert scale to understand users' usage and consumption on the QQ Music platform from different perspectives.

The first part is basic information, mainly including the respondent's gender, age, identity, and monthly disposable income. This part is used to understand the sample structure and determine which user group the survey results mainly reflect. The second part is QQ Music usage, including whether the user has used QQ Music, usage frequency, average daily usage time, and the main reasons for using QQ Music. The third part focuses on users' consumption behavior, including whether they have ever made paid consumption on QQ Music, what products or services they have purchased, average monthly consumption amount, and whether they have subscribed to QQ Music membership. The fourth part uses a five-point Likert scale to examine the impact of factors such as price acceptance, usage habits, community interaction, and artist content on consumer willingness. Part V further focuses on social interaction and fan engagement, including whether users post comments, like comments, create playlists, follow artists, and whether fan identity influences their consumption behavior.

The scale items in this paper mainly reference common variables in research on digital music platform willingness to pay, willingness to continue using, user experience, and fan engagement, and are adapted to suit the characteristics of the QQ Music platform. Specifically, items related to price acceptance, usage habits, and

continued use are mainly based on previous research on willingness to pay and usage habits in music streaming [1][2]; items related to community interaction are based on research on the quality of social experience on mobile QQ Music [4]; and items related to fan identity and artist content are designed based on specific QQ Music consumption scenarios such as digital albums, paid singles, and fan interaction services.

This paper uses a five-point Likert scale to measure users' degree of agreement with different influencing factors, where 1 represents “strongly disagree,” 2 represents “disagree,” 3 represents “neutral,” 4 represents “agree,” and 5 represents “strongly agree.” Therefore, the higher the variable score, the stronger the respondent's agreement with the factor. In this paper, “fan identity” refers to whether respondents' liking of a particular singer or musician influences their platform attention, interaction, or consumption tendency. Since this questionnaire does not further distinguish between casual fans and high-investment fans, “fan identity” in this paper refers more to a subjective identification than to a strict classification of fan levels.

3.2 Data Collection

This questionnaire was designed and distributed through Wenjuanxing, an online survey platform, primarily via WeChat. The questionnaire was distributed to users with experience using digital music platforms, with a focus on whether they had previously used QQ Music. The questionnaire was distributed from June 1st to June 10th, 2026. A total of 218 questionnaires were collected, all of which were included in the analysis as valid questionnaires. Among them, 199 respondents indicated they had used QQ Music, accounting for 91.28% of the total sample. In the subsequent analysis of QQ Music usage habits and consumption behavior, this paper mainly focuses on these 199 QQ Music users.

From the sample structure, the respondents were mainly young users, with a relatively high proportion of female respondents and students. Specifically, female respondents accounted for 54.59%, respondents aged 18–22 accounted for 45.41%, students accounted for 44.95%, and working professionals accounted for 40.37%.

3.3 Python Data Analysis Methods

This paper uses Python to conduct statistical analysis on the questionnaire data, mainly including descriptive statistics, visualization analysis, Pearson correlation analysis, and binary logit regression analysis. Descriptive statistics are used to present the basic characteristics of respondents, their QQ Music usage habits, and the distribution of their consumption behavior. Pearson correlation analysis is used to initially examine the correlation between variables such as price acceptance, usage habits, community interaction, artist content, and fan identity with paid behavior. Binary logit regression is used to further analyze the main factors influencing whether users have made paid consumption on QQ Music.

3.4 Regression Model Specification

To further analyze the factors influencing QQ Music user payment behavior, this paper constructs a binary Logit regression model. The dependent variable of the model is whether the user has ever made a paid purchase on QQ Music. If a user has ever purchased a membership, paid singles, digital albums, or other paid services on QQ Music, the variable takes the value 1; if a user has never made any paid purchases, the variable takes the value 0.

The main independent variables selected in this paper include price acceptance, usage habits, community interaction interests, willingness to purchase digital albums released by favorite artists, the influence of fan identity, and the influence of fan-related activities. Age, income, and whether a user is a student are included as control variables to reduce the impact of individual differences on the regression results.

The Logit model in this paper can be expressed as:

$$\text{Logit}(\text{Paid}) = \ln \left[\frac{P(\text{Paid} = 1)}{1 - P(\text{Paid} = 1)} \right] = \beta_0 + \beta_1 \cdot \text{Price} + \beta_2 \cdot \text{Habit} + \beta_3 \cdot \text{Community} + \beta_4 \cdot \text{Singer} \\ + \beta_5 \cdot \text{FanIdentity} + \beta_6 \cdot \text{FanActivity} + \beta_7 \cdot \text{Age} + \beta_8 \cdot \text{Income} + \beta_9 \cdot \text{Student} + \varepsilon$$

3.5 Reliability and Validity Testing

To examine the reliability of the questionnaire, this paper conducted a Cronbach's Alpha test on the main Likert-scale variables. Since respondents who had not used QQ Music did not answer the follow-up scale questions, the reliability test was based on 199 valid QQ Music users. The six core scale items included price acceptance, usage habit, community interaction interest, willingness to purchase digital albums released by favorite artists, fan identity influence, and fan activity influence. Since the item measuring fan identity influence was coded in the opposite direction, it was reverse-coded before the reliability test. The Cronbach's Alpha coefficient of the six core items was 0.693, which is close to the commonly accepted threshold of 0.70. Therefore, the scale can be regarded as having basically acceptable internal consistency for an exploratory study. In addition, the Cronbach's Alpha of the functional factors was 0.789, indicating good internal consistency. However, the reliability of the fan-related factors was relatively low, suggesting that artist content, fan identity, and fan activities may represent different aspects of emotional consumption rather than a single unified construct.

Regarding validity, this paper mainly focuses on content validity. The questionnaire items referenced relevant research on digital music platform payment willingness, continued usage willingness, social interaction, and fan engagement, and were adjusted to incorporate specific consumption scenarios such as QQ Music membership, digital albums, paid singles, and idol interaction services. Therefore, the questionnaire items effectively covered the main variables of interest in this study and possess a certain level of content validity.

4. Results and Discussion

4.1 Basic Characteristics of Respondents

The questionnaire sample shows a clear tendency toward younger respondents. Of the 218 respondents, 54.59% were female and 33.03% were male; in terms of age, 45.41% were 18–22 years old and 20.18% were 23–26 years old; in terms of employment status, 44.95% were students and 40.37% were employed. Regarding monthly disposable income, 53.67% of respondents were in the 1000–5000 yuan range.

4.2 QQ Music User Habits

The questionnaire results show that QQ Music has a high usage rate in this sample. Of the 218 respondents, 199 had used QQ Music before, accounting for 91.28%. Regarding usage frequency, 31.66% of QQ Music users use the platform almost daily, and 20.6% use it 3–5 times per week, indicating that QQ Music has formed relatively stable usage habits among some users. However, in terms of average daily usage time, 29.15% of users use it for less than 30 minutes a day, and 32.66% use it for 30 minutes to 1 hour a day, indicating that while most users do use QQ Music, their overall usage time is relatively low to medium.

This result suggests that QQ Music is more often used by users as a tool for fragmented daily music listening rather than a platform for prolonged immersive entertainment. Users may use QQ Music during commutes, studies, rest, or entertainment, but they don't necessarily stay on the platform for extended periods.

Regarding the reasons for using QQ Music, the main factors users choose are its extensive music library, usage habits, and relatively good sound quality. Specifically, 59.8% of users chose “a relatively complete music library,” 44.22% chose “usage habits,” and 34.67% chose “relatively good sound quality.” In contrast, only 5.53% of users chose “good comment section or community atmosphere,” and 5.03% chose “using the chat software Bubble within QQ Music.”

This indicates that for the users in this sample, QQ Music's core appeal still lies in the music content itself, including the platform's music library, copyrighted resources, and content related to their favorite artists. While the community atmosphere is part of the platform's functionality, it is not the primary reason users choose QQ Music. Therefore, QQ Music's competitive advantage as a digital music platform is primarily based on its content and copyrighted resources.

4.3 QQ Music Consumption Behavior Characteristics

Of the 199 QQ Music users, 135 had made paid purchases on QQ Music, accounting for 67.84%. This result indicates that paid behavior is relatively common among QQ Music users in this sample, with most users having paid experience. However, a certain proportion of users remain free users. This may be related to QQ Music's mechanism of providing users with short-term VIP benefits by watching ads, but since this factor was not specifically examined in this paper, this explanation still needs further verification. In terms of consumption type, membership is the most common form of consumption. Among 135 paying users, 82.22% had purchased Green Diamond or Premium Green Diamond memberships, 54.07% had purchased paid singles, and 52.59% had purchased digital albums. In comparison, 19.26% purchased concert or live stream-related content, while 9.63% each purchased idol-related interactive services or fan activities, and 9.63% purchased personalized outfits or avatar decorations.

This result indicates that QQ Music users' consumption structure is characterized by “membership as the primary consumption form, paid singles and digital albums as secondary consumption factors, and fan interaction services as a relatively niche form of consumption.” The high proportion of membership spending is likely due to the more direct and stable functional value it provides, such as more copyrighted songs, higher sound quality, download functionality, and a better user experience. Digital albums and paid singles are more related to users' preferences for specific songs or artists, exhibiting a certain emotional consumption and fan support attribute.

In terms of spending amount, QQ Music users' average monthly spending is generally low, mainly consisting of small-amount purchases, but the spending levels are more diverse. 62.96% of paying users spend 1-20 yuan per month, 22.96% spend 21-50 yuan, 10.37% spend 51-100 yuan, and 3.7% spend over 100 yuan per month.

This shows that although QQ Music has a high percentage of paying users, their spending intensity is not high, exhibiting characteristics of small-amount, lightweight consumption. QQ Music's business model relies more on a large number of users making low-amount, continuous purchases, rather than a small number of users making high-amount purchases. This characteristic is also consistent with the subscription and single-track purchase models of digital music platforms, meaning users are more willing to accept continuous consumption with a low price threshold.

4.4 Descriptive Statistics and Comparison of Influencing Factors

The questionnaire further reflects the impact of different factors on users' willingness to consume. The average score for “QQ Music's price is within my acceptable range” is 3.25, indicating that most users have a moderately high level of acceptance of QQ Music's paid services. A relatively high level of price acceptance may be one of the important reasons why users are willing to purchase memberships, single tracks, or digital albums. Especially given that most users spend only 1-20 yuan per month, the low price threshold helps increase the likelihood of users making purchases.

Furthermore, the average score for “If my favorite artist releases a digital album on QQ Music, I'm more willing to buy it” is 3.2, making it one of the more influential factors in the descriptive results. This indicates that user spending on QQ Music is influenced not only by platform functions but also by artist preferences and emotional connection. For some users, purchasing digital albums or paid singles is not just about obtaining music content but also a way to support their favorite artists. Therefore, QQ Music's consumption behavior exhibits certain characteristics of a fan economy.

In contrast, the average score for “I'm already used to using QQ Music, so I don't really want to switch to other platforms” is 3.13, indicating that usage habits have some effect on user retention, but the impact is not particularly strong. The average score for “QQ Music's comment section, playlists, or community interaction increases my interest in using it” is 2.98, lower than price and artist factors, indicating that community interaction has a relatively limited impact on purchasing intentions. Although users use features such as comments, playlists, and following artists, these interactive behaviors do not necessarily directly translate into paid behavior.

Overall, descriptive statistics show that price acceptance, usage habits, community interaction, and artist-related content all have some influence on willingness to pay. However, the average scores of these factors are

all at a moderate level, and no single dominant factor is clearly identified. Therefore, QQ Music users' consumption behavior should not be understood as being determined by a single factor, but rather as the result of the combined effects of price perception, platform habits, content resources, artist preferences, and personal interests.

4.5 Correlation Analysis and Logit Regression Results

Based on the descriptive statistics, this paper further used Python to conduct correlation analysis and binary logit regression analysis to examine the relationship between different factors and users' paid behavior. The correlation analysis results show that variables such as price acceptance, usage habits, artist-related content, fan identity, and fan activities are related to paid behavior, but the overall correlation is not high. This indicates that QQ Music users' paid behavior may be influenced by multiple factors, rather than being determined by a single variable.

Further Logit regression results show that price acceptance has a clear positive impact on whether users pay. This means that when users believe that QQ Music's paid services are more reasonable, their likelihood of making a paid purchase will increase accordingly. This result is largely consistent with the findings in the descriptive statistics, indicating that price remains a significant factor influencing users' willingness to spend on digital music platforms.

In contrast, variables such as usage habits, willingness to purchase digital albums by artists, fan identity, and fan activities did not show a stable and significant impact in the regression model. This does not mean that these factors are completely unimportant, but rather that their explanatory role in the outcome variable of "whether to pay" may be complex. For example, fan identity may more easily influence specific consumption types such as digital albums, paid singles, or idol-related services, but may not significantly explain whether a user has made any type of paid consumption. Similarly, a favorite artist releasing a digital album may increase the purchase intention of some users, but for overall paid behavior, its impact may be influenced by factors such as price, income, and personal consumption habits.

This finding differs from some previous studies on music streaming platforms. For example, previous research found that habit plays an important role in users' willingness to purchase paid versions of music streaming services [1], while another study also emphasized the importance of habit in young users' adoption of music streaming platforms [2]. However, in this study, usage habit does not show a stable significant effect on whether users have paid for QQ Music. One possible explanation is that habit may influence platform retention more directly than payment behavior. In other words, users may continue to use QQ Music because of accumulated playlists, listening history, and familiarity with the interface, but these habits do not necessarily lead to paid purchases. In addition, since QQ Music provides both free listening functions and temporary VIP benefits through advertisements, users can maintain their usage habits without becoming paying users. Therefore, the role of habit may be more related to continued use than to the binary decision of whether to pay.

It is noteworthy that community interaction interest did not show a significant positive promoting effect in the regression results. This suggests that while comment sections, playlists, or community atmosphere may increase user interest, they may not directly translate into paid behavior. Some users may prefer to use the platform's interactive features for free, such as browsing comments, sharing songs, or creating playlists, rather than necessarily purchasing memberships, singles, or digital albums.

Overall, correlation analysis and Logit regression results indicate that QQ Music users' paid behavior is not determined by a single fan factor or community interaction factor. Price acceptance is a relatively clear factor influencing whether users pay, while the effects of artist content, fan identity, and community interaction are more complex. Therefore, QQ Music user consumption behavior should be understood as the result of the combined effects of price perception, platform functions, content resources, usage habits, and personal interests.

4.6 The Role of Social Interaction and Fan Identity

From the perspective of social interaction behavior, QQ Music users still maintain a certain level of participation on the platform. 54.77% of users follow artists, 42.21% share songs or playlists, 38.69% create playlists, and 32.66% like and comment. This shows that QQ Music is not just a simple music playback tool,

but also has certain social and content participation attributes. However, 41.21% of users indicated that they rarely interact on QQ Music, suggesting that the platform's interactive functions have varying degrees of appeal to different users.

Fan identity has a certain influence on QQ Music consumption, but its influence is not absolute. The survey results show that only 11.06% of users believed that their fan status had no impact on their QQ Music spending. This indicates that fan status may be an important factor explaining some QQ Music consumption behavior, especially for digital albums, paid singles, and idol-related services. Users may purchase digital albums or paid singles because they like a particular artist, or participate in related promotions and chart activities.

However, the relatively limited effect of fan identity should be understood in the context of China's fan economy. Liang and Shen suggest that Chinese fans are not a homogeneous group, as highly engaged fans and ordinary fans may contribute differently to media and entertainment revenue [7]. In this study, the sample consists of general QQ Music users rather than only high-investment fans or organized fandom participants. Therefore, some respondents may like certain artists or identify as fans, but they may not necessarily participate in repeated purchasing, chart-boosting, or collective promotional activities. This may explain why fan identity appears relevant in descriptive statistics but does not strongly predict overall payment behavior in the Logit regression. This finding also echoes the argument that fan-based consumption may not work equally across the entire Chinese pop music market.[8]

However, the driving effect of fan-related activities on consumption is not absolute. In response to the question "Will fan-related activities prompt me to spend money on QQ Music?", 39.7% of users chose "neutral," while 38.69% of users chose "agree" and "strongly agree." This shows that fan activities can indeed influence some users' consumption, but not all fan activities directly lead to purchases. Whether a user ultimately makes a purchase is also influenced by factors such as price, personal interests, spending power, and willingness to participate.

Therefore, this paper argues that QQ Music user consumption behavior is influenced by multiple factors, including content resources, usage habits, price acceptance, and artist preferences. Among the factors analyzed, music library resources and usage habits explain why users use QQ Music, while membership benefits and price acceptance influence whether users pay. Artist content and fan identity primarily affect specific consumption behaviors such as digital albums, singles, and fan-related services.

5. Conclusion

This paper studies the usage habits and consumption behaviors of QQ Music users based on a questionnaire survey and Python data analysis. The results show that QQ Music has a high usage rate among the respondents. The main reasons users choose this platform are its rich music library, long-term usage habits, and good sound quality. In terms of consumption behavior, membership remains the primary form of consumption, with paid singles and digital albums being important supplements. Overall, users' monthly spending is mainly small-amount, but there is also a certain proportion of users with moderate spending.

Further analysis reveals that QQ Music user consumption behavior is influenced by multiple factors. Descriptive statistics show that price acceptance, usage habits, artist content, community interaction, and fan factors are all related to consumption intentions, but no single factor shows an absolutely dominant role. Logit regression results further indicate that price acceptance is the most evident factor influencing whether users pay. Users are more likely to pay when they perceive QQ Music's paid services as more reasonable. In contrast, while fan identity, artist content, and community interaction have some influence, their effects are more complex and may not directly explain overall payment behavior.

Therefore, this paper argues that QQ Music is not only a consumption scenario within the fan economy, but also a comprehensive digital music platform based on content resources, membership services, and daily usage habits. Fan identity and artist-related content are more likely to influence specific consumption behaviors such as digital albums and paid singles, while price acceptance and platform functional value more directly affect users' willingness to make paid purchases.

This paper also has certain limitations. The questionnaire respondents were primarily young users, so the results cannot fully represent QQ Music users of all ages. Since the regression analysis in this paper is based

on questionnaire sample data, the sample size and structure are still limited; therefore, the regression results can only illustrate the correlation between variables, not directly prove causality. Future research could further expand the sample size and use more detailed individual-level questionnaire data to examine the specific effects of variables such as price acceptance, usage habits, fan identity, and community interaction on consumption intentions.

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