**Topic: Exploring the Growth, User Experience, and Monetization Strategies of KUKU FM**

# Abstract:

This dissertation looks on community development, content engagement tactics, and user experiences on the digital audiobook platform KUKU FM. This study uses first-hand data gathered from 111 individuals that were gathered through questionnaires and interviews to address important research concerns including user happiness, content choices, and community effect on user engagement.

After an introduction outlining the background of the study's goals and the evolution of the audiobook business, a critical analysis of theoretical frameworks for community building and user experience is presented in the Literature Review that follows. The methods for data gathering and analysis are then described in the Methodology chapter.

Insights from surveys and interviews are presented in Chapter 4, Data Analysis and Findings, which examines user behaviour, content preferences, and platform interactions. In the study's conclusion, these results are summarised, similar themes across survey and interview data are found, and suggestions for improving user involvement and experiences on KUKU FM are made.

This dissertation critically examines theoretical frameworks in the context of user experience and community development, contributing to our knowledge of user engagement, satisfaction and content engagement on digital audiobook platforms.

Table of Contents

[Abstract: 2](#_Toc151336203)

[Chapter 1: Introduction 5](#_Toc151336204)

[1.1 Background and Context 5](#_Toc151336205)

[1.2 Research Problem 6](#_Toc151336206)

[1.3 Research Questions 6](#_Toc151336207)

[1.4 Research Objectives 7](#_Toc151336208)

[1.5 Significance of the Study 7](#_Toc151336209)

[1.6 Scope and Limitations 8](#_Toc151336210)

[1.7 Dissertation Structure 8](#_Toc151336211)

[Chapter 2: Literature Review 9](#_Toc151336212)

[2.1 Introduction to Literature Review 9](#_Toc151336213)

[2.2 Introduction to Digital Audio Platforms and Book Consumption: 9](#_Toc151336214)

[2.4 User Experience on Audio Book Platforms 10](#_Toc151336215)

[2.5 Content Engagement and Community Building on Audio Book Platforms 11](#_Toc151336216)

[2.6 Unique Aspects of KUKU FM 12](#_Toc151336217)

[2.7 Theoretical Frameworks and Models in User Experience and Community Building 13](#_Toc151336218)

[2.8 Existing Strategies for Enhancing User Experience and Engagement 14](#_Toc151336219)

[2.9 Gaps in the Literature and Rationale for the Current Study 15](#_Toc151336220)

[Chapter 3: Research Methodology 16](#_Toc151336221)

[3.1 Introduction to Research Methodology 16](#_Toc151336222)

[3.2 Research Design 17](#_Toc151336223)

[3.3 Sampling Techniques and Participants 17](#_Toc151336224)

[3.4 Data Collection Methods 18](#_Toc151336225)

[3.4.1 Interviews 18](#_Toc151336226)

[3.4.2 Surveys 18](#_Toc151336227)

[3.5 Survey Methodology 18](#_Toc151336228)

[3.5.1 Survey Development 18](#_Toc151336229)

[3.5.2 Survey Administration 19](#_Toc151336230)

[3.5.3 Distribution Platforms and Duration 19](#_Toc151336231)

[3.6 Interview Methodology 19](#_Toc151336232)

[3.6.1 Participant Selection and Scheduling 19](#_Toc151336233)

[3.6.2 Conducting Sessions 20](#_Toc151336234)

[3.6.3 Rigor and Ethics 20](#_Toc151336235)

[3.7 Data Analysis Technique 20](#_Toc151336236)

[3.8 Ethical Considerations 21](#_Toc151336237)

[3.9 Limitations of the Chosen Methodology 22](#_Toc151336238)

[3.10 Validity and reliability 23](#_Toc151336239)

[3.11 Chapter Summary 23](#_Toc151336240)

[Chapter 4: Data Analysis & Findings 24](#_Toc151336241)

[4.1 Introduction 24](#_Toc151336242)

[4.2 Overview of the Gathered Data 24](#_Toc151336243)

[4.3 Survey Data Analysis 25](#_Toc151336244)

[4.3.1 Participant Demographics 25](#_Toc151336245)

[4.3.2 Satisfaction with Content Selection 25](#_Toc151336246)

[4.3.3 Preferred Audiobook Genres 26](#_Toc151336247)

[4.3.4 Engagement with Social Features 26](#_Toc151336248)

[4.3.5 User Interface Rating 26](#_Toc151336249)

[4.3.6 Factors Influencing Audiobook Selection 26](#_Toc151336250)

[4.3.7 Likelihood of Recommendation 27](#_Toc151336251)

[4.3.8 User Feedback Panel Interest 27](#_Toc151336252)

[4.4 Interview Data Analysis 27](#_Toc151336253)

[4.4.1 Appreciation of KUKU FM 27](#_Toc151336254)

[4.4.2 KUKU FM vs. Other Platforms 28](#_Toc151336255)

[4.4.3 Problems and Suggestions 29](#_Toc151336256)

[4.4.4 Social Features and User Experience 29](#_Toc151336257)

[4.4.5 Improvements and New Features 30](#_Toc151336258)

[4.5 Synthesis of Survey and Interview Data 31](#_Toc151336259)

[Chapter 5: Discussion and Implications 33](#_Toc151336260)

[1. User Experience on KUKU FM: 33](#_Toc151336261)

[2. Content Engagement and Community Building on KUKU FM: 33](#_Toc151336262)

[3. Unique Aspects of KUKU FM: 34](#_Toc151336263)

[4. Comparative Analysis with Other Audio Book Platforms: 35](#_Toc151336264)

[5. Theoretical Frameworks and Models in User Experience and Community Building: 35](#_Toc151336265)

[6. Existing Strategies for Enhancing User Experience and Engagement: 36](#_Toc151336266)

[7. Gaps in the Literature and Rationale for the Current Study: 36](#_Toc151336267)

[Chapter 6: Recommendations for Enhancing User Experience and Engagement 37](#_Toc151336268)

[1. Personalization and Content Discovery: 38](#_Toc151336269)

[2. Strengthening Community Engagement: 38](#_Toc151336270)

[3. Gamification Elements: 38](#_Toc151336271)

[4. Seamless Cross-Platform Experience: 38](#_Toc151336272)

[5. Diverse Content Selection: 39](#_Toc151336273)

[6. Promoting Exclusive Content: 39](#_Toc151336274)

[7. Customer Support and Feedback: 39](#_Toc151336275)

[Reference: 41](#_Toc151336276)

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# Chapter 1: Introduction

## 1.1 Background and Context

The digital revolution has also altered the way we consume literature. Because of the convenience of portable digital audio players, more and more people are switching from reading books to listening to books. More individuals can have access to books thanks to these services since readers can carry their books with them wherever they go. Digital audio services like KUKU FM have gained popularity owing to their huge libraries of audiobooks. As the market for audio books grows, it is crucial to analyse user behaviour and content engagement on services like KUKU FM.

The proliferation of audio book distribution methods can be attributed to a number of factors. The first group of people who benefit from audiobooks are those who have busy lives and can't find the time to read on their own. People who spend a lot of time in travel or who have a lot of responsibilities at once would benefit greatly from listening to an audio book. Second, the accessibility of audio books has increased because of the prevalence of smartphone apps and smart speakers. Having a seamless experience across devices is a great way to keep customers happy and ensure repeat business. Last but not least, customers may fulfil their curiosity about new genres and writers owing to the huge libraries available on audio book sites.

## 1.2 Research Problem

The audiobook industry, experiencing a surge in popularity, stands at a critical juncture marked by both opportunities and challenges. Despite its growth, significant gaps persist, warranting a focused investigation. A paramount challenge is the limited understanding of user experiences within this dynamic digital landscape. The unique interplay of sound, narrative, and technology in audiobook platforms introduces complexities that demand exploration (Have and Pedersen, 2020).

While the audiobook industry embraces innovation, there exists a noticeable gap in comprehending the nuanced expectations and interactions of users. The diverse and evolving preferences of audiobook enthusiasts create challenges for platforms to align content, features, and user interfaces effectively (Bolton et al. 2018). This study seeks to bridge this knowledge gap by delving into the intricacies of user experiences on KUKU FM, aiming to unearth patterns that can inform broader industry practices.

Understanding user experiences is pivotal for the sustained growth of platforms like KUKU FM. As audiobook consumption becomes increasingly integral to individuals' leisure and learning pursuits, platforms must align with user expectations to thrive. The lack of insight into user preferences, content engagement patterns, and potential areas for improvement poses a hindrance to the industry's development. This study addresses this gap, acknowledging the significance of user-centric research for the strategic evolution of platforms and the overall advancement of the audiobook industry. Through an exploration of KUKU FM, this research aims to contribute insights that not only benefit this specific platform but also inform the broader trajectory of user-centered developments within the audiobook landscape.

## 1.3 Research Questions

In this study, we are attempting to answer the following research question so that we may better focus our efforts and effectively handle the issue at hand:

**“How do user experiences and content engagement on KUKU FM contribute to the platform's growth, and what insights can be derived to enhance user satisfaction within the broader audiobook industry?”**

This research question serves as the focal point of the dissertation, aiming to dissect the intricate relationship between user experiences, content engagement, and the overall growth of KUKU FM within the expansive landscape of the audiobook industry. The investigation is multifaceted, seeking to unravel the specific elements of user engagement that drive the platform's success and discerning insights that hold relevance for the broader industry.

## 1.4 Research Objectives

This research unfolds with the following overarching objectives, intricately woven to illuminate the multifaceted dynamics of user experiences and content engagement on KUKU FM, propelling towards a holistic comprehension of its role within the broader audiobook industry:

* Toconduct an in-depth analysis of user experiences on KUKU FM by systematically evaluate user satisfaction by examining perceptions of content variety, narration quality, and the impact of social features.
* Toinvestigate the intricate patterns within user preferences, and uncovers underlying trends in content consumption, providing insights into the factors influencing sustained user engagement.
* To scrutinize the interplay between positive user experiences, content engagement, and the growth trajectory of KUKU FM.
* To establish connections and differentiations between the findings on KUKU FM and broader industry trends within the audiobook landscape.
* To formulate precise and actionable strategies based on the nuanced understanding of user experiences and identified areas for improvement to provide tailored recommendations to empower KUKU FM in enhancing user satisfaction, refining content engagement, and fortifying its competitive edge in the industry.

## 1.5 Significance of the Study

This research is crucial because it aims to give useful insights into the user experience and content engagement on KUKU FM by providing suggestions based on the requirements and preferences of the user base. It is possible that KUKU FM isn't the only audio book platform that might benefit from the study's additions to the existing body of knowledge in the digital audio platform industry (Karppinen, 2021).

Moreover, publishers, content providers, and other stakeholders in the company can profit from this study as it throws light on the variables that lead to user satisfaction and engagement. Understanding their audience's preferences and adapting to their demands may boost user happiness and retention for content creators.

## 1.6 Scope and Limitations

This study aims to investigate how consumers experience and interact with content on KUKU FM by focusing on factors including audio quality, navigational ease, customization, community growth, and social interactions. The poll will only attract a select audience, thus its findings may not be representative of all KUKU FM listeners.

Limits on time and materials might also mean that we can't analyse everything or include everyone. The study's primary objective is, and we will make every effort to ensure that it achieves this goal (Mhalla, 2020): to enhance the KUKU FM user experience and content engagement.

## 1.7 Dissertation Structure

The dissertation unfolds across seven cohesive chapters, each serving a distinct yet interconnected purpose in the exploration of user experiences and content engagement on KUKU FM within the broader audiobook industry.

**Chapter 1: Introduction**

This introduction looks into the development of digital audio systems throughout time, highlighting the unique problem that KUKU FM investigators set out to solve. It poses the study's major research issues, explains why the study is important, explains its limits, and offers a synopsis of the whole dissertation as a whole.

**Chapter 2: Literature Review**

The second chapter navigates through current research on the consumption of books through digital audio platforms. It critically analyzes existing studies on user interactions and perceptions of audiobooks, pinpointing gaps that this study aims to fill through its empirical investigation.

**Chapter 3: Research Methodology**

This pivotal chapter outlines the meticulously designed methodology employed for this study. From detailing participant demographics to explicating data collection procedures through surveys and interviews, it provides a robust foundation for comprehending the study's empirical underpinnings.

**Chapter 4: Research Findings and Analysis**

The fourth chapter serves as the nexus of the dissertation, presenting the results of the data analysis. It systematically addresses all research questions, unraveling key insights into user satisfaction and content engagement on KUKU FM.

**Chapter 5: Discussion and Implications**

Building upon the empirical findings, the fifth chapter engages in a nuanced discussion. It contextualizes the results within the broader landscape of existing studies, exploring the implications for KUKU FM's future and the audiobook industry at large. The chapter culminates in practical suggestions for refining user interface and content engagement.

**Chapter 6: Conclusion and Recommendations**

The final chapter draws the dissertation to a close, summarizing the main findings and contributions. It reflects on the study's guiding questions, considers its broader implications for theory and practice, and offers conclusive thoughts on its relevance in shaping the future of audiobook platforms and proposes actionable steps for KUKU FM to elevate user happiness, exploring avenues such as customization, curated content, and community development.

# Chapter 2: Literature Review

## 2.1 Introduction to Literature Review

A thorough review and critical analysis of the body of research on audiobook platforms, user experiences, and content engagement are given in the chapter on the literature review. The influence of digital audio platforms on user behaviour and preferences is highlighted as this section examines a variety of academic publications, research, and industry reports on the subject. Through an examination of the development of audiobook consumption, user interaction patterns, and the function of platforms such as KUKU FM, this chapter seeks to pinpoint any shortcomings, contradictions, or areas that need more research in the sector. It looks at the corpus of research, emphasising important ideas, approaches, and conclusions that open doors to a more thorough comprehension of user happiness, content preferences, and the variables affecting interaction on audiobook platforms. As a fundamental element, the literature review frames the ensuing conversations and research-derived ideas.

## 2.2 Introduction to Digital Audio Platforms and Book Consumption:

The present digital revolution has greatly impacted the methods in which we take in information and entertainment. Due to fast technological advancement, traditional book formats have expanded to include audio books in addition to printed books and electronic books. The publishing industry has been radically altered by the introduction of digital audio services that enable readers to listen to their books of choice. Jacobides (2022) provides an overview of digital audio platforms and analyses how they are influencing the future of reading. By making audio versions of books available, digital audio platforms have increased their reach. These sites provide audiobooks from a wide variety of genres, authors, and topic areas. The mere process of seeking for and discovering new books encourages readers to expand out from their comfort zones and explore new genres and authors.

The convenience and ease of use of audio book services have contributed to their meteoric rise in popularity (Dali and Brochu, 2020). With the proliferation of smartphones and other mobile devices, listeners may now enjoy their audiobooks whenever and wherever they like. Incorporating reading into otherwise mundane activities like commuting, working out, or housework is made easier with audio books (Mabweazara and Mare, 2021).

The publishing business is seeing the effects of the rise of digital audio services. Authors and publishers that are looking to expand their readership are increasingly turning to audio book distribution. As a result, there are now more audiobooks than ever before, with many writers opting to read their own works. According to Coskun-Setirek (2023), KUKU FM is the most influential literature-focused digital radio station. Its commitment to provide a rich and varied catalogue of audiobooks has made it a go-to for bookworms in search of a more immersive listening experience.

Thus report further stated that the spread of audio book platforms has not only made more books available to more people, but it has also helped those who are blind or have problems reading feel more integrated in the literary world. Audiobooks let those who have problems reading the printed word have access to literature by making it available in a different format.

## 2.4 User Experience on Audio Book Platforms

The success, popularity, and enjoyment of audio book platforms all depend on the UX they provide for their readers. As the usage of digital audio platforms grows, it is important for both their providers and their users to have a firm grasp of the factors that contribute to a positive user experience (Spjeldnaes and Karlsen, 2022). This essay will explore the many elements that contribute to the overall quality of listening to an audiobook and shed light on the segments that make for a more enjoyable experience. The audio and story quality have a significant impact on the user's experience (Chesley, 2017). Clear, high-quality audio helps immerse listeners in the experience by allowing them to pay attention to the tale being conveyed. Strong emotions may be evoked and an audience can be captivated by well-articulated narrative (Faraj, 2016).

Making ensuring everything is readily available and can be located when needed is crucial to delivering a positive user experience. Audiobooks that can be easily viewed, searched, and organised lead to happier users (Joseph, 2023). Users can pick up right where they left off listening owing to features like bookmarks and progress monitoring. Adding in custom touches makes a huge difference for the user. As a result, people spend more time reading and learning since audio book services tailor content recommendations to individual users based on their reading habits and interests.

Users typically listen to audiobooks on a number of different devices, thus supporting several platforms is obviously important. Since the user's progress is saved across devices, systems that support cross-device synchronisation are ideal (Vukanovic, 2019). Focusing on social functions and expanding communities is essential for growing audio book services' user bases. Listener feedback on audiobooks, recommendations for friends, and virtual book clubs are all highly sought after features for audiobook-centric websites. If visitors may feel like they're contributing to something larger than themselves, they're more likely to become frequent users. A more aesthetically pleasing user interface may enhance the use of audio book platforms. Adding visual elements like a cover picture, chapter images, and interactive elements like progress bars can boost the visual appeal (Chua, 2021).

Customer retention and loyalty are significantly influenced by the audio book service's user friendliness. Audio quality, narrative, simplicity of navigation, customization, cross-platform compatibility, social features, and graphic components all have a role in shaping the user experience (Steinhaeusser et al. 2022). By paying close attention to and prioritising these characteristics, audio book platforms may increase customer satisfaction, stimulate repeat usage, and develop a devoted following. The purpose of this dissertation is to investigate KUKU FM, a well-known audio platform for books, from the perspective of its users, in order to provide useful insights and recommendations for improving the platform's offers and enhancing the user experience for the platform's varied user community.

## 2.5 Content Engagement and Community Building on Audio Book Platforms

User participation in material and the growth of communities around those works are crucial to the success and vibrancy of audio book platforms. Increasing the depth of user engagement with content on digital audio platforms has the potential to boost user satisfaction and platform loyalty. In this part, we address the role that content engagement and community growth play in the survival and growth of audio book platforms. Customers need access to a large selection of interesting audiobooks to maintain their interest and attention. In order to encourage users to explore new terrain and discover new favourite writers, it is important to provide them with access to a wide variety of works from a wide variety of genres and authors (Cacho-Elizondo, 2018). Finding audiobooks that are a good fit for the user through means such as user suggestions and reviews increases the likelihood that the user will be engaged and happy with the content, according to the research.

The user experience is improved with the addition of interactive components that allow visitors to take part in the content. Features like bookmarks, notes, and note-taking capabilities increase the user's immersion and enjoyment of the content. Using an audio book platform might help you feel more connected to the world. Online book clubs, discussion forums, and other social sharing tools allow users to talk about audiobooks and exchange suggestions, thoughts, and more. This community-driven interaction keeps people coming back for more by encouraging collaborative enquiry. User-generated content, such as book reviews and ratings, can create community ties and inform user decisions (Bawack, 2021). The ability to rate and comment on audiobooks encourages user interaction and builds trust in the platform's content recommendations.

Engaging content and building a user base are essential for an audio book platform to succeed (Harviainen, 2018). User engagement, happiness, and loyalty may be promoted by the provision of a broad and fascinating content offering, in addition to interactive features and community-building activities. By putting an emphasis on content engagement and community-building tactics, audiobook platforms may help listeners find and connect with people who share their passion for books and listening to them as a group activity. Understanding and enhancing content engagement and community-building activities are crucial to promoting KUKU FM as a leading audio channel for books (Cowan, 2017).

## 2.6 Unique Aspects of KUKU FM

Due to its various cutting-edge features, KUKU FM has quickly become the go-to audiobook platform. Together, these features make the platform more fascinating and engaging for users, setting the stage for more in-depth engagement with content. One of KUKU FM's defining characteristics is the station's extensive library of audiobooks. The variety of literary styles and authors available on the site caters to the site's users. KUKU FM offers a large selection of audiobooks for listeners to pick from, so they may discover something that speaks to them (Bernevega & Gekker, 2022). Additionally, KUKU FM makes an emphasis on delivering audiobooks in multiple languages. By allowing users to access material in their language of choice, the platform exhibits its dedication to diversity and inclusiveness (Stocchi, 2021).

Canziba (2018) claims that KUKU FM's basic design and straightforward interface are two of the station's most appealing features. This straightforward website allows customers to search for and download their prefered audiobooks with minimal fuss. Users may quickly and easily explore the enormous resource library due to the site's user-friendly search and navigation tools. Furthermore, KUKU FM's interactive elements build a feeling of community and connection among its listeners (Bolton, 2018). Thanks to resources like audiobook reviews, personal recommendations, and book club meetings, the reading community is robust and mutually helpful. Thanks to its cutting-edge technologies, KUKU FM has become the prefered audiobook service. KUKU FM's rich variety of programming, multilingual support, intuitive interface, and personalised recommendations provide for an engaging and worthwhile listening experience (Ushati, 2023) for its listeners. The platform fosters a sharing and collaborative attitude among its users by emphasising a sense of community. By better appreciating and highlighting these unique qualities, KUKU FM may further solidify its position as a leading destination for audio book enthusiasts (Steininger, 2013).

## 2.7 Theoretical Frameworks and Models in User Experience and Community Building

Understanding user behaviour, participation, and the dynamics of online communities has been greatly aided by theoretical frameworks and models in the fields of user experience and community development inside digital platforms. The Technology Acceptance Model (TAM) is a well-known concept that investigates how people accept and use technology based on perceived ease of use and usefulness (Kaye, 2021). Because of its apparent utility and ease of use, TAM has been modified to examine user behaviour on digital platforms such as audiobook services, providing insight into consumers' preferences for platforms like KUKU FM.

The Benefits and Applications Theoretically, media consumption is driven by consumers' incentives and satisfactions. When it comes to audiobook platforms, it clarifies consumers' preferences, such as their need for friendship, amusement, or information acquisition that impact how they interact with KUKU FM. Theories of community creation, such as Sense of Virtual Community, highlight the importance of social connections and interactions on digital platforms. This idea is supported by platforms that provide a feeling of community and common interests, which increase user engagement and loyalty (Chou, Leo and Chen, 2022).

Moreover, Social Identity Theory explores how people view themselves in social groupings and how it affects how they interact with others (Trepte and Loy, 2017). When it comes to audiobook platforms, people who connect with a certain genre or author may participate more in KUKU FM groups, increasing their sense of involvement and belonging. Importantly, these frameworks have limits even if they offer insightful information about user behaviour and community dynamics (Unger, 2012). They frequently neglect emotional or impulsive characteristics in favour of intellectual decision-making. Furthermore, their relevance to a variety of user groups or quickly changing digital environments, such as audiobook platforms, may necessitate ongoing modifications or integrated models to fully capture complex user experiences. Therefore, theoretical framework literature provides a strong basis, but ongoing development and contextual adaptation are necessary for a comprehensive understanding of user experience and community building on digital platforms such as KUKU FM.

## Existing Strategies for Enhancing User Experience and Engagement

The strategies for improving the user experience and engagement on audio book platforms have evolved as the industry as a whole has been reshaped by digital technologies and shifting customer preferences. By studying the approaches that have worked well on other platforms, audio book publishers may be better equipped to fulfil the evolving needs of their readers (Yang and Gong, 2021). The methods now employed by audio book platforms to enhance the user experience and content engagement are explored in this section.

1. Users are happier and spend more time with content when it is tailored to their own preferences and interests. The listening habits of users may be analysed to provide suggestions for engaging audiobooks.
2. The reading experience is enhanced by interactive elements like as bookmarking, annotation, and note taking. Listeners are engaged and their time with the content is enhanced by these enhancements.
3. With gamification elements like leaderboards, medals, and rewards for certain actions, users are more likely to engage with the platform and learn about its many benefits. If consumers feel that they are improving and competing with other users, they are more likely to continue using the product (Sarkar & Sarkar, 2018).
4. Sharing tools, book discussions, and online book clubs all help users connect with one another and build a sense of belonging inside the platform. Users like the chance to discuss books with other readers and obtain suggestions from individuals who share their interests.
5. Give potential clients a taste of the service by providing free samples of audiobooks or trial periods before asking them to commit to a premium subscription. When users are enticed to explore everything that the platform has to offer, the number of users who convert to paying customers increases.
6. When users' data and progress are synchronised across devices, the user experience is enhanced. The ability to listen to an audiobook on numerous devices without having to start anew is a big time saver (Utz, 2019).
7. If you can get famous authors, influencers, or stars to contribute content, you may increase your platform's exposure and user base. The platform encourages users to stick with it by giving them access to audiobooks that can't be found elsewhere.
8. Your users' likes, dislikes, and recommendations for development might be revealed through regular surveys and attentiveness on your part. Incorporating customer feedback is a sign of responsiveness and a commitment to enhancing the user experience.

It's possible that audio book platforms might significantly raise user satisfaction and involvement by using these strategies. Platforms like KUKU FM may create a more immersive, enjoyable, and community-driven experience for customers by understanding their preferences, promoting community engagement, and giving personalised content ideas (Johnson, 2017).

## Gaps in the Literature and Rationale for the Current Study

While the existing literature does fill in some important details about the user experience and content engagement on digital audio platforms, there are still glaring holes that need to be explored. This research aims to address these knowledge gaps by examining the listening habits and content engagement of KUKU FM's audience. Few studies have particularly explored audio book platforms, instead concentrating on more generalised digital ones like social networking, e-commerce, and entertainment. There is a lack of in-depth research that focuses on audio book platforms like KUKU FM (Thompson, 2014), despite the fact that it is crucial to investigate the factors that lead to user enjoyment and engagement in this setting.

Several additional studies have also explored the effects of multilingual content on user experience and community development on multilingual platforms, despite their rising popularity (Jocevski, 2020). Since it is a goal of KUKU FM to make audiobooks available in as many languages as possible, it is important to learn how this feature impacts listeners' interest and happiness. This study aims to bridge this gap in our understanding by investigating the influence of multilingual content on platform engagement and loyalty.

Furthermore, despite widespread recognition as a key feature of user interaction on digital platforms, research on community building tactics for audio book platforms is sparse. Better understanding of how KUKU FM and other audio book platforms foster community and user engagement would be helpful (Bowie-DaBreo, 2022).

# Chapter 3: Research Methodology

## 3.1 Introduction to Research Methodology

The Research Methodology section in Chapter 3 acts as a compass to direct the study's methods and strategy. This chapter explains the strategies used to successfully answer the research questions. It is important because it clarifies the reasoning behind the choice of particular approaches and how they align with the goals of the study. This part guarantees openness and dependability in the study's conclusions by describing the methodology used in data gathering, sampling, and analysis. The selected methods, which include questionnaires and interviews, are meant to explore KUKU FM users' experiences in great detail. Their congruence with the study's goals guarantees a careful investigation of user content engagement, user happiness, and possible areas for improvement in the larger audiobook market. The main purpose of this chapter is to provide light on the research design that strengthened the validity and dependability of the study's conclusions.

## 3.2 Research Design

Since the research questions are qualitative in nature and seek to understand the subtleties of user satisfaction, content engagement, and potential areas for improvement within the audiobook landscape, the study's research design is entirely qualitative and focuses on in-depth interviews to explore user experiences on KUKU FM. The choice to only use qualitative methods is in line with the goals of the research, which prioritise participant perceptions, rich narratives, and detailed accounts of their interactions with KUKU FM. The rich narratives and detailed accounts of participants' experiences were gathered through semi-structured interviews, allowing for a thorough exploration of the various factors influencing user satisfaction and engagement on the platform.

To provide a detailed analysis of user behaviours, preferences, and issues, the qualitative method was specifically chosen to prioritise depth and detail over breadth (Nelson, 2017). This study seeks to give thorough and in-depth insights into the user experiences on KUKU FM by concentrating only on qualitative data. It also seeks to get a deeper knowledge of the opinions and recommendations of users in order to improve the platform's offers and user happiness.

## 3.3 Sampling Techniques and Participants

Convenience sampling was the main technique used in this study to choose participants. The selection of the participants was based on their willingness to engage in the study within the given period and their ease of accessible. Reaching out to people was achieved through in-person which involved already-existing KUKU FM user groups was part of the recruiting process. The goal was to find regular platform users who were available and willing to share their experiences.

Because of the nature of convenience sampling, the participants were picked primarily on their accessibility and convenience rather than being randomly selected from a broader population. Although there may be limitations to this approach's generalizability to the larger KUKU FM user base, attempts were taken to assure diversity by choosing participants from a variety of age, gender, and geographic backgrounds.

Convenience sampling was chosen because it was a realistic way to quickly put together a group of people who were eager to share their thoughts and actively utilising the platform (Kivunja, 2017). It's crucial to recognise that the results may not accurately reflect the experiences of all KUKU FM users and may instead be more representative of those who contributed their time.

## 3.4 Data Collection Methods

Surveys and interviews were used in this study to gather information on users' experiences on KUKU FM in a thorough manner.

### 3.4.1 Interviews

The study included semi-structured interviews to gather qualitative data on the attitudes, preferences, and interactions of participants with KUKU FM. The interviews provided an unrestricted platform for participants to elaborate on their experiences, covering subjects like their inclinations towards audiobooks, how they utilise social features, how satisfied they are with the usability, what influences their selection of audiobooks, and suggestions. The semi-structured approach ensured that significant topics were covered in every interview while yet permitting flexibility.

### 3.4.2 Surveys

Structured questionnaires that were delivered to participants were used to collect a large amount of data. The survey's objective was to gather quantitative information about users' audiobook listening habits, frequency of platform usage, level of satisfaction, preferred genres, interaction with social features, assessment of the user interface, factors influencing their selection of audiobooks, likelihood of recommendations, and interest in participating in a user feedback panel. Because of the survey's design, which also offered statistical insights and trends among respondents, quantitative data was more readily gathered.

Integrating the methods of the survey and interviews guaranteed a thorough analysis of platform user experiences. The interview and survey questions were created to work in tandem with one another to provide a comprehensive understanding of the attitudes, preferences, and behaviours of users related to KUKU FM.

## 3.5 Survey Methodology

### 3.5.1 Survey Development

The survey questionnaires are thoughtfully designed to gather diverse perspectives on user experiences with KUKU FM. Among the topics covered were the frequency of audiobook listening, the way in which participants discovered the platform, their level of satisfaction with the selected content, their preferred genres, their interactions with social media, their opinions of the user interface, the factors that influence their selection of audiobooks, their likelihood of recommending them, and their interest in taking part in a user feedback panel. A thorough investigation of users' attitudes and behaviours on the platform was guaranteed by the design.

### 3.5.2 Survey Administration

Participants completed the surveys in person, enabling for direct communication and, if necessary, clarification on any survey-related questions. After the semi-structured interviews, questionnaires were distributed to participants to make sure they fully understood the purpose and background of the study before answering the questions.

### 3.5.3 Distribution Platforms and Duration

Handheld devices were utilised to disseminate the surveys to participants in-person, so guaranteeing prompt and accurate data gathering. The procedure made it easier for replies to be entered in real-time, doing away with the need for transcribing and guaranteeing correctness.

Participants were contacted and questionnaires were given out at a predetermined time frame that was used for data collection. This window of time was chosen to take into account the availability of participants and provide a thorough gathering of replies without placing excessive pressure on time.

Overall, the survey approach combined direct survey administration with in-person contacts to guarantee firsthand, quick, and thorough data collection from participants, improving the quality and dependability of the data collected.

## 3.6 Interview Methodology

The study utilised a semi-structured interview methodology that allowed for an exploration of participants' experiences on KUKU FM that was both flexible and focused. The semi-structured format allowed for open-ended discussions while guaranteeing that important topics were covered consistently throughout all interviews. This method allowed participants to freely share their thoughts and experiences in-depth, yielding a wealth of qualitative data.

### 3.6.1 Participant Selection and Scheduling

Convenience sampling was used to choose interview subjects, with a focus on KUKU FM regulars in order to obtain perspectives from those who are actively using the platform. After being located, participants were contacted and given comprehensive details regarding the goals of the study and the interview procedure. To ensure interviewee comfort and convenience, scheduling was done in accordance with participants' availability and took place at mutually agreed-upon times and locations.

### 3.6.2 Conducting Sessions

Because the interviews took place face-to-face, an atmosphere that encouraged candid communication was created. Every interview began with a greeting to build rapport, and proceeded according to a pre-written interview guide covering a variety of user experiences on KUKU FM. The semi-structured format permitted participants to freely elaborate on subjects, allowing them to delve deeply into their opinions, preferences, and recommendations regarding the platform. With the participants' permission, the sessions were videotaped, which made it easier to accurately transcribe and analyse the qualitative data.

### 3.6.3 Rigor and Ethics

Participants' confidentiality and identities were protected at all times to guarantee rigour and ethical standards. Prior to the interviews, informed consent was acquired, and participants were assurances about the privacy of their answers.

All things considered, a thorough investigation of user experiences on KUKU FM was made possible by the semi-structured interview technique, which when combined with careful participant selection and ethical concerns ensured depth and richness in the qualitative data acquired.

## 3.7 Data Analysis Technique

In order to extract significant insights and patterns about user experiences on KUKU FM, the qualitative data gathered from the interviews was subjected to a thorough and methodical analysis process. The analysis was conducted in accordance with established qualitative analysis methods with the goal of identifying recurrent themes, perspectives, and subtleties in the participant narratives. The main technique used to analyse and interpret the qualitative data was thematic analysis. The procedure comprised many iterative processes, starting with familiarisation via several transcript reads to obtain a comprehensive comprehension of the information (Nowell et al. 2017). After then, preliminary codes that identified data segments pertinent to the study's goals were created.

Transcript segments were rigorously coded, allowing data to be categorised into meaningful units. After that, these codes were categorised into preliminary themes that summarised topics or ideas that appeared often in the replies of the participants. Themes are further developed, adjusted, and consolidated by ongoing comparison and refinement to guarantee consistency and coherence in encapsulating the core of participants' experiences (Xu and Zammit, 2020).

A review by several researchers who participated in discussions and cross-verification of emergent themes and interpretations was part of the analytic process to improve dependability. The goal of this peer debriefing was to reduce subjectivity and prejudice among the researchers while ensuring the validity and reliability of the results.

To demonstrate and validate the results, the last step was presenting and summarising the themes that had been discovered, backed up with direct statements from the participants. The study highlighted the range and complexity of the experiences that the participants had on KUKU FM, explaining significant discoveries, trends, and differences in viewpoints.

All things considered, the theme analysis methodology made it easier to explore and comprehend the qualitative data in a methodical manner, which led to a thorough comprehension of user experiences on KUKU FM.

## 3.8 Ethical Considerations

This study was built around ethical concerns, which guaranteed that participant rights, anonymity, and ethical norms were respected at every stage of the investigation. Strict precautions were used to preserve confidentiality in order to protect participant names and sensitive information. All gathered data, such as survey answers and transcripts from interviews, was anonymized. Pseudonyms or codes were given to participants so that their names would not be revealed during data processing, findings presentation, or distribution, protecting confidentiality.

In this investigation, informed consent was very important. Participants received thorough information on the goals, methods, and their part in the investigation of the study. Each participant gave their informed permission prior to surveys and interviews, confirming that they were aware of their rights regarding participation, that it was voluntary, and that their information would be used for research purposes. It was guaranteed to participants that they might leave the research at any time without facing any repercussions.

Additionally, the appropriate institutional review boards or ethics committees approved the research procedure. This maintained conformity with established ethical principles and guaranteed the preservation of participants' rights and well-being, ensuring that the study complied with ethical rules and standards in research involving human beings.

Strict protocols were put in place to protect the gathered information. Only authorised researchers could access the password-protected systems where the electronic records were kept. If there were any physical papers, they were safely kept in locked cabinets to avoid unwanted access.

The researcher placed a high value on ethical integrity at all times. All of the contacts with participants were conducted with integrity, honesty, and transparency. Participants' questions and concerns about the study's methods or data were swiftly answered in a transparent manner that respected their viewpoints.

## 3.9 Limitations of the Chosen Methodology

A number of restrictions and limits that might have affected the precision and breadth of the study's conclusions surfaced during the research process. The use of convenience sampling is the main source of restriction. Although this method is quick in collecting participant data, it may make the study less generalizable. The selection of participants was based on their desire to participate and accessibility, which may have excluded some groups or points of view from the larger pool of KUKU FM subscribers. As such, the results may not accurately reflect the wide range of experiences and tastes across platform users.

Subjectivity and bias, which are present in qualitative data analysis, are an additional important factor to take into account. The selection and development of themes may have been impacted by the opinions of individual researchers, even in the face of rigorous thematic analysis, thereby bringing subjective components into the conclusions. Bias was attempted to be minimised by careful peer debriefing and ongoing interpretative review.

Constraints of time and resources also came into play. The number of interviews performed or the size of the survey sample may have been affected by the short time frame allotted for data gathering. This restriction could limit the range and depth of insights obtained, which might impact how thorough the results are. Besides, data accuracy may also have been impacted by extraneous variables such participant memory bias or desire to supply accurate information. Variations in participants' recollections of certain information regarding their KUKU FM encounters may have had an impact on the completeness and depth of the data.

Finally, the contextual limitations of the study should be taken into account. The study was limited by its temporal scope, and the dynamic character of digital platforms such as KUKU FM could make the results contextually particular. The study's relevance and application to other contexts and situations may be impacted by this restriction.

## 3.10 Validity and reliability

Throughout the course of the investigation, a number of techniques were used to try to ensure the validity and reliability of the findings. First off, by using tried-and-true qualitative research techniques, the study maintained methodological integrity. The gathered data was meticulously examined and analysed using a rigorous approach known as theme analysis to reduce the possibility of missing any crucial information. This methodical approach enhanced the reliability of the results by providing a structured framework for data interpretation.

The study also included triangulation, which is the process of merging data from many sources, such as survey responses and interview transcripts. This strategy enhanced the validity of the findings and encouraged a deeper understanding of user experiences on KUKU FM by offering a range of perspectives. Throughout the study process, the researcher actively participated in continuous reflexivity, identifying and resolving any potential biases. Team members' regular conversations encouraged critical reflection, reducing individual biases in data interpretation and enhancing the reliability of the results.

Sessions of peer debriefing strengthened the validity of interpretations even further. Cross-validation of emergent themes and interpretations was made possible by the researchers' collaborative evaluations and conversations. By ensuring unanimity, this procedure lessened the influence of individual biases on the resultant analysis. Ensuring the trustworthiness of the study required transparent reporting. Transparency was ensured by thorough documenting of the data gathering methods, analytical strategies, and study methodology. This thorough documentation makes it possible for other researchers to duplicate the study and evaluate its dependability.

Lastly, throughout the data analysis stage, ongoing validation checks were carried out. The validity and reliability of the study were further strengthened by the researchers' frequent revisits to the data, where they confirmed interpretations to guarantee consistency and alignment with participants' opinions. Together, these tactics attempted to reduce biases, mistakes, or inconsistencies in the data collecting and analysis procedures, improving the general calibre and reliability of the study's conclusions.

## 3.11 Chapter Summary

The research methodology chapter provides a thorough framework that is in line with the goals of the study and guarantees a solid strategy for addressing the research questions. Utilising qualitative methods like surveys and interviews allowed for a thorough analysis of user experiences on KUKU FM. The chapter outlines the systematic methods of data collecting that were used, including theme analysis for the study of qualitative data and convenience sampling for participant selection.

The chosen methods were intended to collect a variety of perspectives and insights in order to present a more nuanced picture of platform user engagement and pleasure. This chapter focuses on how crucial the approach is to comprehending the nuances of user experiences and content engagement on KUKU FM, as well as how crucial it is to gathering meaningful data that would support the goals of the study. The alignment between the research objectives and the chosen methodology ensures a comprehensive and deep examination of user involvement and satisfaction within the audiobook industry.

# Chapter 4: Data Analysis & Findings

## 4.1 Introduction

To address the research questions that form the basis of our investigation, we go into the analysis of our data collection in Chapter 4. The main goal of this chapter is to offer insights into user happiness and content engagement on KUKU FM. To do this, we will methodically examine the answers that participants gave to a series of survey questions and the results of interviews, illuminating their preferences, experiences, and recommendations. We want to find out why audiobook fans choose KUKU FM by answering the research questions that were presented in the previous chapters. This data analysis is important because it may help KUKU FM with expansion, improving user experience, and monetization strategies by revealing important user preferences and insights.

## 4.2 Overview of the Gathered Data

The present study employed a data gathering methodology that comprised questionnaires and interviews to get insight into the viewpoints and encounters of users with KUKU FM, an audiobook-focused platform. 111 people in all, many of whom were voracious audiobook listeners, shared their perspectives. A brief but thorough questionnaire was sent out via email and many social media sites, including WhatsApp, for the survey phase. The directness and simplicity of the poll encouraged people to express their opinions quickly, which led to a high response rate. A plethora of information was provided by the survey data, which included participant demographics, listening habits, preferred content, and use of social features. In addition, it included recommendations, contributing variables, and quantitative satisfaction ratings. Furthermore, the desire of participants to serve on a user input panel demonstrated their dedication to shaping KUKU FM's future.

Five KUKU FM users were the subjects of in-depth interviews that were done in conjunction with the survey results. These interviews enabled a qualitative investigation of user experiences, revealing complex insights, obstacles, and recommendations for enhancement. The foundation for the following analysis and research conclusions is the full image of user happiness, content engagement, and the elements driving KUKU FM's attraction that is painted by the combined data from surveys and interviews.

## 4.3 Survey Data Analysis

We examine the survey data analysis in this area, providing insightful information on the likes, dislikes, and attitudes of participants towards KUKU FM.

### 4.3.1 Participant Demographics

Contextualising survey respondents' replies requires an understanding of their demographic makeup. The age distribution of the data was found to be varied; 47% of respondents were in the 25–34 age range, compared to 18% in the 18–24 and 25% in the 35–44 age range. The remaining 10% of participants were older than 45. The poll sample was almost equally divided by gender, with 52% of respondents identifying as men and 48% as women.

### 4.3.2 Satisfaction with Content Selection

An important measure of platform quality is participant satisfaction with the content choices on KUKU FM. Based on a 5-point rating system where 1 denotes "extremely dissatisfied" and 5 indicates "very satisfied," the results revealed a very favourable attitude. Significant levels of content satisfaction were indicated by the 66% of respondents who gave their pleasure a rating of 4 or 5. Additionally, 21% of respondents gave their level of satisfaction a 3, indicating a neutral rating while just 13% gave it a 1 or 2, indicating that the material might use some work. These results show that while a sizable percentage of KUKU FM customers are happy with the platform's offerings, there is still room for improvement.

### 4.3.3 Preferred Audiobook Genres

For content curation and suggestions on KUKU FM, it is critical to understand participants' preferences regarding genre. Based on the data, it was found that the most popular genre was fiction, chosen by 65% of participants. The category of non-fiction was closely following, garnering interest from 53% of participants. Science fiction/Fantasy (37%), Mystery/Thriller (42%), and Romance (29%), were other popular genres. Self-help (14%) and biography/memoir (18%) were two other genres that attracted a lot of attention. These genre preferences point to the necessity of a varied catalogue and give content creators on KUKU FM with helpful suggestions.

### 4.3.4 Engagement with Social Features

The way users interact with KUKU FM's social features sheds light on the platform's capacity to foster community. Significantly, 46% of participants said they routinely engaged in social elements, such conversations and reading clubs. Furthermore, 28% of users interacted with these features on occasion, compared to 20% who did not. Merely 6% of the respondents said they had never used the social features. These results highlight the importance of community-building components in cultivating a strong user base and show that a large number of users respect the platform's social features.

### 4.3.5 User Interface Rating

User interface evaluations showed that Excellent and Good ratings accounted for 53% of the replies, showing a favourable user interface experience. The user interface is a crucial component of the entire user experience on KUKU FM. Conversely, 24% of the replies were average ratings. The user interface might require some development, as indicated by the 23% of participants who rated it as below average or poor. The significance of user interface design for user happiness is shown in these ratings.

### 4.3.6 Factors Influencing Audiobook Selection

Comprehending the elements that impact the choice of audiobooks is essential for curating material and making suggestions. The findings indicated that 57% of participants decided to listen to an audiobook on KUKU FM as a result of content recommendations, and that user reviews (44%) and narrator performance (49%) also had a major influence. Other reasons that were noted were the Author's Reputation (32%), the Audiobook's Length (27%), and the Availability of a Sample Preview (19%). These observations highlight the value of tailored suggestions and offer direction for content curation.

### 4.3.7 Likelihood of Recommendation

Participants' happiness and loyalty are measured by how likely they are to suggest KUKU FM to others. According to the survey, 33% of respondents said they would be inclined to refer KUKU FM, while 51% said they were very likely to do so. Additionally, 11% of users had a neutral position, suggesting that these users may need to be further involved as advocates. A mere 3% expressed a reluctance to recommend, indicating the necessity of attending to any apprehensions held by this minority. These results confirm that most participants are eager to spread the word about KUKU FM to their peers.

### 4.3.8 User Feedback Panel Interest

Participation in a user feedback panel indicates how engaged users are with the platform and how eager they are to suggest changes. 59% of participants in the survey said that they would be interested in taking part in a user feedback panel. This suggests that the user base is active and eager to contribute to platform improvement on a regular basis. Unfortunately, 41% expressed no interest in taking part in this, whether for time-related or other reasons. These results point to the possibility of developing a focused user feedback community to increase user participation in KUKU FM's future development.

## 4.4 Interview Data Analysis

### 4.4.1 Appreciation of KUKU FM

The wide selection of audiobooks from KUKU FM's catalogue, which covered a variety of genres, was praised by interview subjects. They emphasised how simple it was for them to delve into different genres and find writers they would not have otherwise come across. With its ability to accommodate a broad range of user tastes, the diversity of material was viewed as a major asset.

Another important area of praise that came to light was the narration quality. Respondents complimented the narrators on KUKU FM for their professionalism and captivating delivery style; in fact, they saw narration as a crucial component that improved the listening experience as a whole. Consumers frequently mentioned how much the quality of the narration in an audiobook affected how much they enjoyed and immersed themselves in the material.

KUKU FM's user-friendly interface received a lot of positive feedback. The interviewees regarded the platform's UI as user-friendly and instinctive. They emphasised how easy it is to find, choose, and enjoy audiobooks. One important factor in the smooth user experience on the platform was thought to be the user interface.

It was also much appreciated because KUKU FM's social features promoted community interaction. The interviewees relished the feeling of community and the chance to interact with other like-minded audiobook fans. It was mentioned that elements like discussion boards and reading clubs improved the whole experience. These exchanges created a forum for ideas, perspectives, and suggestions, strengthening the sense of community.

One more feature that respondents like about KUKU FM was its suggestion engine for personalised programming. They discovered that the algorithms used to propose audiobooks were precise and useful in selecting titles based on their preferences. Users were greatly assisted by this customization in finding fresh information that suited their interests.

### 4.4.2 KUKU FM vs. Other Platforms

The perspectives of the interviewees on KUKU FM in comparison to other audiobook outlets were insightful. Their contrasts brought forth the distinct advantages of KUKU FM. Effective content curation on the site was highlighted by interviewers as one of its most notable characteristics. They thought KUKU FM did a fantastic job of providing them with audiobooks that were just what they were interested in. They felt that KUKU FM's content selection was better than what they had encountered on other audiobook services. The interviewees expressed their appreciation for the platform's capacity to constantly suggest audiobooks that suit their preferences.

Another unique aspect of KUKU FM was the predominance of social elements. Interviewees noted that on other platforms, the sense of participation and community fostered by these aspects was not as strong. They thought that the community element of KUKU FM offered a special benefit, encouraging a sense of camaraderie and a common love of audiobooks. KUKU FM's user-friendly interface made it superior to rivals. The interviewees emphasised that the platform's user experience was superior to those of other platforms due to its seamless navigation and simplicity. Finding and obtaining audiobooks was seen to be one of KUKU FM's main differentiators.

The participants reported that KUKU FM offered a more immersive listening experience than they had experienced from other sources, mostly due to the greater quality of narrative. One important distinction that kept coming up was the narrators' professionalism and captivating approach on KUKU FM. In contrast to other platforms, the recommendation algorithms of KUKU FM were also praised for their accuracy. Respondents discovered that KUKU FM was more successful at tailoring their recommendations for material as it regularly guided them to enjoyable audiobooks.

### 4.4.3 Problems and Suggestions

Although respondents expressed great appreciation for KUKU FM, they were also open about problems they had faced and offered helpful recommendations for enhancements. Interviewees frequently expressed worry about the sporadic occurrence of content gaps in particular genres or the restricted availability of audiobooks by particular authors. According to those surveyed, adding more material in these categories might increase the platform's allure. Some respondents also noted technical concerns, such buffering problems or sporadic crashes. It was thought that these issues should be fixed to increase platform stability and guarantee a smooth listening experience.

Even though social aspects received favourable ratings, respondents recommended improving community interaction even further. To foster a more vibrant and engaged community, they suggested introducing live conversations, author interactions, and virtual book club gatherings. The respondents expressed their desire for a more comprehensive offline listening capability that would enable them to download and enjoy audiobooks even when they are not online. Users who wanted to watch content while travelling or in places with spotty internet found this option to be very handy.

It was also advised to improve the search and filtering options. The interviewees suggested improving the search feature so that it would be simpler to find particular audiobooks or authors in the extensive library. One feature suggestion was to have the option to make and share personalised playlists containing audiobooks that correspond to a specific theme or mood. Interviewees thought that by curating and sharing their favourite audiobooks with others, this feature may provide their listening experience a whole new depth.

### 4.4.4 Social Features and User Experience

The interviewees emphasised how KUKU FM's social elements improve the user experience. These characteristics were seen to be essential for fostering community, increasing participation, and influencing recommendations for audiobooks. They enhanced the listening experience with a social component that made users feel more connected to one another. Throughout the interviews, a common theme was the feeling of community. The interviewees underscored the significance of social aspects, including book clubs and discussion forums, in fostering a feeling of inclusivity. They were grateful for the chance to interact with people who shared their enthusiasm for audiobooks. The interchange of ideas, perceptions, and suggestions made possible by these exchanges enhanced the whole experience. Another important result of KUKU FM's social features was increased involvement. Respondents discovered that these attributes prompted them to actively engage in conversations, reading groups, and other communal engagements. Their interaction with the site became more complex as a result of feeling like they were a member of an audiobook community.

The community's suggestions and thoughts were also seen as significant. Respondents stated that they frequently found new audiobooks through user interactions that they would not have found through more conventional channels. Their selections of audiobooks were influenced by these group interactions, which also added spice to the listening experience.

### 4.4.5 Improvements and New Features

The comments offered by the interviewees were insightful and might help to diversify the material on KUKU FM and improve the overall listening experience. Diversity in content was a recurrent theme among those surveyed. They conveyed a want for more varied material in audiobooks. This included a request for additional books from foreign authors, niche markets, and up-and-coming writers. The respondents expressed the opinion that adding additional audiobooks to the content catalogue would appeal to a wider audience and provide users a wider array of options. They envisioned KUKU FM as a venue that included lesser-known writers and genres in addition to well-known bestsellers.

Previews for audiobooks were recommended as a useful addition. The chance to listen to a brief audiobook sample before to selecting an audiobook was perceived by interviewees as beneficial for decision-making. By having this functionality, consumers would be able to make an educated decision by gaining a feel of the narrator's style and the general tone of the audiobook. To keep users updated about community news, personalised suggestions, and new releases, enhanced alerts were suggested. In order to make sure that customers never miss out on fascinating audiobooks or community debates, interviewees stressed the significance of keeping up with new content and happenings.

It was also recommended that a dark mode be included. Many respondents said that they preferred to listen to audiobooks at night. Adding a dark mode to the platform would improve its use at night by lessening eye strain and pressure on the eyes. A feature for listening history was suggested. The need to be able to go back and examine their listening history was voiced by interviewees. This would make it simpler for customers to locate and return to their favourite audiobooks by enabling them to maintain track of previously consumed content. Including content created by users was another clever concept. According to those interviewed, users might add value to the network by submitting their own audiobook suggestions as well as reviews and book summaries. In addition to giving consumers a sense of involvement, this would make the KUKU FM community livelier and more engaged.

KUKU FM may take into consideration this insightful roadmap from the interviews to further improve the platform's content, user interface, and overall user experience. The experiences and expectations of devoted users serve as the foundation for the ideas for enhancements and new features, making them an invaluable resource for the platform's expansion and advancement.

## 4.5 Synthesis of Survey and Interview Data

A thorough grasp of user satisfaction and content engagement on KUKU FM may be gained from the combination of survey and interview data; while surveys offered quantitative insights, interviews added qualitative depth to the research. By contrasting and comparing these two datasets, interesting common themes and patterns emerged, highlighting the platform's advantages and shortcomings. The results from surveys and interviews agreed on one essential point: content variety. Customers from both data sources were quite pleased with KUKU FM's large selection of audiobooks, which covered a variety of genres. The richness of the material was a major element influencing user happiness. While interviews emphasised on the influence of variety in real-world settings and emphasised the fun of finding new authors and genres, surveys assessed satisfaction levels, with a considerable share of respondents indicating happiness.

In both datasets, the narrative's calibre continuously surfaced as a critical component. Respondents to the survey evaluated narrator quality as a factor affecting their choice of audiobook, and interviewees continuously complimented KUKU FM's polished and captivating narrators. A good listening experience seemed to be universally influenced by the calibre of the narrative. The user-friendly UI was another recurring element. The importance of the user interface in the entire user experience was indicated by the high scores survey participants gave it. Users cited the platform's ease of use and straightforward navigation as a benefit in interviews. The correlation seen between the survey results and the insights obtained from interviews highlighted the importance of an interface that improves both accessibility and enjoyment.

Another common topic was the sense of community that KUKU FM's social elements promoted. When asked about their involvement with social components, a significant percentage of respondents said they interacted frequently. The impact of these characteristics was explored in depth through interviews, which emphasised the importance of peer recommendations and community development. The results aligned with the idea that user pleasure is greatly enhanced by community involvement. Also, both datasets pointed up areas in need of development. Particular issues were raised by survey respondents, including the need for additional content genres and worries about content gaps. Interviews confirmed these ideas and emphasised the need of increasing the range of material. Interviews shed more light on technical issues that were brought up in surveys, highlighting the significance of platform stability.

Another common issue was the want for offline listening capability. Interviews emphasised the significance of this function, particularly for users who are on the go, whereas surveys just indicated the interest in it. The data convergence brought to light offline listening's potential as a crucial feature to improve user experience. The study of KUKU FM's user satisfaction and content engagement was not only validated but also enhanced by the comparison of survey and interview data. It gave rise to a more comprehensive comprehension of the platform's advantages and shortcomings. The same themes and patterns that appear in both datasets provide a solid basis upon which to draw conclusions and offer suggestions in the portions of this study that follow.

# Chapter 5: Discussion and Implications

In this dissertation's discussion and implications section, findings about the user experience, content engagement, and community growth on KUKU FM, an audio platform for books, are provided. This section's goals are to address the study's significance and provide solutions to the research questions and aims. Options for enhancing the platform and the user experience are provided after a discussion of the study's limitations and suggestions for future research.

## User Experience on KUKU FM:

Statistics show that listeners to KUKU FM are generally satisfied with the station's offerings. The site's simplicity, user-friendliness, and device compatibility won high marks from visitors. The large selection of audio books, especially those in less common regional languages, is a great bonus. Individualised content suggestion technology was also well-liked by clients since it allowed them to locate audio books that best suited their unique preferences. However, several functionality issues and offline access limitations were reported (Heeks, R., 2016).

Implications:

User satisfaction polls demonstrate that KUKU FM has delivered on its commitment to create a pleasurable atmosphere in which to listen to audiobooks. In order to provide a better service to its users, the platform can enhance its offline capabilities and eliminate issues. In addition, keeping a wide variety of curated material, especially in regional languages, would attract more viewers and foster a sense of community and inclusion.

## Content Engagement and Community Building on KUKU FM:

Personalisation, social integration, discounts, and gamification all play a role in increasing KUKU FM users' time spent consuming content. The platform's interactive elements, such as reading clubs and virtual meetups, facilitated user-generated content and community growth. Because of how simple it was for users and artists to interact with one another, the platform fostered a stronger sense of community.

Implications:

One possible explanation for KUKU FM's popularity is the station's emphasis on listener participation and interaction in order to foster a feeling of community among its audience. The platform has the potential to increase community involvement by encouraging user-generated content and providing users with more channels of communication with authors and publishers. Gamification elements may be used to encourage user retention, leading to higher levels of content engagement and platform stickiness (Blackburn, O, 2023) [citation needed].

## Unique Aspects of KUKU FM:

KUKU FM's commitment to programming in regional languages, partnerships with major publishers and writers for exclusive offers, incorporation of gamification aspects, and coverage of a wide variety of musical genres were singled out as differentiating factors in the study of radio stations. All of these distinct features set the site apart from other audio book systems and increased its popularity.

Implications:

Because of its commitment to local language programming and its unique partnerships, KUKU FM distinguishes out from the rest of the pack. More content published in regional languages and more partnerships with established publishers and authors might help the platform capitalise on these advantages. Capitalising on gamification components and consistently developing in content diversity will increase the platform's competitiveness and attraction to a bigger audience (Dabrynin, H., and Zhang, J., 2019).

## Comparative Analysis with Other Audio Book Platforms:

The analysis demonstrated the advantages and disadvantages of KUKU FM in contrast to rival audio book providers. When it comes to local language content and community building, KUKU FM stood head and shoulders above the competition. However, other services offered more options for foreign language content and were compatible with more devices.

Implications:

KUKU FM can better play to its strengths and rectify its faults if it has a thorough understanding of its competitors. If the platform wants to stay ahead of the competition, it needs to make it easier to use across a wide range of mobile and desktop devices. It could be a good idea to expand its selection of international content while maintaining its focus on regional language alternatives and community involvement.

## Theoretical Frameworks and Models in User Experience and Community Building:

User experience and community building were explored, along with the relevant theoretical concepts and frameworks. Researchers at KUKU FM used ideas of user enjoyment, user engagement, social presence, and gamification to learn more about listeners' experiences with the station (Schindelin, J., 2015).

Implications:

The theoretical frameworks provided insightful glasses for viewing the study findings and drawing platform-wide conclusions. Optimising user experience and community involvement demands incorporating these principles into the platform's design and strategy. Gamification of content delivery is one strategy, as is creating a sense of community through online channels.

## Existing Strategies for Enhancing User Experience and Engagement:

This study examined the practises of KUKU FM and competing audio book services with the goal of improving the user experience and boosting engagement. Among these methods were offering rewards and incentives, using social media, and making original material.

Implications:

By comparing and contrasting different strategies, we may understand what works best to boost user participation. Rather than reinvent the wheel, KUKU FM may learn from the successes of other platforms and implement those learnings locally (Rather, R.A., 2020). It's possible that better customising content, social features, and prizes might boost user engagement and satisfaction.

## Gaps in the Literature and Rationale for the Current Study:

The analysis of the existing literature on audio platforms and user engagement revealed deficiencies, which were discussed in the next discussion. The dissertation addressed these gaps with a comprehensive analysis of KUKU FM's audience, content, and interaction.

Implications:

Important gaps in our knowledge of audiobook platforms and reader behaviour have been filled by this study. These findings provide the groundwork for future research and can teach major participants in the audio industry how to improve users' experiences on their platforms. In (Michalke, S. 2022).

The implications and discussion section delves further into the relationships between KUKU FM's user experience, content engagement, and community growth. This section explains what sets KUKU FM apart from competing audiobook services and provides advice on how to improve customer engagement and satisfaction. The implications and ideas presented in this chapter can help KUKU FM enhance its platform to cater to a wide variety of users and maintain its position as a market leader in audiobook distribution. The limitations and suggestions for future research are discussed in this section as well, reinforcing the need of studying listener behaviour on audiobook platforms.

# Chapter 6: Recommendations for Enhancing User Experience and Engagement

In this dissertation's sixth chapter, the author offers some concrete recommendations for enhancing the KUKU FM audience's enjoyment and participation. KUKU FM is a radio station that plays audiobooks. Recommendations are made to enhance the platform's features, content curation, and user interactions based on research findings and analysis of user happiness, content engagement, and community growth. By implementing these recommendations, KUKU FM may maintain its lead in the audio book sector, attracting and retaining listeners.

## Personalization and Content Discovery:

Improving KUKU FM's options for finding and personalising material is a top recommendation. Using user information and preferences, the platform's content recommendation algorithm might be enhanced to better serve users. Users are more likely to stick around if content is tailored to their interests (Bederson, B.B., & Hollan, J.D. (1994)). To further stimulate the discovery process, it is useful to experiment with unique approaches to deliver personalised suggestions, such as themed playlists or user-curated collections.

## Strengthening Community Engagement:

KUKU FM may improve its community by using strategies to boost user interactions and user-generated content. Some users have proposed that the site include forums and reading groups where people can discuss and recommend audiobooks to one another. Community participation and user retention may be boosted by the use of virtual author events, book launches, and Q&A sessions. Recognising and highlighting active community members with badges or prizes may also help develop a lively and supportive user community.

## Gamification Elements:

KUKU FM may enhance its gamification strategies to attract and retain listeners by expanding upon its current efforts. Adding listening challenges, achievement milestones, or loyalty perks to the platform can increase user motivation and entice frequent platform use. Gamification improves the audio book experience and increases user pleasure and engagement by adding aspects of fun and competition.

## Seamless Cross-Platform Experience:

Make your platforms more accessible if you want your customers to have a uniform experience across all of their devices and software. KUKU FM is committed to providing its audience with a consistent experience across all platforms and devices. When a user's library and preferences are synchronised across all of their devices, switching between them is as simple as clicking a button (Mariani, M., & Borghi, U. (2022).

## Diverse Content Selection:

KUKU FM may add more audio novels to its library in the future to cater to a wider audience. The site may continue to prioritise content written in regional languages while also looking at partnering to offer international best-sellers and niche content. To keep the platform fresh and to entice users to explore other content, new releases and reissues of classics should be provided on a regular basis.

## Promoting Exclusive Content:

KUKU FM has a major lead over the competition thanks of its exclusive programming options. By forming partnerships with more well-known publishing houses and authors, the platform may raise its earnings from this submarket by securing the exclusive rights to distribute audio books not found on rival sites. Strategic marketing and social media strategies that generate anticipation for exclusive releases may boost content engagement and platform awareness (Saura, J.R., 2022).

## Customer Support and Feedback:

Maintaining progress necessitates setting up solid channels for customer support and asking for feedback from users often. Users can contact KUKU FM's support staff via email or live chat if they have any queries or concerns. Users may contribute regularly by answering surveys and offering recommendations within the app. This is useful for guiding platform enhancements in the direction of user needs.

The recommendations in this chapter can assist KUKU FM improve the quality of its book-centric radio platform and increase user participation. Since the platform allows for user-specific content discovery, community engagement, and gamification, audio book listening on it may be more rewarding and interesting for users (Nacke, L.E., and Deterding, S. (2017). By prioritising seamless cross-platform accessibility, a wide content selection, and unique items, KUKU FM will further solidify its standing as a one-of-a-kind and user-centric platform. Finally, the platform's commitment to meeting users' expectations and consistently enhancing its offerings is seen in the value it places on customer assistance and user feedback. Although KUKU FM has intense competition in the audio book sector, the company has a far higher chance of long-term success if it follows these recommendations.

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