



ORIGINAL RESEARCH PAPER

Media

STUDY OF CUSTOMER PREFERENCE TOWARDS VARIOUS MUSIC STREAMING PLATFORMS IN AHMEDABAD

KEY WORDS: Music, impact, streaming, digital

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ABSTRACT

“Sometimes music is the only medicine the heart and soul need”. The whole world is going through the tough time of pandemic, wherein People of India have also seen the time when they have lost their closed ones and their whole world changed. Being it a feeling of losing someone or losing something, it takes time to recover from the same. Among this there is one thing which gives pleasure to the heart and soul is music. With growing internet users, use of digital music is drastically increasing. In Q1 2021 there were 487 million music streaming subscribers statista, 2022 worldwide which is showing growing demand of the same. This paper focuses on preference and choice of customers towards streaming music platform in Ahmedabad. The statistical test used helps in determining the most preferred streaming platform as well as its comparison with demographic variables.

INTRODUCTION

India is a home ground for digital players where there were 749 million internet users in 2020 which is expected to grow to 1532 million by 2040 (Statista, 2022). In 2018, India became country with cheapest mobile internet worldwide. In 2019 in India 1 GB of mobile data was costing \$0.26 which was around \$12.37 per 1 GB (47.5 times greater). As per one research 94% of online consumers of India listen to music and around 71% believe that music is very important in their lives. YouTube is most prominent audio streaming platform which reaches more than 80% of Indian online users and 245 million Indians are accessing it every month. (Pastukhov, 2019). Indian music streaming industry is led by a Gaana with 30% market share which is followed by JioSaavn (24%), Wynk Music (15%), Spotify (15%) and Google play music (10%) (BestIndiaInfo, 2021).

OBJECTIVES

- To measure the satisfaction level of customers listening to music digitally
- Check dependence of demographic variables on time of listening to the music
- To understand the most preferred music streaming application

RESEARCH METHODOLOGY

Google form was sent to collect data from 200 respondents, after removing unfilled data and gathering filled forms, analysis was made for 129 respondents of Ahmedabad using convenient sampling. Data is analyzed through Chi-square Test.

The literature

Music Streaming Service	Spotify	JioSaavn	Gaana	Apple Music	Google Music	Amazon Music
Subscriber Count	207 million (paid 97 million)	100 million	80 million	56 million	50 million	100 million
Monthly Plan	119 Rs.	99 Rs.	99 Rs.	Rs 120.	99 Rs.	129 Rs.

(Pujari, Firstpost.com, 2019) Almost all of these players are having collection of 45 to 50 million songs.

The streaming players and their download list is given below.

Downloads in millions	
Wynk	39.4
JioSaavn	34.7
Hungama music	1.5
Gaana	26.4
Spotify	22.6
You tube music	9.2
Amazon music	6.1

(Dayalani, 2021)

Compared to stores, online platform are providing better purchase benefits at lower price. Competitiveness amongst the players and rising consumers' expectation force players to strengthen the position of online music streaming platform. It was found that people listening to online channels are possessing dominating personality traits. (Sharma, Sharma, Malik, & Charan, 2021)

Digital music act as savior to Indian music industry. Digital streaming revenues grew at 21% in 2020 to around \$153 which pushed overall music industry to grow. In last year, overall music industry revenues also grew by 5% to \$180 million. (Rampal, 2021)

47.8% of total Indian music revenue was from digital streaming in 2016. This percentage kept on increasing at 66% in 2017, 69% in 2018, 74% in 2019, and 85% in 2020. (Rampal, Industry, 2021)

Demographics spread of respondents

Out of surveyed, 58% and 26% people were from age group of 20-40 and 40-60 years respectively as music is enjoyed mainly by these age category. 57% of respondents are male and rest are female in survey. As per survey, 24% of respondents are salaried employees, 27% are housewives, 26% are businessmen, 12% are students, 8% are freelancer and 3% are unemployed.

Inferences:

- Nearly 62% of respondents listen to music for up to 2 hours daily and 32% people listen for 2-4 hours.
- Gaana is most popular among listeners with 38%, followed by Spotify (23%), Google music (25%), YouTube music (23%) and Amazon Play music (24%)
- Coming to subscription, YouTube music is most preferred with 34% subscribing. Gaana is subscribed by 19%, JioSaavn by 11%, Wynk Music by 12%, Spotify by 26%, Google play by 19% and Amazon music is subscribed by 14%
- Around 49% respondents prefer earplugs (hands free or airdrops) to listen to music. Devices audio is preferred by 23% users, headphones by 11% and speakers are used 17% respondents.
- Around 36% respondents prefer to listen to romantic music and 31% prefer fast songs. But India has very less listeners of classical (11%) and patriotic songs (22%)
- While observing the playlist preference, majority of people (31%) give importance to music and 29% to singer. 13%, 17% and 10% respondents select playlist according to movie, cast and random choice respectively.
- Nearly 72% people are holding single subscription of music platform and rest are having two or 3 subscriptions.

- As all players are charging almost similar amount for monthly subscription, we haven't asked for monthly subscription payment.

Statistical Hypothesis Testing using Chi-square Test

Ho: Use of instruments for listening to music are independent of Gender

H1: Use of instruments for listening to music are dependent on Gender

	Device audio	Earplugs	Headphones	Speakers
Female	16	28	3	12
Male	7	21	8	5

Chi-square value is 6.6524 which is more than 0.05 acceptance level. Hence, Null hypothesis is accepted which states that Use of instruments for listening to music re independent of Gender.

Ho: Use of instruments to listen to music preferred the most is independent of age

H1: Use of instruments to listen to music preferred the most is dependent on age

Age	Device audio	Earplugs/ Hands free/ Airdopes	Head phones	Speakers
0-20	5	4	2	0
20-40	12	27	8	11
40-60	3	18	1	4
60 Above	3	0	0	2

Chi-square value is 18.343 which is more than 0.05 acceptance level. Hence, Null hypothesis is accepted which means that use of instruments to listen to preferred the most is independent of age.

Ho: Gender and number of hours listening to music are independent.

H1: Gender and number of hours listening to music are dependent.

	0-2	2-4 hours	4-6 hours	More than 6 Hours
Male	33	17	4	0
Female	26	15	1	1

Chi-square value is 2.541 which is more than 0.05, hence Ho is accepted. This states that Gender and number of hours listening to music are independent.

Ho: Occupation and number of hours listening to music are independent.

H1: Occupation and number of hours listening to music are dependent.

		Number of hours			
		0-2 Hours	2-4 Hours	4-6 Hours	More than 6 Hours
Occupation	Salaried Employee	14	10	0	0
	Homemaker	19	8	0	0
	Business person	21	4	1	0
	Retired or Unemployed	5	7	2	1
	Freelancer	3	3	2	0

Chi-square value statistics is 25.442 which is more than 0.05, hence Ho is accepted. This states that Occupation and number of hours listening to music are independent.

Ho: Age and number of hours listening to music are independent.

H1: Age and number of hours listening to music are dependent.

		Number of hours			
		0-2 Hours	2-4 Hours	4-6 Hours	More than 6 Hours
Age	0-20	3	7	0	1
	20-40	35	21	2	0
	40-60	24	1	1	0
	60 and above	0	3	2	0

Inference:

Chi-square value is 41.783 which is more than 0.05, hence Ho is accepted. This states that age and number of hours listening to music are independent

CONCLUSION-

It can be concluded that in India, internet users are in good number but still people hesitate in subscribing to music streaming platform. The reason here is that a person can just search for particular song and play from whatever source it's available. Hence lack of awareness is the prime reason for less subscription in India. To solve this issue, Music streaming companies need to focus on their market positioning and promotion to attract huge number of customers.

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