

Music Listening and Purchasing Preferences Survey

Posted on January 21, 2020

The survey was divided into four parts: listening preferences, motivation to hear music, purchasing preferences and recommendations. The study is targeted at all age groups of the population of the local community. The total number of respondents for the analysis of this survey was 20. (North & Hargreaves, 2008)

Demographic And Response Analysis:

There were ten males and ten females. One of the male and female were married. The couple was from the age group of 50-65. The committed male and female were from the age group 30-49, and the other 14 men and women were single and from the age group 15-29. One of the men and one of the female were divorced. The respondent spectrum gave a broad range of various demographic backgrounds, so the analysis could be broad.

Number Of Hours Spent Listening To Music

Age Group of Respondents

The results of listening preferences revealed that the respondents from the age group 15-29 are interested in upbeat music and spend the most hours listening to music, whereas the most elderly groups spend the least time listening to music. The blue line in the graph above reveals the trends of the number of hours spent listening to music analyzed against various age groups.

Most of the respondents were interested in upbeat, hardcore, energetic music compositions. The newest trends of music also reveal that such compositions have been top sellers because it has attracted a large number of audiences.

The motivation to listen to music varied across the sample population. Some listen to music because of their interest in a particular genre. In the lowest age group, the youngest respondents noticed the marketing and advertisement, outlook and clothing, setting and composition of the music they listened to more than the lyrics. The married couple listened to music after connecting to the lyrics of a song or an album. The couple that was committed reported that their relationship status does impact the preference of their music choice. Those living together had their lives centered on their partners and experiences with them. Those single had driving motivation behind choices in the selection of genres. Both of the respondents divorced selected music albums that revealed important

similarities in lyrics. The music albums chosen were either depicting sadness or the harsh realities of life. Life experiences did impact the music preferences of every respondent. Exploring several different kinds of music genres and album categories that can cater to the needs of all possible types of experiences people go through will increase the sales of music CDs at a staggering rate.

Purchase Of Music CDs

Age Group of Respondents

There was a direct relationship between age and the purchase of music CDs. The younger the respondent, the lower the purchasing of music CDs. The blue line above reflects a trend of purchase of music CDs. This is because the financial status of the respondents increases with their age. Similarly, another trend was noticed. The younger age group bought or heard music albums online on the internet more often than any other age group. It might be due to hands-on access to the internet in this age group. Those divorced purchased music albums as CDs because of their growing interest in music after their divorce, and they bought stuff off the web because they had access to it. It was also similar because both of them started stalling the internet more than they did before their divorces.

Mostly, youngsters who are single and males have constituted the largest genre purchased. The soft, soothing compositions are a potential purchase for all those committed, married and females. The blues, folk, and classics were a potential buy for those in the elderly age group and those committed and married. The genres purchased differ from one age group to another. It also differs from one gender to another. The males bought heavy metal, rock, pop and upbeat music. The females mostly preferred soothing, soft tunes and classic music. It also differed from one relationship status to another one. Those committed or married were interested in purchasing the soft tunes while those single wanted to hear upbeat music. Both of those divorced have shown very similar choices in a genre. It was a striking variation of blues, classical and folk and upbeat, rock and something heavy metal.

The formats of the music albums bought are enormous and critical information for the music store to modify their product to suit the needs and demands of the population aptly. The last question gives a direct insight into the problem. The music bought off of the internet was much higher than the music purchased from a music store. It might be due to easy access and availability.

The recommendations given by the respondents were a direct solution to the problem and challenges posed by the Music label. They should initiate their online directory and database of music albums. It is the need of time to start online payment systems. Customized music CDs should be made and home deliveries (on the same day) shall start. The music should be more in quality and quantity. It should be created, organized and categorized to attract the buyers. Furthermore, it is very crucial to keep the albums, music collections and playlists updated. The advertisement has to target social media so the largest age group of purchases could be attracted. The music stores need to reorganize

themselves with a few tactics (advertisement, posters, an organization of music titles), etc., to increase the sales. Giving the buyers something more than just those internet platforms for music album sales would be the critical point to increase or decrease sales. (IFPI, 2019)

Something that could be added to the survey can be the social and economic factors. It can be done to find out what made the individuals make such choices. Those factors and simulations can then be used to gain an edge over selling music over the internet and attract at least local buyers.

References

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