



A STUDY OF CONSUMER PREFERENCES AND PERCEPTION TOWARDS POPULARITY ON MUSIC APPS

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ABSTRACT

In this exploratory study, we look at how music streaming services handle personal information. Music is a universal human activity that can be found in every known civilization. The fundamental structure of musical preferences is poorly understood, despite the fact that people's tastes in music are widely varied. Listeners' emotional responses to music from a wide range of genres are used to build a model for musical preferences. There is a wide range of taste in music that is chosen by the listener. Even more astonishing is the paucity of research into what underlies such individualised musical tastes. Such a study is complicated by the fact that music can be employed for a variety of objectives. We compared a variety of popular music services, including Spotify, Gaana, Airtel wynk, Hungama, Amazon prime music, Jio saavn, and Youtube music, to see which one customers prefer and what they hope to get out of the service.

Keywords: *Musical apps, customer preference, customer attitude, digital media*

1. INTRODUCTION

Music data is being used in a whole new way in India now because of the digital revolution. As a result of the widespread availability of the internet, a variety of musical platforms have emerged. An increasing number of people throughout the world prefer to listen to their music on a digital platform rather than on a traditional CD or cassette. India's Audio OTT market produced a total of INR 567 crores in sales in 2019, representing for 67% of the Indian recorded music business income, Deloitte reports (INR 850 crores).

Audio streaming has seen an influx of Multiple Players in recent years. It's a cross-section of local and foreign players. Apple Music, Wynk Music, Spotify, YouTube Music, Amazon Prime Music, Jio Saavn, and Gaana are the most popular music services. According to the Indian Music Industry, Indian internet users listen to music for an average of 21.5 hours per week, more than double the global average of 17.8 hours. For Audio OTT players, India became a lucrative market.

OBJECTIVES OF THE STUDY

- To study on which music app is used more and why
- To study on which age group use the music app more
- To study on people's expectation towards music streaming apps

2. REVIEW OF LITERATURE

According to a study published in the Royal Society open scientific journal in 2017. Popularity is a wonderful thing, but it's not the only thing a work of art can attain. Having a long-lasting impact on the world's output and influencing future research directions is an even more impressive accomplishment, which is generally recognised by professionals and researchers. If a work is regarded as significant or influential, it isn't necessarily known to most people, and in other cases, it has been forgotten by the majority of people for decades. In this study, we examine the tension that exists between what is commercially successful and what matters most in music. That said, the rising conceptual space that underpins music composition can be reflected in a user-generated collection of tags collected via an online music platform. These broad metrics are intended to describe musical albums throughout history and their interrelationships with other types of musical output. We demonstrate how these measures can be used to classify records depending on the current popularity nor their inclusion in expert-created lists of significant albums. It is via the use of these quantitative techniques that we are able to help scientists and the general public distinguish popular albums versus culturally or artistically significant artworks. The methods given here can be employed in any field where creativity and innovation are at play.

"Music was all through the Civil War," reports the University of North Carolina Press in 2012. Songs rang out from parlour pianos, thumped in the air at political rallies, and set the pace of military and household life. Music was a significant means of conveying ideas about the battle to those who could not read or write at the time. Christian McWhirter uses a wide range of published & archival materials to examine how music shaped modern culture in the years leading up to and following World War II, and how it resonated with the both whites and blacks, North and South. McWhirter is the first one to investigate whatever Americans actually said it and did with all these pieces of music, despite the fact that published songs from the time have

historically been catalogued and admired. McWhirter re-establishes the centrality of music in American life during in the greatest crisis by assessing the popularity of most renowned songs and studying how Americans used them. As a result, a battle is depicted in music.

3. RESEARCH METHODOLOGY

The term "Research methodology" refers to a methodological approach to issue solving in research. To identify, choose, process, & analyse information on a subject, it involves procedures or techniques. As the researcher describes it, this study is a descriptive investigation, which means it is based on the data that are known to the researcher at the time. Quota sampling is the sample technique employed in this study. Non-random sampling is one sort of quota sampling (non-probability sampling). Certain subcategories, such as age, gender, and occupation, are used as Strata in the quota sampling process. Homogeneous subgroups termed Strata are used to categorise the members of the population. Using non-random sampling techniques, the researcher collects data from a single stratum till the required quota is met. The percentage of categories in the population is used as a basis for quotas. Suppose a searcher wishes to sample a community of 50,000 and only select 1000. 10,000 men and 40,000 women make up this population. Quota sampling is what the researcher intends to use, thus he divides the population proportionately into quotas for the sample. For this reason, the researcher will choose 200 men and 800 women from a group of 1000 people.

It is primary data that is used in this study. Primary data is data that has just been gathered for first time and is thus considered to be new. This type of material is frequently referred to as "basic" or "original." In order to acquire primary data, surveys and interviews are used. To conduct the survey, this study relied on a well-constructed questionnaire. There were open-ended and closed-ended questions on the survey, as well as a Likert scale. Google forms were used to create the survey. 100 responses were gathered, and SPSS was utilised to analyse the data. As an analytical technique in the world of statistical data analysis, SPSS is a popular choice. ANOVA, Chi-square, and Co-relation Regression are among the methods employed in this study's analysis.

4. FINDINGS AND DISCUSSION:

For your brand to remain relevant in the digital age, it's critical to update your content and make it more readily available to a wider audience while keeping costs low. In strategies to succeed with the music app, it is necessary to invest in much more Hindi-language material. For a country as large as India, regional languages have a lot of appeal. As a result, it is not adequate to merely use English and Hindi. Video-on-demand is the future of the entertainment and media sector, and channel providers must seize this opportunity. This is a golden opportunity to resuscitate the sports business and restore it to its rightful place in society. All sporting events, including championships and tournaments, will benefit from increased exposure and interest due to the availability of live streaming. To ensure that nudity and objectionable scenes aren't spoiled for the viewers, the Music app should have censorship.

5. CONCLUSION

This research was a first-of-its-kind attempt to examine how well the people of Chennai absorb the new digital superpower media. As the days go by, this emerging media platform is acquiring more and more traction. Foreign material and video-on-demand draw millennials to Music Platform services. Traditional broadcasting systems have been replaced by mobile devices in the current generation. The rapid expansion of Music Platform services has been made possible in large part by the development of Reliance JIO and the availability of lower-cost, more reliable 4G bandwidth. A new home has been identified for such Music Platform services industry.

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