

A STUDY ON CUSTOMERS' PREFERENCE AND EXPECTATION TOWARDS MUSIC APPS

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Abstract

Music is life for music fans, and it has become a larger part of each and everyone's lives. Music helps us tune in to the cosmos, and the best part about music is that nothing can soothe you like a soothing melody. We chose to do this research because of all the positive aspects of music and the increasing demand for recommender systems on the market. The report comprises a topic description, and a full review of the work completed thus far. The paper includes thorough explanations of the work completed, including snapshots of implementations, various techniques, and tools used thus far. The project programme and deliverables are also included in the report. The major goal of music recommendation in this study is to provide strong human-computer interaction and convey good recommendations to users. It is fluid and can be changed by variables other than the listening history of users or songs

Key Terms Used:*Music, Consumer Preference, Expectation, Satisfaction And Problems.*

Introduction

Customer is the sovereign of any business. They are the foremost influential person in the market. Good service and customer satisfaction are vital for both small and large companies. Customers' Preference and expectation are extremely essential for any business whether the merchandiser sale or service because only if the purchasers are satisfied. They influence other people like friends, neighbourhoods, family members etc. The company's success is laid in maintaining the purchasers' Preference and satisfaction.

Statement of the Problem: A thorough knowledge of customers preference and expectation is required for market segmentation. The analysis of customer preference and expectation is most effective foundation for the successful growth of the company.

Scope of the Study: This study is completely to find out the Customers Preference and Expectation towards music apps. The study covers information about the personal profile of the respondents, Preference towards various music apps. The preference of consumers may vary under different circumstances.

Objectives of the Study:

1. To study about the socio-economic profile of the respondents.
2. To analyze the customer preference and expectation of the respondents towards the music apps.
3. To measure the satisfaction level of the respondents towards the music apps.
4. To identify the problems faced by the respondents while using music apps.
5. To offer suggestions that supports the results of the study.

Review of Literature

Tandon and Sharma (2022) conducted comprehensive market analysis across five major Indian cities, finding that the Indian music streaming landscape presents unique characteristics. Their research attributed the rapid adoption of streaming platforms in India to increasing smartphone penetration, affordable data plans, and the cultural significance of music in Indian society. They identified key players in the Indian market including JioSaavn, Gaana, Wynk Music, Spotify India, and Amazon Music, noting that telecom-backed platforms leveraged their parent companies' customer base to drive adoption. Their findings revealed that nearly 78% of Indian smartphone users had at least one music streaming app installed, with an average of 2.3 apps per user, indicating high market penetration but low user loyalty.

Bhatt and Kumar (2022) examined the competitive dynamics among Indian music streaming services through a comprehensive study focusing on differentiation strategies and user acquisition approaches. Through extensive industry analysis and user surveys, they noted that telecom backed platforms like Wynk Music (Airtel) and JioSaavn (Reliance Jio) leveraged their parent companies' customer base and bundled offerings as key competitive advantages. Their research revealed that these platforms emphasized regional content libraries as primary differentiators in the linguistically diverse Indian market. The study highlighted that 67% of streaming consumption in India occurred in languages other than Hindi or English, underscoring the importance of regional content strategies.

Research Methodology

Pilot Study

For the pilot study 10 respondents were selected in the study area, on the basis of the pilot study, the design of the study was modified and hypothesis were formulated.

Research Design

The study is descriptive in nature. It helps to describe the characteristics of certain groups, to estimate the proportion of people in a specified population, to make specific prediction and to determine whether certain variables are around the respondents.

Sampling Procedure: The sample area of the study refers to Erode. The sample size of the present study is 100. The respondents of the present study are selected by applying convenience sampling technique.

Data Collection Method

The study is based on the facts collected from primary and secondary sources. The Primary data were collected from sample respondents through Interview Schedule.

The secondary data were collected from the journals, magazines, text books and websites. The collected data were transformed into different tables and analysed by using appropriate statistical techniques.

Statistical Tools For Data Analysis

1. Percentage Analysis.
2. Weighted average method.

Limitations of the Study

1. The study is prescribed only for the selected area in Erode and thus, the findings of the study can't be the similar for other areas.

2. All the findings and observations made within the study are drawn only on the knowledge supplied by the respondents' which relies on their preference, ideas and hence there's a chance of bias.
3. The answer of the respondents could differ relying upon the data and awareness.

Analysis and Interpretation

Table 1: General Profile of the Respondents

1. Age	Frequency	Percentage
Upto 30 years	58	58
31 to 40 years	30	30
Above 40 Years	12	12
Total	100	100
2. Gender	Frequency	Percentage
Male	64	64
Female	36	36
Total	100	100
3. Educational Qualification	Frequency	Percentage
No formal Education	05	05
School Level	35	35
College level	60	60
Total	100	100
4. Status of the Respondents	Frequency	Percentage
Employed	22	22
Students	57	57
Housewife	12	12
Profession	9	9
Total	100	100
5. Type of Family	Frequency	Percentage
Nuclear	58	58
Joint Family	42	42
Total	100	100
5. Monthly Income	Frequency	Percentage
Upto 10000	30	30
10001-30000	51	51
Above 30000	19	19
Total	100	100

The above table reveals that 58 percent of the respondents belong to the age group upto 30 years. 64 percent of the respondents are male. 60 percent of the respondents belong to College level educational qualification. 57 percent of the respondents' statuses are involved in student. 58 percent of the respondents are from Nuclear Family. 51 percent of the respondents earned monthly income ranges from Rs.10001 to 30000.

Weighted Average Method: Weighted average method for Satisfaction level of various factors of music apps

Satisfaction Level of Various Factors

S.No	Attributes	Sound Quality	User Interface	Music Recommendations	Offline Listening	App Performance
1	HIGHLY SATISFIED	18	16	32	12	36
2	SATISFIED	50	30	31	13	17
3	NETURAL	20	31	23	18	19
4	DISSATISFIED	10	20	8	27	17
5	HIGHLY DISSATISFIED	2	3	6	30	11
TOTAL		100	100	100	100	100

Formula

$$\Sigma X = \Sigma WX/W$$

W = Number of customers

X = Rating given by the customers

		Sound Quality		User Interface		Music Recommendations		Offline Listening		App Performance	
X	W	X1	Wx1	X2	Wx2	X3	Wx3	X4	Wx4	X5	Wx5
1	5	18	90	16	80	32	160	12	60	36	180
2	4	50	200	30	120	31	124	13	52	17	68
3	3	20	60	31	93	23	69	18	54	19	57
4	2	10	20	20	40	8	16	27	54	17	34
5	1	2	2	3	3	6	6	30	30	11	11
Total		100	372	100	336	100	375	100	250	100	350
CW		3.72		3.36		3.75		2.50		3.50	
Rank		2		4		1		5		3	

Findings of the Study

1. Majority (58%) of the respondents come under the age group of upto 30 Years from the age wise analysis.
2. Majority of the respondents are strongly agree with playlist customization.
3. The majority of the respondents are agree with sharing playlist.
4. Most of the respondents are neutral with mood preference.
5. In survey, it was found that the respondents are highly satisfied about the music recommendations.
6. In this survey found that most of the respondents prefer to listen music through wynk music app.

Suggestions

Based on the findings determined from the analysis the following suggestions are offered.

1. Most of the respondents are under 30 years. So music platforms should design features, campaigns, and UI/UX specifically targeting younger users.
2. Many users strongly prefer playlist customization, apps should introduce advanced Personalization options.
3. Improve and promote playlist sharing platforms should make sharing easier by integrating with social media, enabling collaborative playlist editing and offering public playlist discovery features.
4. Many users being neutral about mood preferences, there is scope to improve mood detection and mood - based playlist accuracy using AI, user feedback, and behavioral analysis
5. Encourage user feedback mechanisms.

Conclusion

The results of this study may provide information to the music industry, with this research, the perpetrators of music involved in producing works of art of music and the company involved in selling the music, to be able to pay more attention and improve things that can attract consumer intentions to buy music products. Hopefully, by the results of this study, the music industry will further improve music product quality to produce a sound that is clear and crisp, providing ease and smoothness for consumers to obtain music products, so as to make the music industry to bounce back and preferred by consumers.

The results of this study can provide information to the music industry, and musicians involved in producing musical artworks and companies involved in selling music, to be able to give more attention to consumers, so as to improve the quality of music that can provide satisfaction to customers. Hopefully, with the results of this study, the music industry will further improve the quality of music products to be able to provide satisfaction to customers, and it is expected that consumers will be more loyal in consuming music products.

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