

**THE MARKET ATTRACTIVENESS OF MUSIC STREAMING
APPLICATION FOR ADULT USERS**



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APPLICATION FOR ADULT USERS**

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ABSTRACT

The purpose of this study was to understand the pattern of adult music consumption. The research will help us know the consumption pattern and the perception of this customer segment toward the music streaming application, which are the future of the music distribution.

This study will help understand the music preference and consumption pattern along with the attitude toward the music application of the adult user.

KEY WORDS: Music /Consumer Behavior/ Smartphone Application

33 pages

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CHAPTER I

INTRODUCTION

1.1 Music Industry Overview

Music is one of the biggest factors in life for many people. We live in the society where it become media of entertainment and informative. People from different walks of life can have access to music, which make them something marketable. However, in term of the industry many people still look over them and done very little research about it. However, it is something worth studying about. There are many things that are interesting in terms of the product, which is the music and the trend and also the marketing channel or distribution channel of it.

We have seen the music evolve from the VINYL disc to Cassette tape. We have seen the CD and the file era from the use of MP3 player and now the trend is moving toward online music listening from YouTube and the application where the music can be keep both in the memory and the cloud memory which can be listen to from almost anywhere we are. This kind of application is called “music streaming service”

1.2 Music Streaming

The rising of online music streaming come from The improvement in internet system that result in people able to listen to music online more than save it offline in the storage. The subscription fee from online listening or the advertising revenue will result in more sustainable revenue instead of one time purchase of the music record. This idea will give the industry another revenue generate method beside the royalty from record sale or the commercial use and the concert. The trend in online streaming is growing around the world in a very fast manner from year to year. These kinds of music streaming also allow people to keep the song offline in the application too. The today smartphone and application technology allow us to use the strong point of online and offline listening in hybrid manner which make it the user friendly channel to listen to music than other previous channel.

For me myself, I am a music fan since my younger age and have seen the demise of the industry due to piracy music and copyright infringement. However, music streaming is the Whitehorse that can save the industry as it can win over the piracy music and can be an effective marketing channel for distributing music and keeping music industry to be the industry that can support people who work or being stakeholder of the music business. These are why I want to study the industry of music study and how to make it successful in Thailand for the sake of future of music industry in Thailand and probably around the world.

The music streaming trend were start in USA with the company such as Spotify, Apple music and many more that offer countless of music to listen to the service users. The music streaming industry is one of the fastest growing industry today

There are also streaming music companies in Thailand such as LINE MUSIC, JOOX, KK BOX, QKPLAY. All of them have different feature, advantages and payment method. We will go into the detail of how each service is making money from and how their business model work.

Right now most of the streaming in Thailand is doing very well for the young generation such as college student or High school student as they are early adopter and most of the marketing campaigns are aimed toward them. The reason why I am interesting in the adult customers group are because of the amount of potential customer from the working adult age and how to keep the existing customer once they grow older.

Since people are growing older this mean that the existing customers will definitely have a change in behavior. These are the reason why I would like to study the behavior and preference in using music streaming of working age Thai people.

1.3 Problem Statement

Since music streaming is one of the most interesting and emerging trend in Thailand. It is very new that not many people know how to market and make it successful in Thailand. Especially the market of the people who is over 25 to 60 which is one of the customers group that people do not target. There is also not much research done to track the trend of online music streaming in Thailand. This is the reason I would like to focus on what this group of customers are like. What kind of music and the expectation

toward application is and how to attract them to be the customers. My problem statement is “How to create the music streaming service that fit the consumer behavior of working adult in Thailand”



CHAPTER II

LITERATURE REVIEW

Music streaming is the newest marketing channel for music by combining the ability of offline listening and online update of new catalogue. These are done through the application that allow the syncing of offline and online and start to become popular since 2012. It is becoming popular as it offer the right feature in listening to music and due to the development of technology that allow people to stream music on demand on their high-speed internet that are provide by their cellphone network carrier.

In USA, based on the research of music 360 that are conducted by Nielsen in 2015. 75% of American listen to music through online in 2014. Which his growing 12% from year 2013. 44% Percent of people are listening to the music on their smartphone. We see the rising trend of listening and sharing in online music more and it is seem growing (Nielsen, 2015).

However, the trend is not covered 100% online since there are many alternative methods to consume. Only 1% of world population is paying the subscription for music streaming as other method of listening to music is still better choice for them. such as the radio or the YouTube or purchasing physical file and record (Ingham, 2015).

The music streaming firm earn their revenue from monthly subscription and some used the ad base by contain advertising in the application and provide paid subscription at the same time too (Reisinger, 2015) The ad based or freemium music streaming service is using the similar method of YouTube where they have ad pre roll for the user or sponsored clip which is how YouTube earn the revenue nowadays as the brand and company will paid YouTube and freemium music streaming to become the media vehicle for them.

Thailand market in music is similar to USA in terms of consumption and pattern based on the historic trend in music industry. The similar issue in USA such as the evolution of music listen method or the problem of piracy is similar issue. There are very high tendency that the trend in USA will soon reflect the business trend in

Thailand. Right now Thai people is using YouTube and it is the main source of income generation for artist today which is the similar thing to the trend in USA before.

2.1 SWOT Analysis of Music Streaming Service

2.1.1 Strength

The catalogue of music is almost unlimited. We can listen to as many songs as we want. The unlimited of memory usage are also available as most of the music are online. The consumer will spend less time browsing for music as a streaming service will be the one stop service for people who want to search for music and keep in the account both online and offline to listen in their time in need.

Another reason is that it is the easier way to access to music without feeling guilt of piracy unlike the piracy music that are around the world at the moment. The music lover will use the service knowing that the musician that they are a fan of will get the benefit from their consumption. Most music fan are advocate of the artist and will do everything to support them.

2.1.2 Weakness

The expense can be viewed as expensive by user, that they can used another alternative or might not spend as much as they pay for the subscription fee. The other concern are also the rivalry from YouTube and pirate record. These are still the main concern of the music streaming as a main rivalry as it is the free alternative access to the music.

Beside the cost problem, some people also concern the fact that when they download and subscribe monthly they might not use the application often enough and what they pay might go to waste for the case of monthly paid music streaming application.

Another problem is that majority of people still have the computer and technology illiteracy, which mean the technology of online streaming may be, too advance for them. Unlike the using of normal offline listen to music such as CD radio or normal website.

The last main concern is that using of streaming music can mean the lack of the sense of ownership since it is the song. Unlike the owning of the file or the physical

album record. However, this issue might not have large effect as people can own both physical legal copy of music and used streaming application at the same time.

2.1.3 Opportunity

The expansion in the 4G and high speed internet will result in people depending on cloud computing and online music streaming more. As the fee will become cheaper in terms of service and cost of investment is decreased.

The legality of copyright are becoming more concern in the society and will likely to motivate people to avoid listening to music the is from illegal channel.

The society trend in terms of time and money constraining due to the economic trend will force people to use the music streaming as it is the easiest way to get access to large music catalogue in the amount of price that are friendly for them. As some people might feel that buying a package or listen to music and consume advertising might be suitable their behavior more.

2.1.4 Threat

The substitute product such as iTunes, YouTube is the main threat. These companies are also likely to evolve and develop to compete with the music streaming service companies.

Another visible threat is the old fashion artist such as ADELE and some other are still believe in old fashion music record selling and not allow her music to be on streaming service. There are also the artist who is against the fact that some music streaming application offer the small revenue of streaming that they decide not to allow their music to be on the streaming. The main example is Taylor Swift whose music are available in limited amount as she felt the service did not compensate her enough.

The last issue is about artists who are unsatisfied with the feeling of streaming or unsatisfied of the compensation. This is the case when Taylor Swift, one of the biggest pop artist of generation tend to remove the record from spotify and other various service due to the fact that she feel the compensation is unfair (Dredge, 2015).

More artists might go against the streaming movement which will result in the less of a catalogue in music for consumer which is not good. The availability of song in catalogue is one of the key factor in using the service.

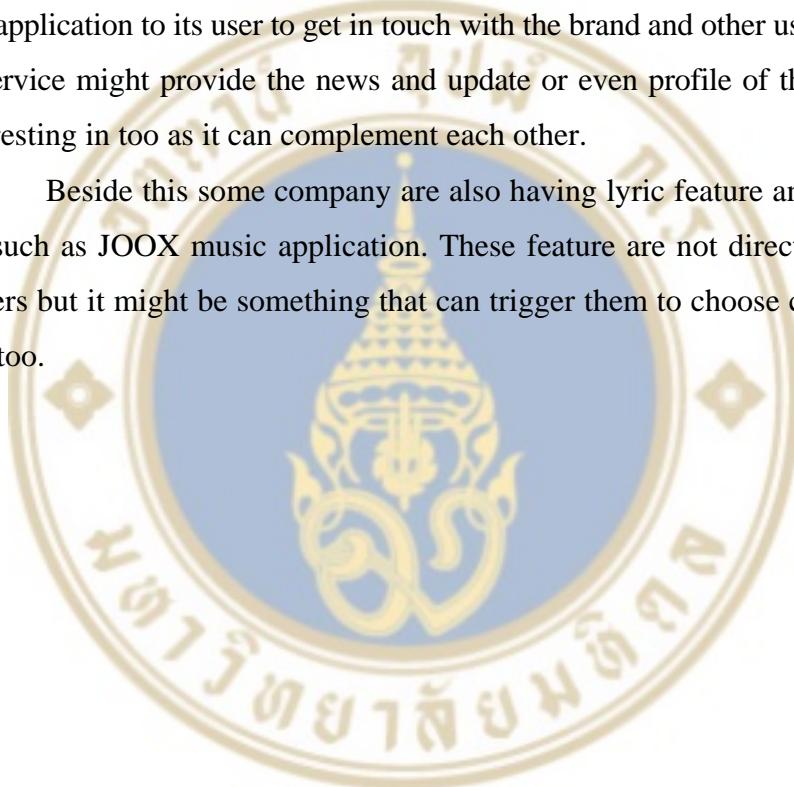
2.2 Product Level of Music Streaming Application

Core product: The online music streaming application that provide the music catalogue to user to listen anywhere they want on demand.

Actual Product: The streaming application with function such as music player, music catalogue and playlist with account management with the branding of the company that owns the product. These are the necessary feature that all the application need to have and also the brand of different service too.

Augmented Product: The side service such as fan page, activity and information of each application to its user to get in touch with the brand and other user of the service. Some service might provide the news and update or even profile of the artist that you are interesting in too as it can complement each other.

Beside this some company are also having lyric feature and function to go with it such as JOOX music application. These feature are not directly main need of the buyers but it might be something that can trigger them to choose certain service in the end too.



CHAPTER III

RESEARCH METHODOLOGY

After we received the information about the service, the business trend of the industry and also the characteristic of the product base on the statistic of the Nielsen music 360. We can start in forming the product attribute of what should be in the service base on key consideration analysis and start in the questionnaire and data collection process.

3.1 Key Consideration for Choosing Music Streaming Service

There are many attributes that people will consider when choosing the music streaming service. Base on the product price and promotion. These are the factor that people concern in terms of the service that they will choose. We will list down the factor that will lead to the question that will be conduct in the interview and the questionnaire.

These analysis are come from the strategy of 4P in marketing and the concern of most Thai people toward the application. As many of the app review. Many of the factor are brought from the article that compare the streaming application in Thailand from one to another as it is the key consideration for Thai market (Jerminalz, 2015).

The three primary factor when people is choosing the service is the price, the ease to use and the catalogue of music that the application provide. While other attribute are less concern but still important (The Nielsen Company, 2015).

The product that most customers will consider is the availability of music in the catalogue as some service providers lack the major music label such as Grammy RS or sometimes the International music. Another consideration is the quality of the sound that many service providers have higher quality, which will result in the heavy usage of the data of mobile.

The availability of the OFF LINE listen is also important as the data usage in streaming can be expensive and some company has the control of the usage which will restrict the mobile internet speed down which will affect many people. Which is why many people. Some of the streaming service such as the LINE MUSIC does not provide the ability to listen to music offline. For other label such as DEEZER and many others, you need to be VIP user to get such a service.

The last factor to concern is the availability of that app for the gadget as people will use their smartphone which have various different operation system such as ios, android and window phone or even desktop and laptop to listen to the song from the application if the gadget of the potential customers have a hard time support the function of the application then they might move away from the service.

Another thing that people tend to consider is the price. As the streaming will charge the usage monthly even though most services have free trial service. Most of the service have different price from 60 baht of line music to 200 baht of some service. However, the quality of the service will have relation to the price that the consumer pay too.

However, the service of brand such JOOX free music application will allow the service to be used for free in exchange for Pre roll ad when you listen to music in free service. The company however, allows you to purchase the VIP with no audio ad with 100 baht per month package. These are based on the research that only 1% of people in the world actually pay for the music streaming or else they will use other tool to listen the music. The Pandora and spotify also provide the free ad based format with some limitation that separate the service quality and availability from the user. These kind of adbased can reduce the concern in terms of price that many users of the streaming service had when they learn of the subscription based music streaming service.

The payment channel is also main consideration too. As there are many company with the payment channel of Credit card or purchase of package some service provider also use the method of tied the package with monthly payment phone. Many of Thai people do not hold credit card due to the financial issue or their ages since most parents do not trust their children or teenage son and daughter to hole the card.

The last key consideration is the promotion. The promotion if it is suitable for the target user or not. There are many ways for the owner of music streaming service

to promote product from Advertisement such as product placement, advertisement the service can also utilized the Public relation and many more IMC tool too. These media vehicle must be research to know if our target has been exposed to what kind of the media the most base on their lifestyles

Beside the communication tool, the company should the right activity to engage the user with the service in the long term too. The marketing activity such as the contest or quiz that gift the discount or free service or even the ticket to the concert, meet and greet with the users favorite brand or the ticket to travel abroad or other merchandise to keep customers exciting with the brand.

These are the key consideration of what people choose when it come to the music streaming that fit their usage behavior We can use these different factor to form the factor and the research questionnaire from the user to find the right service for different user.

3.2 Data Collection Method

I will use the questionnaire method to collect data of 100 User to find their preference the service of music streaming base on the application. We will collect data and analysis with the help of SPSS to collect and analysis data to find what is the customer expectancy toward the streaming application according to Thai people. After this process we will form the conclusion for the people who is interest in this research result.

CHAPTER IV

RESEARCH FINDINGS

4.1 Demographic

Base on 110 respondents that I have collected, These are the Profile of the respondents that I have

Table 4.1 Gender

| Gender | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|--------|------------------|----------------|----------------------|---------------------------|
| Valid | Male | 43 | 39.1 | 39.1 | 39.1 |
| | Female | 67 | 60.9 | 60.9 | 100.0 |
| | Total | 110 | 100.0 | 100.0 | |

Base on the gender there are 67% Female and 43% male respondents. There are 110 participants for this research.

Table 4.2 Age

| Age | | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-------|------------------|----------------|----------------------|---------------------------|
| Valid | 25-35 | 41 | 37.3 | 37.3 | 37.3 |
| | 36-45 | 23 | 20.9 | 20.9 | 58.2 |
| | 46-55 | 32 | 29.1 | 29.1 | 87.3 |
| | 56-65 | 14 | 12.7 | 12.7 | 100.0 |
| | Total | 110 | 100.0 | 100.0 | |

The age groups are divided into four group from 25 to 65 with 10 years interval. 37.3% are 25-35 and all the respondents are as follow

Table 4.3 Education

| Education | | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------|----------------------|------------------|----------------|----------------------|---------------------------|
| Valid | Lower Than Bachelor | 7 | 6.4 | 6.4 | 6.4 |
| | Bachelor | 56 | 50.9 | 50.9 | 57.3 |
| | Higher than bachelor | 47 | 42.7 | 42.7 | 100.0 |
| | Total | 110 | 100.0 | 100.0 | |

The majority of the respondent are the Bachelor degree and the Master degree with 92.7%. I also have 7 respondents that has lower than bachelor degree in this research.

Table 4.4 Income

| Income | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------------------|------------------|----------------|----------------------|---------------------------|
| Valid | No income | 3 | 2.7 | 2.7 | 2.7 |
| | Below 10,000 Baht | 1 | .9 | .9 | 3.6 |
| | 10,000-20,000 Baht | 20 | 18.2 | 18.2 | 21.8 |
| | 20,001-30,000 Baht | 35 | 31.8 | 31.8 | 53.6 |
| | 30,001-40,000 Baht | 14 | 12.7 | 12.7 | 66.4 |
| | 40,001-50,000 Baht | 12 | 10.9 | 10.9 | 77.3 |
| | 50,000 Baht and above | 25 | 22.7 | 22.7 | 100.0 |
| | Total | 110 | 100.0 | 100.0 | |

There are several different income rate of respondent from different age. The majority are 10,000 – 30,000 baht and 50,000 baht and above

Table 4.5 Occupation

| Occupation | | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-----------------------|-----------|---------|---------------|--------------------|
| Valid | Unemployed | 2 | 1.8 | 1.8 | 1.8 |
| | Employees | 28 | 25.5 | 25.5 | 27.3 |
| | Freelance | 5 | 4.5 | 4.5 | 31.8 |
| | Civil servant/ public | 58 | 52.7 | 52.7 | 84.5 |
| | Workers | | | | |
| | Business owner | 14 | 12.7 | 12.7 | 97.3 |
| | Housewife | 1 | .9 | .9 | 98.2 |
| | Students | 2 | 1.8 | 1.8 | 100.0 |
| | Total | 110 | 100.0 | 100.0 | |

51% of the respondent is the Civil servant/state worker and 24% of the staff is the employee of private company along with 12.7% of business owner. The other career types are also counted such as the full time master student, Freelance, full time housewife and unemployed people.

Table 4.6 Smartphone user

| Smartphone user | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|-----------|---------|---------------|--------------------|
| Valid yes | 110 | 100.0 | 100.0 | 100.0 |

Table 4.7 The type of smartphone

| The type of smartphone | | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------------|-----------------------------------------|-----------|---------|---------------|--------------------|
| Valid | iOS | 45 | 40.9 | 40.9 | 40.9 |
| | Android | 56 | 50.9 | 50.9 | 91.8 |
| | Windows phone | 3 | 2.7 | 2.7 | 94.5 |
| | I have more than one type of smartphone | 6 | 5.5 | 5.5 | 100.0 |
| | Total | 110 | 100.0 | 100.0 | |

All of the respondents are Smartphone users. 50.9% of the respondents are android users and 40.9% are the iOS users.

4.2 Music Consumption Behavior

I have run the result in the frequency and cross tabulation in terms of age to find out about the usage characteristic for music consumption and

Table 4.8 Music streaming current user

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | No | 78 | 70.9 | 70.9 | 70.9 |
| | Yes | 32 | 29.1 | 29.1 | 100.0 |
| | Total | 110 | 100.0 | 100.0 | |

Table 4.9 Reason for not using application

| | | The reason for not using the service | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-------------------------------------------|--------------------------------------|-----------|---------|---------------|--------------------|
| Valid | Unaware of the Music streaming service | 39 | 35.5 | 50.0 | 50.0 | |
| | No free time to study or used the service | 15 | 13.6 | 19.2 | 69.2 | |
| | Inconvenient in payment | 7 | 6.4 | 9.0 | 78.2 | |
| | Not an active music listener | 15 | 13.6 | 19.2 | 97.4 | |
| | Other | 2 | 1.8 | 2.6 | 100.0 | |
| | Total | 78 | 70.9 | 100.0 | | |
| Missing | System | 32 | 29.1 | | | |
| | | Total | 110 | 100.0 | | |

We found out that the 29.1% of the respondent are already the user of music streaming service. There are 70.9% percent of the responses that are the non-user. Many of people in the age of 25-35 are familiar with the service while 36 and above are not familiar yet

50% of the non-users are unaware of the service. While 19.2% have a lifestyle that are too busy to use or listen to music and 9% have problem with the payment for the service.

Table 4.10 Alternative music consumption method

| The method of music consumption | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------------------|------------------|-----------|---------|---------------|--------------------|
| Valid | Music show on TV | 6 | 5.5 | 5.5 | 5.5 |
| | Radio station | 26 | 23.6 | 23.9 | 29.4 |
| | Electronic Files | 17 | 15.5 | 15.6 | 45.0 |
| | YouTube | 47 | 42.7 | 43.1 | 88.1 |
| | CD | 12 | 10.9 | 11.0 | 99.1 |
| | Others | 1 | .9 | .9 | 100.0 |
| | Total | 109 | 99.1 | 100.0 | |
| Missing | System | 1 | .9 | | |
| Total | | 110 | 100.0 | | |

These are the research for the alternative choice of music consumption. We want to know where most people listen to music nowadays. Most of the respondent, which are 43.1%, are listening to music on YouTube. The surprise that I found is that YouTube is popular all the age range. Which are going along with the trend in the Secondary research part in the literature review that people are listening to music from YouTube. 23.9% are listening from the radio station. 15.6% are listening from the Electronic files. And 11% are listening to CD.

Table 4.11 Language of music

| The language of music | | Gender | | |
|-----------------------|----------|------------|------------|------------|
| | | Total | male | female |
| | | Column N % | Column N % | Column N % |
| language | Thai | 92.7% | 95.3% | 91.0% |
| | English | 66.4% | 62.8% | 68.7% |
| | Korean | 10.0% | 4.7% | 13.4% |
| | Japanese | 6.4% | 2.3% | 9.0% |
| | Chinese | 6.4% | 7.0% | 6.0% |
| | Spanish | 1.8% | 4.7% | 0.0% |

The choice of language is not surprise as Thai people will listen to Thai and English as majority. There are less than 10 % of users that concern about Chinese Mandarin, Japanese and the Korean as this music are penetrating Thai music industry from time to time.

Table 4.12 Follow up of music trend

| Follow up of music trend | | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------------|------------------------------|-----------|---------|---------------|--------------------|
| Valid | Listen and explore new music | 43 | 39.1 | 39.1 | 39.1 |
| | Listen to the oldies music | 67 | 60.9 | 60.9 | 100.0 |
| | Total | 110 | 100.0 | 100.0 | |

Another interesting point I found is that people are looking and updating themselves to new song. Even though 60.9 % of them are still enjoy the music from the previous generation.

Most of people on the age of 25-35 are more likely to update themselves toward the music trend While 36 and above are more likely to listen to music from their generation. However, some elder are also updating the trend too.

Table 4.13 Music genres

| Genre | Music Genres | Gender | | |
|---------------------------------------|--------------|--------|-------|--------|
| | | Total | male | female |
| | | Count | Count | Count |
| Rock | | 28.2% | 46.5% | 16.4% |
| Pop | | 68.2% | 58.1% | 74.6% |
| Traditional Thai | | 3.6% | 2.3% | 4.5% |
| Indy/ Alternative | | 25.5% | 32.6% | 20.9% |
| Urban Classic | | 22.7% | 23.3% | 22.4% |
| Post Rock | | .9% | 0.0% | 1.5% |
| Hip-Hop | | 9.1% | 9.3% | 9.0% |
| Folk song | | 17.3% | 20.9% | 14.9% |
| I'm don't really listen to Thai music | | 1.8% | 0.0% | 3.0% |
| Acoustic | | 4.5% | 2.3% | 6.0% |
| Thai Country | | 19.1% | 25.6% | 14.9% |
| Electronic dance music (EDM) | | 5.5% | 4.7% | 6.0% |

For the genre, we found that most popular music amongst Thai are the POP, Rock, alternative and Thai country, The male user are more fan of country and rock than female. The female users are listening to pop and international music more, The large amounts of user are still listening to Traditional Thai music from time to time.

4.3 The Preference Toward the Application

Table 4.14 The factor of choosing application

| The factor of choosing application | Gender | | | |
|------------------------------------------------------------------------|-----------------------------|------------|------------|-------|
| | Total | male | female | |
| | Column N % | Column N % | Column N % | |
| What is the main reason for you to choose Music Streaming application? | Music Catalogue | 38.9% | 50.0% | 33.3% |
| | Peers and family suggestion | 13.9% | 8.3% | 16.7% |
| | Function | 22.2% | 20.8% | 22.9% |
| | Interface | 40.3% | 25.0% | 47.9% |
| | Sound quality | 1.4% | 4.2% | 0.0% |
| | Price | 12.5% | 12.5% | 12.5% |
| | Brand reputation | 6.9% | 4.2% | 8.3% |

For the factor of choosing the service the majority are the ease to use and the Song that are available with function and price are also concerned most people. However, I have found those female users are concern more about the interface and usage difficulty more than male users.

Table 4.15 Music Storage

| Music storage | | Percent | Valid Percent | Cumulative Percent |
|----------------------|--------------------|----------------|----------------------|---------------------------|
| Valid | Online | 59.1 | 59.1 | 59.1 |
| | Smart phone memory | 40.9 | 40.9 | 100.0 |
| | Total | 100.0 | 100.0 | |

The storage of the music are also divide as some people listen to online more due to the concern of memory in their phone and some listen to offline as they concern about mobile internet cost. However, the online has 59.1% response as people feel that online channel has countless music catalogue to choose and update.

Table 4.16 Playlist

| Playlist | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|----------------------------|------------------|----------------|----------------------|---------------------------|
| Valid | Organize by myself | 56 | 50.9 | 54.4 | 54.4 |
| | Used the arranged playlist | 47 | 42.7 | 45.6 | 100.0 |
| | Total | 103 | 93.6 | 100.0 | |
| Missing | System | 7 | 6.4 | | |
| Total | | 110 | 100.0 | | |

Most people enjoy organize their own playlist by 54.6% however, 45.6% still rely on the already organized playlist.

Table 4.17 Music video

| Music Video | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------|-------|-----------|---------|---------------|--------------------|
| Valid | Yes | 60 | 54.5 | 54.5 | 54.5 |
| | No | 50 | 45.5 | 45.5 | 100.0 |
| | Total | 110 | 100.0 | 100.0 | |

The question about music video has the mix result as 54.5% interest in seeing music video while another 45.5% Think that it is unnecessary, The 25-35 are more interested in watching music video while 36 and above are less interest.

Table 4.18 Payment method

| Payment method | | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|----------------------------------|------------|--------------|---------------|--------------------|
| Valid | Free with advertising | 87 | 79.1 | 79.8 | 79.8 |
| | Paid service without advertising | 22 | 20.0 | 20.2 | 100.0 |
| | Total | 109 | 99.1 | 100.0 | |
| Missing | System | 1 | .9 | | |
| Total | | 110 | 100.0 | | |

We found that 79.8% of music listener are enjoy free music which correlate with the fact that free music application and its alternative source such as Radio and YouTube are more popular than the paid source.

Table 4.19 Learning of the new application

| The awareness of new application | | Gender | | |
|------------------------------------------------------|-------------------|------------|------------|------------|
| | | Total | Male | Female |
| | | Column N % | Column N % | Column N % |
| How do you normally learn of new mobile application? | Friends/ Family | 51.8% | 58.1% | 47.8% |
| | Commercial | 32.7% | 23.3% | 38.8% |
| | Celebrity | 2.7% | 2.3% | 3.0% |
| | IT news | 23.6% | 30.2% | 19.4% |
| | Facebook | 1.8% | 0.0% | 3.0% |
| | Social media news | 32.7% | 30.2% | 34.3% |
| | Movie/ Drama | 2.7% | 0.0% | 4.5% |
| | Instagram | 32.7% | 30.2% | 34.3% |
| | Twitter | 32.7% | 30.2% | 34.3% |

This information is very surprising as the best way for people to learn about new application are the Peers and family which mean that the word of mouth are very powerful nowadays. However, the commercial and IMC tools are still needed, as not every person will be exposed to same media. The main different between two gender is that. The Commercial and opinion leader can influence female users more than male

Table 4.20 Marketing activity

| Marketing activity | | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|------------------------------------------|------------|--------------|---------------|--------------------|
| Valid | Free concert | 46 | 41.8 | 42.6 | 42.6 |
| | Meet and greet with your favorite artist | 6 | 5.5 | 5.6 | 48.1 |
| | Dinner Party for user | 11 | 10.0 | 10.2 | 58.3 |
| | Blind date | 2 | 1.8 | 1.9 | 60.2 |
| | Not interest in event | 43 | 39.1 | 39.8 | 100.0 |
| | Total | 108 | 98.2 | 100.0 | |
| Missing | System | 2 | 1.8 | | |
| Total | | 110 | 100.0 | | |

Base on the 108 responses I have found out that 42.8% of user enjoy the free concert while 39.8% are uninterested in event. This is one of the most surprising fact I found base on this research. The 25 to 35 are more eager to attend event while 36 and above are less interest



CHAPTER V

DISCUSSION

5.1 Conclusion

Base on the analysis, I have found out many things we should focus if we are going to market the music streaming to adult who is in the age 25 and above. There are many characteristic that we should adjust and do. The thing will benefit the market of Music streaming the most is the having multiple choice of function and Music. Another thing to focus is the ability to adjust the service to different users.

5.2 Recommendations

For the product side, the applications need to focus on the variety. The music Catalogue should have all the possible genre and language, but need to put priority on the genre and language that have the listener. We can say that the completed music catalogue is the key success factor of the application. Another thing to concern is that the more features available will mean there is more chance the company can get more users. However, the company might need to investigate deeper to find which function is the most important and focus.

The music taste of the adult user are more toward the back catalogue and traditional music which is why we need to have the tracking of behavior that we can provide suggestion for users. Different user will have different taste. We can analysis this by the help of cookie or tracking system to know their behavior. This is the system of suggestion that YouTube is using. This feature of tracking preference an benefit teenage user too.

In conclusion the product should have variety of song catalogue and function and need to able to customized base on each customer. The customer can do it by themselves or the help of tracking system.

Another point that I learn is that besides competing within the music streaming business the company should compete with alternative product such as YouTube too. As they are the benchmark in terms of success.

In the price aspect, most people will tend to go for the free service. The problem about free service with advertising is the company need to manage the advertising channel to get the profit. The advertising need to be managed well to balance profit and the positive user experience. Which is why running the paid service music streaming is easier.

For the promotional side, when we consider the aspect of the promotion we should focus on Ticket of the concert and the networking party as it is suitable for them. The company need to check the customer complain and response from them if they have concerned or problem as bad experience can destroy the good word of mouth which is what most customer believe. The traditional IMC nowadays is not good enough for the marketing anymore.

The last thing that I found base on my research is that the market of the music streaming is still have a large potential as many of respondents still unaware of them. Most people still using traditional music listening method. There is very large opportunity for the market to grow.

In conclusion, when you are running the business, different customers will have different demand, as today it is not one size fit all anymore. The companies need to adjust or else they can lose to the competitor. They need to have variety for users and ability to adjust or customize and compete with outside alternative product well too.

5.2.1 Limitation and future study

The limitations for this research are mainly the fact that the service is something that my some of the respondents are not aware of. That problem result in many of the question is left blank and some might be in accurate.

Another problem is the limitation of the research method. The questionnaire can help us knowing the choice, but we might not be able to know the reason or motivation behind the answer.

For future study, it is possible for us to conduct the indepth interview and the focus group with hand on experience for the respondent. To understand the preference of music and the application and understand the reason behind the choice they made too.



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Appendix A: Questionnaire

This questionnaire is part of the research on music consumption behavior and the preference in each attribute of the function. This study belongs to the master degree student of College of Management Mahidol University. The information will be used for academic propose and keep it confidentially.

Your participation will benefit this research and give the insight toward the music industry and music application.

Questionnaire

User profile questionnaire (Screening Question)

1. Gender

1. Male 2. Female

2. Age Range

- | | |
|------------|------------|
| 1. 25 – 35 | 2. 35 - 45 |
| 3. 45 – 55 | 4. 55 - 65 |

3. Education Level

1. Elementary school
2. Secondary school
3. Vocational school
4. Bachelor degree
5. Master degree or higher

4. Income per month

1. No income
2. Below 10,000 Baht
3. 10,000-20,000 Baht
4. 20,001-30,000 Baht
5. 30,001-40,000 Baht
6. 40,001-50,000 Baht
7. 50,000 Baht and above

5. Career

- | | |
|--------------------------------|--------------------------------|
| 1. Unemployed | 5. Civil Servant/Public worker |
| 2. Employees | 6 Business owner |
| 3. Freelance | 7. House wife |
| 4. Full time Mater/PHD student | 8. Other: |

6. Do you used smartphone or not?

- | | |
|--------|-------|
| 1. Yes | 2. No |
|--------|-------|

7. What kind of smart phone do you used?

- | |
|-----------------------------------------|
| 1. iOS (iPhone IPAD) |
| 2. Android |
| 3. Window phone |
| 4. Use more than one type of smartphone |

Questionnaire on using Music streaming Application

8. Do you use music streaming Application

- | |
|---------------------------|
| 1. No answer question 9 |
| 2. Yes answer question 10 |

9. What is the reason why you do not used music streaming application?

- | |
|----------------------------------------------|
| 1. Unaware of the Music streaming service |
| 2. No free time to study or used the service |
| 3. Inconvenient in payment |
| 4. Not an active music listener |
| 5. Other: |

10. How do you normally listen to music if you are not using Music streaming application

- | |
|---------------------------------|
| 1. Music show on TV |
| 2. Radio station |
| 3. electronic File (MP3, itune) |
| 4. YouTube |
| 5. CD |
| 6. Other: |

11. What language of song do you listen to? Can answer more than one)

1. Thai
2. English
3. Korean
4. Japanese
5. Mandarin Chinese
- 6 Cantonese Chinese
7. French
8. Spanish
9. Indian
10. Other:

12. Do you catch up to today music trend?

Not catching up 1 2 3 4 5 Follow up the trend closely

13. What genres of Music do you listen to? (Can answer more than one)

1. Rock
2. Thai country
3. Folk song (ເພື່ອຊີວິດ)
4. Thai classic
5. Oldies Thai pop (ລູກຄຽງ)
6. pop
7. Alternative (Indy)
8. Electronic dance music (EDM)
9. Hip-Hop
10. acoustic
11. Other:

14. Do you enjoy listen to today music or enjoy the song from your old time

1. Listen and explore new music
2. listen to the oldies music

15. Which brand of Streaming do you used or interest in using

1. KKBOX
2. Spotify
3. JOOX
4. Line music
5. Apple music
6. Deezer
7. True Music
8. Fung Jai
9. Other:

16. What is the main reason for you to choose Music Streaming application

1. Price
2. The song catalogue
3. The interface of application
4. brand reputation
5. The recommendation of peers/Family
6. The function available
7. Other:

17. Do you love to organize your own playlist or used the organized playlist from the service

1. Organize by myself
2. Used the arranged playlist

18. When you listen to music on mobile, where do you kept the song catalogue

1. Online listening
2. Smart phone memory

19. Do you interest in watching music video on mobile?

1. YES
2. NO

20. Which method of payment do you prefer? Free service with advertising or paid service with no advertising

1. Free with advertising
2. Paid service with no advertising

21. How do you normally learn of new mobile application?

1. Advertising
2. IT NEWS
3. Peers and family
4. Seeing the application in the TV SHOWS
5. Celebrity/Social influencer
6. Social media news(Facebook, Instagram, Twitter)
7. Event from Application company
8. Other:

22. What kind of event would you interest in attending

1. Free concert
2. Meet and greet with your favorite artist
3. Dinner Party for user
4. Blind date
5. Not interest in event
6. Other:

