



STUDYING THE MUSIC BUYING BEHAVIOR FOR MARKETING STRATEGY
ON OLDER PEOPLE IN YANGON, REPUBLIC OF THE UNION OF MYANMAR



A Thesis Submitted in Partial Fulfillment of the Requirements
for Master of Music (Music Research and Development)
Graduate School, Silpakorn University
Academic Year 2017
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วิทยานิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรครุศึกษาศาสตร์มหาบัณฑิต
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STUDYING THE MUSIC BUYING BEHAVIOR FOR MARKETING
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UNION OF MYANMAR



By
MR. Thet Zaw AUNG

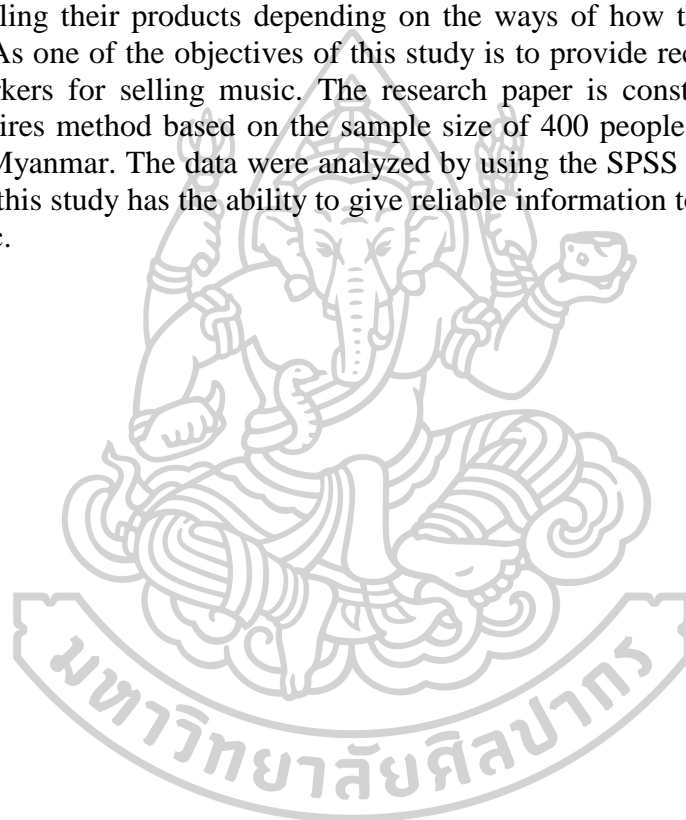
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Keyword : Music buying behavior, Music Marketing, Marketing Mix

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Understanding about the consumers and the consuming process could bring several advantages to the marketers. It could help the marketers to make a right decision. It also provides the understandable basis by analyzing the customers. One of the most important facts of understanding the consumer buying behaviors is that to improve the sales figures. By studying the customers , the marketers can modify the way of selling their products depending on the ways of how the customers buy the products. As one of the objectives of this study is to provide recommendation for the music markers for selling music. The research paper is constructed with a survey questionnaires method based on the sample size of 400 people in Yangon, Republic Union of Myanmar. The data were analyzed by using the SPSS software version. The finding of this study has the ability to give reliable information to the marketers to sell their music.



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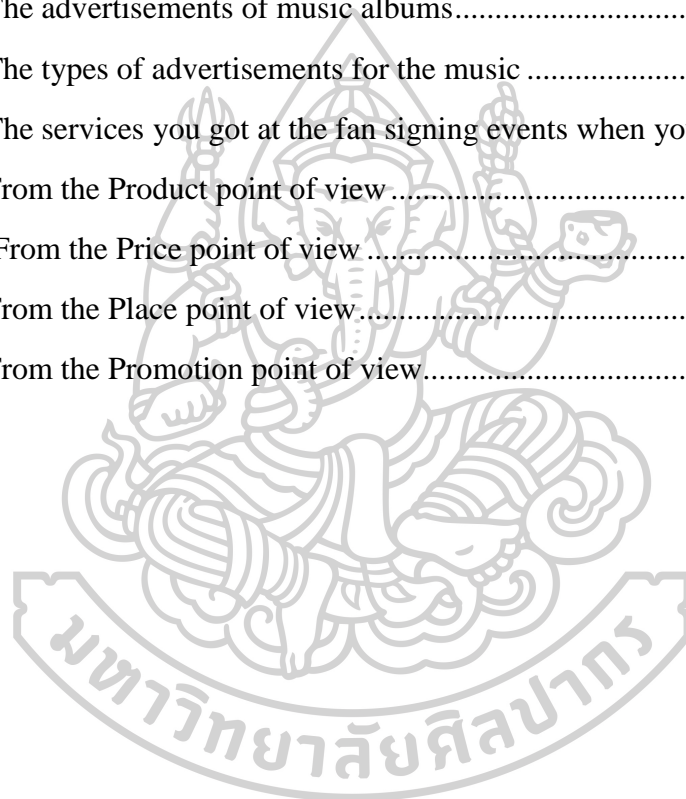
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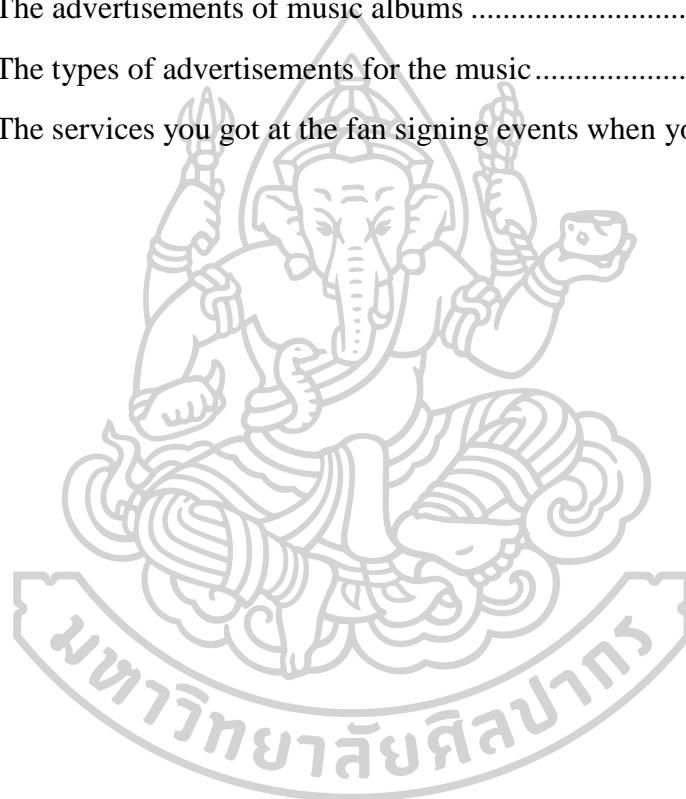
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Chapter1 Introduction

1.1 Background of the research

People are consuming music everyday based on the different type of occasions and music becomes as an important part of their daily lives and also for the culture. As the music industry is developing, there are so many changes occur including the widespread use of internet and the introduction of different music platforms on the internet. The Myanmar Music Industry's market volume was limited and only 400,000 units of physical sales such as CDs, DVDs and VCDs are sold out legally (Decicca,2015).

Although the annual sales are limited and sold out very few , Myanmar Music Industry is now in a better condition because of the introduction to the several online music stores and the rise of production of the new albums. The online music sales are increasing since 2015 according to the easy access to the internet and the rise of online music stores popularity (Khaing,2015). According to the obvious changes in the music distribution system in the Myanmar Music Industry , the music buying behaviors of people in Yangon, Myanmar are changing as well.

As the music consummation is the part of the human culture for many decades, the music consummation has also become a new topic and gain a lot of internet in the academic literature (Cockrill and Liu,2013). The music business is a big society and it is also a highly competitive multi billion dollars industry. The music marketers try to discover the new musicians with the different types of music and identify these styles of music and find the different type of consumers whom will accept these types of music. Nonetheless, the music industry can be only characterized by the narrow segments (Eugene et al.,1998).

Mostly in the marketing field, music has only been treated as a marketing tool and a factor which could influence on the consumer's decision making process and purchase intentions in the marketing practices (Gretchen et al.,2009). In the marketing society , music is only treated as a related research to express just as a matter of marketing instrument of how to use music to increase customer consummations of a product (Finola et al.,,2004).

Music can be considered as a product which is consumed by the people and gain an important role for the daily lives of many people. By analyzing the music as a

product through the marketing perspectives and consumer buying behavior knowledge is necessary. Since there are only few related research of studying the music buying behavior and its lack of literature, the idea to become this research has developed. As the understanding the music buying behavior for music marketing is necessary, this research is focus on the consumer buying behavior on music of older people based in Yangon, Myanmar.

Hence the majority of the participants in this research are older people from Yangon, Myanmar, there is no doubt that the older people form a massive customer base. As these are the group of experienced consumers, it is all about inclusivity and not stereotyping which means that it is not excluding older people rather than actively targeting them and for instance it is important while marketers are building a strategy to appeal to younger people although many older people are also potential customers.

1.2 Research Questions

- How people buy Music in Myanmar?
- What are the most important factors on consumers Music Buying Behavior?

1.3 Research Objectives

- To help artists and music marketers to understand the music buying behaviors of customers in Yangon.
- To identify the important factors for music consumers while buying music.
- To provide recommendation for the music marketers for selling music.

Key Words : Music buying behavior, Music Marketing, Marketing Mix

Chapter 2 Literature Review

2.1 Music Buying Behavior

Music can be defined as a creative art constructed by the signature of particular group of people, composer, a country or a culture at different period of time through in history. There are different types of music based on the different people from the different part of the world (Liu et al., 2010).

Music consumption can be defined as an act of listening to a piece of music but it can also be argued that if only talking and reading about music can also be considered as the act of music consumption (Larson et al., 2009).

Understanding about the consumers and the consuming process could bring several advantages to the marketers. It could help the marketers to make a right decision. It also provides the understandable basis by analyzing the customers. It helps the law investors to determine the sale and purchase of the goods. In addition, studying the customer behaviors can help the marketers in the understanding of social science which is related to the factors of human behaviors (Mowen & Minor, 2011).

One of the most important facts of understanding the consumer buying behaviors is that to improve the sales figures. By studying the customers, the marketers can modify the way of selling their products depending on the ways of how the customers buy the products (Bhasin, 2016). Another reason of why understanding the consumer buying behaviors is important is that to increase the market revenue. Music industry has been struggling to increase the sales in every distribution channels for years. Understanding more about the consumers buying behaviors could find the right the strategy for the music marketers to alter the way in which they are selling their music.

According to (Bhasin, 2016), by understanding the consumer buying behaviors, marketers can determine their strategy on increasing revenue, segmentation targeting and brand equity. With the continuous understanding on the consumer buying behaviors, marketers can get an easier in targeting their customers and segmenting the customers. If the segmentation and targeting process is easier, marketers can find more comfortable way to develop a strategy which lead directly to the customer faster. The continuous observation on the customer buying behaviors can let the marketers know on the brand equity of their customers.

The study of consumer buying behavior significantly deals with all the ways of how people take their role as consumers. In practice , it tends to focus on the behaviors which are related in searching, buying and using products and services (Johns and Pines ,2002). According to (Ouellet ,2007) , due to the size of the global music industry , its economy and its social importance , music have to be in an important role in researching the consumer buying behavior and as well as in the marketing management.

2.2 Music Marketing

Music fulfill the needs of people in emotions, communications and cultural sense. Music not only has an influence of the emotions but also manipulate the market. Thus , music has been used as a marketing tools and the related research has shown that music has an influence on customers behaviors and have effectiveness on the marketing practices (Larsen et al.,2009).

Making good music alone cannot make that musician to be famous or to get paid. People will not find out if those musicians do not know how to deliver their music in the right way. Music marketing is a process where it delivers t music to the right people give awareness to the people of that musician existence (Thibodeaux , 2017).

The process of creating the music products begin from the artists. The marketing process is that to establish the music is released into the people and ensure it is heard.Thus , the process of publishing , packaging , distribution and sales of music is developed (Long et al.,2011).

Marketing can be seen as one of the key elements to understand the phenomenon of music and culture , it is also appeared to have an important role in providing the attitudes of artists to their products and the audiences (Kubacki & Croft, 2006).

Music marketing strategy can be defined as a marketing plan which is form to enhance the knowledge and sales of an individual artist's music. Music marketing strategy can be varied according to that music trends are always changing (Thibodeaux, 2017). She also stated that the difference between the music marketing and the regular marketing strategies is that in a regular marketing strategy , the marketers focus to figure out the customers' needs and wants to determine what is to be sold. But in music marketing strategy , the challenge is that musicians' music are not guaranteed to make a large matching audience.

The music industry is changing rapidly and there are many new strategies has developed for selling the product (music). The evolution of the technology in the music industry made many music marketing companies to aware that the traditional business model is not suitable anymore (Kašpír ,2012). He also stated that in order to access the scheme of the marketing mix , the another 3Ps have to be added to the original structure of the traditional product marketing mix which is first expressed by E.J.MaCarthy in 1960. Thus the complete structure for the service marketing mix will include ; Product , Price , Place , Promotion , Process , People , Physical evidence.

There are one or more music marketing techniques in music marketing strategies. Not every musicians have to use the same marketing strategy on the same time but an effective marketing strategy mostly has a similar technique to match the audiences. In most of the cases, the marketing strategy are limited due to the lack of fund from the artist. Thus many musicians need to access the agencies for the purposes of marketing. Agencies provide the resource and construct a marketing strategy for an individual musician. Lately , the development of technologies make the process easier for the musicians to promote their songs (Thibodeaux , 2017).

2.3 Marketing Mix

The marketing mix is the very essential tool while in creating a marketing strategy. The marketing mix can assist the marketers to determine the most effective marketing strategy for the organization (Hill,2016).Initially , the marketing mix is consist of four categories such as ,Product , Price , Place and Promotion which are so called as 4Ps which are introduced by E.Jerome McCarthy (Needham,1996).

2.3.1 Product

Product can be defined as the items which have to fulfill the customers' needs and wants or it can also be defined as the items which the business propose to make a sale which might also include both service and product (Blythe,2009).

2.3.2 Price

According to (Blythe,2009) , Price can also be defined as the total cost which made the customers to access the individual services or products which is offered by the businesses. And the cost may also be included of both monetary and psychological costs such as the given time and efforts to access that specific products or the services.

2.3.3 Place

He also stated that Place can be defined as the channels which directly or indirectly brings the customers to the business. In a marketing terms, Place can be defined as a channels or a physical location which provide an access to the individual products or services to the customers. Place can be referred to the website, call center , retail outlets or the market locations.

2.3.4 Promotion

According to (Blythe,2009), he stated that promotion refers to the marketing communications. These marketing communications are used to persuade the customers to make them investigate into the offers by using the elements such as advertisements, events and sales promotions.

2.4 Conceptual Framework

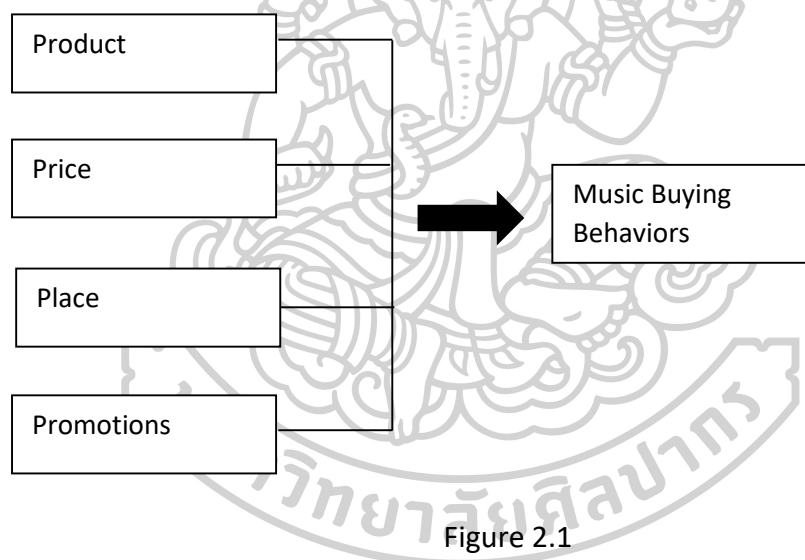


Figure 2.1

The figure 2.1 illustrates the conceptual framework of the research. This conceptual framework is also used in the related study done by (Chandranath, 2009).

This conceptual framework is constructed to study the music buying behaviors of people in Yangon, Republic Union of Myanmar. There will be four dimensions to investigate the music buying behaviors – Product, Price ,Place and Promotions which are fundamental elements for the marketing strategy and so called Marketing Mix (4Ps).

Chapter 3 Research Methodology

3.1 Research Framework

The purpose of this study is to understand more about customer buying behaviors and identify the important issues for the music consumers while buying music. This research focuses to understand more about music buying behaviors in people in Yangon, Myanmar. This research used the descriptive research as it is to describe the characteristics of the certain population or phenomenon being studied. Therefore the quantitative approach is going to be an appropriate tool for researcher to conduct the questionnaire survey.

3.2 Identifying population

The targeted population of this research based on the people who have experience of buying music. All the participants of the questionnaires are chosen from the Yangon region. The research focus more on the older people due to this research is intended to get a majority of its population is older people.

3.3 Sampling design

This research is constructed with the convenience sampling method from non-probability samples because researcher relies on data collection from the participants who are conveniently to be able to participate in the survey. Convenience sampling method can be applied just by requesting random people to ask questionnaire and this method can be applied while the researcher need the perspectives regarding to the specific issues.

3.4 Contents of questionnaires

Since the participants of this survey need to have the experience in buying music, the questionnaire is constructed to find out the important issues for the music consumers while buying music and to express the whole image of music buying behaviors. The questionnaire is consists of three main categories. The first category is to collect the general information of the participants. The second category is to find out the consumers' behaviors from the perception of Marketing Mix (4Ps) and the third category is to find out the important levels from the Marketing Mix (4Ps) from the participants.

3.5 Data Collection and data analysis

The data are collected through the questionnaires survey. The close ended questions and the ranking questions are used in the survey to be able to understand more on the consumer buying behavior and also to make the survey easy to answer for the participants. While constructing the questionnaire, the researcher focused to make it to be able to complete just around in ten minutes for the participants. The survey was run at the 4 townships of downtown in Yangon. The research chose 50 random people from each township to participate in the survey. While conducting the survey, the research highly aware on that all the participants must have their experience in buying music.

There were no difficulties in collection data although the researcher asked the random people to be participate in. All of the participants showed the kind gestures and give the reliable information through the survey although some people rejected the researcher to participate due to their lack of time and language barrier.

The collected data were analyzed by using the statistical package for social science (SPSS) software. The analyzed data will be demonstrated by both table, bar and pie charts.

3.6 Ethical Consideration

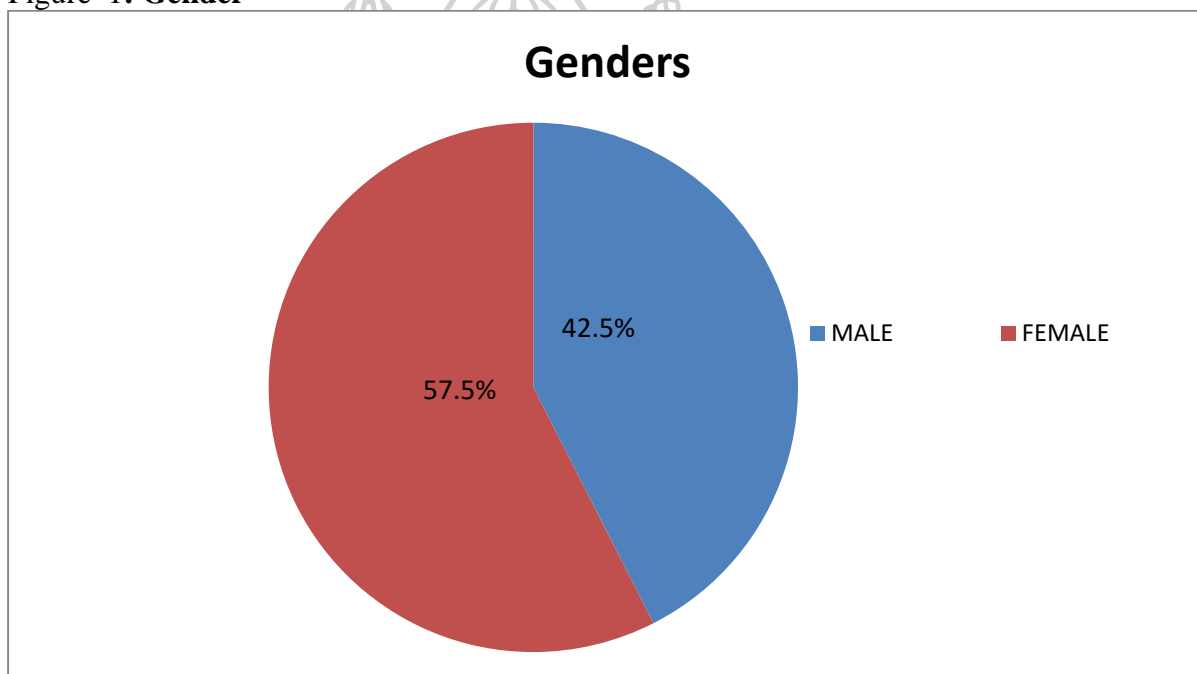
Although this research is mostly for educational purpose, all the data from the survey must be confidential. The researcher also made the participants to understand that because some are not willing to share some of their information. Although the survey did not collect their personal names and contacts, the researcher made it clear that the data are must be kept confidential and respect the participants privacy.

Chapter 4 Findings

Table 1 : Gender

Gender	Respondent	Percent
Male	170	42.5
Female	230	57.5
Total	400	100.0

Figure 1: Gender

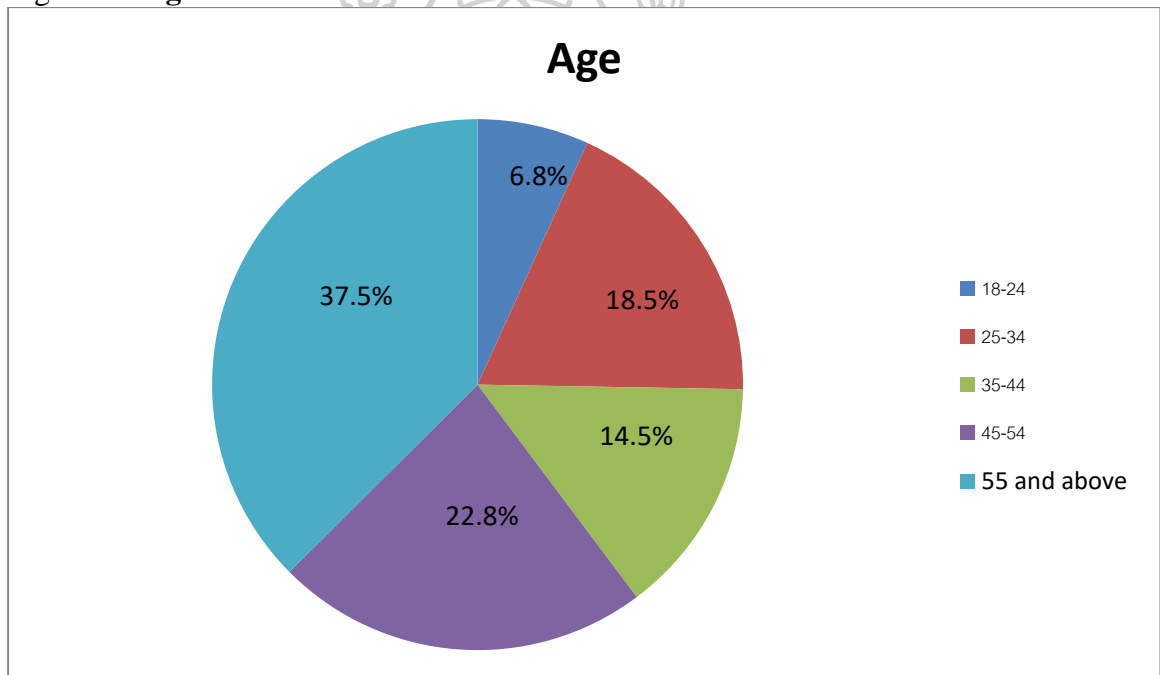


According to the table 4.1 and figure 4.1 , there are more female participants in the survey. There are 230 female participants which is 57.5% of the total participants of the survey.

Table 2: Age

Age	Number of respondents	Percent
18-24	27	6.8
25-34	74	18.5
35-44	58	14.5
45-54	91	22.8
55 and above	150	37.5
Total	400	100.0

Figure 2: Age

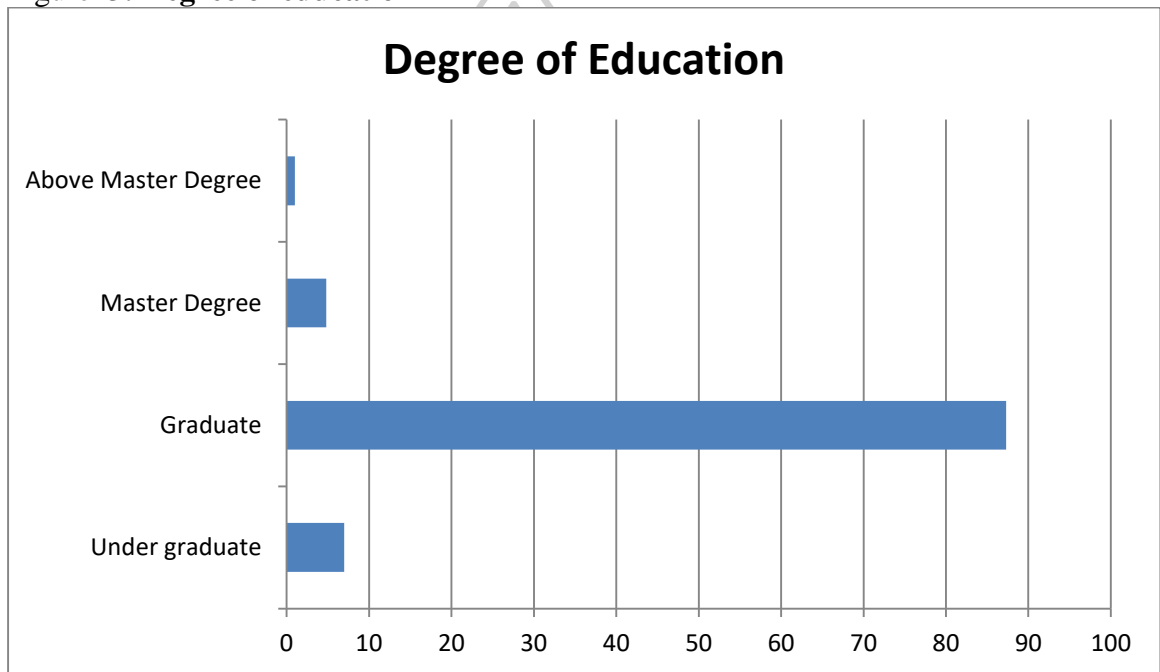


According to the table 4.2 and figure 4.2 , the majority of participants in this survey are senior citizens and adults.

Table 3: Degree of education

Degree of education	Number of respondents	Percent
Under graduate	28	7.0
Graduate	349	87.3
Master Degree	19	4.8
Above Master Degree	4	1.0
Total	400	100.0

Figure 3: Degree of education

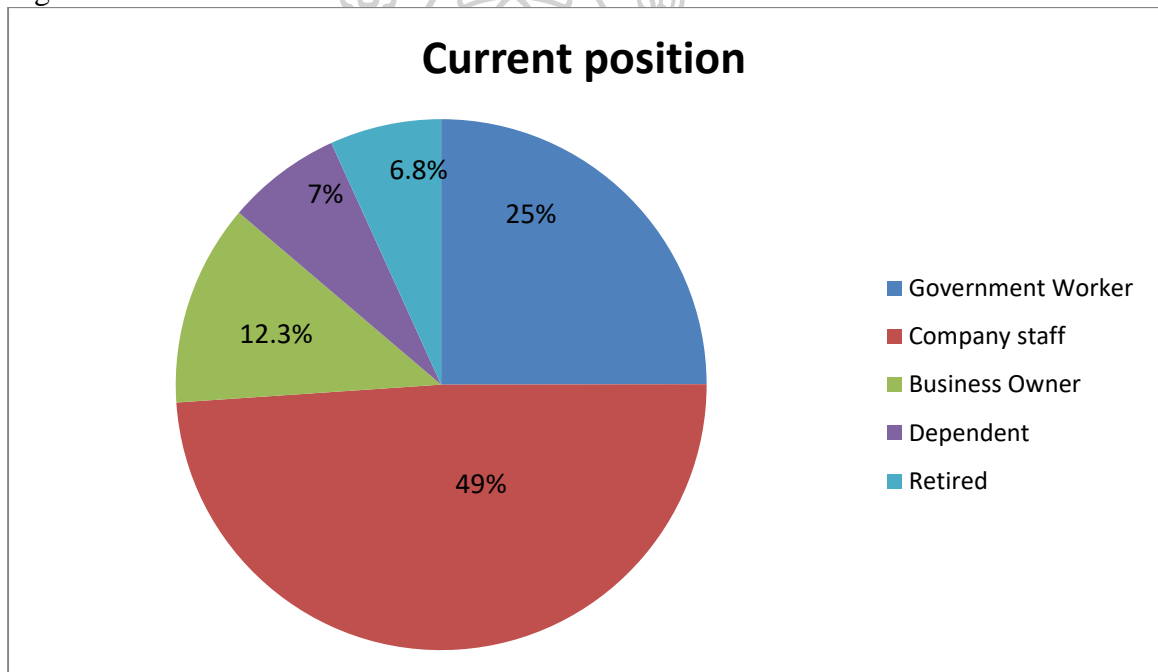


According to table 4.3 and figure 4.3 , the majority of the respondents from this survey are graduated people.

Table 4: Current Position

Current Position	Number of respondents	Percent
Government Worker	100	25.0
Company staff	196	49.0
Business Owner	49	12.3
Dependent	28	7.0
Retired	27	6.8
Total	400	100.0

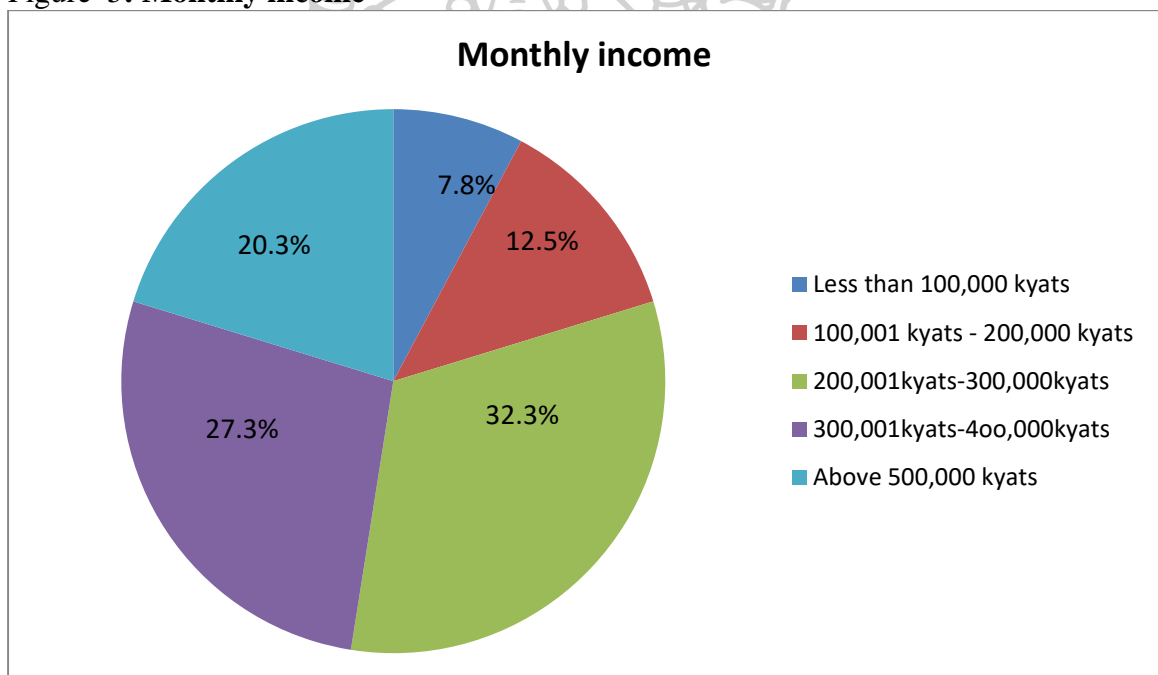
Figure 4: Current Position



According to the table 4.4 and figure 4.4, the majority of the participants are company staff which takes 49% of the participants' population of this survey.

Table 5 : **Monthly income**

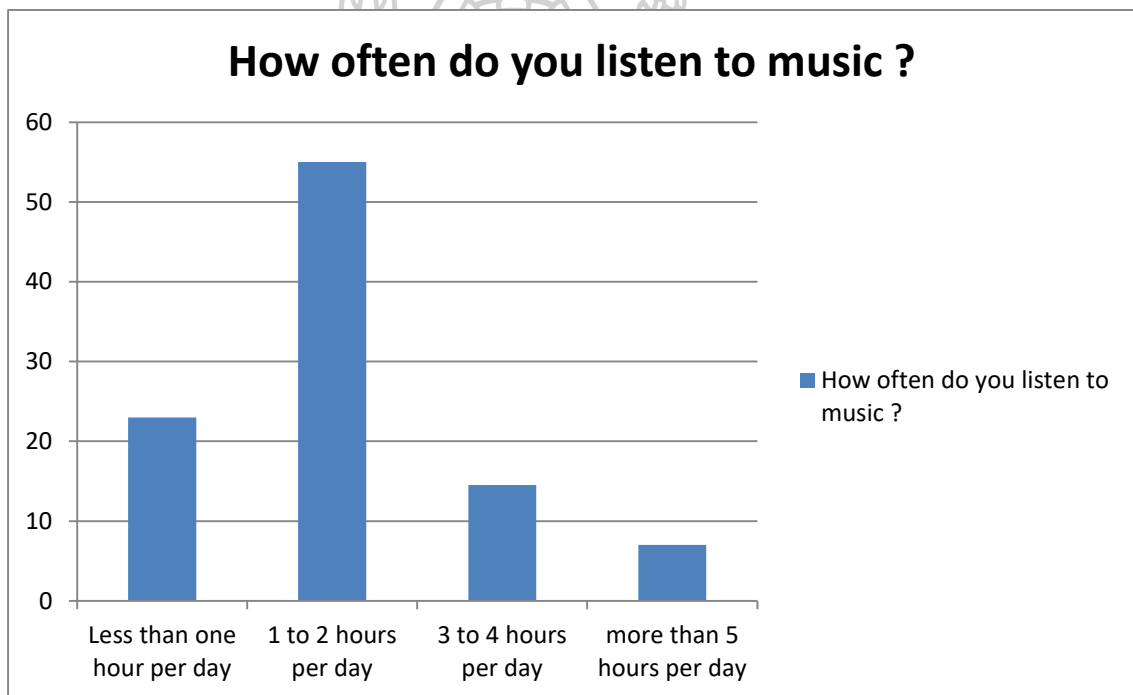
Monthly income	Number of Participants	Percent
Less than 100,000 Kyats	31	7.8
100,001 Kyats - 200,000 Kyats	50	12.5
200,001 kyats - 300,000 Kyats	129	32.3
300,001 kyats - 400,000 kyats	109	27.3
Above 500,000 Kyats	81	20.3
Total	400	100.0

Figure 5: **Monthly income**

According to the table 4.5 and figure 4.5, the majority of the participants in this survey are earning between 200,001 kyats to 300,000 kyats. The majority took 32.3% of the total population of this survey.

Table 6: **How often do you listen to music ?**

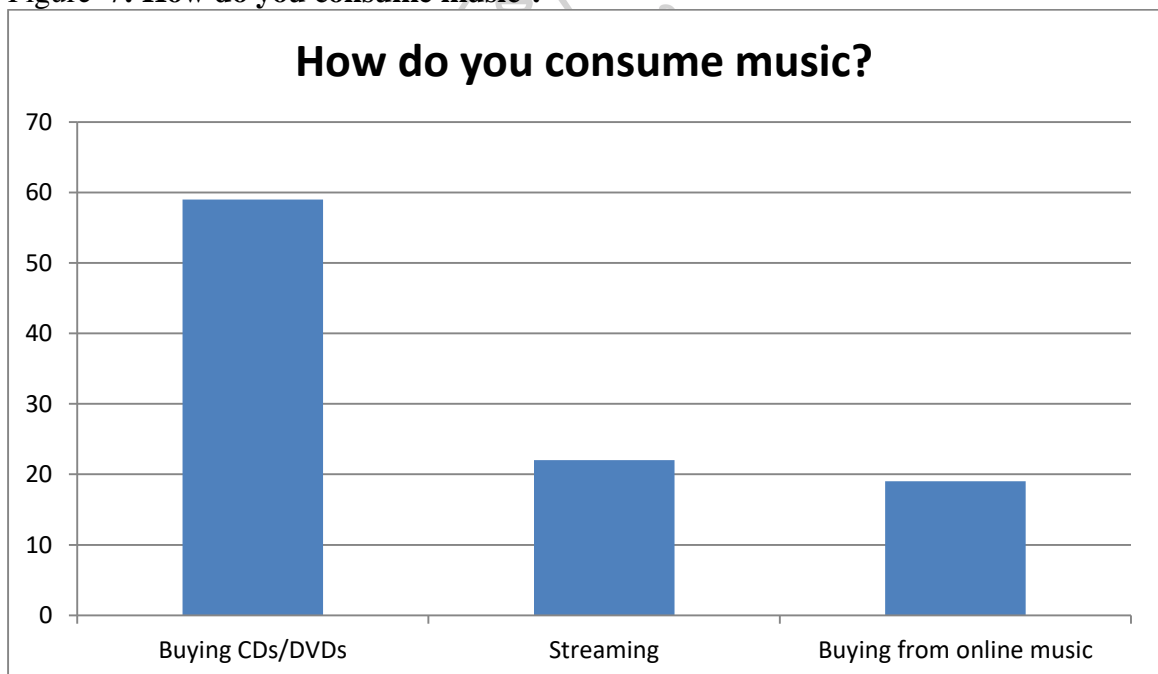
Description	Number of participants	Percent
Less than one hour per day	92	23.0
1 to 2 hours per day	222	55.5
3 to 4 hours per day	58	14.5
More than 5 hours per day	28	7.0
Total	400	100.0

Figure 6 : **How often do you listen to music ?**

According to the collected data, the 55.5% of the participants from this survey answered that they consume music 1 to 2 hours per day.

Table 7 : **How do you consume music ?**

Description	Number of participants	Percent
Buying CDs/DVDs	236	59.0
Streaming	88	22.0
Buying from online music Stores	76	19.0
Total	400	100.0

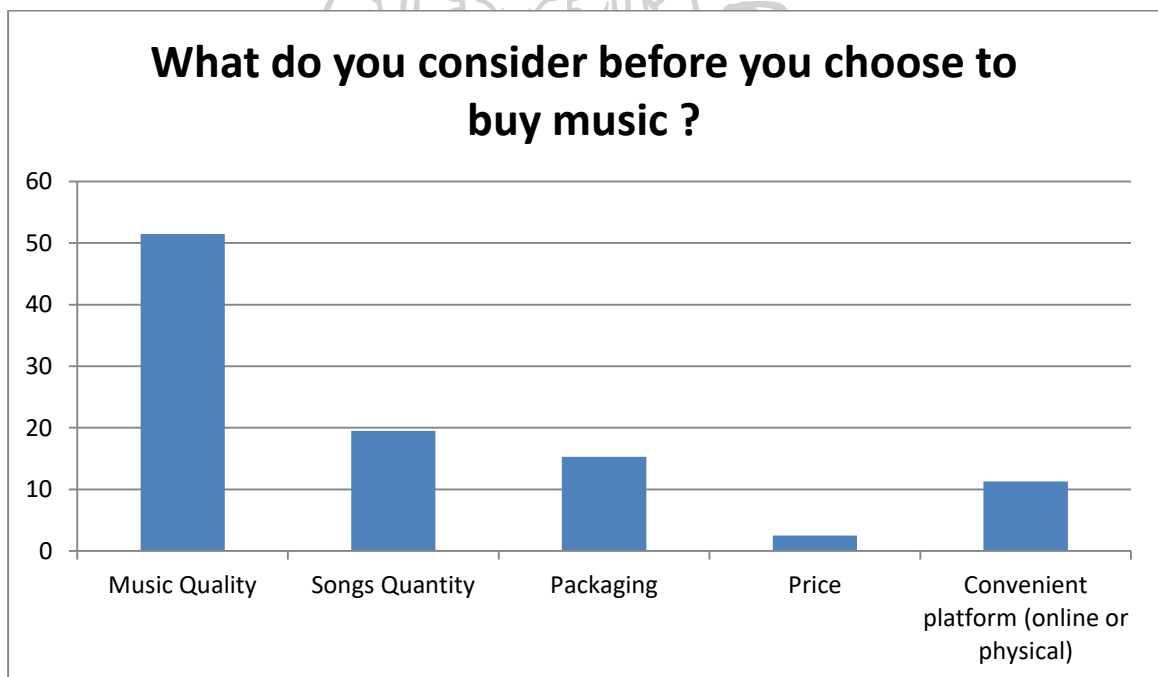
Figure 7: **How do you consume music ?**

According to the collected data , 59% of the participants answered that they consume music by buying CDs/DVDs , 22% answered they consume music by streaming and only 19% consume music by buying from online music.

Table 8: What do you consider before you choose to buy music ?

Description	Number of participants	Percent
Music Quality	206	51.5
Songs Quantity	78	19.5
Packaging	61	15.3
Price	10	2.5
Convenient platform (online or physical)	45	11.3
Total	400	100.0

Figure 8 : What do you consider before you choose to buy music ?

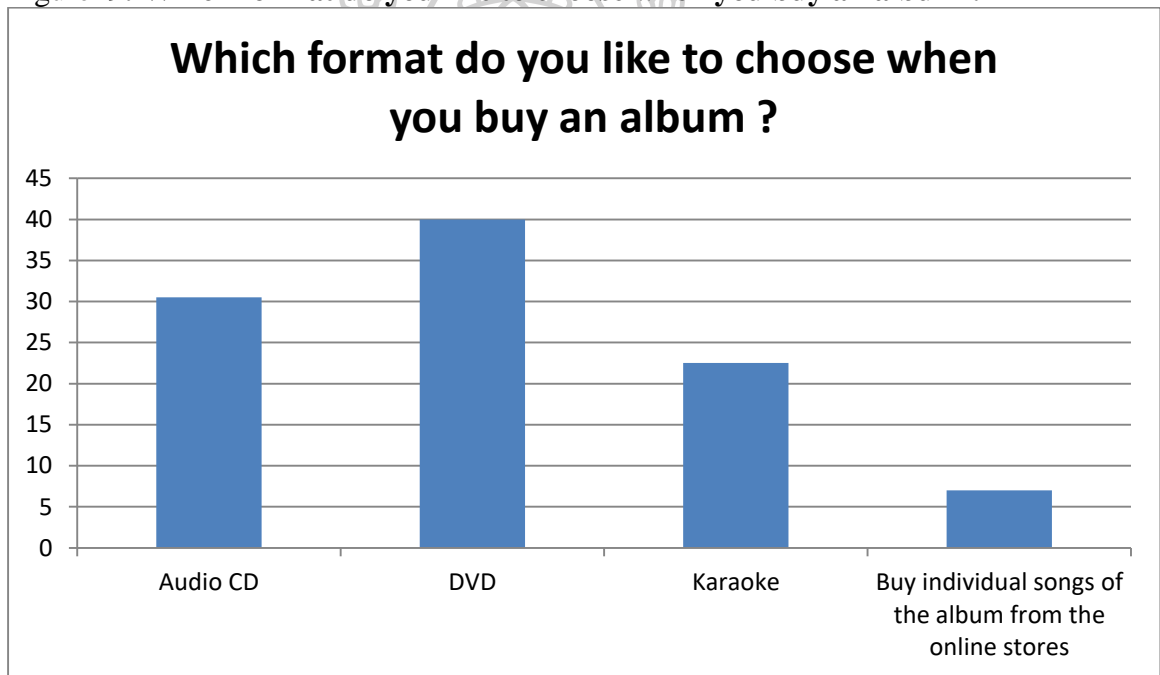


According to the collected data , the 51.5% of the participants consider the music quality before they choose to buy music but only 2.5% consider Price before they choose to buy music.

Table 9 **Table 4.9 :Which format do you like to choose when you buy an album ?**

Description	Number of participants	Percent
Audio CD	122	30.5
DVD	160	40.0
Karaoke	90	22.5
Buy individual songs of the album from the online stores	28	7.0
Total	400	100.0

Figure 9: **Which format do you like to choose when you buy an album ?**

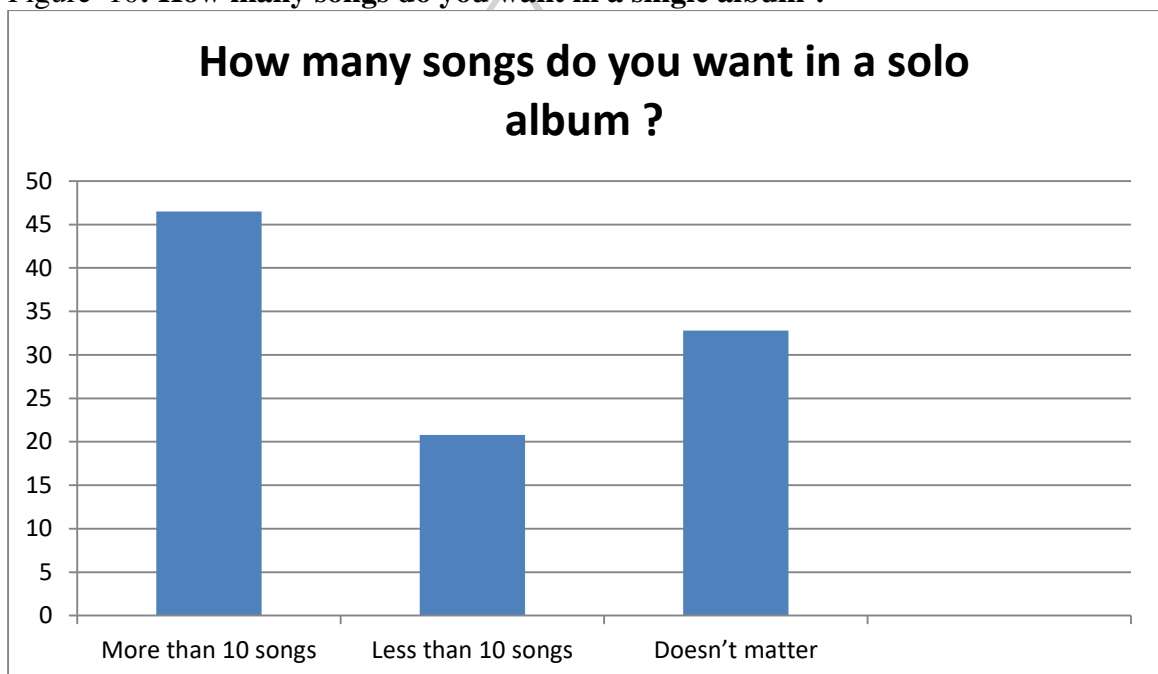


According to the table 4.9 and figure 4.9, 40% of the participants answered that they would like to choose the DVD format when they buy an album and only 7% of the participants answered that they prefer to buy from online stores.

Table 10 : How many songs do you want in a single album ?

Description	Number of participants	Percent
More than 10 songs	186	46.5
Less than 10 Songs	83	20.8
Doesn't matter	131	32.8
Total	400	100.0

Figure 10: How many songs do you want in a single album ?

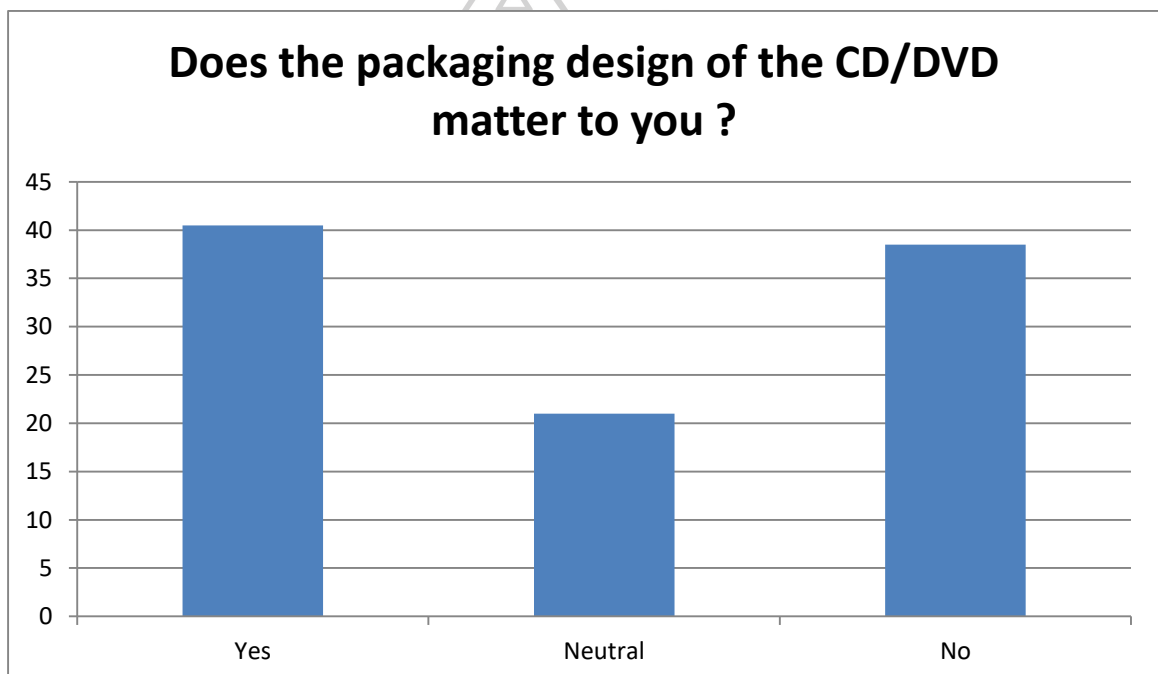


According to the table 4.10 and figure 4.10 , 46.5 % of the participants answered that they want more than 10 songs in a solo album and 20.8% answered that they want less than 10 songs.

Table 11: Does the packaging design of the CD/DVD matter to you ?

Description	Number of participants	Percent
Yes	162	40.5
Neutral	84	21.0
No	154	38.5
Total	400	100.0

Figure 11: Does the packaging design of the CD/DVD matter to you ?

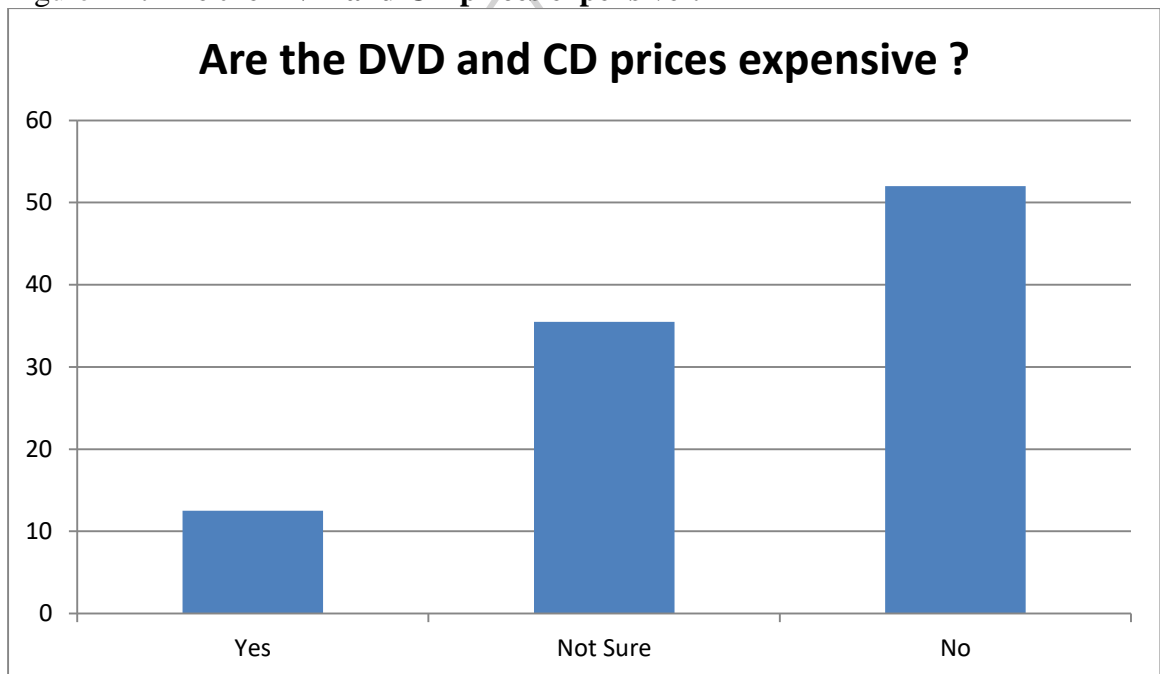


According to the table 4.11 and figure 4.11 , 40.5% of the participants answered that the packaging design of the CD/DVD do not matter to them but 38.5 % of them answered that does matter to them.

Table 12: Are the DVD and CD prices expensive ?

Description	Number of participants	Percent
Yes	50	12.5
Not sure	142	35.5
No	208	52.0
Total	400	100.0

Figure 12: Are the DVD and CD prices expensive ?



According to the collected data, 52% of the participants answered that the prices are not expensive but 35.5% answered that they are not sure if the prices are expensive or not.

Table 13: Do you think the prices from online music stores are fair ?

Description	Number of participants	Percent
Yes	72	18.0
Not sure	88	22.0
No	240	60.0
Total	400	100.0

Figure 13: Do you think the prices from online music stores are fair ?

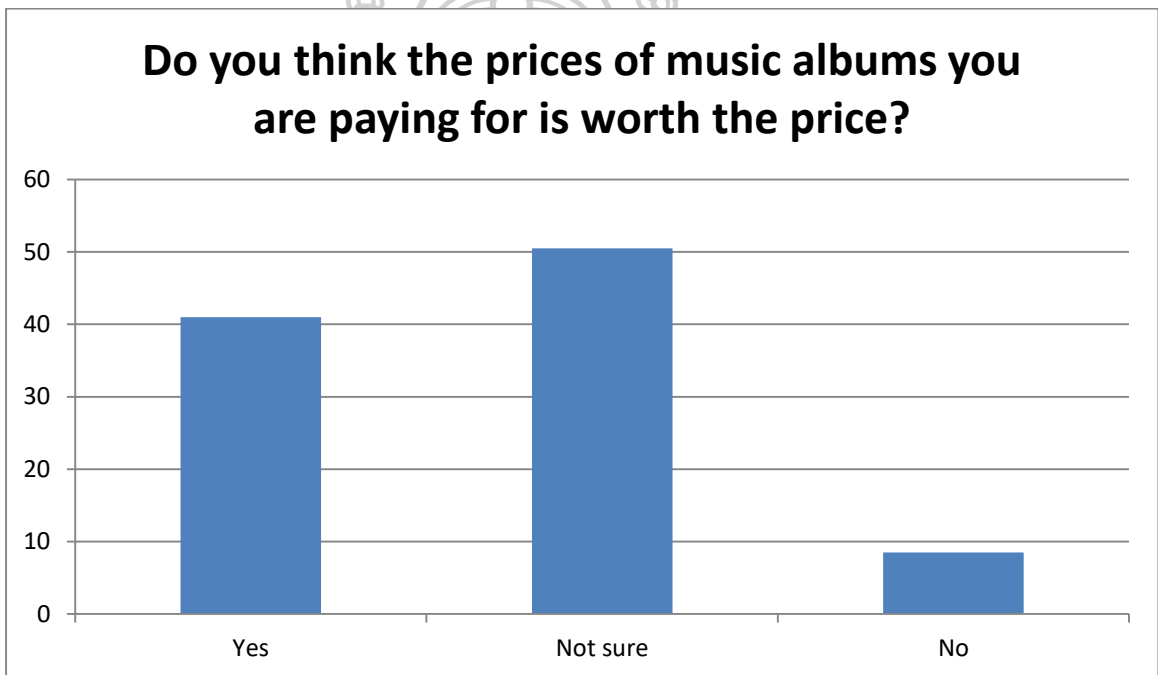


According to the table 4.13 and figure 4.13, 60% of the participants said that the prices from online music stores are not fair and only 18% answered that the prices of the online music stores are fair.

Table 14: Do you think the prices of music albums you are paying for is worth the price?

Description	Number of participants	Percent
Yes	164	41.0
Not sure	202	50.5
No	34	8.5
Total	400	100.0

Figure 14: Do you think the prices of music albums you are paying for is worth the price?

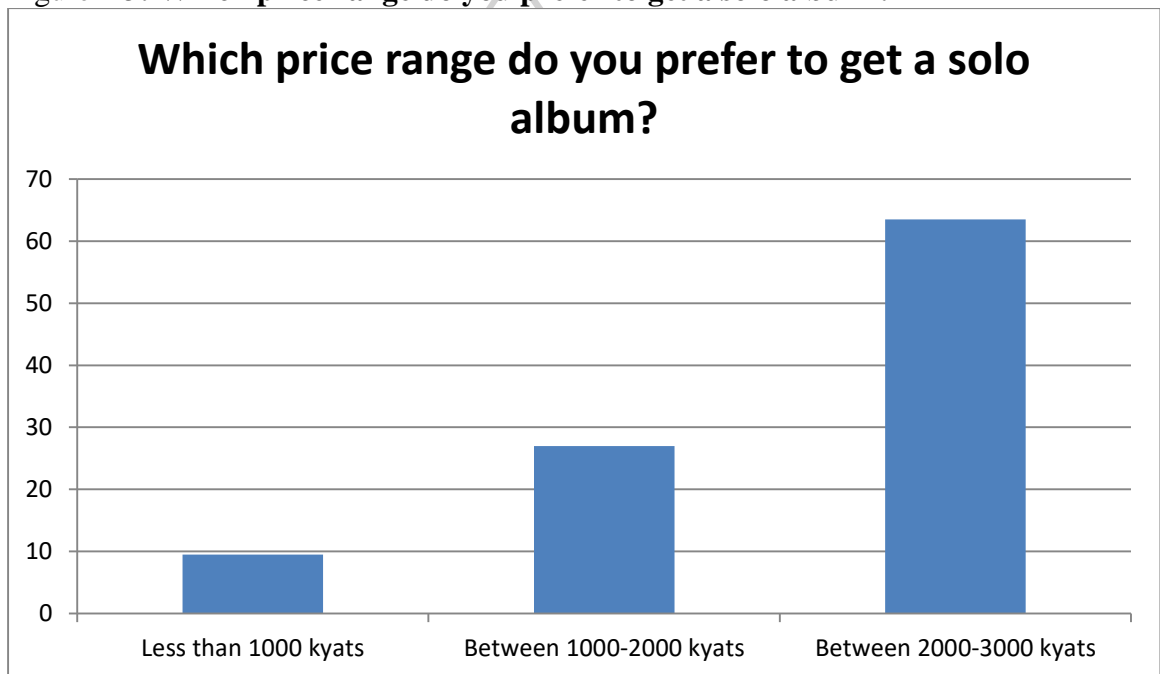


According to the collected data , 41% of the participants saying that the prices of music albums are worth to pay and 50.5% of them answered they are not sure with it.

Table 15: Which price range do you prefer to get a solo album ?

Description	Number of participants	Percent
Less than 1000 Kyats	38	9.5
Between 1000-2000 Kyats	108	27.0
Between 2000-3000 Kyats	254	63.5
Total	400	100.0

Figure 15: Which price range do you prefer to get a solo album ?

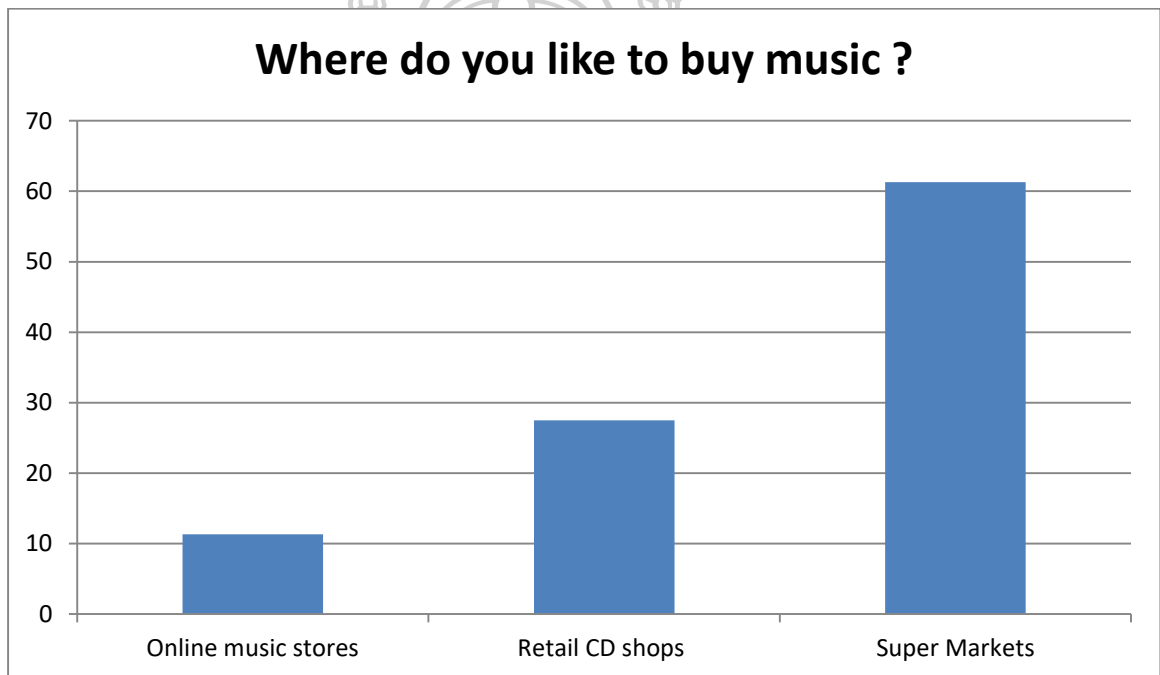


According to the participants , 63.5% of the participants of the survey answered that the price range between 2000-3000 kyats they prefer and only 9.5 % prefer the price less than 1000 kyats.

Table 16: Where do you like to buy music ?

Description	Number of participants	Percent
Online music stores	45	11.3
Retail CD shops	110	27.5
Super markets	245	61.3
Total	400	100.0

Figure 16: Where do you like to buy music ?

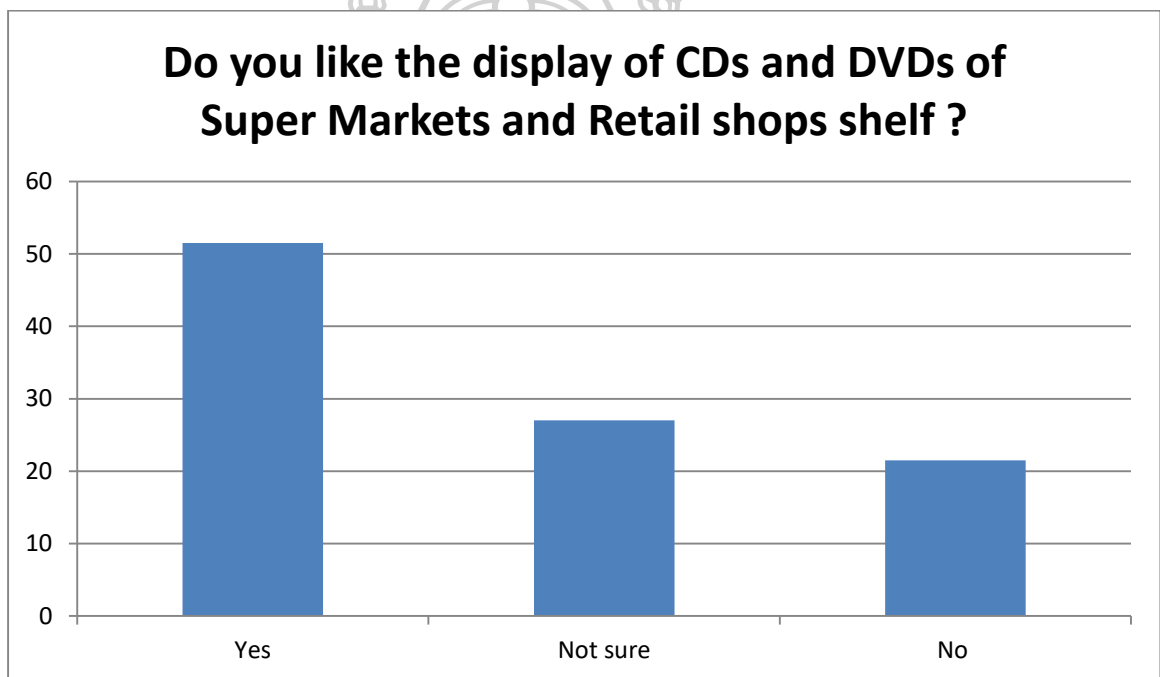


According to the table 4.16 and figure 4.16, 61.3% of the participants answered that they would like to buy music from Super Markets and instead only 11.3% of them would buy from online music stores.

Table 17: Do you like the display of CDs and DVDs of Super Markets and Retail shops shelf ?

Description	Number of participants	Percent
Yes	206	51.5
Not sure	108	27.0
No	86	21.5
Total	400	100.0

Figure 17: Do you like the display of CDs and DVDs of Super Markets and Retail shops shelf ?

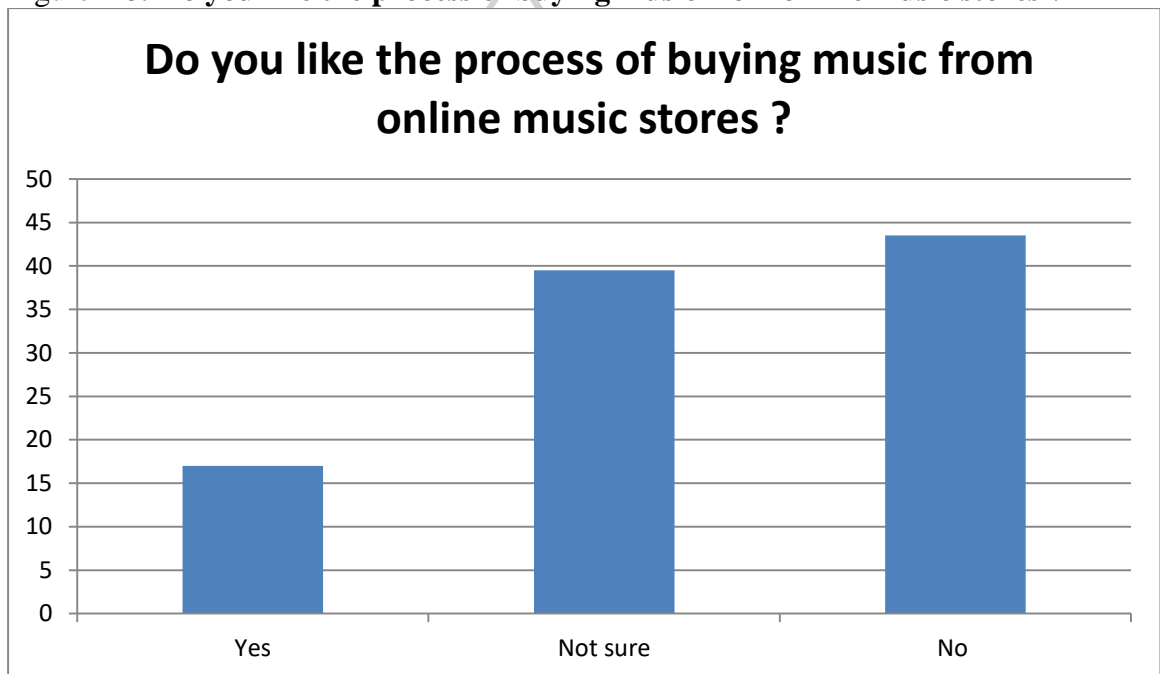


According to the table 4.17 and figure 4.17 , the 51.5% of the participants are satisfy with the display of CDs DVDs of Super Markets and Retail shops shelf and only 21.5% do not like the display of CDs and DVDs of Super Markets and Retail shops.

Table 18: Do you like the process of buying music from online music stores ?

Description	Number of participants	Percent
Yes	68	17.0
Not sure	158	39.5
No	174	43.5
Total	400	100.0

Figure 18: Do you like the process of buying music from online music stores ?

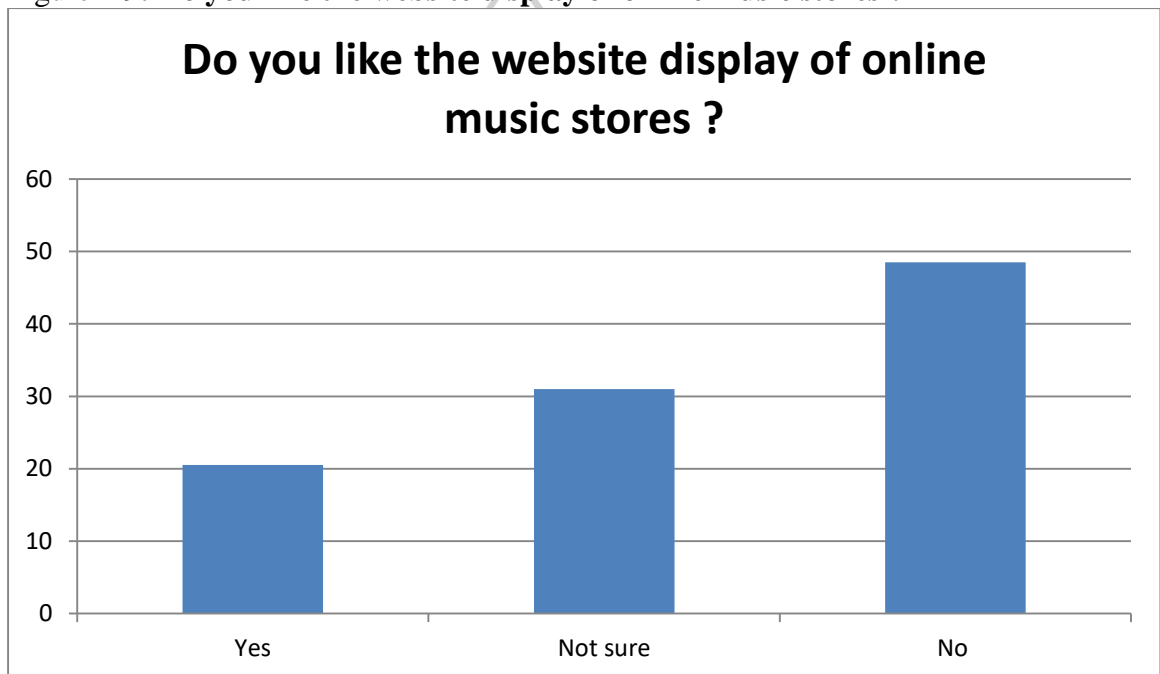


According to the table 4.18 and figure 4.18, the 39.5% of the participants are not sure with the process of buying music from the online music stores but 43.5% answered that they do not like the process of it.

Table 19: Do you like the website display of online music stores ?

Description	Number of participants	Percent
Yes	82	20.5
Not sure	124	31.0
No	194	48.5
Total	400	100.0

Figure 19: Do you like the website display of online music stores ?

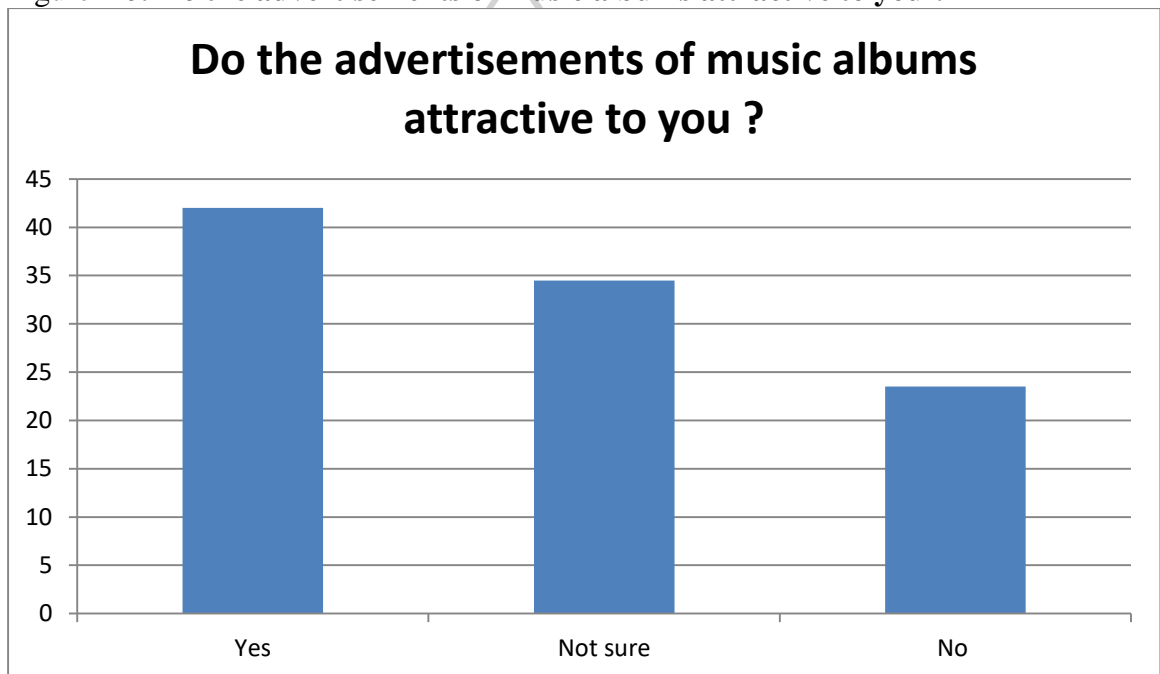


According to the collected data, 48.5% participants of this survey answered that they do not like the website display of online music stores and only 20.5 % answered they like it.

Table 20 : Do the advertisements of music albums attractive to you ?

Description	Number of participants	Percent
Yes	168	42.0
Not sure	138	34.5
No	94	23.5
Total	400	100.0

Figure 20: Do the advertisements of music albums attractive to you ?

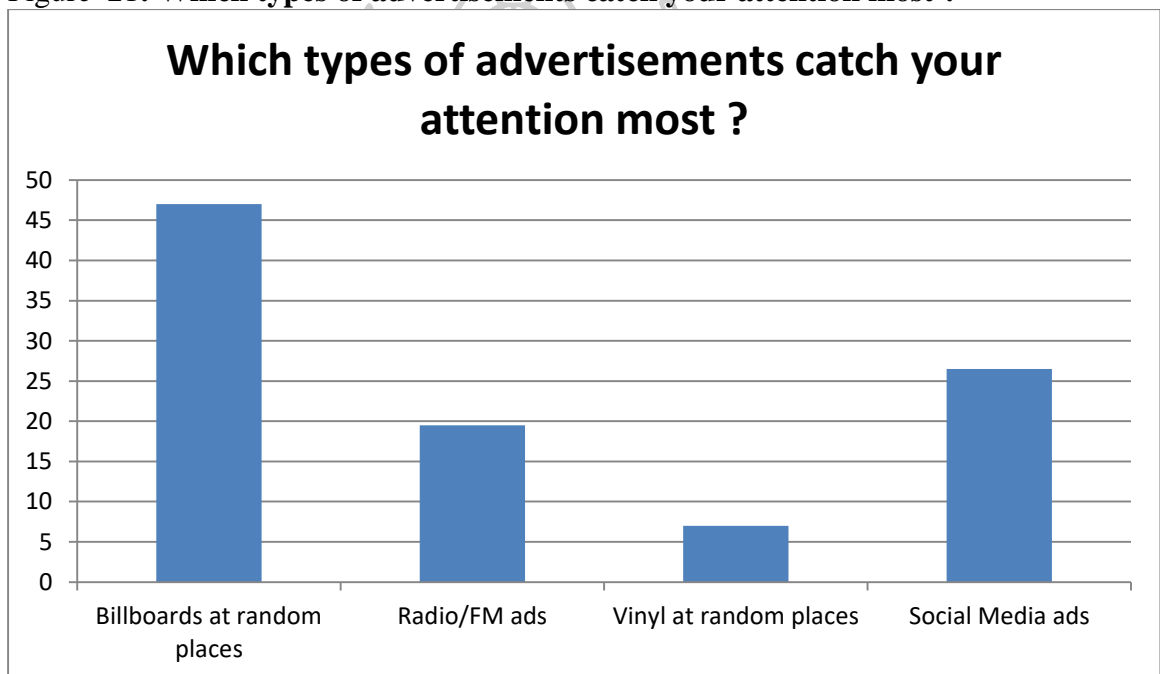


According to the table 4.20 and figure 4.20, the 42% of participants in this research answered that the advertisements of music albums are attractive to them and only 23.5% answered that they are not attracted by the advertisements of music albums.

Table 21: Which types of advertisements catch your attention most ?

Description	Number of participants	Percent
Billboards at random places	188	47.0
Radio / FM ads	78	19.5
Vinyl at random places	28	7.0
Social Media ads	106	26.5
Total	400	100.0

Figure 21: Which types of advertisements catch your attention most ?

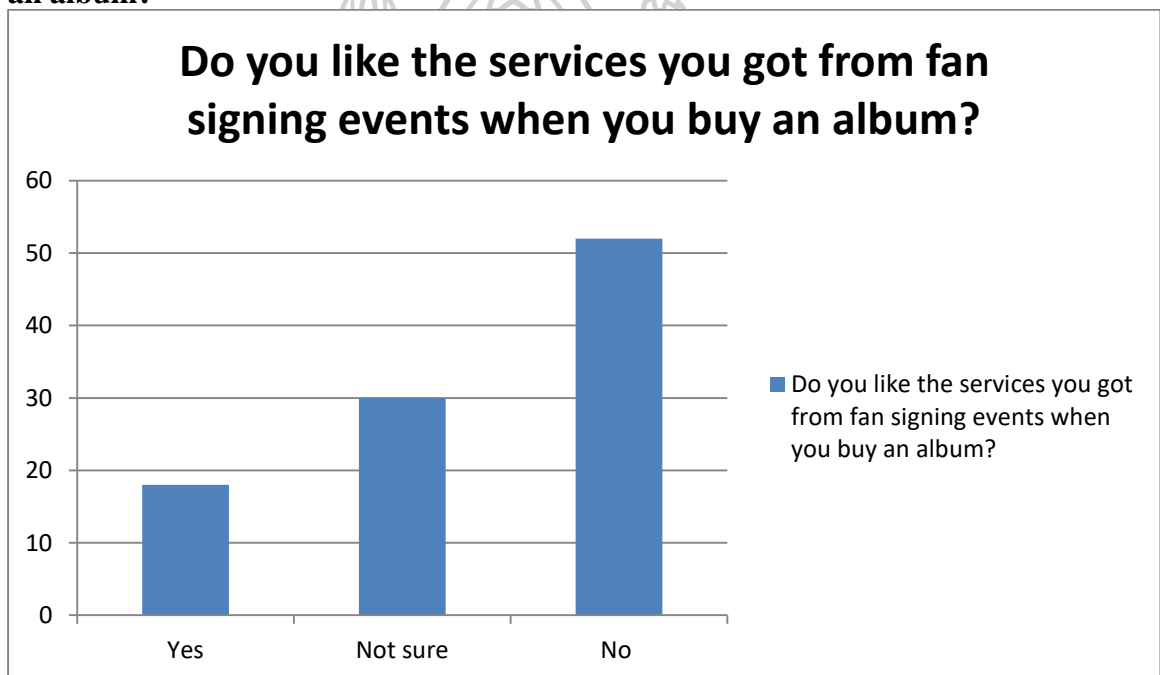


According to the collected data from this research, the Billboards at random places catch the most of the participants' attention with the result 47% and only 7% of the participants answered that Vinyl at random places attract their attention.

Table 22 : Do you like the services you got from fan signing events when you buy an album?

Description	Number of participants	Percent
Yes	72	18.0
Not sure	120	30.0
No	208	52.0
Total	400	100.0

Figure 22: Do you like the services you got from fan signing events when you buy an album?

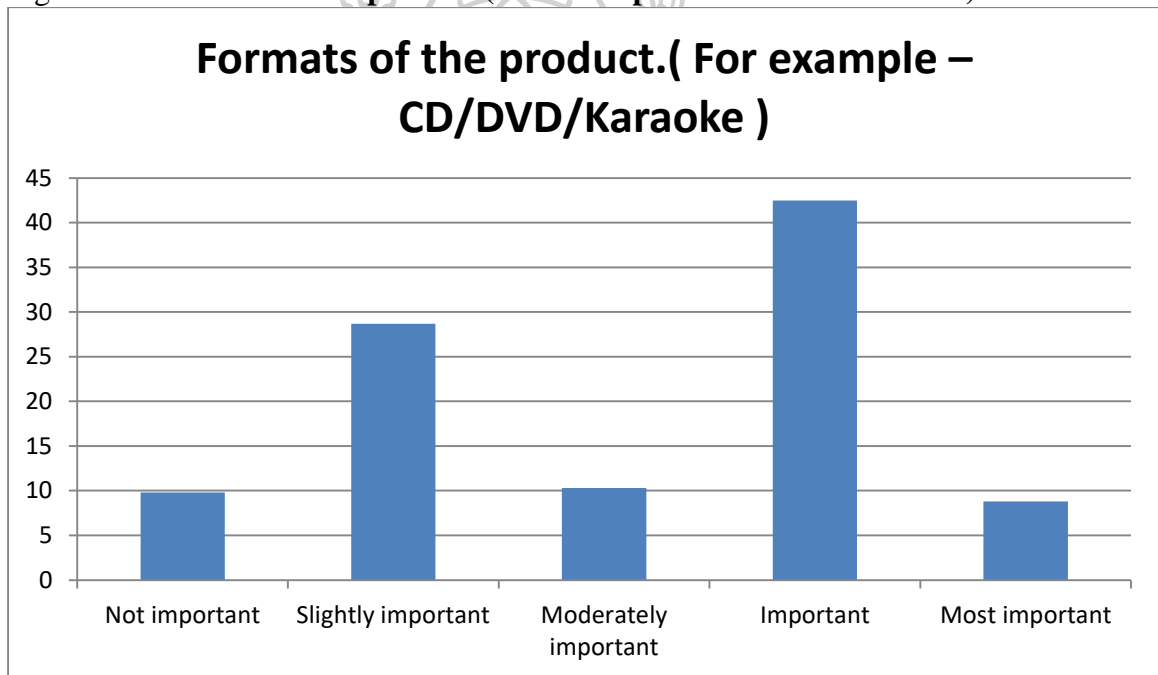


According to the table 4.22 and figure 4.22 , 52% of the participants do not like the services of fan signing events when they buy an album and only 18% like the services they got from fan signing events.

Table 23: Formats of the product.(For example – CD/DVD/Karaoke)

Description	Number of participants	Percent
Not important	39	9.8
Slightly important	115	28.7
Moderately important	41	10.3
Important	170	42.5
Most important	35	8.8
Total	400	100.0

Figure 23: Formats of the product.(For example – CD/DVD/Karaoke)

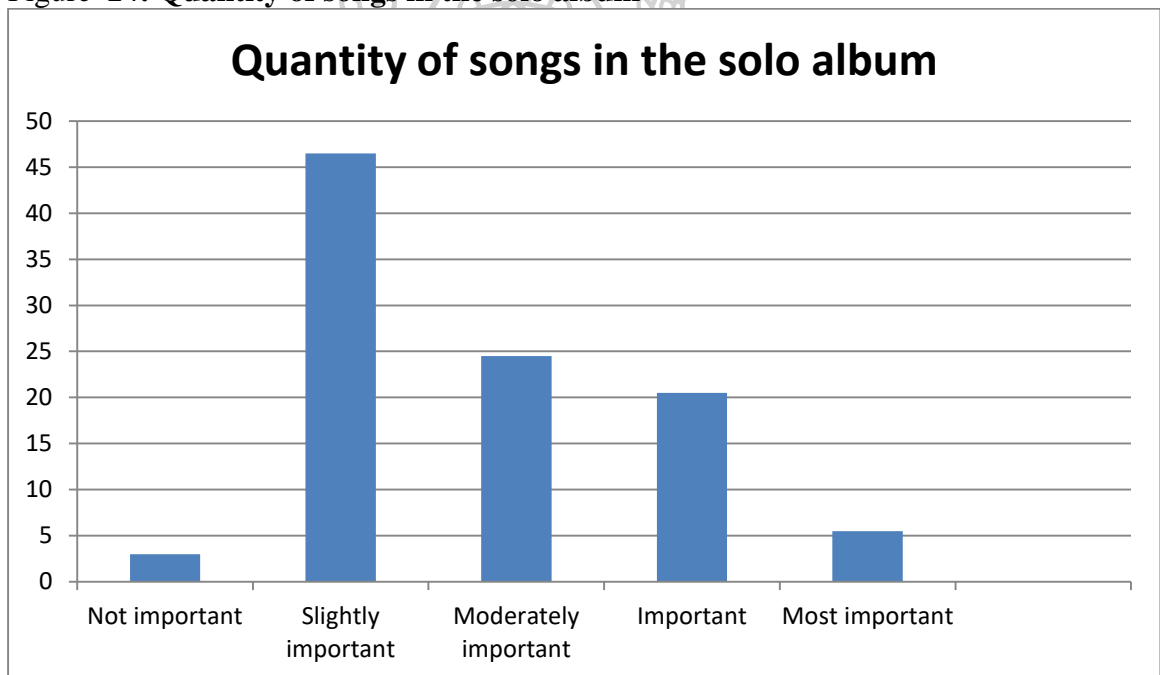


According to the table 4.23 and figure 4.23 , 28.7% of the participants answered that the formats of the product are slightly important to them and only 9.8% of them answered that is not important.

Table 24 : Quantity of songs in the solo album

Description	Number of participants	Percent
Not important	12	3.0
Slightly important	186	46.5
Moderately important	98	24.5
Important	82	20.5
Most important	22	5.5
Total	400	100.0

Figure 24: Quantity of songs in the solo album

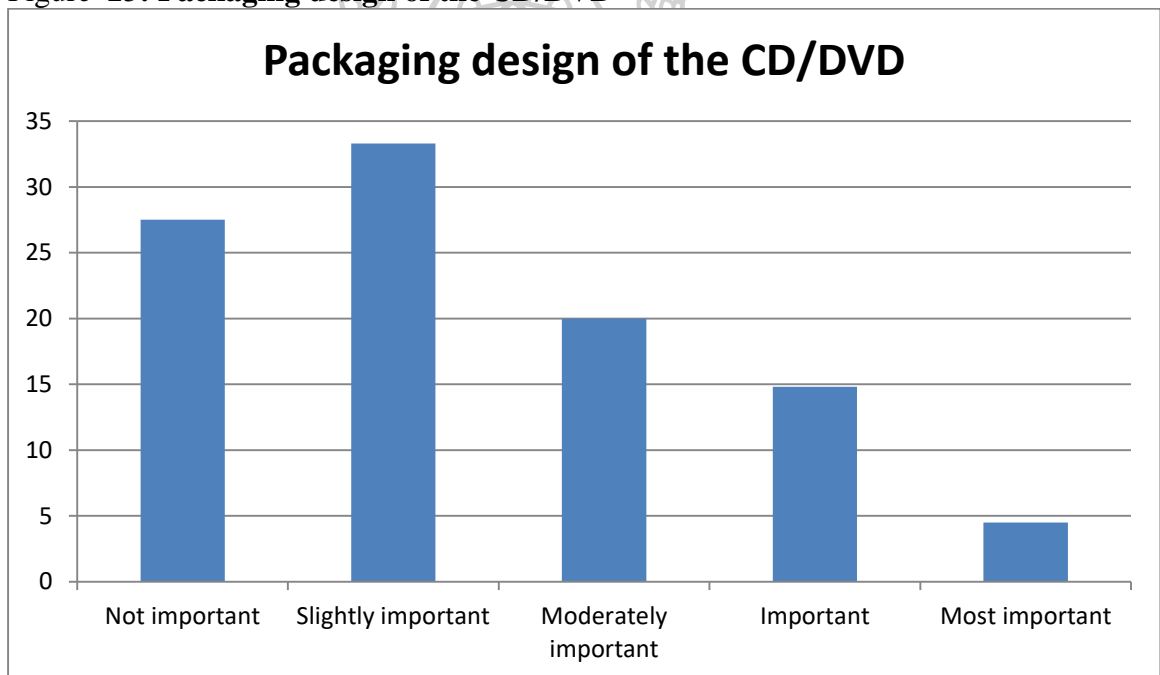


According to the collected data, 46.5% of the participants answered that the quantity of the songs in the solo album is slightly important to them and only 5.5% of them answered that is the most important to them.

Table 25: Packaging design of the CD/DVD

Description	Number of participants	Percent
Not important	110	27.5
Slightly important	133	33.3
Moderately important	80	20.0
Important	59	14.8
Most important	18	4.5
Total	400	100.0

Figure 25: Packaging design of the CD/DVD

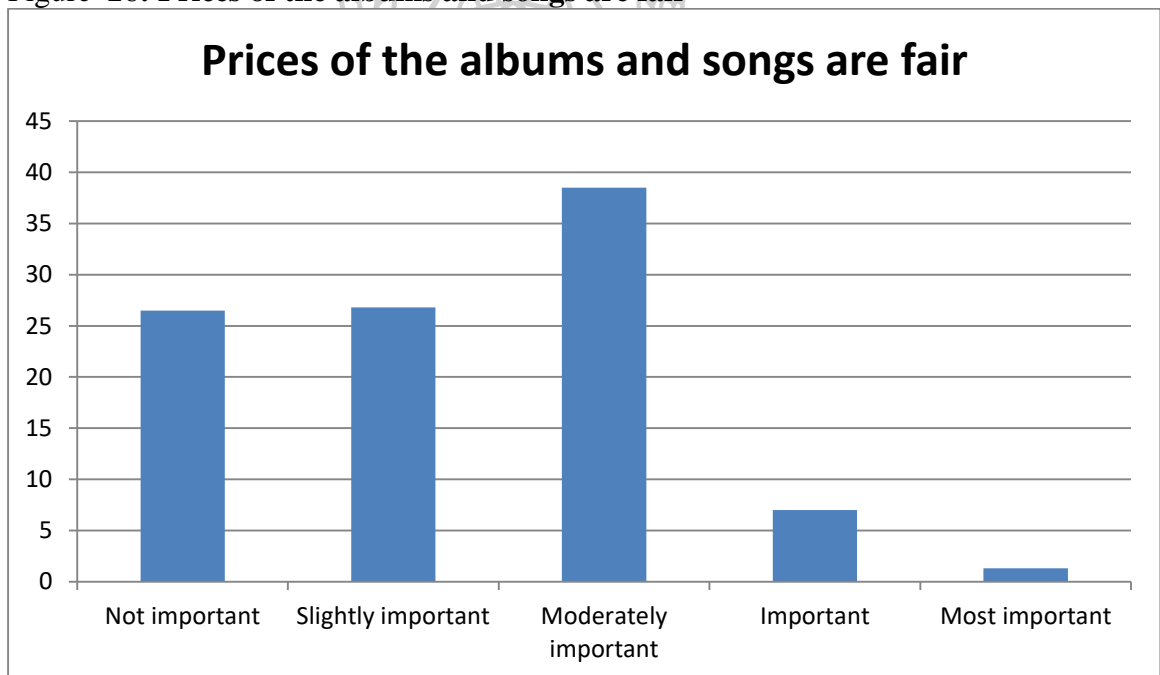


According to the collected data, the 33.3% of the participants thought that the packaging design of the CD/DVD are slightly important but only 4.5% answered the packaging design is the most important for them.

Table 26: Prices of the albums and songs are fair

Description	Number of participants	Percent
Not important	106	26.5
Slightly important	107	26.8
Moderately important	154	38.5
Important	28	7.0
Most important	5	1.3
Total	400	100.0

Figure 26: Prices of the albums and songs are fair

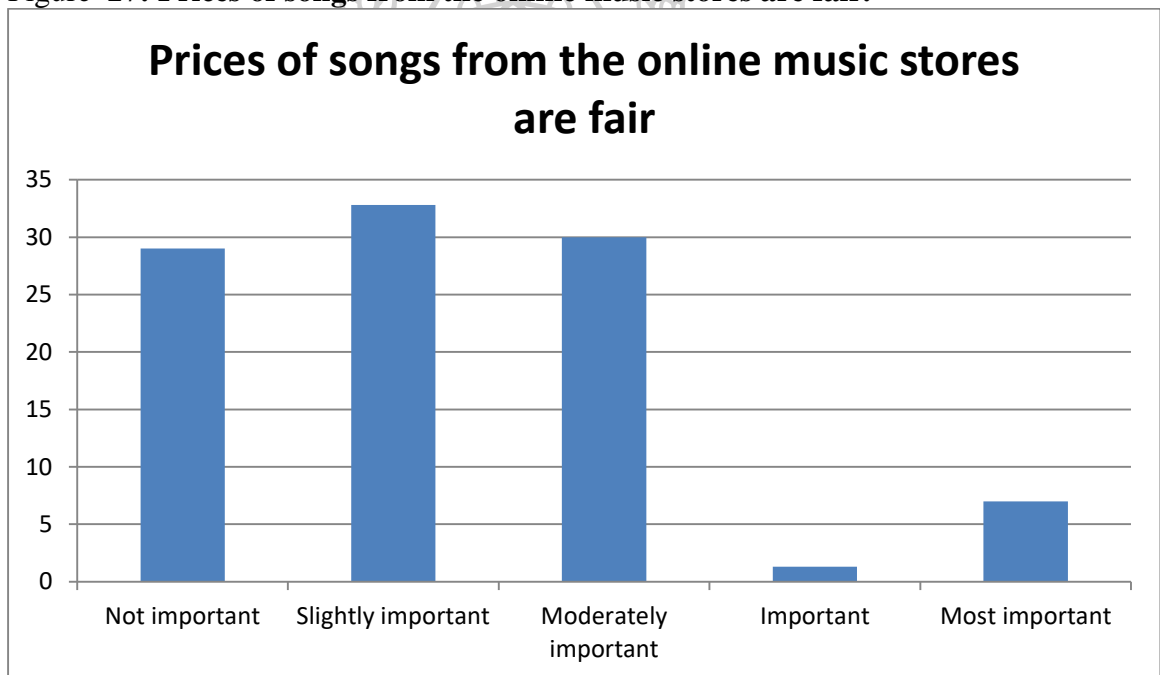


According to table 4.26 and figure 4.26 , 38.5% of the participants answered that the prices of the albums and songs are fair is moderately important to them and only 7% of them answered that is important to them.

Table 27: **Prices of songs from the online music stores are fair.**

Description	Number of participants	Percent
Not important	116	29.0
Slightly important	131	32.8
Moderately important	120	30.0
Important	5	1.3
Most important	28	7.0
Total	400	100.0

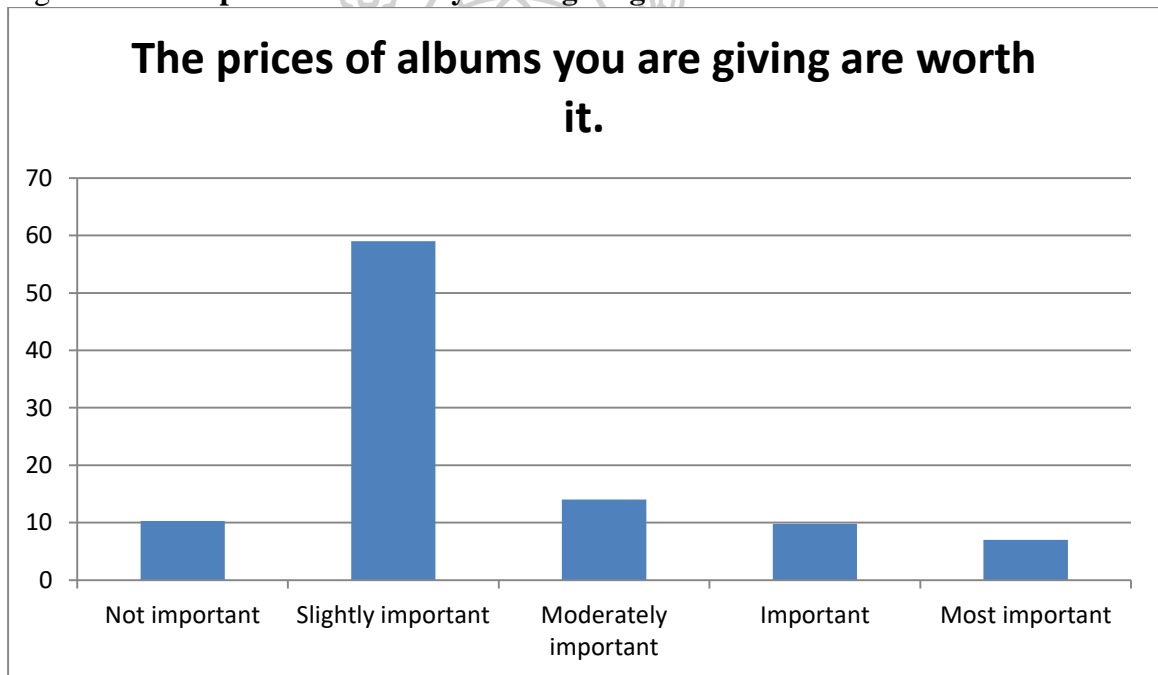
Figure 27: **Prices of songs from the online music stores are fair.**



According to the collected data, 32.8% of the participants answered that the prices of songs from the online music stores are fair is slightly important to them.

Table 28: **The prices of albums you are giving are worth it.**

Description	Number of participants	Percent
Not important	41	10.3
Slightly important	236	59.0
Moderately important	56	14.0
Important	39	9.8
Most important	28	7.0
Total	400	100.0

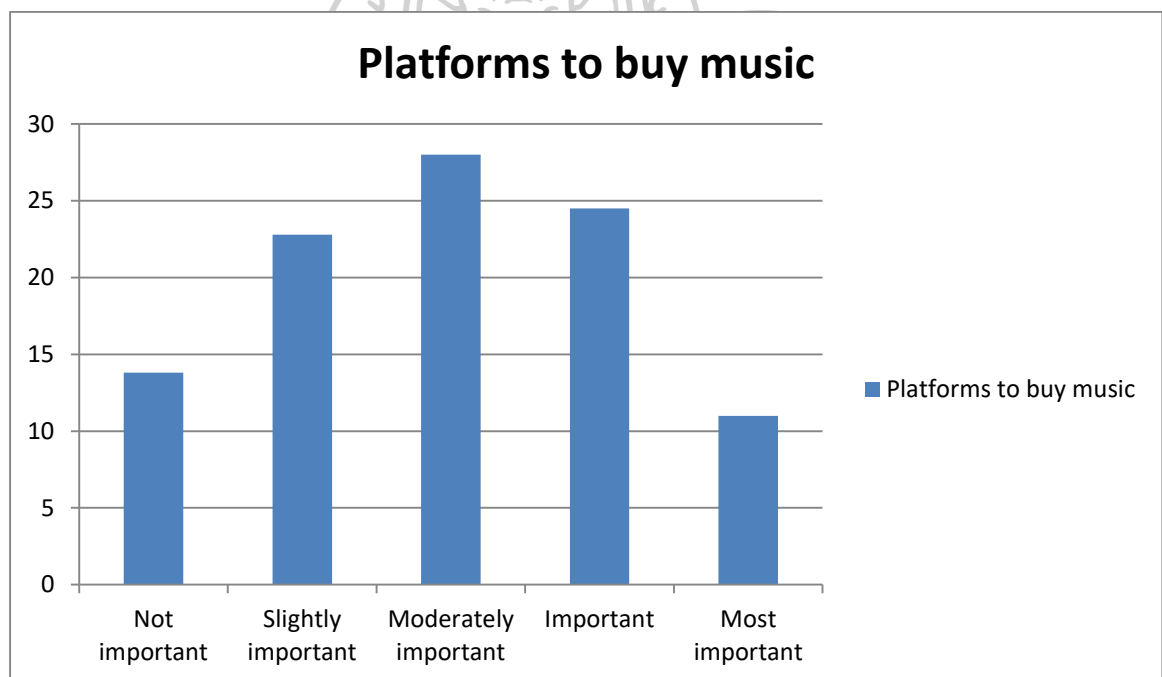
Figure 28: **The prices of albums you are giving are worth it.**

According to table 4.28 and figure 4.28 , 59% of the participants answered that the prices of albums that they are giving are worth it is slightly important to them and only 9.8% of the participants answered that is not important to them.

Table 29 : Platforms to buy music

Description	Number of participants	Percent
Not important	55	13.8
Slightly important	91	22.8
Moderately important	112	28.0
Important	98	24.5
Most important	44	11.0
Total	400	100.0

Figure 29: Platforms to buy music

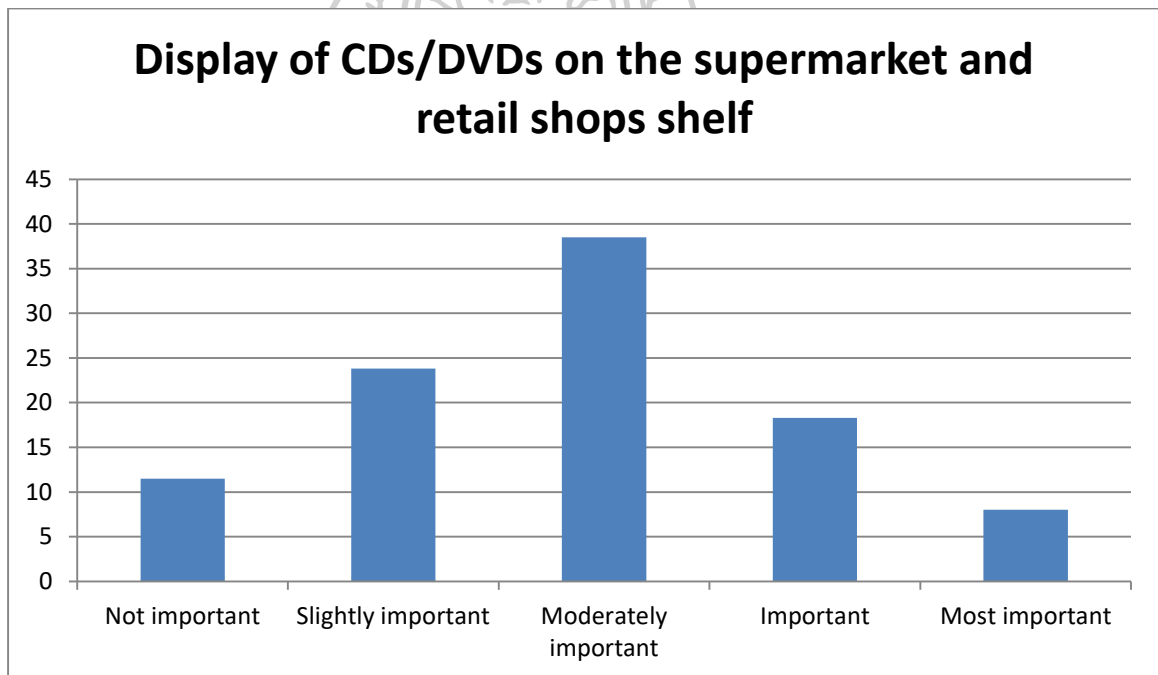


According to the collected data, the platforms to buy music is not important to 13.8% of the total participants and only 11% of them answered that is the most important to them.

Table 30 : Display of CDs/DVDs on the supermarket and retail shops shelf

Description	Number of participants	Percent
Not important	46	11.5
Slightly important	95	23.8
Moderately important	154	38.5
Important	73	1.3
Most important	32	8.0
Total	400	100.0

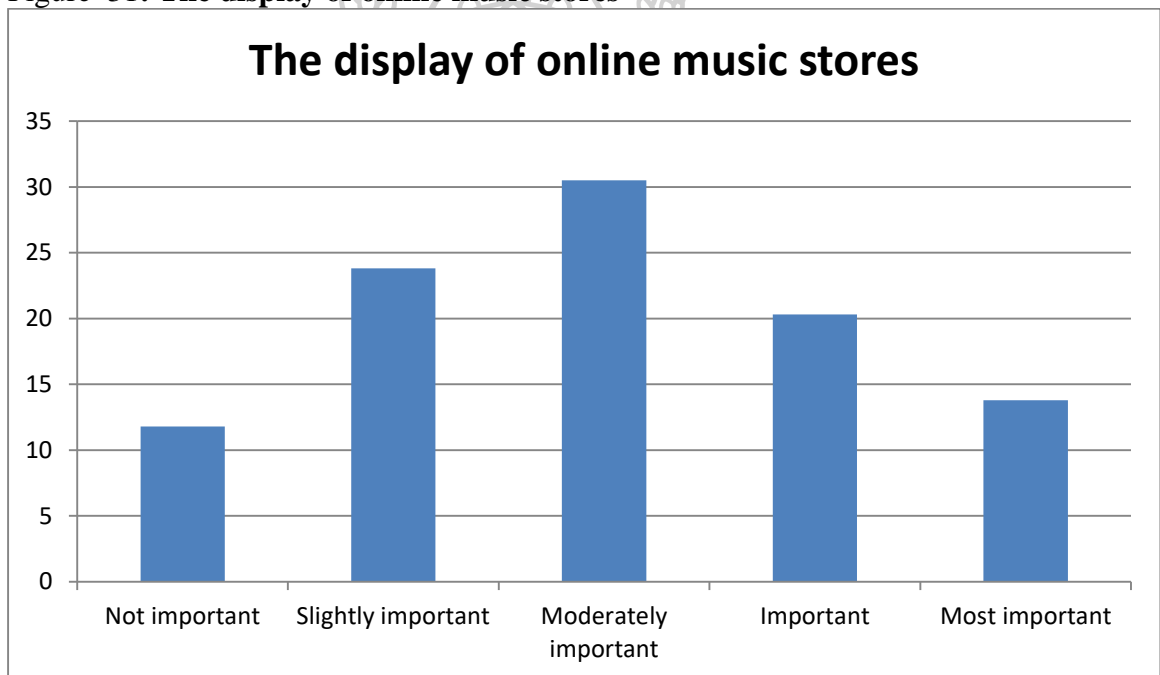
Figure 30: Display of CDs/DVDs on the supermarket and retail shops shelf



According to table 4.30 and figure 4.30 , 38.5% of the participants answered that the display of CDs/DVDs on the supermarket and retail shops shelf are moderately important to them and only 8% of them answered that is the most important factor for them.

Table 31: **The display of online music stores**

Description	Number of participants	Percent
Not important	47	11.8
Slightly important	95	23.8
Moderately important	122	30.5
Important	81	20.3
Most important	55	13.8
Total	400	100.0

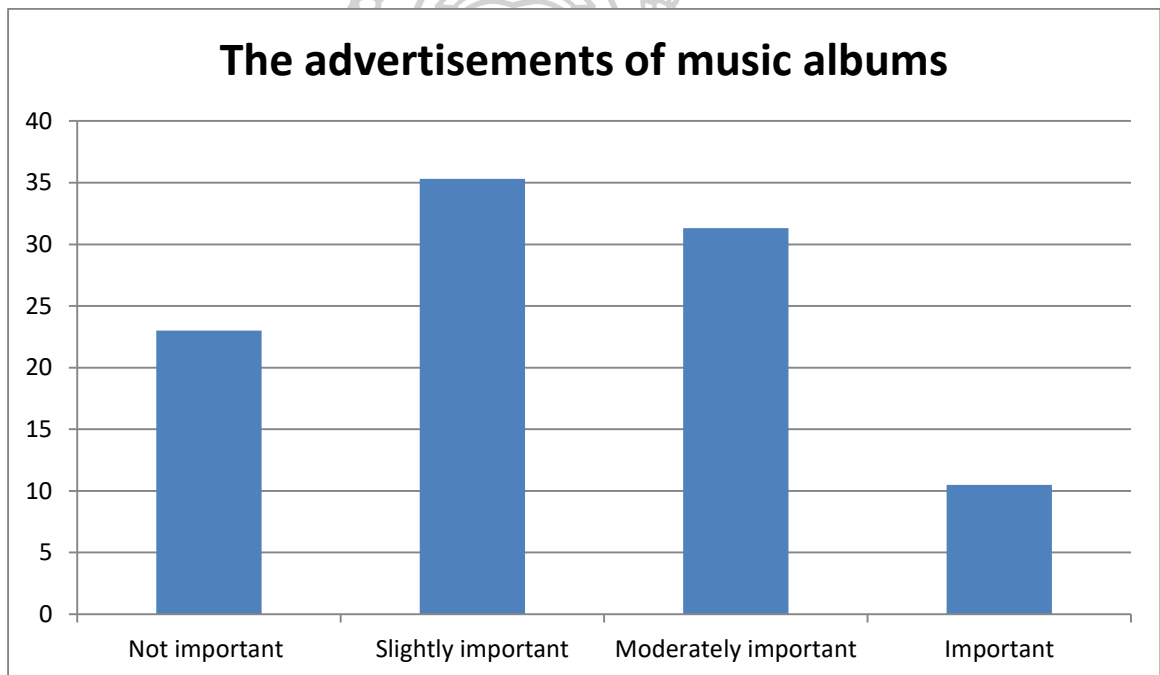
Figure 31: **The display of online music stores**

According to the collected data from the survey 11.8% of the participants answered that the display of online music stores are not important to them and only 13.8% of them answered that is the most important for them.

Table 32: The advertisements of music albums

Description	Number of participants	Percent
Not important	92	23.0
Slightly important	141	35.3
Moderately important	125	31.3
Important	42	10.5
Total	400	100.0

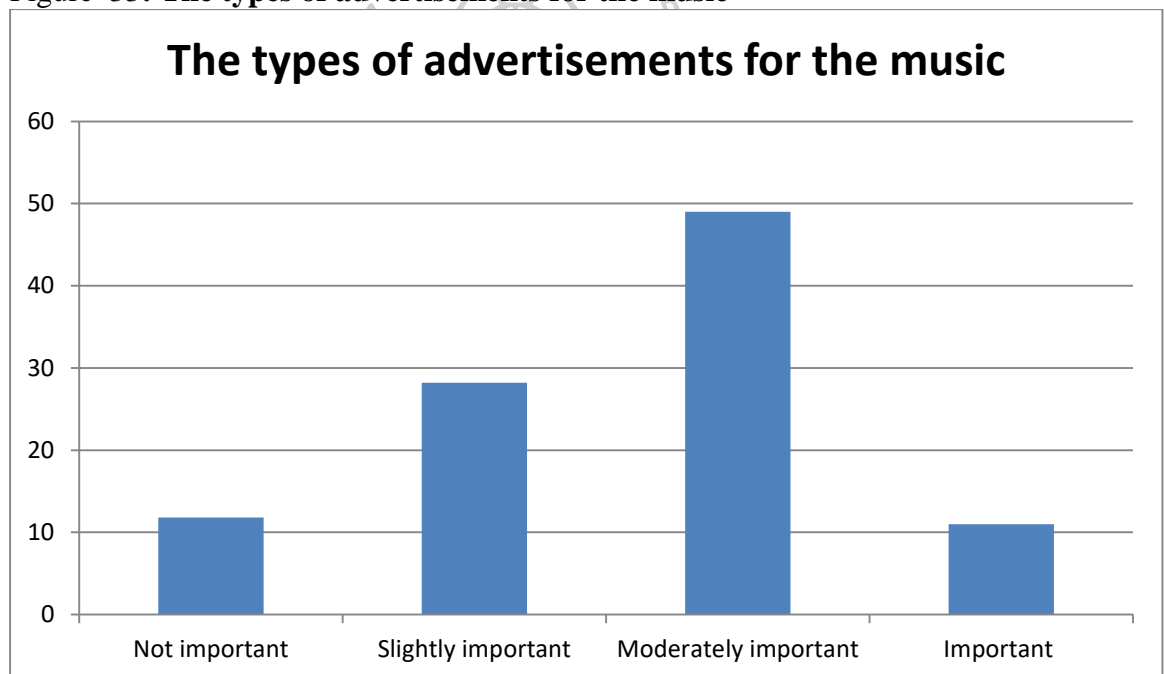
Figure 32: The advertisements of music albums



According to table 4.32 and figure 4.32, the advertisements of music albums are slightly important to 35% of the participants and only 10.5% of them answered that is the important to them.

Table 33: **The types of advertisements for the music**

Description	Number of participants	Percent
Not important	47	11.8
Slightly important	113	28.2
Moderately important	196	49.0
Important	44	11.0
Total	400	100.0

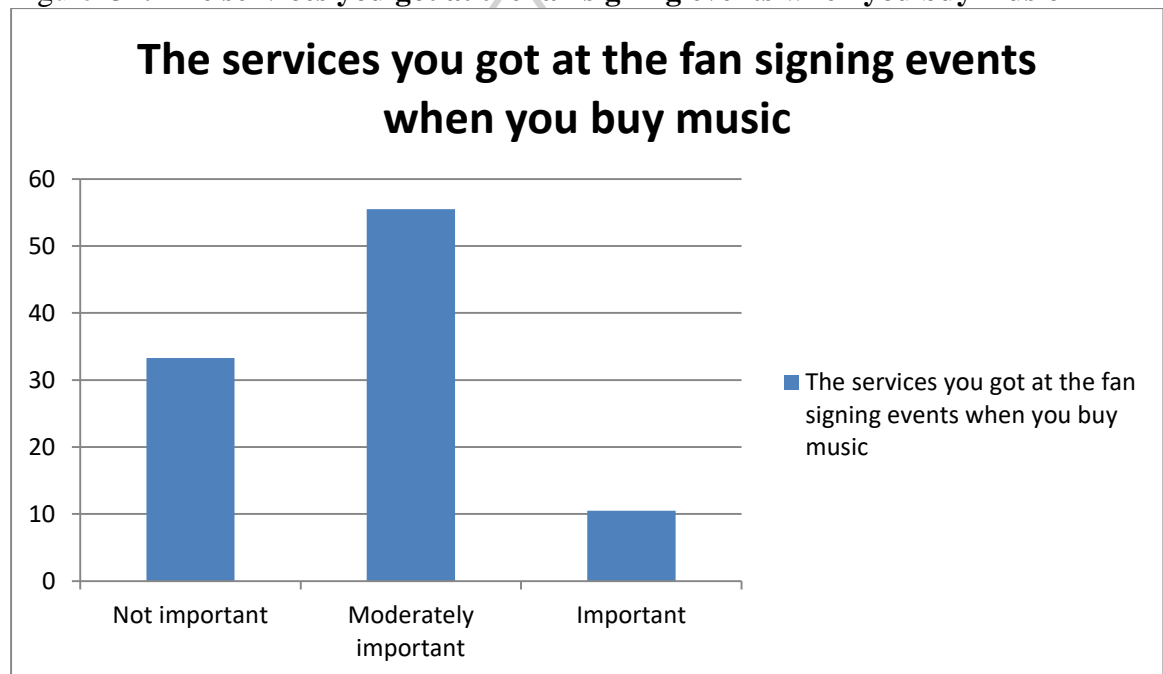
Figure 33: **The types of advertisements for the music**

According to the collected data ,the types of advertisements for the music is moderately important for 49% of the participants and only 11.8% of them answered it is not important to them.

Table 34: The services you got at the fan signing events when you buy music

Description	Number of participants	Percent
Not important	133	33.3
Moderately important	222	55.5
Important	45	11.3
Total	400	100.0

Figure 34: The services you got at the fan signing events when you buy music



According to the table 4.34 and figure 4.34 , the 55.5% of the participants answered that the services they got at the fan signing events when they buy music is moderately important to them and 11.3% answered that is important to them.

Overall Mean important level for the customer music buying behavior

Table 35: **From the Product point of view**

	Mean	Std. Deviation	Number of items
Formats of the product (For example – CD/DVD/Karaoke)	3.12	1.201	400
Quantity of songs in the single album	2.79	.984	400
Packaging design of the CD/DVD	2.35	.984	400

According to the mean important level from the product point of view , it is clear that the formats of the product got the highest mean important level than the quantity of songs in the single album and packaging design.

Table 36 : **From the Price point of view**

	Mean	Std. Deviation	Number of items
Prices of the albums and songs are fair	2.30	.978	400
Prices of songs from the online music stores are fair	2.25	1.101	400
The prices of albums you are giving are worth it	2.44	1.034	400

According to the mean important level from the Price point of view, it is clear that the prices of albums that the customers paying should be worth it according to its highest mean important level than other.

Table 37: From the Place point of view

	Mean	Std. Deviation	Number of items
Platforms to buy music	2.96	1.210	400
Display of CDs/DVDs on the supermarket and retail shops shelf	2.88	1.090	400
The display of online music stores	3.00	1.210	400

According to the table 4.37, it is clear that the display of CDs/DVDs on the supermarket and retail shops shelf got the highest mean important level than others.

Table 38: From the Promotion point of view

	Mean	Std. Deviation	Number of items
The advertisements of music albums	2.29	.938	400
The types of advertisement for the music	2.59	.836	400
The services you got at the fan signing events when you buy music	2.45	1.068	400

According to the table 4.38 , it is clear that the types of advertisement for the music got the highest mean important level among others.

Chapter 5 Conclusion and Recommendations

As the objectives of this study are to help artists and music marketers to understand the music buying behaviors of customers in Yangon ,to identify the important factors for music consumers while buying music, to provide recommendation for the music marketers for selling music.

The collected data from the questionnaire survey supports all the requirements to fulfill the objectives of the study. This study used the Marketing Mix (4Ps) as a tool to study the music buying behavior and also the survey questionnaire is constructed with the sections which are to highlight the music consuming behavior of people in Yangon , Republic Union of Myanmar and also to identify the important factors for consumers while buying music.

To demonstrate the music buying behavior according to the collected data ,

5.1 From the Product point of view

The participants answered they consider the Music Quality before they choose to buy the music. According to the findings, people in Yangon prefer to buy the physical products such as CD and DVD most. They also want the solo album to be included with more than 10 songs and nonetheless the participants do not consider that the packaging is a matter to them.

According to the findings and results , this research can recommend the music marketers in Yangon to be aware to maintain the physical sales frequency and they can also reduce their consideration on the packaging design which also leading the higher production cost. They can reduce the cost on the packaging design and invest more in producing more songs to be included in a single album.

5.2 From the Price point of view

According to the participants , that the price they are giving on the physical products are not expensive but the results showed that they think online sales prices are not fair but they are not sure with physical sales prices are fair or not.

Due to the finding of this study, the local music marketers should reconsider on their pricing strategy to be able to increase the sales of their products.

5.3 From the Place point of view

The results and findings of this research show that many people are buying music from Super Markets. Although they like to buy music from Supermarkets and they like the display of CD and DVD on the shelf, the participants are not sure with the services they got from the online music stores and they also don't like the website display of the online stores.

This means that the people in Yangon are still buying the physical products and they still like the process but the results clearly show that the services of online music stores are still need to improve their services to get higher consuming level from the customers.

5.4 Form the Promotion point of view

The findings and the results of this study prove that the advertisements are attractive to the participants. Although they are many types which marketers use to advertise such as billboards , FM ad , Vinyl and social media ads , the billboards catch the attention most. The another interesting fact is that the participants in this research do not like the services they got from the fan signing events.

This research can recommend the music marketers in Yangon to use the billboard as a most effective advertising method to catch the people attention and to aware the music marketers and event planners that the fans are not satisfy with the services they got from the fan signing events.

5.5 Overall mean important level

According to the overall mean important level , the results identify the most important factors for consumers for buying music. The participants of this research stated that the format of the album such as CD/DVD/Karaoke is important if from the product point of view. From the Price point of view, prices of albums must be worth it and also displays of CD and DVD at the supermarkets' shelves are important because they buy music from the Super Market most. Another most important thing is that the type of advertisements to catch their attentions in order to make a purchase.

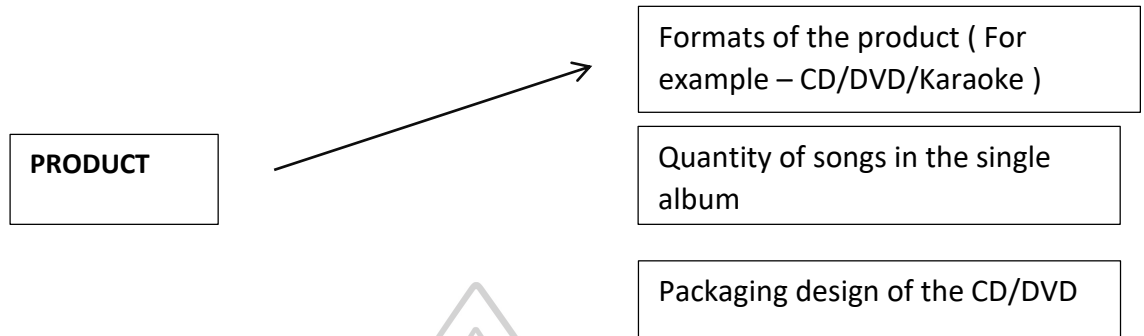
5.6 Highlighting the empirical results through Marketing Mix (4Ps)

According to the empirical results of this research, the music buying behavior of people in Myanmar can be clearly stated. To be summarized the music buying behavior based on the empirical results; people in Yangon are relying on the physical sales more than online sales when they choose to buy the music. Whenever they buy, they prioritize on the music quality rather than the songs quantity in a solo album. In the matter of Music quality, people more likely to buy the DVD format instead of CD and individual songs from the online music stores. Although the participants from the survey stated that whenever they buy music, they prioritize on the music quality, they still want more than 10 songs to be included in the solo album. But they also stated that the packaging design do not matter on they consideration before they buy music. According to them, it is possible to determined that the reason behind they buy the physical products is that they think the price of the online music stores are not fair and these participants answered that they do not like the process of buying music from online music stores and they also do not like the display of the Music stores website. Based on the answers from the survey, the advertisements catch the attention of the people and the most effective way of advertising method to be able to catch the attention of people in Yangon is that the Billboards advertisements and the second most effective method is on the social media such as on Facebook and another most effective method is through the radio stations such as local FM channels.

Since one of the objectives of this research is to identify the important factors for music consumers while buying music , the graphs below are highlighting the empirical results through Marketing Mix (4Ps).

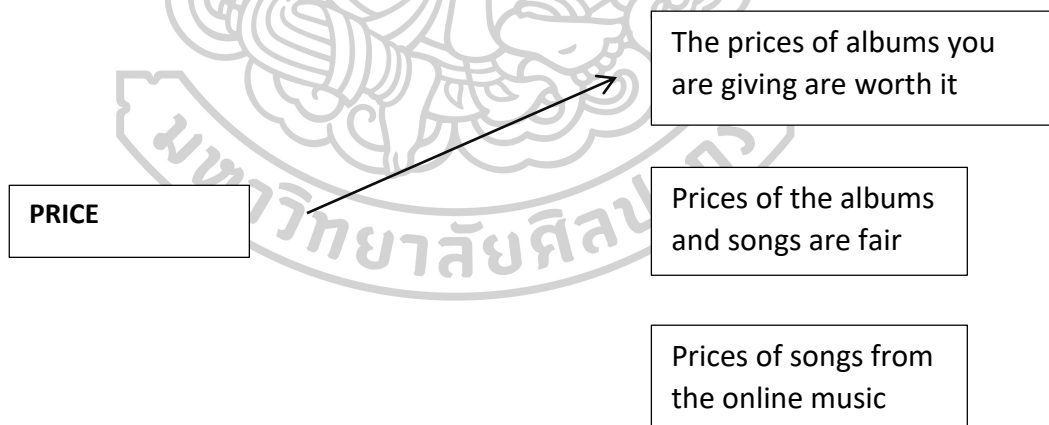
Marketing Mix (4P)

PRODUCT



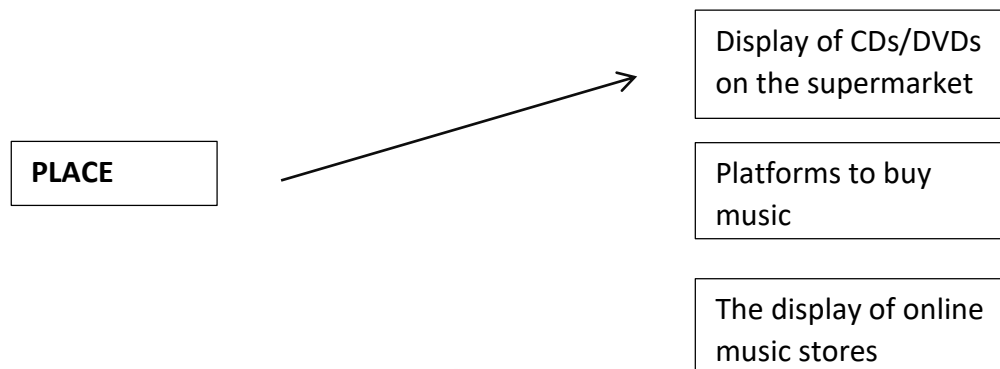
From the Product of Marketing Mix (4Ps) point of view , the research asked the participants of which factor is the most important to them. After calculating the mean important level, the formats of the product is the most important for them as shown by the chart above.

PRICE



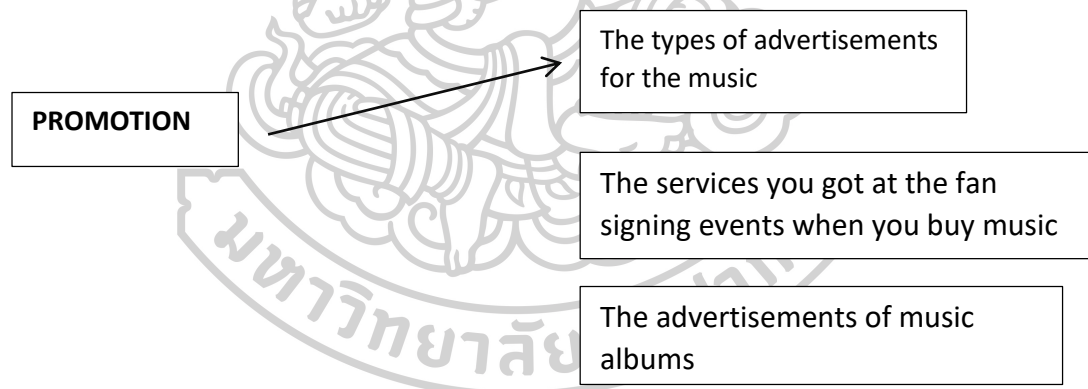
From the PRICE of Marketing Mix (4Ps) point of view , the participants answered that they wanted the prices of albums should be worth it of that they are giving. The participants do not matter if this price is not fair or not buy they wanted the prices to be worth they are giving.

PLACE



Since the participants from this survey have answered that they buy the physical products most , after calculating the mean important level from the PLACE of Marketing Mix (4Ps) point of view , the display of CDs/DVDs on the super market is most important to them.

PROMOTION



According to the empirical findings, the advertisements which are used by the music marketers in Yangon are effective because most of the participants of this survey answered that the advertisements got their attention. Due to the calculation of mean important level , the participants also answer that to catch their attention, the types of the advertisements is the most important to reach their attention. Based on the answered of this survey , among the types of advertisements , the Billboards are the one to catch the attention of the people in Yangon most.

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Appendix

Studying the music buying behaviors for marketing strategy on the people in Yangon, Republic of the Union of Myanmar

The objectives of this study are to understand more about music buying behavior and to create the effective marketing strategy. The questions will not harm the participants' privacy and the collected data will be kept confidential.

General Information

1. What is your gender ?

- Male
- Female

2. What is your age?

- 18-24
- 25-34
- 35-44
- 45-54
- 55 and above

3. What is your degree of education currently?

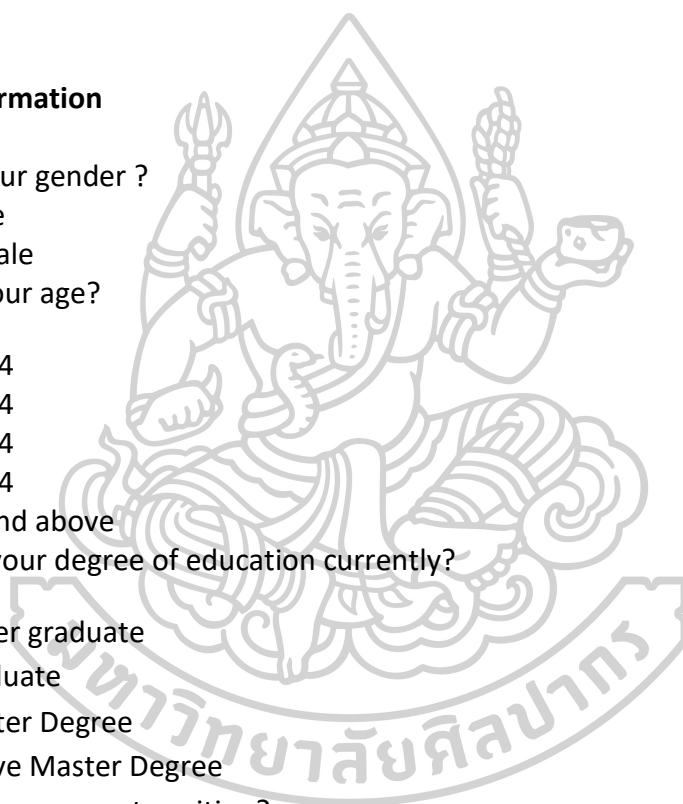
- Under graduate
- Graduate
- Master Degree
- Above Master Degree

4. What is your current position?

- General worker
- Government staff
- Company staff
- Business Owner
- Dependent
- Retired

5. What is your current monthly income?

- less than 100,000 kyats
- 100,001 kyats – 200,000 kyats



- 200,001 kyats - 300,000 kyats
- 300,001 kyats – 400,000 kyats
- 400,001 kyats – 500,000 kyats
- Above 500,001 kyats

Consumer Behavior

6. Do you listen to music ?

- No
- Yes

7. How often do you listen music ?

- Less than one hour per day
- 1 to 2 hours per day
- 3 to 4 hours per day
- More than 5 hours per day
- Usually

8. How do you consume music ?

- Buying CDs/DVDs
- Streaming
- Buying from online music stores

9. Do you like to pay for the music of your favorite musicians ?

- No
- Yes

10. What do you consider before you choose to buy music ?

- Music Quality
- Songs Quantity
- Packaging
- Price
- Convenient platform (Online or Physical)

This questionnaire is constructed based on the Marketing Mix 4p dimensions. Please take your time to answer the questions thoroughly.

From the dimension of Product from marketing mix.

11.1 Which format do you like to choose when you buy an album?

- Audio CD

- DVD
- Karaoke
- Buy Individual songs of the album from the online store

11.2. How many songs do you want in one single album ?

- More than 10 songs
- Less than 10 songs
- Doesn't matter

11.3. Does the packaging design of the CD/DVD matter to you ?

- No
- Yes
- Neutral

From the dimensions of Price from marketing mix.

12.1. Are the DVD and CD prices expensive ?

- No
- Yes
- Not sure

12.2. Do you think prices from Online music stores are fair ?

- No
- Yes
- Not sure

12.3. Do you think the prices of music albums you are paying for is worth the price ?

- No
- Yes
- Not sure

12.4. Which price range do you prefer to get a solo album ?

- Less than 1000 MML
- Between 1000 -2000 MMK
- Between 2000-3000 MMK
- More than 5000 MMK

From the dimensions of Place from marketing mix.

13.1. Where do you like to buy music ?

- Online music stores

- Retail CD shops
- Super Markets
- Fan signing events

13.2. Do you like the display of CDs and DVDs of Super Markets and Retail Shops shelf ?

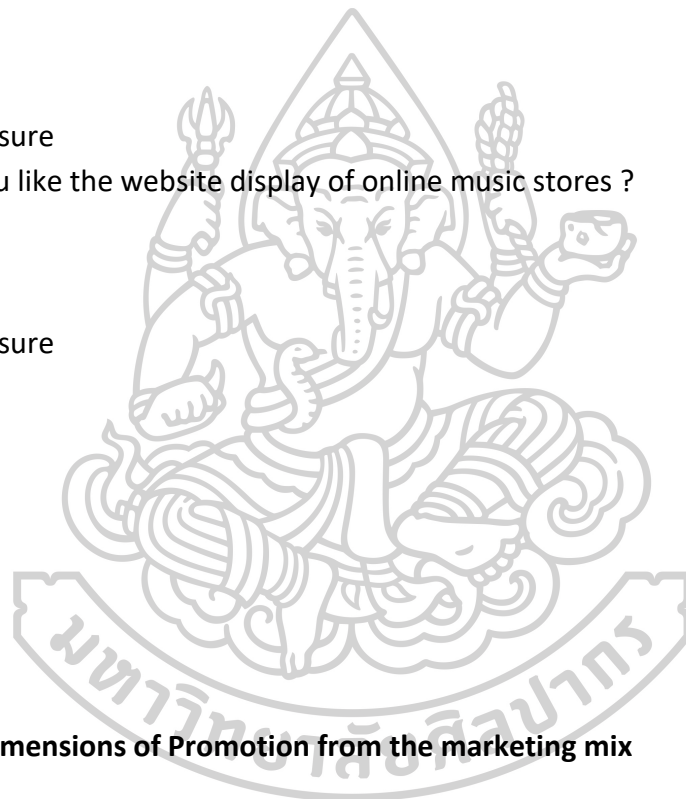
- No
- Yes
- Not sure

13.3. Do you like the process of buying music from online music stores ?

- No
- Yes
- Not sure

13.4. Do you like the website display of online music stores ?

- No
- Yes
- Not sure



From the dimensions of Promotion from the marketing mix

14.1. Do the advertisements of music albums attractive to you ?

- No
- Yes
- Not sure

14.2. Which types of advertisements catch your attention most ?

- Billboards at random places
- Radio / FM ads
- Vinyl at random places
- Social Media ads

14.3. Do you like the services you got from fan signing events when you buy an album ?

- No
- Yes
- Not sure



Important level from the perception of Marketing Mix

Issue of Marketing Mix	Important scale				
	Not Important	Slightly Important	Moderately Important	Important	Most Important
PRODUCT					
Formats of the album (For example - DVD,CD ,Karaoke)					
Quantity of songs in the solo album					
Packaging of the design of CD/DVD					

PRICE					
Prices of the albums and songs are fair					
Prices of songs from the online music stores are fair.					
The prices of albums you are giving are worth it.					
PLACE					
Platforms to buy music					
Display of CDs and DVDs on the Super Market and Retail Shops shelf					
The display of online music stores					
PROMOTION					
The advertisements of music albums					
The types of advertisements for the music					
The services you got at the fan signing events when you buy music					

What is your gender ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	170	42.5	42.5	42.5
	Female	230	57.5	57.5	100.0
	Total	400	100.0	100.0	

What is your age ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	27	6.8	6.8	6.8

25-34	74	18.5	18.5	25.3
35-44	58	14.5	14.5	39.8
45-54	91	22.8	22.8	62.5
55 and above	150	37.5	37.5	100.0
Total	400	100.0	100.0	

What is your degree of education currently ?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Under graduate	28	7.0	7.0	7.0
Graduate	349	87.3	87.3	94.3
Master Degree	19	4.8	4.8	99.0
Above Master Degree	4	1.0	1.0	100.0
Total	400	100.0	100.0	

What is your current position ?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Government Worker	100	25.0	25.0	25.0
company staff	196	49.0	49.0	74.0
Business Owner	49	12.3	12.3	86.3
Dependent	28	7.0	7.0	93.3
Retired	27	6.8	6.8	100.0
Total	400	100.0	100.0	

What is your current monthly income?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than 100,000 Kyats	31	7.8	7.8	7.8
100,001 Kyats - 200,000 Kyats	50	12.5	12.5	20.3
200,001 kyats - 300,000 Kyats	129	32.3	32.3	52.5

300,001 kyats - 400,000 kyats	109	27.3	27.3	79.8
Above 500,000 Kyats	81	20.3	20.3	100.0
Total	400	100.0	100.0	

How often do you listen to music?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than one hour per day	92	23.0	23.0	23.0
1 to 2 hours per day	222	55.5	55.5	78.5
3 to 4 hours per day	58	14.5	14.5	93.0
More than 5 hours per day	28	7.0	7.0	100.0
Total	400	100.0	100.0	

How do you consume music?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid buying cdsdvds/ streaming	236	59.0	59.0	59.0
buying from online music stores	88	22.0	22.0	81.0
	76	19.0	19.0	100.0

What do you consider before you choose to buy music ?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid music quality	206	51.5	51.5	51.5
songs quantity	78	19.5	19.5	71.0
packaging	61	15.3	15.3	86.3
price	10	2.5	2.5	88.8
convenient platform (online or physical)	45	11.3	11.3	100.0
Total	400	100.0	100.0	
Total	400	100.0	100.0	

Which format do you like to choose when you buy an album ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	audio cd	122	30.5	30.5	30.5
	dvd	160	40.0	40.0	70.5
	karaoke	90	22.5	22.5	93.0
	buy individual songs of the album from the online stores	28	7.0	7.0	100.0
	Total	400	100.0	100.0	

How many songs do you want in a single album ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More than 10 songs	186	46.5	46.5	46.5
	Less than 10 Songs	83	20.8	20.8	67.3
	Doesn't matter	131	32.8	32.8	100.0
	Total	400	100.0	100.0	

Does the packaging design of the cd/dvd matter to you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	162	40.5	40.5	40.5
	Yes	84	21.0	21.0	61.5
	Neutral	154	38.5	38.5	100.0
	Total	400	100.0	100.0	

Are the dvd and cd prices expensive ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	208	52.0	52.0	52.0
	Yes	50	12.5	12.5	64.5
	Not sure	142	35.5	35.5	100.0

Total	400	100.0	100.0
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Do you think the prices from Online music stores are fair ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	240	60.0	60.0	60.0
	Yes	72	18.0	18.0	78.0
	Not sure	88	22.0	22.0	100.0
	Total	400	100.0	100.0	

Do you think the prices of music albums you are paying for is worth the price ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	34	8.5	8.5	8.5
	Yes	164	41.0	41.0	49.5
	Not sure	202	50.5	50.5	100.0
	Total	400	100.0	100.0	

Which price range do you prefer to get a solo album ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1000 Kyats	38	9.5	9.5	9.5
	Between 1000-2000 Kyats	108	27.0	27.0	36.5
	Between 2000-3000 Kyats	254	63.5	63.5	100.0
	Total	400	100.0	100.0	

Where do you like to buy music?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Online music stores	45	11.3	11.3	11.3
	Retail cd shops	110	27.5	27.5	38.8
	Super markets	245	61.3	61.3	100.0

Total	400	100.0	100.0
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Do you like the display of cds and dvds of Super Markets and Retail Shops shelf ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	86	21.5	21.5	21.5
	Yes	206	51.5	51.5	73.0
	Not sure	108	27.0	27.0	100.0
	Total	400	100.0	100.0	

Do you like the process of buying music from online music stores ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	174	43.5	43.5	43.5
	Yes	68	17.0	17.0	60.5
	Not sure	158	39.5	39.5	100.0
	Total	400	100.0	100.0	

Do you like the website display of online music stores ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	194	48.5	48.5	48.5
	Yes	82	20.5	20.5	69.0
	Not sure	124	31.0	31.0	100.0
	Total	400	100.0	100.0	

Do the advertisements of music albums attractive to you ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	94	23.5	23.5	23.5
	Yes	168	42.0	42.0	65.5
	Not sure	138	34.5	34.5	100.0

Total	400	100.0	100.0
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Which types of advertisements catch your attention most ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Billboards at random places	188	47.0	47.0	47.0
	Radio / FM ads	78	19.5	19.5	66.5
	Vinyl at random places	28	7.0	7.0	73.5
	Social Media ads	106	26.5	26.5	100.0
	Total	400	100.0	100.0	

Do you like the services you got from fan signing events when you buy an album ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	208	52.0	52.0	52.0
	Yes	72	18.0	18.0	70.0
	Not sure	120	30.0	30.0	100.0
	Total	400	100.0	100.0	

Formats of the product (For example - cd/dvd/karaoke)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not important	39	9.8	9.8	9.8
	Slightly important	115	28.7	28.7	38.5
	Moderately important	41	10.3	10.3	48.8
	Important	170	42.5	42.5	91.3
	Most important	35	8.8	8.8	100.0
	Total	400	100.0	100.0	

Quantity of songs in the single album

		Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Not important	12	3.0	3.0	3.0
	Slightly important	186	46.5	46.5	49.5
	Moderately important	98	24.5	24.5	74.0
	Important	82	20.5	20.5	94.5
	Most important	22	5.5	5.5	100.0
	Total	400	100.0	100.0	

Packaging design of the cd/dvd

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not important	110	27.5	27.5	27.5
	Slightly important	133	33.3	33.3	60.8
	Moderately important	80	20.0	20.0	80.8
	Important	59	14.8	14.8	95.5
	Most important	18	4.5	4.5	100.0
	Total	400	100.0	100.0	

Prices of the albums and songs are fair

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not important	106	26.5	26.5	26.5
	Slightly important	107	26.8	26.8	53.3
	Moderately important	154	38.5	38.5	91.8
	Important	28	7.0	7.0	98.8
	Most important	5	1.3	1.3	100.0
	Total	400	100.0	100.0	

Prices of songs from the online music stores are fair

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not important	116	29.0	29.0	29.0
	Slightly important	131	32.8	32.8	61.8
	Moderately important	120	30.0	30.0	91.8

Important	5	1.3	1.3	93.0
Most important	28	7.0	7.0	100.0
Total	400	100.0	100.0	

The prices of albums you are giving are worth it

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not important	41	10.3	10.3	10.3
Slightly important	236	59.0	59.0	69.3
Moderately important	56	14.0	14.0	83.3
Important	39	9.8	9.8	93.0
Most important	28	7.0	7.0	100.0
Total	400	100.0	100.0	

Platforms to buy music

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not important	55	13.8	13.8	13.8
Slightly important	91	22.8	22.8	36.5
Moderately important	112	28.0	28.0	64.5
Important	98	24.5	24.5	89.0
Most important	44	11.0	11.0	100.0
Total	400	100.0	100.0	

Display of cds/dvds on the supermarket and retail shops shelf

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not important	46	11.5	11.5	11.5
Slightly important	95	23.8	23.8	35.3
Moderately important	154	38.5	38.5	73.8
Important	73	18.3	18.3	92.0
Most important	32	8.0	8.0	100.0
Total	400	100.0	100.0	

The display of online music stores

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not important	47	11.8	11.8	11.8
	Slightly important	95	23.8	23.8	35.5
	Moderately important	122	30.5	30.5	66.0
	Important	81	20.3	20.3	86.3
	Most important	55	13.8	13.8	100.0
	Total	400	100.0	100.0	

The advertisements of music albums

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not important	92	23.0	23.0	23.0
	Slightly important	141	35.3	35.3	58.3
	Moderately important	125	31.3	31.3	89.5
	Important	42	10.5	10.5	100.0
	Total	400	100.0	100.0	

The types of advertisements for the music

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not important	47	11.8	11.8	11.8
	Slightly important	113	28.2	28.2	40.0
	Moderately important	196	49.0	49.0	89.0
	Important	44	11.0	11.0	100.0
	Total	400	100.0	100.0	

The services you got at the fan signing events when you buy music

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not important	133	33.3	33.3	33.3

Moderately important	222	55.5	55.5	88.8
Important	45	11.3	11.3	100.0
Total	400	100.0	100.0	

Report

	Formats of the product (For example - cd/dvd/karaoke)	Quantity of songs in the single album	Packaging design of the cd/dvd
Mean	3.12	2.79	2.35
N	400	400	400
Std. Deviation	1.201	.984	1.161

Report

	Prices of the albums and songs are fair	Prices of songs from the online music stores are fair	The prices of albums you are giving are worth it
Mean	2.30	2.25	2.44
N	400	400	400
Std. Deviation	.978	1.101	1.034

Report

	Platforms to buy music	Display of cds/dvds on the supermarket and retail shops shelf	The display of online music stores
Mean	2.96	2.88	3.00
N	400	400	400
Std. Deviation	1.210	1.090	1.210

Report

	The advertisements of music albums	The types of advertisements for the music	The services you got at the fan signing events when you buy music
Mean	2.29	2.59	2.45
N	400	400	400
Std. Deviation	.938	.836	1.068



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