

Deciphering Musical Consumption as a Part of Listening Culture and Music Taste.

Hrishika Puri Student DAIMSR, hrishikaap0601@gmail.com

Abstract

Music and songs are the source of entertainment for people of all ages; a toddler as well as an old person listens to music according to their ages and interests. Music consists of many factors like BGM, instruments, background artist, lyrics, etc. and these factors depicts the change in culture, change in generation, change in interest of public and many more. Music shows a core part of society, culture, generation and the mind set of public. One's taste in music can tell some basic features of a person's personality like his/her preferences, likes/dislike, etc. New emerging artists and singers creates a new trend in music mostly targeting the young generation. Music and songs also makes a slight change in culture through BGM, new artist, visuals. Studying the change in music listening patterns according to the change in generation helps to understand the change preferences of entertainment, change in the culture of the society, new trends and the preferences of Generation Z and generation Millennials.

Keywords: Music taste, consumption pattern, listening behavior

Introduction.

"Generations pass, but ideas remain."

- anonymous.

As the above quote says that the time passes but the ideas and thoughts stay. Well does it really happen? Do the thoughts of past still stay? As per the observation the thoughts and ideas of past stay but remained unnoticed and ignored. Similarly, the music of past 'the old music' is still the essence of discussion or has it been ignored or is remaining unnoticed is a big question. Therefore, this study aims to find the answer to this question, 'whether the old music is still listened or has it been ignored.' The observation tells that there is some kind of change in the music listening pattern from previous generation to young generation, but why these changes occurred, how the pattern of music listening has changed and because of what? This study looks forward to answering the maximum amount questions related to the change in the pattern of music taste from the generation of millennials to Genz's. This study discusses about how the genre of the music changes and varies according to the mood, situation and the age of the person, how the current trend of music overlaps the old and previous music or how the new generation has a perspective for the old generation music. This study also tells how the upcoming music artists like music composers, singers, music editors make a shift in the pattern of music listening. Emerging of new online platforms of music is also making a rapid shift in the taste of music, as the old platform like radio is overlooked now. There are numerous reasons for the shift in the pattern of music listening, music composing, and the platform used for listening to the music.

Question here is how we Indians have shifted from the original classical music to raps and pop songs. Is this just the matter of changing age or does it also have another reason? Well, the further peep into this research will spill the beans. The observation admits that the influence of western culture through various entertainment platform and the hype of social media has influenced the change in music consumption. The emergence of new western bands like BTS, 1direction seems attractive to the youth. While the Indian bands like SANAM, Agnee is also a hot topic of discussion in the music industry. The new music industry has given birth to a trend of recreating the old songs and music into a new style perhaps this could also be the reason for the shift in music consumption. The suggestions of family, friends, colleagues, acquaintances also add unto the change. New movies, recreation of old movies, emerging of documentaries are also a reason for it. Religion, culture, tradition can influence for the change in music taste and songs. The genres today are observed to be less rigid and more flexible as the cultural themes and music is seen to be used with rap songs, pop songs and also contemporary songs. Furthermore, some artists are also seen mixing the rap songs into a religious themed songs and adding high beats to it. It is also said the music taste somewhat depends upon the cultural identity of a person. For example, a more religious person will be interested in religious songs praising his/her respective deity and a person interested in movies and series will bend towards the Bollywood/Hollywood songs. It can also be noted that the traditional music in India is not prominent today but still it has its impact/influence of the new music arising in today's era. Not only social and cultural factors influence

music taste, but the technological advancements have also a part in it. Platforms like Spotify, Jiosavan, Wynn uses algorithm to recommend songs to its users which help them to discover new music and songs. The technology of creating a playlist of favorite songs in the music application helps the users to access their genre easily which eventually leaves other genres and songs behind creating a change in music taste. Gen Z's are called as techno generation as they were first introduced to the internet and social media since their birth which is way a change in music taste is seen between the millennials and generation Z.

Review of literature.

Maarit Kinnunen, Harri Homi, Antti Honkanen (Et. Al): Friends and acquaintances plays a huge role in deciding the music genre and source. People attend music concerts and live music shows in peer pressure along with friends, colleagues; it has been noted that most of the listeners attend music event because of fear of missing out.

Jose Antonio Cortés Quesada, Teresa Barceló Ugarte, Gonzalo Fuentes Cortina (Et. Al): It is noted that 72.2% of millennials still consume music through television (audio visual) and Gen Z's were seen consuming music through music applications. It is seen that the people aged between 45-65 consume music through audio-visuals media. The research also shows that the younger people belonging to generation millennials mostly rejects the television for consuming music and opts for Media from internet. 53.3% of public from generation Z does not find the music appealing from television while 38.3% state that the content is subject to a schedule. 42.1% of millennials highlights the advertising blocks are the main problem.

Timothy Dale Green (Et. Al): Gen Z's are seen listening to new music genres and styles it has also seen Gen Z's crave connections and experiences, meaning they are ripe to be introduced to phenomenal world of classical music.

Objectives

- To understand the changing tastes in listeners preference
- To study the acceptability among listeners about varied genre songs
- To find out the factors responsible for choosing a genre or song

Research Methodology.

The research was conducted in between the months of March to April in Nagpur on the sample size of 90. The research was conducted using the sampling technique: Snowball sampling and Convenience Sampling.

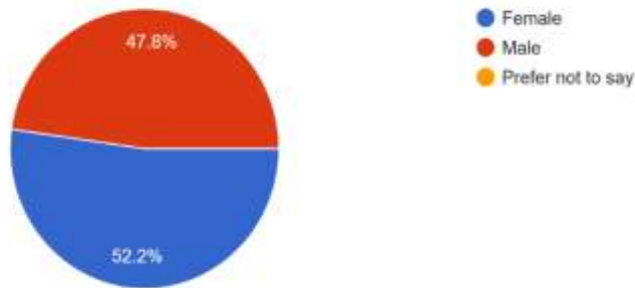
Data interpretation and Data analysis.

1. Gender

Gender	Responses	Percentage
Male	43	47.8%
Female	47	52.2%
Prefer not to say	0	0%

Gender

90 responses



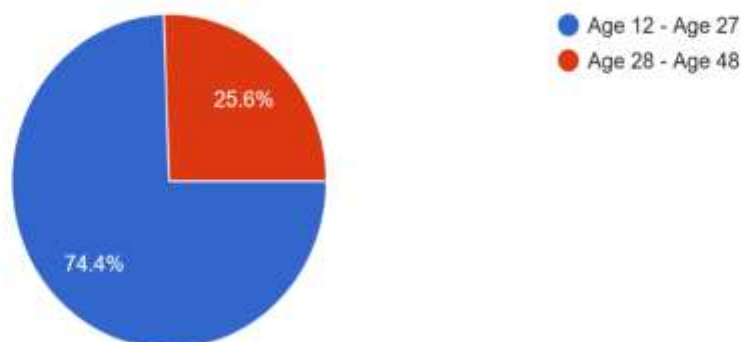
It's observed that the responses are given by more females than males. That means the data which is collected has a heavy opinion of female audience.

2. Age.

Age group	Responses	Percentage
Age 12 - Age 32	67	74.4%
Age 28 - Age 48	23	25.6%

Age

90 responses



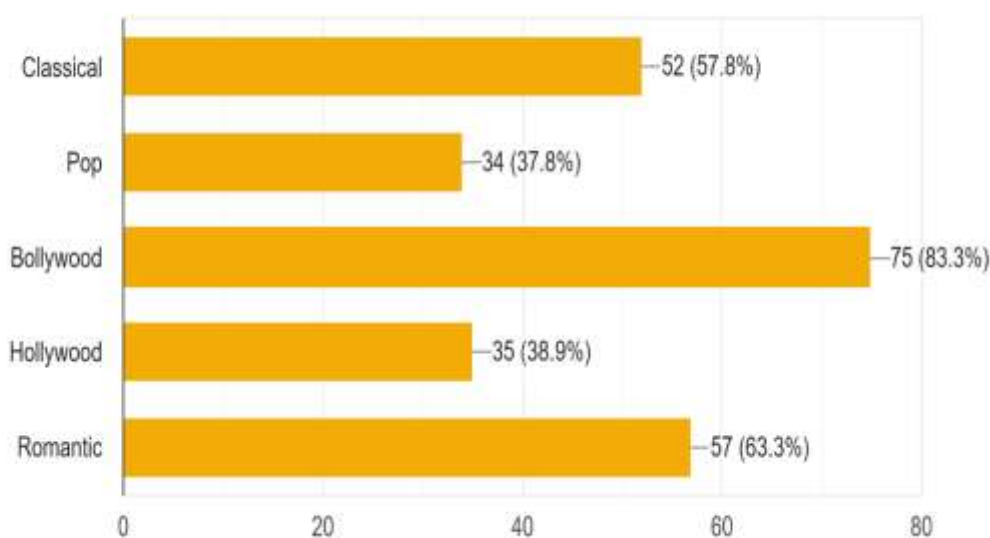
The data collected is based more on the thoughts and opinion of younger generation called as generation Z. Hence, the research may vary with other similar researches published on the internet. Reportedly people aged between 12 to 27 has responded more than Generation Alpha who are aged as 28-48. .

3. What type of music genres you listen?

Genres	Responses	Percentage
Classical	52	57.8%
Pop	34	37.8%
Bollywood	75	83.3%
Hollywood	35	38.9%
Romantic	57	63.3%

What type of genres you listen to?

90 responses



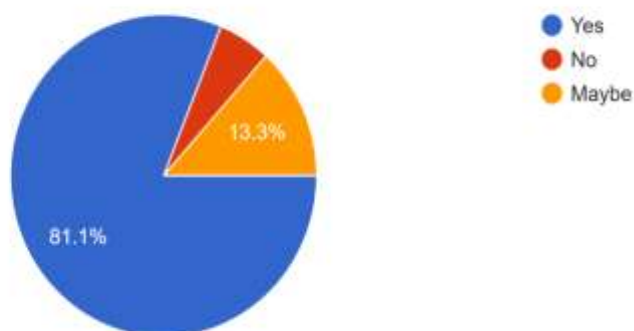
More than 60% of the audience are inclined towards Bollywood music and more than 50% of audience listen to classical genre. A least number of audience prefer to listen to pop genre as pop genre is not very much accepted in Indian culture. Romantic music is the second most preferred genre as most of the Bollywood music consists of romantic music genre.

4. Do you change your music genre according to your mood?

Options	Responses	Percentage
Yes	73	81.1%
No	5	5.6%
Maybe	12	13.3%

Do you change your music genre according to your mood?

90 responses



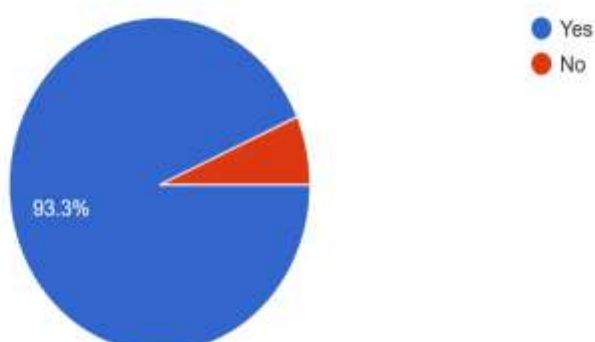
The graph tells it all; more than 70% of people keep on fluctuating their music genres according to the mood. As the mood of the listener changes he/she accordingly sets his/her music or the genre. A handful number of people sticks to their music taste even after their mood changes.

5. Does music change/effect your mood?

Options	Responses	Percentage
Yes	84	93.3%
No	6	6.7%

Does music change/effect your mood?

90 responses



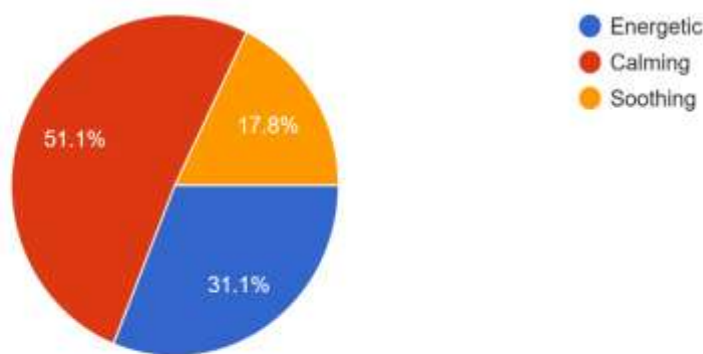
It's not surprising that more than 90% of people have reported change or fluctuation in their mood because of music. Many researches has reported the same. It can also be said tha 9/10 people have reported change in their mood because of music.

6. What effect does music have on your mood?

Options	Responses	Percentage
Energetic	28	31.1%
Calming	46	51.1%
Soothing	16	17.8%

What effect does music have on your mood?

90 responses



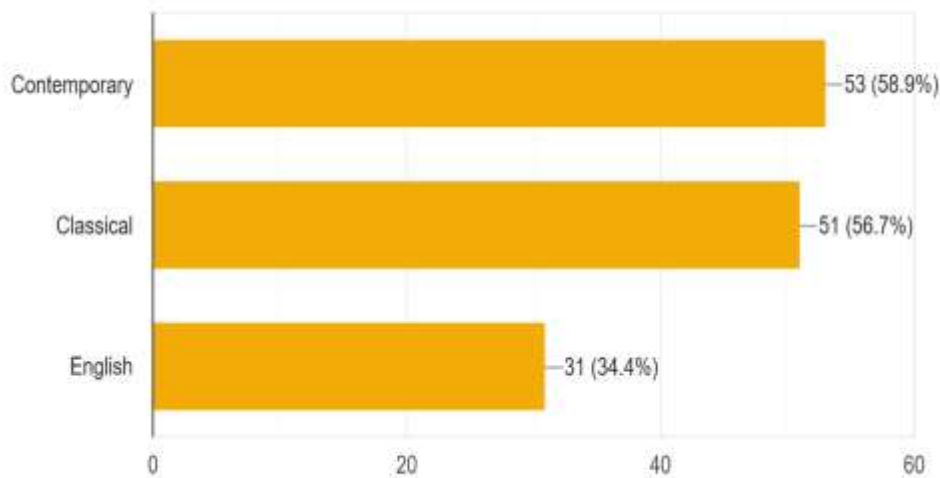
The majority of respondent's reports that music has calming effect on their mood, followed by those who find it energetic and soothing. It is also observed that people who find music energetic are most likely involved in physical activities like gyming, sports, athletics etc. people who find music energetic listen to music while doing something productive.

7. Which type of singer you prefer to listen to?

Options	Responses	Percentage
Contemporary	53	58.9%
Classical	51	56.7%
English	31	34.4%

Which type of singer you prefer to listen to?

90 responses



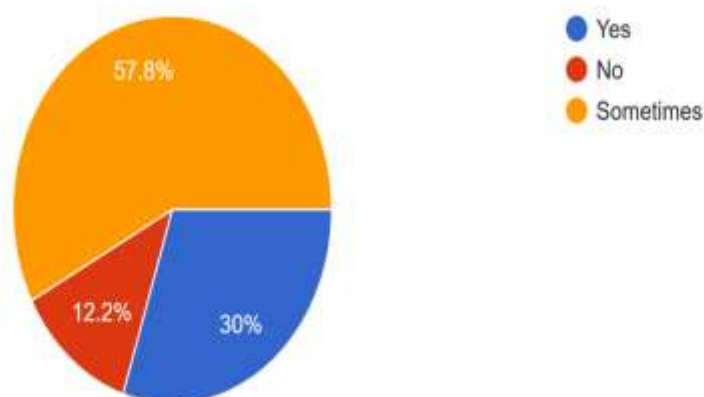
Most respondents prefer genres contemporary over language when it comes to choosing singers. There is a diverse taste in music, with a slight edge given to contemporary artists. English singers, although still appreciated, are notably less popular compared to other two categories.

8. Do you listen to music recommended by family/ friends?

Options	Responses	Percentage
Yes	27	30%
No	11	12.2%
Sometimes	52	57.8%

Do you listen to music recommended by family/ friends?

90 responses



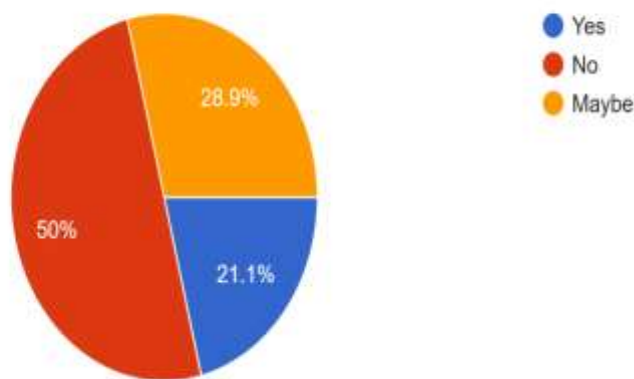
The chart shows that 57.8% respondents sometimes listen to music recommended by family and friends, 30% said yes, and 12.2% said no. This indicates that while direct acceptance is moderate, most people are open to suggestions at least occasionally, showing influence from personal circles.

9. Do you change your music taste according to your family and friends?

Options	Responses	Percentage
Yes	19	21.1%
No	45	50%
Maybe	26	28.9%

Do you change your music taste according to your family and friends?

90 responses



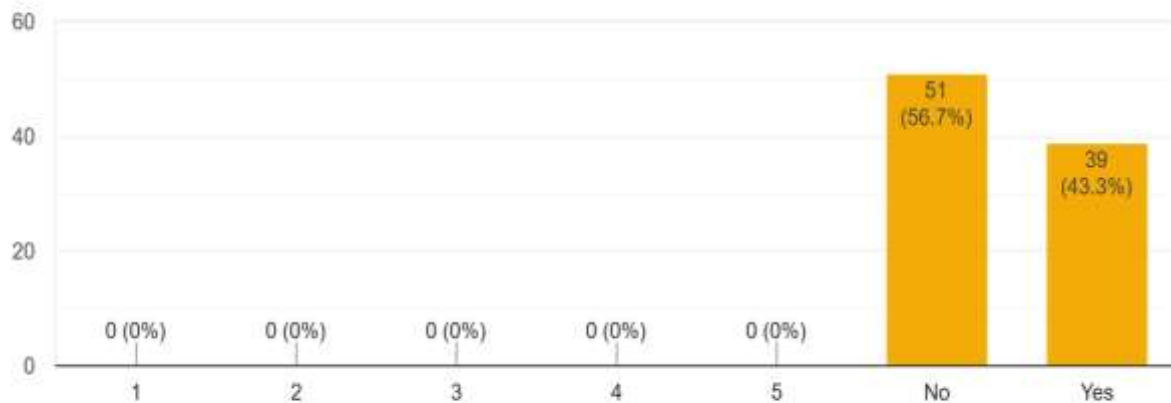
The pie charts indicates that 50% of respondents do not change their music taste based on family or friends. 28.9% said maybe, and only 21.1% said yes, indicating that most individuals maintain personal preferences, though a significant portion remains open to influence from their social circle.

10. Does your music taste change according to the trend?

Options	Responses	Percentage
Yes	39	43.3%
No	51	56.7%

Does your music taste change according to the trend?

90 responses



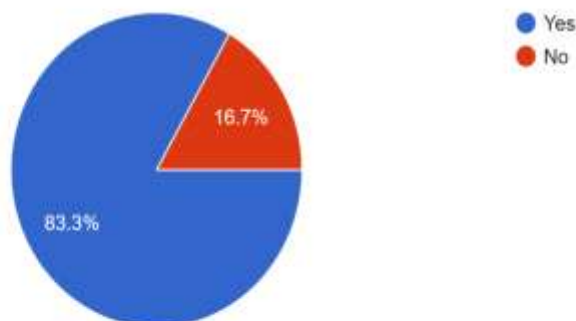
56.7% of respondents (i.e. 51 out of 90) do not change their music taste based on trends, while 43.3% (i.e. 39 out of 90) do. This indicates that slightly majority prefer consistent personal preferences over following popular or trending music styles.

11. If you have a chance would you like to attend live performances?

Options	Responses	Percentage
Yes	75	83.3%
No	15	16.7%

If you have a chance would you like to attend live performances?

90 responses



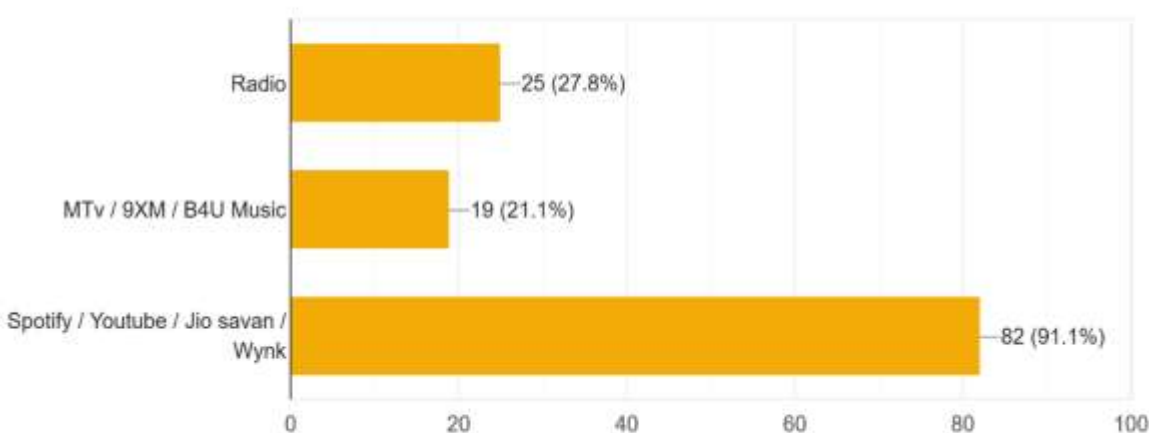
The pie chart reveals that a large majority of respondents (83.3%) would like to attend live performances if given chance. Only 16.7% expressed disinterest. This indicates a strong enthusiasm for experiencing music in a live setting among the participating.

12. On which platform you listen to music?

Reponses	Options	Percentage
Radio	25	27.8%
MTv / 9XM / B4U Music	19	21.1%
Spotify / Youtube / Jio savan / Wynk	82	91.1%

On which platform you listen to music?

90 responses



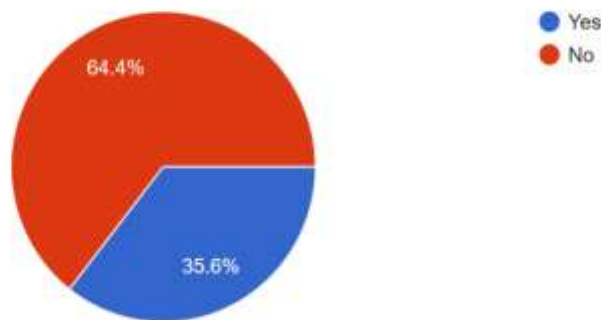
The chart shows that the majority of respondents (91.1%) prefer digital platforms like Spotify, YouTube, Jio Saavn, and Wynk for music. Radio is used by 27.8%, while 21.1% prefer music channels like MTv, 9XM, and B4U music. The data is based on 90 respondents.

13. Do you prefer to pay on online music platform?

Options	Responses	Percentage
Yes	32	35.6%
No	58	64.4%

Do you prefer to pay on online music platforms?

90 responses



The graph suggests that most of the user prefer free access to music, potentially through ad-supported models or free versions of streaming services. The pie chart reveals that a majority of respondents do not prefer to pay for using online music platforms, while 35.6% are willing to pay.

Findings and Conclusion.

Findings:-

The study highlights a significant change in the music listening pattern between Millennials and Generation Z which is caused primarily due to change in technology, culture and other social factors. Based on the responses driven by the sample taken of 90 respondents, the study indicates several findings.

Initially the demographic data shows the higher number of female participants are involved and has a dominant responses by the young generation aged between 12-32, representing generation Z. This represents that the result strongly matches with the opinion of younger generation.

According to the genre preferences, Bollywood music indicates the popularity among the audience; followed by romantic and classical music. Pop and Hollywood music does not possess enough amount of popularity. This indicates that the Indian audiences, especially generation Z, still shows a strong connection with domestic music forms, but the exposure to the international music is still growing.

A majority of people i.e. 81.1% of the audience claim to change their music genres according to their mood. And more than 90% of the audience says that the music has significant impact on changing the mood; most commonly calming, energetic and soothing. This says that music is not only for entertainment but also for emotional regulation.

The Indian audience prefers the contemporary and classical singers mostly, while the English language singers has low popularity. This indicates that the Indian audience feels more connected with culture and to the native language.

Social influence plays a moderate role in preferences and choices of music taste based on family and friends, 57.8% of the audience sometimes listen to the recommended music. Similarly, 43.3% owned up that trends and changes in the music affect their music taste and preferences.

91.1% of the audience prefer digital platforms like Spotify, Wyyt, Jio Saavn and YouTube over traditional media to consume music. Over 64.4% of the audience prefer free access to the music genres. 83.3% opined that they are willing to attend live music concerts and performances.

Conclusion:-

The study concludes that the generation Z shows a dynamic and personalized music consumption pattern strongly impacted by the mood, digital media, and recommendations. It is also seen that the Bollywood and romantic genres possess dominance. Classical music maintains its relevance indicating a fusion of modern and traditional preferences. Technology and the accessibility to the music has significantly impacted the music consumption pattern. Though the trends and peer influences matter, personal taste still governs most music choices. As the music evolves, its impact on the mood, culture, preferences will remain profound across the generation.

Limitations.

Data Validity and reliability: We cannot be certain that the collected data is valid or reliable, as some respondents may have misunderstood or misrepresented their answers.

Geographical location: The data was only collected from Nagpur, so the findings may not apply to other regions or populations.

Questionnaire method: The questionnaire may not capture the full depth of responses due to limited question clarity and no opportunity for follow-up or clarification.

Limited sample size: With only 90 respondents, the sample size may not represent the wider population accurately.

Response bias: Respondents may have provided biased or socially desirable answers, affecting the accuracy of the data.

Language Barriers: If the questionnaire was in one language, respondents who were not fluent may have had difficulty understanding or answering questions accurately.

Time constraints: The research was conducted within a short time frame, limiting the depth and scope of the data collection.

Lack of diversity: The sample may not be diverse enough to represent the border population, limiting the generalizability of the results.

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