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Summarized Findings of Interviews

Our group conducted interviews on music streaming services with the goal of finding out which platforms are the most popular and why college students chose the particular platform they currently use. We chose a variety of participants, males & females as well as both domestic and international college students. After compiling and analyzing our data, we realized there were very similar themes throughout the responses, which will be detailed below.

Presenting the Data

We noticed that all participants use a music streaming service on a daily basis, ranging from one to six hours per day. Most people choose to pay for a monthly subscription plan because buying individual songs or albums can become too expensive, inconvenient and not efficient for college students, as we normally have limited income. The two most popular platforms people used, as expected, is Spotify and Apple Music. A large influence on why they chose these platforms is based on influence by their friends and people around them. They mentioned “yes, my best friend was using Spotify”, “my friend recommended this app and convinced me to use it”, and “seeing them using it and seeing the setup of the app made it easier to get it”. Most participants have used their music streaming service for roughly about six years, which shows strong loyalty for either platform. Additionally, most people choose to pay for a monthly subscription plan for various reasons such as avoiding ads, having access to a variety of music to ensure better music experience through the higher quality of music and downloading services. Another factor that played in was student plans, one individual mentions, “Now I only pay \$6 for three services because I am a student I get Spotify, Hulu, and Showtime which is a great deal.”

When we asked about important factors and values on why they chose the particular app most mentioned the importance of the user interface, app layout, and price. Many participants were already happy with the current streaming service they use and its features, but some did mention they wanted to switch but the key determinant on why they would not switch is the inconvenience of starting new playlists and getting accustomed to a new layout.

For the Chinese Market: Chinese music streaming services are designed to be on social media platforms where people can connect to each other and comment about the songs, kind of like Youtube. It is a very important feature for Chinese users, since we will probably gather some data from Chinese students, it is worth mentioning.*

Implications for our Project

Throughout our research we found that music streaming services are a vital part of our society and play a prevalent role in the lives of the people around us. This is an important finding because it is illustrative of a key product in people's lives that is held to a certain standard largely set by Apple Music and Spotify. Just because there is a standard, however, does not mean that people do not want improvements. We believe that our preliminary research has already shown a few ways in which people would like their music streaming services to be improved and can be expanded upon. For the future of our research we are planning to dive deeper into the how and why these services can be improved, which would be valuable information to the key players in the industry as well as competitors. Our survey will focus on what key features are missing in these music streaming services as well as what their ideal streaming services would like overall. We could then bring these findings to the leaders or competitors to grow their market share and improve their product.

Appendix

Interview guide: Music Streaming

1. Screening Questions

- Do you use a music streaming service?

2. Greetings & explanations

- Greetings and salutations!
- I am conducting a study on music streaming services for my marketing research class. I would like to know more about why you chose your streaming service, your experiences, thoughts, and what you value most about your streaming service. There are no right or wrong answers.
- We will keep your information anonymous and combine it with other interviewees after the interview is over. This will be kept confidential.

3. Opening - build rapport → get them thinking

- Do you listen to music everyday?
- How do you usually listen to music? (online, phone, app, radio, etc.)
- Why do you choose to stream instead of buying music?
- What music streaming services do you currently use ?
 - How long have you used these streaming services?

4. Central Part

- Experiences with music streaming services:
 - How frequently? How many hours per day/how many times per week?
 - Normally at what time each day?
 - Do people around you use the same app?
- What service do the majority of your friends use (if you have any)?
 - Do you believe that they influenced your choice?
- Do you currently pay a monthly subscription fee for the streaming service you are currently using?
 - If you do, what influenced your decision to pay for it?
 - If you don't, what factors influenced your decision?
- Name all of the streaming services you have used in the past.

- What made you decide to stop using that specific platform?
- Why did you switch to the service you now have?

- What are your favorite aspects of your streaming service?
 - Tell me more about it

- What about the platform you are currently using that differentiates from other platforms?
 - And what value does this platform add?

- What do you dislike about your current platform?
 - What are some features you wished your platform had?
 - If there are several, why haven't you made a switch yet?

- Do you want to switch to another platform?
 - What prevents you from doing that?
 - Why or why not?

5. Closing Part

- Is there anything else you want to add to your experiences?
- Is there anything you would like your streaming service to improve?
- Thank you for being a part of this study, I really appreciate you taking the time to answer my questions.

Interview Responses by Question

1. Screening Questions

Do you use a music streaming service?

Person 1: Yes

Person 2: Yes

Person 3: Yes

Person 4: Yes

Person 5: Yes

Person 6: Yes

Person 7: Yes

Person 8: Yes

2. Opening - build rapport -> get them thinking

Do you listen to music everyday?

Person 1: No, listen to your own music 3~ 4 times. Usually hear music everyday but not usually your own music

Person 2: Yes

Person 3: Yes, while I clean, drive, workout

Person 4: Yes

Person 5: Yes

Person 6: Yes

Person 7: Yes

Person 8: Yes

How do you usually listen to music? (online, phone, app, radio, etc.)

Person 1: In car, connect phone and listen to music

Person 2: An app

Person 3: App

Person 4: Most of the time on my phone, on an app

Person 5: App

Person 6: Phone, Music App

Person 7: Phone, but in the car

Person 8: Phone, and physical media

Why do you choose to stream instead of buying music?

Person 1: "Why tf would I buy music" buying individual is more expensive and inconvenient than streaming music

Person 2: Cheaper to buy monthly for parents

Person 3: Because there is no specific song I want to listen to all the time, its more convenient to listen to anything.

Person 4: Paying for a streaming service is more efficient because I would not have to buy an individual album and it's all in one place, I just pay one monthly subscription fee

Person 5: Why buy music?

Person 6: Affordable, more accessible, music should be equally shared

Person 7: I do both, but streaming is cheaper and I get more music to listen to

Person 8: Why not do both? I support the artists because I know how hard exactly it is to make money off music for smaller artists.

What music streaming services do you currently use ?

Person 1: Apple music streaming and go on YouTube (Lofi girl) lofi on apple ,suck is not good. YouTube is better for that specifically, but usually use Apple Music

Person 2: Spotify

Person 3: Spotify

Person 4: Apple Music

Person 5: Apple Music

Person 6: NetEaseCloud

Person 7: YouTube Music

Person 8: Apple Music

How long have you used these streaming services?

Person 1: Dad bought it for birthday in high school, maybe 4 years for Apple Music Streaming on YouTube since 2007

Person 2: 6 years

Person 3: 2016

Person 4: 2018

Person 5: Apple Music for 6 years then switch to Spotify in just two weeks

Person 6: 6 years

Person 7: 3 years

Person 8: Since 2017

3. Central Part

Experiences with music streaming services:

How frequently? How many hours per day/how many times per week?

Person 1: Depends on how long driving in the car, maybe 2 hours a week of her own music. 4-5 hours per week of other people's music

Person 2: At least an hour a day

Person 3: I listen to music 7 days a week I would say mon to wed would be a total of 6 hours because I commute to school so that's a combo of listening to music in the morning and afternoon

Then for Thursdays-Sunday I would say a combo of 3/4 hours maybe

It's honestly a guess for that one it depends what I'm doing and how busy I am

Person 4: 40 hours a week

Person 5: 1-2hours/day

Person 6: 2-3hour/day

Person 7: 1-2 hours / day

Person 8: 4 hours/day

Normally at what time each day?

Person 1: Driving to work in the morning and from work at night. Getting ready in the morning, doesn't usually anymore because of fear of being judged

Person 2: All the time

Person 3: All the time, mostly when I drive and late at night

Person 4: 5 days a week from 7am to 3pm because my work shift lasts that long

Person 5: study/shower/cooking

Person 6: 2-3hour/day

Person 7: 2am

Person 8: during the day when I drive

Do people around you use the same app?

Person 1: No

Person 2: Yes

Person 3: Yes, My parents and sister also use Spotify. My sister used Spotify bc she wanted the premium version bc I pay for it

Person 4: 95% of the people I know use apple music and like 5% use spotify

Person 5: Yeah, all of my roommates use Spotify and they 'bully' me for using apple music.

Person 6: Yes

Person 7: Yes but they don't usually pay for the YouTube premium

Person 8: Yes

What service do the majority of your friends use (if you have any)?

Person 1: Spotify

Person 2: Most of them

Person 3: tie between Spotify and Apple

Person 4: I think seeing them using it and seeing the setup of the app made it easier to get it because the setup of the other apps seemed like a lot

Person 5: Spotify

Person 6: Same(NetEase Cloud)

Person 7: Spotify

Person 8: Apple Music, Spotify, Youtube

Do you believe that they influenced your choice?

Person 1: When originally got Apple Music, no. Now she is considering switching because of group things, but so much work to switch. Don't listen to music often enough to merit switching.

Person 2: Yes, my best friend was using Spotify, and wanted to make a playlist. Chose to get friend's app

Person 3: and no they haven't influenced my choices bc I have also used Apple and always find myself loving Spotify

Person 4: I think seeing them using it and seeing the setup of the app made it easier to get it because the setup of the other apps seemed like a lot

Person 5: Yes! Friends' opinions mainly influenced my decision to switch to Spotify.

Person 6: I started to use NetEaseCloud because my friend recommended this app and convinced me to use it.

Person 7: No, because Spotify doesn't have some of the stuff I listen to

Person 8: No, I later discovered very few of my friends use Apple Music

Do you currently pay a monthly subscription fee for the streaming service you are currently using?

Person 1: Dad does, yearly b day gift. Student plant, 4.99\$ not a family plan only interviewee uses it.

Person 2: Parents pay

Person 3: Yes, \$6 for three services

Person 4: Yes I pay for apple music

Person 5: Yes, I have a Student Account

Person 6: Yes

Person 7: Yes

Person 8: yes

If you do, what influenced your decision to pay for it?

If you don't, what factors influenced your decision?

Person 1: Dad pays

Person 2: Parents pay

Person 3: Yes, \$6 for three services. Now I only pay \$6 for three services bc I am a student I get Spotify, Hulu, and showtime which is a great deal

Person 4: Yes I pay for apple music

Person 5: N/A

Person 6: N/A

Person 7: I get no ads for videos and can play music in the background

Person 8: N/A

If you do, what influenced your decision to pay for it?

Person 1: Did the three month 99 cent trial and all songs were already on Apple, using iTunes. And would have lost curated progress on Apple Music if I didn't continue using Apple Music and paying premium.

Person 2: Ads and downloading music

Person 3: Because as a student we already have so many expenses and the fact this music streaming service provided this bundle I really like and continue my service with them

Person 4: I didnt even think about it, I just did it but the reason I keep paying for it is because they don't charge for more stuff. If they charged for like individual songs I would not pay

Person 5: No ads / listen to high quality music / better experience / support artists / Vietnam subscription is cheaper / Spotify US subscription comes with Hulu subscription

Person 6: Must pay for a subscription to listen to full songs.

Person 7: I can take care of both music and video streaming in one subscription

Person 8: student discount made it quite affordable and I get a lot of songs

If you don't, what factors influenced your decision?

Person 1: N/A

Person 2: N/A

Person 3: N/A

Person 4: N/A

Person 5: N/A

Person 6: N/A

Person 7: N/A

Person 8: N/A

Name all of the streaming services you have used in the past.

Person 1: Had Spotify, didn't have a premium. Used it for a month in high school, listened to it on the computer, and never had an app.

Person 2: Pandora

Person 3: Apple Music

Person 4: spotify

Person 5: Apple Music

Person 6: N/A

Person 7: Spotify, Youtube

Person 8: NetEase Music, tried Spotify

What made you decide to stop using that specific platform?

Person 1: Stopped using it because I was hooked in by Apple Music free trial, no escape. Too expensive didn't have a reason to need it

Person 2: The ability to listen to individual songs, not radio, and make playlists

Person 3: A better deal I've used Apple and Spotify and although Apple is great bc it's connected with all the Apple products and Siri I like all the features Spotify has and what they offer for a low price of \$6 monthly

Person 4: I had spotify and the reason I stopped using spotify was the layout of the app, it was a hassle to find anything. There were no recommended songs and it was just annoying. I got apple music because it is easier to search and everything pops up and it's already on your phone, it's not an app you have to download.

Person 5: Apple music user interface is not as good as spotify; Apple Music can be buggy sometimes.

Person 6: N/A

Person 7: YouTube simply has more music than all other platforms

Person 8: NetEase is a "pain in the ass" to use in the U.S., and I didn't like Spotify's color scheme

Why did you switch to the service you now have?

Person 1: Convenient

Person 2: Don't have anything Apple, didn't have an allegiance to a certain service. Not beneficial

Person 3: A better deal I've used Apple and Spotify and although Apple is great bc it's connected with all the Apple products and Siri I like all the features Spotify has and what they offer for a low price of \$6 monthly

Person 4: I had spotify and the reason I stopped using spotify was the layout of the app, it was a hassle to find anything. There were no recommended songs and it was just annoying. I got apple music because it is easier to search and everything pops up and it's already on your phone, it's not an app you have to download.

Person 5: Spotify's end of year summary, It is fun and everybody shares, I want to do that too; Friends share good contents on Spotify to me;

Person 6: A Friend introduces.

Person 7: I found some YouTube channels with rare music that I like

Person 8: Apple Music UI fits in well with the rest of the operating system UI since it's factory

What are your favorite aspects of your streaming service?

Person 1: Can play any song whenever

Make playlists

An app on your phone, hey siri play a song. Automatically connects to Apple Music

Like colors of the app, added bonus not deal breaker

Person 2: Being able to download music, what's new and daily mix, collaborative playlists, genius lyrics. Not aware of any services that have anything Spotify does not have. Does not like how they don't pay artists and support bad people

Person 3: Spotify has a car view mode that automatically turns on as soon as I get in my car and start listening to music and the left side is the view I see. They designed this as a way for people to have less distractions especially while driving

Person 4: You get the newest music and you don't have to look for them, it keeps you informed and you don't have to be on top of any news to check. It's also just easy and convenient

Person 5: Can follow friends and listen to the playlists that they create / can listen to podcasts; / good music recommendations; / can follow certain artists; / collaborations with famous artists -> can listen to the playlists they create.

Person 6: The Comments section of each song, I can better engage with the songs and share or be shared with other people who listen to the same songs. If the song is rarely known, I can learn more about the songs and special meanings of lyrics in the comments too.

Person 7: I get no ads for videos, and they're usually plenty of comments under the songs.

Person 8: Every favorite aspect of Apple Music of mine is likely a feature that's shared by all services. I think I'm just in it for the aesthetics

What about the platform you are currently using that differentiates from other platforms?

Person 1: Worse than Spotify. No Spotify wrapped, already made playlists, all friends use Spotify, can't share playlists. Only thing keeping her, is that all the songs are on Apple ,using and would be too difficult to switch over to Spotify

Person 2: The go to, that's the one most people around me probably have.

Person 3: I like the feature mentioned above bc it adds something other platforms I've tried don't offer

Person 4: Already Answered

Person 5: Spotify has podcasts whereas Apple Music has more songs; sometimes songs would be released on Spotify first -> early access.

Person 6: NetEaseCloud is more than just a music app, it is also a social media platform where you can better engage with others by sharing comments, likes and comments on other posts.

Person 7: It's mainly a video sharing platform

Person 8: It's made by Apple

And what value does this platform add?

Person 1: Convenient

Person 2: Likes everything about useage. Doesn't like change in my library, does what it needs to do.

Person 3: It shows they care about their users and safety especially while driving I don't use my phone to switch songs while driving but it's nice to know I can have my phone on my gps stand have the app opened and won't get distracted by the album covers they have that move etc

Or be tempted to scroll through the playlists I have they just disappear

Person 4: Already answered

Person 5: Same

Person 6: Already answered.

Person 7: It's essentially a two for one deal with videos included too

Person 8: I can access my iTunes purchases and Apple Music streaming library in the same app.

What do you dislike about your current platform?

Person 1: The way songs are queued, you can't make a long queue. Newest first instead of spontaneous playlist. When added to the library it does not automatically download and won't play off WiFi.

Friends bully about having Apple Music, and have a bad reputation. Apple Music tries to be Spotify. But I didn't do it as well.

Person 2: N/A

Person 3: I've used this app for so long I have taken a break before and came back a few days after it's easy to navigate/use I have nice features and overall I love the look of the app I don't see myself using anything else

Person 4: No I think its practical and all the other streaming services don't offer anything I don't want

I mean if it were free it would be better but I wouldn't change anything

Person 5: On Spotify, you cannot download a single song. You need to download a whole album or add songs to a playlist then download the playlist.

Person 6: IP address. It is a Chinese music app so it is complicated to get access to the app in the States.

Person 7: There isn't a student discount so it's a bit more expensive

Person 8: If I sign out of my Apple account, all my downloaded songs get deleted

What are some features you wished your platform had?//If there are several, why haven't you made a switch yet?

Person 1: Too much work

Person 2: N/A

Person 3: N/A

Person 4: N/A

Person 5: Overtime, adding songs to a playlist then downloading a playlist became a habit and it doesn't bother me anymore. Plus, there's no better music streaming service that I know of.

Person 6:

Person 7: N/A

Person 8: More songs

Do you want to switch to another platform?

Person 1: yes

Person 2: Possibly, because of recent controversies but all are about the same price. Price and most of them are bad companies.

Person 3: no

Person 4: no

Person 5: I do not want to switch right now as I'm satisfied with Spotify. Plus, there are only two major platforms that are Spotify and Apple Music and I've tried the latter so I believe Spotify is the best option for now.

Person 6: No

Person 7: No

Person 8: Yes

What prevents you from doing that? Why or why not?

Person 1: Switching over music

Person 2: Already have artists saved, personalized, too much work to move over

Person 3: N/A

Person 4: Its too much of a hassle and apple music is just easy

Person 5: Same

Person 6: Now I'm reluctant to switch because of my established playlists. It is so time-consuming to rebuild everything and I am getting so used to the app that I don't want to change my habits using music apps.

Person 7: Other platforms don't have the songs I listen to

Person 8: Too much work to transfer my playlists over

4. **Closing Part**

Is there anything else you want to add to your experiences?

Person 1: Wish that she never got Apple Music, wants to go back to junior year of high school and yell at younger self to not use free trial and just bite the bullet and get Spotify

Person 2: N/A

Person 3: N/A

Person 4: N/A

Person 5: Using Spotify gives me a sense of fitting in with people around me

Person 6: N/A

Person 7: N/A

Person 8: N/A

Is there anything you would like your streaming service to improve?

Person 1: N/A

Person 2: N/A

Person 3: N/A

Person 4: N/A

Person 5: Having the option to download a single song to device instead of having to download a whole playlist

Person 6: N/A

Person 7: N/A

Person 8: N/A