UDAI PRATAP AUTONOMOUS COLLEGE

VARANASI-221002

A PROJECT

ON

ANALYSIS OF MUSIC PREFERENCE AMONG VARIOUS GENERATIONS IN VARANASI

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Submitted To-

Ms. Ankita Mishra

Department of Statistics

Udai Pratap Autonomous College

Varanasi-221002

Submitted By-

Mangleshwari

M.Sc. II sem

Exam Roll No. – 2432007

I.D. - STA/24/007

Department of Statistics

Udai Pratap Autonomous College

Varanasi-221002

15.4.25

Head
Department of Statistics
Udai Pratap Autonomous College
Varanasi

DEPARTMENT OF STATISTICS

UDAI PRATAP AUTONOMOUS COLLEGE, VARANASI, (U.P.)-221002

UDAI PRATAP AUTONOMOUS COLLEGE

DEPARTMENT OF STATISTICS

CERTIFICATE

This is to certify that the present work entitled **"Analysis of Music Preference Among Generations in Varanasi"** has been taken by the candidate herself under any direct supervision and guidance. All the findings reported in this project have been checked out by me from time to time. I am fully satisfied with the work of **Mangleshwari** which is being presented by her as a research project work for the partial fulfillment of Degree of Master of Science in Statistics of this college.

This is further certifying that **Mangleshwari** has completed the project work in the allotted time during her II semester of M.Sc. course.

Ankita
11/4/25

Mrs. Ankita Mishra

(Assistant Professor)

Department of Statistics

Udai Pratap Autonomous College

Varanasi - 221002

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Mangleshwari

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Introduction

Varanasi, one of the oldest continuously inhabited cities in the world, is renowned for its rich cultural and musical heritage. As a UNESCO Creative City of Music, Varanasi boasts a vibrant tradition of music that spans centuries, with influences from ancient Pauranic legends to modern-day fusion styles. The city's musical landscape is characterized by its unique blend of classical, folk, and devotional music, shaped by historical figures like Ravi Shankar and Bismillah Khan.

This project, "Analysis of Music Preference Among Generations in Varanasi," aims to explore the diverse musical preferences among the residents of Varanasi. By analyzing data on music genres, cultural influences, and demographic factors, the study seeks to understand how different age groups, social backgrounds, and cultural contexts shape music preferences in this culturally rich city. The findings will provide insights into the evolving musical tastes of Varanasi's population and contribute to a broader understanding of the role of music in urban cultural identity.

Music is a universal language that transcends cultural and geographical boundaries, serving as a significant form of expression and connection for individuals and societies. Over time, the choice of music has evolved, influenced by technological advancements, cultural shifts, and individual preferences. This project, titled "Analysis of Music Preference Among Generations in Varanasi," aims to explore the factors influencing music preferences across different demographic groups and contexts using statistical methods.

Understanding music preferences is a complex task as it involves multiple dimensions, including personal taste, emotional connection, social influences, and situational factors. Research has shown that music preferences are shaped by age, gender, cultural background, and even psychological traits. For instance, adolescence is often considered a critical period for forming lasting musical tastes due to heightened emotional responses and peer influences during this stage of life. Furthermore, technological innovations such as streaming platforms have transformed how individuals discover and consume music, making preferences more dynamic and individualized.

This study will employ statistical tools to analyze patterns in music preferences across various groups. It will investigate questions such as: What are the most popular genres among specific age groups? How do situational factors like mood or environment affect music choices? Are there generational trends in the evolution of musical tastes? By answering these questions, the project seeks to provide insights into the interplay between individual characteristics and external influences in shaping music preferences.

The findings of this analysis have implications beyond academic curiosity. They can inform industries such as music production, marketing, and therapy by helping them understand audience behavior and tailor their offerings accordingly. Additionally, this research contributes to the broader understanding of human behavior and cultural evolution through the lens of music—a medium that continues to resonate deeply with people worldwide.

Procedure of the Survey

Conducting a survey involves a systematic process to ensure accurate data collection and meaningful insights. Below is a step-by-step guide to the procedure:

Define Objectives

Establish clear research goals and objectives to determine the purpose of the survey and the type of information needed. This aim of this survey is to study the "Analysis of Music Preference Among Generations in Varanasi".

Identify Target Audience

Specify the demographic group or population segment to be surveyed by selecting a representative sample as surveying the entire population is impractical. This survey focuses on the music preference of various generations in shivpur, Varanasi region. It aims to gather data of genre preferences, listening habits, influencing factors etc.

Choose Survey Method

Decide on the mode of data collection, such as online questionnaires, face-to-face interviews, or phone surveys, based on your audience and resources. The data regarding this project is basically collected using Google form by sharing it on social media platform, and also by face-to-face interaction, phone survey.

Design Questionnaire

Create well-structured questions, including open-ended and closed-ended types, to gather relevant data. Ensure clarity and avoid bias in question phrasing. There are few question types of the G-form questionnaire is given below-

- Some demographic question like age, gender and occupation.

- Some multiple choice type questions such that answers should be printed in questionnaire.
- Few Yes/No type questions.
- Few multiple select type questions with at most three answers filling options.

All these questions are in proper sequence and sufficient space is provided for the answer.

A good questionnaire satisfies the following requirements:

- Questions must be framed such that their meaning is clear to both, the interviewer and the respondents.
- The questions must be arranged on the schedule in such a way that the information can be filled in quickly and easily with a minimum error and omissions.
- The questions would be arranged in such a way that office processing as well as field enumeration can be made easily.

A copy of the schedule can be seen in the Appendix.

Distribute the Survey

Share the survey through appropriate channels (e.g., email, social media, or in-person) at an optimal time to maximize response rates.

Collect Responses

Monitor responses and ensure data integrity by addressing issues like incomplete answers or duplicate entries. In this survey the responses are collected in Google sheet from Google form filled by responders and all the corrections have had done easily on Google sheet.

Analyze Data

Perform statistical and qualitative analysis to identify patterns, trends, and insights from the collected responses.

Data Processing

Data processing involves transforming raw data into meaningful information through various techniques and methods. Here are some essential techniques of data processing, explained in detail:

Data Collection

Gathering responses from survey participants through various methods like interviews, questionnaires, or Google forms.

Data Editing

Reviewing and correcting collected data for errors or missing values to ensure accuracy.

Tabulation

Creating summary tables or charts to present data in a structured and understandable format.

Data Filtering

This technique involves selecting specific data from a larger dataset based on certain criteria. It helps in removing irrelevant data and focusing on the most important information.

Statistical Analysis

Applying statistical techniques to extract insights such as hypothesis testing.

Data Classification

Classification involves categorizing data into predefined groups based on certain characteristics.

Reporting

Summarizing survey findings in project report and presentation.

This technique ensures that survey data is accurate, reliable, and ready for meaningful analysis and interpretation.

Methodology of the Survey

Sampling Technique

Sampling techniques are crucial in various fields to gather data efficiently. Nearly 151 data has been collected by filling up the Google form and after interviewing according to the responses to the questions there in. Selecting the appropriate sampling technique depends on the research objectives, available resources, and desired level of accuracy.

Technique of data collection

The data are of two types: (1) Primary Data and (2) Secondary Data. For our survey, primary data was collected and for the collection of the primary data following methods are used:

(1) Google Form.

(2) Direct Personal Interview.

(3) Indirect Oral Interview.

(4) Information through correspondence.

(5) Schedule to be filled by Informants.

(6) Schedule to be filled by Interviewer.

In our survey, first technique of data collection was used i.e. Google Form. Using Google Forms for data collection involves creating customizable online surveys or questionnaires. Researchers design the form, incorporating various question types such as multiple choices, rating question. Participants access the form via a unique URL and submit their responses electronically. Google Forms offers features for organizing questions, adding images or videos, and setting required fields. Collected data is automatically compiled into a Google Sheets spreadsheet for easy analysis. This method of data collection is efficient, user-friendly, and allows for real-time tracking of responses, making it a popular choice for research, surveys, and data gathering endeavors.

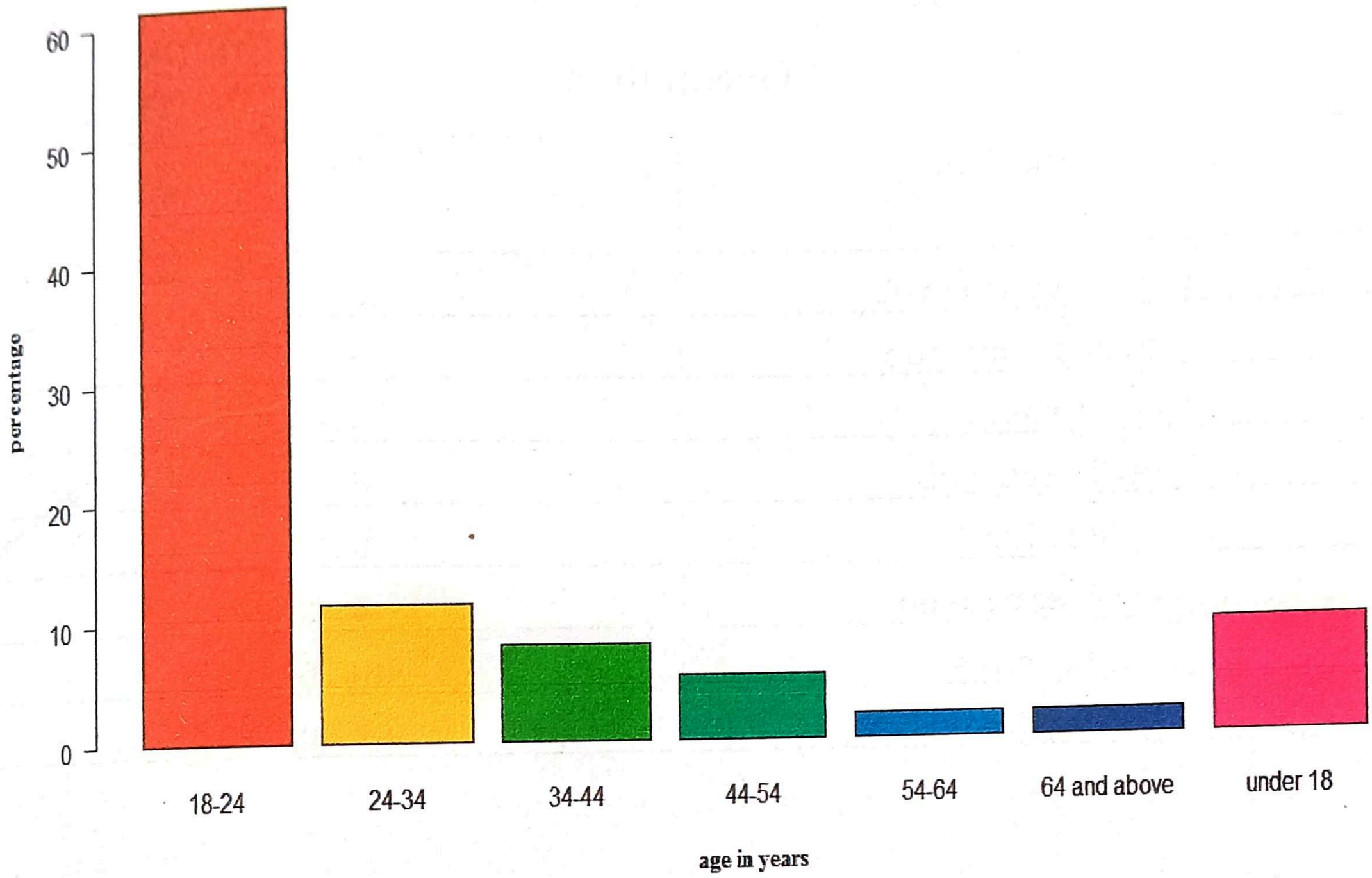
TABULATION AND STATISTICAL ANALYSIS

Table No. – 01

Age

Age group	Percentage
Under 18 years	9.52
18 -24 years	61.22
24 – 34 years	11.56
34 - 44 years	8.16
44 - 54 years	5.44
54 - 64 years	2.04
64 year and above	2.04

Figure 1 :Bar plot of number of people in observed data as per their Age



Interpretation:

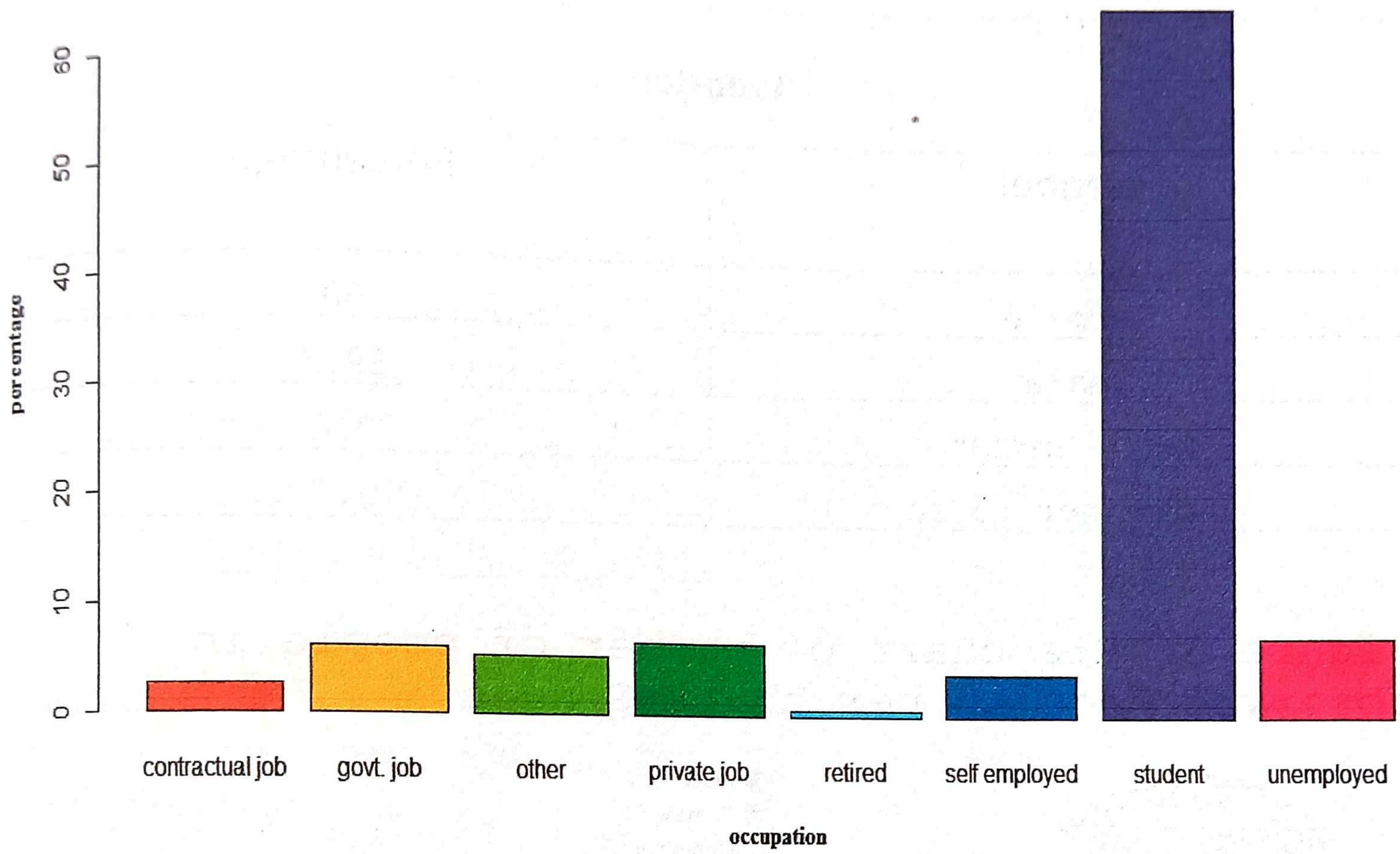
From Table 1, it is evident that 9.52% of people are under 18 years old, 61.22% are between 18 and 24 years, 11.56% are between 24 and 34 years, 8.16% are between 34 and 44 years, 5.44% are between 44 and 54 years, and only 2.04% of people fall within the age group of 54 to 64 years or above 64 years.
From the above bar plot, it is clear that the majority of people fall within the 18 to 24-year age group.

Table No. – 02

Occupation

Occupation	Percentage
Contractual job	2.72
Government job	6.12
Other	5.44
Private job	6.80
Retired	0.68
Self employed	4.08
Students	66.67
Unemployed	7.48

Figure 2 :Bar plot of number of people in observed data as per their Occupation



Interpretation:

From Table 2, it is evident that, 2.72% of people are doing contractual jobs, 6.12% are in government jobs, 6.80% are in private jobs, 0.68% are retired, 4.08% are self-employed, 66.67% are students, 7.48% are unemployed, and the remaining 5.44% are engaged in other types of work.

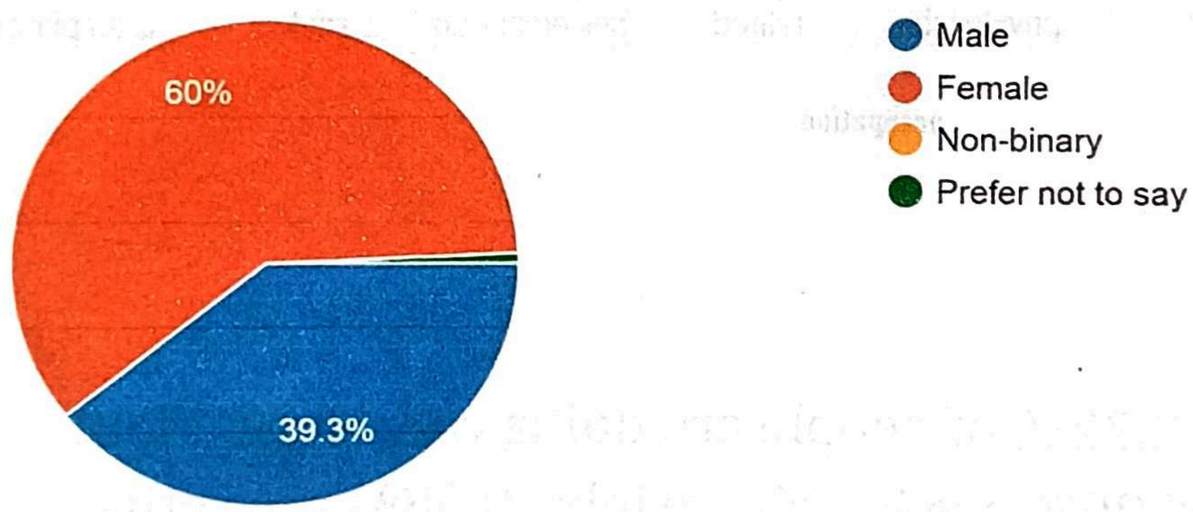
From the above bar plot, it appears that the majority of people in the collected sample data are students.

Table No. – 03

Gender

Gender	Percentage
Female	60
Male	39.3
Non – Binary	0.0
Prefer not to say	0.7

Figure 3: Pie chart of number of people in observed data as per their Gender



Interpretation:

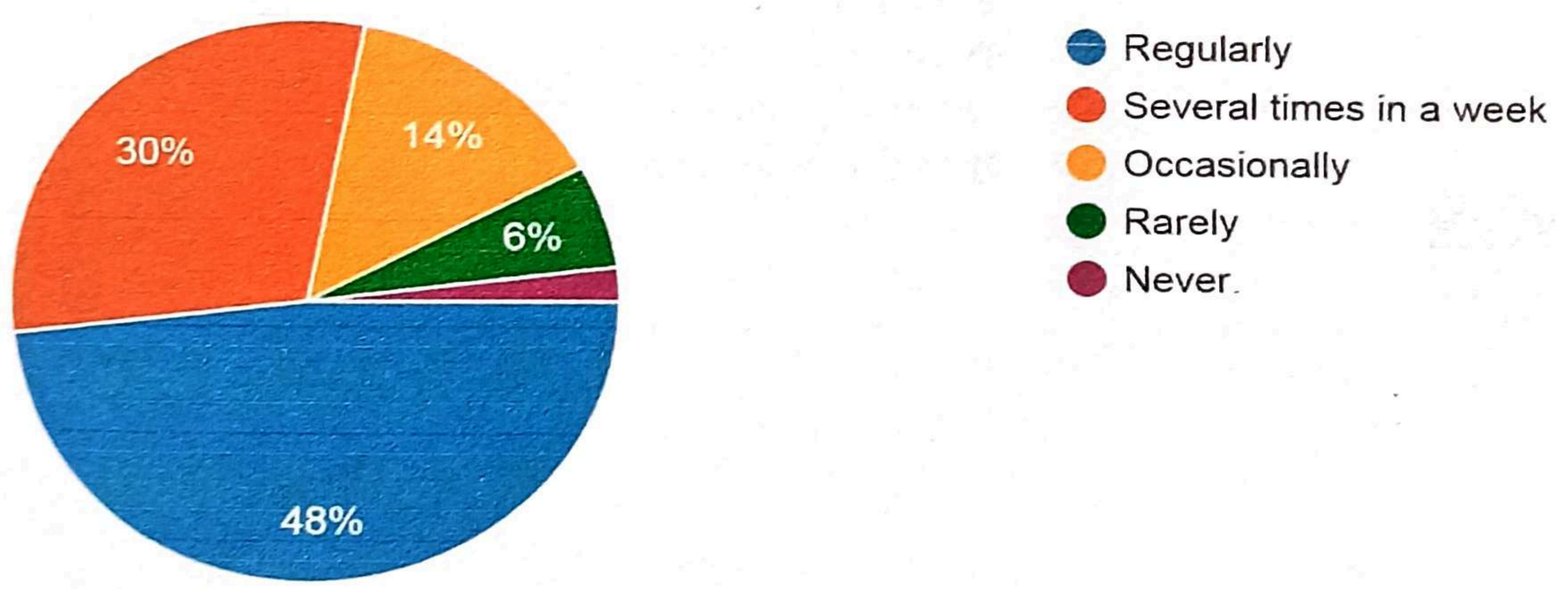
From Table 3, it is evident that 60% of the respondents are female, 39.3% are male, none identified as non-binary, and 0.7% chose the 'prefer not to say' option. The accompanying pie chart also highlights that the majority of respondents are female.

Table No. – 04

Listens music in a typical week

In a typical week	Percentage
Regularly	48.29
Several times in a week	29.25
Occasionally	14.29
Rarely	6.12
Never	2.04

Figure 4: Pie chart of number of people in observed data as per their choice of listening music in a typical week



Interpretation:

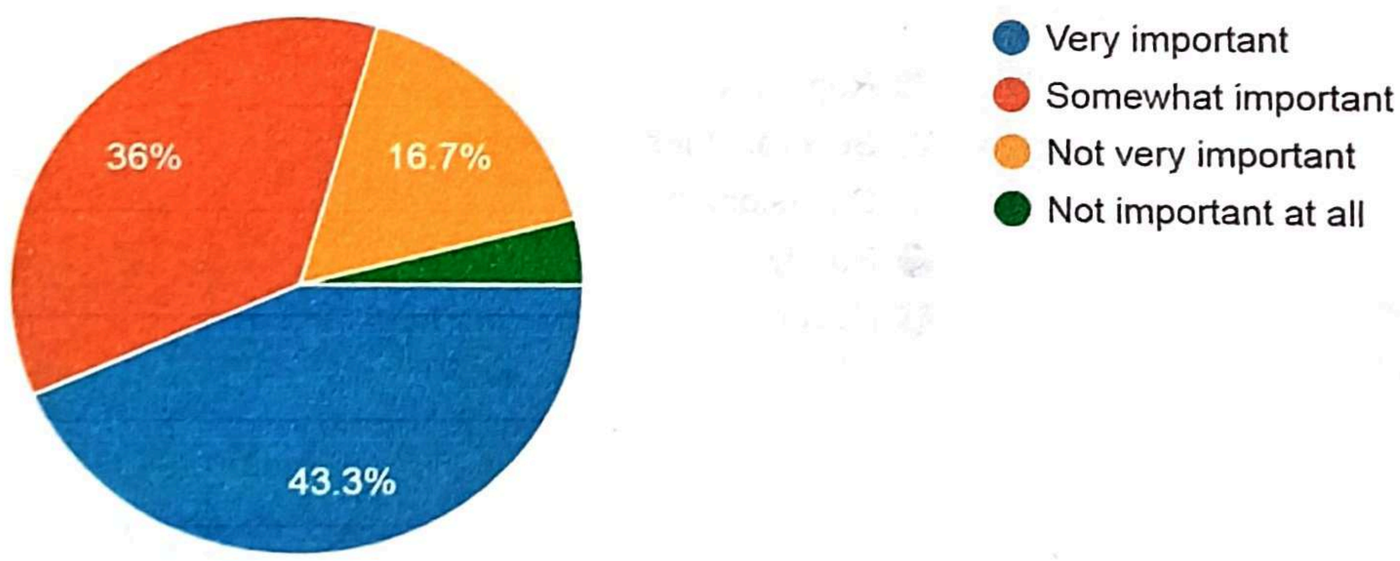
From Table 4, it is evident that 48.29% of respondents regularly listen to music in a typical week, 29.5% listen several times a week, 14.29% listen occasionally, 6.12% listen rarely, and only 2.05% never listen to music. The corresponding pie chart clearly shows that nearly half of the population (48.29%) listens to music regularly during a typical week.

Table No. – 05

Importance of music in your daily life

Importance of Music	Percentage
Very important	43.3
Somewhat important	36
Not very important	16.7
Not important at all	4

Figure 5: Pie chart of number of people in observed data w.r.t. importance of music in your daily life



Interpretation:

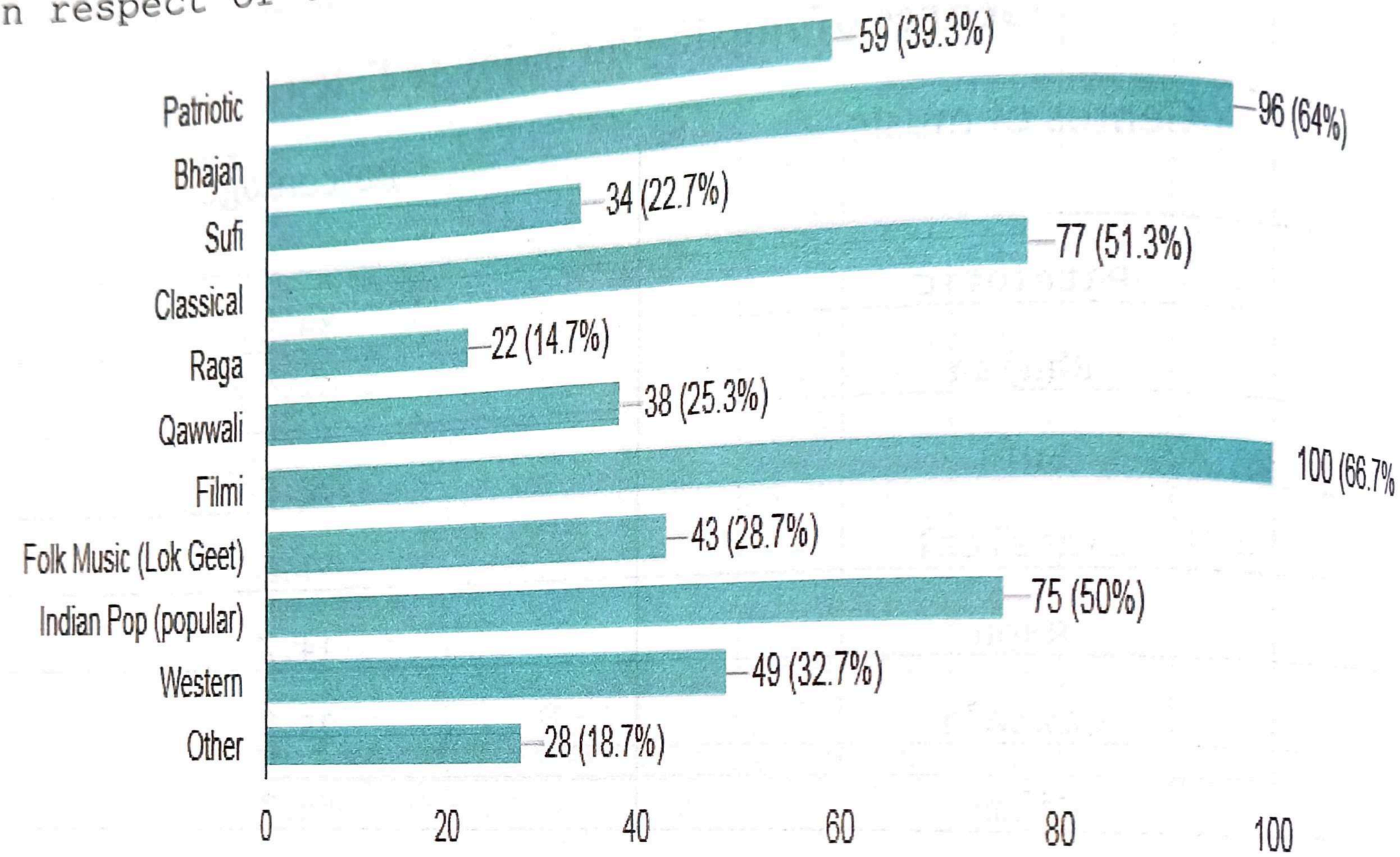
From Table 5, it is evident that 43.3% of respondents believe that music is very important in their daily life, 36% consider it somewhat important, 16.7% believe it is not very important, and only 4% believe that music is not important at all. Therefore, the majority of respondents consider music to be very important in their daily life, while only a small portion believe it holds no importance.

Table No. – 06

Genres of music you enjoy to listen

Genres of music	Percentage
Patriotic	39.3
Bhajan	64
Sufi	22.7
Classical	51.3
Raga	14.7
Qawwali	25.3
Filmy	66.7
Folk Music (Lok Geet)	28.7
Indian Pop (popular)	50
Western	32.7
Other	18.7

Figure 6: Bar plot of number of people in observed data in respect of the genres of music they enjoy to listen



Interpretation:

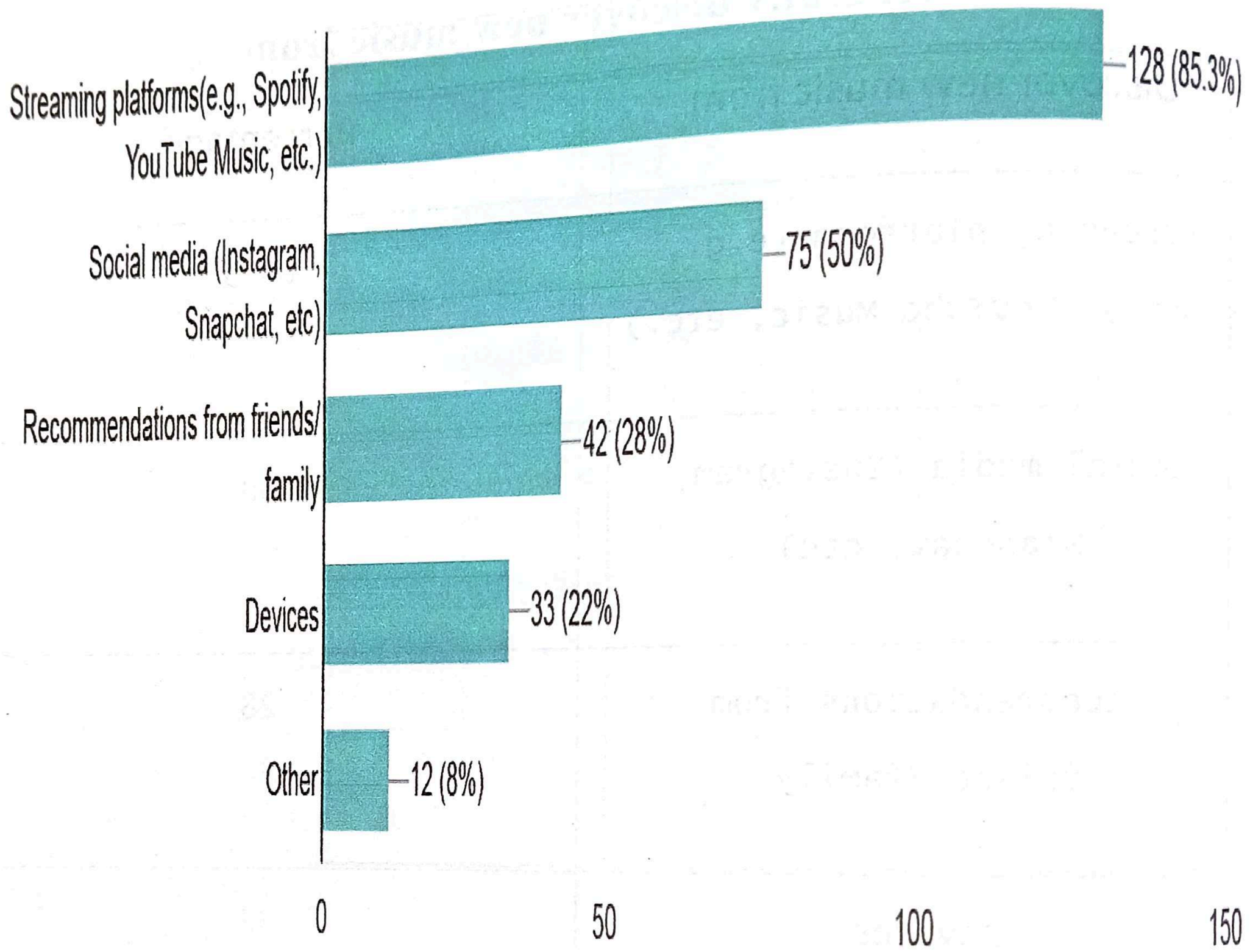
From Table 6, it is evident that 39.3% of respondents listen to patriotic songs, 64% enjoy bhajans, 22.7% listen to Sufi music, 51.3% prefer classical music, 14.7% listen to ragas, 25.3% enjoy qawwali, 66.7% enjoy filmy songs, 28.7% listen to folk music (lok geet), 50% like Indian popular music, 32.7% listen to Western music, and 18.7% listen to other types of music. According to the bar plot, filmy songs are the most preferred genre among respondents.

Table No. – 07

Generally discover new music from

Discover new music from	Percentage
streaming platforms(e.g., spotify, YouTube Music, etc.)	85.3
social media (Instagram, Snapchat, etc)	50
Recommendations from friends/family	28
Devices	22
Other	8

Figure 7: Bar plot of platforms from where generally music is discovered



Interpretation:

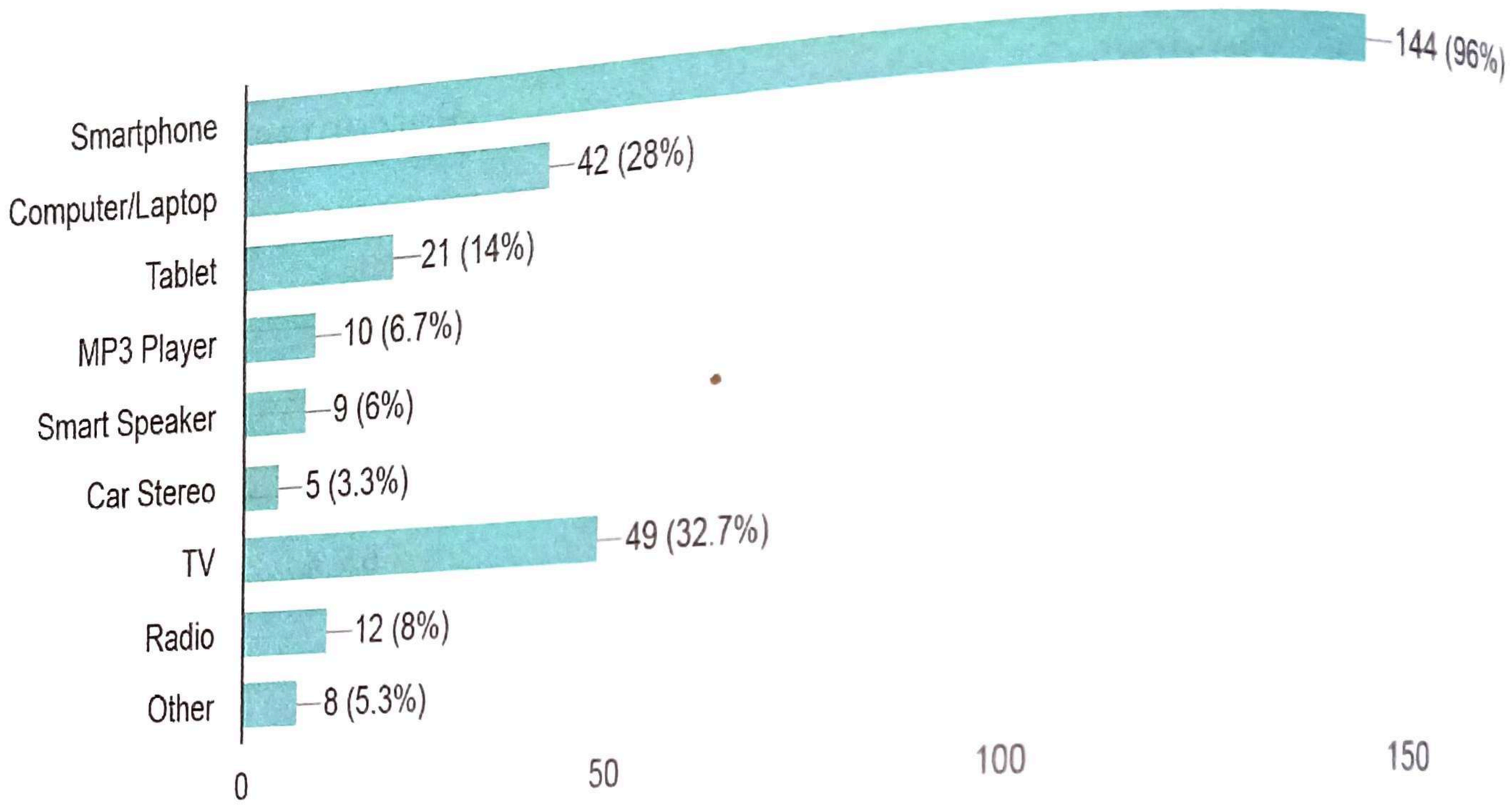
From Table 7, it is evident that 85.3% of respondents generally discover new music through streaming platforms like Spotify and YouTube Music. Additionally, 50% discover new music via social media platforms such as Instagram and Snapchat, 28% rely on recommendations from friends and family, 22% discover music through their devices, and the remaining 8% use other methods

Table No. – 08

Devices you primarily use to listens music

Devices	Percentage
Smartphone	96 %
Computer/Laptop	28 %
Tablet	14 %
MP3 Player	6.7 %
Smart Speaker	6 %
Car Stereo	3.3 %
TV	32.7 %
Radio	8 %
Other	5.3 %

Figure 8: Bar plot of platforms from where generally music is discovered



Interpretation:

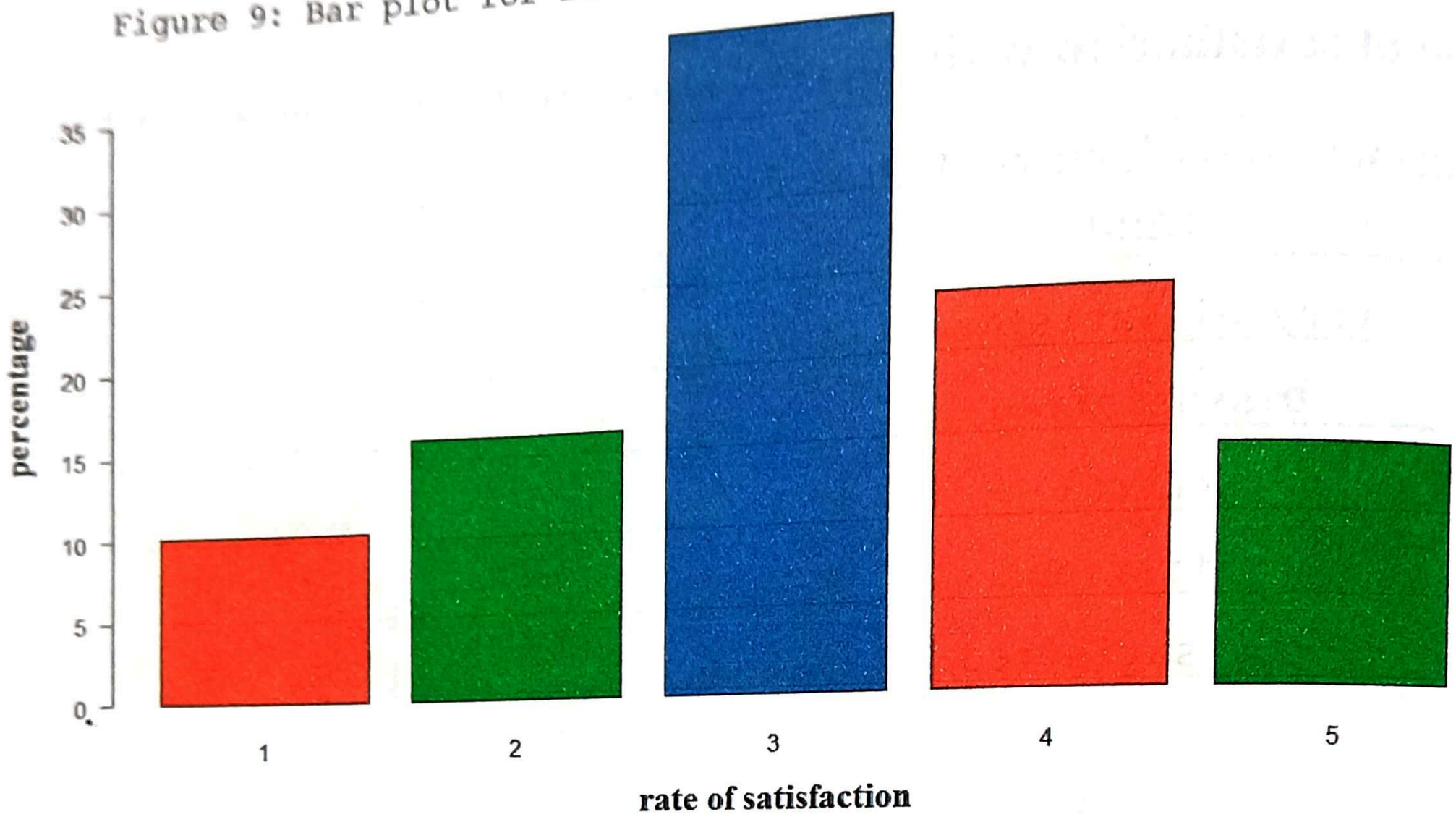
From Table 8, it is evident that 96% of respondents generally discover music via Smartphone's, 28% via computers or laptops, 14% through tablets, 6.7% via MP3 players, 6% through smart speakers, 3.3% using car stereos, 32.7% via television, 8% through radio, and the remaining 5.3% use other platforms.

Table No. – 09

Rate of satisfaction with current music trend on a scale of 1 to 5

Satisfaction with current music trend	Percentage
Very dissatisfied	10 %
Dissatisfied	17.3 %
Neutral	37.3 %
Satisfied	22 %
Very satisfied	13.3 %

Figure 9: Bar plot for rate of satisfaction with current music trend



Interpretation:

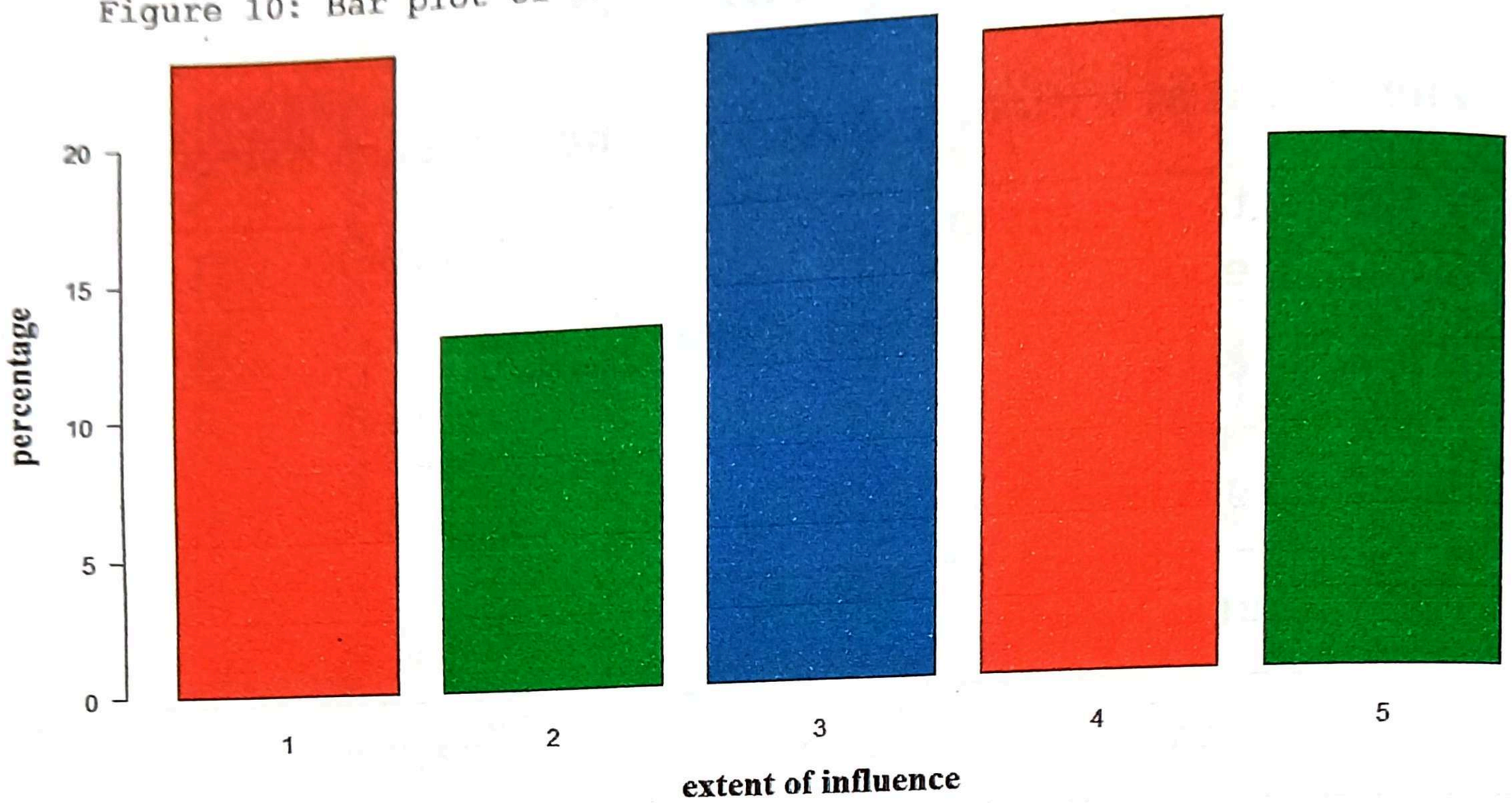
From Table 9, it is evident that the majority of respondents (37.3%) have a neutral attitude toward the current music trend. According to the bar plot, 10% are very dissatisfied, 17.3% are dissatisfied, 22% are satisfied, and 13.3% are very satisfied with the current music trend. Based on the plot, we can conclude that only a small portion of people feel strongly satisfied or dissatisfied. The scale used ranges from 1 to 5, where 1 represents 'very dissatisfied' and 5 represents 'very satisfied'.

Table No. – 10

The extent at which, friends influences music choices

Satisfaction with current music trend	Percentage
Not at all	23.3 %
slightly	13.3 %
Neutral	22.7 %
Much	22.7 %
Very much	18 %

Figure 10: Bar plot of the extent of friends influence on music choice



Interpretation:

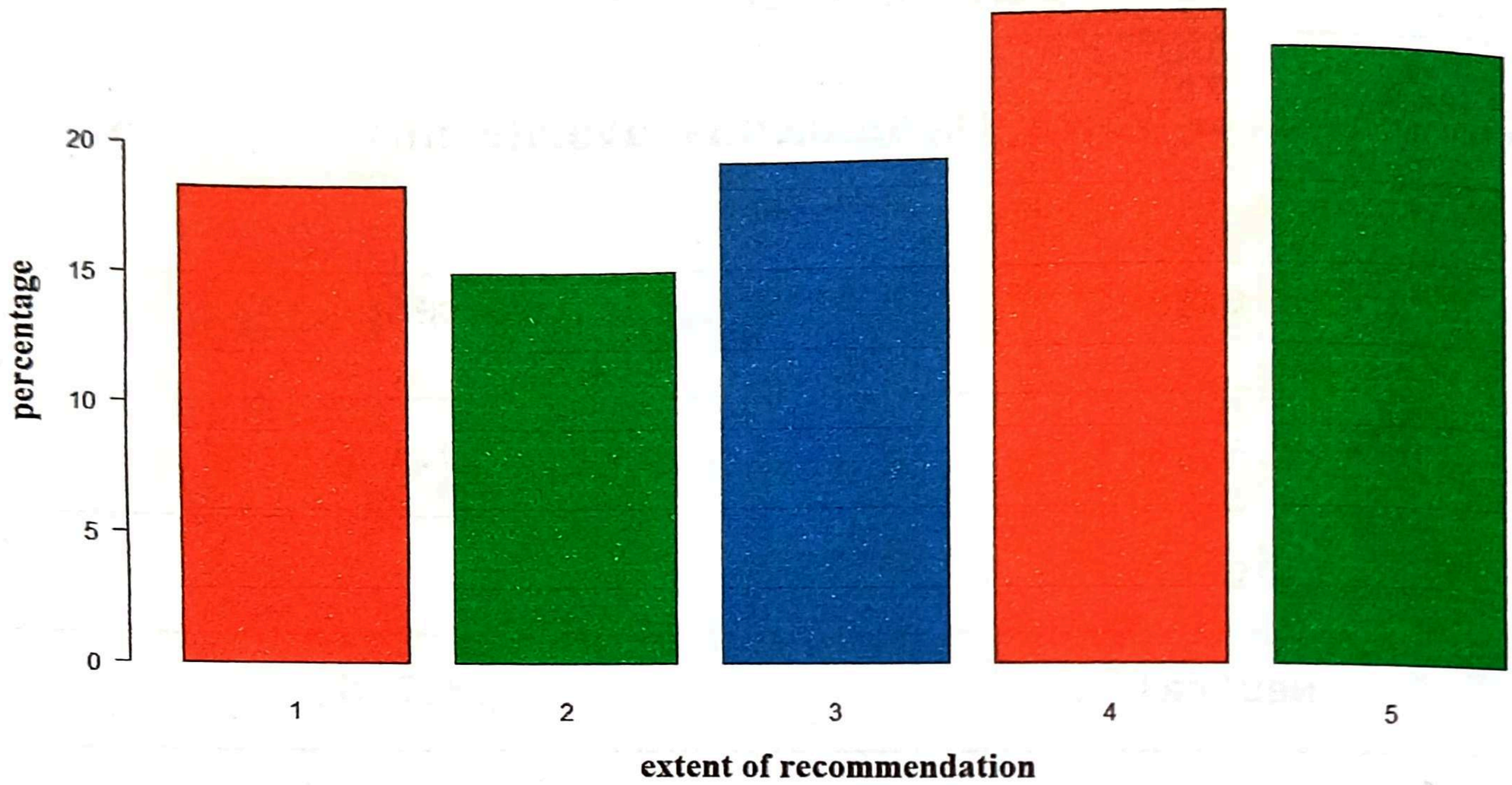
In Table 10, the ratings from 1 to 5 represent a nominal scale ranging from 'not at all' to 'very much.' It is evident that 23.3% of respondents are not at all influenced by their friends' music choices, 13.3% are slightly influenced, 22.7% remain neutral, another 22.7% are much influenced, and the remaining 18% are very much influenced by their friends' music preferences.

Table No. – 11

The extent, to which, recommends favorite music genre to friends

The extent	Percentage
Not at all	19.3 %
Slightly	15.3 %
Neutral	18.7 %
Much	24 %
Very much	22.7 %

Figure 11: Bar plot of the extent of recommending music genre to friend



Interpretation:

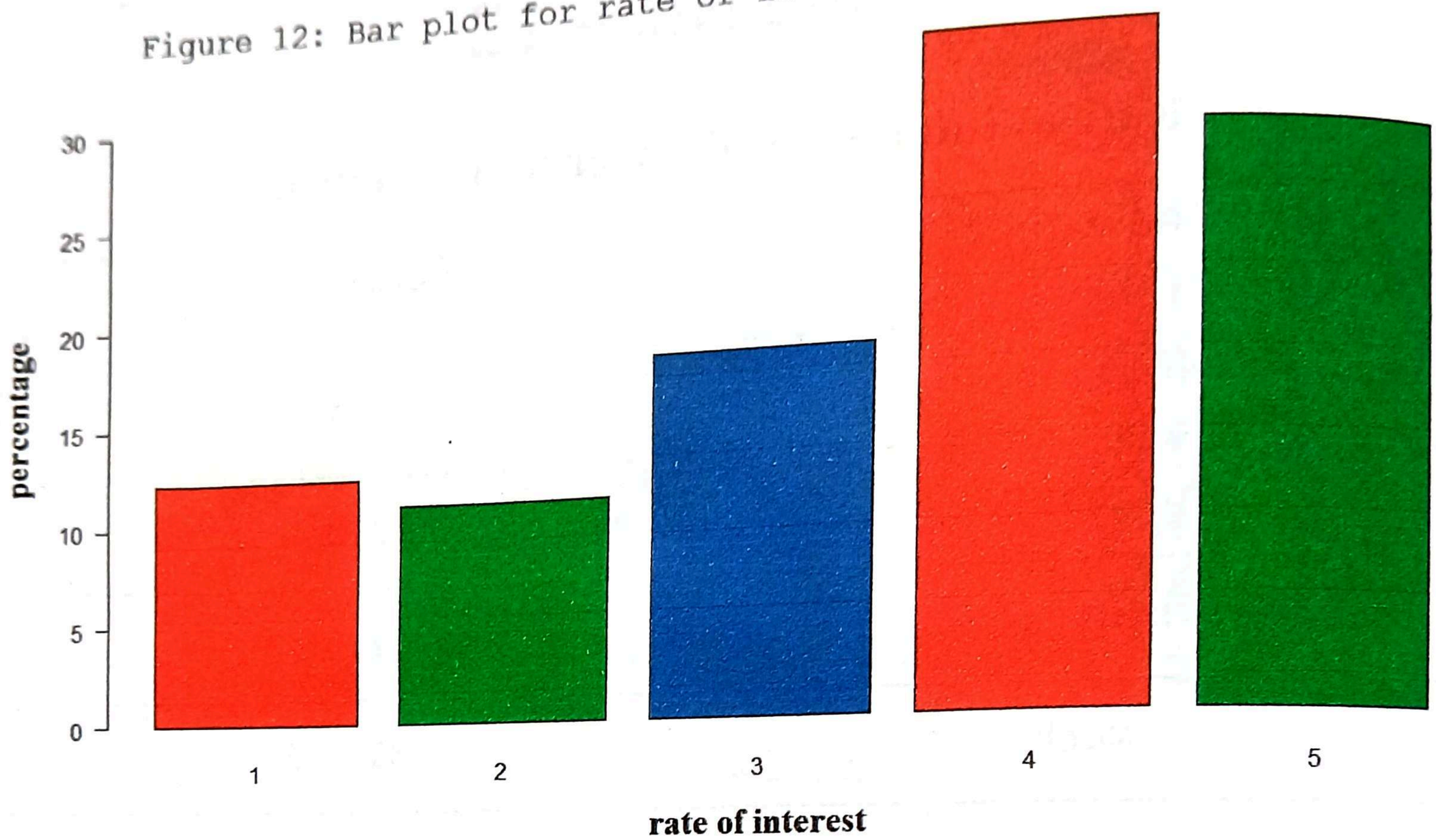
In Table 11, it is evident that 19.3% of respondents are not at all interested in recommending their favorite music genre to their friends, while 15.3% are slightly interested. Additionally, 18.7% remain neutral. On the other hand, 24% are much interested, and 22.7% are very much interested in recommending their favorite music genres to their friends.

Table No. – 12

Rate of interest of discovering new music

The extent	Percentage
Not at all	12.7 %
slightly	11.3 %
Neutral	17.3 %
Much	31.3 %
very much	27.3 %

Figure 12: Bar plot for rate of interest of discovering new music



Interpretation:

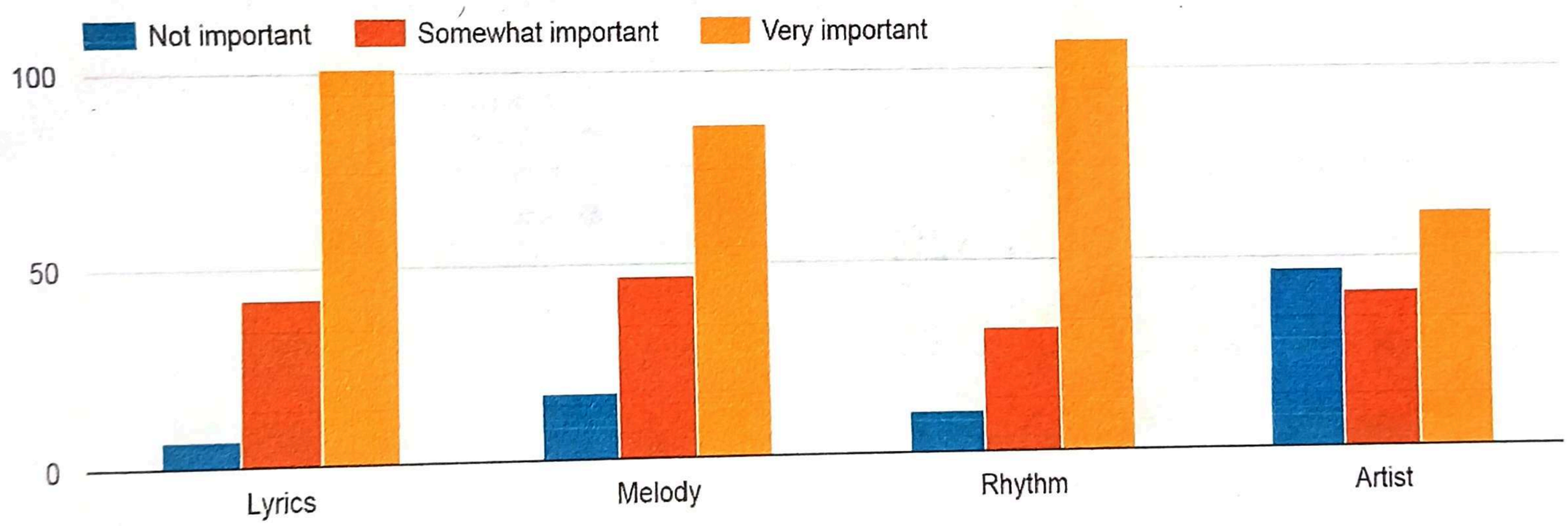
In Table 12, it is evident that 12.7% of respondents have no interest in discovering new music, 11.3% are slightly interested, and 17.3% remain neutral. Meanwhile, 31.3% are much interested, and 27.3% are very much interested in discovering new music.

Table No. – 13

Rate based on the importance of different factor when choosing music

	Not important	Somewhat important	Very important
Lyrics	4.08 %	27.21 %	68.71 %
Melody	10.20 %	31.97 %	57.82 %
Rhythm	6.80 %	21.77 %	71.43 %
Artist	30.61 %	27.89 %	41.50 %

Figure 13: Bar plot for rate of importance of factors while listening music



Interpretation:

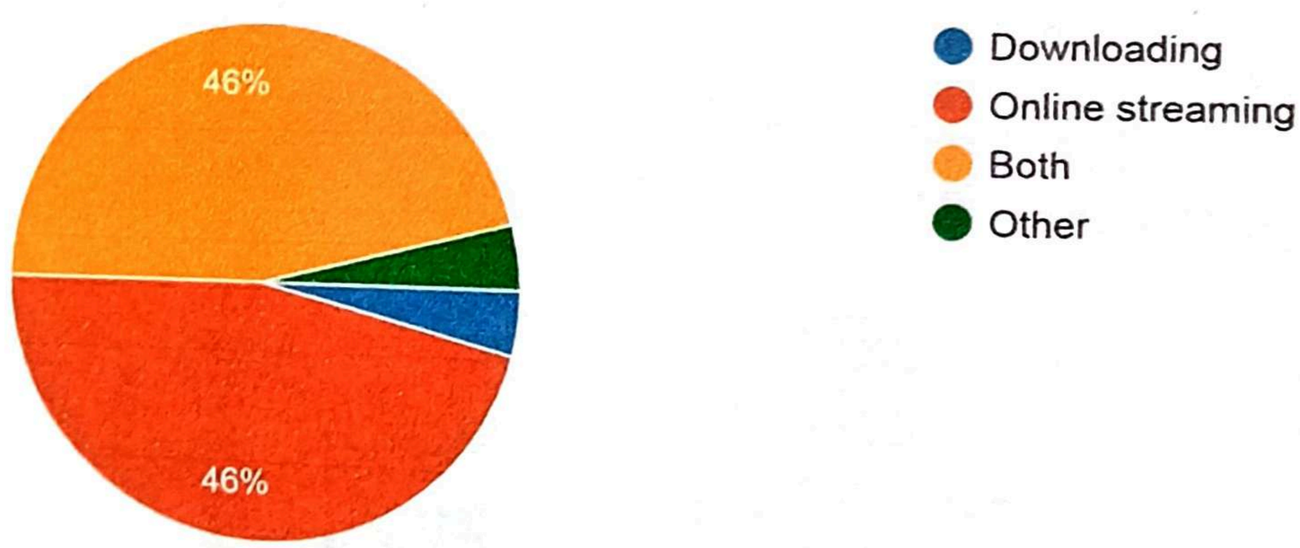
In Table 13, it is evident that more than half of the respondents believe that lyrics, melody, and rhythm are the most important factors when choosing music. Additionally, the majority of people rated the artist as a somewhat important to very important factor in their music selection.

Table No. – 14

Prefers to listens music via

Mode of listening	Percentage
Downloading	4 %
Online streaming	46 %
Both	46 %
Other	4 %

Figure 14: Pie chart for modes of listening music



Interpretation:

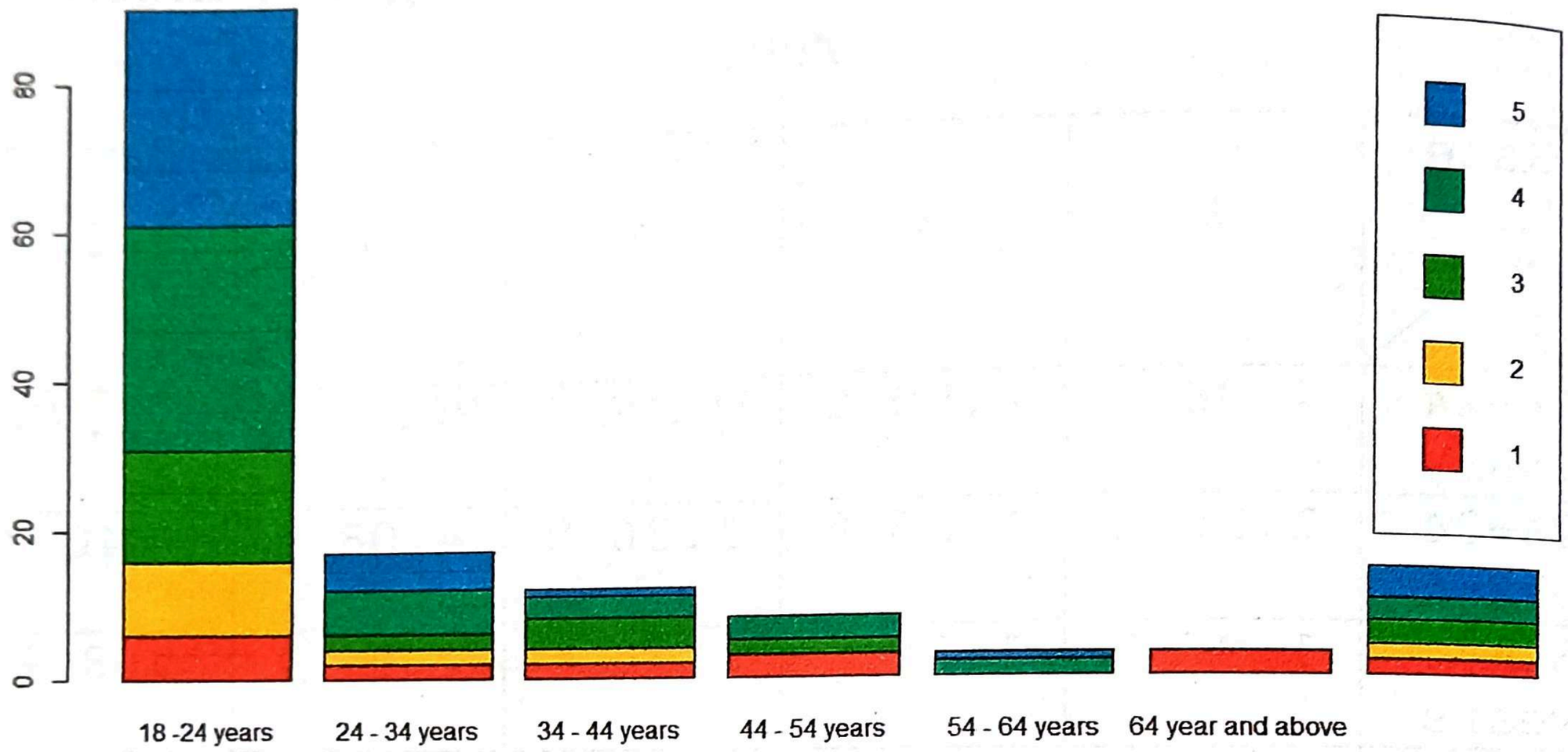
In Table 14, it is evident that 4% of respondents prefer listening to music through downloads only, 46% via online streaming only, another 46% use both downloading and online streaming, while the remaining 4% prefer other modes of listening.

Table No. – 15

Age v/s Rate of interest of discovering new music trend

Rate / Age	1	2	3	4	5
18-24 years	4.08 %	6.80 %	10.20 %	20.41 %	19.73
24-34 years	1.36 %	1.36 %	1.36 %	4.08 %	3.40 %
34-44 years	1.36 %	1.36 %	2.72 %	2.04 %	.68 %
44-54 years	2.04 %	0.00 %	1.36 %	2.04 %	0.00 %
54-64 years	0.00 %	0.00 %	0.00 %	1.36 %	.68 %
64 years and above	2.04 %	0.00 %	0.00 %	0.00 %	0.00 %
Under 18 years	1.36 %	1.36 %	2.04 %	2.04 %	2.72 %

Figure 15: Bar plot for age v/s rate of interest of discovering new music trend



Interpretation:

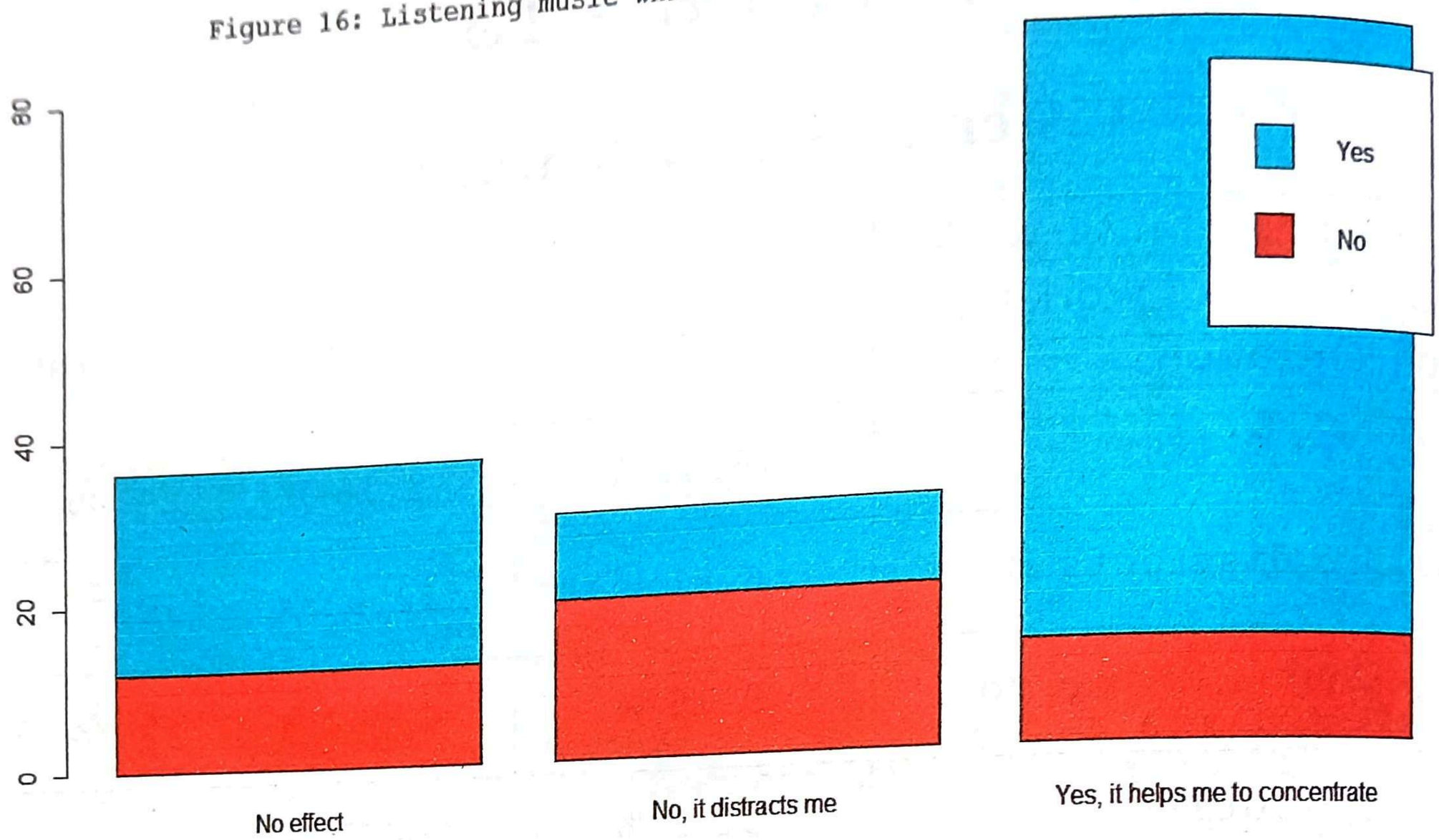
From Table 15, it is evident that the 18–24 age group is the most interested in discovering new music trends, whereas individuals aged 64 and above show the least interest in exploring new music trends.

Table No. – 16

Listen music while working

Listening music while working / Effect On concentration	Yes	No	Total
No effect	16.33 %	8.16 %	24.49 %
No, it distracts me	6.81 %	12.92 %	19.73 %
Yes, it helps me to concentrate	8.16 %	47.62 %	55.78 %
Total	31.3 %	68.7 %	

Figure 16: Listening music while working v/s effect on concentration



Interpretation:

From Table 16, it is evident that 31.3% of respondents listen to music while working. Among them, 8.16% report that it helps them concentrate, 16.33% claims it has no effect on their concentration, and 6.81% find it distracting. On the other hand, 68.7% of respondents do not typically listen to music while working. However, if they do, 47.62% claims it helps them concentrate, 8.16% claims it has no effect, and 12.92% find it distracting.

Hypothesis Testing

Age v/s Rate of interest of discovering new music

Rate / Age	1	2	3	4	5	Total
18-24 years	4.08 %	6.80 %	10.20 %	20.41 %	19.73	61.22 %
24-34 years	1.36 %	1.36 %	1.36 %	4.08 %	3.40 %	11.56 %
34-44 years	1.36 %	1.36 %	2.72 %	2.04 %	.68 %	8.16 %
44-54 years	2.04 %	0.00 %	1.36 %	2.04 %	0.00 %	5.44 %
54-64 years	0.00 %	0.00 %	0.00 %	1.36 %	.68 %	2.04 %
64 years and above	2.04 %	0.00 %	0.00 %	0.00 %	0.00 %	2.04 %
Under 18 years	1.36 %	1.36 %	2.04 %	2.04 %	2.72 %	9.52 %
Total	12.7 %	11.3 %	17.3 %	31.3 %	27.3 %	

Ho: Age and Rate of interest of discovering new music trend are independent variables.

H_1: Age and Rate of interest of discovering new music trend are dependent.

Chi-Square Test

Metric	Value
Chi-square statistic	39.875
Degree of freedom	24
p-value	0.02205
Significant level	.05
conclusion	Significant

Conclusion

Since the **p-value = 0.02205** is less than 0.05, we **reject the null hypothesis.**

Interpretation

There is a significant association between age and the rate of interest in discovering new music trends in this dataset. Hence, the level of interest in exploring new music trends significantly depends on age and varies across different age groups.

Age v/s Importance of music in daily life

Importance → / Age ↓	Not important at all	Not very important	Somewhat important	Very important	Total
18-24 years	.68 %	10.20 %	23.13 %	27.21 %	61.22 %
24-34 years	1.36 %	2.04 %	2.04 %	6.12 %	11.56 %
34-44 years	.68 %	0.00 %	3.40 %	4.08 %	8.16 %
44-54 years	0.00 %	1.36 %	2.04 %	2.04 %	5.44 %
54-64 years	0.00 %	0.00 %	1.36 %	.68 %	2.04 %
64 years and above	0.00 %	1.36 %	.68 %	0.00 %	2.04 %
Under 18 years	1.36 %	1.36 %	2.72 %	4.08 %	9.52 %
Total	4.08 %	15.65 %	36.05%	44.22 %	

Ho: Age and Importance of music in daily life are independent variables.

H_1: Age and Importance of music in daily life are dependent.

Chi-Square Test

Metric	Value
Chi-square statistic	18.03
Degree of freedom	18
p-value	.4537
significant level	.05
conclusion	Not significant

Conclusion

Since the **p-value = 0.4537** is greater than 0.05, we **do not reject the null hypothesis.**

Interpretation

There is a no significant association between age and the perceived importance of music in daily life in this dataset. Hence, the importance of music in daily life is independent of age.

Age v/s Listens music in a typical week

listen / Age	Never	Occasionally	Rarely	Regularly	Several times in a week	Total
18-24 years	0.00 %	5.44 %	3.40 %	28.57 %	23.81%	61.22 %
24-34 years	0.68 %	3.40 %	0.00%	5.44 %	2.04 %	11.56 %
34-44 years	0.00 %	1.36 %	0.68 %	4.76 %	1.36 %	8.16 %
44-54 years	0.00 %	2.04 %	0.68 %	1.36 %	1.36 %	5.44 %
54-64 years	0.00 %	0.00 %	0.68 %	0.68 %	0.68 %	2.04 %
64 years and above	0.00 %	0.00 %	0.00 %	2.04 %	0.00 %	2.04 %
Under 18 years	1.36 %	2.04 %	0.68 %	0.00 %	0.68 %	9.52 %
Total	2.04 %	14.28 %	6.12 %	48.3 %	29.25 %	

Ho: Age and Listen music in a typical week are independent variables.

H_1: Age and Listen music in a typical week are dependent.

Chi-Square Test

Metric	Value
Chi-square statistic	40.973
Degree of freedom	24
p-value	0.01677
Significant level	.05
conclusion	Not Significant

Conclusion

Since the **p-value = 0.01677** is less than 0.05, we **reject the null hypothesis.**

Interpretation

Hence, there is a significant association between age and the frequency of listening to music in a typical week in this dataset.

Age v/s Rate of importance of lyrics while choosing music

Importance → / Age ↓	Not important	Somewhat important	Very important	Total
18-24 years	2.04 %	14.28 %	44.90 %	61.22 %
24-34 years	0.00 %	4.08 %	7.48 %	11.56 %
34-44 years	0.00 %	2.04 %	6.12 %	8.16 %
44-54 years	.68 %	2.04 %	5.44 %	5.44 %
54-64 years	0.00 %	1.36 %	0.68 %	2.04 %
64 years and above	0.00 %	1.36 %	0.68 %	2.04 %
Under 18 years	1.36 %	2.04 %	6.12 %	9.52 %
Total	4.08 %	15.65 %	36.05%	

Ho: Age and Rate of importance of lyrics while choosing music are independent variables.

H_1: Age and Rate of importance of lyrics while choosing music are dependent.

Chi-Square Test

Metric	Value
Chi-square statistic	13.285
Degree of freedom	12
p-value	0.3487
Significant level	.05
conclusion	Significant

Conclusion

Since the **p-value = 0.3487** is greater than 0.05, we **do not reject the null hypothesis.**

Interpretation

Hence, there is a no significant association between age and the perceived importance of lyrics when choosing music in this dataset.

Conclusion

This report is based on a study analyzing music preferences among different generations in Varanasi. Data was collected through a Google Form, with **151 respondents** participating in the survey. Below are the main findings:

1. Most respondents are **regular music listeners** in a typical week.
2. A significant portion of participants believe that **music is very important** in their daily life.
3. **Filmy, classical, and bhajan** are the most commonly enjoyed genres.
4. A **very large percentage** of listeners discover new music via **streaming platforms**, with about **half** also discovering music through **social media.**
5. **Almost all respondents** use **smartphones** as their primary device for listening to music.
6. The majority show a **neutral attitude** toward satisfaction with current music trends.
7. A significant percentage of respondents **recommend their favorite music genres** to their friends.
8. Most respondents believe that **lyrics, melody, and rhythm** are the most important factors when choosing music.
9. The **importance of the artist** when choosing music is rated as **very important by most**, though some consider it only somewhat important or not important.
10. Most respondents listen to music via **online streaming** or a combination of **downloading and streaming**, while only a few prefer **downloads only.**
11. **Nearly all respondents in the 18–24 age group** show a strong interest in discovering new music.
12. **All respondents aged 64 and above** are highly **disinterested** in discovering new music trends.
13. **Most respondents do not listen to music while working**, but among those who do, many say it helps them **concentrate.**
14. Among respondents who listen to music while working, most report that it has **no effect** on their concentration.
15. There is a **significant relationship** between **age and interest in discovering new music.**

16. There is a **no significant relationship** between **age and the perceived importance of music** in daily life.
17. There is a **significant relationship** between **age and the frequency of listening to music** in a typical week.
18. There is a **no significant relationship** between **age and the importance placed on lyrics** when choosing music.

Appendix

1. Email

_____

2. Age
   - ◯ Under 18 years
   - ◯ 18 years to 24 years
   - ◯ 24 years to 34 years
   - ◯ 34 years to 44 years
   - ◯ 44 years to 54 years
   - ◯ 54 years to 64 years
   - ◯ More than 64 years
3. Gender
   - ◯ Male
   - ◯ Female
   - ◯ Non-binary
   - ◯ Prefer not to say
4. Occupation
   - ◯ Students
   - ◯ Government job
   - ◯ Private job
   - ◯ Contractual job
   - ◯ Self employed
   - ◯ Retired
   - ◯ Other
5. Listens music in a typical week
   - ◯ Regularly
   - ◯ Several times in a week
   - ◯ Occasionally
   - ◯ Rarely
   - ◯ Never
6. Importance of music in daily life
   - ◯ Very important
   - ◯ Somewhat important
   - ◯ Not very important
   - ◯ Not important at all
7. Genres of music you enjoy to listen
   - ☐ Patriotic

- ☐ Bhajan
- ☐ Sufi
- ☐ Classical
- ☐ Raga
- ☐ Qawwali
- ☐ Filmy
- ☐ Folk music (Lok Geet)
- ☐ Indian Pop (popular)
- ☐ Western
- ☐ Other

8. Generally discover new music from
   - ☐ Streaming platforms (e.g., Spotify, YouTube Music, etc.)
   - ☐ Social media (Instagram, Snapchat, etc.)
   - ☐ Recommendations from friends/family
   - ☐ Devices
   - ☐ Other
9. Streaming platform you use to listen music
   - ☐ Spotify
   - ☐ Apple Music
   - ☐ Amazon
   - ☐ YouTube Music
   - ☐ JioSaavan
   - ☐ Google Play Music
   - ☐ MX Player
   - ☐ Other
10. Devices you primarily use to listen music
    - ☐ Smartphone
    - ☐ Computer/Laptop
    - ☐ Tablet
    - ☐ MP3 Player
    - ☐ Smart Speaker
    - ☐ Car Stereo
    - ☐ TV
    - ☐ Radio
    - ☐ Other
11. Rate your satisfaction with current music trend on a scale of 1-5

	1	2	3	4	5	
Not at all	○	○	○	○	○	Strongly

12. To what extent, do your friends influence your music choice?

	1	2	3	4	5	
Not at all						Strongly

13. How, likely are you to recommend your favorite music genre to a friend?

	1	2	3	4	5	
Not at all	○	○	○	○	○	Strongly

14. Rate of interest of discovering new music

	1	2	3	4	5	
Not at all	○	○	○	○	○	Strongly

15. Rate the importance of the following factors when choosing music

	Not important	Somewhat important	Very important
Lyrics			
Melody	○	○	○
Rhythm	○	○	○
Artist	○	○	○

16. Prefers to listen music via
    - Downloading
    - Online streaming
    - Both
    - Other
17. Attend live music events
    - Regularly
    - Occasionally
    - Rarely
    - Never
18. Do you listen to music from cultures other than your own?
    - Yes
    - No
19. Do you listen music while working?
    - Yes

No

20. Do it helps to concentrate?

Yes, it helps me to concentrate

No, it distracts me

No effect

21. Is it important that the music video relates to the song lyrics>

Yes

No

Maybe

22. Music video you prefer most

- [ ] Linear Narrative (story in chronological order)
- [ ] Fragmented Narrative
- [ ] Performance
- [ ] Comedic
- [ ] Story based
- [ ] Other

23. Story line you expect to see in popular songs

- [ ] Relationships
- [ ] Parties/Celebrations
- [ ] Public spaces being occupied by young people
- [ ] Teenagers
- [ ] Others

24. Kind of props you expect to see in popular videos

- [ ] Household object
- [ ] Drugs/Alcohol
- [ ] Cars
- [ ] Weapons
- [ ] Nature
- [ ] Other

25. Do you play musical instrument?

Yes

No