

RESEARCH REPORT TO STUDY

People's Unwillingness to Pay for Music Streaming Platforms



PROBLEM STATEMENT

Given that an increasing number of people don't want to pay for the music streaming platform, streaming companies lose a large number of users to pay subscription fees and advertising sponsorship. This research will help such companies to solve these problems.



RESEARCH PROBLEMS

- What makes people reluctant to pay for music streaming platforms?
- What are the current disadvantages or challenges of streaming platforms that charge fees?
- Take what kind of measures, streaming platforms will attract more users who are willing to pay for them?





PRELIMINARY RESEARCH

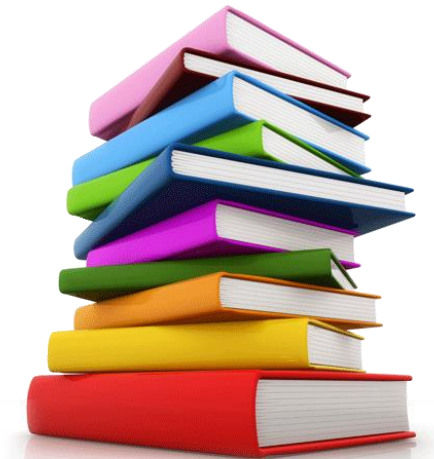
LITERATURE REVIEW

Analyzing the reason

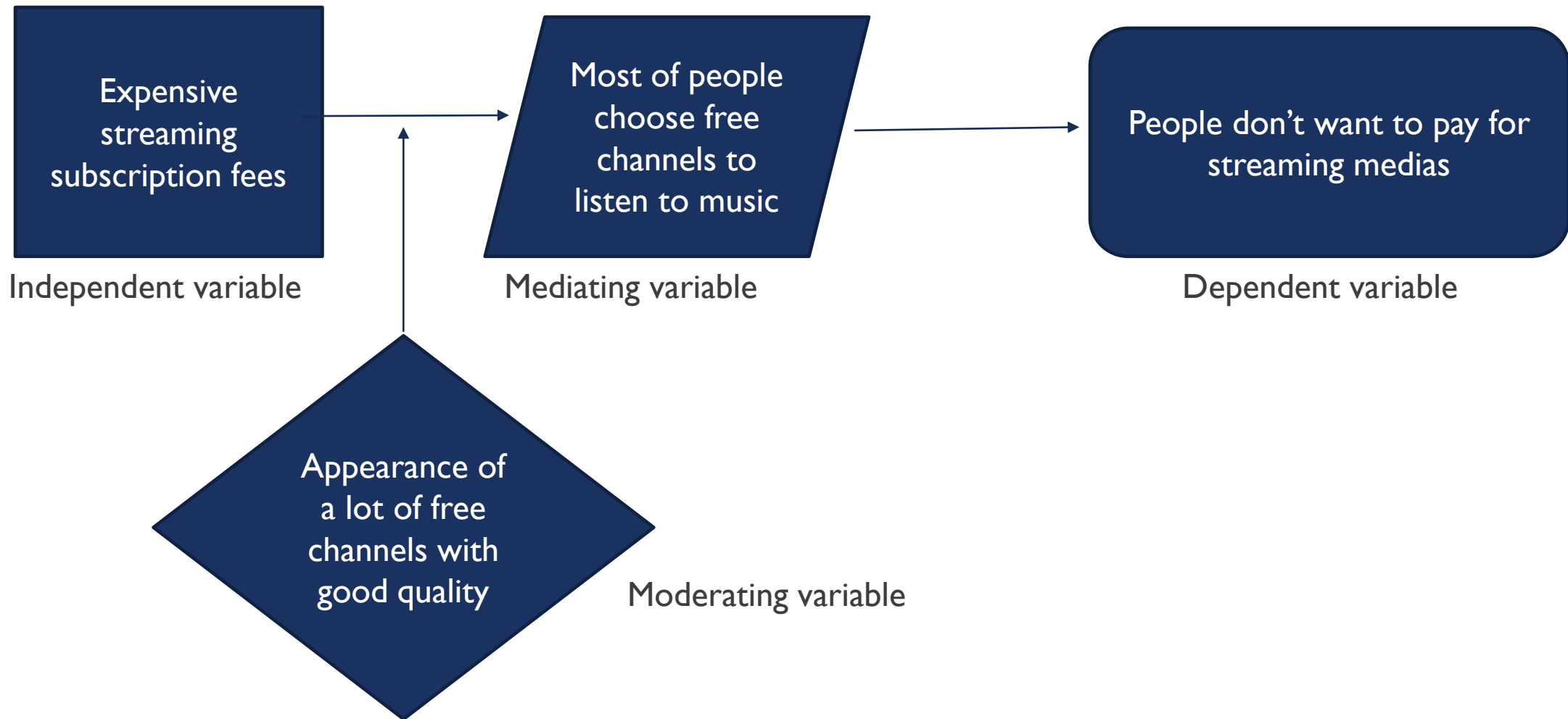
- Subscription fees are expensive
- The emergence of legal free channels with high quality

Offering suggestion to help medium to large-sized companies

- Introduction of new services



HYPOTHESIS





RESEARCH DETAIL

PARTICIPANTS

54 Chinese listed in directory in my social media

- Students
- Employees who accept low to medium income from their companies



METHODS AND MATERIALS

Methods

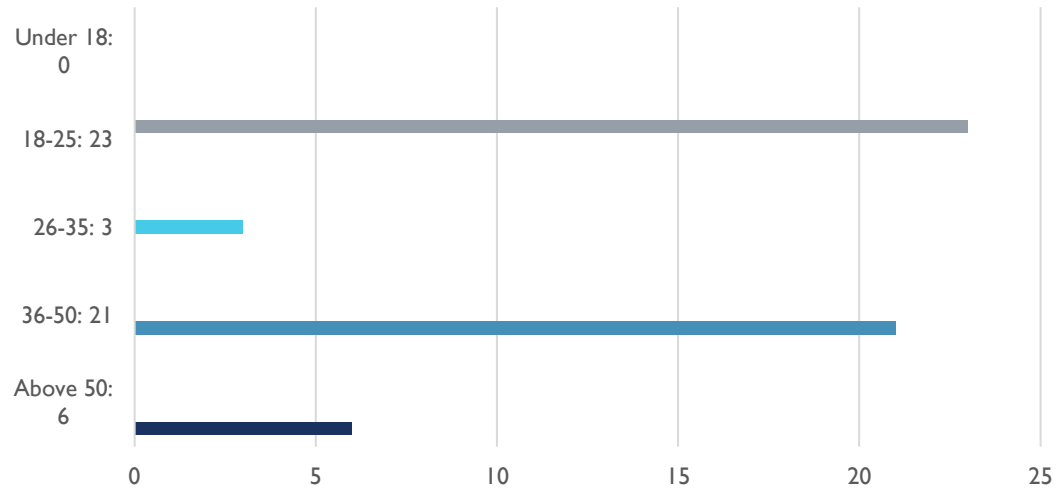
- Online Survey. I designed and administered the anonymous questionnaire, which was spread over my social media platform in China (Weibo and We-Chat) to fifty four Chinese.

Materials

- Online questionnaire, which was used to gain a deeper understanding of people's opinions and preference. I added previous three variables and other possible variables to my options in questionnaire.

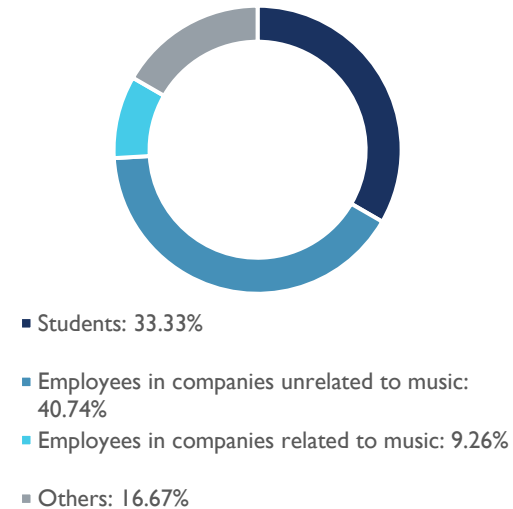
DATA ANALYSIS

1. Age



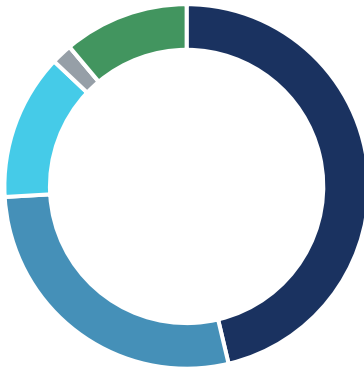
The age of the participants mostly belong to the age range of 18-25 and 36-50, and no one is younger than 18 years of age among these participants.

2. Occupation



40.74% of respondents are employees in companies unrelated to music, and 33.33% of respondents are students.

3. Average annual income



■ Under ¥30,000: 46.30% ■ ¥ 30,000-80,000: 27.78% ■ ¥ 80,000-300,000: 12.96%
■ ¥ 300,000-1,000,000: 1.85% ■ Above ¥1,000,000: 0% ■ Others: 11.11%

About 74% of participants accept low to medium income from their companies or their family according to the situation of average annual income in China.

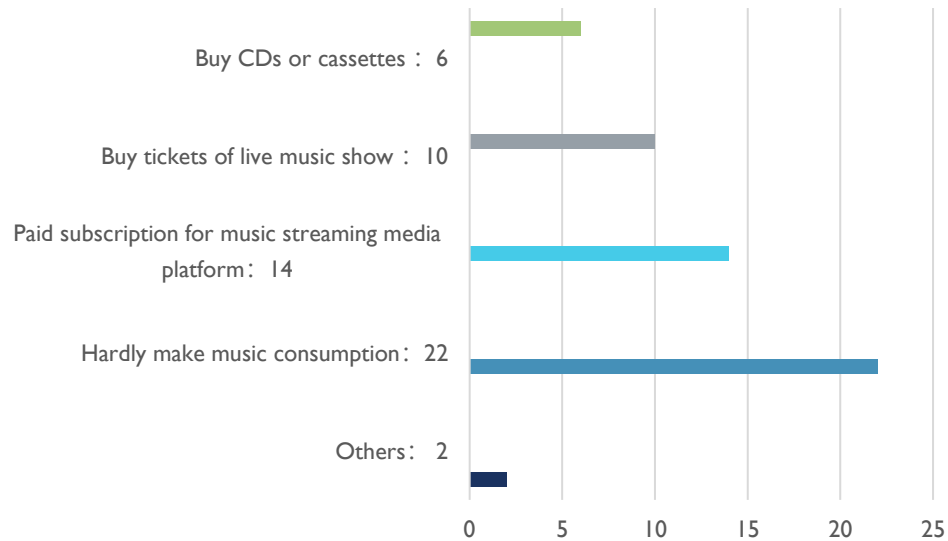
4. The ways to listen to music in daily life



■ CDs or Cassettes: 7.41%
■ Go to concerts or music festival: 1.85%
■ Social media platform: 9.26%
■ Music streaming media platform: 66.67%
■ Don't listen to music: 9.26%
■ Others: 5.56%

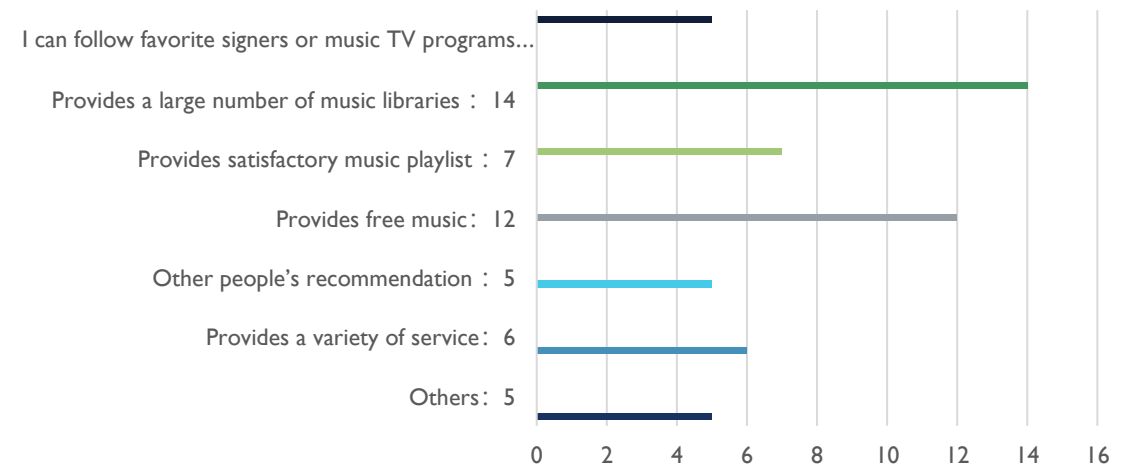
Most respondents choose streaming media platforms as their way of listening to music.

5. The ways to make music consumption in daily life



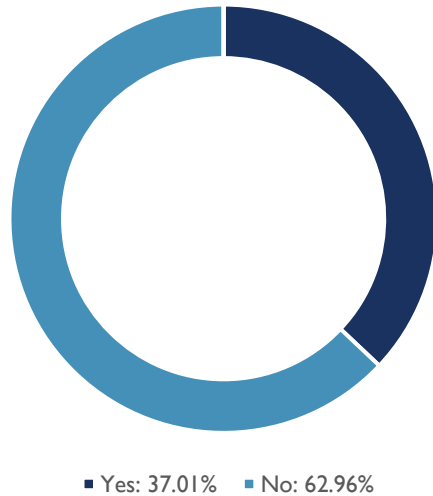
Almost half of respondents are difficult to make consumption of music in their daily life, and the rest of respondents are inclined to choose streaming media platforms to make music consumption in daily life

6. Choices for music streaming media platform



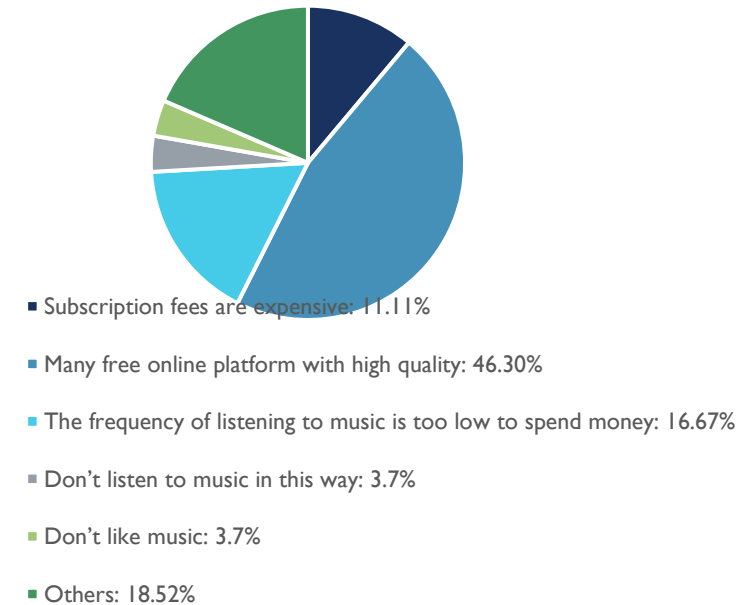
14 participants choose music streaming media platforms because these platforms possess a large number of music libraries and 12 participants are inclined to these platforms' free music.

7. Whether they pay for music streaming media platform



Respondents who don't pay for music streaming medias are nearly 20% more than respondents paying for music streaming medias.

8. Why participants do not pay for music streaming media



46.30% of survey participants don't pay for music streaming medias because of the emergence of free online channels with high quality.



RESEARCH RESULTS

MAIN FINDINGS

1) For people who don't work related to music

- They have low frequency to listen to music, leads to they don't want to pay for music streaming medias.

2) For people who don't like or are not interested in music

- They don't listen to music at all, so it is impossible to spend money on music.

3) For people who accept low to medium income from companies or their family

- When subscription fees are expensive, and free channel with high quality come into the market, they will choose these free platforms immediately, and don't consider other paid streaming media platforms.

4) There are many ways of listening to music in current market

- People may not choose streaming media platforms according to their preference, so it is not necessary for them to pay for streaming platforms.



RECOMMENDATIONS

There are some recommendations for music streaming companies:

- Possessing more songs or a large number of music libraries with legal way
- Cooperating with some famous music TV shows
- Developing a variety of service
- Extending their area for foreign users



THANK YOU!

