

# A Comparative Study on Music Genre Preferences of Students and Music Broadcasted

<sup>[1]</sup>Mr.Sujeewan KumarBullard, <sup>[2]</sup>Dr.GBalaKrishna, <sup>[3]</sup>Dr.MWilsonKumar

<sup>[1]</sup>Asst. Professor,

DepartmentofMediaStudies&VisualCommunication,GITAMUniversity,Hyderabad,India.

<sup>[2]</sup>Associate.Professor,DepartmentofMediaStudies&VisualCommunication,GITAMUniversity,Hyderabad,India.

<sup>[3]</sup>AssociateProfessor,DepartmentofMechanicalEngineering,KarunyaUniversity,Coimbatore,India

## Introduction

Music is one of the most important part one's life, everyone enjoys some sort of music. Musical preferences are biased toward culturally familiar musical traditions beginning from infancy to adults. Younger generation are the ones who are influenced very much by music it has both positive and negative impact upon them. Music history is studied also called musicology, it refers to study of music genre. Over the years many are influenced by music which lead them to become a singer. It has great scope for creativity always encourage many to discover something about genres in music. Music is used for entertainment purpose where it plays a great role in each one's life through movies, games, songs etc. This interest motivated to carry out research in this area. Over the development of human race music also progressed gradually and still finding new forms and expressions. Many countries have recognized their music traditions and encourage their heritage through cultural interaction with other countries.

In order to create musical sounds, large number of time and efforts are invested to create instruments that can produce sounds. As a tradition each country has created its own instruments and musical notes to produce a specific type of songs. Festivals and gathering in the streets have taken a role in demonstrating the talents to the public. As it progressed, each culture had come up with the professional way of demonstrating the novelty inherent in their musical world.

## Objective Of The Study

Objective of this study is to find out what changes has taken place over the years. It is a fact that musical trend is affected by technological advancement. Thus the genre of music has taken a new shape and expression. The younger people are more attracted towards music and especially the students are highly influenced by the music of their own country and other countries. Very few research is initiated over all. Broadcast industry has gained very much by using music and popularized the need for music. This study is designed to trace the different music genres and specially trace the preference of younger generation on music genre as well the music styles. Does their preference match with what is broadcasted by popular radio stations?

## Methodology

In order to study the music genre or preferences of the listener the researcher made a convenient sampling from the student population. A Stratified sampling methods based on categorizing various departments into groups were used. To select the respondents the researcher used a random sampling method. Survey method was used by distributing questionnaire to the selected respondents for collecting data for this process. Both qualitative and quantitative measures are obtained and tested to validate the findings.

## Review Of Literature

There are several researches were conducted in the past related to music and the preference of the listeners. Besides several papers there are also number of books released in the area of music studies. It is appropriate to dwell on some of the research findings which would enlighten the researcher to narrow down to the specific topic of this research. Few of these research findings are stated as follows:

Rentfrow (2011) states that the Model of music preferences based on listeners affective reactions to music from wide variety of music genres. Factors comprising a variety of different styles of direct most often found in country and singer and song writer genres. Another researcher George(2007) has found in his studies using factor analysis of musical styles. He found that Negative personal profile for those who listen to rebellious and rhythmic categories of music. Positive result for those who listen to classical. Another researcher Peter Gregory Dunn (2011) has found the Relation between personality and music preferences to include direct measurement of music preferences to include direct measurement of music listening behavior, music preferences were correlated to listening behavior and positive relation between Neuroticism and classical music preference and between openness to experience and jazz music performance. Another researcher Thomas Schafer Peter Sedlmeier (2009) a pilot study, identified the best-known musical styles of the participants, yielding 25 styles that were known by at least 10 percent of them. He used these 25 styles and found that rock, pop and classical music were liked most.

Analyzing the music industry the researcher found that pop is the genre which is used commonly in BBC radio. Alan freeman, Chris Hawkins, Lauren Laverne and mark riley are some of the pop artists whose programs were usually broadcasted in BBC radio. ESPN radio station focuses on sports and music. This is usually a podcast program of music. Various genres like Electro house, American country music, rock, pop, metal genres of music are played but the genre which is used more here is rock and pop. The music programs which are focused in All India Radio is western and devotional and there are some programs which is based on the listener's choice themselves. In this situation, they play the songs according to listener's interest based on local languages.

#### Operation Definition:

The factors are studied as different variables are defined having this specific meaning in this study/

**Music** refers to the sound element in the form of tunes and songs

**Genre** refers to different styles of music. An electronic gadget refers to various devices which are used for listening to music.

**Students** refers to all those who pursue degree course in various departments of University.

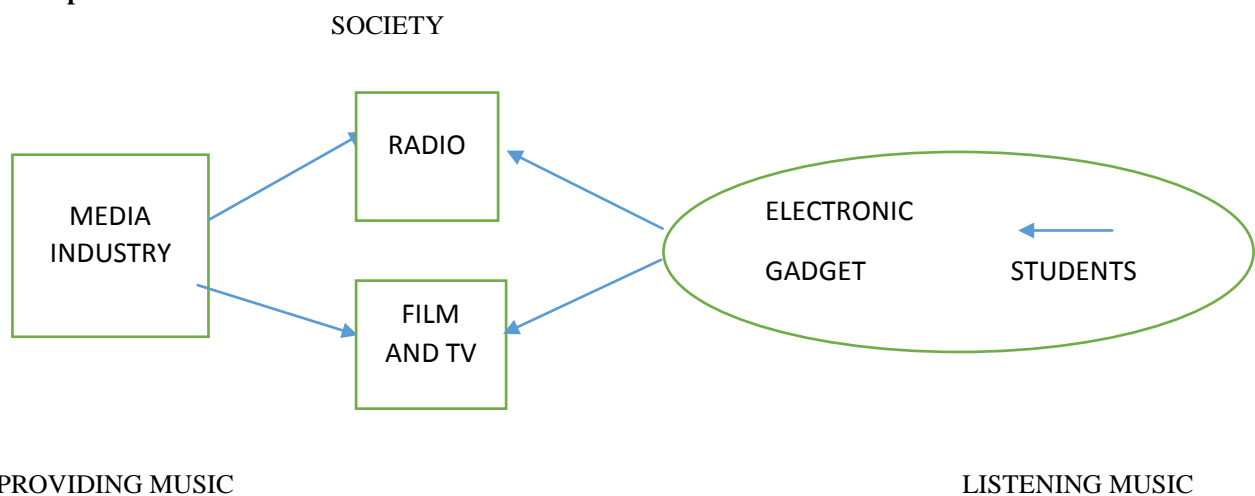
**State** refers to the place from where the respondents come

**Gender** refers to the male respondent or female respondent.

**Time** refer to the amount of time spent for listening to music

**Religion** refers to the affiliation of respondents to specific religion.

#### Conceptual Framework



#### Findings:

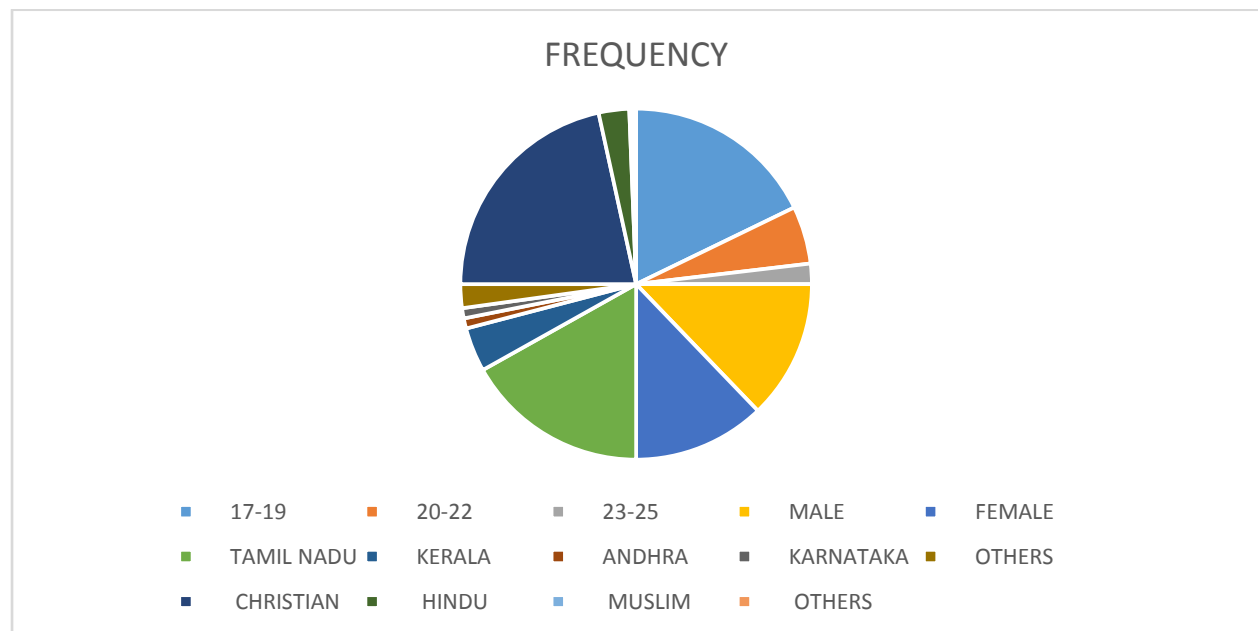
In this study the respondents have provided lot of information regarding various genres and their personal data. General observation is that most students are always running around with a headphone plugged in

the ears and one can imagine that they are active with their cell phone. This lead to the inference that they are listening to some media program. But to make sure that they are busy listening to songs one must interact with them. Our survey has yielded some result which is described in the following section in detail. First and foremost a descriptive data will be provided to show the basic information retrieved from the respondent's answers. The demographic variables are noted in the following table.

**Table 1.** Frequency and percentage of different demographic variables

S-No	variable	values	frequency	percentage
1	Age	17-19	57	71.2
		20-22	17	21.2
		23-25	06	7.5
2	Gender	Male	41	51.2
		Female	39	48.8
3	State	Tamil Nadu	54	67.5
		Kerala	13	16.2
		Andhra	3	3.8
		Karnataka	3	3.8
		others	7	8.8
4	Religion	Christian	69	86.2
		Hindu	9	11.2
		Muslim	1	1.2
		others	1	1.2

Among the total respondents 71.2 percent of the respondents belong to Age group falling between 17-19 years of age, which has the more number of respondents. Then 7.5 percent of the respondents belong to Age group between 23-25 years and another 21.2 percentage of respondents belong to the age group between 20-22 years. Regarding the gender composition of the respondents, among the total respondents 51.2 percent are Male respondents which is higher. While 48.8 percent are female respondents who are less in number compared to Male students. Another variable is to identify the location from where the respondents are. Among the total respondents 67.5 percent of them are from Tamil Nadu which has more number of students compared to other states and 8.8 percent students belong to other states, 16.2 percent of students belong to Kerala and 3.8 percent of students belong to both Andhra and Karnataka. Comparing religious affiliation of the respondents, among the total respondents 86.2 percent of respondents are Christians compared to other religion and 11.2 percent of the respondents are Hindus, and another 1.2 percent of the respondents are both Muslim and Others. This shows most music lovers are coming from the 17 to 19 age group but in relation to gender the respondents maintain an equal proportion. On the other hand, majority of the respondents come from Tamilnadu and belonging to Christian community. It is shown vividly through graph down below



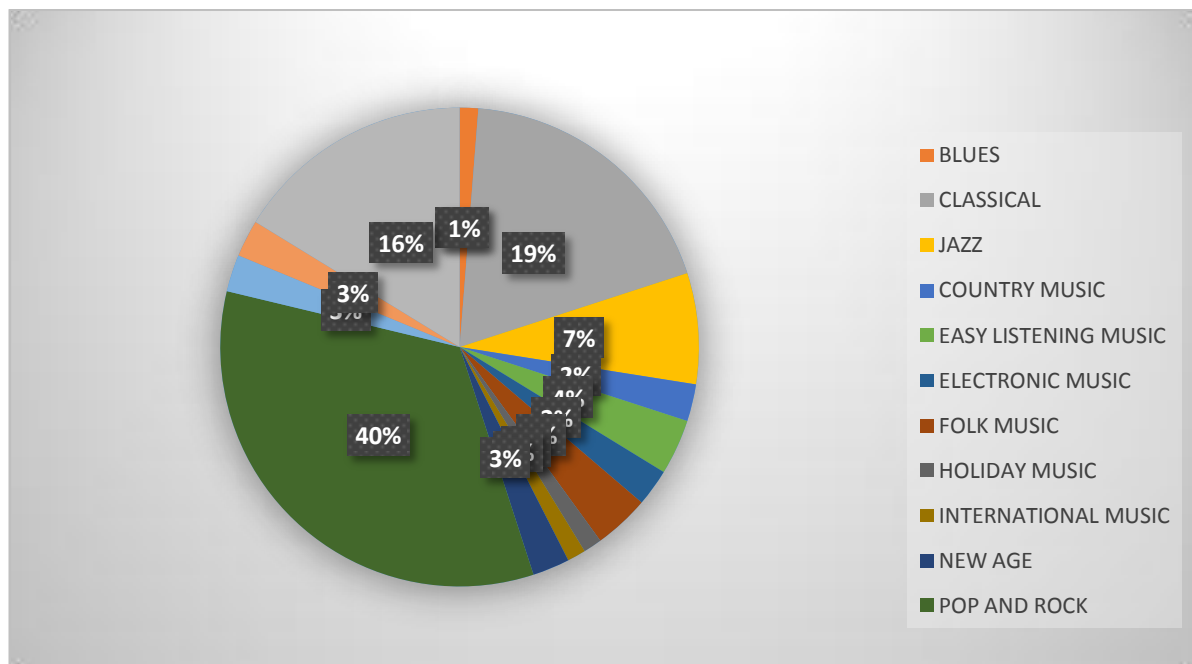
**Graph 1.** Frequency and Percentage of Respondents Profile.

The below graph shows clearly that the respondents are composed of Christian and Muslims and majority of them come from Tamilnadu. This type of respondents listen to some type of music and the following data will reveal this preferential behavior. In the long run, any one listening to music become addicted to a specific type of music. So here the researcher wants to find out what type of music genre they prefer? The following table provides the frequency and percentage detail of such behavior

**Table:2**Frequency and Percentage of Genre Preferences

Sl.no	Music Genre	Frequency	Percentage
1	Blues	1	1.2
2	Classical	15	18.8
3	Jazz	4	5
4	Country Music	2	2.5
5	Electronic Music	2	2.5
6	Folk Music	3	3.8
7	Holiday Music	1	1.2
8	International Music	1	1.2
9	New age	2	2.5
10	Pop and Rock(Easy music listening)	32	40.0
11	Rock n Roll	2	2.5
12	Rap	2	2.5
13	Religious	13	16.2

Among the total respondents 40 percent of the respondents listen to Pop and Rock which is the highest preference given and secondly 18.8 percent of the respondents listen to Classical. Another 16.2 percent of the respondents listen to Religious music. All other type of music such as Holiday music, International music and blues are listened by very few respondents. Looking at the data it is very obvious that a great variation is found in the music preferences. Pop and Rock music is liked and listened by the majority of the respondents. This is graphically presented below.



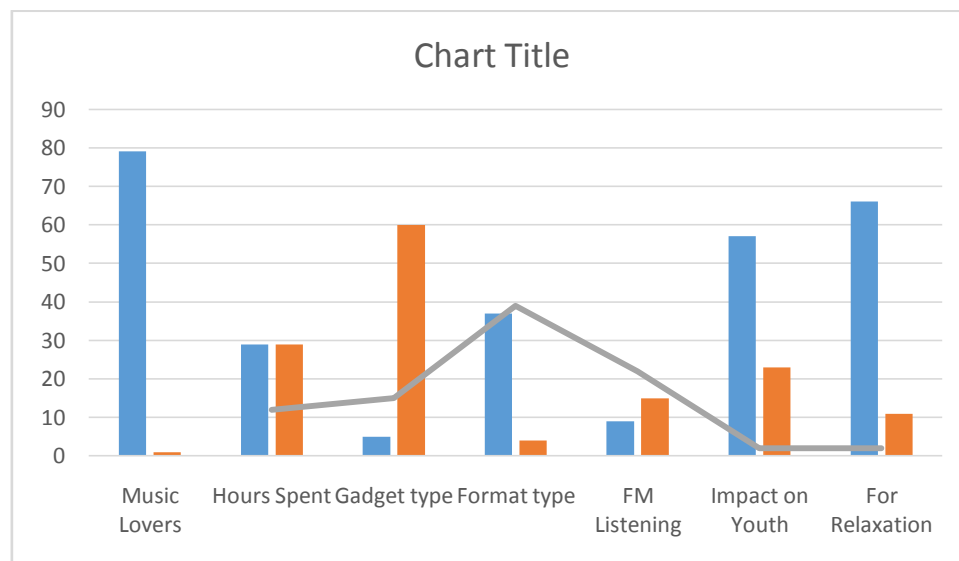
**Graph 2.** Frequency and Percentage of Respondents music preferences

The above graph clearly indicated by green color depicting the Pop and Rock music called by the respondents as Easy listening music. Any message to be given to such respondents it must be accompanied by Pop and Rock music. Such preference of music can affect their other activities and influence their social relationships. It is vital to trace out other variable that are influenced. The findings are provide below.

**Table 3.** Frequency and Percentage of music influence on Students Behavior.

Sl.no	Variables	Values	Frequency	Percentage
1	Music Lovers(friends)	Yes	79	98.8
		No	1	1.2
2	No. of. Hours spent	1-2 hours	29	36.2
		3-4 hours	29	36.2
		5-6 hours	12	15.0
		More than 7 hours	10	12.5
3	Electronic gadgets	iPod	5	6.2
		Smart phone	60	75.0
		Laptops	15	18.8
4	Format	Audio	37	46.2
		Video	4	5.0
		Both	39	48.8
5	Listening to FM	Strongly agree	9	11.2
		Agree	15	18.8
		Neutral	22	27.5
		Disagree	18	22.5
		Strongly disagree	16	20.0
6	Impact on youth	Strongly agree	57	71.2
		Agree	23	26.2
		Neutral	2	2.5
7	Relaxation	Strongly agree	66	82.5
		Agree	11	13.8
		Neutral	2	2.5

Among the total respondents 98.8 percent of the respondents have friends based on music who have also got friends who are music lovers and very few that is 1.2 percent of the respondents have friends who are not music lovers. Among the total respondents 36.2 respondents listen to music 2 to 4 hours per day. More than half of the respondents spend minimum four hours for listening music. Among the total respondents 75 percent of respondents listen to music in their Smartphone's. It shows that most common device is Smartphone and it is easier to get music of all types. Among the total respondent 48.8 percent of the students listen to music in both audio and video format. Among the total respondents 27.5 of the students were neutral about listening to FM in their mobile phones. Among the total respondents 71.2 percent of the students strongly agree about music influence on youth. Among the total respondents 82.5 percent of the students strongly agree about the fact that music is heard for relaxation.



**Graph 3.** Frequency of different variable related to music listening.

The above graph reveals that music listening is associated with some attributes. The first blue line indicates for identifying music lovers and the red indicate that they are not lovers. The most striking variable in this regard is friendship. Music has led the respondents to become friends.

This is an obvious fact that 98 percent of the respondents agreed to be music friends. Second four blue lines shows the amount of time spent. Half of the respondents said that they spend around one to two hours and other half of the respondents spent about three to four hours on music listening.

Next three blue lines indicate how music listening is associated with what kind of technology. Smartphone is shown as the highest tool used to listen music. Regarding listening in what format audio and both format has got the highest score. Then listening to FM music, mostly responded neutral. Lastly the respondents strongly agreed to state the reason for listening is relaxation. The finding reveals that many young people are influenced by music and this has wide spread recognition due to the availability of number of gadgets and technological advancement. Another test is carried out to find out what type of variables are related to each other

### Correlation:

In order to establish the relationship between variables, correlation test is the appropriate one to draw good conclusions from the data available.

The below data reveals that the age group to which the students belong is significantly correlated negatively with the type electronic gadgets used for listening music additionally it affirms that at 0.01 level significance the music preference of students is highly correlated with relaxation and influence on their life. It means that music has a great influence on their behavior and often the younger generation is falling into stress in

order to relieve themselves from stress they are more prone to listening to music with the intention that it will relax them from stress.

**Table 4** Correlation test on selected variables

Variables	Correlation	Relaxation	Influence on youth	Electronic gadget	Age group
Relaxation	Pearson correlation sig. (2-tailed) n	1  80	.503**  80	-.108 .342 80	.070 .535 80
Impact on youth	Pearson correlation sig. (2-tailed) n	.503** .000 80	1  80	-.157 .165 80	.155 .170 80
Electronic gadget	Pearson correlation sig. (2-tailed) n	-.108 .342 80	-.157 .165 80	1  80	-.319** .004 80
Age group	Pearson correlation sig. (2-tailed) n	.070 .535 80	.155 .170 80	-.319** .004 80	1  80

\*\* . Correlation is significant at the 0.01 level (2-tailed).

#### Additional Interpretations:

Certain questions were asked in the survey to record as qualitative content information, it is analyzed and noted in the following description. Majority of the respondents said that they are tuning to 93.5 Red FM among large number of radio program providers from their stations. In their listening habit they said majority of them tune to AR Rahman's music. They also felt that the majority of the respondents listen to pop and rock music genre. Majority of the students download music from you tube Students listen to music for relaxation. They also stated that their preference to this specific genre is due to the lyrics and artist.

Out of the overall findings a model of music preference can be evolved based on various genres and other related factors:

1. CULTURAL LANGUAGE MODEL: Influence of language and culture is basic to the Indian listeners so the majority of the students are from Tamil Nadu and it reflects in their music preferences.
2. RELIGIOUS MODEL: Most of the Students are Christians and some are listening to religious music and it can be highly related to preferential behavior.
3. CONFLICT MODEL: The Student's preference on music genre is not connected with selection of artists because of the popularity of artist in the public space.

#### Conclusion

Music is one of the common and important aspect in everyone's life because of the influence which is connected with culture where there are lot of varieties of music. Culture is shaping our life and the music is developing as days go by. Technology has increased access to music from many sources so it can be listened through various media. The main problem is we don't know what people listen to because the style varies. There are large number of music providers and younger generation get more influenced, thus this study is made to find out what genre is preferred the most by the younger generation. This research has found that among the various

genres of music Pop and rock are the ones which are listened by the younger generation and also used by the music providers in the industry. The reason why they listen to music is for relaxation. Students listen to music about 2 hours a day in their Smartphone's. And the Student's preference on music genre is not connected with selection of artists because of the popularity of artist in the public space. The significant outcome of the study is that music is mainly used for stress relief, because of the development of technologies and fast pattern of life younger generation are caught up in the web of distress and disappointments music is one that offers way to relax.

## References

- [1] Dunn, P. G., de Ruyter, B., & Bouwhuis, D. G. (2012). *Toward a better understanding of the relation between music preference, listening behavior, and personality*. *Psychology of Music*, 40(4), 411–428. <https://doi.org/10.1177/0305735610388897>
- [2] Rentfrow, P. J., Goldberg, L. R., & Levitin, D. J. (2011). *The structure of musical preferences: A five-factor model*. *Journal of Personality and Social Psychology*, 100(6), 1139–1157. <https://doi.org/10.1037/a0022406>
- [3] Delsing, M. J. M. H., ter Bogt, T. F. M., Engels, R. C. M. E., & Meeus, W. H. J. (2008). *Adolescents' music preferences and personality characteristics*. *European Journal of Personality*, 22(2), 109–130. <https://doi.org/10.1002/per.665>
- [4] Alexandra Langmeyer, Angelika Guglhör-Rudan, and Christian Tarnai. (2012). *What do music preferences reveal about personality? A Cross-Cultural Replication Using Self-Ratings and Ratings of Music Samples*. *Journal of Individual Differences* (2012), 33(2), pp. 119–130. <https://doi.org/10.1027/1614-0001/a000082>
- [5] Schäfer, Thomas & Sedlmeier, Peter. (2009). *From the functions of music to music preference*. *Psychology of Music - PSYCHOL MUSIC*. 37(3). 279-300. [10.1177/0305735608097247](https://doi.org/10.1177/0305735608097247).
- [6] Dunn, Peter & Ruyter, Boris & Bouwhuis, D.. (2011). *Toward a better understanding of the relation between music preference, listening behavior, and personality*. *Psychology of Music*. 40. 411-428. [10.1177/0305735610388897](https://doi.org/10.1177/0305735610388897).
- [7] Michael C. Keith, (2007). *The Radio Station Broadcast, Satellite and Internet*, focal press.
- [8] Karin Kosina. (2002). *Music Genre Recognition*
- [9] Giorgio d' Ecclesia. (2013) *Theories and Techniques of Radio Broadcasting*. Lulu.com
- [10] Keith Negus. (1998) *Cultural production and the corporation: musical genres and the strategic management of creativity in the US recording industry*. *Media, Culture and Society*, 20(3), pp. 359-379. ISSN 0163-4437
- [11] Tony Wigram. (2002) *A Comprehensive Guide to Music Therapy: Theory, Clinical Practice, Research, and Training*, Jessica publication
- [12] Leslie Bunt. (1994). *Music Therapy: An Art beyond Words*, Routledge publication
- [13] Eugenia Siapera. (2012). *Understanding New Media*, sage publication
- [14] Oliver Wang. (2017) *Popular music studies*, Wiley Periodicals publisher
- [15] Keith Negus. (2002). *Popular Music Studies*, Hodder Arnold Publication
- [16] Biswarup Sen. (2014). *A new kind of radio: FM broadcasting in India*, Sage publication