Impact of Online Audio Streaming Platforms on Youths: A Case study of Vijayapura

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Abstract:

In these days' online audio streaming service also considered as one of the revenue generated platforms of streaming platforms. Audio Streaming services also includes subscription charges as well as video streaming platforms like Netflix and amazon prime video. Audio streaming platforms saves listeners time and it is also easy to access. Last few years' audio streaming platform gaining too much of popularity because of it has many choices, maximum number of music collections and quality of music. So it's absolutely draws to itself to youth. In India Spotify is the number one audio streaming application, Gaana, Wink Music, Jio Saavn, Apple music, Youtube music, Amazon Prime Music and many other audio streaming services gaining more popularity day by day. So, the main purpose of this study is to know how youths are engaged with audio streaming platforms and to examine how audio streaming services are stressbuster of youngsters. For this study descriptive research design was adopted and the primary data is collected through the survey method by using structured interview schedule. The responses were collected through the google form. The area of the study is Vijayapura District of Karnataka State. A total 160 respondents were selected. It is found from the study that youth are agree with most of the time on online audio streaming platform and they satisfied with listening music on audio streaming applications.

Keywords: Audio Steaming, Spotify, Music, music listeners, Youth.

Introduction:

Music is the best part of everyone's life, its plays major role on human's emotions. When we look back to ancient days they also enjoyed folk and tribal songs. Music is the best example of entertainment. Then phonography was invented. Then electrical microphones are invented by western electric. Another major invention is magnetic tape recording. Magnetic tape recorder is invented in 1945. From 1950 audio magnetic tape became more popular and music industry and radio industries were start to used magnetic tapes in their works.

When digitalization enters the world its impacts on audio platforms also. In 1970's Sony was invented PCM-1 audio Unit. Digital sound recorder was next step of the audio evolution. Sony and Philips companies are introduced together "compact disk (CD)" for audio listening. In 20th century compact disks are got more popularity and everyone has their own disk in their home in India. The next step was

unlicensed audio sharing, which means new invention of audio platform is digital audio files like Wav, MP3, MP4 and etc. then portable iPod are invented for audio listening.

Recent days music is an important part of everyone's lives. Present days all are engaged with listening music on streaming platforms. In audio streaming service there is no necessary to download Wav or MP3 files of audio to listen a song. Some audio streaming platforms are having freemium listenership and some audio platforms are having premium.

Audio streaming platforms doesn't require too much data. In this platforms Songs are continuously playing back to back. Some of audio streaming platforms includes many languages songs, online radio, voice overs and story podcasts. Napster is the first music streaming service platform in the world. In India Spotify, Gaana, Wink Music, Jio Saavn, Apple music, Youtube music, Amazon Prime Music and many other audio streaming services gaining more popularity day by day.

India's audio streaming market is dominated by Gaana, with a 30% share, followed by Jiosaavn (24%), Wynk Music (15%), Spotify (15%), Google Play Music (10%) and others (10%) (Lata Jha 2020).

Review of literature:

Shannon Gadd, Casey Tak and Grzegorz (2020) in their study "Developing music streaming as an adjunct digital therapy for depression: A Survey study to assess support from key stakeholders" observed that opportunities for incorporating music as an active ingredient in adjunct digital therapy for depression. The study examine that who are all suffering from depression, caregivers and friends of those who suffer from depression, healthcare providers, musicians and software development companies, there are interest in the development of music streaming as an adjunct digital therapy for depression.

Imann Kamehkhosh, Geoffray Bonnin and Dietmar Jannach (2019) in their study "Effect of recommendations on the playlist creation behavior of user" examined that only few percent of recommendations impact on the choices of the listeners. This study shows recommender also useful to listeners they are enjoying to listen those song, but perticipents like to listen they selected songs or they created playlist's songs.

Debajyoti Pal and Tuul Trivason (2018) in their study "User Intention towards a Music Streaming Service: A Thailand Case Study" found the music streaming service depends only upon the level of enjoyment and satisfaction of listeners. When listeners are engaged with music streaming platform do not bother about anything. They focus only on pure enjoyment. Listeners also do not bother about quality of songs they can get from the streaming services. The listeners of the Thailand they like to listen both local and international artist music albums from streaming services.

Matti and Najmul Islam. A.K.M (2015) in their study "Gratifications from using freemium music streaming services: Differences between basic and premium users" indicates that entertainment is the main purpose of listening music among basic users of streaming platforms. The study shows the quality of premium purchasing of audio is better than freemium audio quality on streaming platforms. But users preferred more freemium music because it's not includes any subscription charges.

Research gap:

Audio Streaming Platforms are major revenue generated apps in the world. In this digital era entertainment industry become a mainstream platform, because everyone gives some time to relax in their busy schedules and listen some music. There are so many researchers conducted study among

streaming platforms especially in the field of audio streaming services, like origin and development of Audio streaming services, Users intensions among audio streaming services, research about premium and freemuim subscriptions of audio streaming services. While there's some research on the emotional responses and psychological effects of music on individuals, there might be a need for more comprehensive studies examining how specific genres, playlists, or personalized recommendations on audio streaming platforms affect youths' emotional states, stress levels, and mental health over time. There could be a research gap in understanding how these platforms influence youths' social interactions, peer relationships, and the formation of their personal identities. This research paper tries to understand how audio streaming platforms have impact on young generation.

Statement of the problem:
Last few years Streaming platforms are becoming more popular because of easy access of internet and everyone has their own internet connected devices. Recent days youngster also engaged with music, online radio, audio bites and songs to listen. Audio streaming platforms also gives such interesting features to their listeners. Therefore, it felt necessary to have an in-depth study on "Impact of online audio streaming platforms on youth".

Research Question:
1. How much time spending on online audio streaming services by youths?
2. What is the impact of audio streaming on the perception of youth?
3. How audio streaming services are stress buster of youngsters?

Objectives:
1. To know the socio-characteristics of youths
2. To examine the music listening habits of the respondents.
3. To know how youths are engaged with audio streaming platforms
4. To examine how audio streaming services are stressbuster of youngsters

Research Methodology:
The study is based on the collection of primary data and qualitative research method was adopted. Our questionnaire included total of 24 questions covering both respondents socio- characteristics and music listening habits. An online survey in the form of questionnaire, data collected through the google form. The survey was conducted in around 160 responses were collected. Under the probability sampling technique, simple random sampling was used for this study.

Analysis

Table-1: Gender

Gender	Frequency	Percentage
Male	88	55%
Female	72	45%
Total	160	100%

From the above table can assert that out of 160 respondents, 88 (55%) were male and 72 (45%) were female. It's found that male respondents are highly participated compared to female.

Table-2: Age

Age	Frequency	Percentage
15-20 years	16	10%
20-25 years	84	52.5%
25-30 years	60	37.5%
Total	160	100%

From the above table it can be state that majority (52.5%, N=84) of the respondents belonged to age group of 20 to 25 years, followed by 25 to 30 years (37.5%, N=60) and only (10%, N=16) of the respondents were belonged to 15 to 20 years' age group.

Table-3: Education

Education	Frequency	Percentage
SSLC	12	7.5%
PUC	06	3.7%
Degree	54	33.8%
Master degree	62	38.8%
Other	26	16.2%
Total	160	100%

It can be verified from the above table that 38.8 percent (N=62) respondents were belonged to master degree, followed by Degree (33.8%, N=54). Whereas 16.2 percent of the respondents belonged to other education category, 7.5 percent (N=12) had SSLC and only 3.5 percent were belonged to PUC.

Table-4 Marital Status

Marital status	Frequency	Percentage
Married	44	27.5%
Unmarried	116	72.5%
Total	160	100%

It can be verified from the above table that nearly three fourth 72.5 percent (N=) of the respondents were unmarried and remaining 27.5 percent (N=44) were married.

Table-5 Habit of listening music

Opinion	Frequency	Percentage
Yes	160	100%
No	00	00
Total	160	100%

From the above table indicates the habit of music listening by the respondents. The above table reveals that every respondent have a habit of listening music (100%, N=160) and No one said No.

Table-6 Preferring device for listening music

Devices	Frequency	Percentage
Computer or laptop	34	21.25%
Home audio system (Home theatre)	28	17.5%
Bluetooth or speaker	46	28.8%
Mobile	42	26.25%
Other	10	6.25%
Total	160	100%

It can be verified from the above table preferring devices for listening online music. Bluetooth or Speaker which is used by 46 respondents (28.8%) out of 160 respondents, followed by Mobile 26.25 percent (N=42), whereas 21.25 percent (N=34) of the respondents were used Computer and Laptop for listening. Home audio system or Home theatre used by 28 respondents (17.5%), and only 6.25 percent (N=10) of respondents were used other devices.

Table-7 online audio streaming platforms having accounts by the respondents

Online audio streaming platforms	Frequency	Percentage
Gaana.com	68	42.5%
Wynk Music	78	48.8%
Amazon music	50	31.2%
Spootify	20	12.5%
Jio saavan	58	36.2%
Hungama	28	17.5%
Apple Music	18	11.2%
YouTube Music	54	33.8%
Other	10	6.2%

It is evident from the above table that 48.8 percent (N=78) of the respondents were using Wink music, followed by Gaana.com (42.5%, N=68). Whereas 36.2 percent (N=58) of the respondents were using Jio saavn, 33.8 percent were using YouTube music, 31.2 percent were using Amazon music, 17.5 percent were using Hungama, 12.5 percent (N=20) were using Spootify, 11.2 percent were using Apple music and only 6.2 percent of the respondents were using other audio streaming sites for listening music.

It is found from the study that Wynk music app is most used online audio streaming platform. The reason may be that Wynk music site is nonstop music app for android phones. This site has lots of music collections; it gives lots of options their users only in freemium (free Subscription). This site also includes podcast and online radio. Most important feature of this site is setting caller tune by using songs and this site has above millions of songs collections.

Table-8 favorite online music streaming platform

Online audio streaming platforms	Frequency	Percentage
Gaana.com	58	36.25%
Wynk Music	60	37.5%
Amazon music	38	23.8%

Spootify	26	16.25%
Jio saavan	34	21.25%
Hungama	20	12.5%
Apple Music	14	8.8%
YouTube Music	42	26.25%
Other	10	6.25%

From the above table it can be assert that majority of the respondents (37.5%, N=60) said Wynk Music is their favorite online music streaming site, followed by Gaana.com (36.25%, N=58). Whereas 26.25 percent of the respondents said YouTube, 23.8 percent said Amazon music, 21.25 percent said Jio saavn, 16.25 percent said Spootify, 12.5 percent said Hungama, 8.8 percent said Apple music and only 6.25 percent of the respondents said other audio streaming sites are their favorite online music streaming platforms.

Table-9 spending time on audio streaming platforms in a day

Opinion	Frequency	Percentage
Less than 30 minutes	38	23.8%
One hour	36	22.5%
Two hours	64	40%
More than two hours	22	13.7%
Total	160	100%

From the above table we can assert that most of the respondents were (40%, N=64) spending two hours on online audio streaming platforms in a day, followed by less than 30 minutes in a day (23.8%, N=38). Whereas 22.5 percent (N=36) of the respondents were spending one hour for listening music and only 13.7 percent of the respondents spending more than two hours on online music streaming sites.

Table-10 Types of subscription respondents have

Types of subscription	Frequency	Percentage
Free subscription	92	57.5%
Premium subscription	68	42.5%
Total	160	100%

It is evident from the above table that more than half of the respondents (N=57.5%, N=92) were using online music streaming sites as free subscription and 42.5 (N=68) percent of the respondents were subscribed for online audio streaming sites.

Table-11 kind of music likes to listen

Opinion	Frequency	Percentage
Classical	26	16.25%
Pop music	60	37.5%
Rock music	50	31.25%
Hollywood music	50	31.25%
Bollywood music	70	43.8%

South Indian film songs	78	48.8%
Regional film songs	56	35%
Album songs	54	33.75%
Others	12	7.5%

It can be verifying from the above table about the preference of different kinds of the music by the respondents. The above table shows that majority of the respondents (48.8%, N=78) opined that they like to listen South Indian film songs, followed by Bollywood music (43.8%, N=70). Whereas 37.5 percent liked to listen pop song, regional film song 35 percent, Album songs 33.75 percent, Hollywood music 31.25 percent and Rock music and only 7.5 percent were like to listen other kinds of songs.

The above table examined that most of the respondents like to listen south Indian film songs and Bollywood music because our area of the study is Vijayapura district of Karnataka state. That's why some of the respondents were like to listen Bollywood songs, because Vijayapura district is the border of the Karnataka and Maharashtra, that's why here most influenced language is Hindi.

Table-12 sharing of songs

Opinion	Frequency	Percentage
Yes	124	77.5%
No	36	22.5%
Total	160	100%

From the above table it indicates the sharing of songs after listening by the respondents. The above table describes that more than three fourth (77.5%, N=124) of the respondents said they share the songs with others if they like it and only 22.5 percent said they never share it at all.

Table-13 Number of audio streaming applications they have in their phones

Opinion	Frequency	Percentage
1 to 2	72	45%
2 to 3	46	28.8%
3 to 4	12	18.8%
More than 4	30	7.5%
Total	160	100%

The above table portrays the number of online audio streaming application in their phones. There are 72 respondents (45%) were have 1 to 2 audio streaming platforms in their phone, followed by 2 to 3 audio streaming platforms (28%, N=46). Whereas 18.8 percent of the respondents were having 3 to 4 platforms and only 7.5 percent of the respondents having more than 4 audio streaming sites in their phone.

Table-14 most preferring kinds of music

Kinds of music	Frequency	Percentage
Streaming radio	20	12.5%
Online recommendation	34	21.3%
Shuffle of collection	26	16.2%
Yours playlist	38	23.8%

Artist or album	32	20%
Song after song	10	6.3%
Total	160	100%

As shown in the above table most of the respondents (23.8%, N=38) were preferred their playlist songs for listening, followed by online recommendation (21.3%, N=34). Whereas 20 percent of the respondents preferred Artist or album, 16.2 percent preferred shuffle of collections and only 6.3 percent of the respondents were preferring song after the songs for listening.

Table-15 Set caller tune by using audio streaming caller tune option

Opinion	Frequency	Percentage
Yes	134	83.8%
No	26	16.2%
Total	160	100%

As shown in the above table that respondents set caller tune by using online audio streaming sites features. The above table indicates that out of 160 respondents, 134 (83.3%) respondents set caller tune by using audio streaming caller tune option and 26 (16.2%) respondents they never set caller tune at all.

Table-16 Prefers music types for listen

Proffered music	Frequency	Percentage
Artist Diversity	58	36.25%
Lyrics	52	32.5%
Popularity	70	43.8%
Order	24	15%
Transition	36	22.5%
Freshness	18	11.3%

It can be verified from the table 17 prefer music types for listening. It shows that near half of the respondents (43.8%, N=70) prefer popular songs for listen followed by Artist Diversity (36.25%, N=58). Whereas 32.5 percent prefer Lyrics, 22.5 percent prefer transition. 15 percent (N=24) listen orderly and 11.3 percent (N=18) prefer fresh songs to listen.

Table-17 preferred language for listening song

Proffered music	Frequency	Percentage
English	38	23.8%
Hindi	60	37.5%
Regional (Kannada)	114	71.25%
Other language	160	100%

As shown in the above table preferred language for songs listening. It notified from the above table near three fourth of the respondents (71.25%, N=114) were prefer Regional language means they prefer Kannada Songs, followed by Hindi songs (37.5%, N=60) and only 23.8 percent of the respondents were listen English songs.

Table-18 List songs with lyrics

Opinion	Frequency	Percentage
Yes	112	70%
No	48	30%
Total	160	100%

It can be assert from the above table that most of the respondents (70%, N=112) listen songs with lyrics and 30 percent (N=48) they just listen songs.

Table-19 preferring form to listen

Opinion	Frequency	Percentage
Online listening	130	81.3%
Offline listening	30	18.8%
Total	160	100%

The above table portrays that preferred types of song listened by the respondents. It shows that a great majority of the respondents (81.3%, N=130) were prefer to listen songs online and only 18.8 percent (N=30) listen it offline.

The internet is one of the greatest creations and provides people with instant access to endless supply of knowledge and entertainment. Now a day's free Wi-Fi connection is available everywhere and there are some differences like quality of the songs and some features are better in online listening. That's why most of the people preferred online music listening.

Table-20 opinion about recommended songs to listen

Opinion	Frequency	Percentage
Yes	136	85%
No	24	15%
Total	160	100%

It can be verified from the above table opinion about online recommended songs by the respondents. 85 percent of the respondents (N=136) were like to listen online recommended songs and only 15 percent were said they didn't like to the recommended songs by the online or audio streaming sites.

Table-21 time for listening music

Opinion	Frequency	Percentage
Travelling	90	56.3%
Working	52	32.5%
When alone	72	45%
Workout/ gym time	44	27.5%
Free time	84	52.5%
No specific time	30	18.8%
Other	12	7.5%

It is evident from the above table that more than half of the respondents (56.3%, N=90) were listening music while travelling, followed by their free time (52.5%, N=84). Whereas 45 percent (N=72) listen it when they were alone, 32.5 percent were (N=52) were listen during their working time, 27.5 percent

were said they listen music at workout/gym, 18.8 percent (N=30) were said there is no specific time for listening music and only 7.5 percent (N=12) were said they were listen it during other hours.

Table-22 features of online audio streaming platforms

Features	Very good	Good	Average	poor	Very poor
Quality of songs	116 (72.5%)	22 (13.8%)	22 (13.8%)	00 (00%)	00 (00%)
Recommended songs	56 (35%)	84 (52.5%)	16 (10%)	02 (1.25%)	02 (1.25%)
BG (Background music)	114 (71.25%)	56 (35%)	08 (5%)	02 (1.25%)	00 (00%)
Access multi language songs	74 (46.25%)	76 (47.5%)	10 (6.25%)	00 (00%)	00 (00%)
Notify the New released songs	66 (41.25%)	62 (38.8%)	30 (18.8%)	02 (1.25%)	00 (1.25%)
Suggested song	76 (47.5%)	64 (40%)	18 (11.25%)	02 (1.25%)	00 (00%)
Playlist of artist	72 (45%)	68 (42.5%)	16 (10%)	02 (1.25%)	02 (1.25%)
Play list of singers	96 (60%)	46 (28.8%)	14 (8.75%)	04 (2.5%)	00 (00%)

We observe that in the data collected on features of online audio streaming platform. 72.5 percent of the respondents said the quality of the songs are very good, followed by good and average (13.8%). Whereas as there are no one opined that the quality of songs is poor and very poor.

52.5 percent of the respondents said online recommended songs are good, followed by very good (35%. N=56). Whereas 10 percent of the respondents said average and 1.25 percent opined poor and very poor. Nearly three fourth of the respondents (71%, N=114) opined back ground (BG) was very good, followed by good 35%, (N=56). Whereas 5 percent (N=8) opined average and 1.25 percent opined poor and no one opined very poor.

The above table shows 47.5 percent (N=76) of the respondents said in online audio streaming service accessibility of the Multilanguage songs are good, followed by very good (46.25%, N=74). Whereas 6.25 percent said average and no one opined poor and very poor.

It can be assert from the above table most of the respondents (41.25%, N=66) opined notified new released songs suggestions from the online audio streaming services are very good, followed by good (38.8%, N=62). Whereas 18.8 percent opined average and 1.25 percent opined poor and very poor.

It is evident from the above table 47.5 percent (N=76) of the respondents opined that suggested songs of the online audio streaming services are very good, followed by good (40%, N=64). Whereas 11.25 percent said average and 1.25 percent said poor and no one opined very poor to this feature.

45 percent of the respondents opined that playlist of artist are very good and 42.5 percent were opined good. Whereas 10 percent (N=16) opined average and 1.25 percent opined poor and very poor.

60 percent (N=96) of the respondents said play list of singers which is available in online audio streaming services are very good, followed by good (28.8%, N=46). Whereas 8.75 percent said average, 2.5 percent said poor and no one opined very poor.

Table-23 opinion about listening music

Opinion	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Do you addicted to listening music	70 (43.8%)	58 (36.25%)	32 (20%)	00 (00%)	00 (00%)
Do you listen same song repeatedly	78 (48.8%)	56 (35%)	26 (16.25%)	00 (00%)	00 (00%)
Do you listen only your favorite artist or singer songs	66 (41.25%)	64 (40%)	24 (15%)	06 (3.75%)	00 (00%)
Are you feel better after listening your favorite song	72 (45%)	64 (40%)	24 (15%)	00 (00%)	00 (00%)
Do you share the song you listening on audio streaming with your friends	60 (37.5%)	68 (42.5%)	26 (16.25%)	06 (3.75%)	00 (00%)
Did you comment back after listening a song	74 (46.25%)	56 (35%)	30 (18.75%)	00 (00%)	00 (00%)

It is evident from the above table 43.8 percent (N=70) of the respondents were strongly agreed that they are addicted to listen music, followed by agree (36.25%, N=58). Whereas 20 percent were neutral with this opinion and no one disagree and strongly disagree.

48.8 percent of the respondents were strongly agreed that they listen same song repeatedly, followed by agree (35%, N=56). Whereas 16.25 percent (N=26) were neutral and no one opined disagree and strongly disagree with this opinion.

41.25 percent of the respondents were strongly agreed that they listen only their favorite artist or singer songs, 40 percent were agreed, 15 percent were neutral, 3.75 percent were disagreed and no one opined strongly disagreed.

It notified from the above table 45 percent of the respondents were strongly agreed that they feel better after listening their favorite songs, followed by agree (40%, N=64). Whereas 15 percent were neutral with this opinion and no one opined disagreed and strongly disagreed.

It is evident from the above table 42.5 percent of the respondents were agreed that they share the songs listened by them on online audio streaming services with their friends, followed by strongly agree (37.5%, N=72). Whereas 16.25 percent were neutral, 3.75 percent were disagreed and no one opined strongly disagreed with this opinion.

It is evident from the above table 46.25 percent of the respondents were strongly agreed that they comment back after listening a song, followed by agree (35%, N=56). Whereas 18.75 percent were neutral with this opinion and no one disagree and strongly disagree.

Conclusion

Last few years everyone has high-speed internet connection and every streaming platform are access through the subscription patterns, online audio streaming services are also one of them. The main purpose of this study is to know how the online audio streaming platforms are stress buster of youngsters. The study shows that youngsters are addicted to online audio streaming platforms and most of them were addicted to listening music at online audio streaming platforms. In this study majority of the respondents were said quality of the songs, quality of the background music and accessibility of the multi-language songs are very good at online audio streaming services. It is concluding from the study that online audio streaming services are user friendly sites and they actually work as stressbuster of youths.

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