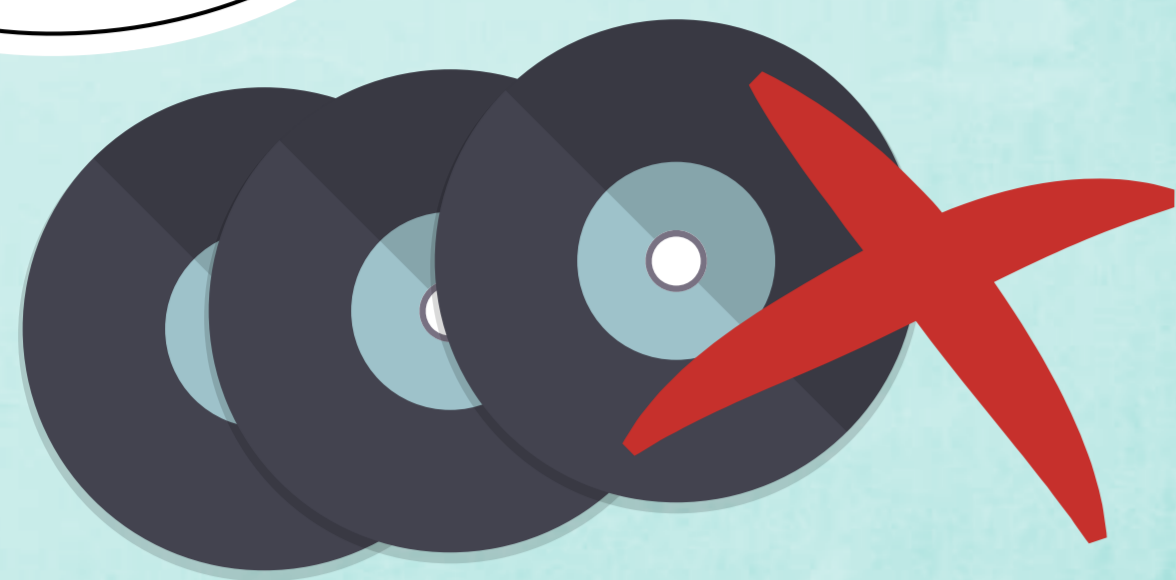


# CONSUMPTION OF STREAMING MUSIC AMONG TERTIARY STUDENTS

## INTRODUCTION



Traditional physical albums have lost competitiveness since 1991

Chan Ho Yi

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Streaming music has recently emerged as a new form of music platform  
Popular among tertiary students

## DEFINITION

Streaming Music??

- Continuous flow
- No occupancy of storage space
- Trial version
- Radio station

## OBJECTIVE



Investigating the relationship between habits of tertiary students and their consumption behavior of streaming music

## METHODOLOGY



- Convenient Sampling
- Teenagers and young adults are the major consumers of music services

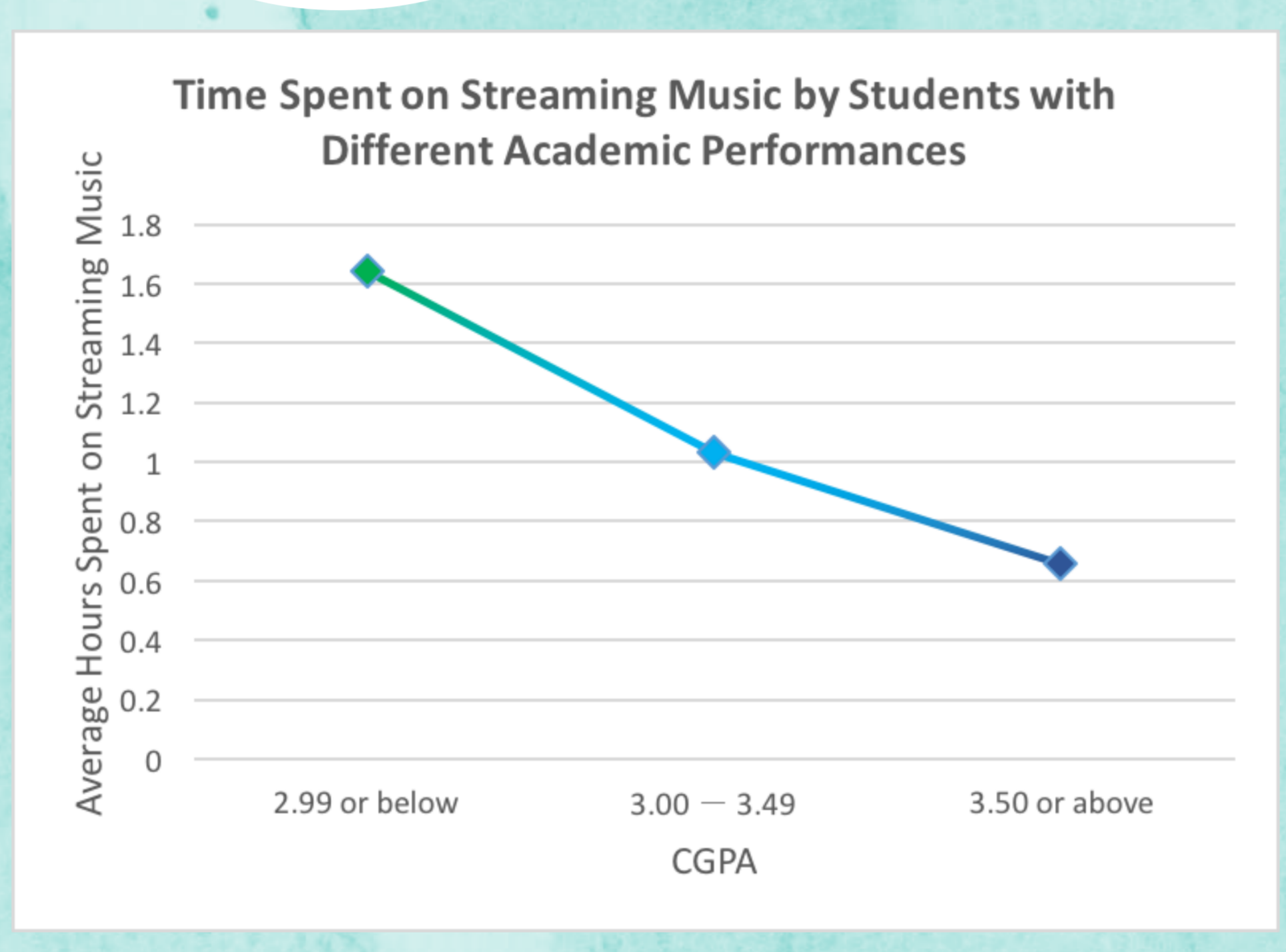


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## CONCLUSION

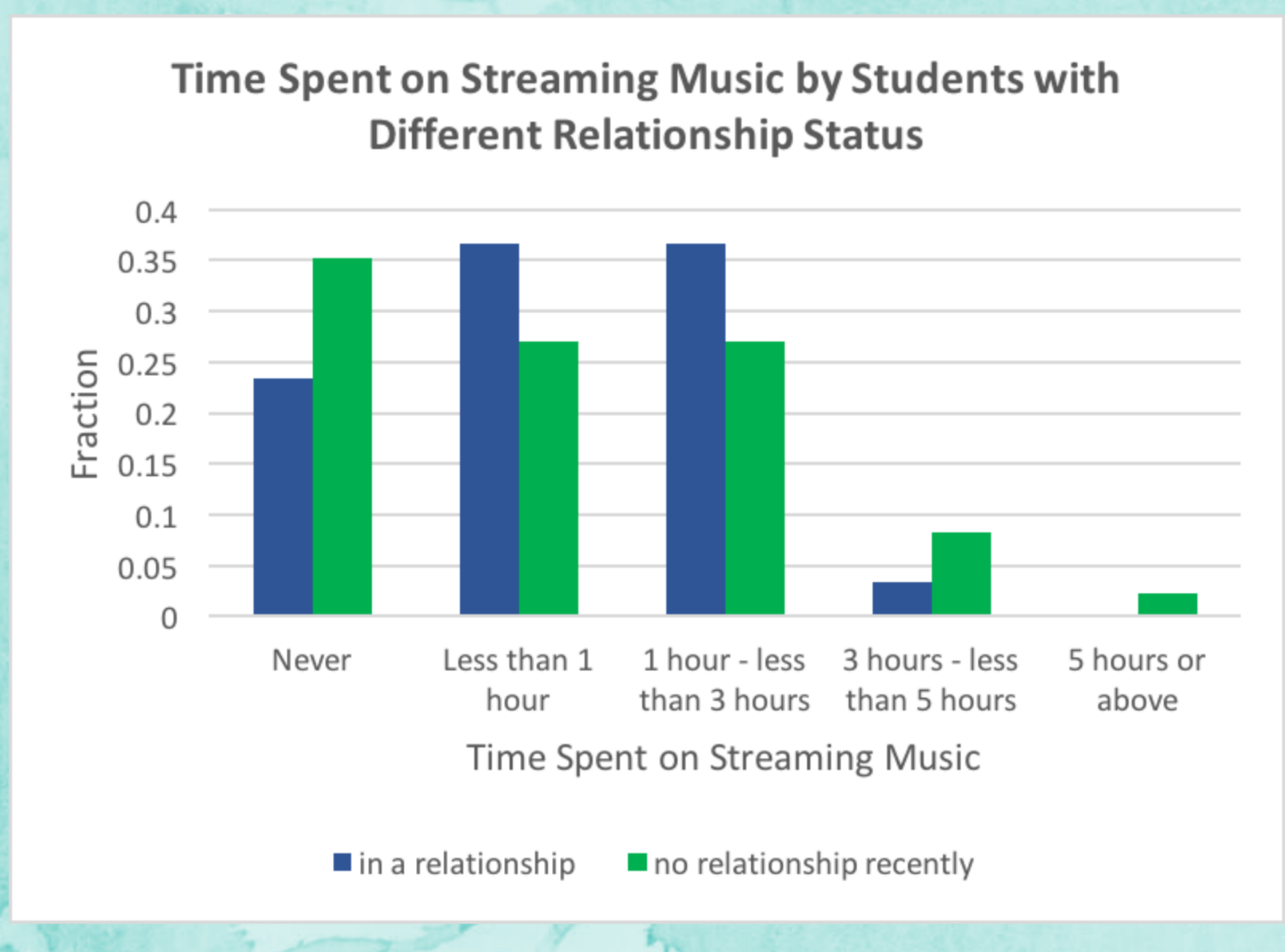
- There are two major factors affecting tertiary students' consumption on streaming music.
- Both relationship status and academic results are influential in determining the time spent on streaming music.
- It is also interesting to find that students from different income levels prefer trial plans in streaming platform.

## RESULTS AND FINDINGS



Time spending on streaming music by students decreases with their CGPA

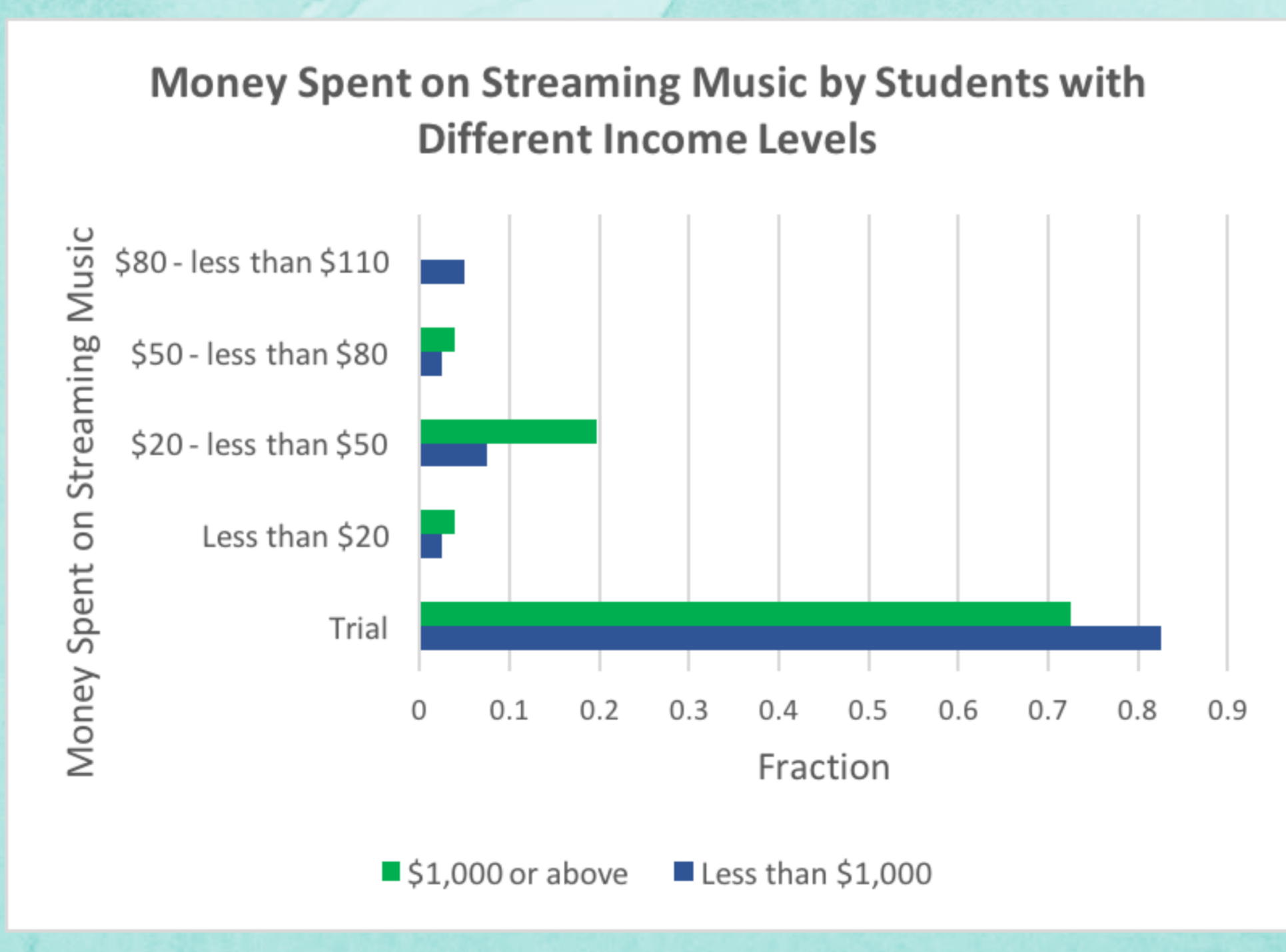
Students with better academic performance possibly prefer focusing on study to increase study efficiency



Students in relationship are comparatively spending more time on streaming music

Usually more emotional when they are in dating status

Music helps them relieve stress and restore happiness



Students predominantly select trial plans regardless of their monthly income

Opportunity cost of choosing trial plan is lower than that of paying for a membership

