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Perceptions towards Music Preferences in Pakistan

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Abstract
The purpose of this paper is to present the public perceptions towards Music preferences in Pakistan. For this survey research 125 Men and 115 Women, aged between 18 and 34 from different universities were interviewed. The data was Factor Analyzed and six factors were extracted (1) Moody; (2) Modern; (3) Manifest; (4) Mild; (5) Milieu; (6) Mingy. Moody are straight forward and have a preference of heavy music beat. Modern wants the top-hit list music to be there in their playlists with the latest gadgetry. Manifest enjoys the music made on several instrumental ballads mostly of high beat. Mild ranges from slow, emotional ballads to the classical melodies that are mostly designed for dancing purpose. Milieu has a preference of going in musical concerts and love for vulgar lyrics. Mingy enjoys listening cheap music. Age and gender differences among different music preferences also highlighted here. These factors have more preference over one another, and as the new generation are found to be ''Addicted'' towards Music. The findings indicate that each preference group has demonstrated its own style of Music.
Keywords: Music Preferences, Perceptions, Factor Analysis, personality traits

Introduction

This paper aims to present findings about perceptions towards Music preferences in Pakistan. Music in Pakistan is very diversified as different ethnic groups prefer have their own ethnic music which ranges from various parts of South Asia, South East Asia, Central Asia, Persian, Turkish, Arabic and modern-day Western popular music influences. With these multiple influences, a distinctive Pakistani sound has been formed. Secondly there is an urban and rural divide in music preferences. This paper illustrates a general perception towards music preferences in Pakistan.

Literature Review

Music is a common manifestation of everyday life (Rentfrow, 2012). People from all walks of life enjoy some form of music in their daily life; some enthusiasts spend major part of day listening to it; some might have specific time and environment needed for it. Preferences for music have variations and explained by the impact of the functions of music styles. Hence, the reason for the likeness of a particular style is not in the line with the functions that people associate with their favorite music in general (Schäfer, Sedlmeier, 2009).

Literature on Music can be divided into three main themes; firstly, towards the type of music (a) Heavy Music; includes category like hard, soft, rock and rap. It varies according to the mood of the listeners. For example, adolescents who have preference over heavy music experience more psychological disorder thus creating more anger and emotional problems (Schwartz & Fouts, 1998). (b) Light music; includes music style like pop, dance on rhythmic themes and melodies. Slow music is mostly preferable in dance parties as it creates relationships of romantic, family and sexual identity (Arnett, 1991, 1992). Secondly, attributes enhancing music attractiveness likewise mood, environment, weather conditions (Gordon, Hakanen & Wells, 1992). Those exposed to these attributes are open to past experiences and prefer complex music like (classical music) they dislike heavy music beat, and those having intense feelings exposed to (rock music) (Langmeyer, Guglhör-Rudan, Tarnai, 2012). Expressive people, on other side prefer upbeat loud music that is energetic songs (rap music). Thirdly, those who have diverse preferences for music are open to experience prefer reflective and complex music (e.g., classical) and intense and fractious music (e.g., rock), whereas they dislike upbeat and conventional types of music (e.g., pop music). Extraverts, on the other hand, prefer upbeat and conventional and energetic and rhythmic types of music (e.g., rap/hip-hop) (Lang, Lüdtke, & Asendorpf, 2001).

Perception surveys are common in sciences like Psychology and Sociology and have applications in marketing discipline. A perception survey is normally aimed to collect the consumer's impressions about any issue. These surveys often provide a starting point for a hypothesis to be proved or rejected by following a detailed research. On the other hands senior marketers also put weightage to consumer perception surveys to adjust their product or services as per the target audience. The best part of a perception survey is that it is intended to discover opinions rather than factual data. This data is normally qualitative in nature. There were an abundance of perception

survey conducted in Pakistan (Salman, & Siddiqui, 2011; Siddiqui, & Gilal, F., 2012; Siddiqui, & Gilal, R., 2012; Siddiqui, & Anjum, M., 2013;; Fahim, Siddiqui, Anjam, Aziz, 2013). These studies cover many disciplines and subject areas but no meaningful research has been done on Music preferences in Pakistan or even in neighboring countries.

Methodology

This study being pioneering study in Pakistan needed some baseline data which was acquired through qualitative research. Respondent selection criteria were based on the demographic factors. There were two segments of audience which were identified on the basis of age, profession and music love i.e., (a) Amateurs and (b) Professionals. These three segments are; (a) Ten amateurs students – (Five men and five women; aged between 18 – 22 years). The respondents of this focus group enrolled in different undergraduate programs in different universities and they have volunteered themselves for this study. They have identified themselves as music enthusiastic. Most importantly they have studied at least one course on consumer behavior and understand the importance of perceptions in modern consumer research; (b) Six professional musicians (Four men and two women; aged 22 to 40 years). The respondents of this segment mainly employed as musicians in locals hotels and/or as music teachers in different schools. This segment proved to be more participative and contributed significantly in understanding the music preferences in the local context.

The approach we designed for our focus group was a very straight forward one. We started off with questions regarding music and the general perception our consumer had about it. Secondly we tried to identify the common music consumption patterns among the consumers. Based on our focus groups questions we made following major findings. These are usually the common opinion throughout the respondents in relation to the questions we asked. Most of respondents associate Music with happiness, sweetness and emotions. Furthermore, it was also noted that people associate Music with celebrations, festivals and weather.

The questionnaire is adapted according to local conditions and to bring it into the comprehension framework of target respondents, that is, university students. Two focus groups were conducted to check upon the validity of the instrument and later amendments were appended accordingly. The reliability was checked using coefficient alpha for factors with three or more items which was 0.86 and considered sufficient (Bearden, Netemeyer & Haws, 2011).

The sample used in this study was comprised of students aged between 18 and 34 years [N=240], enrolled in different undergraduate/ postgraduate programs in various universities throughout Pakistan. The sample size, response rate and demographic mix were considered sufficient to perform meaningful statistical analyses and develop appropriate rigor (Hair, Anderson, Tatham & Black, 1995) and adopted in many earlier studies (Siddiqui, K., 2013; Anjam, Siddiqui, Khan, 2013). Data was collected from a total of 240 participants out of which 115 were male respondents while female respondents were 125. In order to ensure convenience and motivation for participants class group survey technique was used.

Analyses

The data was analyzed in a number of stages. Firstly, descriptive analyses were made to explore the latent music preferences in Pakistan. Secondly Exploratory Factor Analyses were made to summarize the music preferences in major themes. Finally individual differences were noted and presented.

Descriptive Analyses for Music Preferences: Table 1 presents three top most popular Music Preferences include the logical sentiments towards music i.e., "I enjoy music while driving"; "I prefer songs with good lyrics" and "I like the music according to my mood" with 3.8 mean each and standard deviations of 1.33, 1.26 and 1.24 respectively (Table 1). Table 2 presents top three disagreements or least popular music preferences include "I like vulgar music"; "Cheapest music is good for me" and "I often have difficulties searching for new music". Table 3 presents popularity of music preferences by music type (i.e., pop music, music with high beat, folk music, rock music, classical music and semi-classical music). It seems pop music is the most popular type among all others.

Exploratory Factor Analyses for Music Preferences: The 32 items of Music preferences were factor analyzed using the Principal Component Analysis method of extraction and Varimax form of Rotation with Kaiser Normalization. In the first instance, a ten-factor solution was obtained. This solution was examined against various criteria (Siddiqui, K., 2011a; Siddiqui, K., 2011b; Siddiqui, K., 2011c; Siddiqui, K., 2012) . First, it was examined to determine whether the factors satisfied the Kaiser criterion (eigenvalues ≥1) and the eigenvalues were found to be above 1. Secondly, we applied the factor loading criteria which required that (a) a factor must have at least 3 salient item loadings greater than 0.3, (b) individual items must have at least one factor loading greater than 0.3 and (c) any item loading on more than one factor when the final solution is obtained will be placed only in the factor on which it loads most highly. Using the same items, a second Principal Component Analysis method of extraction and Varimax form of Rotation with Kaiser Normalization was carried out. The above criteria were applied again and a six-factor solution was obtained meeting all the

criteria. Then factor loading criteria was applied, as prescribed by (Hair, Black, Anderson, Tatham, 2006). A final criterion was applied, that the factor content must cohere. Subsequently these six factors were named per a prior knowledge and according to the nature of the highest loading items. A six-factor solution produced 50% of the total variance explained (Table 4).

First factor was named as **Moody,** these personalities are straight forward and have a preference of heavy music beat these may have the associations with not being accepted by the others and experiencing problems in their surroundings.

Second factor was labeled as **Modern**. With the passage of time mostly, our young generation is addicted to listening music they want the top Hit list music to be there in their playlists for which they want the latest technology that fits in with their style and which keeps them updated about the every new song that is coming in.

Third factor was marked as **Manifest**, this category audience enjoys the music made on several instrumental ballads and they keep on searching new artist's tracks which are mostly of high beat. These people usually listens music when they are in a state of loneliness or in public places

Fourth factor was tagged as **Mild** in this music style it ranges from slow, emotional ballads to the classical melodies that are mostly designed for dancing purpose. For instance, the lyrics of the slow light music create a sense of romantic feelings or the like. These emotions have strong ties with the experiences of the listeners.

Fifth factor was termed as **Milieu** in this factor it is revealed that this category has a preference of going in musical concerts as they want to be in a state of craziness they have such intense feelings like aggression for this they need heavy vulgarity lyrics

Sixth factor was identified as **Mingy**, most people enjoy listening music that is cheap or economical might be the cause that they face difficulties in searching new music. There is another group of class for which composed music with vulgar lyrics and heavy sound for this musical concerts can be an example that sets in.

Summated scores were calculated for six Music preferences factors. Table 5 presents mean, standard deviation, correlations of six factors of Music preferences. Two factors Moody and Modern are highly correlated having a co-relationship of 0.48 which is significant at 0.01 level (2-tailed).

Gender Differences in Music Preferences: Gender differences were computed for six factors of music preferences. Women tend to be more Moody and Modern while Men stay as Mild and Mingy. Rest two factors Manifest and Milieu cannot be associated with gender difference (Table 6).

Conclusions

Music preferences in Pakistan can be classified into six dimensions; (a) Moody factor comprising trendier songs with good lyrics; (b) Modern factor comprising rock and pop music with the latest technology; (c) Manifest factor that comprises instrumental beat music; (d) Mild factor comprising classical and semi-classical music; (e) Milieu factor comprising concerts and more music; (f) a Mingy factor that includes the cheapest music and vulgar lyrics. A significant gender difference is also illustrated above.

Table 1 Three most popular Music Preferences (Frequency, Mean & Standard Deviations) [N=240]

Items	Frequency					*M*	*SD*
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
I enjoy music while driving.	19	29	39	47	106	3.80	1.33
I prefer songs with good lyrics.	14	25	58	40	103	3.80	1.26
I like the music according to my mood.	14	25	54	49	98	3.80	1.24

Table 2 Three least popular Music Preferences (Frequency, Mean & Standard Deviations) [N=240]

Items	Frequency					*M*	*SD*
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
I like vulgar music.	115	42	41	23	19	2.12	1.32
Cheapest music is good for me.	91	57	45	29	18	2.28	1.29
I often have difficulties searching for new music	76	54	51	40	19	2.47	1.30

Table 3 Popularity of Music Preferences by Music Type (Frequency, Mean & Standard Deviations) [N=240]

Items	Frequency					*M*	*SD*
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
I prefer pop music.	35	38	75	57	35	3.08	1.25
I prefer high beat music.	34	48	76	55	27	2.97	1.20
I prefer rock music.	42	39	80	46	33	2.95	1.27
I prefer semi-classical music.	38	58	85	45	14	2.75	1.11
I prefer classical music.	44	65	61	49	21	2.74	1.22
I prefer folk music	59	66	52	45	18	2.57	1.25

Table 4 Exploratory Factor Analysis for Music Preferences *[N=240]*

	Factors					
	Moody	**Modern**	**Manifest**	**Mild**	**Milieu**	**Mi**
Eigen value	**6.564**	**2.381**	**2.046**	**1.409**	**1.195**	**1**
Variance Explained	**22.635**	**30.845**	**37.899**	**42.756**	**46.876**	**5**
I enjoy music while driving	0.72					
I like the music according to my mood	0.66					
I often listen to music without any particular reason	0.60					
My music preference changes according to weather	0.54					
Some songs are trendier than others	0.54					
I prefer songs with good lyrics	0.53					
I sing along the songs that are being played	0.53					
It is important for me to listen music most of the time	0.49					
It is important for me that there is new music in my music player		0.72				
I prefer rock music		0.64				
It is important that my music player uses the latest technology		0.62				
I often change my song playlist		0.59				
It is important for me that my music collection fits in with my style		0.52				
I prefer pop music		0.42				
I feel very uncomfortable, if my music player is not with me			0.62			
I prefer instrumental music			0.56			
I keep searching for new artists and albums			0.54			
I prefer high beat music			0.50			
I often listen to music in public places			0.47			
I prefer classical music				0.75		
I prefer semi classical music				0.68		
I prefer folk music				0.63		
I hate loud music.				0.44		
Three year old music player look too old for me					0.67	
I love to visit musical concerts					0.61	
I will probably play more music in future					0.58	
I like vulgar music						
The cheapest music is good for me						
I often have difficulties searching for new music						

Extraction Method: Principal Component Analysis.

Table 5 Mean, Standard Deviation, Correlations of six factors of Music Preferences *[N=240]*

	Statistics		Correlations					
	M	***SD***	**Moody**	**Modern**	**Manifest**	**Mild**	**Milieu**	**Mingy**
Moody	3.48	0.81	1.00					
Modern	3.14	0.88	**0.48****	1.00				
Manifest	2.84	0.83	0.31**	**0.40****	1.00			
Mild	2.63	0.8	0.08	0.04	0.13	1.00		
Milieu	2.96	1.03	0.27**	0.39**	**0.44****	0.12*	1.00	
Mingy	2.28	0.95	0.07	0.11	0.37**	0.19**	0.25**	1.00

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

* Correlation is significant at the 0.05 level (2-tailed).

Table 6 Gender Differences in Music Preferences *[N=240]*

	Men [N=125]		Women [N=115]		Total [N=240]	
Factors	***M***	***SD***	***M***	***SD***	***M***	***SD***
Moody	3.31	0.77	3.67*	0.83	3.48	0.81
Modern	3.05	0.82	3.25*	0.94	3.14	0.88
Manifest	2.86	0.8	2.82	0.87	2.84	0.83
Mild	2.72*	0.83	2.55	0.77	2.64	0.8
Milieu	2.97	1.0	2.95	1.07	2.96	1.03
Mingy	2.36*	0.97	2.21	0.93	2.29	0.95

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