

UNDERSTANDING SPOTIFY'S POPULARITY SURGE AND USER CHALLENGES

Dissertation submitted to the Mahatma Gandhi University, Kottayam in partial fulfillment of the requirement for the degree of

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C E R T I F I C A T E

This is to certify that this Dissertation entitled “UNDERSTANDING SPOTIFY’S POPULARITY SURGE AND USER CHALLENGES” has been prepared by GAUSHIK K MOHAN, SANDRA MANOJ A., and SANDRA ROSE under my supervision and guidance in partial fulfillment of the requirements for the award of the Degree of Bachelor of Commerce of the Mahatma Gandhi University. It has not previously formed the basis for the award of any Degree, Fellowship, Associateship, etc.

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DECLARATION

We, GAUSHIK K MOHAN, SANDRA MANOJ A., and SANDRA ROSE B.com Finance & Taxation final year students of the School of Commerce and Management Studies BharataMata College, Thrikkakara hereby declare that the project report on understanding **“SPOTIFY’S POPULARITY SURGE AND USER CHALLENGES IN ERNAKULAM”**, submitted to Mahatma Gandhi University for the award of Bachelor ‘s Degree in Commerce is bona fide work. We further declare that the work mentioned above has never before been submitted to another academic institution or body

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27.03.2024

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Chapter 1
INTRODUCTION

1.1 INTRODUCTION

With over 570 million active users each month, Spotify is the most popular platform. It's a Swedish media services company that offers audio streaming. Music from a variety of performers can be listened to on Spotify. It offers the option to make a custom playlist so that a user can follow their favorite musician. In addition, listen to podcasts, browse an unrated playlist, and get suggestions for new music. Users get the opportunity to listen to and explore music in one location. The principal objective of the founders was to provide a platform that would enable individuals to enjoy an extensive selection of music while assisting artists and producers. After its 2008 introduction, Spotify became well-known as a music streaming service.

By just providing one email address during registration, users can utilize the service for free. Playing music and making custom playlists are two of the most fundamental functions that are completely free. There are premium and subscription alternatives available for Spotify. You can play any song you want without any ads and download music offline if you are a premium subscriber. High-quality 320 kbps streams of music can be listened to continuously with Spotify Premium.

Compared to its competitors, such as Apple Music and Amazon Music, Spotify contributes an average of \$20 per user to the music business. Also, the service is thought to be more practical

1.2 RELEVANCE OF THE STUDY

After conducting research online, in books, and periodicals, it was discovered that Spotify is a very well-liked music streaming service with a vast song library at your disposal. Empirical research indicates that the concerns that needed to be taken into account were the infrequent playback troubles, restricted song availability, and issues related to premium subscriptions. We decided to investigate "Understanding Spotify's Popularity Surge and User Challenges" because a study on this subject was important.

1.3 STATEMENT OF THE PROBLEM

Our research aims to investigate the reasons behind the Spotify app's popularity as well as the issues that its users encounter. To sustain customer loyalty and retention and increase profits in the fast-paced and fiercely competitive market of today, the study centers on Spotify's capacity to satisfy customer needs.

The following inquiries are posed to the researcher:

1. What are the reasons that lead to people using the Spotify app more frequently?
2. What issues do users of the Spotify app have?

1.4 OBJECTIVES OF THE STUDY

Undertaking "The Reasons Behind Spotify Uptake and the Problems Its Users Face" is a research project with the following objectives:

- a. To ascertain the causes behind people's uptake of the Spotify app
- b. To investigate the issues that Spotify app users are experiencing
- C. To assess how it faces off against rival apps like Apple Music and Amazon Music, Jio Saavan, etc.

1.5 SCOPE OF THE STUDY

The goal of the study is to determine what factors contributed to Spotify's popularity, what issues its users encounter, how it competes with competing Apps like Apple Music, Amazon Music, jiosaavn, etc....and how well Spotify is meeting the needs of its customers. The users of Spotify in Ernakulam district are taken as sample population

1.6 RESEARCH METHODOLOGY

The science of doing research is known as research methodology. It consists of the particular steps or methods used to find, pick, organize, and examine data related to a subject. Using primary as well as secondary sources, the research is accurate. Experience or observation served as the basis for the data, and information from books, journals, websites, and magazines was obtained to serve as secondary data for references. In the Ernakulam districts, a sampling survey is also carried out to obtain study samples from informants. The purpose of the study is to ascertain the causes and problems faced by Spotify users. Below is a list of the different components of this study methodology:

1.6.1 POPULATION: All of the pupils in the district of Ernakulam.

1.6.2 SAMPLE: The study's sample group consists of users who downloaded the app from the Play Store to access millions of songs and other works of art from worldwide creators.

1.6.3 SAMPLING DESIGN: The study made use of convenience sampling. Responses from the respondents are gathered via a Google Form. 150 responses based on the sampling method were obtained because Ernakulam's population is infinite.

1.6.4 SAMPLE SIZE: There are 150 responders in the sample that was chosen for the research.

1.6.5 SOURCE OF DATA: In this study, primary and secondary sources are both used. A Google Form-created questionnaire that was distributed to the respondents helped to collect the primary data. The

secondary information was gathered through publications in books, journals, and websites to support the results of the original data.

1.6.6 TOOLS FOR ANALYSIS: Utilizing mathematical tools and techniques such as percentages, frequencies, pie diagrams, etc., the gathered primary data was statistically processed, categorized, tabulated, and analyzed.

1.8 LIMITATIONS OF THE STUDY

- The amount of time allotted for studying is limited.
- Personal prejudice could be present in the data.
- Because of the small sample size, the result's ability to be applied generally may suffer.

1.10 CHAPTERISATION

CHAPTER 1 Introduction

CHAPTER 2 Theoretical framework and Review of literature

CHAPTER 3 Data Analysis and Interpretation

CHAPTER 4 Findings, Suggestions and Conclusion

Chapter 2
THEORETICAL
FRAMEWORK AND
REVIEW OF LITERATURE

A.THEORETICAL FRAMEWORK

In April of 2006, Daniel EK and Martin Lorentzon created Spotify, a Swedish audio streaming and media services company. With over 602 million monthly active users—236 million of whom are paying subscribers—it is among the biggest music streaming service providers

You may access millions of songs and other works from artists worldwide using Spotify, a digital music, podcast, and video service. While basic features like playing music are always free, you have the option to upgrade to Spotify Premium.

Discovering the ideal song or podcast for every occasion is simple with Spotify, which you can use on your computer, tablet, phone, and more. The Spotify platform boasts millions of songs and series. You can always find the perfect music or podcast, regardless of your situation—driving, exercising, having fun, or just unwinding. The Spotify app is proof of how technology can change our lives and revolutionize how we listen to and engage with music in the digital age. Spotify has completely changed the music industry since its launch by giving fans unmatched access to a huge song library and giving musicians new platforms to market themselves and make money. This essay examines Spotify's history, features, influence, and part in forming modern society and the music industry.

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2.1 Industry Details

Spotify Offering over 100 million songs and five million podcasts from record labels and media companies, Spotify is a freemium service. Spotify is available in 184 markets, with a user base predominantly in the US and Europe. Music can be searched for, and playlists can be made, edited, and shared. Google is present in the service, accounting for 67% of revenue and 53% of users. Spotify pays rights holders 70% of its revenue in royalties, which are based on the number of artist streams. Some musicians take issue with Spotify's royalty structure, but others commend the service for compensating artists and thwarting music piracy.

2.2 Founders and CEO

Martin Lorentzon and Daniel Ek launched Spotify, a Swedish media services and audio streaming company, on April 23, 2006. Spotify CEO Daniel Ek holds this position as well.

2.3 History and Conception

Former Stardoll CTO Daniel Ek and TradeDoubler co-founder Martin Lorentzon created Spotify in Stockholm, Sweden, in 2006. Ek claims that, at first, Lorentzon's yelled name was misinterpreted as the company's title. They later came up with a portmanteau that combined the words "identify" and "spot."

Using a subscription approach, Spotify is an audio streaming service that gives customers access to music, podcasts, and other material. In 2006, Swedish businessmen Daniel Ek and Martin Lorentzon launched the now-publicly traded corporation. With its global office network spanning over twelve sites, Spotify maintains its headquarters in Stockholm. During the early 2000s, individuals were using services like Napster to pirate music, so Ek thought of a method to create a platform where people could exchange files, interact with each other, and listen to copyrighted music legally. Earlier, in 2006, Ek launched a start-up that was purchased by Tradedoubler, a digital marketing firm. Lorentzon had been involved in the founding of Tradedoubler, and the acquisition united them. Lorentzon and Ek established Spotify in 2006 after Ek communicated Downloading and sharing music online has become commonplace, thanks to services like Napster. With almost 26.4 million confirmed users, Napster was announcing more than its closure in 2001 following legal issues. A demand for an app that would let users download and distribute music without violating copyright was made clear by its popularity. To close the gap left by Napster, Ek purchased audio content that was protected by copyright from record labels and made it available to consumers. Spotify happened by happenstance. As Ek misinterpreted something Lorentzon said as "Spotify," the two of them were brainstorming names for their business idea for a streaming service with him. The company was founded two years later.

For their artists' music to be accessible lawfully, Ek and Lorentzon negotiated deals with a number of record labels. Users could access Spotify's content for free but were not able to download it thanks to the "freemium" model that the service was adopting. Between-song commercial breaks were also included in the free version. Two levels of paid subscriptions were available, offering customers complete access to the content, offline listening capabilities through content downloads, and no advertising

The United Kingdom saw the original release of Spotify in 2009. After gaining one million paying customers throughout Europe by March 2011, the company announced that the number had doubled six months later. Spotify was introduced in the US around the same time. The company not only made music available to customers but also developed algorithms that allowed them to make personalized playlists. With fifteen million active users—four million of them were paying subscribers—Spotify had grown significantly by August 2012.

To become a significant podcast provider, Spotify started to emphasize this goal in 2015. When the company bought the online music studio Sound Trap in 2017, it transformed it into a podcast-making platform called Sound Trap for Storytellers

2019. In April 2018, Spotify, having gained enormous popularity, went public. In the subsequent year, the service bought Anchor, a platform that assisted podcasters in monetizing their work, and Gimlet Media and Parcast, two companies that generated a lot of well-liked podcasts. To grow its podcast library through its Spotify for Podcasters program, Spotify decided to sell Sound Trap back to its creators in 2023. The business also decided to lay off 200 workers when it merged Gimlet and Parcast into one organization.

By 2024, over 600 million users and 230 million paying customers had visited the service, and the corporation boasted over 300,000 audiobooks, 5 million podcast titles, and over 100 million music songs in its catalog. The New York Times, Samsung, Google, Amazon, Sony, and social media sites like Facebook and Snapchat were among the companies that partnered with Spotify to enhance its reputation.

Founded by Daniel Ek and Martin Lorentzon on April 23, 2006, Spotify is a Swedish audio streaming and media service provider. With approximately 602 million active monthly users—including 236 million paid subscribers—as of December 2023, it is among the biggest music streaming service providers. American depositary receipts, or ADRs, are used to list Spotify on the New York Stock Exchange through a holding company, Spotify Technology S.A., with headquarters in Luxembourg City.

More than 100 million songs and five million podcasts from record labels and media businesses are available on Spotify, which distributes digital copyright-restricted recorded audio content. Some services, such as offline listening and commercial-free listening, are only available with paid subscriptions; however, fundamental features

are free with limited control and commercials. This is a freemium service. A playlist can be made, edited, and shared by users, who can also search for music by artist, album, or genre.

Available in 184 markets worldwide, Spotify can be found throughout much of Europe, Africa, the Americas, Asia, and Oceania. Around 53% of its users and 67% of its revenue are derived from subscribers and users who are primarily based in the US and Europe. Where QQ Music dominates the market, on the Chinese mainland, it is non-existent. The service is accessible on a wide range of devices, including PCs running Windows, macOS, and Linux; iOS and Android smartphones and tablets; smart home appliances like the Google Nest and Amazon Echo product lines; and digital media players like Roku.

Based on data given by Semrush, as of December 2023, Spotify ranked 47th globally in terms of website traffic, with 24.78% of that traffic coming from the United States and 6.51% from Brazil.

When an artist sells a song or album, they are paid a certain fee; however, Spotify pays royalties depending on the percentage of total tracks listened to that are artist streams. It pays rights holders (usually record labels) according to individual agreements, with the remaining 70% of its total earnings going to these parties. Although several musicians have expressed disapproval of Spotify's royalty structure and its impact on record sales, others commend the service for providing a legal means of countering piracy and paying musicians for each time their music is played.

2.4 Business Model

Spotify offers both free and premium subscription options under its freemium business model. While the premium version provides offline playback, ad-free listening, and other features, the free version has advertisements.

2.5 Interface with Users

The iterative design approach and integration of user feedback are clear indicators of Spotify's dedication to ongoing improvement. Using user testing, data analysis, and surveys, the platform actively seeks user ideas and preferences to inform design choices. Updates and feature improvements regularly, driven by user feedback, guarantee Spotify remains relevant and successfully meets user demands. Along with improving the user experience overall, this iterative method helps users feel like they have a voice and are contributing to the platform's development. Viewing one's profile allows users to see their followers, playlists, and recently played music. In addition, they can see what their friends are listening to and follow them. However, please note that the interface may have been updated or changed since my last update.

2.5 Branding and Marketing

With a focus on brand loyalty, the company's success is impacted by the growth of a competitive music streaming application market. Understanding the impact of brand image, viral marketing, and brand experience on Indonesian Spotify users' loyalty is the goal of this study. 100 Spotify users between the ages of 18 and 50 who use Instagram were included in the purposive sample process as part of a quantitative approach. To gather primary data, a five-point Likert scale questionnaire was used. IBM SPSS version 26 was used for the analysis of the data using multiple linear regression. It can be seen from the results that viral marketing and brand experience do not increase brand loyalty. But positive influence is exerted by brand image. Companies should therefore improve features and use traditional marketing techniques.

2.6 Services

- Streaming audio: A huge selection of songs, albums, and playlists are available for on-demand streaming on Spotify.
- Podcasts: Apart from music, Spotify offers a vast selection of podcasts addressing a variety of subjects.
- Promotion of Artists: Spotify gives musicians the means to share their music, establish connections with fans, and track their audience.
- Ad-Friendly Free Level: While premium subscriptions offer extra features like skips and better audio quality, they also remove ads. Users can still access Spotify for free with ads.
- Social Elements: Users can follow their friends' listening habits and share playlists and music.

2.7 Name and Logo

Daniel Ek claims that Lorentzon's shouted name was initially misheard as the company's title. Eventually, they combined the words "spot" and "identify" to create a portmanteau. Simply put, it's a minimalist, clean logo for Spotify. The image consists of a green circle with three inside frequency waves that instantly conjure up images of movement and sound for the observer. The design's green circle is vivid, thrilling, and tidy



FIGURE 2.1 NAME AND LOGO

2.8 social media presence

It should come as no surprise that Spotify posts frequently on various social media platforms, as the 18 to 34 age group comprises 55% of its user base. Below is a summary of their social media profiles:

Instagram users: 11 million

Facebook users: 23 million

Twitter users: 14.2 million

4 million on LinkedIn

TikTok: 2.6 million users

1.66 million views on YouTube

1.4 million people on Reddit

They have over twice as many Instagram followers as Apple Music and YouTube Music, its main competitors, in addition to having millions of followers across other platforms.

2.9 Revenue Model

Spotify uses a freemium business strategy. Still, it can bring in money from two main sources. The sources of revenue for Spotify include:

Premium Services: While Spotify's audio streaming service is available to all users, access to it is restricted. For users who are willing to pay for it, Spotify's premium version offers an ad-free experience with unlimited service. As long as their premium membership is active, Spotify premium users have unrestricted, ad-free access to all of the platform's features and services. Thus, Spotify's premium services bring in money each month;

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Ad-supported services: Spotify offers free access to its audio-streaming platform to users without a premium membership. Even though these users pay no additional fees, Spotify is still able to make money from this. While a free user is streaming on Spotify, adverts are shown. These advertisements are sponsored by companies, organizations, and brands that pay Spotify to promote their products and services to its user base.

2.10 Challenges

Users face obstacles that impede smooth navigation and enjoyment when it comes to music streaming. The inability to download a single song or manage downloads efficiently, constraints when seeing several featured artists, and lengthy wait times while exploring offline playlists on sluggish connections are some of these problems. Hidden search bars in personalized playlists are another. To improve Spotify usage overall, this case study looks into these issues with the user experience and offers workable remedies.

The hidden search bar in personalized playlists is the biggest problem that Spotify customers have. It is difficult to explore songs easily because of this hidden feature, which requires users to swipe down on the playlist screen in order to use the search function. Nothing can be done to help users find this concealed search bar more easily; there are no tool hints available

The global search engine is often used by users for both playlist-specific searches and haphazard music discovery, as many are unaware that personalized playlists have a search box. People anticipate their playlist to keep playing after they search for a song from a playlist on a global scale. The present method, however, throws off the anticipated playlist flow by selecting the following song at random from the whole Spotify library. Furthermore, the player ends after it plays the song it found while in offline mode, so users have to either play the next song from the playlist or search for each one separately to keep listening.

The inability to download a single song has been a bothersome problem for several Spotify customers over the past few years. This issue is still not fixed, despite multiple reports in the Spotify community. Even more annoying is that a fix that requires downloading the entire playlist to access a single song has been suggested, marking the issue as "solved."

Playlist creation can be time-consuming, but it's a useful tool for Spotify users to share music. Some users download whole playlists, which takes up a lot of storage space. Some people refrain from downloading because they find the process complicated or have network connectivity issues. On the other hand, websites such as YouTube Music provide a simpler user interface by enabling immediate song downloads with a single tap on the player screen. This implies that Spotify's download feature has room for development. More than just listening to well-known musicians and genres, music platforms allow users to discover new music from a variety of genres. You regularly find yourself discovering new songs when listening to the radio or switching through playlists, and you want to check out the main and featured artists. Looking into a song's featured and secondary artists on Spotify might be difficult, but looking into the song's main artist is easy. Any artist's page, primary or featured, may only be accessed by tapping on their name in the Now Playing View.

A rise in rival platforms such as Spotify, Apple Music, YT Music, and others has made the world of music streaming more and more attractive. From new releases to well-known songs, you are now surrounded by a wide variety of music every day. To be able to fast-forward or rewind specific songs is quite desirable. As for me, I frequently go back and listen to my playlists again, hoping to find certain parts or my favorite lyrics.

Though these problems persist, it continues to be the most popular music streaming service available today. Spotify may be justified in maintaining the status quo in light of some of these issues. Alternatively, they might already be aware of some problems and actively attempting to resolve them. Furthermore, they might not have recognized all the problems yet. Should they also think these issues are crucial, it anxiously await Spotify's ongoing efforts to improve the user experience and fix these issues.

2.11 Achievements

- **Global Reach:** Spotify is now one of the biggest streaming services in the world, having grown to over 170 countries.
- **Large User Base:** As of 2021, Spotify has over 345 million active monthly users, of which a sizable percentage use its premium service.
- **Content collection:** Spotify gives customers a wide selection of possibilities with its extensive collection of over 70 million songs, podcasts, and other audio content.
- **Personalization and Discovery:** Spotify improves user experience and discovery by providing personalized playlists like Discover Weekly and Release Radar through its algorithms and analysis of user data.
- **Artist Promotion:** Spotify offers a range of services and tools, such as playlists, analytics, and the Spotify for Artists platform, to help artists market their music
- **unique material:** To draw and keep customers, Spotify has made investments in producing unique material, such as podcasts and limited-edition music releases.
- **Financial Success:** Spotify has been able to maintain its financial success and increase its revenue over time, especially in the face of competition and obstacles in the streaming sector.
- **Technological Innovations:** To increase user happiness and engagement, Spotify is constantly innovating its platform with features like high-quality audio streaming options, Spotify Connect, and collaborative playlists.
- **All things considered,** Spotify's accomplishments include its large user base and global reach, as well as its emphasis on content curation, personalization, and technological innovations in the music streaming sector

2.12 Acquisition of Content

To host content on its platform, Spotify enters into licensing agreements with record labels, music publishers, and content creators. In these agreements, royalties are paid to the right holders according to the terms of the agreement and various factors like the quantity of streams.

2.13 Future plans

In the future, Spotify may look to improve its personalized suggestions, broaden its selection of podcasts, enter new markets, or investigate different subscription options. To get the most precise and current details about Spotify's future intentions, I suggest reading through the company's most recent press releases and announcements.

2.14 Financial Performance

Several variables, including the number of new users, advertising income, and licensing fees, affect Spotify's financial performance. In various financial quarters, it has disclosed both revenue growth and net losses. Users face obstacles that impede smooth navigation and enjoyment when it comes to music streaming. The inability to download a single song or manage downloads efficiently, constraints when seeing several featured artists, and lengthy wait times while exploring offline playlists on sluggish connections are some of these problems. Hidden search bars in personalized playlists are another. To improve Spotify usage overall, this case study looks into these issues with the user experience and offers workable solutions. The hidden search bar in personalized playlists is the biggest problem that Spotify customers have. It is difficult to explore songs easily because of this hidden feature, which requires users to swipe down on the playlist screen to use the search function. Nothing can be done to help users find this concealed search bar more easily; there are no tool hints available. The global search engine is often used by users for both playlist-specific searches and haphazard music discovery, as many are unaware that personalized playlists have a search box. People anticipate their playlist to keep playing after they search for a song from a playlist on a global scale. The present method, however, throws off the anticipated playlist flow by selecting the following song at random from the whole Spotify library. Furthermore, the player ends after it plays the song it found while in offline mode, so users have to either play the next song from the playlist or search for each one separately to keep listening.

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A rise in rival platforms such as Spotify, Apple Music, YT Music, and others has made the world of music streaming more and more attractive. From new releases to well-known songs, you are now surrounded by a wide variety of music every day. To be able to fast-forward or rewind specific songs is quite desirable. As for me, I frequently go back and listen to my playlists again, hoping to find certain parts or my favorite lyrics. Though these problems persist, it continues to be the most popular music streaming service available today. Spotify may be justified in maintaining the status quo in light of some of these issues. Alternatively, they might already be aware of some problems and actively attempting to resolve them. Furthermore, they might not have recognized all the problems yet. Should they also think these issues are crucial, they anxiously await Spotify's ongoing efforts to improve the user experience and fix these issues.

2.15 Awards

Spotify has won multiple honors and recognitions in a range of fields, including innovation, technology, music streaming, and workplace culture. A few noteworthy honors and accolades that Spotify has won are as follows

- Grammy Awards: In the music and technology categories, Spotify received recognition at the Grammy Awards.
- Webby Awards: For its innovative digital music streaming, user experience, and mobile app design, Spotify has won multiple Webby Awards.
- Crunchie Awards: Spotify received recognition at the Crunchie Awards for its contributions to music streaming and the tech sector.
- European Digital Media awards:
Spotify has been recognized for its digital media initiatives and contributions to the European digital scene with accolades from the European Digital Media accolades.

- **Design Awards:**
Spotify has received recognition from Fast Company for its creative approach to design through the Design Awards for Innovation
- **Great Place to Work:** Spotify has been named as a great place to work in various countries, recognizing its company culture, benefits, and employee satisfaction.
- **TechCrunch Crunchies:** Spotify has won awards at the TechCrunch Crunchies for its impact on the tech industry and digital music landscape

2.16 Marketing Tactics

Personalization: To deliver a personalized experience, Spotify's algorithm adjusts recommendations based on users' listening preferences. Ads that are tailored according to user choices and habits also benefit from this customization.

Freemium Model: Spotify provides a free tier with ad support so that consumers can enjoy a large selection of music and podcasts without having to pay a membership fee. This tactic draws in visitors who might eventually become premium members to enjoy an ad-free experience.
Targeted Advertising: Spotify uses data analytics to present adverts that are relevant to certain user demographics, interests, and actions. This aids marketers in successfully reaching their target market.

Interactive adverts: In an experiment, Spotify has introduced interactive adverts that let users interact with the material right within the app. This can include sponsored playlists that blend in well with the user experience or interactive audio adverts.

Brand Partnerships: Spotify produces unique content and advertising campaigns in partnership with businesses and musicians. These collaborations increase the platform's allure and provide users with distinctive experiences.

Cross-Platform Integration: By integrating with a range of platforms and gadgets, such as social media sites and smart speakers, Spotify increases user accessibility and reach across several channels. Personalized suggestions, a large music and podcast library, and the adaptability of Spotify's freemium business

model—which lets users access content for free while providing subscribers with premium features—are the platform's highlights

2.17 Competitors

Using their current user bases and brand following, Apple Music and Amazon Music are Spotify's two main rivals in the music industry.

Despite being a little more costly and possibly less sophisticated than Spotify, YouTube is a rival with a current user base in the music industry.

All the features that rival music streaming apps have, plus more, are provided by Spotify. Their mainstays include an extensive playlist collection and a library with over 40 million songs. Users of the mobile apps and Spotify's algorithmic technology both contribute to these playlists.

2.17 Partnerships

Spotify licenses the work of musicians, record labels, podcasters, and other content creators to grow its library of content. To combine its service with its goods or services, it also collaborates with telecom providers and device maker

2.18 International Reach

Spotify serves millions of users from a variety of geographic and demographic backgrounds through operations in several nations. It has made considerable headway in the global music streaming market thanks to its international expansion efforts.

2.19 SWOT Analysis

Strengths:

Spotify has a massive library of music, podcasts, and other audio content, giving consumers diverse options
Personalized Recommendations: The platform's algorithm-driven recommendation engine helps users find new music based on their likes. User-Friendly Interface: Spotify's intuitive interface makes it simple for users to explore and find content, improving their entire experience Spotify is available on a variety of devices and operating systems, including smartphones, tablets, computers, and smart speakers, allowing users to listen to music at any time and from any location. Strong Brand Presence: Spotify has established itself as the world's le

Weaknesses:

Dependence of Record Labels: Spotify's economic model is mainly based on licensing deals with record labels, which can lead to expensive operational expenses and little control over content availability. Reliance on Internet Connection: To stream music on Spotify, users require a consistent internet connection, which may not always be available, particularly in places with low connectivity. Limited Offline Access: While Spotify does provide offline listening capabilities for premium subscribers, this function may not be available to all users, limiting their ability to enjoy music offline. Spotify's revenue is primarily derived from subscription payments, rendering it sensitive to variations in user numbers and pricing pressures.

Opportunity:

Expansion into new regions: With rising internet usage and smartphone adoption rates, Spotify has the chance to increase its footprint in new regions.

Partnerships and Collaborations: Spotify may expand its content offerings and attract new customers by working with brands, artists, and other businesses.

Content Diversification: Spotify should consider expanding the range of audio entertainment it offers beyond just music and podcasts to include audiobooks and live events.

Technological Innovations: Spotify can improve its suggestion algorithms and increase user engagement by investing in cutting-edge technology like artificial intelligence (AI) and machine learning.

Rivalry: Spotify's market share may be eroded by fierce rivalry from rival streaming services like Apple Music, Amazon Music, and YouTube Music.

Consumer behavior and Preference Shifts: Spotify's business model may be threatened by alterations in consumer behavior and preferences, such as a predilection for physical media or a move towards other forms of entertainment.

Regulatory Challenges: Spotify's capacity to operate and distribute content globally may be impacted by changes to regulations and licensing requirements in different areas.

The music industry has persistent issues due to piracy and copyright infringement, which impact income streams and content availability for platforms such as Spotify.

2.20 STP Analysis

Segment: Spotify divides up its user base according to many criteria, including user behavior, device usage, lifestyle, interests, and psychographics (such as age, gender, and location) as well as usage patterns.

Target Group: Spotify caters to a younger demographic that includes gamers, fitness fanatics, tech-savvy millennials, and podcast listeners who like streaming music.

Positioning: Spotify offers a strong and special music service catering to personal preferences, ensuring accessibility across multiple devices and providing unique features like hand-picked playlists and algorithmic recommendations.

B. LITERATURE REVIEW

David Garcia and Pablo Bello researched the Spotify music streaming service. Since 2017, there has been an increasing trend in the diversity of music consumption across 39 countries on Spotify, the most popular streaming platform. A more varied cultural market has resulted from this process of cultural divergence, in which nations are becoming more and more different in terms of the music that appears on their charts. At the top of national charts, where diversity grew more quickly than at the bottom, this trend first emerged.

Oana Buliga, Kathrin Mich, and Kai-Ingo Voigt analyzed Spotify as a case study in the context of music passion. The music streaming service Spotify was introduced in 2008 as an alternative to websites that allowed illegal file sharing, such as Napster. The company's freemium and subscription services allow users to quickly and easily access music from anywhere at any time, according to their changing tastes. With its extensive library of songs and playlists, user-friendly interface, and active social media presence, Deezer—the original freemium music provider—stands out. References to Spotify and Deezer can be found in many different places.

The key features of Spotify were outlined by Scott Hams. The movement to de-regulate the music industry and return power to songwriters. YouTube, Apple Music, Spotify, and other streaming services are among those that offer free music streaming. A portion of every song that was streamed used to go to the bands and songwriters. The amount of money paid to songwriters has unfortunately decreased as a result of government-mandated licensing regulations and outdated streaming royalty payout systems disrupting the music industry. Disagreements between the PRO and the digital service provider may be brought before a rate court, and the federal government's consent decree governs how songwriters are paid. The music industry has experienced a significant disruption as a result of streaming services.

Lalagch Khosravian has investigated. Since the internet, the music industry has changed dramatically, with major players like Warner Brothers, Sony Music Entertainment, and Universal Music Company restricting artistic expression. However, artist reach and music consumption habits have changed dramatically with the emergence of TikTok and Spotify. With the help of these platforms, musicians have been able to exhibit a wide variety of musical styles. However, artists have not always had a democratic environment or an equal voice in the music industry. With an emphasis on the role that artists play in capturing current trends and the significance of formulaic standards, this project seeks to examine the contemporary music landscape from the perspectives of diversity, modernity, and originality.

Kenneth Barr's Initial research on theoretical considerations for musical streaming. With the value of digitally delivered music surpassing physical products for the first time in 2013, Spotify's growth reflects a shift in the music streaming industry from ownership to access models. Producers, financiers, and end users are all impacted

by this change. The rapid emergence of digital platforms poses challenges to the understudied academic field of music streaming. Understanding the implications of music streaming for creators, investors, and consumers requires a theoretical framework for research, even though it is an unproven, loss-making venture.

Platformization of the music industry is the subject of research by Nicolaus T. Music industry impact: Spotify and Apple Music lead the way in music consumption. An alternative platform on the outskirts of the industry, Bandcamp is examined in this study. Bandcamp's claims that it puts artists and listeners above profit are evaluated by research using actor-network theory. The outcomes both confirm and refute Bandcamp's claims.

The study by **Cecilie Broberg, Ifigenia Dashoris, and Ilze van de Haur** examined how artificial intelligence is altering the dynamic between brands and consumers in the music industry. Artificial intelligence is having a big impact on the music business, especially Spotify, by strengthening the bond between customers and the brand. This essay examines how artificial intelligence will impact consumers' interactions with Spotify, with a particular emphasis on the Swedish music streaming provider. The study highlights the changing nature of the relationship between the two parties by using empirical analysis to investigate how Spotify's practices have changed over time.

Researchers **Daniel Antal, Amellia Fletcher, and Peter L. Ormosi** investigate whether music streaming creates fair competition. There may be a lot of benefits to music streaming's recent growth. While streaming gives music creators quick and inexpensive access to a potentially large audience, it also gives consumers cheap and easy access to a wide variety of music. However, a lot of creators are dissatisfied with the big streaming services. They believe that they behave unfairly, distort the rules of the game, and jeopardize sustained creativity in the music business. The competition between recordings on streaming platforms, which is one of these concerns, is explained and evaluated in this paper. It contends that the nature of the compensation agreements between content creators and streaming services, the function of playlists, and the powerful negotiating position of major labels all limit the possibility of fair competition.

Research on The Disruptive Nature of Digitization: The Case of the Recorded The music industry is carried out by **Francoll Moreau**. The essay examines how digital technology has affected the music business, emphasizing how established companies have been slow to embrace disruptive innovation. Disruptive innovation traits are aligned with digitization, resulting in digital music files that are poorer, cheaper, and poorly suited. This phenomenon is a prime example of how businesses view disruptive innovation as a threat instead of an opportunity.

Benjamin A. Morgan discussed access, income, and interaction through the Spotify playlist that was hand-picked by the Australian company. Spotify has significantly impacted the Australian music industry, with its services playing a crucial role in promoting popular music. However, the rapid expansion of these services has

led to a mix of enthusiasm and trepidation among musicians and industry professionals, highlighting the increasingly influential role of these services in the retail, promotion, and distribution sectors.

Yonghao Li: “Music has become even more important as technology has progressed. According to a study on the subject, music may in some way help us cope with stress, let go of our sorrow, or boost our confidence. To put it succinctly, music is a potent form of therapy for the human mind. In the music

industry’s history, power was typically distributed and difficult to consolidate. Currently, Net Ease Cloud Music is the dominant player in the Chinese music market, but Spotify has a large global market share. This article’s primary goal is to compare and contrast the business models of the two organizations.

Mohammad Ayman Mattar: The prominent music streaming service Spotify offers real-time insights into its operational status and performance through its Spotify Status Dataset, which is a useful resource. This dataset is a vital resource for Spotify’s internal monitoring as well as the larger data research community, offering a vast array of statistics on user behavior, server uptime, service interruptions, and more. Given the continued prominence of digital services such as Spotify in the music consumption landscape, it is imperative to comprehend the current state of the platform to guarantee a flawless user experience. Whether you’re looking to examine trends in service availability or user behavior during service outages, this dataset provides a wealth of research and analysis opportunities. This research emphasizes the importance of the Spotify Status Dataset and its possible uses.

P Álvarez: Many smart technologies and mobile apps are being created to improve consumers’ pleasure and well-being. Regretfully, these solutions do not yet incorporate some of the most current technological developments in the fields of affective computing, the Internet of Things, or service computing. In this work, we describe in brief a smart system that monitors the user’s moods while they are keeping a diary and sets up mood regulation experiences for when they return home. Depending on Spotify’s music services, these emotion-aware encounters are customized for each user depending on their musical likes and tastes. Additionally, the device incorporates artificial intelligence and wearable-based emotion identification technology. The user’s mood and decision-making are then based on the identified emotions.

Ashok Varma: The investigation looked into whether or not users of Spotify’s music streaming service had been effectively diverted from illegitimate file-sharing websites. This study was noteworthy for some reasons, one of them being the false impression that many organizations and musicians have of Spotify’s service. Thus, the author started this study to try and convince others that, if people accept the idea of music streaming, Spotify can be a viable business for the music industry in the future.

Muhammad Sulton Al Fatih: The way that people consume information and content has changed significantly as a result of technological advancements, particularly in the communication sector. Children and teenagers who do not belong to the adult or older demographic are particularly susceptible to the effects of the new media that they are exposed to. One emerging digital technology is podcasting. A new channel for content or information consumption is the Spotify podcast. Teenagers who have unrestricted access to podcasts will be impacted in social and even educational ways. Teenagers utilize podcasts extensively, which makes them novel educational tools. The primary issue with this research is how teens are using Spotify podcasts as new educational resources

Tobin South: Every civilization, past and present, has music, and it comes in a variety of forms that are frequently difficult to classify. Many problems concerning the nature of music are raised by the diversity of music in its various forms and styles. A data-driven analysis of music has a new opportunity with the arrival of the digital age. Web calls are used to build a network for music-artist collaboration using the well-known music streaming service Spotify. The degree distribution, neighbor degree distribution, clustering, and centrality of the network are examined. Rappers are shown to be most central to the popular subgraph, whereas classical artists are found to be most important to the entire network. Additionally, the data is useful for creating genre-based hypergraphs.

Sofia Ritala: Since the dawn of the digital age, music listening habits have been rapidly evolving. The public can now more easily access songs through desktop computers and eventually mobile devices, thanks to the music and software businesses' experiments with various models and programs. Several of these experiments have been deemed to violate exclusive distribution and performance rights as defined by the Copyright Act after they failed. Still, innovation has continued, and the form of music listening in the future is beginning to take shape. Internet radio stations like Spotify and Pandora are some of the major participants in the market right now. They generate revenue via the sale of commercials and premium memberships.

Andrew J Jensen: Businesses are expanding their global reach. Because more individuals are staying at home, there is an increasing need for users of their financial statements to comprehend how those organizations operate. This is especially true given the rise of streaming. Potential investors and other consumers of financial statements can learn about a business's complexity from company analysis. Spotify is a global music streaming service whose business model affects a large number of consumers. Since many of these consumers are unfamiliar with Spotify's strategic strategy, it would be beneficial to simplify and break down the model. To provide a study of Spotify's business practices, my PowerPoint presentation examines news stories, financial statements, and data supplied by Spotify and comparable rival company

Josko Lozic: The purpose of this essay is to examine Spotify's financial performance and business strategy. The growth of the new media industries has been directly impacted by the digitization of production processes. The mass media and constrained media markets concept was used to build the traditional media sectors. The digitalization of production processes and technical advancements are linked to the new media industries. The entire paradigm shift in the growth of the new media industries has been directly impacted by the digitization and convergence of production and distribution processes. One of the first sectors of the economy to change was the music industry. Streaming music platforms have taken the place of traditional sound carriers in terms of creation.

Max J Pachali: We investigated Spotify playlist demand drivers. Our analysis is based on a special panel data set that combines information on how frequently these playlists appear in the Spotify app with aggregate listener statistics for over 12,000 popular playlists. We break down the demand for playlists into three main factors: the popularity of music on a playlist, users' reactivity to featured playlists, and time-invariant user preferences for playlists. Our findings highlight the significance of platform-curated playlists for promoting consumption, showing that users exhibit considerable preferences for Spotify-curated playlists. Users also appreciate the app's highlighted playlists, which shows how Spotify can successfully draw attention to a particular collection of p21)

Ashton Anderson, Lun Anderson: Examines users' experiences and finds that with time, users' listening tastes get more varied and that listening that is automatically guided by suggestions is linked to lower consumption.

B. Zhang, G Kreitz, M. Sackson, J. Obillos: Examine the dynamics of the system, such as session arrival, patterns, replay arrival patterns, and daily variations in session duration. Analyze user behavior on multiple and single devices, and demonstrate a relationship between the duration and downtime of subsequent user sessions on single devices.

P. Vonderau: The piece examines Spotify as a media corporation that works at the nexus of finance, music, technology, and advertising.

K. Swanson: To pinpoint perceived requirements and beneficial advancements he explores how consumers and professionals in the music industry see streaming services like Spotify.

Hodgson: One underappreciated tenet of the research on digital music platforms is the creative ambivalence procedure, which suggests that rather than being empowering, these systems may be more artistically constructive. It investigates how corporate rhetoric gets ingrained in music recommendation systems during the process.

Shital Nikhil Gondal: The issue of data overload is examined in this. When engaging in any online activity, such as updating Facebook or using WhatsApp, or Messenger, the issue is tested. Spotify and other music applications. They discovered that individualized recommendations were the answer

Lillio Mok, Samuel F Way, Lucas Maystre:, Ashton Anderson: In this, we investigate how consumers navigate Spotify's online material across time, either by finding completely new music or by changing up their listening preferences between different periods. Users at different stages of their off-platform lifecycles show distinct variances from one another: younger listeners are consistently less likely to explore new content and more likely to take advantage of known content. Users also explore in spurts by adhering to seasonal cycles and exploration stages throughout their histories on the platform. Furthermore, we discover that these patterns of exploration do not transfer to other concepts of heterogeneity, such as variety; in particular, younger listeners explore less but are more diversified in their intake.

Martijn Millecamp, Nyi Nyi Htun, Yucheng Jin, Katrien Verbert: This article reports on a user study conducted online that gives consumers influence over Spotify recommendations through two different visualization techniques: a radar chart and sliders. The study employed a within-subject design using Latin Square counterbalancing measures. Comparing the radar chart to the sliders, the participants found a far greater number of new songs, according to the results. Additionally, it was discovered that how individuals interacted with various musical elements was influenced by their experience using Spotify.

Luis Aguiar, and Joel Waldfogel: They employ four methods to investigate how Spotify's playlists affect song marketing and the identification of fresh musical talent. Start by comparing the streaming volumes of songs on popular international playlists before and after they are added or removed. Next, contrast the streaming volumes of songs that are now on and off of algorithmic top 50 playlists. Third, leverage effects to account for variations in streaming.

Amanda Royek: The sharing of ideas and communication is facilitated by the Internet. This leads to illegal file sharing, which includes sharing digital music files. Piracy, or the unapproved duplication and distribution of copyrighted content, has hurt the music industry financially. However, with the rise of streaming services like Spotify and Pandora, the industry may be able to recover. By utilizing streaming, music lovers and internet users can enjoy listening to their favorite artists without negatively impacting the music industry. While there is still and always will be music piracy, supporters of streaming services assert that these websites have begun to lessen the negative effects of piracy.

CHAPTER 3
DATA ANALYSIS
AND
INTERPRETATION

INTRODUCTION

The process of giving meaning to the information gathered and figuring out the conclusions, importance, and ramifications of the findings is known as data analysis and interpretation.

3.1 WHETHER OR NOT A SPOTIFY USER

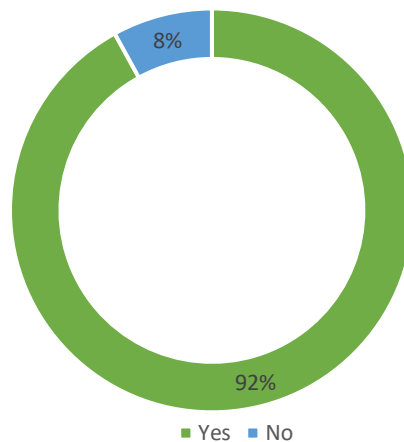
Respondents can select either "yes" or "no" for whether or not they use Spotify.

Table 3.1 Whether or not a Spotify user

RESPONSES	NO OF RESPONDENTS	PERCENTAGE
Yes	138	92%
No	12	8%
Total	150	100%

Source: Primary data

figure 3.1 whether or not a spotify user



INFERENCE: From the above data about 150 respondents (92%) use Spotify and (8%) are not using Spotify. The majority of respondents are users of Spotify

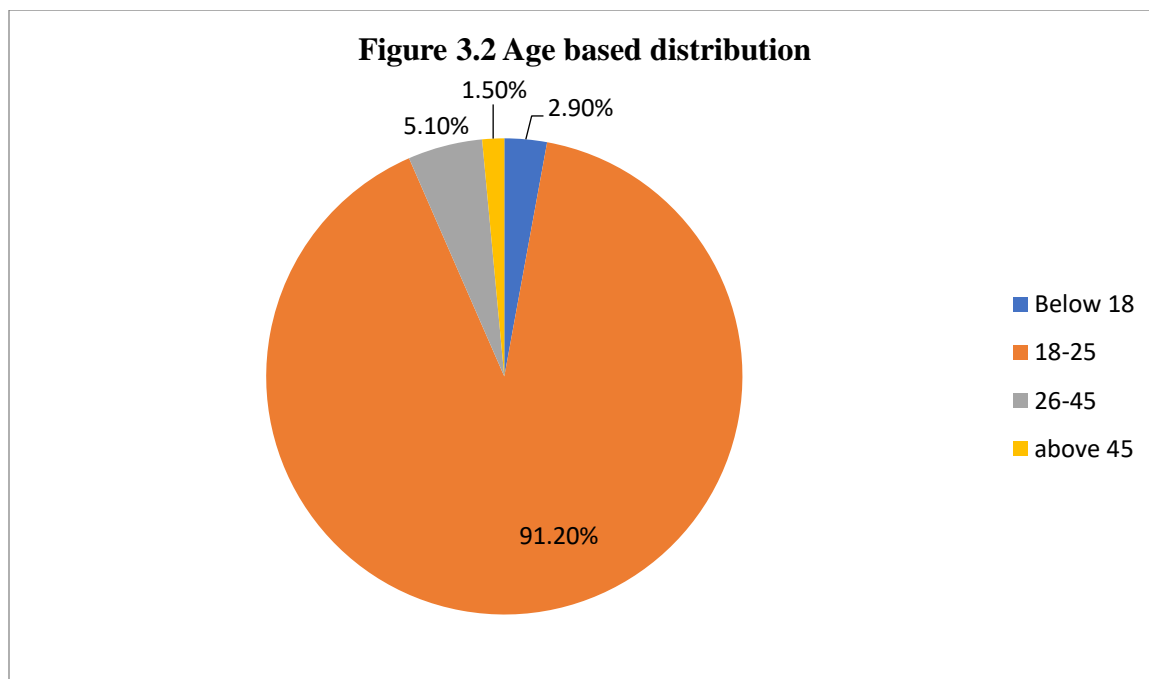
3.2 AGE-BASED DISTRIBUTION

Based on age groups, the respondents are split up. Below 18, 18–25, 26-45, above 45

Table 3.2 AGE-BASED DISTRIBUTION

AGE GROUP	NO. OF RESPONDENTS	PERCENTAGE
Below 18	4	2.9%
18-25	125	91.2%
26-45	7	5.1%
Above 45	2	1.5%
TOTAL	138	100%

Source: Primary data



INFERENCE: 2.9% of the participants fall within the age range of 18 years old. 18–25 (91.2%), 26–45 (5.1%), and over 45 (1.5%) make up the remaining portion. The age range of the majority of responders is 18 to 25. It follows that this age group uses Spotify more often than others

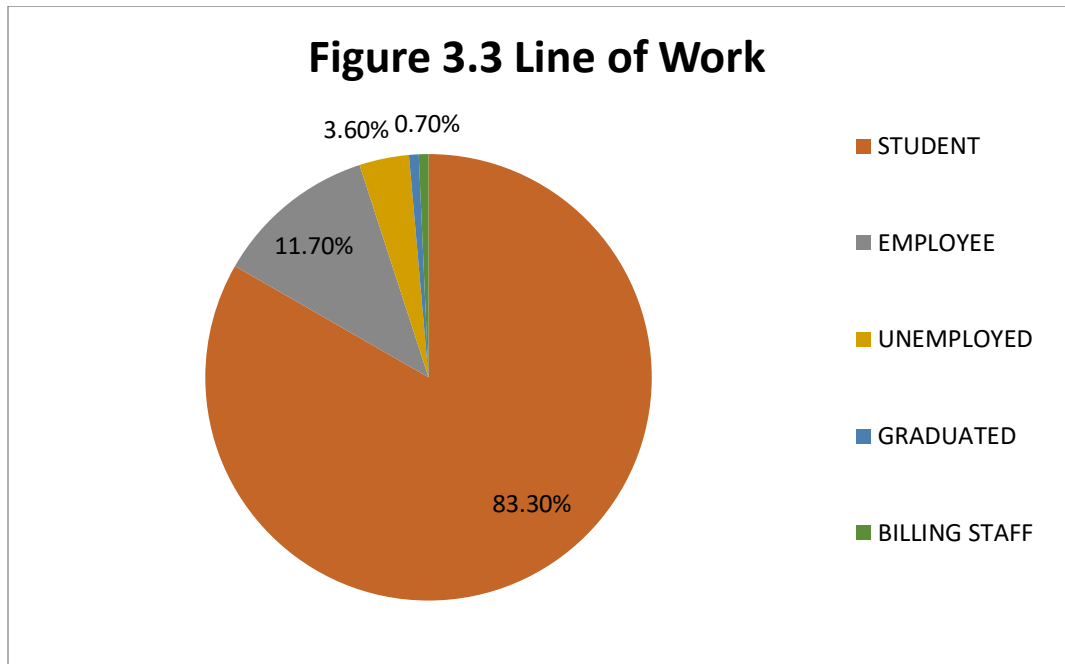
3.3 LINE OF WORK

The respondents are categorized as students, workers, unemployed, graduated, and billing staff based on their field of employment.

Table 3.3 LINE OF WORK

LINE OF WORK	NO. OF RESPONDENTS	PERCENTAGE
Student	115	83.3%
Employee	16	11.7%
unemployed	5	3.6%
Graduated	1	0.7%
Billing staff	1	0.7%
TOTAL	138	100%

Source: Primary data



INFERENCE: 83.2% of respondents in the data mentioned above are students, 11.7% are working, 3.6% are jobless, 0.7% have graduated, and the remaining 0.7% are billing staff. Students make up the majority of responder

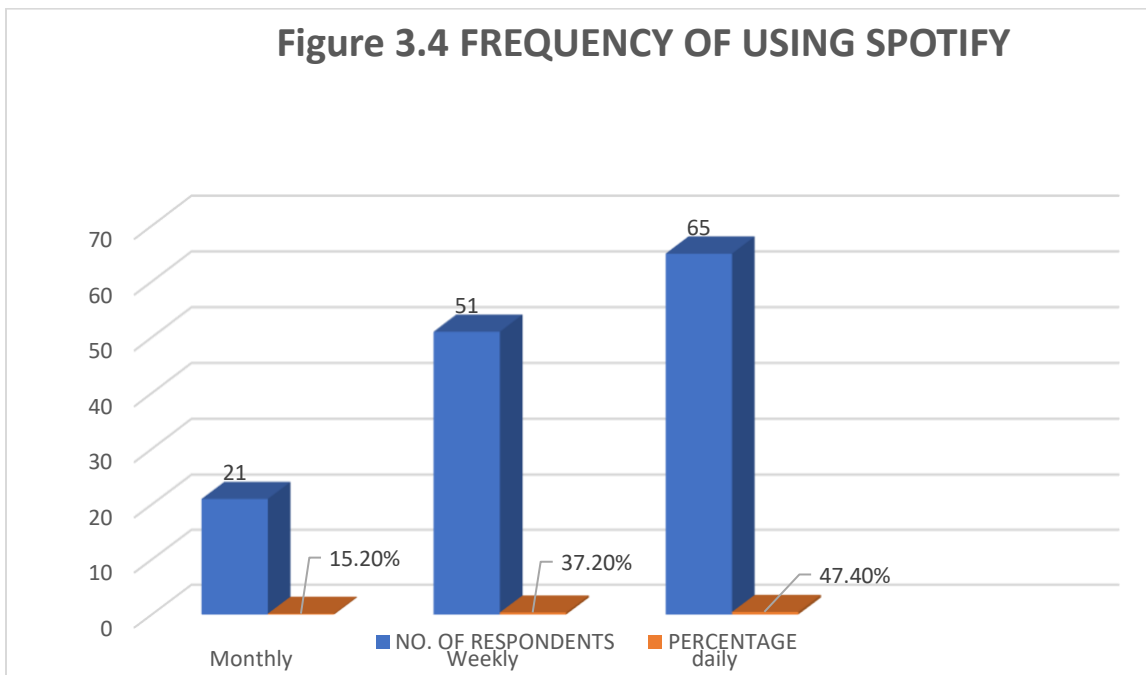
3.4 FREQUENCY OF USING SPOTIFY

It is divided into monthly, weekly, and daily frequency segments based on Spotify usage.

Table 3.4 Frequency of using Spotify

FREQUENC Y	NO OF RESPONDENTS	PERCENTAGE
Monthly	21	15.3%
Weekly	51	37.2
Daily	65	47.4%
TOTAL	138	100%

Source: Primary data



INFERENCE: 15.3% of respondents use Spotify every month, 37.2% of respondents use Spotify weekly, and the remaining 47.4% use Spotify daily. The majority of respondents are using Spotify daily.

3.5 USER'S PREFERENCE: FREE OR PREMIUM

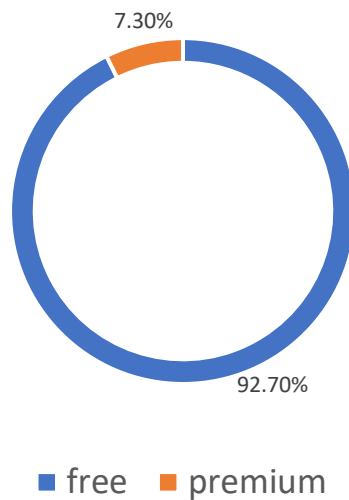
Spotify has two options: free and premium, depending on the user's taste.

Table 3.5 USER'S PREFERENCE: FREE OR PREMIUM

PREFERENCE	NO OF RESPONDENTS	PERCENTAGE
FREE	128	92.7%
PREMIUM	10	7.3%
TOTAL	138	100%

Source: Primary data

Figure 3.5 User's Preference



INFERENCE: 92.7% of Spotify users are using the free version. The remaining 7.3% of respondents are willing to pay a subscription to Spotify. The majority of respondents are Free users.

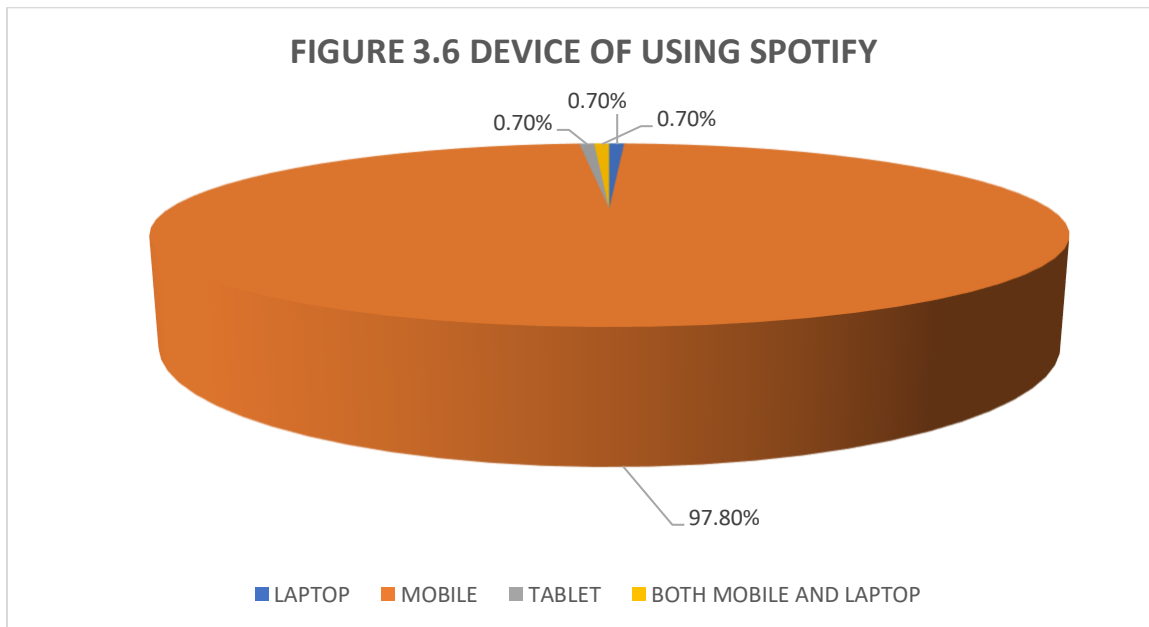
3.6 DEVICE OF USING SPOTIFY

Spotify offers a variety of devices to choose from, including tablets, laptops, mobiles, and both mobiles and laptops.

Table 3.6 DEVICE OF USING SPOTIFY

DEVICES	NO. OF RESPONDENTS	PERCENTAGE
LAPTOP	1	0.7%
MOBILE	135	97.8%
TABLET	1	0.7%
BOTH MOBILE AND LAPTOP	1	0.75%
TOTAL	138	100%

Source: Primary data



INFERENCE: 97.8% of respondents are listening to Spotify on Mobile, 0.7% Laptop, 0.7% Tablet, 0.7% Both Laptop and Mobile. Most respondents are listening to music on Mobile.

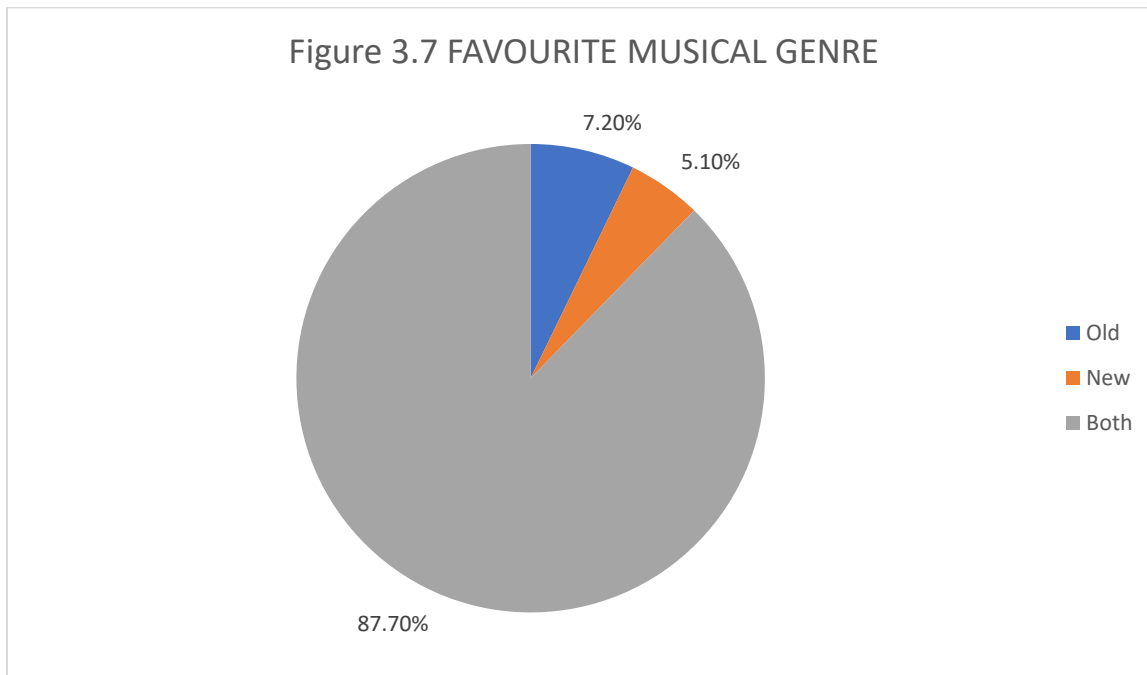
3.7 FAVOURITE MUSICAL GENRE

Respondents can select between old, new, and both music genres, depending on their preferences.

Table 3.7 FAVOURITE MUSICAL GENRE

GENRE	No. of respondents	Percentage
Old	10	7.2%
New	7	5.1%
Both	121	87.7%
Total	138	100%

Source: Primary data



INFERENCE: 138 answers indicate that over 87% of users are interested in listening to both old and new music, 7.2 %solely to old music, and 5.1% to new music.

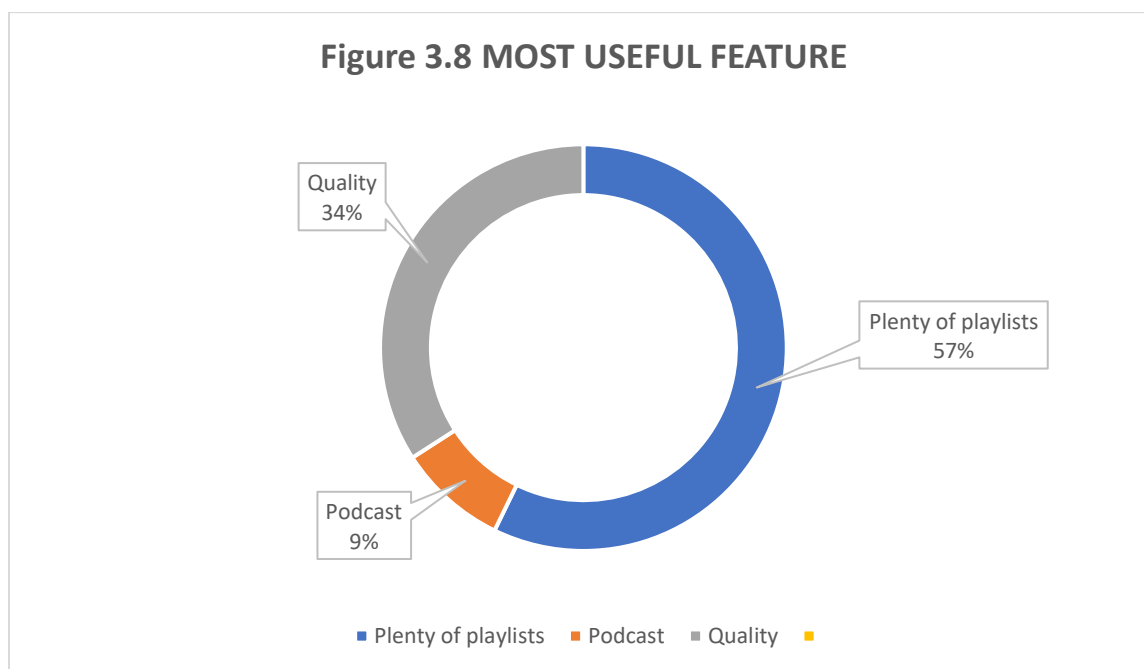
3.8 MOST USEFUL FEATURE

Respondents have choices such as a large selection of playlists, podcasts, and high-quality content based on Spotify's beneficial characteristics.

Table 3.8 MOST USEFUL FEATURE

FEATURES	No. OF RESPONDENTS	PERCENTAGE
Plenty of playlists	79	57.2%
Podcast	12	8.7%
Quality	47	34.1%
Total	138	100%

Source: Primary data



INFERENCE: According to the data above, 57.2% of respondents believe that Spotify's abundance of playlists is its most helpful feature. The remaining 34.1% believe that quality is the most helpful feature, while the remaining 8.7% believe that podcasts are the most helpful aspect. According to the data above, 57.3% of respondents believe that Spotify's abundance of playlists is its most helpful feature. The remaining 34.1% believe that quality is the most helpful feature, while the remaining 8.7% believe that podcasts are the most helpful aspect.

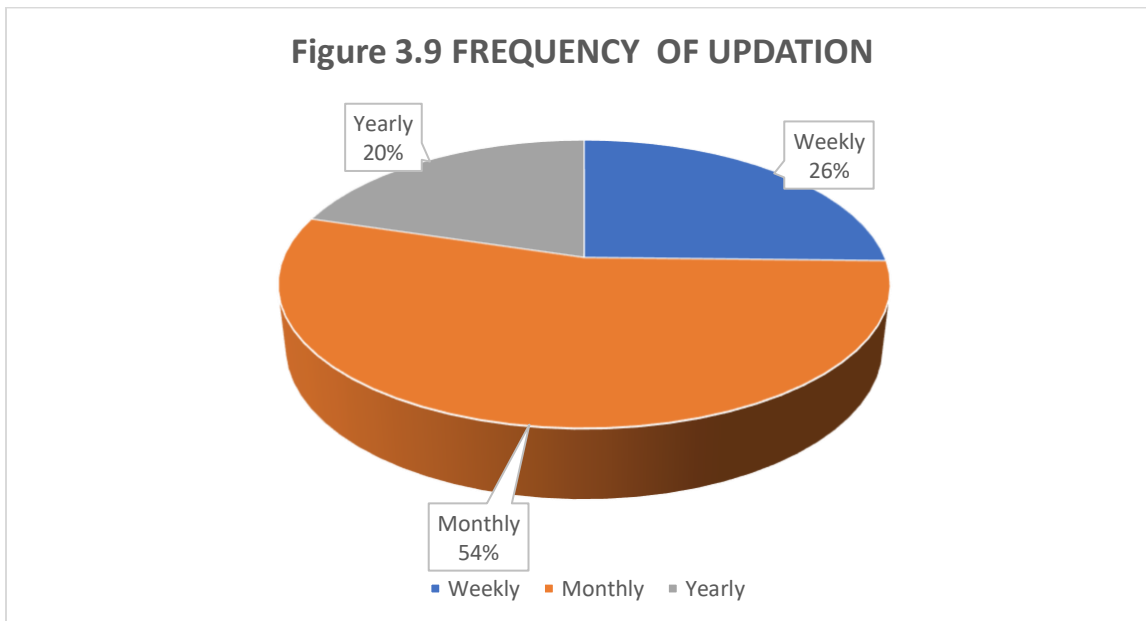
3.9 FREQUENCY OF UPDATION

Respondents may select choices like weekly, monthly, or yearly based on how often the playlist is updated.

Table 3.9 FREQUENCY OF UPDATION

FREQUENCY	NO OF RESPONDENTS	PERCENTAGE
Weekly	35	25.4%
Monthly	75	54.3%
Yearly	28	20.3%
TOTAL	138	100%

Source: Primary data



INFERENCE: According to the data, 54.3% of respondents update Spotify monthly, 25.4% update Spotify weekly, and the remaining 20.3% update Spotify once a year. Most respondents update Spotify monthly

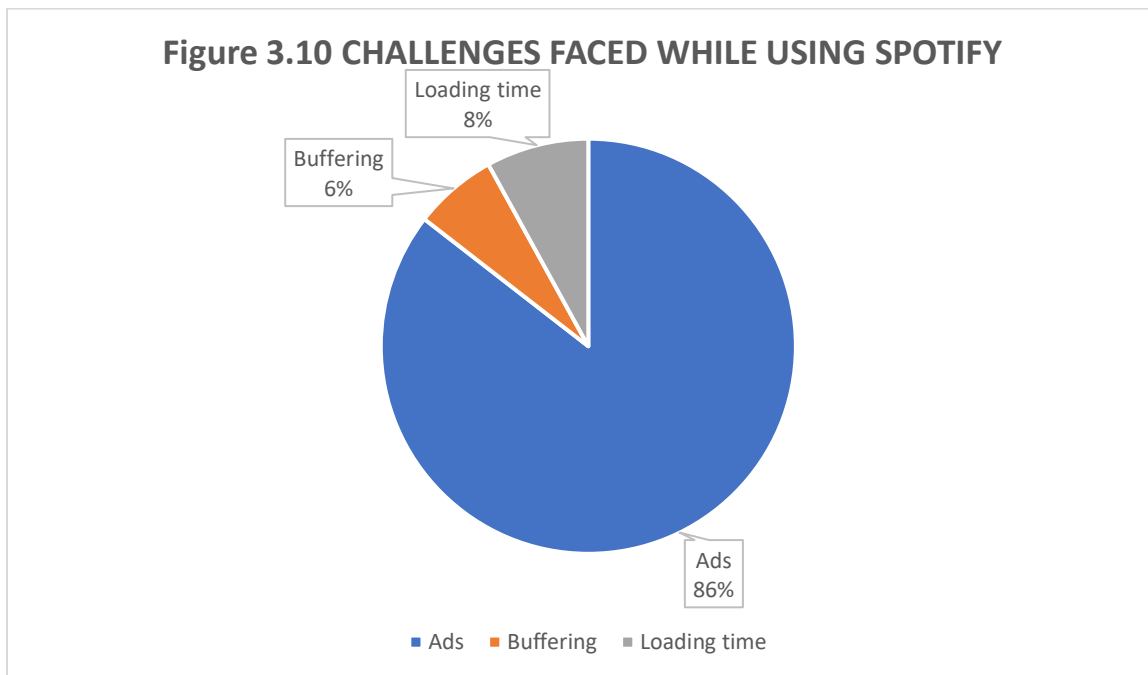
3.10 CHALLENGES FACED WHILE USING SPOTIFY

Reported issues with advertisements, buffering, and loading times are among the problems respondents encountered when using Spotify.

Table 3.10 CHALLENGES FACED WHILE USING SPOTIFY

CHALLENGES	No. OF RESPONDENTS	PERCENTAGE
Ads	9	86%
Buffering	118	6%
Loading time	11	8%
Total	138	100%

Source: Primary data



INFERENCE: From the above, we can observe that 85% of respondents have problems with advertisements, more than 6% of users face problems with buffering, and the rest face problems with loading times.

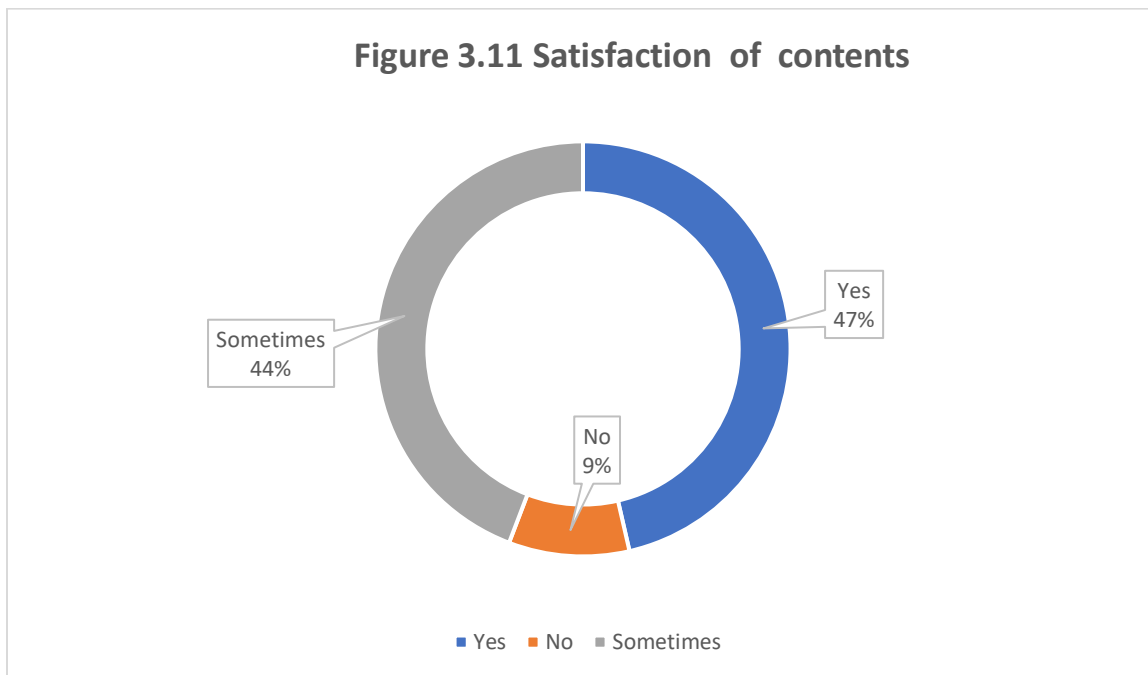
3.11 SATISFACTION OF CONTENTS

Respondents are given options like yes, no, and sometimes based on how satisfied they are with Spotify's programming.

Table 3.11 SATISFACTION OF CONTENTS

RESPONSES	No. OF RESPONDENTS	PERCENTAGE
Yes	64	46.4%
No	13	9.4%
Sometimes	61	44.2%
Total	138	100%

Source: Primary data



INFERENCE: According to the data above, 46% of respondents are more than satisfied with Spotify's content, 9% are not satisfied with it, and 44% are occasionally satisfied.

3.12 OTHER MUSIC PLATFORMS

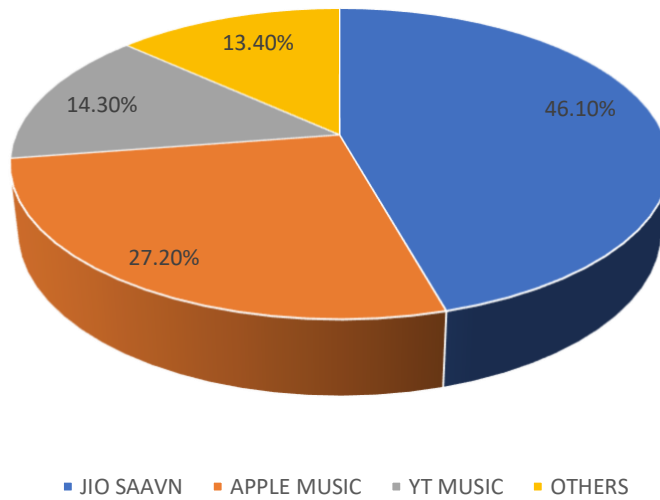
Respondents have access to Jiosaavn, YT Music, Apple Music, and other music outlets as alternatives.

Table 3.12 OTHER MUSIC PLATFORMS

APPS	NO. OF RESPONDENTS	PERCENTAGE
JIO SAAVN	60	46.1%
APPLE MUSIC	39	27.2%
YT MUSIC	20	14.3%
OTHERS	19	13.4%
TOTAL	138	100%

Source: Primary data

Figure 3.12 OTHER MUSIC PLATFORMS



INFERENCE: This indicates that, in addition to Spotify, the majority of users utilize JIO SAAVN (42.28%), with other respondents selecting Apple Music (28.47%). YouTube Music (14.59) OTHERS (13.8%)

3.13 UPTAKE OF SPOTIFY IN THE FUTURE

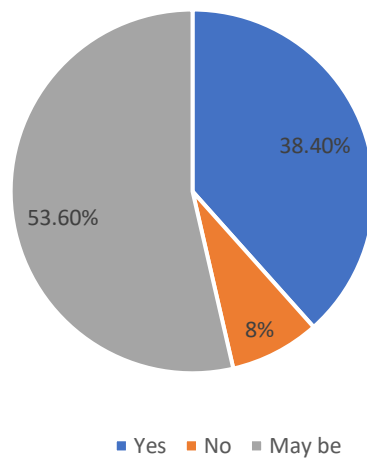
The respondents can select yes, no, or maybe, depending on how Spotify is used in the future.

Table 3.13 UPTAKE OF SPOTIFY IN THE FUTURE

RESPONSES	No. OF RESPONDENTS	PERCENTAGE
Yes	53	38.4%
No	11	8%
May be	74	53.6%
Total	138	100%

Source: Primary data

Figure 3.13 UPTAKE OF SPOTIFY IN FUTURE



INFERENCE: According to the data, roughly 102 respondents indicated that they would use Spotify in the future when asked. whereas others do not have that willingness.

3.14 USAGE OF SOCIAL FEATURES

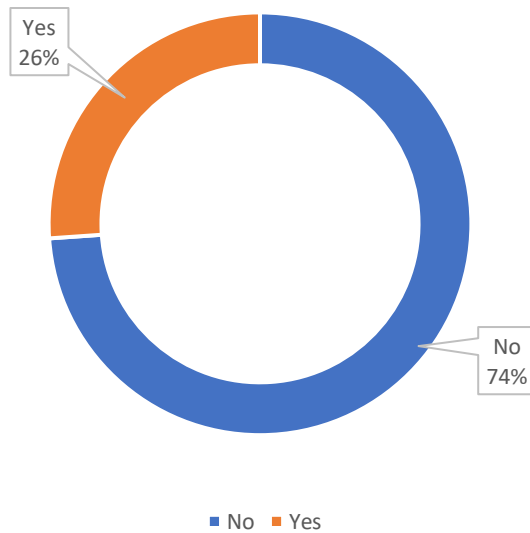
Respondents are presented with yes-or-no options based on how they utilize social features.

Table 3.14 USAGE OF SOCIAL FEATURES

RESPONSES	No. OF RESPONDENTS	PERCENTAGE
No	102	73.9%
Yes	36	26.1%
Total	138	100%

Source: Primary data

Figure 3.14 USAGE OF SOCIAL FEATURES



INFERENCE: Regarding the issue of whether they utilize Spotify's social filters, 74% of respondents indicated that they do. and 26% of respondents answered negatively to the same question, whereas the majority of respondents answered yes.

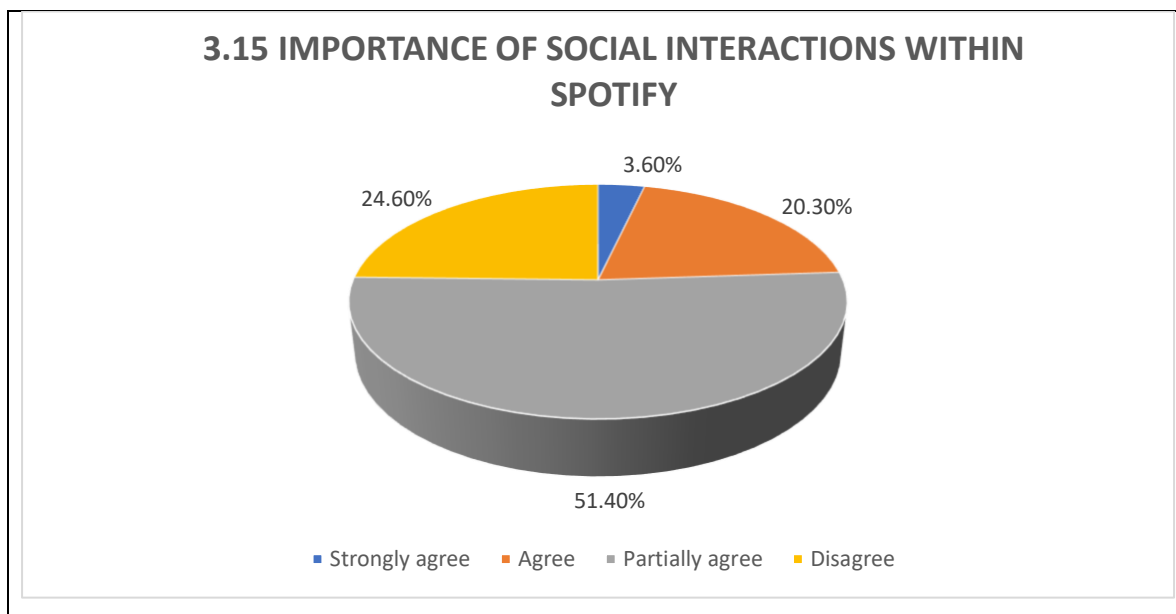
3.15 IMPORTANCE OF SOCIAL INTERACTIONS WITHIN SPOTIFY

Respondents are presented with alternatives to strongly agree, agree, slightly agree, and disagree with Spotify's emphasis on social interactions.

Table 3.15 IMPORTANCE OF SOCIAL INTERACTIONS

RESPONSES	No. OF RESPONDENTS	PERCENTAGE
Strongly agree	5	3.6%
Agree	28	20.3%
Partially agree	71	51.4%
Disagree	34	24.6%
Total	138	100%

Source: Primary data



INFERENCE: According to these statistics, 51.1% of respondents agreed, in part, that social engagement on Spotify is important to them. Twenty.4% agreed, 20.8% disagreed, and the remaining 3.6% strongly agreed with the statement

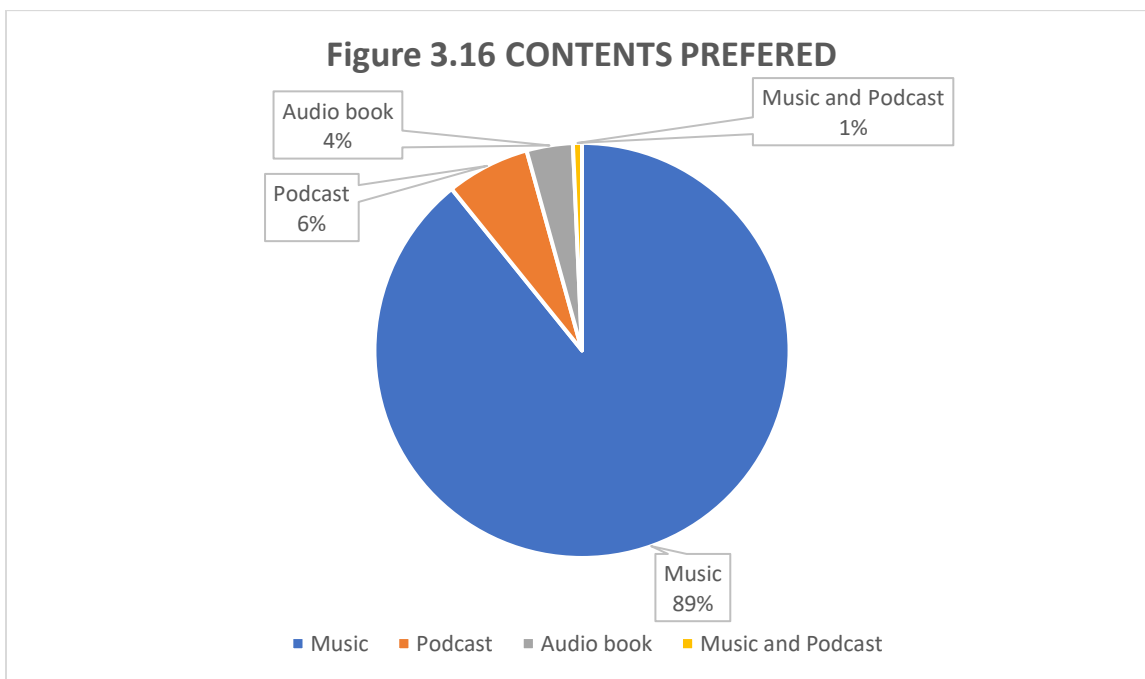
3.16 CONTENTS PREFERRED

Respondents have alternatives like music, podcasts, audiobooks, and music and podcasts based on the content they choose.

Table 3.16 CONTENTS PREFERRED

CONTENTS	No. OF RESPONDENTS	PERCENTAGE
Music	123	89.1%
Podcast	9	6.5%
Audiobook	5	3.6%
Music and Podcast	1	0.7%
Total	138	100%

Source: Primary data



INFERENCE: According to the aforementioned statistics, 89% of respondents said they prefer music on Spotify, 6% said they prefer podcasts, 3.6% said they prefer audiobooks, and 0.7% said they prefer both music and podcasts

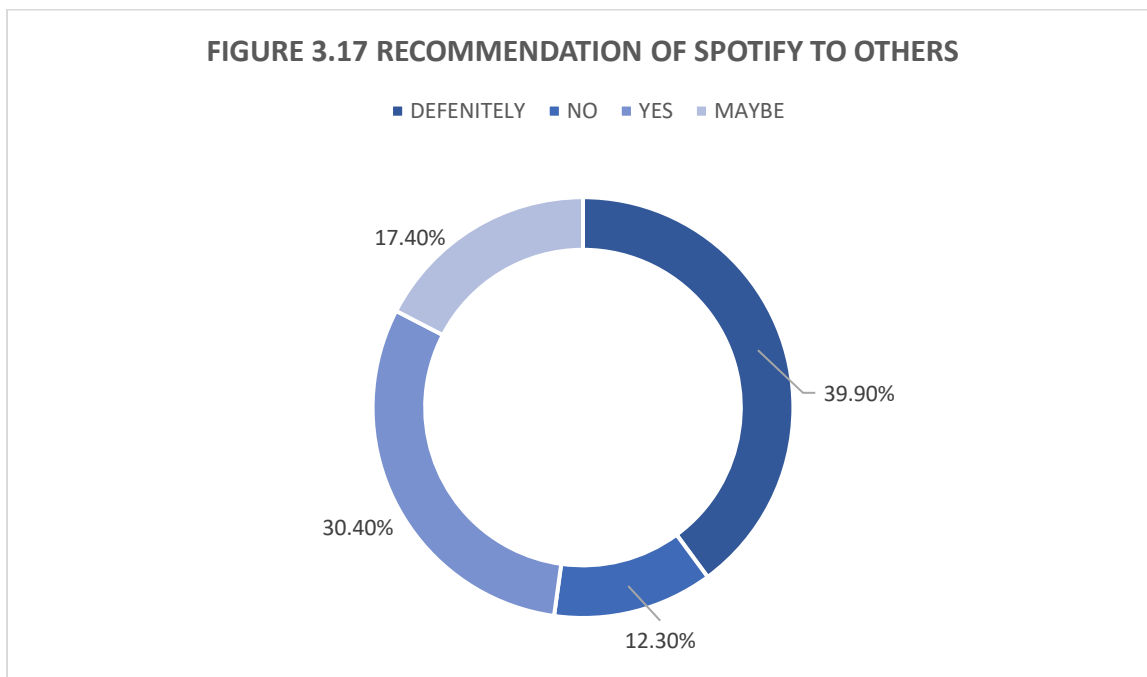
3.17 RECOMMENDATION OF SPOTIFY TO OTHERS

Respondents can select options like "definitely," "no," "yes," and "maybe" based on the recommendation of Spotify to others.

Table 3.17 RECOMMENDATION OF SPOTIFY TO OTHERS

RESPONSES	No. OF RESPONDENTS	PERCENTAGE
Definitely	24	17.4%
No	17	12.3%
Yes	42	30.4%
May be	55	39.9%
Total	138	100%

Source: Primary data



INFERENCE: When asked if they would recommend Spotify to others, 17% of respondents responded "definitely," 12% said "no," 30% said "yes," and 39.9% said "maybe."

3.18 WILLINGNESS TO PAY FOR PREMIUM

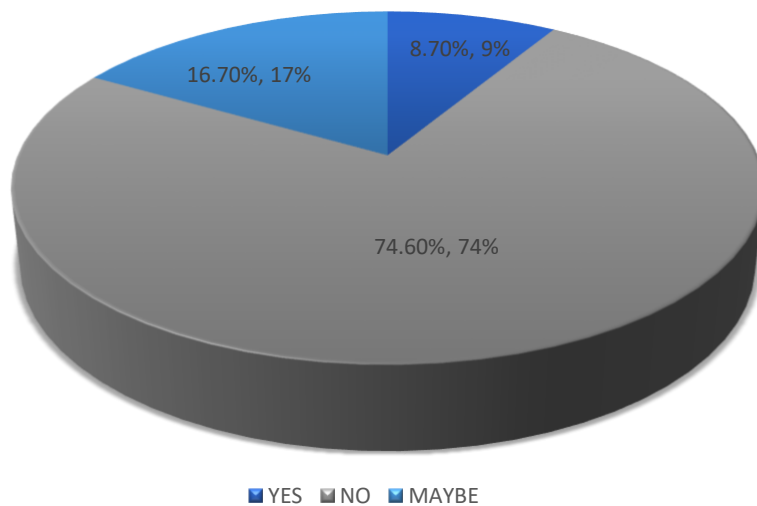
The respondents are given the option to select whether or not they are willing to pay a premium. The options are yes, no, and maybe

Table 3.18 WILLINGNESS TO PAY FOR PREMIUM

RESPONSES	NO. OF RESPONDENTS	PERCENTAGE
YES	12	8.7%
NO	103	74.6%
MAYBE	23	16.7%
TOTAL	138	100%

Source: Primary data

Figure 3.18 WILLINGNESS TO PAY



INFERENCE: We can infer from the given data that 8% of respondents are willing to pay for a premium, 74% are not, and 16.7% may be. The majority of respondents said they wouldn't pay for a premium

3.19 USERS' DURATION OF USING SPOTIFY

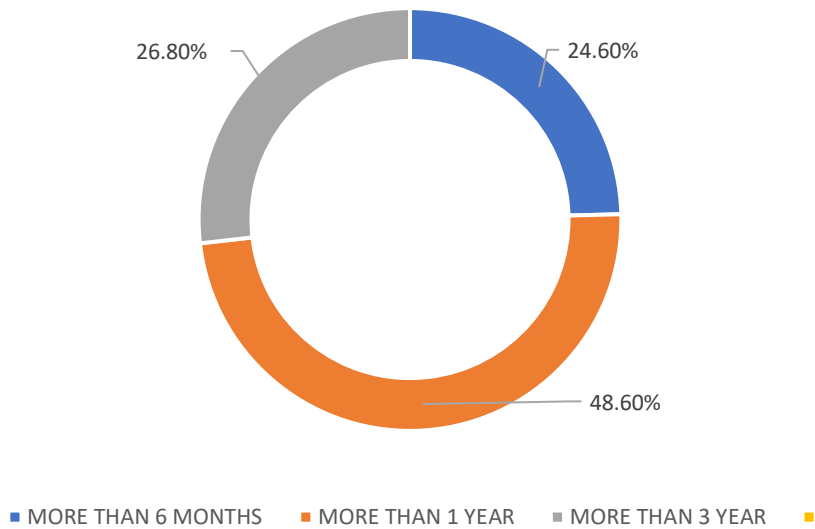
According to how long a user has been using Spotify, the responders can select from alternatives like more than six months, more than a year, and more than three years.

Table 3.19 USERS' DURATION OF USING SPOTIFY

RESPONSES	NO. OF RESPONDENTS	PERCENTAGE
MORE THAN 6 MONTHS	34	24.6%
MORE THAN 1 YEAR	66	48.6%
MORE THAN 3 YEAR	37	26.8%
TOTAL	138	100%

Source: Primary data

FIGURE 3.19USERS DURATION OF USING SPOTIFY



INFERENCE: Of this, 24.6% of those surveyed have been using Spotify for more than six months. Over one year, 48.6% of users, and over three years, 26.8% of users, use it. Over six months, more respondents have used Spotify.

CHAPTER 4
FINDINGS, SUGGESTIONS AND
CONCLUSION

4.1 INTRODUCTION

Establishing the context, the start Spotify, a Swedish media services company, has over 570 million active monthly users and leads the audio streaming market. It was introduced in 2008 and provides a huge selection of music and podcasts, as well as customized playlists and suggested songs. Spotify offers free and paid subscription options, with its initial focus being on giving users a way to enjoy music while supporting artists. Higher-quality streams, offline downloads, and ad-free listening are all available to premium subscribers. With an average revenue of \$20 per user, Spotify stands out from competitors like Apple Music and Amazon Music due to its user base and contributions to the music industry.

The study's relevance lies in its ability to shed light on two critical aspects of Spotify's operations: its popularity surge and the challenges faced by its users. By understanding the factors driving Spotify's popularity surge, such as user demographics, frequency of usage, preferences, and satisfaction with features, the study provides valuable insights for Spotify's strategic decision-making. Additionally, identifying and addressing user challenges, such as advertisements, buffering issues, and content recommendations, is essential for maintaining user satisfaction and retention. Thus, the study's findings are highly relevant for informing Spotify's business strategies, improving user experience, and sustaining its competitive advantage in the music streaming industry.

The objectives of the study are:

- To ascertain the causes behind people's uptake of the Spotify app
- To investigate the issues that Spotify app users are experiencing
- To assess how it faces off against rival apps like Apple Music and Amazon Music, Jio Saavan, etc.

4.2 FINDINGS

- Of those surveyed, 92% use Spotify and 8% don't.
- The age range of 18 to 25 accounts for 91.2 percent of the total number of responders.
- Students make up 83.3% of those surveyed.
- Spotify is used by 47.4% of respondents daily, 37.2% every week, and 15.3% monthly.
- 92.7 percent of users say they prefer Spotify's free version.
- 97.8% of those surveyed said they use Spotify on their phones.
- Old and new musical genres are enjoyed by 87.7% of the respondents.
- According to respondents, "Plenty of playlists" (57.2%) is the most helpful feature of Spotify.
- Of those surveyed, 85.5% reported having problems with advertisements, and the remaining 6.5% reported having problems with buffering.
- About Spotify's content, 46.4% of respondents are happy, whereas 9.4% are not.

- The platforms for alternative music that respondents use the most frequently are JioSaavn (42.28%) and Apple Music (28.47%)
- Of the participants, 38.4% are certain they will stick with Spotify going forward, while 53.6% aren't sure.
- While 39.9% of respondents said they might recommend Spotify, only 30.4% of respondents said they would.
- Among those surveyed, 8.7% are prepared to pay for a premium, whereas 74.6% are not.
- 48.6% of participants reported using Spotify for more than a year, while 26.8% reported using it for more than three years and 24.6% for more than six months.
- The demographic distribution, usage trends, preferences, difficulties, and satisfaction levels of Spotify users are all revealed by this analysis. Understanding user behavior can help with decision-making about product features, marketing tactics, and user engagement programs

4.4 SUGGESTIONS

Following your data analysis and interpretation of Spotify usage, the following recommendations are based on the main findings:

1. Target Audience Engagement - Since they make up the bulk of Spotify users, concentrate on interacting with the 18–25 age range. Take into account creating playlists, marketing strategies, and material specifically for this group of people.
2. Handle Challenges - To improve the user experience overall, handle the primary issues that users encounter, like advertisements and buffering. Consider alternatives like enhancing streaming quality or providing ad-free memberships.
3. Content Curation: Keep creating a variety of playlists to suit the wide range of musical interests among consumers, as a sizable number of them appreciate both new and old musical genres. The "Plenty of playlists" feature should be highlighted to draw in more users.
4. Recognize the prevalence of alternative music platforms among the participants, such as Jio Saavn and Apple Music. To find places where Spotify may be better or set itself apart, think about analyzing its advantages.
5. Premium Subscription Marketing: Create plans to boost consumers' willingness to pay for premium memberships. One way to demonstrate the value of premium features could be to run targeted campaigns, give unique material, or enhance the perks for premium customers

6. User Retention and Recommendations: Talk to users who aren't sure if they should stick with Spotify or tell others about it. To improve word-of-mouth recommendations and retention rates, gather feedback, address issues, and promote special features.

4.5 CONCLUSION

According to study results, the user base's attraction to people between the ages of 18 and 25 Spotify is a popular program among young adults and students because of its varied music catalog, easy mobile access, free version preference, and useful features like playlists. learners, easy access via mobile devices, inclination towards the free edition, a wide variety of musical styles, and practical functions like as playlists. The majority appear happy with Spotify's content and usability despite certain complaints about things like adverts. Overall, people's broad acceptance of it is facilitated by its features, accessibility, and diversity of information.

Spotify is a popular program among young adults and students because of its varied music catalog, easy mobile access, free version preference, and useful features like playlists.

Examining the future, Spotify's path in the ever-changing music streaming market is outlined by the insights obtained from the data analysis. It is crucial to continuously optimize the mobile experience to meet and surpass user expectations, as evidenced by the changing preferences of younger generations and their growing reliance on mobile devices.

By planning and implementing techniques like ad-free alternatives and streamlined infrastructure, Spotify may increase user satisfaction and retention rates by addressing future difficulties like advertisement saturation and buffering issues. The platform may enhance user engagement and promote distinction in a crowded market by utilizing its distinguishing characteristic of well-produced playlists.

Furthermore, to capitalize on organic growth prospects and promote premium subscriptions in an adaptable manner as the industry changes, Spotify must not change. To maintain its growth trajectory and stay ahead of rivals, Spotify needs to continuously improve its value proposition, inform customers about premium services, and encourage positive word-of-mouth.

Moving forward, Spotify will need to remain aware of changing market conditions and new challenges from the competition. Spotify has the potential to strengthen its leadership position in the music streaming sector and set itself up for long-term growth and market dominance by implementing innovative, distinctive, and user-focused tactics.

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APPENDIX

RESEARCH SURVEY QUESTIONNAIRE:

We are degree students of Bharata Matha collage,Thrikkakara conducting a reasearch study on “The reasons behind Spotify’s uptake and the problems its users face .”Kindly fill in the questionnaire and request you to provide your honest responses Thankyou

1. NAME

2. AGE

- Below 18
- 18-25
- 26-45
- Above 45

3. Occupation

- Student
- Employee
- Unemployed
- Graduated

4. Are you a Spotify user?

- Yes
- No

5. Do you have a free or premium subscription?

- Free
- Premium

6. How frequently you use Spotify?

- Montly
- Weekly

- Daily

7. On what device do you listen to Spotify mostly?

- Laptop
- Mobile
- Tablet
- Both laptop and mobile

8. Which genre of music is your favourite?

- Old
- New
- Both

9. Are the contents that Spotify offers up to your satisfaction?

- Yes
- No
- Sometimes

10. What were the main obstacles or sources of frustration you encountered when using Spotify?

- Buffering
- Ads
- Loading time

11. What is the most useful feature of Spotify?

- Plenty of playlist
- Podcast
- Quality

12. How often you update your spotify playlist?

- Weekly

- Monthly

- Yearly

13. Which other music platform do you use?

- Jio saavn

- Apple music

- YT music

- Others

14. Do you think that you will be using Spotify in future?

- Yes

- No

- Maybe

15. Do you utilize Spotify's social features?

- Yes

- No

16. Do you agree ? Social interaction within Spotify platform is important to you?

- Strongly agree

- Agree

- Partially agree

- Disagree

17. Which type of content is your favourite on Spotify?

- Music

- Podcast

- Audio book

- Music and podcast

18. Would you suggest Spotify to others?

- Definitely
- No
- Yes
- Maybe

19. If you aren't a premium subscriber, will you pay for premium?

- Yes
- No
- Maybe

20. How long you have been a Spotify user?

- More than 6 months
- More than 1 year
- More than 3 years

21. Is there any other thoughts you would like to express on your Spotify experience?

Thank You
