

AN AUDIENCE RESEARCH IN MUSIC INDUSTRY: CHARACTERISTIC OF THE FANS OF BALUM

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Abstract

Music Business is an industry that requires not only musical ability but also other skills such as management skills, performance art, negotiating skills, etc. when we combine making music with making money; we become a part of the music business. This research will discuss about a musician called Balum (www.facebook.com/Balumguitar). This year Balum wants to increase the people awareness of Balum by release his first album. In developing his music career, the first step is to know who the fan is and what the characteristic of the fans is. To simplify, the problem can be expressed as: What is the characteristic of the fans of Balum? The objective of this research is to understanding the fans of Balum in terms of lifestyle and personality. By understanding those fans, Balum expected to have through understanding of his fan-base. From this point, plan a development strategy for his musical career. This research will also may be used by fellow musician as a reference for developing their own musical career in Indonesian market. The qualitative research will conduct to depict the characteristic of the existing fans. Personality approach is used to describe the personality of Balum's fans. Demographic property and lifestyle trends among the existing fans also used to depict the characteristic of the fans. The participant of this research is the fans of Balum itself.

Keywords: Audience Research, Brand Development, Market Characteristic, Music, Music Business

Introduction

“Do it yourself”, maybe that’s the words that became the background of the independent movement in the music industry of this country. Because of this independent movement (indie labels, independent artists), our country start tinged with the various types of music that appear to the surface. Making music is the most fundamental thing that must be performed by an artist/band, but for this time the musicians can no longer just thinking about how to make a good music. Because nowadays a musician must think the best way to produce, promote and distribute their product. Now they also must concern about many things, from how to build their brand, understanding the target market until the copyright issues of their product. As we know, Music Business is an industry that requires not only musical ability but also other skills such as management skills, performance art,

negotiating skills, etc. when we combine making music with making money; we become a part of the music business. This research will discuss a musician called Balum. Like any *other* musician, Balum want to spread his work in the market. Till now Balum already wrote 10 songs and also in process recording for his first album, some of his work already self-published via World Wide Web and live performance.

Balum

Balum (born on March 9th 1988, Indonesia) is a musician/guitarist who started his career in the end of 2007. As a musician, Balum decide to not just create music that has been widely circulated in the market. Balum offer Instrumental Rock music with guitar as a mainly part of the song. Which also means the music itself is practically new to the Indonesian music market. During period of

2007-2011, the brand awareness of Balum increased only through live performance especially in Bandung. This year Balum wants to increase the people awareness about Balum by release his first album which later will impact to the revenue. To create an album Balum should think about; how to produce the “album” (recording fees, graphic artist design cost, manufacturing option, legal, etc.) and to avoid any future loss he also need to think how to promote the album itself (radio airplay, media exposure, and live performance). The first step is to know who the fan is and what the characteristic of the fans is. To simplify, the problem can be expressed as: What is the characteristic of the fans of Balum?

The objective of this research is to understanding the fans of Balum in terms of lifestyle and personality. By understanding those fans, Balum expected to have through understanding of his fan-base. From this point, plan a development strategy for his musical career. Is also expected that Balum will have an outline to develop his marketing plan in terms of promotional and publicity campaign for the next recording album. Figure 1 shows

the conceptual framework of this research. This research will also may be used by fellow musician as a reference for developing their own musical career in Indonesian market.

Literature Review

Elizabeth Hill, Catherine and Terry O’Sullivan [2] mention that arts organizations must understand the need, desires and motivations of all these people who are, or could be, attenders at their events or venue. Art which does not generate audiences will seldom generate revenues. For an artist audience is an integral part of an artistic experience. When the audience experiences what the artist wants to communicate with them. The creative process considered complete. In this research author use Christopher Knab’s four fronts theory [4] to answer “who is your fan”. consumer research is conducted to describe situation that occurred within the fans, and also to develop the marketing campaign of a musician or artist. This four front’s theory was the basic background and concept of the whole processes of research. This is basically the theme of research itself.

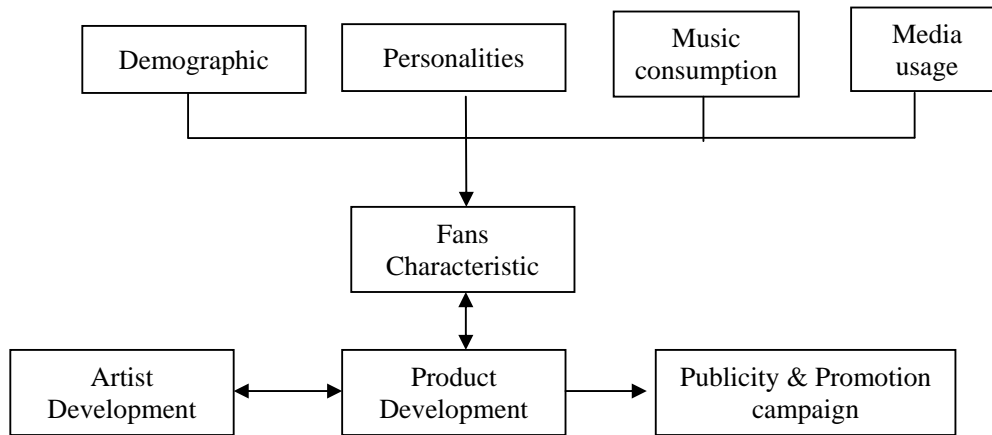


Figure 1. Conceptual Framework

It is the first step to identify primary variables of market segmentation to understand their customers' requirements, attitudes and habits. These primary variables called segmentation variables which can be derived from the demographical and psychological, behavioral perspective, such as age, gender, occupation, attributes of product or service, personal interest, consumer awareness. Market segmentation according to features of lifestyle divides the market into segments based on activities, interests, and opinions by Plummer [6]. The lifestyle segmentation in this paper is defined by including variables like activities, referring to the way in which individuals spend their time and money in terms of musical product and interests; which media are those fans use in searching of information in music.

To describe personality, the Big Five personality traits are used. These factors are extraversion (introversion), agreeableness (antagonism), conscientiousness (lack of direction), neuroticism (emotional stability), and openness to experience (closeness). To assess personality at a broad level, author included the John's Big Five Inventory [2]. The questionnaire will consist of 40 items of question that tap five broad personality domains. Items were rated on a 5-point scale with endpoints at 1 (Disagree strongly) and 5 (Agree strongly). Media usage is conducted to determine the media use habits of the targeted consumers. Lindquist [4] mention that; since

the consumers receive most promotional messages through mass media it is important to select media that appropriate to the target market and also choose vehicles with cost-effective reach. This media usage criteria will be use to define the media category that most effective to reach the audience.

Research Methodology

Research Design

The Research design is shown in figure 2. After identify the research problem. Theoretical foundations are needed to be founded to supporting this quantitative research, therefore literature study was conducted. This theoretical background will be the basis of how the research data collecting will be conducted.

After collecting the data that are needed to fulfill the research questions, it will be processed in data processing which will be explained in chapter 3. Chapter 4 will be containing quantitative analysis where all the data that collected will be studied and noted in purpose of fulfilling the objective of research that noted in research question. Finally, chapter 5 will be the part where thorough conclusion of all data analysis will be combined.

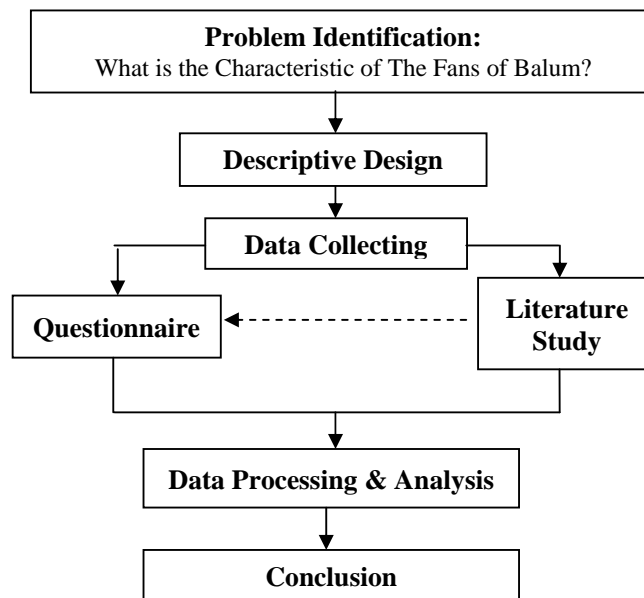


Figure 2. Research Methodology

Participant

The participant will be limited to people that already joined in Balum fan page on facebook site. Author will use the features of www.surveymbuilder.com to conduct the online survey. The questionnaire will spread through the internet so the respondents can complete the survey at their convenience. The questionnaire will contain one question that asks whether the respondent is fan of Balum or not. The questionnaire links will also be posted to www.facebook.com/BalumGuitar and www.facebook.com/balumofficial twitter; twitter.com/Balums.

Data Processing and analysis

The editing phase includes listing all the questionnaire answers and record it to SPSS. Author will also use SPSS for analyze the collected data. The Lifestyle patterns are described with Product preference, consumption pattern, place preference, motivation and expenditure for musical product variables by using crosstab analysis with demographic property.

Each of the personality traits will trough the validity and reliability test before it computed using bivariate correlation to see the correlation between the personality with the demographic and lifestyle patterns. The media usage pattern is also analyzing using crosstab analysis to see the media consumption time, and media preferences as information source for music. Finally, the fans characteristics and those results are used as the starting point for providing the market strategies.

Result Analysis

Demographic Property

The descriptive statistics of demographical variables shows that total of 68% of the respondents were male. The age of most respondents was from 22 to 25 years old with a total of 60%. 45% of them were college educated, 39% were college students and 67% are employee and college student.

Personality Analysis

To describe the personality in the sample Author calculate the mean score of each personality dimension. The author also conducts “explore” descriptive analysis in SPSS to depict the personality of the fans.

From the calculation, author finds that the respondents having an overall high score on Agreeableness (mean= 30.98), which mean almost of the respondent tend to cooperating, helping and trusting the others. The respondent also have an high score on Openness to experience dimension (mean=30.26), which mean that most of the respondent can be describe as an imaginative person, curious to many things and tend to be open to new experienced.

Lifestyle Analysis

The Descriptive statistics of Lifestyle variables are summarize as follows:

- 1) In choosing a product form of music (album/songs) about 56% of the respondents choose to have a music product as a digital form, and the rest of 44% choose CD.
- 2) 52.6% of the respondents get the music product by download from various sites on the internet, 46.3% get the music product from their friends/ relation, and the rest of the rest of them get the music product from music store (42.1%) and also online store (29.5%).
- 3) From the entire respondent in this research, 72% responded that the frequency of buying the CD in one month is less than 1 times, 27% of the respondent buy CD about 1-5 times in a month. Only 1% of the respondent buys CD more than 5 times in a month.
- 4) 82.1% of respondents said their main reason for buying a CD is because they are fans of the artist itself. 35.8% said their reason for buying CD is also because of the audio quality that produced by a CD. 33.7% said that their reason is because the design/ packaging of the CD. Only 13.7% of the respondents choose

“recommendation from other” as their reason for buying CD.

- 5) Live performance is the primary consideration for the respondents for buying the CD of the new artist (74.8%). Another major consideration in buying the CD of the new artists is media review about the artist/CD itself (52.7%). Packaging/design of the CD is also include when the respondent considering to buy a CD of a new artist (30.8%). The recommendation from other is the last consideration for buying a new CD of a new artist (17.6%).
- 6) 48% of the respondent attend a music concert is about 1-6 times in a year, 26% is attend lower than a concert in year, 19% is attend about 7-12 times in year, and the rest 7% attend more than 12 music concert in a year.
- 7) For place preference, about 71.7% of the respondents prefer to attend a music concert that held in outdoor area. Café is the second main preference in respondent mind when they attend a concert 65.2%. 40.2% of the respondent doesn't mind to attend a concert in a school or campus. Only 15.2 % of respondent prefer to attend music concert that held in a club. 12% of the respondent prefer indoor hall such as Jakarta convention center as place to attend.
- 8) 55% of the respondent expend lower than Rp. 100.000 for musical product. 29% spend about Rp 100.000- Rp 500.000 for musical product. 15% of the respondent spends between Rp 500.000 – 1.000.000 and only 1 % spends more than 1.000.000 for musical product. This is their expenditure in a year for musical product, which include include; CD, Merchandise, and Concert Ticket.
- 9) 64.9% of the respondent gets the information about the artist/ musician from their friend/ relation. 56.4% of the respondent using TV. about 45.1% of the respondent get the information from Radio, magazine and internet. About 33% of the respondent use E-magz to get the

information about new musician. 2% of the respondent using another media to get information about new music or musician, such as Blackberry broadcast messenger (bbm) and soundtrack of a movie or game.

- 10) Only 88.4% of the respondent responses to TV usage question, with 30% of viewer are Female and 70% are Male. For media radio, only 75.8% of the respondent said that they listen to radio. 72% of the listeners are Male and 28% are female. the respondent watching TV almost in every time period with peak in time period of 19.00-24.00. The respondents also listen to the radio between time periods 19.00-24.00.

Conclusion

From the analysis on previous chapter, there are several conclusions that can be us as the proposed marketing plan for Balum's career. This Marketing method is alongside the conventional method in developing career of the musician/ artist, there are three points that proposed. They are:

1. Release CD as collectible items for the fans. Since the CD is not the main product preference for the fans, Balum need to make a CD as a collectible item. For examples; including the unreleased version of the songs to CD, have a unique CD package, or including free merchandise in CD.
2. Build a team that comprises fans. Since the fans are people that somehow enjoying helping others, it's good if Balum create a team consisting some fans. The team will be useful to support the career of Balum itself. For example, to spread the gigs flyers, documentation during live performance, as roadies, or even create a video clip.
3. Featuring the well known artist/musician in one of the songs on the album. There is big possibility to gather new fans if Balum try this method in his album. It is also effective to get the attention of the market and also increase the possibility to expand the audience to new segment.

4. Audience development Base on the fans personality, the fans are not kind of the conservative people. Author concludes that Balum has more freedom to experiment with his music.

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