

TIDAL

Qualitative Report

Ali
Barnard

ahbarnar@syr.edu

Sidney
Himel

sohimel@syr.edu

Mick
Chan

cchan21@syr.edu



Overview

Of Presentation

- Target Audience
 - Introduction of research questions
 - Overview of research technique
 - Interview Questions
 - Reasoning behind research questions
 - Themes found
 - Results of the study
 - Insights made
 - Implications
-

Target Audience

1. Our target includes males and females that have used a music streaming platform before. In order to qualify for this study, participants must be a college student.
 2. We collected a total of 3 interviews. Our final sample was limited to Syracuse University students in ADV 509. For that reason, the validity of our results is questionable. They might not reflect the entire population of college students between 17-24.
 3. Generalizability is limited with such a small and focused sample
-

Research Questions

RQ1: What are the main contributing factors to college students' music streaming platform purchase decisions?

RQ2: How can college students be persuaded to switch their existing music streaming platforms for a new platform?

Research Technique

We conducted **in-person** 30 minute interviews with a member of our target audience.

To answer our RQs, we conducted interviews, a qualitative research technique. We used convenience sampling, a non-probability method that involves non-random selection.

Interview

Questions

How satisfied are you with the current functionality of your current platform?

Why did you choose this one over the other available options?

Are you willing to switch your platform- if there was a platform that offered these things would you be willing to switch the streaming platform you are using to that?

Research Questions

We wanted to ask questions that prompted deeper information that we wanted to learn for our study. We chose the following questions to get a more complete understanding of our participants and their experiences with music streaming platforms.

Themes

we found

RQ1: Budget, Personalized Recommendations, Peer Influence

RQ2: Budget, Brand Loyalty

Through the analysis of our interviews we decided that the themes for RQ1 should be Budget, Personalized Recommendations, & Peer Influence. Throughout our individual interviews there were common concerns and comments made about these three topics. For budget, many people indicated pricing was a big motivator for their choice of platform, Personalized Recommendations and playlists allowed our consumers to feel connected to their platform, and peer influence played a big role as our target was college-aged students who tend to subscribe to one of two platforms. For RQ2 our themes were budget and brand loyalty. Budget again will be a contributing factor as our audience is college aged students and brand loyalty played a role— especially when asking our target to switch platforms.

RQ1: Budget

Budget is an important consideration when looking at how our Target Audience interacts with streaming platforms. We found that individuals consistently brought up budget as one of the key reasons for choosing their streaming platform over other options. Many wouldn't be willing to pay over \$10 so creating family plans or student discounts would be beneficial.

Evidence Supporting the theme	Evidence Opposing the theme
<i>A. I like Spotify because its cheap and I can share my plan with my brother. We have a duo student -type of plan and its easy and fits my price. I wouldn't pay more for music.</i>	
<i>B. I've had friends who have Apple Music and even they say Spotify offers the better deal.</i>	
<i>C. \$10 is the most I'd be willing to pay a month</i>	<i>C. I share a Spotify family plan with 3 people. I think it costs \$8 a month. I don't know for sure, my mom pays for it.</i>

RQ1: Personalized Recommendations

When examining how our Target Audience interacts with streaming platforms, personalized recommendations emerge as a pivotal aspect. Our research indicates that users highly value curated playlists and artist promotions tailored to their tastes. Implementing features such as customized playlists and artist spotlights can significantly enhance user engagement and satisfaction.

Evidence Supporting the theme	Evidence Opposing the theme
<i>A. Spotify makes recommendations based on the music I listen to and helps me find music I wouldn't have found otherwise.</i>	<i>A. Sometimes I don't like the music and playlists they make. It can be good but isn't a need for a basic platform.</i>
B. The playlist feature on Spotify and the Mixes help me find new artists and music I want to add to my playlist. Its a fun feature that the platform has.	
C. It's cool that it recommends music based on what I'm listening to, so I'm able to branch out slowly.	

RQ1: Peer Influence

When analyzing our Target Audience's engagement with streaming platforms, peer influence shows up as a significant factor. Our research highlights that many college students prioritize platforms based on the preferences of their friends and the sense of community they find within these platforms. Understanding and leveraging this social aspect can be crucial in attracting and retaining users within this demographic.

Evidence Supporting the theme	Evidence Opposing the theme
<i>A. I think the social factor is huge. I find music through my friends too and what they're listening to. I follow them on the platform.</i>	A. I could try a different platform that looked interesting and had what I wanted.
B. All of my friends use Spotify. I guess its just the norm with a lot of people. I found it and use it because of that.	<i>B. I think that Spotify really has more of a social media aspect to it than Apple Music just doesn't have. And so a part of me kind of felt like I was missing out. But now I'm at the point in my life where I really don't care. And I'm just kind of listening to music. So I would say no.</i>
C. I'm able to see what my friends are listening to and we're able to talk about it.	<i>C. I mostly listen to music alone, typically at night when I'm doing homework.</i>

RQ2: Budget

Budget plays a crucial role in understanding our Target Audience's interactions with streaming platforms. Our findings indicate that many individuals cite budget constraints as a primary factor influencing their platform selection. Given this, the focus shifts to exploring effective methods for persuading college students to switch from their current streaming platforms to a new one.

Evidence Supporting the theme	Evidence Opposing the theme
<p>A. <i>I get everything I need for cheap on Spotify. Why would I spend more to switch to a platform with features I don't care about?</i></p>	
<p>B. Different pricing options are helpful because not everyone is downloading the platform for the same reason.</p>	
<p>C. Cost would be very important to me. Because, you know, I'm not really looking for anything too fancy; I kind of just want a cheap way to listen to high-quality music.</p>	<p>C. Even though it saves some money, I don't really like free trials. I don't like to put my credit card info and sh*t like that. And it's annoying. And I'd rather just pay for the full thing.</p>

RQ2: Brand Loyalty

Brand loyalty stands as a large barrier when considering college students' transitions to new music streaming platforms. Insights from our research underscore the significant role of brand allegiance, with students citing familiarity, preferred content, and affordability as key factors influencing their platform choices. Overcoming this brand loyalty presents a challenge, and Tidal needs to find ways to entice students to make the switch.

Evidence Supporting the theme	Evidence Opposing the theme
<p>A. <i>"I don't know if I would switch from my current platform Spotify... It has all of the features, music, and artists I like and is priced to where I can afford it"</i></p>	<p>A. "If I was having issues with Spotify and was going to look into a new platform and saw the stuff on sound quality I would choose Tidal if it was in my budget"</p>
<p>B. I feel like I've gotten used to the interface of Spotify and it has all my music already downloaded, so I don't think I'd switch</p>	
<p>C. At the end of the day, it's all the same sh*t. It's all used for the same reason. So I know, I would say, nothing really affects me. I'm going to stick with Apple Music for the time being, no matter what.</p>	<p>C. If I'm really interested in it, and they don't force me to invest way too earlier. Then, I'd be more willing to give it a shot, for sure.</p>

Results & Findings

Answer to RQ 1:

Respondents determined price, peer influence, and personalized content/recommendations to be the main contributing factors to their music streaming platform purchase decisions.

Answer to RQ 2:

College students can be persuaded to switch their existing music streaming platforms for a more budget-friendly platform, but brand loyalty is what's holding them back.

Insights

- College students use music streaming platforms to connect with friends and family.
 - They want music streaming platforms to help them discover music they wouldn't find otherwise.
 - They are on a budget. They favor music streaming platforms with wallet-friendly subscription costs.
 - Users may have minor complaints about their platform, but are generally content and unwilling to switch music streaming services.
-

Implications

Based on these findings, we suggest that Tidal focus marketing efforts on emphasizing their unique features and content, shifting the narrative from it's previous sole focus on the artists who have invested in the platform. If Tidal wants to differentiate it's product and break in to the mainstream, we suggest they curate personalized content based on users' listening history, positioning themselves as a social platform that brings music lovers together and helps them discover new music. They are going to have to prove they offer everything their competitors have and more, If they want to convince college students to drop their current music streaming platform for Tidal.

Thank You For Listening

