

CONSUMER BEHAVIOR IN THE LOCAL MUSIC INDUSTRY,

MANILA, PHILIPPINES

ZHENNING WANG

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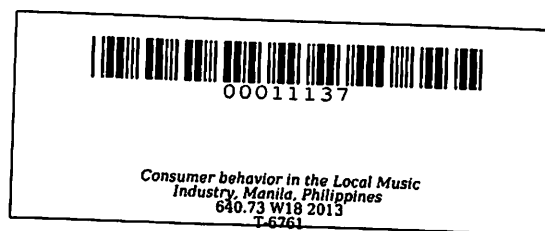
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**CONSUMER BEHAVIOR IN THE LOCAL MUSIC INDUSTRY,
MANILA, PHILIPPINES**

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ABSTRACT

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The study entitled "Consumer Behavior in the Local Music Industry, Manila, Philippine" was conducted to present the consumer behavior in the local music industry of the Philippines. Specifically, the study aimed to: (1) determine the self-identity characteristics of the respondents; (2) identify the relevant demographics that describe the respondents' characteristics; (3) determine the extent of environmental stimuli affecting the respondents; (4) determine the extent of marketing stimuli affecting the respondents; and (5) determine the different levels of consumer behaviors in terms of as an expression of product choice; as an expression of brand choice; as an expression of purchase timing; and as an expression of purchase conduct. This study is focused on providing value creation by relating different levels of consumer behavior with marketing stimuli, environmental stimuli and self-identity. This study was conducted in SM Mall of Asia with 284 respondents who were purposely selected.

A great majority of the respondents are Roman Catholics. Philippines is a predominantly Catholic country and the data in the study confirmed that fact. Most of respondents are either students or white collar workers. No wonder, since the study was done in a mall, it's either the consumer has a high paying job or is dependent on his parents for allowance. Most of respondents were Filipinos. Most of the respondents were female, but the gender difference is meagre. Most of the respondents lived in Metro Manila which indicates the phenomenology of location and the role of environment in the

the number of times buying, with a very slim difference. The social-economic condition of the nation may affect their buying behaviour. Also, buying music products is influenced by situational needs.

The study had provided an exploration of variables that are involved under marketing stimuli, environmental stimuli, and self-identity that got together to influence consumer behaviour. The overall process working over marketing stimuli, environmental stimuli and self-identity was labelled as value creation, or the process of creating a value that will determine consumers' choice.

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INTRODUCTION

Almost everybody loves music. In the popular culture that the world is in today, popular music industry had always been a part of it. It is an interest in the fields of business particularly in the domains of marketing and management to study the systems and dynamics involving the consumer behavior in the popular music industry and how it affects the business as a whole. By this, consumerism will not only be seen as an economic act and the human being will not only be looked upon as an economic animal who is just motivated to consume or to buy.

Consumer behavior involved the psychological processes that consumers go through in recognizing needs, findings ways to solve these needs, making purchase decisions (e.g., whether or not to purchase a product and, if so, which brand and where), interpret information, make plans, and implement these plans (e.g., by engaging in comparison shopping or actually purchasing a product) (Perner, 2008). It is an important aspect of any business since any kind of entrepreneurial activity is dependent on it.

The most important part of consumer behavior is on the understanding of buyer decision making process, both individually and in groups. Current consumer behavior studies focus on the characteristics of individual consumers, such as demographics and behavioral variables in an attempt to understand peoples' wants (Perner, 2008). However, acknowledging this current trend, this research look further into what extent and how the individual behavior are effected by his "self-identity" in pop music industry setting through the study on the individual characteristics as well as environmental conditions, within which the "self-identity" will be used as anchor point or central research focus on