

UNIVERSITI TEKNOLOGI MARA

**THE PURCHASE HABITS OF RECORDED MUSIC:
DIGITAL AND PHYSICAL ALBUMS
AMONG YOUNG ADULTS**

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**Thesis submitted in partial fulfillment
of the requirement for the degree of
Bachelor of Music Business
(HONS.)**

FACULTY OF MUSIC

MARCH-JULY 2019

AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Under Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

In this era, Malaysian users tend to spend more on digital music compared to physical product though streaming has yet to catch up with digital downloads. 30% of Malaysians are using music streaming services and on average spend 148 minutes a day listening to Spotify. Therefore, the aim of this study is to identify the purchase habits and to understand the motivation in purchasing digital and physical albums among young adults in Malaysia. Purchase habits is purchasing a particular type of recorded album either the respondents more to digital or physical platform while, motivation is what causes a person or respondent want to repeat purchasing an album. Individual's motivation may be inspired by others such as their favorite artist. In this study, the researcher has been used quantitative research method. The researcher had been distributed 100 questionnaires to 100 respondents in Universiti Teknologi MARA. The majority of respondents were female which the percentage are much higher than male respondents. The questionnaires were made available on Google Form and distributed via WhatsApp Messenger Application. The data collected are with intention to understand the purchase habits of recorded music either digital or physical album among young adults.

ACKNOWLEDGEMENT

Firstly, I wish to thank Allah for giving me the opportunity to embark on my research project and for completing this long challenging journey successfully. With affection and gratitude, I would like to express my deep appreciation to following person who shared their time, expertise, guidance, assistance, moral support and inspiration for the realization of my research project.

I would like to express my deep appreciation and gratitude to my supervisor Ms. Afiqah Aisyah Binti Saiful Bahar. Thank you for your support, patience and ideas in assisting me with this research project. She gives me a lifetime unforgettable memory and without her guidance and persistent help this research project would not have been possible.

My appreciation goes to 100 students from Universiti Teknologi MARA for helping me to answer my research questionnaire in order to collected the data especially from Faculty of Music, Faculty of Communication and Media Studies and Faculty of Applied Science. Special thanks to my friends for helping me with this project.

Last, but definitely not least, I am greatly indebted to my family. It was my parents' and my husband unconditional love, care and tolerance which made this hardship of writing the thesis worthwhile. Without their support, I do not think that I could overcome the difficulties during my degree study.

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