



**PERCEPTION TOWARDS THE ACCEPTANCE OF IBAN MUSIC
BY THE BUMIPUTRA COMMUNITIES: A STUDY OF SIBU DISTRICT**

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Industry leaders are often presented with new business opportunities outside of their present markets. Consequently, they must determine if these opportunities are worth pursuing. According to Altier (1999, p 13), “managers aren’t, or shouldn’t be, concerned with all the information that floats around the job environments; they should also be concerned with the information about change. Following Hagen *et al.* (2003, 2005), visionary leaders recognize the beginnings of strategic change in industry dynamics, predict the future before it materializes and move quickly to capitalize on these changes. However, many organizations find themselves in an innovator’s dilemma (Christen and Bower, 1996), unable to timely decide which industry changes are worthy of their attention and what, if anything, they can or should do about those changes.

One industry that has seen a great deal of strategic change in industry dynamics in the last twenty (20) years is the *music industry*. The industry has created significant economic opportunities for recording artists, producers, composers and marketers. However, though the physical product itself may have changed, the distribution channels and the division of labour within the industry have

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

In this section we will, first of all, describe the development and importance of marketing mix in any industry, including music. For the music industry to grow, it must develop an effective marketing mix to meet the customer's needs and wants which keep on changing. Secondly, we will examine how the Internet is transforming the supply chain for music. This is followed by a discussion of the impact of piracy on the music industry. The article concludes by arguing that while the future may look bleak for the major record labels/companies, it looks much more positive for artists and consumers.

2.2 The development of marketing mix

The development of marketing mix has received considerable academic and industry attention. However, the majority of the literature focused on product design but did not extend it to the development of marketing mix. To meet the consumer's needs and wants for a successful product is necessary but not

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This chapter explains in detail the methodology used in gathering the information necessary in this study. It highlights the sources of data used and the survey design, which includes the sampling plan and data analysis method employed. The steps involved were elaborated in details and have been carried out systematically in order to achieve a high degree of reliability and validity. The scope was confined to Iban music. The target respondents are the Bumiputra communities within Sibul District.

3.2 Research Design

The research design for this study is explanatory based, chosen over descriptive and casual research. This is because this type of research design is to provide insight into, and an understanding of, the problem encountered (*Malhotra, 1999*), which is suitable to carry out this study. It is hoped that this research will help in defining the problems more precisely and identify the relevant courses of action, appropriately.