

Chapter 9

Consumer Buying Behavior of Budding Musicians Between 15 and 25 Purchasing Guitars in Pune

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ABSTRACT

The earth-shattering effect of Rock and Roll on popular music put guitars on the map. Buying behavior of a guitar (instrument) is relatively a nascent topic in academic literature, although listening to and playing music itself has been an important part of human culture for centuries. Thus, the primary objective of this study is to investigate consumer buying behavior of budding musicians between the ages of 15 and 25, purchasing guitars in the city of Pune. The study ended up providing a significant insight into the mind of a budding musician while purchasing a guitar. All of this has helped shape the buying behavior of a potential consumer. Surprisingly, family influence has been low for most people since they have been quite sure while making a purchase.

INTRODUCTION

Buying behaviour of a guitar (instrument) is relatively a nascent topic in academic literature, although listening to and playing music itself has been an important part of human culture for centuries. Giving careful consideration to music need an incredible

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essentialness clinched alongside particular nation. When it comes to marketing, music-related research has mostly been centred around genres and their history rather than a specific instrument or the psyche behind buying it, for example, how to use ambient music to drive people to buy more products in supermarkets for one, also the influential factors working on consumers who will be buying instruments from music stores, the marketing of musical instruments, a guide to buying good quality musical instruments and how to create the perfect mood in restaurants and to amplify the message in TV advertisements through music. (Sweeney, 1987).

There are times when trends happen so quick that it's much the same as being smacked in the face with a super cold towel, and after that there are times when it's so moderate moving that you can't feel something happening, however it takes a while before you understand that you're completely submerged in something new. A tad bit of both transpire with standard popular, unfortunately the electric guitar, staple of present day music for over 50 years, has little part in it.

If details are read and watch the income numbers including EDM, where you could see the enormous cash of the real promoters and record marks making their moves to guarantee their bit of it in the course of the most recent year. It's typically a sign that a pattern is going to crest as the enormous brands move into assert some authority and crush each and every drop of budgetary squeeze out of it that they can, as is by all accounts occurring right now. All the budding musicians attempting to settle on the choice whether it's ideal to figure out how to make beats or join a carport band, they must pick wisely. (Radocy, 2012).

The things to search for in picking an acoustic guitar are things that match your music, spending plan and expertise level. Looking for an acoustic guitar can be a mind-boggling experience. Since guitar producers utilize an extensive variety of woods, equipment, and outline components, there are many variables to consider. In particular, there are four essential territories you will need to consider or potentially think about before you begin shopping. Most people who are looking for a guitar purchase, look into these factors of consideration and hence sets a trend line for many other budding musicians to follow.

Reason and Budget Before you consider mark names or body styles, consider what you will utilize the guitar for, and how much cash you need to spend on one.

The other major factor that trends in the purchase decision making is the expertise level.. Now on the off chance that you are another player who is searching for an instrument to learn on, you might not have any desire to spend excessively on a top of the line acoustic guitar at this time. On account of present day producing strategies, there is a wide determination of good, low-to mid-run acoustic guitars to look over. Be that as it may, possibly, in this case the budding musicians is an accomplished player who is prepared to move up to a superior guitar. All things

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