

**Paper review : Consumer Behaviour in Music Industry: Generations X and Y of INGA
KASZYCKA**

Firstly, this paper aims to demonstrate differences about consumer behaviour between Generation X and Y in the music industry in terms of purchasing CDs, following music artists, observing new artists, visiting music events and views on online music piracy. About introduction parts, the author explained the basis of differences between Generations X and Y, consumers behaviour and perspective of online music piracy. Moreover, the introduction mentioned information of previous research which can be referenced about this topic.

Research problems and methodology are the next elements of this paper. The reasons why set questions such as Are there differences in CDs purchasing behaviour between Generation X and Y?, What are their ways of thinking of following music artists and discovering new ones for both generations? and more, this work has to verify those curious problems which is the goal of this work too. Furthermore, the author implied a qualitative study that relates 127 students as representative of Gen Y and 106 students parents as representative of Gen X and conducted questionnaires.

Next, the results showed four sets of tables as a percentage comparing between 2 generations. Table 1 illustrated their ways of following artists and discovering new ones and elaborate the data more in the context in which each generation prefers what ways more than others. Moreover, things considered when buying CDs that divide into two intentions consist of buying for themselves and as a gift, how often do they download music illegally and general opinion about online music piracy are shown on Table 2,3 and 4 respectively.

Finally, to sum up all the data, there are significant differences in consumers' behaviour of each generation on the music market. Furthermore, we can use those results to adapt in marketing activities in the music industry for their target consumer not only older customers but also younger too. Besides, there are suggestions of online usage "music streaming" on the music market are also mentioned in conclusion parts.

Citation

Kaszycka, Inga. (2017). Consumer Behaviour in Music Industry: Generations X and Y. *Annales Universitatis Mariae Curie-Skłodowska, sectio H, Oeconomia*. 51. 113.
10.17951/h.2017.51.2.113.