

FACTORS CONTRIBUTING TO THE DECLINE IN CD SALES IN THE MALAYSIAN & NIGERIAN MARKETS FOR MUSIC

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ABSTRACT

This research investigates the demand side of original music CDs sales. The study use a survey of 75 respondents consisting of Malaysian and Nigerian consumers, the study measures consumers original CDs purchase behavior in the last one year with a number of related variables. A number of Non-parametric test e.g. Spearman rho test were carried out to accomplish the states objectives. It concludes that free downloads had no influence in the decline in record sales in many developing countries markets. Physical piracy on the other hand, which involves the sale of pirate Copies contributed to decline sales. It concludes that the major factor influencing a switch from legitimate CD purchase was consumer perception of high prices charged by record labels. It is recommended that record companies focus on music as a service.

Keywords: Declining sales, Piracy, Consumer purchase behavior