



Exploring The Afrobeat Phenomenon in Great-Britain

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Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | Psychology of Music Buying Audience | The purpose of this study is to find out whether or not there is connection of taste between the consumers in Britain that buy into Afrobeat and other genre such as Punk/Rock and Reggae. The rationale for employing this method of research is that it is said to be the most popular and widely used device for investigating, describing, and measuring people s knowledge, beliefs, product and media preferences, satisfaction levels, demographics, competitive choices and decision making process. Some of the key findings of this investigation revealed that Afrobeat is not only gaining a wider appeal across various audiences, but there exist a connection of taste in consumer behaviour as well as psychology of culture between such audience that consume Punk/Rock, Reggae and Afrobeat in Britain. What the findings of this research also signifies for the music industry as a whole is that, it will further allow music marketers, record labels and record stores, as well as festival planners, music-promoters, and live-music/venue-owners to better understand the motives, preferences, and behaviour of their organisations , their current consumers behaviour and psychology of culture about Afrobeat. | Format:...



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