

A Study on Customer Satisfaction towards Disc Jockey

Dr.Y. Razeethkhan

Assistant professor

PG & Research Department of Commerce

Jamal Mohamed College (Autonomous)

Affiliated to Bharathidasan University

Tiruchirappalli, Tamil Nadu, India

K.R. Vasanthakumar

Student, Master of Commerce

PG & Research Department of Commerce

Jamal Mohamed College (Autonomous)

Affiliated to Bharathidasan University

Tiruchirappalli, Tamil Nadu, India

Abstract

This study explores customer satisfaction in relation to disc jockey (DJ) services, a vital component of the entertainment industry. Customer satisfaction is a key determinant of the success and reputation of DJs, as it influences repeat business and positive word-of-mouth referrals. The research examines various factors contributing to customer satisfaction, including music selection, interaction with the audience, punctuality, equipment quality, and professionalism. Through a combination of surveys and interviews with event attendees and clients, the study identifies key areas where DJs excel and areas needing improvement. The findings offer insights into the expectations and preferences of customers, providing DJs with actionable strategies to enhance their service quality. This paper aims to contribute to the broader understanding of customer satisfaction in the entertainment sector, offering a framework for DJs to align their services with customer expectations, thereby fostering long-term customer loyalty and business growth.

Keywords: DJ, satisfaction, entertainment, expectations

I.INTRODUCTION

A Disc jockey, commonly known as a DJ, is a professional who plays recorded music for an audience. Originating in the early 20th century, DJs have evolved from radio personalities to pivotal figures in live music events, nightclubs, and digital streaming platforms. Their role extends beyond simply playing tracks; they curate playlists, mix music seamlessly, and often create unique soundscapes that define the ambiance of events. DJs employ various equipment such as turntables, mixers, and digital software to manipulate sound, enhance transitions, and add creative effects. With the rise of genres like hip-hop, electronic dance music (EDM), and house music, DJs have become influential in shaping music trends and cultural movements. The art of DJing requires a blend of technical skills, musical knowledge, and an acute sense of audience engagement. This dynamic profession continues to evolve with advancements in technology, offering new tools for creativity and expanding the boundaries of musical expression.

Objective of the Study

- To assess the impact of music selection and mixing skills on customer satisfaction with DJs.
- To evaluate the influence of audience engagement techniques on customer experience.
- To analyze customer feedback for improving DJ performances.
- To explore the role of DJs in shaping the overall atmosphere and customer enjoyment at events.

Scope of the Study

The following are the important scopes of customer satisfaction towards Disc Jockey they are;

- The study explores customer perceptions of DJ performances across various entertainment venues.
- It examines the relationship between DJ skills and customer satisfaction levels.
- The research focuses on identifying critical factors influencing audience enjoyment during DJ events.
- It aims to provide insights into enhancing DJ services based on customer feedback.

- The study considers the evolving role of DJs in contemporary music and entertainment settings.

Review of Literature

Benjamin Goulart, Trevor Bihl (2024) -This paper evaluates the features of DSP-based tabletop digital disc jockey (DJ) media player separates that have at least some turntable simulations and were available from 2000 to 2023 in the USA. Trends across time were analysed, with special attention to innovation and automation versus the ability to manually DJ. In particular, it was hypothesized that automation that no longer requires manual beat matching would correspond with an unfortunate relaxation in the requirement for fine resolution of pitch faders, the primary speed control on the players. This paper thus contributes to the literature with a broad understanding of consumer electronics and further presents an open dataset for analysis.

Mr. Ravi Kishor Agrawal, Mr. Ram Pravesh, Ms. Shilpa Rajak (2022) -The objective of the study was to Customer satisfaction in Discotheque plays the important Role in Raipur Chhattisgarh, in the busy life style every young and old people are continuously facing a lot of stress other than the job , that is why the subject of Customer Satisfaction is gained attention in Raipur, the study was done asses the customer satisfaction and services of Discotheque worker and associated with different dimensional variable in customer satisfaction and services of Discotheque in Raipur. The data was collected using Customer Satisfaction Survey questionnaire & analysed using SPSS-9, level of Customer satisfaction is measure in Five-Point Likert's scale rating and Chi- Square . the result of the study showed that Most of the respondents are young and energetic and they are satisfied with Discotheque services their ambience, music and the environment. the customer mostly visited in two area like are in Disco the que Tituss and tequila.

Heupel, Heather N.(2019) -This paper analyses the impact of social media on Electronic Dance Music (EDM) culture and, more specifically, on EDM Disk Jockeys (DJs). As a result of the technological advancements of the internet, as well as, because of the popularity and communicative convenience of social media, DJs within the EDM industry have evolved into recognized global music ambassadors. This study will define and explore the history of EDM culture and the DJs that form the foundation around which the genre has been built. In addition, this paper will define social media and explore, through historical context, how social media platforms developed into what they have currently become.

Finally, it will investigate how electronic music DJs utilized social media to market themselves and transform a genre, once considered fringe into an internationally embraced mainstream multi-billion-dollar industry that eventually catapulted the DJ into celebrity status.

Significances of the Study

- **Enhancement of DJ services:**
Provides DJs with valuable insights into customer preferences and expectations, enabling them to improve their performance and service quality.
- **Customer Loyalty:**
Identifies factors that contribute to customer satisfaction, helping DJs foster long term relationships and repeat business.
- **Event success:**
Assists event organizers and venues in selecting DJs who align with audience needs, leading to more successful and engaging events.
- **Market Competitiveness:**
Helps DJs differentiate themselves in a competitive market by understanding and addressing key satisfaction drivers.
- **Industry Standards**
Contributes to the establishment of best practices and benchmarks for quality DJ services in the entertainment industry.
- **Economic Impact:**
Supports the growth of the entertainment industry by promoting higher service standards, which can lead to increased customer spending and event attendance.

Research Methodology

The study is descriptive and analytical in nature. The researcher adopted systematic methods for collecting and analyzing the data. The study is based on the primary data collected from the respondents. The sample size is determined as '66 respondents' opinion from the customers who presently purchasing product with a help of digital marketing. The survey was conducted using structured questionnaire containing 5-point Likert scale statements. The researcher also used the secondary data & CSR activity reports and their internal newsletters. The company related data and information are used which is available publicly on the websites of the companies. The statistical calculation is done through SPSS. The tools used for the analyses are percentage method, factor analysis and regression.

Limitation of the Study

- **Sample Size:**
The study may have a limited sample size, which can affect the generalizability of the findings to a broader population.
- **External Influences:**
Factors beyond the control of DJs, such as venue conditions or event logistics, may affect customer satisfaction but are not accounted for in the study.
- **Limited Scope of Services:**
The study may not fully capture the variety of services offered by DJs, such as lighting and event coordination, which can also impact customer satisfaction.
- **Subjectivity of Satisfaction:**
Customer satisfaction is inherently subjective and can be influenced by personal preferences, making it challenging to establish universal conclusions.

Analysis and Interpretation of Data

Table No:1 Gender Wise Classification

Gender	No. of Respondents	Percentage
Male	50	75.8
Female	16	24.2
TOTAL	66	100

Interpretation

- The above table shows that 75.8% of the respondents are male, 24.2% of the respondents are female.
- Majority (75.8%) of the respondents are male.

Table No:2 Association Between Gender overall Satisfaction towards Disc Jockey

Overall satisfaction	Gender		Total
	Male	Female	
Disagree	2	0	2
Neither Agree nor Disagree	9	2	11
Agree	34	14	48
Strongly Agree	5	0	5
Total	50	16	66

Chi-Square Tests

	value	df	Asymp.sig.
Pearson Chi-square	3.094 ^a	3	.377
Likelihood Ratio	4.729	3	.193
Linear-by-linear Association	.043	1	.836
No. of Valid cases	66		

Interpretation

Cross tabulation and Chi-Square Analysis (overall satisfaction * Gender)

The cross tabulation table summarizes the distribution of responses for overall satisfaction (e.g., levels of agreement) across the two categories of Gender (e.g., male and female). Among males, 34 agree, 9 neither agree nor disagree, 5 strongly agree, and 2 disagree. Among females, 14 agree, 2 neither agree nor disagree, and none strongly agree or disagree.

The chi-square test results show that the Pearson Chi-Square value is 3.094 with 3 degrees of freedom, and the p-value is 0.377. Since the p-value is greater than 0.05, we conclude that there is no statistically significant association between gender and overall satisfaction (levels of agreement). The likelihood ratio (value = 4.729, p = 0.193) and the linear-by-linear association (value = 0.043, p = 0.836) further confirm the lack of a significant relationship.

ANOVA

Overall satisfaction

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.713	1	.713	.776	.382
Within Groups	58.818	64	.919		
Total	59.530	65			

Interpretation:

The one-way ANOVA results indicate that the difference between groups is not statistically significant. The F-value is 0.776 with 1 degree of freedom for between-groups variance and 64 degrees of freedom for within-groups variance, yielding a p-value of 0.382.

Since the p-value exceeds the standard threshold of 0.05, we fail to reject the null hypothesis. This suggests that there is no statistically significant difference in the mean scores of overall satisfaction across the groups.

Findings

- **Music Selection:**

The quality and variety of music played by DJs significantly influence customer satisfaction, with audiences preferring DJs who can adapt to their tastes and read the crowd effectively.

- **Audience Interaction:**

DJs who engage with the audience through verbal interaction, taking requests, and creating a lively atmosphere tend to receive higher satisfaction ratings.

- **Professionalism:**

Punctuality, appropriate attire, and respectful behavior contribute to a positive perception of DJs, enhancing overall customer satisfaction.

- **Technical Skills:**

Smooth transitions, beat matching, and creative mixing are critical technical skills that positively impact customer experiences.

- **Equipment Quality:**

High-quality sound systems, lighting, and backup equipment's are essential for maintaining customer satisfaction, as technical issues can detract from the event experience.

Suggestion

- **Continuous Professional Development:**
Regular training and workshops on the latest music trends, DJ techniques, and equipment upgrades can help DJs stay competitive and meet evolving customer needs.
- **Enhanced Communication Skills:**
Developing strong communication skills can help DJs better understand client needs, set clear expectations, and ensure seamless event execution.
- **Flexible Service Packages:**
Offering diverse service packages catering to different budgets and event types can attract a wider client base and improve customer satisfaction through tailored offerings.
- **Adapting to Technological Trends:**
Staying updated with technological advancements, such as integrating live streaming or virtual DJing options, can help DJs cater to modern customer preferences and expand their service offerings.

II.CONCLUSION

This study underscores the critical importance of customer satisfaction in the success of disc jockey (DJ) services. Key factors such as music selection, audience engagement, professionalism, and technical expertise play pivotal roles in shaping customer experiences. The findings highlight that personalized services, effective communication, and the use of high-quality equipment are essential for meeting client expectations and enhancing satisfaction. By addressing these areas, DJs can foster stronger relationships with clients, drive repeat business, and build a reputable brand. Ultimately, this research provides valuable insights for DJs and industry stakeholders, contributing to the continuous improvement of entertainment services and the broader understanding of customer satisfaction dynamics.

Future Scope of the Study

- **Expansion of Sample Size:**
Future research can explore larger and more diverse sample sizes across different regions and event types to gain a more comprehensive understanding of customer satisfaction in DJ services.
- **Exploration of Technological Influence:**
As technology continues to evolve, future studies can investigate how emerging trends such as virtual events, live streaming, and AI-powered music curation impact customer satisfaction in the DJ industry.
- **Longitudinal Studies:**
Conducting longitudinal studies could provide insights into the long-term impact of customer satisfaction on DJ business success, retention, and reputation.
- **Comparative Studies:**
Future research could compare customer satisfaction across different types of DJs (e.g., wedding DJs, club DJs, corporate event DJs) to identify unique factors that influence satisfaction in each niche.

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