Consumption behavior - Music live streaming in Brazil and the Covid-19 pandemic

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Introduction

The Covid-19 pandemic was responsible for several behavioral changes. Among them, changes in the consumption. Acting as an accelerator for the effectuation of trends already identified, it was during the first months of the pandemic period that an increase in the consumption of music live streaming was perceived in Brazil. With the isolation and confinement policies, people saw their homes not only as a family living and resting place but also as a space for work, study and leisure.

Aim

The aim of this study was to understand how Brazilian users behaved online regarding leisure and entertainment consumption in the first months of the pandemic. Over 70% of the Brazilian population is connected to the internet. Displayed primarily on YouTube channels and Instagram profiles, the live transmissions were the possible and safe forms of conviviality during the pandemic.

Methodology

The methodology used for this study was the collection and analysis of data.

Results

Just as they had an apex, lives also found their decline. There were no changes in the population's access to the internet and cellphones, but there was a loosening of the isolation measures, even though large agglomerations were not allowed. In July, demand for the product decreased by almost 70% compared to April 2020. The drop in demand for lives over the months can be observed in the graph below.

![Graph showing consumption behavior](https://example.com/graph.png)

Conclusion

This research indicates that change in consumption behavior coming from external factors and not from an intrinsic desire for change may not be sustainable.

References


