

Doshisha Business School  
Global MBA Program



**EXPLORING THE EFFECTS OF COVID-19 PANDEMIC IN MUSIC  
CONSUMPTION IN THE VALLEY OF MEXICO'S METROPOLITAN AREA**

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**ABSTRACT:**

This research is a qualitative study that aims to understand Mexican consumers' behaviors and preferences towards musical products and services under the restrictions caused by the COVID-19 pandemic, their consumption changes under this *new normality* and their future perspectives of the music industry once all the restrictions are fully lifted. Mexico is the second largest market in Latin America regarding music consumption and the Valley of Mexico's Metropolitan Area stands as one of the five biggest cities in the world, having the highest economic impact in the country. The methodology used for data collection was in the form of Focus Group Interviews, selecting participants with a specific criterion such as the requirement of living in the Valley of Mexico's Metropolitan Area, belong to the age group of the Generation Y, and play any musical instrument or at least live with a person who does so. Afterwards, a Thematic Analysis of the information was conducted in order to interpret it, value it and generate conclusions. From the analysis, it was extracted qualitative elements about the used resources during the pandemic like electronic devices, music platforms, musical instruments, live music events, and the new ones that were implemented during the crisis. Also, it was analyzed how music had an impact in the emotional situation of the participants during the pandemic. The changes in consumers' behaviors and the implementations during COVID-19 may lead to new business opportunities in hybrid systems that can be developed for all of the musical products and services.

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