Subject: Re: Attracting Non-Audiophiles To High End Audio
Posted by Wayne Parham on Thu, 27 Aug 2009 18:41:18 GMT
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That's a weird deal, but I know lots of musicians like that. Never understood it really, but I think to them it's more about the content than about the quality, in a manner of speaking. They sort of hear through the media, if you know what I mean. They can listen through a distorted amp and buzzing speaker and get just as much as they would through a better system.

I think most people are more quality sensitive than that. If they hear good sound, they can easily identify it as being better, and they prefer it. But if they never get a chance to hear really good quality sound systems, they don't know what they're missing. And then there's the money factor too, maybe more a bang-for-the-buck metric.

I think lots of people would rather listen to their favorite music through a $500 to $1000 system like Fred is talking about, or the one you put together for your friend, than they would listen to an iPod or Best Buy micro-satellite system. The quality difference is striking, noticed immediately. Move up to a $5000 to $10,000 system, and I think most would prefer that to the $1K system. The quality difference is still pretty apparent, you can hear the clarity difference right away (if the components chosen are truly higher quality, of course). Some people will balk at the price tag though, and may be quite happy with the less expensive system. On to the $10K+ systems, you'll really lose a lot of people on the price, and especially since the sound quality improvement, while there, isn't as noticeable. The most expensive systems look expensive, but you reach a point of diminishing returns regarding sound quality, so not as many people buy them.

I guess it's like anything else, really. Same deal with cars. Most are in small, economical or midsize, mid-price cars. Fewer people drive expensive cars, even though most are clearly better in terms of performance or comfort or both. And then, some people don't even want to own a car. It isn't always economic either, some people just rather not drive, prefering public transportation or cabs. That's another thing I never figured out, 'cause I love to drive. But people from other cultures don't drive as much, so when they're here, they'd rather not drive even if they can afford a car. Different strokes for different folks.