



## To evaluate the effect of music on consumer buying behavior (with special reference of Indore)

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### Abstract

*This research paper shows that there is influence of music in purchase decision. This paper influence the music of consumer buying behavior for purchasing the product. For obtaining the information, we based this research on literature review in national and international journals, in the period of 2008 and 2014, by the keywords: music behavior, music in retail environment, background music and music consumer.*

*Key words: music in purchase decision, music retail, consumer behavior, background music.*

### Introduction

The use of music has been studied in traditional areas such as psychology, on issues such as learning and human behavior. Marketers use this feature as a motivator in the purchase decision of consumers shopping in different environments due to easy way of manipulation of the music and the fact that music isn't offensive to the consumer. Businesses use many marketing tactics to increase their sales, and one of them is creating an atmosphere that will influence the buying probability of their customers. This cognizant use of consumers' surrounding environment is known as atmospherics.

### Literature Review

Kotler (1973) exposed in his paper that the tangible product or service was only a small portion of the total consumption, the other part filled by the local atmosphere or from which the product was purchased or consumed and in some cases the atmosphere is primary product. Atmosphere as a marketing tool is defined by Kotler as a space consciously created to create certain effects on consumers and influence their purchase decision, the atmosphere consists of various elements such as brightness,

size, smell, temperature, music, softness, smoothness and shape.

Kellaris (2008) shows us that music was heavily used in consumer environments as motivating. In addition, the store, elements such as lighting, color, style or music may have more immediate effects on decision making than marketing inputs that are not sent at the time of purchase (BAKER; Grewal; Parasuraman, 1994).

In 1982, R.E. Milliman investigated the effects of background music on supermarket shoppers' behaviors. The treatments to the respective environments of no music, slow-tempo music, and fast-tempo music were used to test if there were differences made upon shoppers' pace in store, the daily sales by customers, and the customers' awareness that there was music.

Milliman (1986) also studied a restaurant to determine if different music tempos have an effect on the amount customers spent, their length of stay, the length of time it took for the restaurant to serve its customers, and the number of people who left before being seated. The findings again showed that in the slower music treatment, customers took a significantly longer time to finish their meals than in the faster music treatment (p. 288). For the amount spent on food, this study found no significant difference

between the slow-tempo and fast-tempo conditions, but for the amount spent on drinks, the charges were higher in the slow-tempo condition.

Gueguen & Jacob (2010) conducted a study in a flower shop where consumers were exposed to an environment with romantic songs, pop songs (songs usually played at florists) and no music. The result was that consumers spent more time in the store when romantic music was played, but found no correlation between romantic music, pop music and music-free environment when the chosen factor was the average ticket spending by consumers.

Objective of the study

- 1 To create effects on consumer and influence their purchase decision.
- 2 To know the relationship between consumer behavior and product.
- 3 To explore the influence of music on consumer behavior.
- 4 The effects of music on conditions of consumer behavior.

Hypothesis of the study

- 1 To know the how music will effect of consumer behavior.
- 2 To know the Relations between environment from consumer.
- 3 To attract the consumer towards product.
- 4 To know the type of music which influence the buying behavior of on consumer.

Research Methodology

'Research Methodology' implies more than simply the methods you intend to use to collect data. It is often necessary to include a consideration of the concepts and theories which underlie the methods. The effects of music on consumer buying behavior research is based on the secondary data research. This paper presents a meta-analysis of studies relating to the buying influence of background music. This means that the results of these studies were analyzed and compared to one another to develop a conclusion. The databases Business Source Complete and Academic Search Complete were utilized to find academic studies. Keywords such as

"effects of music" on 'consumer buying behaviors', "consumer habits", "retail sales", and "music and shopping" were employed in combination with each other to generate possible sources. The eight studies that were chosen were based on whether or not the findings included the amount of money consumers' spent and the time and/or perceived time they stayed in each music condition. If the studies contained findings for other variables, they were excluded from the analysis and discussion. The overview and results of the studies were presented in two parts with their corresponding discussions that synthesized the findings immediately following. Then a general 'Effects Of Music On Consumer Buying Behavior'. discussion about environmental psychology theory, which can explain the possible causes of music, concludes the study.

#### Effects of Music on Shoppers and Restaurant Patrons

- According to a research people who heard music while shopping or eating at a restaurant or mall is influenced by the music and it effects what they buy and what they spend
- Loudness, pace, rhythm of music effects on how long consumer spend their time in malls and restaurants, how much they purchase and how they view brands or products positively or negatively.



#### Conclusion

The influence of music on consumer buying behavior has been demonstrated in studies involving the purchase decision of the consumer and his stay at the point of sale. One thing in common found in studies that when music is regarded as familiar to the consumer, it brings more positive responses in relation to purchase intention, the perceived time, the approach/remoteness, satisfaction and average ticket spending. Another important point to emphasize is that the consumer is affected differently when separated by gender. Women have been shown to be more sensitive in the buying decision depending on the genre than men. As demonstrated in this study, there are few national studies linking music with consumer buying behavior. Some suggestions for



future research is to relate this issue with the dimension consumer loyalty, and change the locations of the experiment, whereas there are several covariates that may influence the response to the music. Music play the important role for consumer buying behavior for purchase the product. Classical and pop music were the styles found to also encourage customers to spend more or purchase more expensive items and to stay in the buying setting longer than they did with no music at all. These findings can largely be explained by the stimulus-organism response model and the pleasure-arousal-dominance model of environmental psychology theory. With an understanding of appropriate atmospherics, businesses can use environmental factors to stimulate consumers to a higher purchase probability. The target consumers and setting have to be taken into consideration for background music to have the intended purpose. As discussed in the introduction with the two writers' personal experiences, if background music is not fitting for the environment or does not attract the target consumers, then it would be damaging instead of helping the business

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