



RELATIONSHIP OF MUSIC WITH SHOPPING BEHAVIOUR IN RETAIL ENVIRONMENT



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ABSTRACT:

Several earlier studies have shown that store atmosphere / retail environment is a significant determinant of customer's behaviour. This area of research has been the focus of scholarly studies primarily in foreign countries. In Indian context such studies are limited. Hence, the present study has been carried out to find out the influence of music on shopping behaviour in Indian context. The study has been carried out in Kolkata city. Survey method has been employed to collect all the data using a well designed questionnaire, as the customer left the checkout counter of the shopping malls. In the study, a control group was exposed to no music condition during shopping whereas the experimental group was exposed to music. By evaluating shopping behaviour differences between these two groups, the present study solidified and strengthened the conclusion drawn by previous studies, that music, a well-established source of entertainment, is a significant determinant of customers shopping behaviour, especially in terms of the amount of time as well as money spent in the store. Additively, in the present study, Bollywood music was found to be associated with more time spent in the store in comparison to other genres of music. The findings need to be validated by large scale Indian studies. Moreover, the deep investigation of the psychological and physiological causes behind the observed findings was beyond the scope of the present study.

KEYWORDS: customer's behaviour, music, shopping behaviour, store.

INTRODUCTION:

India has witnessed significant growth and developments in the retail sector in past few years. The growth is still continuing. Retail sectors in India range from small shops to large shopping malls. Evidences suggests that specific atmosphere of the retail store can be more determining in purchasing the product than the product itself. Atmospheric stimuli in the retail environment like interiors, exteriors, layout of the store, lighting, human variables and others factors can positively influence satisfaction level of customers and time duration spent by the customer in retail store. Additively, softer aspects of the retail environment like background music playing in the store, style of music may affect customer behaviour in the store and have more immediate effects on decision making process of the customer (Gopal and Gopal, 2010; and Baker et al.,2002).

Music comprises of a particular rhythms, expressing certain feelings. Music is effective both in expressing feelings as well as in inducing feelings. Individuals listen to music because of likeness towards the lyrics, tune, beat, nostalgic feeling / emotion content of it, or to simply experience calmness

and relax. Music influences a person's mind and the individual is able to feel the pain, joy and euphoric feeling associated with the music. Listening music is associated with psychological, physiological and physical benefits (Sarkar, 2015; Salimpoor, 2011; Thaut, 2005; Barlett, 1994).

The language of music is universal and it may promote togetherness or unity among peoples. The entire world is well aware of the rich musical heritage of India. The roots of music in India is very ancient. There are several forms and genres of music. Hindustani Classical Music (HCM) of North India and Carnatic Classical Music of South India are the two variants of Indian classical music. Dhrupad, Khayal, Tarana are classical genres under HCM (Vocal) whereas Thumri, Dadra, Tappa, Bhajan are semi-classical (Vocal) genres under it. Instrumental Music is also a very crucial and inseparable part of Indian Classical Music. Ragas (melodic part of the music) describing an emotion or sentiment by a microtonal scale form, are the building blocks making the base of Indian classical music. Taal/ beat and a sustained note (drone) accompany a raga. Distinct emotional responses may be elicited by distinct ragas (Mathur et al., 2015). Listening to raga based music can be pleasant and healing experience, since ragas are believed to be effective in fighting against several health ailments such as headache, tension anxiety stress, insomnia and others (Sarkar, 2015).

Several folk genres depending on region, film music, modern or adhunika makes up the popular music, which may be influenced by several Indian or Western genres.

Popular Indian music have the melodic content (may not necessarily employ a raga) and taal but generally drone is absent. In all forms of Indian music, a single note is played in a certain order to give rise to melody. Bollywood music, a type of popular music for masses, have marked patronage in India.

Rabindra Sangeet (Tagore Songs) is a popular genre of Bangla music. These are songs written and composed by the Nobel prize winner Rabindranath Tagore (1861-1941). It is not only influenced by pure Indian classical music but also has traditional folk elements in it, especially inspired by baul singing genre.

Western music on the other hand makes use of chords (group of notes played simultaneously) to make the harmonic content of the music strong. Western music has genres such as Classical, Blues, Country, Hip-hop, Disco, Jazz, Pop, Rock, Metal, etc

An earlier Indian study has investigated the effects of some types of music genre on shopping behaviour in a simulated retail outlet and found that music positively affected the time duration spent in store and the amount of money spent on purchase of merchandise. This study highlighted that music plays significant role in modifying customer's behaviour in retail stores (Gopal and Gopal, 2010). Another study conducted in Hyderabad city showed similar findings (Srivastava, 2018)

A study undertaken in a flower shop exposed customers to an environment with romantic songs, pop songs and no music. This study found that the customers spent more time in the store when romantic music was being played at the shop (Guéguen and Jacob, 2010). An earlier study found that customers may feel more aroused and pleased when exposed to fast music condition, in comparison to slow music condition (Cheng et al., 2009). Another study found that purchase intent was greater among shoppers when happy music / popular music was being played (Broekemier, 2008). A study showed that music may be associated with spending more time and money in an establishment (Garlin and Owen, 2006). According to another study, the time spent in a restaurant was significantly associated with music tempo and music preference. Additively, the time spent in a restaurant had a significant impact on the total amount of money spent by the customers (Caldwell and Hibbert, 2002). A different study noted that in supermarket setting both shopping time and expenditures increased in relation to the level of preference for the music, and tempo and volume of the music had no impact on the shoppers (Herrington, 1996). Several other studies exist that show beneficial effects of music on customer's behaviour (Areni and Kim, 1993; Alpert and Alpert, 1990; Donovan and Rossiter, 1982; Smith and Curnow, 1966). Another study suggested that enhancement of the mood of the customer takes place when the genre of music fits the customer (Yalch and Spangenberg, 1993). The positive state of mood created by the music in a retail store may raise the chance of purchasing products by the customer (Bruner, 1990).

Although the study of influence of music on shopping behavior has received a great deal of scholarly focus in foreign countries, in India such researches are limited. The present study is intended to fill such research gaps.

AIMS AND OBJECTIVES

To understand the shopping behaviour of customers in retail environment, the present study had the following objectives:-

1. To investigate the association of shopping experience with music.
2. To find out the association of music with perception of price and quality of products.
3. To explore the association between music and repeat visit.
4. To study the association of music with time spent in the retail store, the type of merchandise purchased and value of merchandise purchased.

METHODOLOGY

The present study was carried out at randomly selected shopping malls of Kolkata. The study included 120 randomly selected customers of both genders. The respondents in the study had varied ages (18 years and more). For the study, a control group was formed with subjects who were shopping in the mall when no music was being played, and test group included subjects who were shopping in the same mall when music was being played. The music was played with concealed music system of the shopping mall, having concealed speakers at different locations on the roof / walls of the mall. Four music types were used in the study (Indian Classical Instrumental Music, Western Music, Rabindra Sangeet, Bollywood Music). Likewise four test group was formed, each exposed to a particular type of the above mentioned music. Excepting the evaluation of time duration spent in store, remaining evaluations undertaken by the study were done irrespective of the music types to which the respondents was exposed during shopping.

The Data was gathered by interview method, using a Questionnaire, once the customer left the checkout counter. Prior to administration of the Questionnaire, it was pilot tested, involving 25 respondents. The questionnaire was designed to collect the following informations :-

- Name, age and other personal details
- Shopping experience in the mall
- Perception of price and quality of products
- Whether they intend to repeat visit to the mall
- Merchandise purchased
- Time duration spent in the mall
- Amount of money spent on purchase of merchandise

Prior to the study, permission was obtained from the participants of the study, as well as store manager. However, nothing regarding the presence or absence of music was conveyed to the participants with an intention to restrict any bias of the respondents. The design of the present study was in line to an earlier Indian study (Gopal and Gopal, 2010).

Data Analysis: The data collected has been presented as frequency and percentages mainly, and were analysed by employing Chi-square test. A p value of ≤ 0.05 or lower was taken to be significant.

RESULTS

There was a total of 120 participants in the study, out of which 78 (65 %) were males and 42 (35 %) were females.

Table 1: Demographic Description

Variable	Test group - Number of Individuals Exposed to Music (n= 60)	Control Group - Number of Individuals Not Exposed to Music (n= 60)
Gender		
Male	40 (66.7 %)	38 (63.3 %)
Female	20 (33.3 %)	22 (36.7 %)
Age		
18-28 years	33 (55 %)	34 (56.7 %)
29-38 years	20 (33.3 %)	16 (26.7 %)
> 39 years	7 (11.7 %)	10 (16.6 %)
Mean Age	25.64 ± 4.33	23.28 ± 6.11

Table 1 shows the demographic descriptions of test group and control group relating to age and gender. The mean age of test group was 25.64 ± 4.33 years and control group was 23.28 ± 6.11 years.

Table 2: Association between Shopping Experience and Music

Music	Shopping experience		χ^2 test p value
	Good	Neutral/ Bad	
Number of Individuals Exposed to Music (n= 60)	48 (80 %)	12 (20%)	< 0.001 Significant
Number of Individuals Not Exposed to Music (n= 60)	18 (30%)	42 (70%)	

Table 2 presents the cross tabulation of shopping experience and music. It shows that significant association were found between shopping experience and music. Maximum number of respondents who reported good shopping experience were found to be exposed to music. In contrast, maximum number of individuals not exposed to music reported neutral/ bad shopping experience.

Table 3: Association of Music with Perception of Price and Quality of Products

Price and Quality	Music		χ^2 test p value
	Present	Absent	
Very Satisfied (n=25)	20 (80 %)	5 (20 %)	≤ 0.05 Significant
Satisfied (n=52)	38 (73 %)	14 (27 %)	
Not-Satisfied (n= 20)	8 (40 %)	12 (60 %)	
Neutral (n= 23)	14 (60 %)	9 (40 %)	

Table 3 shows the relationship of music with perception of price and quality of products. Maximum number of respondents who was exposed to music reported either to be very satisfied or satisfied, whereas maximum number of respondents who was not exposed to music reported to be not-satisfied. Greater number of neutral response was given by respondents, who was exposed to music. Chi-square test showed that the noted differences was significant.

Table 4: Association between Music and Repeat Visit

Music	Intention of Repeat Visit		χ^2 test p value
	Yes	Neutral/ No	
Number of Individuals Exposed to Music (n= 60)	44 (73 %)	16 (27 %)	< 0.01 Significant
Number of Individuals Not Exposed to Music (n= 60)	29 (48.3%)	31 (51.7 %)	

Table 4 presents the cross tabulation of intention of repeat visit and music. It shows that significant association were found between intention of repeat visit and music. Maximum number of respondents who reported that they intend to visit the mall again were found to be exposed to music. On the other hand, maximum number of individuals who were not exposed to music provided neutral response / or reported that they do not intend to visit the mall again.

Table 5: Association of Time Spent in Store with different Music Types

Music Type	Time Spent		χ^2 test p value
	< 30 minutes	> 30 minutes	
Indian Classical Instrumental Music (n= 27)	9 (33.3%)	18 (66.7 %)	< 0.01 Significant
Western Music (n= 31)	5 (16.1 %)	26 (83.9 %)	
Rabindra Sangeet (n=20)	7 (35 %)	13 (65 %)	
Bollywood (n= 42)	9 (21.4 %)	33 (78.6 %)	

Table 5 shows the time spent in store in relation to different music types. Respondents were found to spend more than 30 minutes time in store when Bollywood music was played, followed by Western music, Indian classical Instrumental and Rabindra Sangeet. The findings was significant.

Table 6: Association of Time Spent by customers (N=120) in Store with Music

Music	Time Spent		χ^2 test p value
	< 30 minutes	> 30 minutes	
Present (n= 60)	14 (23.3 %)	46 (76.7%)	< 0.001 Significant
Absent (n= 60)	35 (58.3 %)	25(41.7 %)	

Table 6 shows the time spent in store in presence and absence of music. Maximum number of respondents spent greater time in store when exposed music, in comparison to respondents who was not exposed to music. In no music condition, maximum number of respondents spent less than 30 minutes time in store. The observed differences was significant.

Table 7: Association between Music and Merchandise Purchase

Merchandise Purchased	Music		χ^2 test p value
	Present	Absent	
Food Products/ sweets/Chocolates (n= 41)	33 (80 %)	8 (20 %)	≤ 0.05 Significant
Clothes (n= 30)	18 (60 %)	12 (40 %)	
Electronic goods (n= 28)	17 (60 %)	11 (40 %)	
Toiletries (n= 21)	19 (90 %)	2 (10 %)	

Table 7 shows the relationship of music with merchandise purchase by the respondents. The purchase of merchandise was found to be higher in respondents who was exposed to music, in contrast to respondents who was not exposed to music. Chi-square test confirmed the differences to be significant.

Table 8: Association of the Money Spent on Merchandise with Music

Amount of Money Spent	Music		χ^2 test p value
	Present	Absent	
Rs 50-500 (n= 49)	42 (85.7 %)	7 (14.3 %)	< 0.01 Significant
Rs 501-2000 (n=28)	15 (53.6 %)	13 (46.4 %)	
Rs 2001-5000 (n= 26)	18 (69.2 %)	8 (30.8 %)	
> Rs 5000 (n= 17)	11 (64.7%)	6 (35.3 %)	

Table 8 shows the relation between the amount of money spent on merchandise purchase with music. The amount money spent in presence of music was significantly greater than that spent in absence of music.

DISCUSSION AND CONCLUSION

The present study investigated the influence of music on customers shopping behaviour in retail environment in selected shopping malls of Kolkata. The findings of the present study are the following:

Customers are likely to report good shopping experience in presence of music in retail settings. On exposure to musical atmosphere in the retail store, customers may experience greater satisfaction level in regard to the perception of price and quality of products. Furthermore, they may intend to repeat visit the store again. Customers may spend more time duration and money within the store when music is being played in the store, in contrast to no music situation. All these findings are in line to earlier Indian studies (Srivastava, 2018; Gopal and Gopal, 2010), conducted outside Kolkata or West Bengal.

The present study also showed that the music genre played in the store had impact on the time duration spent in the store. Bollywood music followed by Western music, and Indian classical instrumental music tended to keep the customers for more time within the store, than the other types of music. This is in contrast to the study of Gopal and Gopal, 2010, which found Western music to top the list. This indicated that musical preferences may vary depending on location of the study. In addition, the present study found that the type of music played at the store was related to the type of

merchandise purchased. It was seen that greater number of customers purchased food products/ sweets/ chocolates and toiletries in presence of music, in comparison to no music condition. This finding varied from the study conducted by Gopal and Gopal, 2010 which found that maximum number of customers purchased chocolates when Western or Indipop music was being played at the store .

In line to several previous foreign studies (Guéguen and Jacob ,2010; Cheng et al., 2009; Broekemier et al., 2008; Garlin and Owen ,2006; Caldwell and Hibbert ,2002; Herrington 1996) which have which investigated the impact of background music on shoppers behaviour and purchase outcome in different retail settings, the present study in Indian context, have also found promising results, in all the investigated aspects of shopping behaviour. However, there is need to validate the results by future large scale studies.

Music may be regarded as a significant part of the store atmosphere and positively influences the purchase decision making process (Areni and Kim, 1993; Alpert and Alpert, 1990; Donavan and Rossiter, 1982; Smith and Curnow, 1966). This belief is supported by the findings of the present study. A previous study conducted on customers in restaurant found that slow tempo music resulted in longer service time, longer customer time and more food and liquor purchase, which in turn increased sales volume (Milliman ,1986). However, the present study did not consider the tempo of music while undertaking the study. The present study had also few other limitations, such as the sample size was not large, the results were not adjusted to gender, age, and socioeconomic status, the type of raga played during the playing Indian Classical Instrumental music was not taken into consideration. Future studies are necessary to be conducted by addressing these shortcomings.

Physiologically music triggers pleasure centres in the brain which releases the neurotransmitter named dopamine, which induces happiness very fast and creates feelings of euphoria. A sense of anticipation by the brain is known to take place during experiencing peak emotional responses to familiar music, that is, the brain begins to expect that a specific section or a specific pleasant portion of the music is about to come. Thus it may be said that music has the potential to raise the pleasant sensations (Salimpoor, 2011). Other physiological benefits of music is that it can have positive effects on heart rate, breathing, motor responses, spatial temporal reasoning, frontal lobe function of the brain (Thaut, 2005; Barlett, 1996), and reduce certain stress, anxiety promoting relaxation and physical well-being (Sarkar, 2015). The effect of music may also be psychologically beneficial, positively affecting emotions/ moods (McCraty et al., 1998).

All the findings of the present study appears to be explainable in light of earlier studies and psychological and physiological impact that music have on the brain, body and mind. It may be expected that a good mood, enhanced pleasure feeling, activation of the dopamine reward system of the brain along with a well balanced emotional state due to exposure to music may positively impact the shopping behaviour of customers. The findings of the present study may initiate the retail managers to take suitable steps and frame strategy to make the shopping experience of customers more satisfactory, which in turn may lead to increase of sales in the retail settings.

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AUTHORS' CONTRIBUTION

Conception, design, data collection, analysis , interpreting the data, statistical expertise, drafting : SC (M) and RM.

Critical revision of the article for important intellectual content , final approval of the article and provision of study : RM and RK.

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