

“Music”-As an In-store promotion tool in organized retail industry in Pune City

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Abstract

We Indians always fond of music. Music is an integral part of our daily routine life. Music enhances the retail experience in the store. Music plays very important role in customers buying. Earlier studies found that music has three qualities which has a great influence on buying behavior of retail customer. These qualities were Tempo, Volume and Game.

In retail promotion there are numerous tools through which a store can do a promotion. Music is latest type of promotional tool which increases the live experience, buying arousal and indirectly sales. When the customer enter in the retail, the first thing any shopper will notice is that the music and the type of music playing. There is a link between music and emotions attached with music. Accordingly it affects on buying behavior.

This study attempts to identify the actual presence of Music in the store, its impact on buying behavior in retail market. This study also tries to find out the relation between the kind of music and buying pattern of the customers.

Key Words: Promotion, music-emotions, buying behavior, buying pattern, Retail Industry Music-retail etc.

Introduction

Music and buying behavior are both the psychological terms. Both the things are connected with human psychology. So while studying buying behavior, music is having great importance. So in this competitive age, online buying got a good amount of preference. Online buying behavior is

increasing day by day. So to keep retail industry in the market organized retail has to come with new strategies through which they can attract more and more customers and offers live experience in retail. Promotion plays an important role in this regard. For promotion there are various promotional tools. But retail industry should not rely on any one or two promotional techniques. They have to apply integrated marketing communication process. Maximum promotional techniques should be use so in an effective way for better outcomes.

According to Phillip Kotler (1973) tangible product or service are the small part of the customers consumption and in other part the surroundings or atmosphere in which the buyer buys the product or consume it. Researcher finds out that music heavily used in retail industry as a motivating tool to customers. Music is a important part of retail atmosphere like Light, size, smell, temperature, Color, Style, softness, smoothness and shape which may have immediate influence on buying decision.

Music can be used for many purposes. Some of them would be memory recall, emotion, attitude formation or information process. Music variations such as fast music, slow music, classical songs, instrumental songs, festival songs influences on the mood of the customers.

So to enhance the effectiveness of overall promotional programs of retail and to sustain in to online buying world retailers have to adopt the contemporary and modern techniques through which they can survive in the market. This study makes an attempt by focusing on Music as an effective way of promotion which will leads to higher sales.

Objective of the study

Current study focuses on the following objectives.

- 1) To study the organized retail industry using Music as a tool of promotion
- 2) To study impact of Music on Buying behavior
- 3) To study various types of music and its impact on buying pattern
- 4) To understand the impact of music on internal customers.

Literature Review

- 1) **Astrid Kusumowidagdo¹(2012)** This research paper studies how the internal atmosphere of the store affects the customer behavior. Researcher finds the attributes of stores like store interior, exterior, layout, display and attribute of human behavior. Study finds that stores atmosphere improves the quality of life. It provides recreation to the customers. Study reveals that apart from store atmospheric stimuli, there were more factors impacting on customer behavior. Study finds out that store atmospheric stimuli not only affects on customers but also employees. So the atmosphere in the store should be conducive to work and so the employees can contribute maximum.
- 2) **Eduardo, Almeida²(2013)** Generally use of music is studied in the subjects like psychology. This research paper focuses on how music impacts on buying behaviour when he enters in the store. A music can be used as many purposes. Some of them are like memory recall, emotion, and attitude formation or information process.
According to this study it has been found that when the environment in the store is pleasant like playing an good music, instrumental music then customers feels good, calm and find some peace in the store. Customer will spend more time in the store that can be converted in to more purchase. As well as he will recall this peaceful and pleasant moment and he will come back again to store.
- 3) **Donnovan, Rossiter³ (1982):** One of the models developed to measure approach/avoidance was known as PAD model (Pleasure, Arousal and Dominance). The model consist in three emotional dimensions: Pleasure – dimension that refers to how the consumer feels good, happy and satisfied; Arousal – dimension refers to the degree that the consumer feels stimulated, alert or active towards the situation presented; and finally, Dominance – dimension that refers to how the individual feels dominated or free to act towards the situation, this model was developed by Mehrabian & Russell (1974 apud DONOVAN, ROSSITER, 1982).

¹ Astrid Kusumowidagdo, "The Impact of Atmospheric Stimuli of Stores on Human Behavior", *Procedia - Social and Behavioral Sciences* 35 (2012) 564 – 571

² Eduardo Biagi Almeida Santos, "The Influence Of Music On Consumer Purchase Behavior In Retail Environment", v. 4, n. 2, July – September 2013 ISSN: 2236-269X

³ https://en.wikipedia.org/wiki/PAD_emotional_state_model

- 4) **Ishwar Kumar**⁴ : Study identify the impact of cognitive atmosphere on choice of the store and image of the store. Researcher had identified some atmospheric stimuli which has direct-indirect impact on buying attitude. They were like color, lighting, music, designing, and layout. Researcher finds out that all these factors helps retailers to deliver the customer value through the product and services they offered. This customer value reflects in to purchase intention, patronage, shopping experience, and positive word of mouth etc. Air conditioning facility with good music found most influential factors.
- 5) **Ashish Gupta**⁵(2015) Study attempts to identifying factors affecting on mall attractiveness of Indian consumers in four metro cities. Study found some factors that attracts the shoppers and pull them in to the to mall. They were tenant management, atmospheric factor, facilities management and entertainment potential. These were considered as predictors for shoppers.
- Study observed that shopping experience is the sum total of seating arrangements, aesthetic maintend in the mall, display, parking, etc. Researcher suggested the retailers to offer holistic shopping experiences and for tenant's opportunities for sales maximization. Researcher also suggests that Indian mall owners should give highly importance to fulfill their utilitarian motives to visit the mall.
- 6) **Bhanwar Singh**⁶(2018) Researcher observed that pleasant shopping experience reflects in the frequent visit of the buyers to the retailers. Study confirms that background music affect the customer buying behavior in great extent in district of Rohtak. Study observes that music create relaxed atmosphere in the store. It results in to spending more time of the customers in the store. Due to the pleasure of music received by the shoppers in the store, they recommend the name of the store to other shoppers. Researcher found that playing music in the store attracts more customers towards the store. Various kinds of the music has various appeal to the customers. So researcher advise the retailers to play the music according to the necessity of the retail situation.

⁴ Ishwar Kumar, Ruchi Garg, and Zillur Rahman," Influence of Retail Atmospherics on Customer Value in an Emerging Market Condition", Great Lakes Herald Vol 4, No 1, March 2010

⁵ Ashish Gupta Vibhuti Tripathi, "Managing shopping experience through mall attractiveness dimensions: An experience of Indian metro cities"

⁶ Bhanwar Singh, "Whether Music Affects The Customer Buying Behavior?", Journal for Studies in Management and Planning, ISSN: 2395-0463

Research Methodology

Research Design: For this study Explorative research design used. Explorative research is the research which is conducted when a particular problem has not been studied clearly and precisely. This research design develops the operational definitions and improves the final research design.

Sampling:

Total 165 respondents were approached for conducting this study. Purposive (Non-Random) sampling technique was used.

Population: Study has been conducted by approaching the organised retail customers and retail employees. Total 10 organised retail were contacted. From each retail 25 respondents were administered through well structured questionnaire. Customers who buy from organised retails were approached and interviewed. Total 250 questionnaires were distributed and 100 respondents were approached by Google form. Out of that 165 responses found sound for data analysis.

Data Collection: Both the Primary and Secondary data was utilized in the study. Primary data was collected through structured questionnaire and interview. Secondary data was collected from Books, Research Papers, PhD thesis etc.

Analytical Tools: For Data analysis, Microsoft Excel and SPSS software used. Following tests performed to test the results.

- I. Descriptive statistics (Graphs, Mean, Charts, Frequency Distribution etc.)
- II. Chi-Square test

Reason for Pune City: This is the primary and explorative study. Pune is developing and growing Metro city in Maharashtra. Retail is mostly observed as unorganised sector in rural and semi urban areas. But the city likes Pune, Mumbai, Nagpur, Aurangabad, Amaravati, Nashik etc. expanding at rapid rate. Organised retail industry mostly observed in these cities of Maharashtra. Hence for the convenience of research study small geographical area has been chosen.

Hypothesis:-

H1: “Playing music in retail increases the time spent in store.”

H2: “Playing music in retail increases the purchase amount spent in store.”

H3: “Playing music in retail motivates to shopping More”

H4: “Playing music in retail refreshes and motivates internal customers i.e. Employees”

Data analysis : Demographic Information

Sr. No	Demographic Factors	No. Of Respondents	Percentage
Gender			
1	Male	113	68%
	Female	52	32%
Age			
2	Below 20 Years	27	16%
	20 to 30 Years	75	45%
	30 to 40 Years	39	24%
	40 to 50 Years	19	12%
	More than 50 Years	5	3%
Occupation			
3	Govt. Employee	37	22%
	Pvt. Employee	59	36%
	Entrepreneur	27	16%
	Farmer	23	14%
	Student	12	7%
	Any Other	7	4%
Marital Status			
4	Married	108	65%
	Unmarried	57	35%
Income Status			
5	Below 1 Lkh	43	26%
	1 to 3 Lakhs	66	40%
	3 to 5 Lakhs	29	18%
	5 to 7 Lakhs	22	13%
	More than 7 Lakhs	5	3%

Interpretation

From the demographic information it has been observed that in the survey male respondents participated more as compared to female respondents. 68% of the male respondents observed where as female respondents were only 32%.

Respondents from the age below 20 years were 16% and between the ages 20 to 30 years total 45% of the respondents were observed. From the age group 30 to 40 years 24% respondents were observed and remaining from the age group having the age more than 40 years.

It can be inferred that respondents visiting the organised retails like malls or super bazaar, maximum were from the younger age group whose age is below 40 years.

Approximately 58% of the respondents were employed in which 22% were from Government sector and 36% of the respondents were from private sector. Around 16% were entrepreneur and 12% and 14% were farmer. Students were observed in good number i.e. 7%.

Out of the 165 respondents, 65% respondents were married and 35% respondents were unmarried. Maximum respondents were observed from the middle income group as maximum respondents were observed below annual income rupees 3 lakhs. 18% of the respondents were from upper middle class and 16% respondents were observed from higher income group.

Hypothesis Testing:

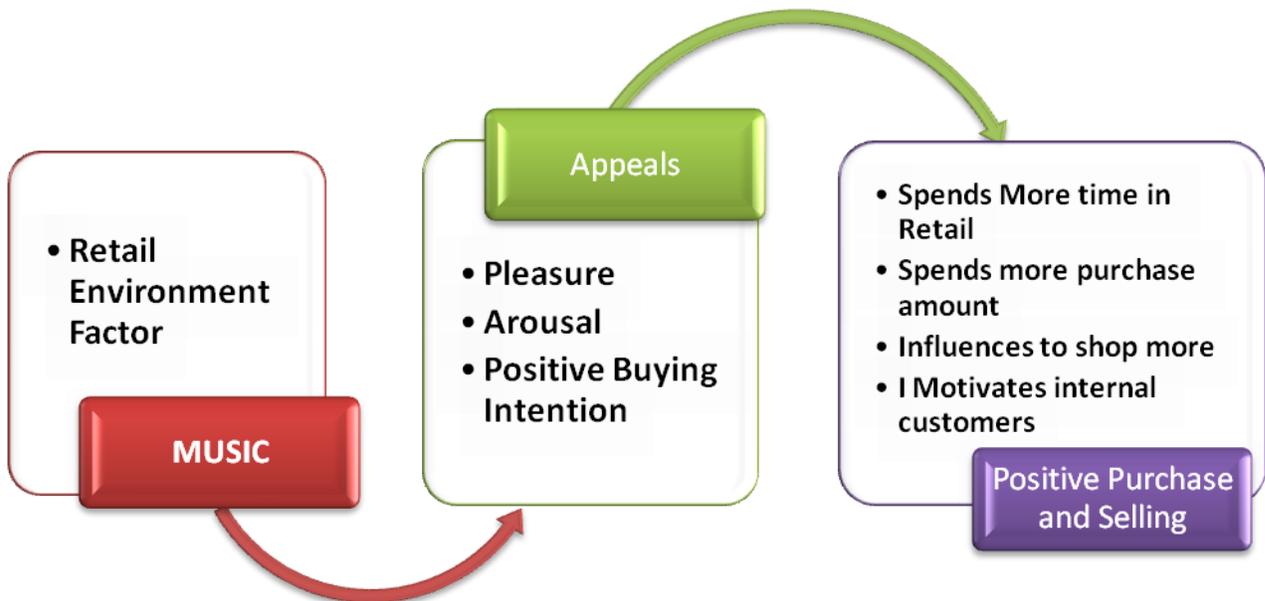
Chi-square test @ 5% level of significance Hypotheses were tested as follows:

Sr. No.	Null Hypothesis	Alternative Hypothesis	Chi-Square Value	p-value	Result
1	“Playing music in retail and time spent in store are indifferent.”	“Playing music in retail increases the time spent in store.”	44.37a	0.027	Null Hypothesis rejected and Alternative Hypothesis is accepted
2	“Playing music in retail does not increase the purchase amount spent in store.”	“Playing music in retail increases the purchase amount spent in store.”	67.31a	0.000	Null Hypothesis rejected and Alternative Hypothesis is accepted
3	“Playing music in retail and shopping More are not related”	“Playing music in retail motivates to shopping More”	105.43a	0.007	Null Hypothesis rejected and Alternative Hypothesis is accepted
4	“Playing music in retail refreshes and motivation of internal customers are independant”	“Playing music in retail refreshes and motivates internal customers i.e. Employees”	65.75a	0.029	Null Hypothesis rejected and Alternative Hypothesis is accepted

Interpretation

From the above table it has been observed that p-value for all the hypothesis was observed less than 0.05. Hence all the null hypotheses were rejected and alternative hypotheses were accepted. Findings of the hypotheses described as follows.

Model Developed: “*Music-Buying Decision (MBD) Model*”



Results and Discussion

Study found that during purchase in retail store customers were conscious about the music played in the store. Customers were familiar with the music played in the store. Customer replied that time spent in retail store is positively impacted when retail atmosphere tuned with music in the store. Especially type of the music makes the mood like happy, sad, liked, disliked etc.

When customers get to hear happy music it increases the pleasure and arousal in buying. It has been observed with younger respondents that during they purchase apparel, fast music or modern songs plays important role and motivates to buy more. Happy music influences to the customers to buy those products which were not in their list. If the retail plays the instrumental songs especially in the evening tie customers of the middle age and more observed spends more time in the shop.

When asked about the impact of music on the amount they spend, study shows very interesting results. Respondents from the age group up to 20 years spend more money than they planned to spend on their purchase. Even the respondents from the age group between 30 to 50 were observed that they purchase the grocery more than they planned. Older age respondents said that buying intention was very great when they hear a good or happy music.

When internal customers were asked regarding their selling intentions under the condition of well played music in the retail or floor, it has been observed that employees in the retail were observed very happy and give assistance to the customers at their greatest level.

Conclusion

Study concludes that Music which is an integral part of human being and has psychological importance in buying process, this study would be able to bring out Music in the retail store in the focus. This study makes an attempt to realize the importance of Music in customers buying decision, retail settings so the retailers can take the cues from this study for better offering buying environment to the customers. This will enhance buying experience, pleasure in buying, customer satisfaction and most important more selling results in to more revenue generation.

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