

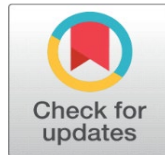
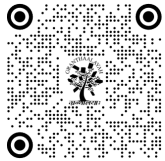


ROLE OF MUSIC ON PSYCHOLOGY OF SHOPPERS IN RETAIL ORGANIZATIONS

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ABSTRACT

This research explores the impact of background music on consumer perceptions and buying behavior in retail settings, aiming to uncover its strategic implications for store management. A quantitative approach was adopted, surveying 288 retail shoppers to gauge their perceptions and behaviors in response to background music. Findings indicate a strong positive correlation between the presence of music and enhanced shopping experiences, enjoyment, and alignment with brand image. Respondents reported that music influenced their decision to stay longer, make unplanned purchases, and perceive product quality more favorably. These findings highlight music's role beyond ambiance, serving as a potent tool for influencing consumer emotions and behaviors in retail environments. The study concludes with implications for retail practitioners, emphasizing the importance of strategic music selection to create favorable shopping atmospheres and foster customer satisfaction and loyalty.

Keywords: Background Music, Retail Environments, Consumer Perceptions, Buying Behavior, Strategic Management

1. INTRODUCTION

As a powerful instrument for merchants to influence customer behaviour and improve the atmosphere of retail spaces, music has a significant impact on the shopping experience. Retail marketing methods throughout the world rely on it because of the profound effect it has on consumers' emotions, thoughts, and actions. Music in retail environments has the fundamental ability to evoke strong emotional reactions from shoppers. Retail music, whether it's fast-paced pop or slow, calming classical, has the power to make customers feel happy, relaxed, or even excited. These feelings affect the consumer's disposition and, by extension, their view of the store as a whole. Customers' attitudes towards the store can be improved, and they can be more open to investigating things and making purchases, when the right music is played. When people are shopping, music does more than just make them feel good; it also guides their cognitive processes. When music is chosen to

complement the store's brand or products, it may create a cohesive and unforgettable shopping experience. Stores aiming for a younger clientele may play upbeat, energetic music to get people in the store, while high-end shops could play classical music to make customers feel special. Customers are more likely to trust and enjoy a store's offerings when the music is in sync with the brand's values, which impacts their purchasing decisions. Further evidence of the behavioural influence of music in retail settings is the fact that customers' speed, browsing behaviour, and purchase decisions are all affected by the music. By creating an atmosphere of excitement and urgency, fast-paced music might discreetly encourage customers to make faster decisions and make impulsive purchases. On the other hand, shoppers may feel more at ease and able to really immerse themselves in the things they're considering when they listen to slower music. These subtleties in behaviour highlight the impact of music on shoppers' involvement and happiness levels, as well as the length of their shopping journeys. In addition to brick-and-mortar stores, music also plays a role in internet shopping and other digital platforms. Online retailers utilise music and sound design to make customers feel more at ease and immersed in the purchasing experience, much as they would in a physical store. Retailers can captivate customers, make them want to spend more time on their sites, and make purchases easier by carefully incorporating music into their online interfaces. Ultimately, research on the effects of music on retail customers' mental processes reveals music's complex function in boosting customer satisfaction and generating revenue. Retailers may influence customer behaviour in-store and online by strategically using music as an ambient signal to evoke positive emotions, direct thought processes, and shape the shopping experience. This research delves into the complex ways in which music influences shoppers' minds, providing useful information for designing stores that appeal to today's picky shoppers.

Aspects of retail music that have a significant impact on customers' purchasing decisions:

Improvement of the Ambience

- Music has the power to elevate moods by setting a welcoming and comfortable tone, which in turn affects customers' emotions. Researchers have shown that listening to upbeat music while shopping improves mood states, leading to a more pleasant and relaxing experience overall.
- Enhancing the atmosphere of a Store: Properly selected music has the power to elevate a store's atmosphere, creating a unified sensory experience that resonates with both the audience and the brand.
- Impressions and Identity: Positive Public Perception of the Brand: Brand-appropriate music may help spread positive word-of-mouth about a product or service. As an example, listening to classical music at a posh shop could make one feel more pampered and special.
- Quality Perception: The way shoppers perceive the quality of a store's products might be influenced by the background music that goes along with them. A product's perceived worth and the good associations it evokes can be enhanced by well selected music.
- Impact on Emotions: The ability to elicit a certain emotional response from consumers is a key marketing tactic. A less stressful and more anxious atmosphere may be created by playing gentle, calming music while shopping. On the other hand, lively music has the power to energise and excite consumers.

- **Customers' Moods:** Store music has the power to put customers in a more emotional state, which in turn can impact their purchase decisions.
- **Effects on Behaviour:** The tempo of the music can have an effect on how quickly people buy. Shoppers are known to take their time perusing merchandise when listening to slower music. Conversely, faster music has the ability to instil a feeling of urgency, leading to speedier decision-making.
- **Trigger Impulsive Purchases:** Music has the power to trigger impulsive purchases. By lifting consumers' spirits or lowering their inhibitions, familiar or catchy music may cause them to make unanticipated purchases.
- **Improving the Customer Satisfaction and Experience:** Customers have a better time and remember the store more fondly when they listen to music as they shop. Having engaging music in stores encourages customers to spend more time there, which in turn increases engagement and sales.
- **Customers are more likely to be satisfied and loyal when they are in an atmosphere that is musically well-curated.** When people feel good about a brand, they are more likely to come back and show their support for it.
- **Execution of Strategic Plans:** Retailers have the option to carefully choose music that complements their brand, appeals to their target demographic, and fits well with the overall store atmosphere. To achieve the intended affective and behavioural outcomes, factors including genre, pace, and loudness must be carefully considered.
- **Flexibility:** To improve client experiences and stimulate certain purchase behaviours, music selections can be adjusted based on criteria like time of day, season, or promotional events.

Finally, music is more than just noise in retail environments; it has the ability to influence consumers' thoughts, feelings, and actions. Retailers can increase customer happiness and loyalty by using music to provide a welcome mood, influence purchasing decisions, and more.

2. REVIEW OF LITERATURE

Using the manipulation of recognisable music in a retail context, Yalch and Spangenberg (2000) investigate how music impacts purchasing behaviour. According to their research, consumers believe they spend more time shopping when familiar music is playing, even though they really spend more time shopping when unfamiliar music is playing. This disparity implies that consumers' familiarity with music affects their sense of time in a manner that differs from their actual actions. Perceived and real shopping durations are both affected by emotional states, and the study found that arousal in particular plays a significant role in this impact. A customer's familiarity with music, their emotional reactions to it, and their buying behaviour all point to the intricate cognitive processes at work while making a purchase choice in a retail setting.

The impact of music on the shopping experience is thoroughly examined in a literature study by Jain and Bagdare (2011). They found that music affects consumers' thoughts, feelings, and actions in complex ways, based on a review of research spanning 30 years. According to the analysis, music has a significant impact on consumers' mindsets, which in turn affects their purchasing habits and emotional states. In addition, the study highlights how elements such as shop profiles, environmental factors, and client characteristics might moderate the association between music and consumer responses. Retail spaces that make the most of

music's ability to enrich customers' experiences and influence their purchasing habits stand to gain significantly from the authors' proposed framework for understanding these dynamics.

In a real-world retail scenario, Dubé and Morin (2001) investigate the impact of loud background music on customers' opinions of a business. They discover that customers' evaluations of stores are greatly impacted by the enjoyment gained from music, regardless of its intensity level. Most importantly, their structural studies show that this effect is indirect, acting on customers' perceptions of the store's atmosphere and salespeople. The results show that the loudness of the music has an effect on customers' feelings, which in turn influence their opinions of the store's servicescape. Implications for controlling retail atmospherics to improve customer experiences are highlighted by the study, which adds to our understanding of the psychological mechanisms by which background music influences consumer perceptions and behaviours in retail environments.

Researchers Dad et al. (2018) look at how 3D VRR retailers use music as an ambiance signal and how it affects customers' feelings and actions. They prove, using a mix of experiments and mediation analysis, that music affects the arousal and enjoyment levels of online buyers. Consumers' pleasant attitude behaviours and general purchasing experiences are impacted by these emotional reactions. The study indicates that music is a big part of the virtual retail servicescape, but it also shows how music, emotions, and customer behaviour in virtual settings interact with one other in complicated ways. The results shed light on how to strategically use music in online stores to boost customer engagement and happiness.

In a posh grocery shop, Vida, Obadia, and Kunz (2007) look at how customers react to the valence of the background music and how well it matches the store's image. In this research, they construct a theoretical model to investigate the effects of musical valence on consumers' evaluations of the store's ambiance, employees, amount of time spent shopping, and the value of their purchases. They find that the valence of the music has a substantial impact on customer evaluations and behaviours by using covariance analysis of data gathered from shoppers in the store. They also show how customers' impressions of the store's aesthetic and the music played inside have a significant impact on their shopping experiences and preferences. This study has real-world implications for retail atmospherics management, namely for the purpose of increasing consumer happiness and loyalty by the strategic use of music that is in line with brand identity.

Eroglu, Machleit, and Chebat (2005) looked explored how shoppers' reactions changed in real-life stores when the volume of music was turned up and down. Research using the schema incongruity model shows that shoppers' hedonic and utilitarian assessments of the shopping experience are highest when rapid music is played with low density and slow music is played with high store density. Furthermore, the pace of music has a major impact on how people react behaviorally, including their approach/avoidance inclinations and the amount of time they spend browsing. These results highlight the need to investigate the combined effect of environmental signals in order to comprehend the ways in which store settings affect consumers' actions and opinions.

Bohl (2012) offers an extensive analysis of the ways in which store atmospherics, such as music and aroma, impact consumer behaviour. This review draws on research in environmental psychology and retail marketing that spans decades to identify the emotional states prompted by environmental cues and how they influence consumer behaviours. These behaviours can be positive, like staying longer and making more purchases, or negative, like leaving the store early and

spending less. The study highlights the importance of the PAD model for comprehending these impacts and suggests more research into how pleasure, arousal, and dominance affect customers' reactions to store atmosphere.

Cheng, Wu, and Yen (2009) investigate the impact of colour and music on consumers' emotional reactions when shopping online, thus bridging the gap between studies conducted in real and virtual stores. Results from a controlled laboratory trial show that warm colours and quick music make people feel more aroused and happy than slow music and cold colours. Furthermore, when the tempo of the music and the warmth of the colours are in sync, it amplifies these emotional reactions, which shows that synchronising atmospheric signals in virtual spaces may greatly influence customers' feelings and, by extension, their purchasing habits.

Conducting a field experiment, Demoulin (2011) investigates the impact of music congruency with the general environment on customer intentions in a service context, with a focus on the mediating function of emotional and cognitive reactions. The study found that customers' assessments of the atmosphere and service quality were positively affected by congruent music, which generates low arousal and high enjoyment. This finding is in line with Bitner's (1992) paradigm. Customers are more likely to return after reading these reviews. Findings from this study highlight the significance of ambient music in affecting customers' emotional and cognitive reactions, which in turn impact their actions and loyalty in service settings.

While examining the effects of background music on attitudes towards the store, the salesperson, and the overall shopping experience, Chebat, Chebat, and Vaillant (2001) place special emphasis on cognitive processes as moderators. Previous research has focused on emotional responses; however, this study demonstrates that listening to pleasant, low-arousal music can also improve cognitive activity, especially in situations where other cognitive cues are sparse. It is possible that the subtle benefits of music on attitudes are explained by how well it fits the store's atmosphere, as increased cognitive activity does not always improve attitudes. The study recommends more investigation into the cognitive impacts of music and how it might be integrated with shop atmospherics to enhance customer experiences and achieve better results.

Finally, the literature analysis shows that music has a big impact on consumers' emotions, thoughts, and actions when they're shopping. The analysed studies show that music has an effect on consumers' perceptions, moods, decision-making, and behaviours when shopping in physical stores and, more and more, online. Nevertheless, there is a significant lack of study on how music interacts with other shop layout, aroma, visual aesthetics, and other ambient signals to impact consumers' overall reactions. There is a need for more detailed studies across various retail contexts and customer demographics, even while current research sheds light on overall effects. This study adds to the literature by conducting an in-depth investigation of these interplays, with an emphasis on the ways in which music and other integrated ambient cues impact shoppers' actions and impressions in stores. By filling in these blanks, this study hopes to shed light on how stores might make better use of multi-sensory atmospherics to boost customer happiness and loyalty.

3. OBJECTIVES OF THE STUDY

- 1) To understand the perception of the consumers regarding the background music played in retail organizations.

- 2) To examine the impact of the music played on the buying behaviour of retail shoppers.

Hypotheses

H1: The perception of the consumers regarding the background music played in retail organizations is positive.

H2: There is a positive impact of the music played on the buying behaviour of retail shoppers.

4. RESEARCH METHODOLOGY

In this study, a quantitative research method was employed to investigate the effects of music on consumer behavior in retail environments. The research utilized a structured questionnaire as the primary data collection instrument. A total of 288 respondents, selected through convenience sampling from various retail locations across urban and suburban areas of Pune City, participated in the study. The questionnaire included Likert-scale items to measure respondents' perceptions of music's impact on mood, shopping experience, and purchasing behavior. Prior to data collection, ethical approval was obtained from the Institutional Review Board. Data were collected over a period of three months, ensuring a diverse representation of shoppers across different demographics and retail contexts. The findings provided insights into the significant role of music in shaping consumer perceptions and behaviours in retail settings.

5. DATA ANALYSIS

Table 1

Table 1 Perceptions of the consumers.										
	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
The background music played in retail stores enhances my overall shopping experience.	28	9.7%	27	9.4%	22	7.6%	55	19.1%	156	54.2%
I find the background music in retail stores enjoyable.	48	16.7%	38	13.2%	13	4.5%	45	15.6%	144	50.0%
The choice of music in retail stores reflects a pleasant shopping atmosphere.	36	12.5%	33	11.5%	14	4.9%	53	18.4%	152	52.8%
The background music played in retail stores aligns well with their respective brand images.	39	13.5%	27	9.4%	16	5.6%	55	19.1%	151	52.4%
I believe the background music in retail stores positively influences my mood while shopping.	29	10.1%	35	12.2%	17	5.9%	47	16.3%	160	55.6%

The data presented in Table 1 provides insights into consumers' perceptions regarding the background music played in retail stores across various dimensions. Firstly, concerning the enhancement of overall shopping experience, a majority of

respondents either agree or strongly agree (73.3%) that background music enhances their shopping experience. This indicates that for a significant portion of shoppers, music contributes positively to their overall perception of shopping ambiance and enjoyment. Moving to the enjoyment aspect, a substantial 65.6% of respondents either agree or strongly agree that they find the background music in retail stores enjoyable. However, there is a notable proportion (30.8%) who either disagree or are neutral, suggesting that while music may be enjoyable for many, a significant minority might not find it appealing or may have varying preferences. Regarding the perception of a pleasant shopping atmosphere through music choice, 71.2% of respondents agree or strongly agree that the choice of music reflects a pleasant atmosphere. This suggests that consumers often associate the type and style of music with the atmosphere created in retail environments, influencing their overall perception of the store's ambiance. When considering alignment with brand image, a majority (71.5%) also agree or strongly agree that the background music aligns well with the respective brand images of retail stores. This alignment is crucial as it indicates that music selection may play a role in reinforcing brand identity and consumer expectations, contributing to a cohesive brand experience. Lastly, concerning the influence on mood while shopping, a significant 71.9% of respondents agree or strongly agree that background music positively affects their mood. This finding underscores the emotional impact of music in retail settings, where music choice can potentially enhance shoppers' emotional states and overall shopping experience. In summary, the data from Table 1 illustrates that while a majority of consumers perceive background music positively across various dimensions such as enhancing shopping experience, enjoyment, atmosphere reflection, brand alignment, and mood influence, there are variations in perceptions among segments of respondents. These variations highlight the importance of understanding diverse consumer preferences and optimizing music selection strategies to maximize its positive impact in retail environments.

Table 2

Table 2 Impact on buying behaviour.										
	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
The music played in retail stores affects my decision to stay longer and explore more products.	46	16.0%	31	10.8%	26	9.0%	54	18.8%	131	45.5%
I am more likely to make unplanned purchases when I hear music that I like in retail stores.	45	15.6%	30	10.4%	18	6.3%	50	17.4%	145	50.3%
The music played in retail stores influences my perception of the product quality.	26	9.0%	49	17.0%	29	10.1%	63	21.9%	121	42.0%
I feel more relaxed and comfortable making purchases when music is playing in retail stores.	41	14.2%	29	10.1%	27	9.4%	60	20.8%	131	45.5%
The music played in retail stores encourages me to visit more frequently and spend more time shopping.	32	11.1%	36	12.5%	23	8.0%	44	15.3%	153	53.1%

Table 2 presents data on the impact of music played in retail stores on consumers' buying behavior across several dimensions. Firstly, concerning the decision to stay longer and explore more products, a significant portion (64.3%) of respondents either agree or strongly agree that music affects their decision to prolong their stay and explore more products. This suggests that music has a compelling influence on extending shopping durations and engagement with the store environment. Regarding unplanned purchases, a majority (67.7%) agree or strongly agree that they are more likely to make unplanned purchases when they hear music they enjoy in retail stores. This finding underscores the role of music in stimulating impulse buying behavior, where favorable music can prompt consumers to make additional, spontaneous purchases beyond their initial shopping intentions. Concerning the influence on perception of product quality, a substantial 63.9% of respondents agree or strongly agree that the music played in retail stores affects their perception of product quality. This indicates that music contributes to shaping consumers' perceptions of the overall shopping experience, potentially enhancing perceptions of product quality and value. In terms of creating a relaxed shopping environment, a significant majority (65.0%) agree or strongly agree that they feel more relaxed and comfortable making purchases when music is playing in retail stores. This suggests that music contributes to creating a conducive atmosphere for shopping, reducing stress levels, and promoting a positive shopping experience. Lastly, regarding encouraging frequent visits and increased shopping time, a notable 68.4% of respondents agree or strongly agree that music encourages them to visit retail stores more frequently and spend more time shopping. This highlights music's role in enhancing the overall shopping experience, potentially leading to increased customer loyalty and engagement. In summary, the findings from Table 2 indicate that music played in retail stores significantly influences various aspects of consumers' buying behavior, including extended shopping durations, unplanned purchases, perception of product quality, shopping comfort, and store visit frequency. These insights underscore the strategic importance of music selection in retail environments as a tool to positively impact consumer behavior and enhance overall shopping outcomes.

H1: The perception of the consumers regarding the background music played in retail organizations is positive.

Table 3

Table 3 One-Sample Test						
	TV=3					
	T	df	Sig.	Diff.	95% CI	
					Lower	Upper
The background music played in retail stores enhances my overall shopping experience.	12.223	287	.000	.98611	.8273	1.1449
I find the background music in retail stores enjoyable.	7.437	287	.000	.69097	.5081	.8738
The choice of music in retail stores reflects a pleasant shopping atmosphere.	10.123	287	.000	.87500	.7049	1.0451
The background music played in retail stores aligns well with their respective brand images.	10.091	287	.000	.87500	.7043	1.0457

I believe the background music in retail stores positively influences my mood while shopping.	11.384	287	.000	.95139	.7869	1.1159
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Based on Table 3, which presents the results of a one-sample t-test comparing consumers' perceptions of background music in retail organizations against a neutral value of 3 (indicating a neutral perception), it is evident that consumers hold significantly positive perceptions across all evaluated statements. Firstly, regarding the statement "The background music played in retail stores enhances my overall shopping experience," the mean difference of 0.98611 ($t = 12.223$, $p < .001$) indicates that respondents perceive the music as significantly enhancing their shopping experience. The 95% confidence interval (CI) of the difference (0.8273 to 1.1449) supports this finding, suggesting a strong consensus among respondents that background music enhances their overall shopping experience. Secondly, concerning the statement "I find the background music in retail stores enjoyable," the mean difference of 0.69097 ($t = 7.437$, $p < .001$) reveals that consumers generally find the music enjoyable. The narrow 95% CI (0.5081 to 0.8738) further reinforces this perception, indicating a high degree of agreement among respondents regarding the enjoyment derived from the background music in retail settings. Thirdly, regarding the statement "The choice of music in retail stores reflects a pleasant shopping atmosphere," the mean difference of 0.87500 ($t = 10.123$, $p < .001$) indicates that respondents perceive the music selection as contributing significantly to a pleasant shopping atmosphere. The 95% CI (0.7049 to 1.0451) suggests a robust consensus among respondents that the music choice aligns well with creating a positive shopping ambiance. Fourthly, for the statement "The background music played in retail stores aligns well with their respective brand images," the mean difference of 0.87500 ($t = 10.091$, $p < .001$) indicates that respondents perceive the music as appropriately reflecting the brand image of retail stores. The 95% CI (0.7043 to 1.0457) supports this perception, indicating a strong agreement among respondents that the music selection resonates with the intended brand image. Finally, regarding the statement "I believe the background music in retail stores positively influences my mood while shopping," the mean difference of 0.95139 ($t = 11.384$, $p < .001$) suggests that consumers strongly believe the music positively affects their mood during shopping. The 95% CI (0.7869 to 1.1159) reinforces this perception, highlighting a consistent view among respondents that the background music enhances their emotional state while shopping. In conclusion, the findings from Table 3 provide compelling evidence that supports Hypothesis H1: The perception of consumers regarding the background music played in retail organizations is indeed positive. The statistically significant t-values and narrow confidence intervals indicate a high level of confidence in these perceptions, demonstrating that background music is generally perceived favorably across multiple dimensions of the shopping experience. These results underscore the strategic importance of selecting and implementing background music that aligns with consumer preferences and enhances their overall perception and enjoyment of the retail environment.

H2: There is a positive impact of the music played on the buying behaviour of retail shoppers.

Table 4

Table 4. One-Sample Test					
TV=3					
T	df	Sig.	Diff.	95% CI	

					Lower	Upper
The music played in retail stores affects my decision to stay longer and explore more products.	7.479	287	.000	.67014	.4938	.8465
I am more likely to make unplanned purchases when I hear music that I like in retail stores.	8.472	287	.000	.76389	.5864	.9414
The music played in retail stores influences my perception of the product quality.	8.640	287	.000	.70833	.5470	.8697
I feel more relaxed and comfortable making purchases when music is playing in retail stores.	8.443	287	.000	.73264	.5618	.9034
The music played in retail stores encourages me to visit more frequently and spend more time shopping.	10.163	287	.000	.86806	.6999	1.0362

Based on Table 4, which presents the results of a one-sample t-test comparing the impact of music played in retail stores on buying behavior against a neutral value of 3, it is evident that consumers perceive a positive impact across all evaluated statements. Firstly, regarding the statement "The music played in retail stores affects my decision to stay longer and explore more products," the mean difference of 0.67014 ($t = 7.479$, $p < .001$) indicates that respondents believe music influences their inclination to spend more time in the store and explore products. The 95% confidence interval (CI) of the difference (0.4938 to 0.8465) suggests a strong consensus among respondents that music enhances their shopping experience by encouraging longer stays and increased exploration. Secondly, concerning the statement "I am more likely to make unplanned purchases when I hear music that I like in retail stores," the mean difference of 0.76389 ($t = 8.472$, $p < .001$) reveals that consumers are significantly more inclined to make spontaneous purchases when they hear music they enjoy. The narrow 95% CI (0.5864 to 0.9414) supports this perception, indicating a robust agreement among respondents that music influences their buying behavior positively by stimulating unplanned purchases. Thirdly, for the statement "The music played in retail stores influences my perception of the product quality," the mean difference of 0.70833 ($t = 8.640$, $p < .001$) indicates that respondents perceive music as impacting their perception of product quality. The 95% CI (0.5470 to 0.8697) suggests a strong consensus that music plays a role in shaping perceptions about the quality of products available in retail stores. Fourthly, regarding the statement "I feel more relaxed and comfortable making purchases when music is playing in retail stores," the mean difference of 0.73264 ($t = 8.443$, $p < .001$) suggests that consumers feel more at ease and comfortable when making purchases in the presence of music. The 95% CI (0.5618 to 0.9034) reinforces this perception, highlighting a widespread belief among respondents that music contributes positively to their shopping experience by creating a relaxed atmosphere conducive to making purchasing decisions. Finally, concerning the statement "The music played in retail stores encourages me to visit more frequently and spend more time shopping," the mean difference of 0.86806 ($t = 10.163$, $p < .001$) indicates that respondents feel motivated to visit stores more often and spend longer periods shopping when music is played. The 95% CI (0.6999 to 1.0362) underscores this perception, demonstrating a strong consensus among respondents that music serves as a catalyst for increased store visits and extended shopping durations. In conclusion, the findings from Table 4 provide compelling evidence that

supports Hypothesis H2: There is indeed a positive impact of the music played on the buying behavior of retail shoppers. The statistically significant t-values and narrow confidence intervals across all statements indicate a high level of confidence in these perceptions, illustrating that background music in retail environments influences consumer behavior positively by extending their stay, stimulating unplanned purchases, shaping product perceptions, enhancing comfort levels, and encouraging repeat visits. These results emphasize the strategic role of music in retail settings to enhance consumer engagement and drive purchasing behavior.

6. FINDINGS

From Table 3, it is evident that consumers overwhelmingly perceive the background music in retail stores positively across various dimensions. Specifically, respondents strongly agreed that the music enhances their overall shopping experience, finds it enjoyable, and believes it contributes to a pleasant shopping atmosphere that aligns well with the store's brand image. Moreover, participants indicated that the music positively influences their mood while shopping. These perceptions are supported by statistically significant mean differences and confidence intervals, underscoring a robust consensus among respondents regarding the beneficial effects of music on their shopping experiences. These findings highlight that music, when carefully selected and aligned with the retail environment, plays a pivotal role in shaping consumers' perceptions, emotions, and overall satisfaction during their shopping journey.

Table 4 further substantiates the positive impact of music on consumer behavior in retail settings. Respondents expressed that music influences their decision to stay longer in stores and explore more products, reflecting a heightened engagement fostered by music. Moreover, participants reported being more likely to make unplanned purchases when they enjoy the music playing in stores, indicating that music not only extends their stay but also encourages spontaneous buying decisions. Additionally, respondents felt that music enhances their perception of product quality and makes them feel more relaxed and comfortable when making purchases. These findings are reinforced by significant mean differences and narrow confidence intervals, emphasizing that music serves as a persuasive atmospheric cue that influences consumer behavior positively by fostering longer visits, increasing spontaneous purchases, and enhancing overall shopping satisfaction.

In summary, the findings underscore the strategic importance of background music in retail environments as a potent tool to enhance consumer experiences and drive favorable behaviors. By understanding and leveraging these insights, retailers can effectively utilize music as part of their store atmospherics to create a welcoming and engaging environment that encourages prolonged visits, stimulates unplanned purchases, and ultimately cultivates greater customer satisfaction and loyalty.

7. CONCLUSIONS

In conclusion, the study's findings affirm the significant role that background music plays in shaping consumer perceptions and behaviors within retail environments. The robust agreement among respondents regarding the positive influence of music on their shopping experiences underscores its strategic importance for retailers. By enhancing overall shopping experiences, creating enjoyable atmospheres, and aligning with brand identities, music emerges not

merely as an auditory backdrop but as a powerful tool for influencing consumer emotions and attitudes. These insights are crucial for retail managers seeking to differentiate their stores and cultivate a favorable ambiance that enhances customer satisfaction and loyalty.

The implications of these findings are profound for retail practitioners. Firstly, integrating carefully curated music into store environments can be a cost-effective strategy to influence consumer behavior positively. From encouraging longer dwell times and increasing unplanned purchases to enhancing perceptions of product quality and fostering a relaxed shopping atmosphere, music offers multifaceted benefits. Retailers can leverage these insights to tailor music selections to their target demographics and brand identities, thereby enhancing the overall retail experience and potentially boosting sales and customer retention metrics.

Looking ahead, future research could explore several avenues to deepen our understanding of music's impact in retail settings. Firstly, investigating how different genres, tempos, and volume levels of music influence diverse consumer segments could provide nuanced insights into optimizing music strategies for varying customer profiles. Secondly, exploring the moderating effects of contextual factors such as store type, geographic location, and cultural preferences could refine recommendations for global retail practices. Moreover, longitudinal studies could track changes in consumer responses over time, offering insights into the sustainability and adaptability of music-based strategies in an evolving retail landscape. By addressing these avenues, future research can further illuminate the complex interplay between music, consumer psychology, and retail outcomes, thereby guiding retailers towards more informed and effective music management practices.

In summary, this study underscores that background music is not merely an incidental feature of retail environments but a strategic tool capable of significantly enhancing consumer experiences and driving desirable behaviors. By understanding and harnessing the psychological impact of music, retailers can create atmospheres that resonate with consumers, foster positive emotional connections, and ultimately contribute to sustained competitive advantage in the dynamic retail industry.

CONFLICT OF INTERESTS

None.

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