

THE INFLUENCE OF MUSIC ON CONSUMER BEHAVIOR

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ABSTRACT

This article shows that there is influence of music in purchase decision. For obtaining the information, we based this research on literature review in national and international journals, in the period of 2008 and 2012, 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.

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. The literature review done by 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, Donovan and Russell adapted the model PAD (Pleasure, Dominance and Activation) to retail as a way to better study the relations environment/behavior from consumer with focus on the approach/remoteness using a scale of 36 items measuring consumer emotions. It is considered approaching behavior the desire to stay in the environment, tendency to explore and interact, the desire to communicate with others, feelings of satisfaction with the experience and purchase intent. The behavior of remoteness is the desire to leave the environment, tend to ignore the details of the environment, a sense of dissatisfaction and low purchase intent (FERREIRA, 2007).

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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.

The study Broekemier, Marquardt and Gentry (2008) sought to determine which of the two dimensions of music, happy/sad or within the popular music/non popular, had significant effects on the purchase intention. The research showed that when respondents were exposed to the dimension happy/sad, there was a direct effect on purchase intent, purchase intent however was higher when played happy music/popular music.

Barbosa and Andrade (2009) investigated the effect of music on motivation and behavior of sellers and influence on perception and consumer behavior in a women's clothing store. Questionnaires were given to customers, vendors and cashiers/stockers, creating three situations, the first and the third playing music alternating with the usual music in store, and the second situation playing a disc with songs taken as a family (international soundtracks). The results showed a positive relationship to the items related to purchase intention and intention to return to the store. When played songs taken as familiar, the perception of time remained in the shop was below the other two situations. When it concerns the relationship between musical style, satisfaction and the amount of money spent in the store, the kind of music don't have influences in the amount of money that consumers plan to spend, but the musical style jazz and lounge music has strong influence and makes consumers spend more (MANDILA & GEROGIANNIS, 2012). Also found in this same study, the fact that the volume of music and gender affect consumer satisfaction.

Other studies have related musical genres with the perception of time that the consumer stays in the store (differentiating male and female), the mood of the consumer during the shopping experience, the decision to return to the store (MACIEL; ARRUDA; Leocadio; GELEILATE; MARCELINO , 2010), and attitude approach/remoteness (MARCELINO; GELEILATE; ARRUDA; MACIEL; Leocadio, 2011). Both studies used as music genres forró, gospel, soul and axé. The first demonstrated that there are significant differences in perception of time remained in the store over the musical style (axé with more score and soul with lower score). With respect to gender (male and female), men are less sensitive to variations in musical rhythm. With regard to the gender of the consumer mood axé was what caused less positive feelings consumers of both sexes, and the case of the probability of return, the musical genre that got the axé was the lowest average.

The second study was based on the model PAD (Pleasure, Dominance and Activation) of Mehrabian and Russell (1974, apud DONOVAN & Rossiter, 1982) adapted to retail by Donovan and Rossiter (1982), which consists of 36 items distributed in 18 sensations and demonstrated that the gospel music genre caused a higher level of approximation for both sexes.

Also based on PAD model, Andersson, Kristensson, Wästrlund and Gustafsson (2012) sought to explore whether music played in retail environment affects consumer behavior using gender (male/female) as moderator. The results showed that female consumers were more positive when present in the environment without music or slow songs, and male consumers were more positive when present in the environment with

music and fast-paced music. An interesting point found in research is that the music has negatively affected the level of satisfaction, but consumers tended to increase the average ticket in an environment with music.

CONCLUSION

The influence of music on consumer 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 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. An example is what happened with Mandila and Gerogiannis (2012) in the study that was conducted in a coffee bar environment, the authors found covariant as the number of people on site during the study. Consumers evaluate better the entertainment issues and elegance of the place when there was a greater number of people present.

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