

## **“A Study on Effect of In-store music on shopper’s behaviour in organised retail”**

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### **Abstract:-**

This research extends the linkage between retail atmospheric factors and changes in their emotional states during buying in organised retail store. It was a survey based study conducted on 180 respondents. Data analysis reveals that there is a correlation between type of music played and choice of product or merchandise during shopping in organised in retail shop. As well as music had significant effect on spending of time, spending of money and shopping more.

**Key Words:- Retail Atmosphere, type of music, Shopping arousal, Consumer behaviour, Atmospheric stimuli, retail shopping etc.**

### **Introduction:-**

Organised retails especially multiband retails are crowded by different products with different brands. Organised retails like Shoppers stop, Central, Big Bazaar, D-Mart etc attracts the customers not only because of products and services they offer but the atmospheric stimuli that they generate within the store. Atmosphere in the store can be observed through different attributes like colour, scent, fragrance, music; layout etc. each one have equal importance in consumers buying behaviour. Store atmosphere is becoming very important in organised retails to differentiate the store image.

Buying behaviour is a psychological process where music can be an important attribute that can motivate and help the customers for choice of product. We Indians love music and there are different types of music that generates different moods for customers. Now a day in all the

organised retail shops, music is a common thing that can be observed. Language of the song, type of the song, volume of the song and instrumental's music is varying from store to store. Music makes shoppers relax in the store that result in to spending more time and spending more amounts with more shopping. Therefore from this research work an attempt has been made to understand the role of music on shopper's behaviour.

### **Objectives:-**

1. To study in store atmospheric parameters in organised retails.
2. To assess the effect of Music on buying behaviour of shoppers.
3. To understand the role of music on time spent in store by shoppers.
4. To understand the role of music on choice of merchandise selected.

### **Hypothesis:-**

#### **Hypothesis-I**

H0:- There is no association between the type of music played and choice of product by shoppers.

H1:- There is association between the type of music played and choice of product by shoppers.

#### **Hypothesis-II**

H0:- "Music played on organised retail store does not create pleasant and relaxed atmosphere that motivates customers to spend more on shopping."

H0:- "Music played on organised retail store creates pleasant and relaxed atmosphere that motivates customers to spend more on shopping."

### **Literature Review:-**

1) **Dr. Sudarshan A. Pawar (2019)** Researcher conducted a study on the effect of music on customers buying behaviour in organised retail industry with reference to Pune city. Study found that music is an important factor that creates two type of stimuli i.e. refresher and arousal. Customers get motivated with the type of music played in the retail. Amount of spending in

terms of products and money get influenced with the type of music played in the store. Study found that instrumental songs played in apparel store influences the customers to buy more.

**2) Venu Gopal (2010)** Type of music like western, Indian classical, Indian pop etc. were discussed in the research study. Researcher found that each type of music influences to buy the different types of products. Western pop music was observed to influence the time spent by shoppers in the store. Indian pop influences the customers to spend more money on purchase. Indian classical music was observed in giving more pleasure during the purchase and instrumental music was observed giving more arousal.

**3) Richard F. Yalch (2000)** Association between environmental factors and changes in emotional states were studied by the researcher. Shoppers were exposed with different types of music while they purchasing the merchandise and feedback was taken. Familiar and unfamiliar music were played during the experiment. Respondents replied their responses in aligning with the factors like time spent on shopping, emotional states and evaluation of merchandise they undertake. Respondents revealed through their responses that they spent longer time in shopping when exposed to unfamiliar music. Familiar music increases the arousal during shopping. Emotional states of the consumers had sound effect on evaluation of product.

**4) Bhanwar Singh(2018)** Background music and its impact on buying behavior was measured by the researcher. According to research, it has been observed that music relaxes the customers when he enters in the store as well as it engages the customers during actual buying in the store. From the feedback of the respondents it has been revealed by the researcher that music gives the pleasure while buying process. Customers showed their willingness to revisit the store on the basis of shopping environment. Due to good music played in the store enhances the shopping experience of the customers as well as motivates the customers to shopping more.

#### **Research Methodology:-**

**Descriptive research design was used in the study.** it describes the store attributes, customers perception and music appeals. It was a survey based quantitative research conducted with the objective to understand the effect of music on shopping.

**Area Sampling** technique was used to approach and select the respondents. Total 180 respondents were selected as a sample and data was collected from them with a structured questionnaire.

**Data collection** was done using both types of data i.e. primary and secondary sources. Primary data was collected through a structured questionnaire and interview. Secondary data was collected through books, journals, research papers, reports, websites and blogs.

**Data analysis** was done using frequency distribution, mean, standard deviation and chi-square test. SPSS and Microsoft excel software were used to do data analysis.

**Data Analysis:- Demographic Information:-**

<b>Demographic Factors</b>	<b>Variables</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Gender</b>	Male	105	<b>58%</b>
	Female	75	<b>42%</b>
<b>Age</b>	Up to 20	34	<b>19%</b>
	20 to 30	73	<b>41%</b>
	30 to 40	34	<b>19%</b>
	40 & above	39	<b>21%</b>
<b>Occupation</b>	Self Employed	37	<b>21%</b>
	Govt. Employee	34	<b>19%</b>
	Private Org. Employee	77	<b>43%</b>
	House wife	30	<b>17%</b>
	Other	2	<b>1%</b>
<b>Marital Status</b>	Married	107	<b>59%</b>
	Unmarried	73	<b>41%</b>
<b>Income</b>	Below 2.50 Lakhs	31	<b>17%</b>
	2.5 L to 5 Lk	66	<b>37%</b>
	5 Lk to 7.5 Lk	54	<b>30%</b>
	7.5 Lk to 10 Lk	15	<b>8%</b>
	More than 10 Lk	14	<b>8%</b>

From the demographic profile it can be inferred that respondents visiting to organised retail shop are almost equal in male and female shoppers though male shoppers are slightly more in numbers. Married shoppers are more in frequency that visited to retail than unmarried. In terms

of age, it can be inferred that middle age respondents found more in retail shops as compared to old age respondents and younger respondents. In occupation private employees (43%) found more followed by self employed and government employee. Housewife respondents (17%) were participated in the research.

### **Hypothesis Testing:-**

#### **Hypothesis-I**

**H0:- There is no association between the type of music played and choice of product by shoppers.**

**H1:- There is association between the type of music played and choice of product by shoppers.**

	Type of Music				Total
	Indian Classical	Indian Pop	Western Instrumental	Western pop	
<b>Apparel</b>	15	23	27	10	<b>75</b>
<b>Grocery</b>	16	21	17	6	<b>60</b>
<b>Electronics</b>	6	5	5	4	<b>20</b>
<b>Chocolates</b>	8	6	7	4	<b>25</b>
<b>Total</b>	<b>45</b>	<b>55</b>	<b>56</b>	<b>24</b>	<b>180</b>
<b>Chi-Square Value</b>	<b>21.767</b>				
<b>DF</b>	<b>9</b>				
<b>p-value</b>	<b>0.001</b>				

Above cross table shows the frequency of choice of product and type of music impacted. Chi-square test run with 95% level of confidence and 5% level of significance. Result shows that chi-square value is 21.767 and p-value is 0.001 which is far less than significant value i.e. 0.05.

Hence it does not support to null hypothesis. Therefore alternative hypothesis i.e. “There is association between the type of music played and choice of product by shoppers.” is accepted.

### **Hypothesis-II**

**H0:- “Music played on organised retail store does not create pleasant and relaxed atmosphere that motivates customers to spend more on shopping.”**

**H0:- “Music played on organised retail store creates pleasant and relaxed atmosphere that motivates customers to spend more on shopping.”**

<b>Effect of Music played in organised retail store</b>	<b>Mean</b>	<b>S.D.</b>
Music Played in organised retail store creates pleasant and relaxed atmosphere.	<b>4.26</b>	<b>0.72</b>
Music played in organised retail store motives customer to do shopping more.	<b>4.78</b>	<b>0.64</b>
Pleasant and Relaxed environment created by music influence customers to spend more during shopping.	<b>4.34</b>	<b>0.43</b>

Mean values and standard deviation values mentioned in the table in front of the statement shows that Music played in organised retail shop have significant influence on shopping and spending of time money during shopping as it helps to create pleasant and relaxed atmosphere. All the mean values are more than 4 i.e. fully agree with the statement. Standard deviation value for each statement is less than 1 depicts that there is very little deviation between the mean value and actual responses. Therefore this value supports the hypothesis II. Therefore hypothesis II i.e. “Music played on organised retail store creates pleasant and relaxed atmosphere that motivates customers to spend more on shopping.” is accepted.

### **Suggestions**

1. Study suggest that music as a stimuli attracts human being psychologically, hence more qualitative studies need to be done to understand the association between type of music and selection of merchandise.
2. In organised retails like malls where children’s toys, apparel and educational merchandise available, familiar music should give preference than unfamiliar or western music.

## **Conclusion**

Study concludes that Music as a important determinant that control the behaviour of the customers in the organised retails stores. It helps the customers to think more on the merchandise before they buy, it influences them to spend more time and buy more merchandise.

This study was conducted on one time feedback of the customers. It could be conducted with several times responses to achieve more confidence and reliability in the result. Data triangulation should be use to achieve more reliability in the result.

To conclude, this research was able to bring out the importance of the retail atmospheric attributes with reference to music in organised retail industry. Buying more or spending time more could be the result of other in-store atmosphere like layout, colours, light etc. For that more study need to be conducted.

## **References:-**

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