

**Music, an Inevitable Substance in Traditional Shopping (Shopping Malls)
A Conceptual and Theoretical Study**

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ABSTRACT

“There is no noise, only sound” are the words from John Cage, a composer from 20th century. This saying is rightly applicable even in the marketing sector too. In the present scenario, everything is available with a touch of a button and a swipe. But, shopping i.e) the traditional shopping behavior of going out, feeling the product, bargaining, is equally intact though there are various modes for shopping. Marketers nowadays, focuses more on the sensory (Color, Fragrance, Temperature, Music, etc.,) of the consumers to make them feel good inside their premises for a longer duration. This concept in marketing is known as the “**Retailainment**” as the name suggests, it’s an amalgamation of retailing and entertainment. In this context, music is one of the most important factor. There is a common saying “Music is a universal language” it’s indeed true. It makes shopping experience more relaxed and stress free, though the technicalities in music cannot be identified by all, the shoppers’ gets attracted to the rhythm and tempo and it’s an emotion which can’t be measured. Of-course, the musical taste varies from person to person, one cannot satisfy all by playing the same music. But, on the whole one gets attracted when the situation gets accustomed. Gardner says that mood can have a vital impact on a buyer’s behaviour. Assurance in terms of increase in sales can’t be guaranteed by these, but some good music will make an emotional connect during the time of shopping amongst the customers. This paper depicts a theoretical view about music and its importance during traditional shopping behaviour.

Keywords: Music, Sensory, Rhythm, Tempo, Shopper Behaviour

1. INTRODUCTION

Music is an emotional restorative when it comes to environment and focuses on creating the therapeutic experiences of the consumers. Not only that, it also serves as a connecting link into our emotions. Music an art that, its capability to interconnect directly into our hearts, minds and soul, is immeasurable. What really matters is that, its reminiscent power-memories related to that particular music. Moreover, its impact on sales by increasing the time spent inside a retail outlet for both active and passive shopper and thereby increasing the time slot and movement inside. Music with reference to marketing, is assumed to increase the volume in terms of sales, emphasising the brand and attracting consumers. More personalised music strategy can upkeep a brand and ‘may’ make a powerful affiliation to some targeted groups by encompassing consumers demographics and psychographics. By considering the demographics and

psychographics of the focused groups or consumers, retailers can create an atmosphere where the consumers can feel relaxed and joyful to spend more time inside the retail outlet and there might be a possibility to procure more products. Undoubtedly, music plays a vibrant role in the channel of communication when it comes to consumer behavior. Round the globe, billions of dollars were used in music to market the products. There are many atmospheric cues, that retailers try to affect the sensory (rather be called as neuro-marketing) of a consumer which includes color, scents and music etc. It's also considered to be the most commonly analyzed stimulus, in terms of variable. Most retailers believe that, music is one of the most significant considerations and liabilities. Past histories of investigational indication in this area have included music as a small quantity of a larger review of distinctive effects, and more narrowly intensified by the way it has an effect on shopping behavior by consumers. There are many cues, that advertising professionals use to affect consumers' sensory by including music, luminaries, stardoms, therapeutic or visual treats, etc.

2. REVIEW OF LITERATURE

This chapter enhances and reveal about the past literatures which was already been done in relation to this titled paper. The ideas of those papers were depicted in this content paper, to have more clarity and wider knowledge towards the overall subject and theme relating to music and marketing.

Peterson (2013) there is a famous quote from Hans Christian Andersen saying "Where words fail, music speaks". Instead of spending more on the visual commercials a simple music can speak thousand words.

Brodsky (2011) says that, constructing a specific lyrical or thematically adjacent music to develop a suitable brand image is feasible and choosing of music can provide consumers with an increased knowledge of a product. This can be seen evident in all the early 90's ads for instance Britannia products, shower to shower, lifebuoy, Titan etc. Additionally,

Bruner (1990) claims that strong rhythms were observed as highly unsmiling while persuasive streaming rhythms were observed to be progressively upbeat and sprightly. Soothing rhythm (Legato) was found to be more peaceful and gentler in character. These ideologies were followed in some bigger malls and shopping complexes, to have a pleasant stay in that place for a longer duration. Music is an "ideal sense articulation to wrinkle durable impact on buyers" claims

Hultén et al., (2009), the ability to keep the consumers intact within the product is the power of music. In addition to this, some retail outlets use background music that are instrumental and constrained in terms of frequency, tempo and volume while other music, which includes lyrics is restricted in terms of cadence and regularity. Various gatherings of individuals will in general incline toward one over the other so there is no enchantment formula for overall music choice in a store, yet firms can utilize the various sorts of music to target various gatherings. Nevertheless, numerous analyses revealed that, disposition has a great impact on attitude, behaviour, evaluation, and recall stated by

Gardner (1985). Music has the capability to change the state of mind of the consumers. Brand character has been viewed as one of the most significant resources that an organization can have on the grounds that it is one of a kind to the discrete trademark or brand cannot be copied by states **Dent (1990)**. It can unequivocally affect the brand personality of an organization since music decision enlightens so much regarding the organization and the temperament they are

attempting to make. Sales volume has considerably been increased when slow and soothing music was played, rather than the energetic or fast music acclaims

Bruner (1990). Limited time was spent in the retail outlet shops when the loud music was played in comparison with the soft music says

Alpert.J & Alpert.M (1989). This extra time lets customers to buy more items and increase the overall sales.

3. CONCEPTUAL FRAMEWORK

Music is both an art as well a cultural bounded whose medium is delivering sound & silence. Pitch, Tempo, Dynamics and rhythm are the key factors as far as music is concerned. Different genres or kinds of music will either enlighten or avoid some of the elements. It's performed in a wide range and arena along with different musical instruments and complicated and complex vocal techniques for that matter. Not only that, there are exclusive instrumentals and solely vocal genres i.e) A Capella and also pieces that amalgamate both singing and instruments.

PITCH & MELODY

It's a sensation, reflecting commonly the quality that makes to identify the melodic sounds, notes or tones as "higher" and "lower" in the sense related with melodic tunes, bass-lines and harmonies, among different components. Pitch must be recognized through resonances that have a recurrence that is flawless and unwavering enough to separate from commotion. For instance, it is easier for audience to observe the pitch played on a pianoforte than to crack and distinguish the pitch of an accident cymbal.

RHYTHM

Rhythm means organization of resonances and silences in an order/time. Meter denotes the time in regular groupings, called measures or bars. Other than this there are compound timings which are (6/8,9/8,12/8). In Carnatic or even in some western music there is some rhythm which are complicated that includes (7/8,5/8,11/8). This rhythm 7/8 is commonly called as "Saaputhaazham" in Carnatic.

DYNAMICS

Dynamics, in simple language means aesthetic part in music. It simple adds up the beauty by just articulating it, increasing and decreasing the volume when needed without changing the pitch of a particular piece. Entertainers, artists and instrumentalists can add melodic articulation to a tune or piece by including impacts. For example; vibrato, elements, rhythm vacillations, and by including pause, and by changing the explanation of the notes in this manner improving and enhancing a specific tune or a piece.

4. CONCLUSION

The influence of music in traditional shopping method is a vital criterion but, its impacts on purchasing pattern or behaviour patterns cannot be guaranteed. But music as a wholesome is considered as an entertainment throughout the globe and it's not exception when it comes to

shopping. As far as shopping is concerned, the music should create a mood to purchase more and spend more time in the shop instead, music played shouldn't chase the consumers from the malls or shops. Percussion dominations can be effective during concerts but on the other hand music played during shopping isn't a good choice. It's been stated earlier that the slow song influences the consumers to stay inside the shop for a longer time though products have never been purchased. Hereby as a concluding remark, though music is an entertaining part of the shopping it has distinguished role to be played in the shopping behaviour and also in retaining the customers inside the shopping zone which can reflect in increasing the sales volume.

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