

# AN ENHANCED MODEL FOR IMPACT OF MUSIC ON CONSUMER BUYING BEHAVIOUR IN RETAIL STORE: A STUDY OF KATHMANDU VALLEY

Shristi Aryal<sup>1</sup> & Dr. Deepmala Singh<sup>2</sup>

<sup>1</sup> PG Scholar, Lord Buddha Education Foundation, Kathmandu, Nepal

<sup>2</sup> Assistant Professor (Mgmt), Lord Buddha Education Foundation, Kathmandu, Nepal

## Abstract

Various types of studies related to the music thus played on the retail store affecting the consumer behavior exist. But this study is aimed at studying the impact of music on consumer buying behavior in retail store which study is done in Kathmandu valley selecting various retail stores where people almost go to shopping frequently. This study focuses on the significant relationship between the music thus played on the store and purchasing behavior of people, time spend by them, change in their perception, attitude, mood etc. the research was done in Kathmandu valley of Nepal selecting various retail stores. The retail store thus selected for this research includes Bhatbhatini, Big Marts, Sales Berry, Civil Mall, City center. These are some of the popular retail store thus established in Nepal. They have various branches also. For this study, selecting these retail stores to gather information was beneficial as these are those stores where music is played according to the nature of products they have in different sections. They play soft, moderate, romantic music in the stores. Music is selected in such a way that consumers feel re-visiting that place again and again. It was found that due to the music thus played on the store, customers spend a lot of time selecting the products, enjoying themselves in the retail store. The data were collected through a structured questionnaire to measure the attitude and opinions of people regarding the music thus played in the store. This research was conducted mainly to know the positivity that people have while shopping in the retail store in musical environment. It was assumed that definitely music makes consumers to spend longer time in the store and purchase more. So, in order to know whether that assumption is true or not this study has been conducted respectively. The result showed that music thus played in the retail store is creating a huge impact on the purchasing behavior of people. It helped customers to spend more time in the store resulting to the higher purchase probability. The study was able to prove the hypothesis. Music thus plays a significant role to make the customers spend more time in the store along with increasing the purchasing behavior. Hence, music can be used effectively in retail setting for long run to increase customer satisfaction, shopping duration as well as increasing sales.

## 1 Introduction

The topic is related with marketing module. It is about the impact of music on consumer buying behavior on retail store. This study is based on Kathmandu valley. As, Music affects people in several way in many settings. The most common experience can be gained through the shopping behavior of consumer in retail when the music in played in the stores. From various researches, it was known that due to the music thus played on the store the behavior of customers gets more influenced than it is supposed. For the study, supermarkets of Kathmandu valley namely Bhatbhatini, Big Marts, Sales Berry, Civil Mall, City center, were taken respectively.

In general, consumers get attracted towards retail shop or supermarket through the layout of the shop, corridors along with the products, information on prices, advertisement, and packaging of the product etc. These are maintained significantly with one purpose i.e. to remind them to buy. Research shows that music is one of the major elements that influence consumers to buy the product as music becomes a visible stimulus. Even though they do not give more emphasis on music played in supermarket/ retail store consumer behavior gets influence more than they suppose. Most commonly, psychological, personal, demographic, socio-cultural, economic factors are those which influence consumer buying behavior when music is played in the stores.

In today's context there are various determinants that significantly affect the buying behavior of

people. The taste, preferences, choices of products varies from one person to the other but from research it was known that music is one factor that has been able to solve the problem. Music thus played in the store creates a peace in mind of customers so they spend more time shopping and choosing the products. In general, exceptionally there are people who don't like music otherwise most probably music makes people relax and enjoy in what they are doing. So, from this study it will be easy to get knowledge on how the presence of music will affect the buying behavior of people in retail store.

In retail stores these days instead of walking in, picking up a product, purchasing it and moving out from the retail store is uncommon. Customers want to go through the buying experience while shopping in the retail store. Not only had this various factor affected their buying behavior as discussed above. Customers today cannot survive themselves while shopping in the passive place and if retailers want their customers to walk out of their shop with positivity then music plays a vital role. It creates a huge impact on purchasing behavior of people.

In order to improve the buying experience of customers and increase customer satisfaction, retailers should use various marketing strategies as there is huge competition going on in the market. Background music thus played on the store accordingly affects buyer or purchaser intention to purchase the product a lot more. It increases motivation in them to buy the product in the retail store. The purchase decisions that will be made all depends on the music played in the retail store which influence them to bring a lot of change in their buying/purchasing behavior. Retailers should be able to use all the elements of atmospherics in such a way that customers feel to revisit the shop and do repurchasing of the products.

Music plays a vital role in what customers purchase in the retail store. Basically, there are three different components because of which customers purchase more in the retail store they include the tempo, volume and genre of music thus played on the retail store. The individual effects will be seen due to these features that music have. The tempo of the music thus affects the behavior of people at large. Some customers may have positive effect of the tempo thus used while other may have the negative effects. So, selection of tempo also plays a vital role respectively. Volume should be carefully managed otherwise there may be change in behavior of customer. They may be irritated by the unmanaged volume so it should be taken care of. Similarly, genre also has various effects on the purchasing behavior of people. These elements of music should be carefully observed then only proper music should be played.

Thus, I have chosen this topic in order to know about the impact of music on consumer buying behavior along with the preferences and behavior changes that people have during shopping when the music played on the store.

### **1.1 Background of the study**

Music is an art including instrumental sounds which involves vocal combined in such a way that it is able to create emotions in significant forms through the elements of rhythm, melody, harmony as well as brings a sense of beauty. It is something that creates peace of mind. Music affects people in several ways in many settings. The most common experience can be gained through the shopping behavior of consumer in retail store where music is played on background. In general, at first consumers get attracted towards retail shop or supermarket through the layout of the shop, corridors along with the products, information on prices, advertisement, and packaging of the product etc. followed by the music thus played on the store. These are maintained significantly with one purpose i.e. to remind them to buy. Many supermarkets these days take care about the music thus played in the store to have pleasant music tempo and volume as loud music tempo; volume distracts customers whereas if it is pleasant then music brings differentiation in the purchasing behavior of people at large.

Research shows that music is one of the major elements that influence consumers to buy the product as music becomes a visible stimulus. Even though they do not give more emphasis on music played in supermarket/ retail store consumer behavior gets influence more than they suppose. Most commonly, psychological, personal, demographic, socio-cultural, economic factors are those which influence consumer buying behavior. If there occur change in these environment factors then retailers may face a huge problem as they won't be able to stay longer traditionally doing their

business. In today's context, the taste and preferences of consumers varies in several ways. One of the major sources of their entertainment is through shopping with background music. Customers engage themselves in choosing the products with relaxed, fresh mind without any stress and spend a lot of time selecting a product and they purchase more than expected. So, retailers should keep in mind the importance of changes in marketing mix keeping emphasis on the physical environment so that consumers enjoy while they do shop and buy many products.

The music has significant impact in retail setting intended to shopping as well as psychological behavior of consumers. For the purpose of academic research the Mehrabian Russell (M-R) model helps a lot as it explains about the environmental influences (porat, 2015) through 3 major different dimensions: pleasure, excitement and dominance. The purchase of various products depends on emotional reaction so this model is suitable to determine the shopping behavior of people in retail shops with music played on the store respectively. Thus, it is important to understand and identify the musical characteristics which help to influence the consumer and increase sales. Mehrabian Russell has described the positive and negative feelings in terms of pleasure (Iris Bakker, 2014). Later Mehrabian determined pleasure in a different way evaluating it with excitement, relaxation, love, enjoyment the customers feel while shopping in the musical environment. All these interpretations were done due to various ideas thus generated by various scholars about how people perceive shopping when the music is played on the store and what impact can be seen from these things respectively.

## **1.2 Objectives of the study**

The study will help us to connect with the ideas to find out how the presence of music in retail stores make difference in the purchasing behavior of people, in context to various retail stores of Kathmandu valley. For every retail store it is very important to know more about serving as the medium of attention, communication and emotion to influence purchase behavior, will help to benefit retail brands, marketers as well as the sales persons (Bhargavan, 2016) in today's context. Keeping all these things in mind to know more about impact of music on consumer buying behavior in retail store the major research objectives of the study are as follows:

1. To identify whether the ambiance created by music makes customers spend extra time in the store.
2. To evaluate whether music motivate customers to purchase more when music is played in the retail store.

## **1.3 Problem Statement**

These days retail stores use music as a tool for marketing. They play music in the retail store in order to influence them and their unconscious behavior while shopping in the retail store. By influencing them, it directly affects their decision with respect to the time they spend shopping in the retail store when music is played and they get encouraged, motivated to stay abet longer purchasing and selecting various products on the store. In today's context, it was found that most retail store play music according to the nature of product they have in their store.

The exposure of right kind of music thus played in the retail store helps a lot in bringing change in the behavior of people. It ultimately enhances the purchasing probability. On the other side, the wrong music thus selected negatively affects the customers. Various researchers said that music in stores have an intended purpose of making customers behave in a specific direction and controlling the length of their stay (Bhargavan, 2016). Therefore, playing the right music is the most important factor. Furthermore, many studies have shown various influence of music on consumer buying behavior in retail store collectively. However, limited information was obtained from collecting primary data regarding right kind of music thus played on the store which directly influence people to stay longer in the store and purchase more. Therefore, recognizing right kind of music played on the retail store in order to influence consumers to buy or purchase more is very important.

In this competitive market place, it is very important for marketers or retailers to have a clear picture and knowledge about the right kind of music to be played on the store in order to persuade the consumers who come to purchase various kinds of products in their store. This is yet to be examined further for better result.

## 1.4 Research Questions

Considering the present-day market situation, the research will primarily focus on the retail store background music that persuades or motivates the customers who visit the store to spend more time and purchase more products respectively from the store. In case of Nepal, most retail stores play music these days to attract the target market. After the formation of objectives, it becomes fairer to conclude that music affects customer behavior where customers spend more time in the store purchasing the products. Thus, the research questions will intent to answer the research questions thus made available:

1. Does the music motivate customers to spend extra time in the retail store?
2. How does music affect consumer purchasing behavior towards shopping in the retail stores?
3. What are the effects of music on the perceptions, motivation, and emotion of consumers while buying the products in retail store?

## 1.5 Research Hypothesis

These are some of the major research hypothesis thus formulated:

1. There is significant relationship between music played in the store and time spend in the store.
2. There is significant relationship between purchasing behavior of customers and music played in the store.

## 1.6 Significance of the study

Music thus played on the retail store has significant purpose to play in order to influence the consumers. In order to bring change in the subconscious mind of customers who come to shop in the retail, the retailers play music. Business can get various benefits from the in-depth study of impact of music on retail store as well as creating unique, pleasant as well as fascinating atmosphere in the retail store. Therefore, some of the major significance of the study is as follows:

1. It is significant to create the right ambiance in the retail store as music plays a vital role in retail store.
2. Music plays a vital role in the retail store as it helps to shorten the waiting time of the customers. When people are entertained, they are less likely to get bored.
3. Music is one of the significant factors in the retail store because not only for customers but the effective music strategy can be great tool to boost staff morale, concentration and productivity.

## 1.7 Limitations

This study focuses on the finding the impact of music on consumer buying behavior in retail store. It helps to gain the deep knowledge about measuring the target audience that engage themselves in purchasing product in retail store when music is played on the store. But during the process there occurred various limitations in the study. Some of the major limitations of the study are as follows:

1. The study will be based on limited retail stores of Kathmandu, so, sample size will be small.
2. It was difficult to get the actual data as the analysis was more based on primary data.
3. Due to various data protection and confidentiality in spite of having information about customer feedback on the music thus played on the store retailers do not provide any information.
4. There occurred difficulty in completing the research on time due to the delay in data collection which highly dependent on the customers and employees who filled up the questionnaires.

## 1.8 Scope for future research

Music is regarded as a source of entertainment. There are hardly cases available where people living in the world do not like music. It is used to achieve the significant objectives. Music is played on the background of the stores in order to engage people and make them feel comfortable while they are doing their work or other thing. This study can be very useful for other researchers too. This study

will act to be very useful for the further studies. Therefore, some of the major scope of the study is as follows:

1. There is use of more primary data in the study. For better research secondary data will be much helpful in future for other researchers.
2. The study is based on few retail store/ supermarkets of Kathmandu Valley, future researchers can examine more retail stores and gather more information.

## 1.9 Term definition

This study includes four major chapters. Chapter 1 includes introduction, background, research objectives, goals, significance of the study, hypothesis as well as scope, limitations etc. The second Chapter consists of Literature Review including literature introduction, previous studies, knowledge about music and consumer behavior, customer satisfaction, as well as literature matrix including research gap which will help to know more about the study. The dependent variable as well as independent variable is also identified. Likewise, in third Chapter research methodology includes all the major components of the study. It includes research design, sampling, method of data collection, data processing and analysis, conceptual method, use of internet, time horizon as well as research ethics. Likewise, in the fourth Chapter analysis of all the collected data are done systematically using SPSS tool. For this study, the data are collected through questionnaires thus distributing to various retail outlets of Nepal. Then last but not the least the whole study is concluded with findings, conclusion /recommendations respectively.

## 2 Literature Review

### 2.1 Literature Introduction

Music has become the major element in recreating the ambiance of retail store as it directly impacts the shopping behavior of people by influencing their purchasing needs, time spent by them, repeat purchase as well as quantity purchased. Along with all these music has been recognized for enhancing brand image, managing time perception that people generally possess, motivation in purchasing more products, quality evaluation and perception, liking and disliking of retail store and increasing purchase intentions (Sheridan & Areni, 2015). Research suggests that listening to music can be entertaining for human beings who even help to make people healthier and happier. It can be a source of pleasure and contentment (cherry, 2019). It is not much of a surprise that music influences our thought, feelings as well as our behavior. It can often be recognized that people felt pumped up while listening to music or being moved to tears understanding the power of music. Thus, it will make a lot of changes in psychology of people whether they spend their time alone or spend their time shopping in the retail store i.e. ultimately music plays a powerful role in buying behavior of people.

According to the profile of the store the retailers can reform the store atmosphere and change the mood of the customers by playing music in the store which increases the purchasing behavior of people, motivates them to purchase more and also spend more time in the store. It also helps to spread excellent word of mouth which ultimately leads to increase in sales when music is played in the store. As customers come in contact with the good environmental cues such as music in the store while purchasing products, there is always a transfer of positive feeling to store evaluation with the in-store behavior respectively. Various research have also shown that music is of wide importance in increasing various responses of customers such as change in their attitude, expectation, evaluation which are cognitively processed (Sheridan & Areni, 2015). It is very important task for the retailers to know the relationship between the environmental music and the preciseness of the customers towards the music thus played. It is must to select and play music in the store based on listener's responses, familiarity along with other qualities respectively.

In context of Nepal, after visiting certain retail stores, it was known that music has become an inseparable element in the store that is widely used to influence the customer purchasing behavior. Music is selected and played in such a way that every customer feels good while shopping. They seemed enjoying their shopping in retail store. From the analysis, it was known that the atmosphere

or the ambience that is created in the retail store made customers spend extra time in the store as well as its motivated customers to purchase more products from the store. In these ways the literature ties up with the topic respectively.

## 2.2 Previous Studies

Various studies showed that in Zimbabwe, as music is regarded to be “Food of Human Soul” many retail supermarkets play various music in the store as a part of intangible environmental element that influence the customer purchasing behavior (surangi, 2011). As a result, later in various places the retailers started playing various music in their store to attract customers, make them feel more comfortable and freer while they purchase their required products peacefully. Moreover, slowly and gradually, people from various other countries also started to adopt this strategy i.e. playing music in their store to influence the buying or purchasing behavior of customers at large.

Previous studies have shown various effects on impact of music on consumer buying behavior in retail store. Various effect of music volume, tempo as well as genre are shown which creates positive as well as negative impact on consumer behavior when music is played in retail store. Music plays a vital and critical role in purchase decision making in the store (Arena and Kim1993)(Morrison, 2017). Previously, a study was done in Slovenia, which showed that consumers in retail store with music developed positive experience (Bhargavan, 2016). This resulted to know that, due to the music thus played on the store made consumers spend more time, spending more money in the store. For the research analysis, two shops were chosen. One which was dealing with music and the other without music. Then for two weeks experiments were done, 259 respondents were interviewed. From the research it was known that store with background music has more customers purchasing the products as well as spending more time on the store where as in the other without background music had a smaller number of customers with not so good response.

In addition, related to the impact of music thus played on the store and its effect on consumer buying or purchasing behavior on the store, some researchers agreed on the cognitive effect of music where as some did not agreed on the optimal arousal level where as some other researchers found that higher the degree of arousal, higher has been the attention of the customers in purchasing the products thus available in the store (Shore, 2011).

Likewise, many other researchers did various research related to impact of music on consumer buying behavior. A study was conducted in flower shop where customers were exposed to a store environment with pop songs, romantic songs and with no music (jacob, 2010). The result was that customers spend more time in the romantic musical environment doing shopping in the store.

Moreover, one study showed that a researcher tried to explore whether music played on the retail store causes impact on the consumer purchasing/buying behavior using genders i.e. male and female as moderators where two situations were created (Andersson, 2012).

Likewise, another study thus conducted by the researcher where shoppers were asked to answer a questionnaire involving the time spends on the store and their total spending (Andersson, 2012).

## 2.3 Music and Consumer behavior

Music can be used to achieve other significant objectives in general. Music is an atmospheric effect that controls the surrounding or environment. In today’s context, in these competitive markets, in order to persuade customers towards their store retailers use music as an important variable respectively. Mostly, every retail stores use background music in Nepal accordingly. Despite the use of music today in the retail store in market place, research as well as documentation on the use of music is limited.

Music is generally used by retailers in order to stimulate the emotions that people have in them. From the very moment they enter the shop they get influenced and thus the impact of music can be seen in their buying or purchasing behavior respectively. Previous studies show that across various disciplines such as psychology, marketing, music have found a range of affective, cognitive and behavioral consumer responses stimulated by music (Demoulin, 2011).

Moreover, the music thus played on the store should be properly set with a specific purpose. It is because sometimes music may lead to negative effects also. Previous research has categorized the

music based on social, emotional, cognitive and arousal dimension(Schafer, 2013). So, this should be properly known by the retailers before playing music in their stores.

## 2.4 Customers Satisfaction

The concept of customer satisfaction thus defined by Spreng, Mackenzie, Olshavsky (1996) as, “an affective state that is the emotional reaction to a product or service experience”(Krümpelmann, 2018). This means that the overall satisfaction that customer achieves not only through the product and service thus available in the retail store. Firstly, it is achieved through the overall experience of the store i.e. from the music thus played on the store.

## 3 Methodology

### 3.1 Research Methodology

It is the methodological approach or technique used to identify select, process and analyze information about the research study(Wilkinson, 2019). It becomes significant to evaluate a study overall validity and reliability.

Combination of these methods helps to enhance the quality of the study. Generalizable knowledge(Wilkinson, 2019), validity, causes of the phenomenon are known through the use of quantitative study whereas the real world knowledge about the preferences, attitude, behavior, likings, disliking, belief, habits etc. of a specific group of people who do shopping in the retail store are known through the use of qualitative study respectively. In general, research methodology helps to solve the research problem. For better understanding the figure helps to know more about the used method in this study.

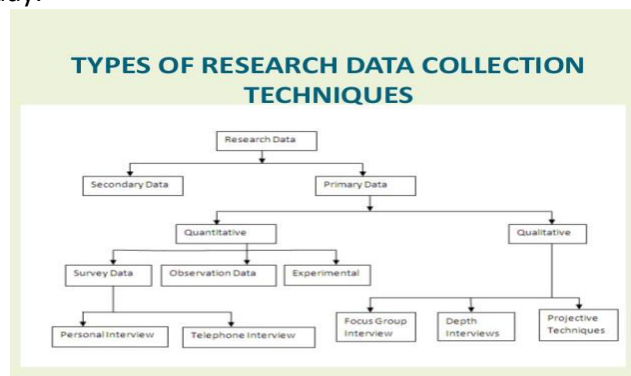


Figure 1: Source: Types of research data collection techniques (Akimjal, 2019)

From the above figure 1, we can see that the two methods thus used in this study includes quantitative and qualitative methods where in quantitative method of research survey is done through the use of questionnaire, observations are also done for this study by visiting various retail stores of Kathmandu valley to know the impact of music on consumer buying behavior in retail store. And for qualitative analysis random sampling is done, interviews are taken by the staffs or employees working in the retail store. SPSS tool is used to find out the results.

From all these it is clear that quantitative research helps to discover the store environment music and other elements used in retail stores/ supermarkets and to know how these elements helps customers to achieve satisfaction while shopping in the retail store with background music thus played on the store. It is also clear that, there occurs high impact on the purchasing behavior of people when music is played on the store. Likewise, the focus of quantitative research helped to know the relationship between the music thus played on the store and change in purchasing behavior of people, time thus spend by them on the store through consumers point of view.

### 3.2 Research Design

Research design is done under three main headings respectively. They include research philosophy, research approach and research strategy. For better understanding they are explained below as follows:

### **3.2.1 Research Philosophy**

In research, large numbers of quantitative as well as testing are done hypothetically which relates to positivism philosophy. This research thus conducted to know the impact of music on consumer buying behavior on retail store is initially true based on the hypothesis. If music is played on the retail store it definitely makes people to spend more time purchasing on the retail store is proved. Highly structured and measurable data are used for testing in this research study.

### **3.2.2 Research Approach**

For this study, the deductive approach is chosen to be appropriate which is followed by statistical testing of the results thus expected i.e. to know whether the ambiance created by music makes customers spend extra time in the store along with the motivation factor that people gain while purchasing the product in the store when music is played on the store. It goes hand in hand with the positivism approach.

### **3.2.3 Research Strategy**

For this, survey strategy is used to obtain the information as the data will be obtained through structured questionnaire. The questionnaires are distributed in various retail stores of Kathmandu valley. The study includes examination of various variables like preference, time spend etc. In this way research strategy is used for this research study respectively.

## **3.3 Sampling**

In this study, convenience sampling method is used in order to get the information. The participants for the survey include potential customers who visit the retail store for doing shopping. The subject for the study was approached to the customers through the use of questionnaires that were distributed at the retail store during the store working hours. For this, self-selection method was used i.e. customers were randomly selected and questionnaires were distributed to them for survey.

### **3.3.1 Sample size**

The sample size thus taken for this study includes 150-200 participants along with some staff's workings in various retail store of Nepal.

### **3.3.2 Population**

The population for the research study thus taken will be the people visiting the retail store. It will include people from all age groups. The sample for the study will be people who mostly visit this retail store.

### **3.3.3 Method of Sampling**

Being the part of non-probability sampling for this study, as discussed above convenience sampling method is used in order to get the information as far as possible in short period of time due to time constraints.

## **3.4 Method of data collection**

The data were collected using primary sources i.e. interview and questionnaires. At various retail stores of Nepal, the store staffs were interviewed and survey were conducted by distributing questionnaire to the customers who visit the store. Along with these, for some consumers who were not be willing to fill up the questionnaires were asked some questions randomly as interview and data were collected significantly. Most probably primary sources of data were used. Secondary data are also used for this study. The following table helps to know more about the number of customers who participated in the survey, date and time, name of supermarkets etc.

### **3.4.1 Questionnaire**

For this study, questionnaire was chosen as a research tool. Through the use of questionnaire within a short period of time it became easy to reach towards a lot of consumers shopping at the retail store. Along with these, questionnaire helped to avoid the unusual features that helped a lot in lowering the barriers.

The survey was conducted at the exit of supermarkets of Kathmandu valley. Most customers who walked to the exit after completing their shopping were asked to fill the questionnaire which includes



15-16 questions. It took approximately 4 minutes to complete. The questionnaires started with asking the respondents whether they would fill the questionnaire for the research study or not. Some, hesitated and left without filling where as some respondent gave their time and were excited to fill the questionnaire.

### **3.5 Data Processing and Analysis**

The data processing and analysis is done through quantitative and qualitative research. After collection of all the information and data, IBM SPSS tool is used. The used data were from the questionnaire to that of the questions thus asked in interviews. Four to five different stores were visited throughout the research where music has been played and then after filling up the questionnaires and interviews, the impact of music on consumer buying behavior in retail store was examined. By analyzing the data various assumption were checked. To check for various differences the multi-level analysis is done. The results of the analysis thus done are shown through various tables as well as graphs below.

The data thus obtained from qualitative and quantitative research are analyzed and interpreted respectively as far as possible.

### **3.6 Conceptual Model**

For further analysis and to know about impact of music on consumer buying behavior in retail store of Kathmandu valley, the conceptual model thus given by Donovan and Rossiter (1982)(Flavian, 2017) helped a lot. In this model, various tests were done to know the effect of retail atmospherics with the S-O-R Stimulus Organism Response model framework(Flavian, 2017). It is shown below as follows:

In the below figure, various elements of customer satisfaction are shown which includes lightening, music cleanliness, color, display of the retail store where customers visit in order to buy/ purchase various products and services. In relation to that purchasing behavior of customers are shown where it includes the money thus spend by them, time period i.e. how much time they take to purchase the product, number of the purchase items as well as to know whether they have repurchased intention in that store or not.

From the research it was known that, customers get persuaded by the music thus played on the store a lot. Cleanliness, lighting, display etc. also plays a vital role but the background music thus played made them influenced as they spend more time on the store and somehow gets motivated to purchase more and more product. When customers go for shopping in the retail store, they estimate 2 hours for shopping but when they enter the retail store or supermarket, they spend extra 2-3 hours for shopping. They enjoy themselves with the music thus played on the store.

Thus, huge impact was seen from the music thus played on the store with the purchasing behavior of people. This was made clearer from the questionnaire thus distributed to the customers respectively in the retail stores of Kathmandu Valley.

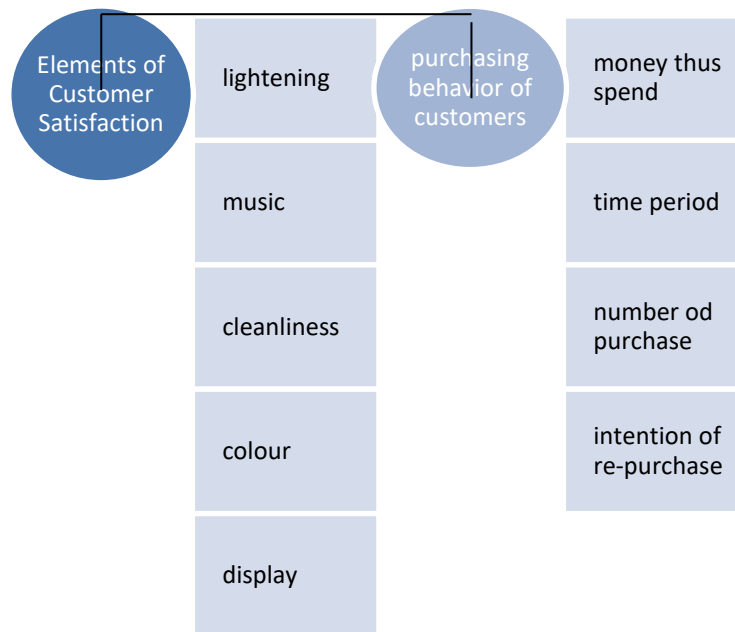


Figure 2: Framework showing element of customer satisfaction & purchasing behavior

#### 4 Data Analysis/Results of the Study

The study was conducted by visiting different retail stores of Kathmandu valley namely Bhatbhatini, Big Marts, Sales Berry, Civil Mall, City center, Rising Mall with random respondents who visited the shop and purchased products from these retail stores were music is played at different sections of the retail store. The data were collected with the help of questionnaires thus distributed to them. Likewise, orally interview was taken with the store staffs as far as possible to get more information about the impact that music that is creating on the purchasing or buying behavior of people in the store.

The entire respondent who were interested to fill the questionnaire were chosen for collecting the data. The respondent includes mostly from age of 16 to that of 60 years of age who visited the store. About 200 respondents were approached within 3 months to 4 months of time. It was very difficult to make the customers fill the questionnaire by themselves as everybody seems to enjoy in the respective retail store thus selected for the study. As the stores have branches located at various place, as far as possible information was collected from the branches where there seemed more crowd of people who visited the store to but the products.

For analysis of data SPSS tool is used which helped to connect and analyze the data as far as possible. The insight of the data thus collected is shown below systematically for better understanding. Through SPSS data can be shown through the use of charts, graphs etc. also. For this study data are shown mostly in tabular form.

##### 4.1 Presentation and analysis of data

For this study, primary data analysis is done as data were collected by reaching the various stores thus selected namely Bhatbhatini, Big Marts, Sales Berry, Civil Mall, City center, Rising Mall situated at different places of Kathmandu valley. These entire stores represent to show the impact of music on consumer buying behavior in retail store. In order to know what kind of impact music creates in the store and what kind of change in behavior occurs, what motivates consumer to buy or purchase more products as well as what makes them stay longer in the store, to know about all these information questionnaire survey is done with the help of respondents that came to purchase the product from the store. SPSS is used to determine various questions and get answers of those questions systematically for this research study.

#### 4.1.1 Gender with respect to those often-visiting retail store

Table 4.2.4: Gender with respect to those often-visiting retail stores

Visiting retail store	Gender		Total
	Male	Female	
regularly	15	25	40
weekly	32	32	64
monthly	38	40	78
yearly	10	4	14
no idea	2	2	4
Total	97	103	200

From above table we can observe that, total of 40 respondent 15 male respondent visits the retail store on regular basis whereas 25 female respondents visit the store on regular basis. Likewise, on weekly basis, 32 males with respect to 32 females visit the store. On monthly basis 38 number of male respondents with that of 40 female respondent visits store often. In addition to this, 10 male respondent visited store on yearly basis in comparisons to 4 female respondents. Likewise, after all these analyses, it was found that 4 respondent who filled the questionnaire responded to having no idea were 2 were male and the other 2 were female.

#### 4.1.2 Gender with respect to music consumer appreciate

4.2.5 Gender with respect to music consumer appreciate

Appreciated music	Gender		Total
	Male	Female	
Stay Longer	79	55	134
Re-visit	22	15	37
Recommend	5	3	8
Purchase more	20	1	21
Total	126	74	200

From the above table we can see that, out of total 200 respondents who visited the retail store for shopping appreciate the music which they like. So, when such kind of music is played in the store then change in their purchasing behavior takes place. The music that is played when consumer like then they feel like staying more longer in the retail store, revisiting, recommending to visit that place time and again to others or even this leads them to purchase more. So, with this to make them fill the questionnaire according to their perspectives, data were collected and interpreted.

The total of 134 male and female consumer responded that they feel like staying more in the retail store when the music they like is played. The total of 37 respondent responded that they like to revisit the store due to the atmospherics thus created. Similarly, the total of 21 respondent responded that they want to purchase more. In this way, we can observe that when appropriate music is played in the retail store then people mostly feel like staying longer in the retail store respectively.

## 5 Discussion (Summary), conclusion and recommendation

### 5.1 Discussion (Summary)

This study is done in with the purpose to show the impact of music on consumer buying behavior in retail store where the study was done being based on Kathmandu valley retail stores. Hypothesis were made to show the significant relationship with the music played on the store with the purchasing

behavior as well as time spend by customers on the store. And through all the analysis and data collection these hypotheses were proved to be true that in retail store music plays a vital role which helps to increase the purchasing behavior of people by increasing their motivation factor in them. It was also proved that due to the music played on the store, customers who visit the retail store spend a lot of time in store selecting various products and enjoying them self in the retail store where music is played.

The research thus conducted has presented unanticipated results. The study intended to find whether the ambiance created by music makes customers spend extra time in the store considering the other elements of the store in some way too. Likewise, on the other way the study also intended to find whether music motivate customers to purchase more when music is played in the retail store. Keeping other elements of the retail atmospherics at side, this study focusses on the music thus played on the store and the impact it is causing in the purchasing or buying behavior of people in the retail store. The study does not intend to compare other atmospheric elements of the retail store and its influence on the shopping during of people in the store except the music thus played on the store.

Though the dependent variables thus figured out such as lightening, arrangements, temperature are the factors that influence the customers to spend more time on the store, the in-store music had one of the highest ratings among them. The various ratings thus given by various respondents ultimately showed that music plays the vital role in the retail stores for increasing number of customers to purchase the products that are made available as well as to increase the sales at large. However, the result considering the music influence on time spends does have filled the gaps thus found in literature review respectively.

Moreover, from this study it was found the likeability of music to the target audience leads towards their satisfaction as well as it helped to bring change in the perception of people. It was analyzed from the study and data collection that, when customers feel satisfied in the retail store, they spend more time in the particular store purchasing and selecting various kinds of product. It is all because of the pleasant environmental music thus played on the store.

## **5.2 Conclusion and recommendation**

From the review of the research it can be concluded that playing appropriate music in the retail store is preferred by the customers in the retail stores. Therefore, supermarkets and retail stores of Kathmandu valley namely, Bhatbhatini, City center, civil mall, rising mall etc. should continue playing music in their store according to the nature of products they have arranged in their store. In order to achieve the highest positivity in customers mind, playing music is very important respectively.

Generally, a question arises in every one mind about consumer behavior that is, does emotions that people feel while music is played on the store affect the purchasing behavior of people when they do shop in the retail store. The answer to this question was clear from this research study as people when go for shopping and experience musical environment then they feel good and relaxed. They enjoy themselves with the atmosphere that is created due to the musical environment thus created by the retail store. Positivity exist in consumer as a result there is increase in purchasing behavior.

Along with all these there are various factors that affect consumer buying behavior. Some of the major one includes purchasing power, group influence, personal preferences, economic condition, marketing campaigns(Allen, 2018) etc. Retailers should keep in mind about all this thing while making strategies. In this competitive market with all these things music should be the biggest component which should be involved so that it helps to increase purchasing behavior of people.

Playing music in the retail store has been precise. The literature review, surveys, findings importance, significance that are used for this study can be used as an effective tool by retail marketing in order to increase the customers in the retail stores and also increase the purchasing behavior of people which ultimately helps to increase the purchasing rate.

Moreover, a close relationship was found between music and consumer behavior. It has been found that higher the customer experience in the retail store higher will be the repurchase behavior of people in that particular store.

Ultimately, all this leads to word of mouth promotions too. In other words, it means that when retailers give more emphasis on retail store atmosphere will increase customer satisfaction and it will help to increase sales in the stores. A relax environment is very important to increase customer satisfaction. Thus, all this showed a huge impact of music on consumer buying or purchasing behavior in the retail store respectively.

In this study, more focus is given to the music thus played on the store in order to show the impact of music on consumer buying behavior in retail store but along with these the store should also focus on the improving the customer service they provide to the customers. It will help the customers feel comfortable. The staffs should follow customer friendly policies to engage customers at large for better result.

Moreover to make the customer come to the shop for repurchasing purpose, retailers should add new products in their product line (Waters, 2019) so that with the music thus played in the store consumers engage themselves selecting the products which could be more beneficial to retailers. In this way these are some of the major recommendations that can be provided for the reference of future researchers as well as retailers.

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