

IN-STORE MUSIC: IMAGES OF SELLERS RELATED TO THEIR LISTENING BEHAVIOR

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Background

Positive evaluation of in-store music influences perception and appreciation of in-store atmosphere. While appropriate music can positively affect consuming behavior, inappropriate use of music can annoy customers. It was found that exciting music (loud music, fast tempo) increases the level of arousal, but does not increase consumption or amount of purchasing.

Aims

The aim of the present study was to investigate factors influencing images of function of in-store music. It was hypothesized that tolerance for excessive use of music in public spaces might be influenced by music education, everyday listening customs, and general tolerance to noise.

Method

Sellers (N = 130) from various types of stores were questioned. The questionnaires were distributed in stores of various staff around the Czech Republic. Participants were asked about their images of functions and effects of in-store music, their musical preferences, musical education, recent musical activities, everyday listening habits, and tolerance to various kind of noise (traffic, industry, music etc.).

Results

It was found that the sellers in general were positive to in-store music. Although in-store music in the majority of cases was not carefully selected and controlled by the participants, they do not believe that music could annoy customers. Although they suppose that music constitutes a positive atmosphere in a store, they do not believe that music could influence customers' behavior. Analysis of their everyday listening customs revealed that the participants from large towns and cities tend more frequently to listen music as much as possible than people living in smaller communities. Despite the fact that they are annoyed by traffic and industrial noises, they are quite tolerant of music from the vicinity, noisy neighbors or for instance, to signals of mobile phones. The data revealed interesting relations between evaluation of infant crying and music from neighborhoods. Those who are more annoyed by infant crying are tolerant of music from the neighborhood and vice versa.

Conclusion

The data illustrated positive images of sellers about in-store music. There are various factors which might influence a positive approach to overuse of background music in public spaces and in neighborhoods. At present, such factors are not entirely known. It might be that they are linked with preference of recent urban lifestyle.