

# How Shop Environment Including Layout and Music can Out-power the Price of Items Sold?

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**ABSTRACT---** *Music can become a very powerful marketing tool if used in the right way and at the right time. This is why in this paper we will be looking at how music can influence one's purchasing behaviour. This is because music is able to influence one's mood. Furthermore there are some benefits to playing music in stores. Plus there are certain types of music for certain target market and in this paper, it will be revealed which type of market prefers what type of music. Also the age of the customer and the type of music being played in the store also has a relationship. Music can also lead to an increase in one's sales level. The type of music is important and so are the tempo, pitch and volume of the music. Besides that, the store environment that includes a couple of features like the light and color of the store is rather important. Not to forget the layout of the store. The store environment and layout also plays a part in attracting and making sales for the store.*

**Keywords---** shop environment, layout, music and price of items

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## 1. INTRODUCTION

Have you noticed that stores that played interesting music that fits their target market would always have a lot of customers in their store? This is the power of music and it is able to influence customer's purchasing decision. A lot of people may not notice that music does affect them in one way or another; it can be in a good way or bad. But music would really be able to influence your mood. According to a research done, music played in stores do have an impact on consumer behaviour (North, Hargreaves & McKendrick, 1999). Imagine walking into a store that sells what you are looking for and they are playing your favorite music and that leads you to feel like dancing in the store plus the store layout and environment is something that makes you feel comfortable and it provides a relaxing feeling, would it not be a great place to shop? Retailers must be passionate and pay more attention about the store environment because it would be able to affect their sales (Rubel, 1996). The store layout and environment should be able to entertain and keep customers to continue to browse in their shop (Yalch, 1993). This shows how the little things as we see it but it is actually very big if retailers paid more attention to them because they would directly and indirectly affect one's perception and mood.

## 2. MUSIC HAS THE ABILITY TO INFLUENCE YOUR MOOD

According to a research done, music played in stores do have an impact on consumer behaviour (North, Hargreaves & McKendrick, 1999). For some people, they listen to music every single day and if they like the songs, they would soon be able to sing to the song even though the song is not being played. This is the power that music has and it can create a feeling that only music can give. Upbeat music would be an example of music that it can influence your mood. Music that gives out a positive feel would make you feel positive and passionate about what is happening around you (Gitomer, 2013). When customers listened to the music that they liked, it would increase their brand choice (Gom, 1982, as cited in Yalch, 1993). A survey that was done on 52 retail managers and these managers found out that music actually has the ability to influence customer's mood at a shocking rate of 82% (Burlinson, 1979, as cited in Milliman, 1986). Sherman, Mathur and Smith (1997, as cited in Yalch and Spangenberg, 2000) did a survey and they found that there is a positive relationship between shopper's mood, their interpretation of the store, the number of items purchased and the amount of time they spent in the store. Adaman and Blaney (1995, as cited in Callaghan and Growney, 2013) found that mood and

music does have an interaction with one another. Also music has the ability to bring out the emotions of a person especially if the listener is familiar to the music. It can be seen that happy music would bring out a happy mood (Hunter, Schellenberg & Griffith, 2011, as cited in Callaghan and Growney, 2013). It is also proven that creative thinking can be influenced by someone's mood and the music that the person is listening to (Callaghan and Growney, 2013). Researchers have found that to manage one's mood, listening to music can be a way (Lesiuk, 2010; Sarkamo et al, 2008; Van der Zwaag et al, 2012, as cited in Sleigh and Ritzer, 2013). A study done by Sleigh and Ritzer (2013), found that participants that were unhappy were asked to listen to happy music and they had an increase in positive mood. It is also shown that music has an effect on both male and female. Music can also improve or worsen one's mood (Sleigh and Ritzer, 2013).

### **3. THE BENEFITS OF PLAYING MUSIC IN-STORES**

Ritter said that (Ritter, 1991, as cited in Miller, 1991) today, retailers are realizing the importance of music as music can create an image for the store as well as set up a great shopping environment for the customers. The power of music is that it is able to create the pace of how long the customers move in the store, create an image of the store and also attract customer's attention towards the store. Furthermore, music may even have a direct impact on the customer's purchasing behaviour. As music can be linked with the products that they are selling and this would make them purchase even more (Kellaris, 1991, as cited in Miller, 1991). One of the ways a retailer can differentiate themselves from their competitors would be by the music that they play in their store (Yalch, 1991, as cited in Miller, 1991). When the music being played is of the customer's preference then they would spend more time and money in that particular store (Yalch, 1993). During the recession in the year 2008, retailers played big upbeat songs and this indirectly encourages consumers to spend the money that they earned so hard (The Performing Right Society, 2009).

Music can also be an entertainment factor. Music 100 % impacts consumers that are in the store (Rubel, 1996). A research study has shown that the right music would really get people to stay in the store and the wrong music would just drive people away. A recent survey that was conducted by Gallup Organization found that 91 % of retail customers said that music does have an effect on their shopping behaviour and store managers also realize that music does make their shoppers feel more relaxed and spend more time on the store. 86 % of the customers said that music adds to the atmosphere of the store, while 33 % said that music is able to influence their decision to purchase something (Rubel, 1996). People that are price conscious would shop based on their needs but there are also shoppers that would judge based on the music being played in the store (Rubel, 1996). When slow music is played, customers would move slower in the store (Milliman, 1986, as cited in Yalch and Spangenberg, 2000). It is proven that when consumers spend more time in a store, they would tend to buy more (Yalch and Spangenberg, 2000). Playing music in a retail store, restaurant or other businesses would be able to drive sales and also improve customer experience in the store (Eroglu, Machleit & Chebat, 2005, as cited in Gaygen, 2013).

### **4. TYPES OF MUSIC BEING PLAYED IN-STORES AND THE BENEFITS OF IT**

Firstly, retailers should know what types of music that their target customers prefer. Then the retailers should consistently play that type of music that would make the customer be in a good mood and they would feel like they would want to dance around the store (Gitomer, 2013). There are two types of music that are played in-stores. The first would be foreground music and the next would be background music. The retailers would need to pick which music suits their store the best: whether it is foreground music or background music. Foreground music is currently used to boost sales level. Both background and foreground music have their own benefits. Based on the Michael Malone, the founder of AEI Music Network, he says that they offer their customers foreground music as it enhances the view of the product that they are selling. Foreground music is a music that is meant to be heard by the customers and this type of music is used to keep the customers for a longer time in the store (Rubel, 1996). Music that can turn up the mood would make shoppers feel energized thus resulting in them being more adventurous and they would decide to explore more of the store and end up shopping more (Yalch, 1993). Retailers are now designing music that would suit the preference of their customers (Rubel, 1996).

A study that was done on retail managers at 52 stores found that 76 % of customers actually bought more when background music was being played (Burlinson, 1979, as cited in Milliman, 1986). When background music was played in a restaurant, it proves to create a soothing and an environment that keeps the customer coming back for more and this would cause customers to consume more alcoholic drinks. Thus it can be said that background music is able to affect consumer behaviour in a restaurant (Milliman, 1986). When classical music was played as the background music, customers tend to select more expensive merchandise (Areni and Kim, 1993). Areni and Kim (1993) did a study and they found out that background music did influence the amount of money that shoppers spent and classical music produced a higher level of sales as classical music led them to buy more expensive products. Classical music brings out the feeling of sophisticated and upper class atmosphere for the customers to consider only expensive merchandise (Areni and Kim, 1993). Yalch and Spangenberg (1990, as cited in Areni and Kim, 1993) stated that if retailers would want to appear as high prestige and high price image, they should consider playing classical background music in their stores. A research done by Areni and Kim (1993) on patrons at a wine cellar found out that patrons would spend more money when classical music was being played in the background. In this study, they found that playing classical music would influence customers to buy more expensive wines rather than buying more bottles of wine (Areni and Kim, 1993). A survey was

conducted on a few patrons at an Australian restaurant, the results was upscale music like jazz, popular and classical would be able to effect one to spend more compared to when no music was being played (Wilson, 2003, as cited in Gaygen, 2013). In a laboratory study, Broekemier, Marquardt and Gentry (2008, as cited in Gaygen, 2013) found that subjects in the study would have greater shopping intentions when exposed to happy music.

### **5. PLAYING DIFFERENT TYPES OF MUSIC FOR DIFFERENT TARGET MARKET**

Ritter (1991, as cited in Miller, 1991) said that retailers can customize the music to the needs of their customers based on their demographics and also according to the products that the retailers are selling. Today with technology, retailers can easily change the music that they are playing in their store at certain time of the day to suit their customer's needs. A retailer at a department store is able to play different music for different parts of the store for their customers because there is the present of technology (Miller, 1991). A study done by Muzak, and he found out that shoppers actually spend more time when the music being played matched their demographics. This could be supported with the fact that when the music matched their demographics, customers spend an average of 18 % longer in a store and they made 17 % more purchases compared to when the music did not match their preference (Miller, 1991).

Retailers should play different types of music in different parts of the store as to appeal to their different customers; this is known as zoning your music according to parts of your store. An experiment was conducted in a large retail store in the United States where three types of music were played in two departments that were targeting different age and sex. The result of this experiment is that playing music that suits the customers will increase your sales level, where shoppers that are happy will purchase and spend more money (Yalch, 1993). It is also found that when store managers practice zoning, where in certain area a type of music would be played, it becomes more effective in attracting customers (Yalch, 1993). Based on an experiment that was done, they found out that shoppers spent more time when a New Age music was being played. Based on this research the New Age music was played on week days and shoppers did shopped longer during those periods (Yalch, 1993).

When background music was played in the women's department, they were more likely to make a purchase and also spend more money. For the women, they found the store to be friendlier and more sophisticated and less down to earth when background music was being played. While in the men's department, when the foreground music was played, they were more likely to purchase and spend more. This is because men perceived the store to be more spacious and less expensive when foreground music was played. The shoppers in the women's department stated that they liked the foreground music better and it was similar to the music that they listen too (Yalch, 1993).

It is proven that for the younger generation in a department that caters specifically to them, they would purchase more when foreground music was being played. As for the older women, background music being played would attract them to buy more (Yalch, 1993). For young men and women, music is very important to them and it is part of the creation of the store (Rubel, 1996). According to MacInnis and Park (1991, as cited in Areni and Kim, 1993) they said that if the music being played fits how the retailers are trying to persuade their customers then it would be able to influence their customer. Yalch and Spangenberg (1990, as cited in Areni and Kim, 1993) did a comparison between easy listening music and Top- Forty music on shoppers. They found that younger customers (under 25 years) spend more time in the store when they are exposed to easy listening music, while older shoppers (25 years and above) spend more time in the shop when Top-Forty music was being played.

### **6. AGE OF THE CUSTOMER AND TYPES OF MUSIC TO SUIT THEIR NEEDS**

An experiment done in the United States show that store music and age of the customers does have a relationship. Middle aged shoppers at the age range of 25 to 49 shopped more and spend more when foreground music was being played. While for shoppers over the age of 50, shopped more and purchased more when background music was played (Yalch, 1993). In a research conducted, they found that younger shoppers under the age of 50 preferred the foreground music and to them it was more similar to their usual music. As for the shoppers that are over 50 years old, they preferred the background music. It is said that when foreground music was being played, the older shoppers would spend more money and time, while the middle aged shoppers would spend more money and time when listening to foreground music. As for the younger shopper under the age of 25 years old said that they would spent more time shopping when background music was being played but they would spend more money when foreground music was being played (Yalch, 1993).

### **7. PLAYING MUSIC IN- STORE CAN AND MAY INCREASE YOUR SALES**

Music can be used as a marketing tool that can help increase sales for the store (Rubel, 1996). According to Gitomer (2013), music that retailers play in their stores can have an effect and impact towards their sales volume. Plus it also depends on the type of music that they play, to Gitomer (2013) if retailers play happy music then it would make their customers feel more positive in their mood and also it would bring them the extra push to feel interested about shopping (Gitomer, 2013). When music was played in stores, shoppers made a 55 % more purchases compared to 47 % when no music was being played. It is also found that with music, shoppers would feel the departments are more desirable when certain type of music was being played and they would tend to purchase more (Yalch, 1993).

During the recession in the year 2008, retailers played big upbeat songs and this indirectly encourage consumers to spend the money that they earn so hard (The Performing Right Society, 2009). Furthermore, retailers have proof again and again that playing music in a store can influence sales (Rubel, 1996). According to Areni and Kim (1993, as cited in North, Hargreaves & McKendrick, 1999) they found evidence that music does really influence actual sales level. An example would be in an American wine cellar, where when the store manager played classical music, and classical music would lead to the sales of more expensive wines (North, Hargreaves & McKendrick, 1999). A study was conducted to test if there was a relationship between the in store music and the knowledge of the product being sold, this study was conducted in a wine cellar. The study involved 82 shoppers that bought wine. They found out that when French music was being played, more French wine was sold compared to German wine, whereas more German wine were sold when German music was played. Thus from this results we can conclude that music does influence a customer's product selection (North, Hargreaves & McKendrick, 1999).

## **8. THE IMPORTANCE OF PITCH, SPEED AND TEMPO OF A MUSIC**

The type of music being selected and played in the store is very important but another important thing would be the pitch, speed, volume and tempo of the music. Kellaris (1991 as cited in Miller, 1991) did a study on how the pitch of music can affect one's behaviour, thoughts and feelings. He conducted a study with 3000 students, and he found out that one out of four students that heard the music in a major key felt a more positive in their thoughts and feelings compared to when the music was played in a different key. Besides that, he also found out that when the tempo of music was increased, there was a favourable response. According to Milliman (1982, as cited in Yalch, 1993), he stated that supermarket shoppers shopped longer, moved slower and purchased even more products when slow tempo music was being played compared to fast tempo music. And on another research by Smith and Curnow (1966, as cited in Yalch, 1993), it says that shoppers shopped for a shorter period of time when loud music was being played.

When fast music was being in a store, it would cause customers to move more quickly in the store (Yalch, 1993). Music that is fast would cause customers to feel agitated this would influence their buying behaviours and as a result, they would buy less (Buckley, nd.). According to Milliman (1982, as cited in North, Hargreaves & McKendrick, 1999), he stated that slow music condition would cause shoppers to spend more money because fast music would cause shoppers to move quickly in and out of the store. It is proven that music tempo can really affect purchases and the length of time spent in the store. Music can also create an approach or avoidance atmosphere for retailers (Milliman, 1986). An experiment was conducted in two large supermarkets and the results showed that when loud music was being played, people left the store really quickly (Smith and Curnow, 1966, as cited in Milliman, 1986).

In a study that was conducted in a medium sized supermarket by Milliman (1982, as cited in Milliman, 1986) about music tempo, he found that slow tempo background music produced a slow pace of in- store traffic and this caused a greater sales volume. Milliman (1986) did a study on restaurant patrons and he found that the tempo of background music would affect the patrons dining speed. The customers in the restaurant were given slow music when their food was served and they took more time to eat and leave the restaurant. Also when slow music was played in a bar, customers actually drank more. This means that when slow tempo music was played, customers ate slower and drank more alcoholic beverages. This is because background music would be more relaxing and soothing thus creating an approach condition for customers. When consumers are exposed to slow music, they would spend 38% more time in the store compared to when fast music is played (Milliman, 1982, as cited in Yalch and Spangenberg, 2000). Smith and Curnow (1966, as cited in Yalch and Spangenberg, 2000) stated that shoppers spend less time in the store when loud music was being played. In a survey done in Egyptians malls by El Sayed, Farrag and Belk (2003, as cited in Gaygen, 2013), they found that slow tempo music would create more intention of buying compared to fast music. For some shoppers in a mall, when slow tempo music is being played, they are more likely to snack or browse through the store even though there is no buying intentions (Eroglu, Machleit and Chebat, 2005, as cited in Gaygen, 2013).

## **9. SHOP ENVIRONMENT DOES ATTRACT THE CUSTOMERS ATTENTION**

Retailers must be passionate about the store environment because it would be able to affect their sales level (Rubel, 1996). The store layout and environment must be able to entertain and keep customers in their shop. Shop environment like the lighting, shelf arrangement can affect the customer's behaviour and this would lead to the increase or decrease in sales. When shoppers enjoy the shopping environment and experience, they would shop longer and thus they would be exposed to much more merchandise (Yalch, 1993). On a study done by Donovan and Rossiter (1982, as cited in Yalch, 1993), they found out that a pleasant shopping environment would make shoppers spend more time in the store. Besides music, lighting, merchandise layout, temperature and colors also can influence shoppers. Besides things that customers can see, the behaviour of other shoppers and the sales clerk would also influence customer's behaviour (Yalch, 1993). A store atmosphere would be able to have an effect on the cognitive components of the customer's brain. It is said that the color, signs and display would be able to influence the cognitive dimensions of the customer. Colors like cool colors as well as warm colors like red would bring displeasure to the customers. A store that has a relevant number of displays and signs can also have a positive influence on the customer's perception towards the store (Buckley, nd.). From the furnishing to the lighting of the store, retailers must know that it is a conscious decision that they must make and pay attention too (Rubel, 1996). An example to look at would be Limited or Gap because they really care about their image,



thus this leads them to control their stores because it can affect their consumers behaviour. Gap and Limited would control the store color schemes, fixtures and music because all this help convey the store image that they are trying to create. The heat and light of the store does impact the consumers that are in the store. The store environment and elements would work together to help entertain the customers and this would help keep them in the mood to continue to browse the store. Shoppers that are very price conscious would also judge a shop based on the shopping experience that the retailers provide (Rubel, 1996). During the holiday season, a lot of consumers left retail outlets empty handed because they felt like the layout was confusing. In a survey that was conducted, they found out that 26 % of consumers left the store because the layout was too confusing. Thus retailers would need to improve on store navigation and merchandise organization because this would help increase customer conversion and the amount of dollars spent (Consultant, 2007). Store fit outs and visual merchandising that is interesting would be able to benefit the retailer, plus good quality lighting is also important.

Store space should be enhanced so that it would be able to engage and attract customers. A store that is lighted properly would be able to bring out the vibrant colors of the store and this would enhance the store ambience and mood of the customers (Fitout, nd.). According to Milliman (1986), the atmosphere of the store is more influential than the product itself. The designing of the store that is conscious creates certain effects in the buyer's mind (Kotler, 1974, p.40, as cited in Milliman, 1986). There is a Mehrabian/ Russell model that would explain the effects of store atmosphere upon customer's shopping behaviour. This model tells us that an environment provides an approach or avoidance behaviour for the customer. In the approach behaviour, it shows the response that people would physically move towards something in the store, have a connection with others in the environment through verbal communication and eye contact and it also involves getting more involved in the environment (Booms and Bitner, 1980, as cited in Milliman, 1986). While in the avoidance behaviour, the people would try to get out of the environment and they would also ignore the communication that others are trying to send out (Donovan and Rossiter, 1982, p.37, as cited in Milliman, 1986). Mehrabian and other environmental psychologists think that people's feelings and emotions would affect the way they do things and how they do it (Donovan and Rossiter, 1982, p.39, as cited in Milliman, 1986).

The pathway of the store is created with the use of the flooring, lighting and signage that would guide customers from right to left. Stores that are in bold and primary colors as well as crisp white are appealing colors to retailers and also consumers. Retailers can make their store environment more appealing and inviting with the use of good color schemes, LED, compact fluorescent, metal light fixtures and floor tile that is upgraded (Weltman, 2011, as cited in Keller, 2011). Retailers are now looking to create a store environment that uses natural materials because it creates a warmer and a more approachable environment and this would make customers enjoy and have a memorable shopping experience (Joseph Bona, 2011, as cited in Keller, 2011). In a study done by Babbitt (1878, as cited in Yalch and Spangenberg, 2000), he found that red color walls would cause people to be violent, while blue lead to people feeling calm. People that are exposed to a more positive condition tend to be more creative (Callaghan & Growney, 2013). Kotler (1973, as cited in Zhou and Wong, 2003) talked about the importance of the store atmosphere as it has the chance to create purchases to happen.

In another study done by Wilinon, Mason and Paksoy (1982, as cited in Zhou and Wong, 2003) found that in-store promotion and the changes in store display would have the greater chance in affecting sales compared to advertising. In – store point of purchase (POP) display is important as it is the final chance for the retailers to communicate with the customers and to get them to buy (Zhou and Wong, 2003). It is found that in-store POP posters can influence customers at about 70 % to actually make an unplanned purchase (Cosgrove, 2002; Lee, 2002, as cited in Zhou and Wong, 2003). For retailers to increase the chance of impulse buying, retailers can make the store environment more complex, stock more merchandise, create a atmosphere that would get the customers moving and increase information in the store about the product (Rook & Fisher, 1995, as cited in Zhou and Wong, 2003). Besides being in an environment that is nice, salespeople in the store is also important and if the salesman has a very pleasant voice it would be beneficial to the retailer because his voice can affect the sales of the store (Seashore, 1923, as cited in Factor in Buying, n.d).

## **10.STORE LAYOUT CAN AFFECT YOUR SALES**

Consumers are inspired by the store design and the presentation of the products on the shelves. Customers only buy the products that they are able to find (Klein and Bartmann, 2008). In a study done, they found that most shops in the market guide their customers through the store in an anti-clockwise direction because most the people are right handed (Underhill, 2000, 76, as cited in Klein and Bartmann, 2008). Customers tend to notice products that are on the left hand side of the aisle because the walls in the store create a feeling of security for the customers to continue to shop (Appleton, 1986, as cited in Klein and Bartmann, 2008). However if the customers are directed to the store in a clockwise position, they would be able to remember more products and this would give the customers a positive attitude towards the store (Klein and Bartmann, 2008).

For a retailer to be successful the shoppers must have the knowledge of where the products are in their mind because then the customers are able to shop more effectively (Klein and Bartmann, 2008). Products should be placed in a way that can increase the attractiveness of the products (Nelson and Ellison, 2005, as cited in Valenzuela and Raghurir, 2009).The importance of product placement on a shelf is very important in the first three to five seconds because this would determine the customer's product selection (Nelson and Ellison, 2005, as cited in Valenzuela and Raghurir, 2009).

Based on Dreze et al. (1994, as cited in Valenzuela and Raghubir, 2009) a study of eight product categories and there are 115 items per category, they found that the physical location of the products would be able to effect the sales volume. The positions where the products are placed on the shelves are very important because products that are placed at the worst position would be able to see an increase in sales of 40% when they are moved to the best vertical position available in the store, whereas products that are moved to a horizontal position would be able to see an increase in sales by 15%. A shelf management model is proposed, to measure the direct and indirect impact of store layout on the sales volume (Nierop, Fok and Franses, 2008). Bultez and Naert (1988, as cited in Nierop, Fok and Franses, 2008) built on the work of Corstijens and Doyle (1981, 1983) about their Shelf Allocation for Retailer's Profit (S.H.A.R.P.) model which is about optimum shelf space for stock keeping units. For a product to improve in its sales volume, the shelf place given to a product is very important.

Based on an experiment done by Dreze et al. (1994, as cited in Nierop, Fok and Franses, 2008) there are two types of shelf management, the first is space to movement and the second is product reorganization. The first one is about how the shelves are customized based on past store movements and this movement is able to increase sales at a 4% rate, while the second one is about the product placement that is to make shopping easier and this can increase sales at about 5-6 %. Location of the products can deeply affect sales and products that are placed at eye level perform the best (Dreza et al., 1994, as cited in Nierop, Fok and Franses, 2008). Based on a study done by Nierop, Fok and Franses (2008), they found that shelf layout really affects sales and the marketing effectiveness done by the retailers. In this study, they stated that for retailers to gain the most profit they should have the maximum number of facings plus the shelf height and distance of the aisle also plays an important role. For an item to sell more, there need to be more facings.

The aisle of the store also plays an important role as the size of the aisle is about how much area that the shopper does not have access of because it is occupied with products and staff. The aisle of a shop can affect the sales level because the size of the aisles will cause the consumer to take a longer time to spend their money (Sorensen, 2009). One of the ways for retailers to be able to deliver a satisfying shopping experience would be through an innovative store design (Keller, 2011). Retailers that want to maximize their floor coverage should locate their cashiers at the side or at the back of the sales area; this design would encourage the customers to travel through the whole store (Fiedler, 2011, as cited in Keller, 2011). Weltman (2011, as cited in Keller, 2011) stated that for a store to serve its purpose of selling their merchandise, they should have a solid store design. Also retailers are now redesigning their store layout so that it can achieve a greater flow of customers. When stores are design in a proper manner, it would be able to increase customer satisfaction and also increase customers purchases (Weltman, 2011, as cited in Keller, 2011).

When retailers design their store, they should consider the traffic flow in their store because if the counter is located to the right, this design would not encourage customers to walk through the whole store and shop. One of the best ways is to place the feature display at the right of the entrance (Weltman, 2011, as cited in Keller, 2011). Furthermore, store design should show off the multiple products in a simplify manner as well as encourage true shopping because a store design can really affect customer's perception (Daniel, 2011, as cited in Keller, 2011). According to Joseph Bona (2011, as cited in Keller, 2011) he stated that retailers should use layouts that will direct customers around the store and the retailers should also create specific merchandise zones as this would make the customers understand how to shop in their store. Two layout elements that can create a top of the mind effect onto customers would be store visibility and the interior decor. This is because the visibility and interior of the store can provide for security to the customers and sales (Fiedler, 2011, as cited in Keller, 2011). Also retailers are encouraged to place their service counter to the left side of the store as this would be able to encourage shoppers to walk through the entire store. When service counters are placed in the center or on the left or at the back of the store, this would encourage customers to walk around the entire store and this would lead to the increase in sales (Weltman, 2011, as cited in Keller, 2011). The store layout is created in a way to have individuals lingering in the store longer. Another way to have customers walk through the entire store would be to have hidden sales display that would make the shoppers feel like exploring the entire store to obtain the excitement (Yalch and Spangenberg, 2000). Stern (1962, as cited in Zhou and Wong, 2003) found that impulse buying is likely to happen if the products are displayed in a prominent style. For impulse buying to happen, retailers should pay attention to the in-store setting of the products and on-shelf position of the products (Abratt & Goodey, 1990, as cited in Zhou and Wong, 2003).

## **11.DISCUSSION**

As this paper reaches the end, we now can all see the power that music has on one's mood and behaviour. Music is becoming more and more common to people today with the help of technology. For me, music would be able to change the way I feel. If I am shopping and the store plays a music that I like so much, the music would really affect my mood. According to a study done by North, Hargreaves & McKendrick (1999), they found that playing music in stores does have an impact on consumer behaviour. Another study done by Sleigh and Ritzer (2013), found that if they exposed unhappy people to happy music, they would have an increase in positive mood. This means that if a store plays music that gives out a happy feeling, people that walk in the store and is feeling sad or happy would be able to be affected by the music and they would feel happy. This shows the power of what music can do to one's mood. And when your mood is affected, so would your purchasing behaviour. Music may even have a direct impact on the customer's purchasing

behaviour (Kellaris, 1991, as cited in Miller, 1991). 33 % said that music would influence their decision to purchase something (Rubel, 1996).

From the study done in this paper, we can see that playing music in stores does have some benefits to the retailers as well as the customers. Music can also help retailers during the difficult times of recession, with music sales level can increase a bit even though there is a recession. This can be seen during the recession in the year 2008; retailers played big upbeat songs and this indirectly encourage consumers to spend the cash that they work so hard to earn (The Performing Right Society, 2009). According to Gitomer (2013), music that retailers play in their stores can have an effect and impact towards their sales. Today music is used as a marketing tool that can help increase sales (Rubel, 1996). When music was played in stores, shoppers made a 55 % purchased compared to 47 % when no music was being played (Yalch, 1993). The music being played in your store should fit the products that the retailers are selling.

There are many types of music styles out in the market and the retailers would need to really know what type of music would be suitable for their target market. The right music played for the right target market would lead to sales. Music can make sales happen if the right music is played to cater to the right target market because playing music in any kind of retail setting let it be a store, a restaurant or any business music can drive sales to happen (Eroglu, Machleit & Chebat, 2005, as cited in Gaygen, 2013). If I see myself as a consumer, I would really like it when the store plays my favorite music and this move would indirectly make me spend longer time in the store compared to when the music being played is not my type. A research showed that that 76 % of customers actually bought more when background music was being played (Burlinson, 1979, as cited in Milliman, 1986). Retailers really need to know how to reach out to their customers through the music that they play in-stores. This is because according to a study done by Muzak, he found out that shoppers spend more time when the music being played matched their demographics (Miller, 1991). To prove that certain customers have certain music preference, a fact shows that customers spend an average of 18 % longer in a store and they made 17 % more purchases when the music being played in the store matches their demographics (Miller, 1991). There are two types of music that retailers can play in their store. The first would be foreground music and the second background music. However for the retailers to select which music to play, they would need to know who their target market is and what type of music do they prefer? Numerous researches were done and they found that the younger generation to the middle aged shoppers (25 to 49 years) would always prefer foreground music. While the older generation, above the age of 50, would prefer background music. Yalch (1993) found out that older shoppers above the age of 50 would really purchase more and spend more time in the store when background music was played and that younger shoppers prefer foreground music. When retailers provide what their customers want, they would be able to make these customers into loyal customers as well as gain profit from them. Retailers must know who their target market is then only can they cater to their needs accordingly and have a successful business.

Besides just playing music, retailers also need to know the importance of the music quality in terms of the tempo, pitch, speed and volume because all of this can affect how the customers perceive the store. Have you very felt the moment when you walk into a store but the music is just super loud that you are unable to even hear you friends talking to you? This scenario is likely to happen when retailers are not aware of the importance of the amount of noise that their store produces. A research by Smith and Curnow (1966, as cited in Yalch, 1993), it says that shoppers shopped for a shorter period of time when loud music was being played. When slow music is being played, customers tend to move slower in the store and this would lead them to being exposed to more products that are available in the store. With slow music, the customers feel like they have a lot of time and thus shopping becomes more enjoyable and they would spend more time in the store. When slow music is played, customers would move slower in the store (Milliman, 1986, as cited in Yalch and Spangenberg, 2000). It is proven that when consumers spend more time in a store, they would tend to buy more (Yalch and Spangenberg, 2000). When consumers are exposed to slow music, they would spend 38% more time in the store compared to when fast music is played (Milliman, 1982, as cited in Yalch and Spangenberg, 2000). It is really important for retailers to know how the volume of their music can affect one's behaviour and purchasing result.

Besides the importance of music, the store environment is also something that retailers should pay attention too because with an environment that is pleasant and inviting, customers would feel that it is a nice place to shop and spend their time. The store environment has a role of keeping the customers. Retailers need to realize that the way their store is perceived by the customer is going to affect their sales level. When shoppers enjoy the shopping environment and experience, they would shop longer and thus being exposed to more merchandise (Yalch, 1993). Another study done, found that a pleasant shopping environment would make shoppers spend more time in the store (Donovan and Rossiter, 1982, as cited in Yalch, 1993). Other than the way the store look, the people in the store also has an impact on how the customers would perceive the store. The behaviour of other shoppers and the sales clerk would also influence customer's behaviour (Yalch, 1993). When the store environment is enjoyable and the people in the store are friendly and knowledgeable, the customers will feel that it is worth spending their money there.

As we step into the store, we would want to be able to find the products that we need easily and quickly, thus stores should have good store layout and navigation. There are some stores out there that are really confusing where their products are laid out in a very confusing manner. There are always customers that are in a rush and there are customers that shop leisurely. So to be beneficial to both parties, the store layout should be easy to access, easy to find the products and is appealing to the customers. According to Milliman (1986), the atmosphere of the store is more influential than the product itself. Retailers would need to improve on store navigation because this can increase customer growth and the

amount of money that they spent (Consultant, 2007). When retailers understand what appeals to their customers, all they need to do is set the environment to the best way possible and they are on their way to see an increase in their sales level. People like being around an environment that pleases their eyes and an environment that gives out a pleasant feeling. This is like what people always say that “first impression matters the most”. Your products must be able to catch the eyes of the customer. This is because when customers are able to see the product, they would stop and think if they would need it and sometimes this can lead to a sale.

## **12. CONCLUSION**

For a retailer to be successful, there are a few ways to do so. The first would be to know who is their target market and what music interest them the most because if the retailers are able to hit this note right, customers will actually spend more time and money in your store. Other than that the store should have a layout that is easy to navigate and that creates a pleasant environment. The store environment would always play an important role because that is what keeps the customers coming back for more regardless of the price of the products. When the store environment creates a comfortable feel for the customers, the customers will feel delighted and this would lead them to come back again. Marketing today is not hard as long as retailers know who they are targeting and what the customers are seeking for in the market. Most importantly, retailers must really be aware of the environment that they are creating for their customers because the environment of the store is one of the ways to attract customers into the store and also make them stay in the store and when they spend more time in the store they would be exposed to more products and this can lead to impulse buying that can be beneficial to the retailers. The environment should be perfect so that it can out beat the price of the products. Play the right music for your target market, create the best environment for them and the retailers can expect an increase in their sales level. To run a business successfully, everything must be prepared from A to B, not one step can be skipped because it would be able to affect the store business. Retailers must remember that current customers would be able to create word of mouth and it is a very powerful tool that retailers want the customers to used wisely or it can create disaster for the business. Please your customers and they would be coming back for more plus they would bring with them more customers and more sales. Music, store environment and product layout should be the retailer’s main focus if they want to run a successful business. Create a first impression that is ever lasting in the customers mind. Use all this elements to run your retail store and you can see how happy and delighted your customers will be when shopping in your store. The smile on their faces would put a smile on your face too.

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