

MUSIC AND CONSUMER BEHAVIOUR

“Music has long been an efficient and effective means for triggering moods and communicating non verbally. It is, therefore, not surprising that music has become a major component of consumer marketing, both at the point of purchase and in advertising.” Bruner, 1990.

Did you know that currently 83% of all commercial communication appeals only to one sense – our eyes. That leaves 17% to cater for the other four senses. Quite extraordinary given that 75% of our day-to-day emotions are influenced by what we smell, and the fact that there is a 65% chance of a mood change when exposed to positive sound.

In a world where the impact of traditional advertising is diminishing by the minute, brands need to start looking at a new form of messaging which encompasses more than just sight senses. This will allow the potential to reach people on a more emotional level and build customer loyalty.

Whether you are in the magazine, telco, or fashion retail industry it is always necessary to identify and capitalise on new market opportunities. New forms of broadcast media have emerged over the last decade offering advertisers and store owners new and exciting ways to reach their target consumers with a traditional broadcast-style message. This is where retail radio falls into the picture, fast becoming the choice to take marketing opportunities and businesses to the next level.

From sights to sounds to scents, what people see, hear, and smell will impact how they act, how they feel, and most importantly how they connect with your brand. Understanding this science and influencing buyer behaviour is a crucial way to increase sales in retail. Ambient media has long thought to have positive impacts on consumers and their buying behaviour.

Through research conducted worldwide theorists have been able to determine the effects of music on consumer behaviour, business growth, etc... Take a look at just some of the factual statistics which support the concept of in store radio.

Music is a positive addition to the consumer environment

Stemming from above, if a shopper feels they have spent less time waiting in queues in your shop, you are providing a positive experience which may influence future shopping decisions. Adding to the pleasant experience, shoppers like to listen to background music when they shop and feel that stores providing music care about their customers.

Music can increase sales

“Music is likely to have its greatest effect where consumers have low cognitive involvement with the product” Bruner 1990

Nearly 70% of retailers believe that music increases sales. Background music can influence the amount of time and money, both real and/or perceived, that a shopper spends in a retail establishment. Regardless of the level of impact, atmosphere can help to define a retailer's image, and background music can be an important component of the retail atmosphere.

Music affects shopper time perception

Several studies indicate that music can effectively reduce anxiety, increase positive mood ratings, alleviate depression, and decrease frustration. Music has also been seen to influence consumer's time perception. Standing in queues listening to the right kind of music makes the waiting experience more pleasant and entertaining hence reducing the perception of time in store

Impulse purchases

Creating an impulsive environment can be extremely beneficial in the newsagency world as majority of your stock will be bought on impulse if the right message is portrayed. This is where retail radio can have an effect on impulse purchases.

The Arbitron study found that one in four shoppers think their purchases are influenced by retail radio advertising heard whilst in store and more than 40% of shoppers who heard a retail audio advertisement made an unplanned purchase. 37% of shoppers who recall hearing retail audio advertisements purchased a brand different from the one they originally intended after hearing a commercial or announcement in the store.

Increase brand loyalty

Whether it is your newsagency brand or product brands, corporate branding expert Martin Lindstrom research demonstrates that brand loyalty increases by 30% when more than one sense is used and a whopping 70% when three senses are integrated into the brand message.

Most retail outlets use sight as their one and only senses to attract customers into their store – imagine the experience when you add sound, smell, or touch to the equation.

Source - ACP Connections