



Music and consumption experience: a review

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Abstract

Purpose – The purpose of this review is to examine the influence of music on consumption experience and explore the relationships between musical variables and consumer responses in the context of retailing.

Design/methodology/approach – The paper is based on the review of studies conducted over last 30 years, empirical and conceptual, dealing with a large number of music-related variables and their impact on various dimensions of consumption experience.

Findings – The studies report that music influences consumption experience at cognitive, emotional, and behavioural levels, specifically with regard to attitudes and perceptions, time and money spend, and moods and feelings, in retail experience. The influence of music is moderated by customer and store profiles, purchase timings, and other ambience factors.

Research limitations/implications – The study provides important insights into critical issues related to influence of music, for future research.

Practical implications – The research brings out important issues for designing musical environment in the retail stores to influence shopping experience and consumer responses.

Originality/value – Based on a critical review of important studies, the present paper proposes a framework to understand the effect of music on consumption experience in retail stores.

Keywords Music, Consumption, Consumer behaviour, Retailing

Paper type Literature review

1. Introduction

Use of background music to influence consumer behaviour in modern retail stores is widely recognised. Music has been observed as a powerful stimulus in shaping retail experience. It is widely used for attention, identification, association, and remembrance in retailing. Musicscape has emerged as an integral part of the retail environment in a number of studies. As a key ambient factor in retail environment, music engages, entertains, energises, refreshes, involves, and creates a pleasurable memorable experience for the shoppers. Background music has a direct impact on shopping experience by influencing the purchase needs, overall affective evaluations, and service evaluations (Herrington and Capella, 1994). Studies on the effect of background music in retail stores on consumer behaviour have highlighted its importance as one of the key atmospheric variable in determining overall store effectiveness and reported a range of cognitive, affective, and behavioural consumer responses.

There is considerable amount of interest among researchers and practitioners to explore the influence of musical variables on retail customer experience and find out innovative ways to enhance musicscape effectiveness. Review of literature clearly

