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Music in the Key of Customers

”Playing the right music has a lot of commercially beneficial effects,” says James Kellar, a marketing professor at the university of Cincinnati, not necessarily for the customer, but for the seller. For example, it tends to pull the customers’ attention, distracting them in a way that lowers their sales resistance.”

In other words, the brain can do only so much at one time. As part of the brain is busy processing the music, and part is working to understand what the salesperson is saying, there may be less brainpower available to critically evaluate a salesperson’s remarks.

Kellar points out that music can also subtly encourage shoppers to linger in a store. “We’ve found that lively music can shrink shoppers’ perception of time passage, so that they think they’ve been in a store for less time than they actually have,” he says. “And the more time they spend there, of course, the more likely they are to make unplanned or impulse purchases.”

“One principle of music psychology is the faster tempos are more stimulating and cause heart rates to go up. Some effects of music are universal.”

“We found that people evaluate a store most positively – and this is a little bit different than their perceptions of crowding – when there is either fast tempo music and not a lot of people shopping, or when there are a lot of people and slower tempo music’, the professor says.

What about music on a Web site? “Not that many internet retailers use music,” the professor confides. “The reason? I can’t give you exact numbers, but research shows that a lot of people Web shop at work. You don’t want to be shopping and have a bit of melody give you away.”

Source:

Market Research is the Key, Mary Niehaus, UC **Horizons**