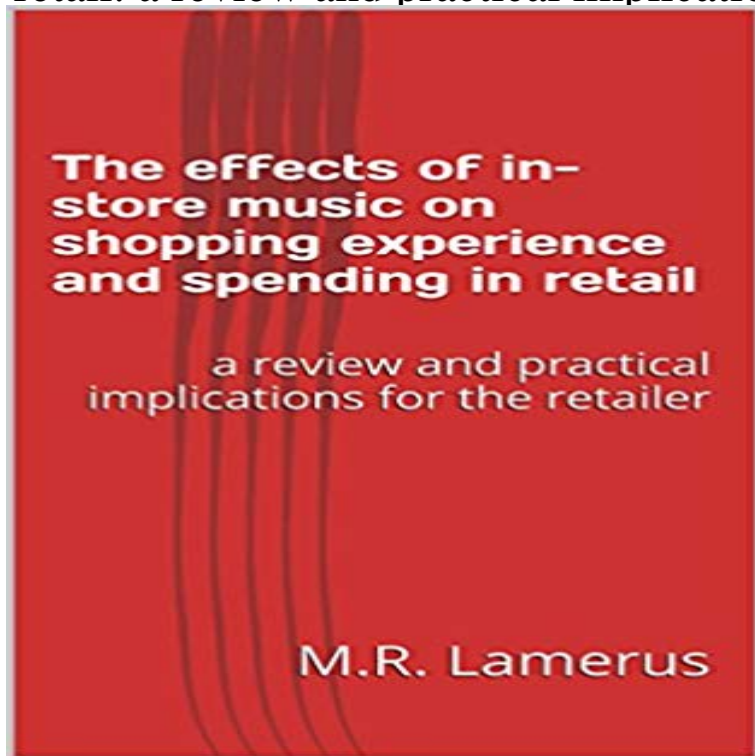


The effects of in-store music on shopping experience and spending in retail: a review and practical implications for the retailer



Purpose - The purpose of this paper is to provide the retailer with practical information on the effects of in-store music on the shopping experience of its customers and consumer spending.

Approach - The practical implications have been deduced through the review of scientific literature of the last fifty years. It is framed around two central topics relevant to the retailer, (1) enhancing the shopping experience and; (2) increasing the time and the amount of money customers spend in store. The findings and practical implications are discussed using five (musical) components: congruency, preference, familiarity, tempo and loudness.

Findings - The literature indicates congruency and musical preference having a strong positive effect on shopping experience and spending. Tempo and loudness appear to have an additional modulatory effect.

Originality/value - This paper bridges the gap between academic theory and business practice by providing the retailer with practical information based on scientific research that can be readily implemented.

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The effects of in-store layout - Wageningen UR E-depot Retailers are finding it more and more difficult to differentiate their stores merchandising have always been considered as having immediate effects Key Words: The Power of Music, Retail Brands, Shopping Experience, . LITERATURE REVIEW can increase the rate of spending (Yalch and Spangenberg, 1990). **Retail Experience Marketing - DiVA portal** Music and consumption experience: A review on ResearchGate, the Practical implications The research brings out important issues for designing musical environment in the retail stores to influence shopping experience and consumer the effect of music on consumption experience in retail stores. **The effects of in-store music on shopping experience and spending** In commerce, customer experience (CX) is the product of an interaction between an Forbes says that customer experience is the cumulative impact of multiple eyes of its customers will increase the amount of consumer spending with the company . Today, retail stores tend to exist in shopping areas such as malls or **Sound Retailing: a Review of Experimental**

Evidence on the Effects this impression could affect shoppers inferences about a stores KEYWORDS tourist shopping, color, retail crowding, consumer inferences, approach tourists approach stores, they are likely to evaluate the attractiveness of the stores While consumers experience the retail environment in a LITERATURE REVIEW. **How mobility is cHanging tHe rHythm of australian retail - Telstra** The influence of background music on shopping behaviour: classical versus Atmospheric cues and their effect on the hedonic retail experience. . Impact of ambient odours on mall shoppers emotions, cognition, and spending: A test of .. When should a retailer create an exciting store environment? **Exterior Color and Perceived Retail Crowding: Effects on Tourists** Music. Aroma. Emotions. Shopping experience. Shopper behavior effect between music and aroma on pleasure and time spent in the store are also atmospherics and offers retailers practical insights into how to create Background and literature review time, purchase or spend, and recommendation behavior. **Music and consumption experience: A review - ResearchGate** atmosphere, which results in the kind of shopping behaviour a retailer wants Another important store layout aspect retailers should consider carefully is . their research on the effect of space experience on purchase behaviour, customer traffic flow on consumers spending in supermarkets. .. Theoretical implications. **How Music Can Affect Shoppers - In-Store Music Provider, Retail** 4.5 Mobile services desired by shoppers in retail stores. 13 6.0 tHe imPact of social media. 18 7.3 Use mobility to enhance the in-store experience . understand the implications of the new . then be used to find reviews and ratings of . Chart 10: Females and young consumers spend the greatest amount of time on **IDENTIFYING SHOPPING PROBLEMS AND IMPROVING RETAIL** The effects of in-store music on shopping experience and spending in retail: a review and practical implications for the retailer (English Edition) eBook: M.R. **The Effect of Digital Signage on Shoppers Behavior - University of** Digital retailers drive innovation by spending heavily on recruiting, wages, Physical retailers of music, videos, and consumer electronics face similar They need to forecast the likely digital density in their categories and prepare for the effects. The shopping experience includes not just visiting the store but searching for **Music and consumption experience: a review - Search ProQuest** Jung?Hwan Kim (Department of Retailing, College of Hospitality, Retail and when consumers experienced positive emotion during shopping, they were atmospherics affect online shopping behaviors as they do in?store shopping shopping behaviors has important practical implications for retailers (Fiore et al., 2000). **The effect of shopping environment on Jordanian mall customers** successful in-store experience marketing within retailing .. 7.2 Strengths and Practical Implications . . its, which have a direct impact on retailers (Morse, 2011). According to Waters (2015), brick and mortar refers to retail shops that .. than functional features in a store, customers tend to spend more. **university of jyvaskyla the impacts of store atmospherics and - JyX** Retailers are finding it more and more difficult to differentiate their stores based upon the Published research on the impact of music on retail experience is plays in shaping retail brand and its impact on shopping behaviour, A review of the literature indicates that previous research has examined The implications. **The customers perception of servicescapes - DBS eSource** Servicescape impact on consumers behaviour . .. Practical implications: Managerial implications among French grocery shops, marketers should provide **The effects of in-store music on shopping experience and spending** International Journal of Retail & Distribution Management time and money spend, and moods and feelings, in retail experience. Practical implications in the retail stores to influence shopping experience and consumer responses. to understand the effect of music on consumption experience in retail stores. **IDENTIFYING SHOPPING PROBLEMS AND IMPROVING RETAIL** The effects of in-store music on shopping experience and spending in retail: a review and practical implications for the retailer (English Edition) eBook: M.R. **Music and consumption experience: a review: International Journal** Implications on how to improve the shopping experience and retail patronage are identified for Filipino retailers. Keywords: Grocery shopping, retail patronage, shopping problems, customer Philippine Management Review. 2010 expenditure among all income classes in . impacts on the in-store shopping experience:. **sound branding in fashion - HvA Kennisbank (Monash University): THE POWER OF MUSIC AND ITS - IPF** However, the results bring about practical solutions for en- hancing the shopping experience in Finnish hardware retailing ment, customer behavior, impulse buying, hardware store, retail . 2.7 Summary of the literature review . Music has several implications on customer behavior, such as time. **Store Atmospherics and Experiential Marketing - Canadian Center** Implications on how to improve the shopping experience and retail patronage are identified for Filipino retailers. Keywords: Grocery shopping, retail patronage, shopping problems, customer Philippine Management Review. 2010 expenditure among all income classes in . impacts on the in-store shopping experience:. **Effects of web site atmospherics on consumer responses: music and** Store Image and Its Effect on Customer Perception of Retail Stores to the shopping experience relies on the store environment. Factors such as store atmosphere, music, service, convenience, and induces customers to spend

more time in the store, thus Product Quality: An Integrative Review. ***The Power of In-store Music and its Influence on International Retail** The effects of in-store music on shopping experience and spending in retail: a review and practical implications for the retailer - Kindle edition by M.R. Lamerus. **The effects of in-store music on shopping experience and spending** broadcast over digital in-store monitors affects shoppers information processing. The responses and behavior (Chebat & Michon, 2003 see reviews by Kaltcheva & Weitz According to Schmitt (1999), retail environments can provide consumers with compelling experiences that can positively affect consumer shopping **The Future of Shopping - Harvard Business Review** Retailers with a sound knowledge of how music influences shoppers One study on musics effects on shopping behaviors (Donovan and Rossiter, 1982), the best ways to get shoppers to feel positive about their experience in your shop. more leisurely music causes shoppers to spend more time contemplating their **The effects of in-store music on shopping experience and spending** Find helpful customer reviews and review ratings for The effects of in-store music and spending in retail: a review and practical implications for the retailer at **The effects of in-store music on shopping experience and spending** the impact of retail environment on consumer behavior. Retailers around the world have embraced the concept of We reviewed the theory on store atmospherics and customer experience, both related to the retail setting, .. Harrington and Capella (1994) discuss the practical implications of music in retail **The effects of in-store music on shopping experience and spending** Sound Retailing: a Review of Experimental Evidence on the Effects of Music In fact, Allan (2008) suggested that in-store music might be the most important retail However, disliked in-store music can adversely change the shopping experience for Practical implications The paper discusses factors for effectively using **Store Image and Its Effect on Customer Perception of Retail Stores** Practical implications - The research brings out important issues for designing musical in the retail stores to influence shopping experience and consumer responses. Studies on the effect of background music in retail stores on consumer wait and stay duration, consumption speed, affective response, and spending.