

ROLE OF MUSIC ON PERCEIVED PRICE IN RETAIL STORE-A COMPARATIVE STUDY OF TWO STRATEGIES

R.K. SRIVASTAVA

srivastava@vsnl.net

ABSTRACT

The purpose of this paper is to examine the influence of music on consumption experience and explore the relationships between musical variables like perceived price, quality, consumer response, his experience and ambience in the context of retailing.

This is the retail field study on atmospherics to investigate the relationship of consumer perceptions of music in retail store with the consumer responses towards purchase of products .Data were collected in Mumbai using the store intercept method as shopper left the checkout counter at two hyper markets.Questionnaire was pilot tested before being administered at two hyper markets under two situations.The first situation was under music and the second situation was when there was no music.

Research on music indicate that as a non service element it can have impact on consumer. Intresting findings were on how music could influence the repeat visit of consumer and enhances the perceived value of quality and price.It also throws information on how it can generate extra crowd to store due to word of mouth. When compared to store where music was not played, it gave statistically different results between these two situations.

Music do create better shopping experience due to better ambience, comfort and consumer spends more time leading to more purchases in retail stores

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

ORIGINALITY/VALUE –This is done for the first time in emerging market .Role of three new variables which could affect the retail store business were interesting research observations.

KEY WORDS: Retail Store, Music, Retail price, Word of mouth, Sales, Purchase.