

The Relationship between Music with Customer Purchase Intention: The Mediating Role of Enjoyment

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Abstract

Background and Aim: This study was designed to further explore this issue by investigating the relationship between music with customer purchase intention with considering the mediating role of enjoyment.

Methods: The present study is classified as applied research in terms of its objectives, while it employs a descriptive-survey and causal approach for data collection. To analyze the gathered data, the research utilized SPSS and PLS Smart software, along with the structural equation modeling (SEM) technique. The statistical population comprises all customers of the Ofogh Koroosh store in Tehran for the year 2022. Given the extensive nature of the population, a sample size of 384 individuals was determined using Cochran's formula, accounting for the likelihood of non-responses to the questionnaires. The questionnaire comprised 10 specialized items, including 3 questions on background music, 4 questions on purchase intention, and 3 questions on pleasure.

Results: Results revealed that music significantly affected customer purchase intention ($T=7.221$). Moreover, music significantly affected enjoyment ($T=6.521$). Furthermore, enjoyment affected customer purchase intention ($T=5.207$). Finally, enjoyment has significantly mediated the relationship between music and customer purchase intention ($P<0.001$). Results of model fit indicated that the research model has good fit.

Conclusion: The results of this study hold significant implications for marketing managers, store atmosphere designers, and all individuals engaged in these fields. It is essential for marketers and designers to recognize that each component contributing to the store's atmosphere, including elements like music, influences customer behavior.

Keywords: Music, Customer Purchase Intention, Enjoyment, Marketing, Modelling

Introduction

As the quality of advertisements has improved, marketers have increasingly aimed to evoke emotional responses from consumers. Recent developments in digital technology enable marketers and retailers to effortlessly choose and play music across diverse retail environments. Background music is commonly utilized in clothing stores, shopping malls, grocery outlets, cafes, restaurants, hotels, and even elevators (Barata & Coelho, 2021; Hwang & Oh, 2020). When it comes to purchasing vehicles, consumers often do not engage in extensive future planning. Consequently, it is crucial to comprehend the impact of post-situation factors on consumer behavior. Background music influences various aspects of retail, including sales performance, product choices, store assessments, customer loyalty, and shoppers' perceptions of wait times (Garlin & Owen, 2006; Hwang et al., 2020). Emotional responses are shaped by contextual factors. While the emotional reactions of children, as reflected in their writings, may not significantly impact us, there are notable distinctions in how different musical elements affect consumer emotions. Previous studies have explored the influence of various pleasant environmental stimuli, such as music, on customer satisfaction, highlighting its significance in the

marketplace and fostering positive exchanges. When music elicits a favorable response from customers, their evaluation of the store tends to be positive; conversely, an unfavorable musical experience can lead to negative perceptions, ultimately diminishing their enjoyment. To cultivate a consistent sensory experience for consumers, retailers should select music based on empirical research rather than personal preferences. Gaining insight into the impact of music on consumer emotions can enhance sales performance and reinforce brand value (Hsu et al., 2021; Petruzzellis et al., 2015).

Certain purchasing decisions require minimal cognitive engagement. In numerous instances, a consumer's choice to buy is influenced by the environmental conditions established within the retail space. Such decisions are often shaped by behavioral factors. Consequently, managers should prioritize the assessment of environmental elements, including the design of store facades and displays, as well as the appeal of packaging and the music played within the store, since these aspects significantly impact target markets (Koo & Ju, 2010; Sbai et al., 2022). Purchase intention denotes the likelihood that consumers will select a specific brand within a product category during a buying scenario, and it can be swayed by various elements such as background music, emotional arousal, enjoyment, and trust. Music serves as a medium for conveying emotions through sound, resonating with an individual's feelings, thoughts, and internal state. Therefore, the inclusion of music in the retail environment can encourage customers to linger longer in the store, thereby enhancing the likelihood of their purchases (Satpathy et al., 2021; Yulianto & Oroh, 2021).

Background music refers to music that is played at a volume lower than other surrounding sounds, making it difficult for listeners to pinpoint its source. This type of music serves as an environmental stimulus and positively influences consumer behavior, eliciting emotional responses. The selection of music can significantly impact a consumer's choice of store; when the music aligns well with the store's atmosphere, its effectiveness is enhanced. Additionally, music can shape customer attitudes; upbeat music tends to foster a positive outlook, whereas melancholic music may adversely affect customers' intentions to make purchases (Chik & Lokman, 2006; El Sayed et al., 2004).

In the present study, pleasure is defined as an emotional and motivational response that arises in an individual's mind as a result of engaging in certain activities, subsequently influencing their purchasing decisions. Consumers are driven not merely by the desire to acquire products; rather, they seek to fulfill their needs or address specific challenges (Hwang, 2018; Roschk et al., 2017). For instance, purchases may be motivated by the desire for entertainment, leisure, social interaction, or cognitive engagement. A retail environment characterized by an appealing and inviting ambiance, along with a convenient location, can enhance the enjoyment of the shopping experience. Additionally, musical style may influence the enjoyment and overall perception of food-related stimuli (Loureiro et al., 2021; Wang et al., 2017). The pleasure derived from shopping refers to the positive emotions experienced during the shopping process, which can vary significantly among individuals. This study was designed to further explore this issue by investigating the relationship between music with customer purchase intention with considering the mediating role of enjoyment. The conceptual model of this study was presented in Figure 1.

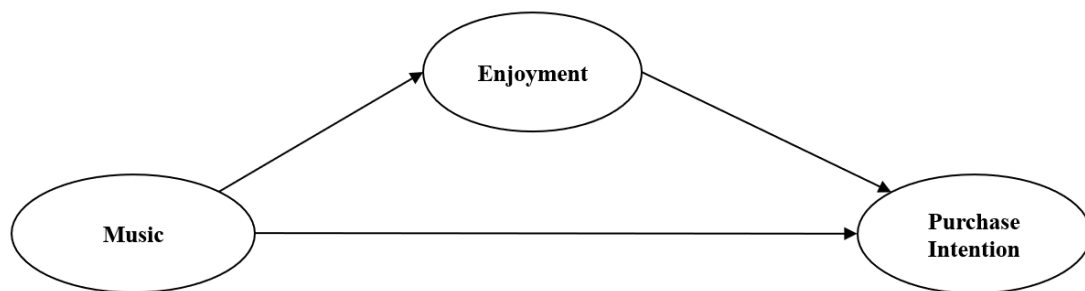


Figure 1. Conceptual Model of the Study

Methods

The present study is classified as applied research in terms of its objectives, while it employs a descriptive-survey and causal approach for data collection. To analyze the gathered data, the research utilized SPSS and PLS Smart software, along with the structural equation modeling (SEM) technique. The statistical population comprises all customers of the Ofogh Koroosh store in Tehran for the year 2022. Given the extensive nature of the population, a sample size of 384 individuals was determined using Cochran's formula, accounting for the likelihood of non-responses to the questionnaires. Due to the lack of a comprehensive customer list, the research employed available sampling methods. Questionnaires were distributed directly to customers present in the store; however, challenges arose due to the non-cooperation of many customers, peak store hours, the first holiday of the year, and irregular customer visits, resulting in a four-month duration for this process. Ultimately,

426 usable questionnaires were collected. The questionnaire was designed using a five-point Likert scale. A notable advantage of PLS is its capability to measure a variable with a single question. The questionnaire comprised 10 specialized items, including 3 questions on background music, 4 questions on purchase intention, and 3 questions on pleasure.

Results

Descriptive data are presented in Table 1. Descriptive results show that in general the level of music was higher than the average. However, customer purchase intention and enjoyment were at medium level. The results of Kolmogorov-Smirnov tests revealed that all variables were normally distributed (all $P > 0.05$). Results of Independent t tests showed that there were no significant differences between men and women in all variables of the study.

Table 1. Descriptive Data

	Music	Customer Purchase Intention	Enjoyment
Mean	3.56	2.63	2.50
SD	0.47	0.29	0.53

Bivariate relationships between music, customer purchase intention and enjoyment are demonstrated in Table 2. Results revealed significant direct relationship between music and customer purchase intention ($P < 0.001$). Moreover, music was directly and significantly associated with enjoyment ($P < 0.001$). Finally, enjoyment was directly and significantly associated with customer purchase intention ($P < 0.001$).

Table 2. Results of Bivariate Relationships between Variables

	1	2	3
1. Music	-		
2. Customer Purchase Intention	$r=0.719$ $P < 0.001$	-	
3. Enjoyment	$r=0.634$ $P < 0.001$	$r=0.509$ $P < 0.001$	-

Table 3 and Figure 2 show the results of structural equation modelling. Results revealed that music significantly affected customer purchase intention ($T=7.221$). Moreover, music significantly affected enjoyment ($T=6.521$). Furthermore, enjoyment affected customer purchase intention ($T=5.207$). Finally, enjoyment has significantly mediated the relationship between music and customer purchase intention ($P < 0.001$). Results of model fit are presented in Table 4 and indicated that the research model has good fit.

Table 3. Results of Structural Equation Modelling

Path	β	T-value
1 Music => customer purchase intention	0.720	7.221
2 Music => enjoyment	0.641	6.521
3 Enjoyment => customer purchase intention	0.536	5.207
	Z	P-value
4 Music => enjoyment => customer purchase intention	6.310	$P < 0.001$

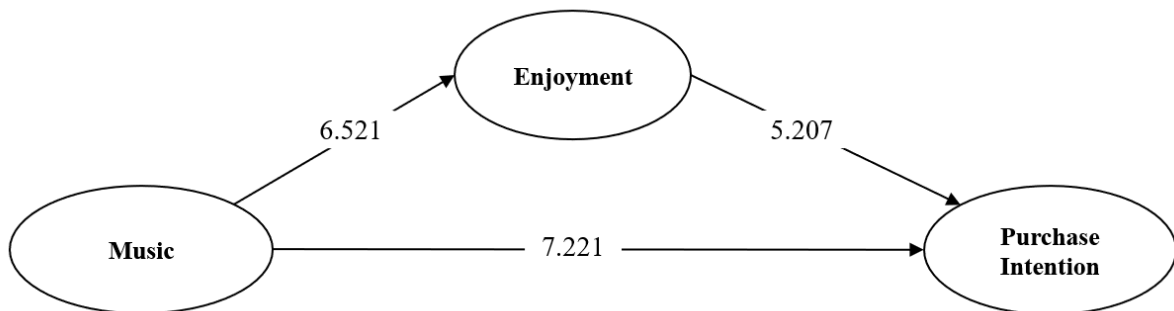


Figure 2. Structural Equation Modelling in the form of T-Values

Table 4. Results of Model Fit

Index	Optimal Range	Obtained Value	Conclusion
RMSEA	< 0.08	0.07	Good fit
X^2 / df	< 3	2.98	Good fit
RMR	Closer to 0	0.01	Good fit
NFI	> 0.9	0.98	Good fit
CFI	> 0.9	0.99	Good fit

Discussion

This study was designed to further explore this issue by investigating the relationship between music with customer purchase intention with considering the mediating role of enjoyment. Results revealed that music significantly affected customer purchase intention. Moreover, music significantly affected enjoyment. Furthermore, enjoyment affected customer purchase intention. Finally, enjoyment has significantly mediated the relationship between music and customer purchase intention.

The unique characteristics of music have a profound impact on individuals' emotions and perceptions. Uplifting music enhances the atmosphere of enjoyment within retail spaces and elevates the excitement among shoppers. Conversely, soothing music fosters tranquility and contemplation, while upbeat music heightens arousal levels. External stimuli encompass various aspects of the physical environment (Adelaar et al., 2003; Douc e et al., 2022). The exhilaration generated by background music can enhance the shopping experience, leading to a surge of positive emotions among customers and an overall enjoyment of the shopping process. Trust is the belief that others will act in ways that are advantageous or, at the very least, not detrimental to us (Wen et al., 2020). The enjoyment of shopping refers to the pleasurable sensations experienced during the purchasing journey. An appropriate ambiance can significantly enhance this pleasure. Elements such as innovative and straightforward design can contribute to increased satisfaction with a product, ultimately fostering greater trust (Chen et al., 2022).

Trust serves as a fundamental element in business relationships, influencing the extent to which each party can rely on the commitments made by the other. It plays a crucial role in guiding consumers' purchasing decisions (Ed Hsu et al., 2021). Enhancing trust among customers is a potent strategy for boosting their intention to purchase hedonic products. The intention to buy can be forecasted through individuals' mental attitudes and social norms. The experience of pleasure contributes to purchase intention by fostering trust (Dub e et al., 1995; Park, 2020). A conducive store environment can be cultivated by enhancing pleasure, which in turn generates consumer satisfaction and positive word-of-mouth, thereby increasing the likelihood of future purchases from the store. A significant portion of purchasing decisions is influenced by word-of-mouth recommendations, which often shape intentions to buy subconsciously, driven by the experience of pleasure (Anggraeni et al., 2020; Faizabadi et al., 2018).

A product that elicits positive emotions in consumers significantly influences their decision to make a purchase. Products can be categorized based on factors such as price, frequency of purchase, value proposition, and level of differentiation (Anwar et al., 2020; Fernandes & Guerra, 2019). The most impactful category of products is characterized by their enjoyable and profitable features. When the shopping experience is enjoyable, consumers tend to prioritize pleasurable attributes, emphasizing enjoyment and playfulness. Conversely, when consumers perceive the product's benefits as paramount, they become more focused on its profitability and seek effective purchasing options that allow them to achieve their objectives with minimal concerns (Burgehelea et al., 2015; Nguyen et al., 2022; Yalch & Spangenberg, 2000).

Conclusion

The results of this study hold significant implications for marketing managers, store atmosphere designers, and all individuals engaged in these fields. It is essential for marketers and designers to recognize that each component contributing to the store's atmosphere, including elements like music, influences customer behavior. Therefore, careful consideration should be given when selecting these components. A recommendation for future research is to explore how the tempo of music affects the pleasure experienced by both women and men, particularly in relation to the diversity of products available, as this may impact the purchasing intentions for various items.

Ultimately, the business strategies proposed by marketers and online store owners revolve around the inclination to either play classical music, play it at a slower tempo, or refrain from playing music altogether. Research indicates that women prefer shopping in silence rather than with music, which closely resembles the effects of playing music at a reduced speed. Consequently, whether music is played at a low tempo or not at all appears to have minimal impact. When faced with the choice between no music and high-tempo music, the findings suggest that opting for silence is advisable. Adhering to these recommendations regarding music tempo

or the absence of music can significantly enhance the likelihood of attracting more customers, as well as fostering customer retention and loyalty.

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