

## COMPARATIVE STUDY OF CONSUMER BUYING BEHAVIOR AT MUSIC PLAYING AND NON MUSIC PLAYING SHOE STORES

by:

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### ABSTRACT

Consumers are not only shopping to meet their needs, but they also are going to look for stores that provide a pleasant experience. Music can be an important component of store atmosphere and plays a role in purchase decision making process. Background music can be heard in almost all fashion stores including shoe stores in Manado. But, there are still shoe stores that are not playing background music. The objective of this research is to analyze the significant difference of consumer buying behavior at music playing and non music playing shoe stores. The type of this research is a comparative study. This research use quantitative method and independent sample t-test to analyze the data. The population observed are people in Manado who has experience in music playing and non music playing shoe stores in Manado which are Payless and Everbest shoe stores. The samples of this research are 100 respondents, consist of 50 respondents that have experience in music playing store and 50 respondents that have experience in non-music playing store, which are Payless and Everbest. This study reveals that there is no significant difference in consumer buying behavior at music playing and non music playing shoe stores. Music can be an important element in store environment, but music has no influence to motivate consumers to frequently visit and recommend the store to the others.

**Keywords:** *consumer buying behavior, music*

### INTRODUCTION

#### Research Background

Music plays an important role in people's lives. Music is universal in that there are no boundaries to understanding music. It has the power to do a lot of things. It has the power to affect people's mood and the way people's think and live. Everyone knows that music can affect their life in some way or another. It can make people happy, sad, or angry, which may have a positive or negative impact on people's lives. Music also can influence people by the music alone or in combination with lyrics. People can relate music with their lives because of some events that happened in their everyday lives.

In Manado City, the retail industry are growing rapidly. The fast growth of retail industry reflects the rapid increasing in the number of retail stores, starting from department stores, specialty stores, supermarkets, drugstores, convenience stores, and restaurants. It leads retail market to a highly competitive market where the one who can take the opportunity to drive customer loyalty can survive in the industry. Manadonese are known for their consumptive behavior in purchasing products. Most of the people are easily affected by what their peers are buying, also what things are trending in their community. Manadonese also known for being up to date and trendy when it comes to fashion. It's no surprise that almost all fashion stores including shoe stores are always visited by consumers. Shoe store is a type of retailer that specializes in selling shoes with various types, ranging from sandals, slippers, slip-on shoes, boots, athletic shoes, sneakers, and so on. In addition, shoes stores may provide clothing and fashion accessories, such as handbags, sunglasses, backpacks, and socks. Music can be an important component of store atmosphere and plays a role in purchase decision making process. Background music can be heard in almost all fashion stores including shoe stores in Manado. But, there are still shoe stores that are not playing background music. The importance of music in shaping in-store experience has been proved

in a number of studies. For example, Kulkarni (2012) in his study reveals that music creates a relaxed atmosphere and motivates the costumers to buy more.

### **Research Objectives**

The objective of this research is to analyze the significant difference of consumer buying behavior at music playing and non-music playing shoe stores.

## **THEORETICAL FRAMEWORK**

### **Theories**

#### **Consumer Behavior**

Solomon (2013:31) stated that the field of consumer behavior covers a lot of ground : It is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires. Consumer behavior is a process. In its early stages of development, researchers referred to the field as buyer behavior; this reflected an emphasis on the interaction between consumers and producers at the time of purchase. Most marketers now recognize that consumer behavior in fact an ongoing process, not merely what happens at the moment a consumer hands over money or a credit card and in turn receives some good or services.

Schiffman and Kanuk (2004:8) defined consumer behavior as the behavior that consumers display is searching for, purchasing, using, evaluating, and disposing of products and services that they expected will satisfy their needs. Consumer behavior focuses of how individuals make decisions to spend their available resources (time, money, effort) in consumption-related items. That includes what to buy, why buy it, when buy it, where buy it, how often buy, how evaluate after the purchase and the impact of such evaluations on future purchase and the impact of such evaluations on future purchases, and how disposed of it.

#### **Consumer Buying Behavior**

Kotler and Armstrong (2008:139) defined consumer buying behavior refers to the buying behavior of final consumers-individuals and household who buy goods and services for personal consumption. Consumer buying behavior is influenced by the buyer's characteristics and by the buyer's decision process. The most important thing, which influences the individual behavior, is the consumer's family, social, and cultural environment.

Hair et al. (2012:191) defined consumer buying behavior describes how consumers make purchase decisions and how they use and dispose of the purchased goods or services. The study of consumer buying behavior also includes the factors that influence purchase decisions and product use. Consumer buying behavior involves a long process where the buyer has to identify the product, study well also includes its features, the pros and the cons and lastly deciding on whether to purchase it or not. Consumer buying behavior would make a certain buyer to purchase product A as opposed to product B or whether to purchase a certain product or leave it alone and all that is as a result of the buying decisions made by the buyer as to whether the product suits his/her needs and requirements.

Hair et al. (2012:191) stated that understanding how consumer make purchase decisions can help marketers in several ways. For example, if a manager knows through research that gas mileage is the most important attribute for a certain target market, the manufacturer can redesign a car to meet that criterion. If the firm cannot change the design in the short run, it can use promotion in an effort to change consumers' decision making criteria, for example, by promoting style, durability, and cargo capacity.

#### **Characteristics Affecting Consumer Buying Behavior**

Consumer buying behavior are influenced strongly by cultural, social, personal, and psychological characteristics. Kotler and Armstrong (2008:139) stated there are four factors that affecting consumer buying behavior :

### 1. Cultural Factors

Cultural factors exert a broad and deep influence on consumer behavior. The marketer needs to understand the role played by the buyer's culture, subculture, social class. The definition of culture itself is a set of values, norms, attitudes, and other meaningful symbols that shape human behavior, and the artifacts, or products, of that behavior as they are transmitted from one generation to the next.

### 2. Social Factors

Kotler and Keller (2012:175) stated in addition to cultural factors, social factors such as reference groups, family, and social roles and statuses affect consumer buying behavior. A person's reference groups are all the groups that have a direct (face-to-face) or indirect influence on their attitudes or behavior. Family members also can strongly influence buying behavior. Family is the most important consumer buying organization in society, and family members constitute the most influential primary reference group. Roles and status is a person belongs to many group-family, clubs, organizations. Kotler and Keller (2012:176) stated a role consists of the activities a person is expected to perform and each role in turn connotes a status.

### 3. Personal Factors

Kotler and Keller (2012:177) defined that consumer buying decisions also are influenced by personal characteristics, such as : the buyer's age and lifecycle stage, occupation, economic situation, lifestyle, personality and self concept. Individual or personal characteristics are generally stable over the course of one's life. For example, most people do not change their gender, and the act of changing personality or lifestyle requires a complete reorientation of one's life. In the case of age and life-cycle stage, these changes occur gradually over time. Personality refers to the unique psychological characteristics that lead to relatively consistent and lasting responses to consumer's environment. Personality is usually described in terms of traits such as self confidence, dominance, sociability, autonomy, defensiveness, adaptability, and aggressiveness. Personality can be useful in analyzing consumer behavior for certain product or brand choices.

### 4. Psychological Factors

Hair et al. (2012:220) stated a person's buying choices are further influenced by four major psychological factors : motivation, perception, learning, beliefs and attitudes. Motive is a driving force that causes a person to take action to satisfy specific needs. Motivation is what will drive consumers to develop a purchasing behavior. Perception is the process through which an individual selects, organizes and interprets the informations he/she receives in order to do something that makes sense. Hair et al. (2012:217) stated that in essence, perception is how people see the world around them and how people recognize that they need some help in making a purchasing decision. The perception of a situation at a given time may decide if and how the person will act. Almost all consumer buying behavior results from learning, which is the changes in an individual behavior arising from experience and occurs through interplay of : drives, stimuli, cues, responses, and reinforcement.

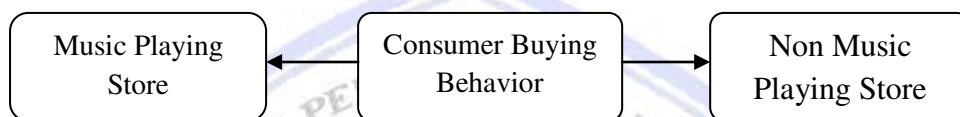
## Effects of Music on Consumer Buying Behavior

Ortiz (1997) cited by Morrison (2002) stated music communicates with people's hearts and minds; it serves as a powerful connection into people's emotion. Music is versatile, it has the ability to relax or invigorate. Music is memorable, it can transport people in an instant to places they want to. Music can be a critical component of a store atmosphere and plays a role in purchase decision making process. A personalised music strategy can support a retail brand and makes a powerful connection with specific target markets by incorporating customer demographics (such as age, gender mix and income levels) and psychographics (such as preferences, lifestyles, personality and attitudes). Music can motivate the subconscious and create a first and lasting experience. Matilla and Wirtz (2001) purposes music is capable of evoking complex affective and behavioral responses in consumer. In other words, the effect of music may lead consumer to make emotional purchase or impulse purchase. Effective music playing induces consumers' pleasure and facilitates them to have more buyer-seller interactions. Bruner (1990) cited by Turner (2012) suggested that because music is a major

component of consumer marketing (advertising and point of purchase), it should be considered as an efficient and effective means for triggering moods and communicating nonverbally.

### Previous Research

Kulkarni (2012) conducted a study about impact of music on customer buying behavior in retail. He found that music creates relaxed atmosphere while shopping, music motivates the customers to buy more, music leads to customer spending more time in the stores, music waiting in Q's comfortable, excellent shopping experience due to music leads customers to recommend stores to others, and enjoyable shopping experience due to music in the stores results in customers visiting the stores again. Santos and Freire (2013) conducted a study about the influence of music on consumer purchase behavior in retail environment. This study shows that there is an influence of background music in purchase decision but it's still needs an explanations of some variables. Areni and Kim (1993) conducted a study on the influence of background music on shopping behavior : classical versus top-forty music in a wine store. This research found that patrons spent more money in a wine store when classical rather than Top-Forty music was played in the background, though the number of shelf items examined, handled, and purchased, and the amount of time spent did not vary by music condition.



**Figure 1. Conceptual Framework**

Source : Data Processed, 2014

### Hypothesis

The hypotheses of this research are :

- H<sub>1</sub> : There is no significant difference in consumer buying behavior between music playing and non music playing stores.
- H<sub>2</sub>: There is a significant difference in consumer buying behavior between music playing and non music playing stores.

## RESEARCH METHOD

### Type of Research

The type of this study is comparative research. Mills and Bunt (2006) defined comparative research or analysis is a broad term that includes both quantitative and qualitative comparison of social entities. Social entities may be based on many lines, such as geographical or political ones in the form of cross-national or regional comparisons. The underlying goal of comparative research or analysis is to search for similarity and variance. Those searching for similarity often apply a more general theory and search for universals or underlying general processes across different contexts.

### Place and Time of Research

This research is conducted in music-playing shoe store and non-music playing shoe store in Manado city which are Payless and Everbest shoe stores from July-August 2014.

### Population and Sample

Sekaran and Bougie (2009:262) defined population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate. It is the group of people, events, or things of interest for which the researcher wants to make inferences based on sample statistics. Population of this research is people in Manado who has experience in music-playing and non-music stores, which are Payless and Everbest. A sample is a subset of the population. It comprises some members selected from it. In other words, some, but not all, elements of the population form the sample. This research uses purposive sampling technique. Purposive sampling is a form of non-probability sampling in which decisions concerning the individuals to be included in

the sample are taken by the researcher based upon a variety of criteria that can bring more accurate results. The samples of this research are 100 respondents, consist of 50 respondents that have experience in music-playing store and 50 respondents that have experience in non-music playing store, which are Payless and Everbest. The researcher obtain the sample by going directly to the shoe stores and giving the questionnaires to the consumer who come and buy the product at the shoe stores.

### **Data Collection Method**

The type of data that will be collected for this research is primary data. Sekaran and Bougie (2009:180) defined primary data refer to information obtained first-hand by the researcher on the variables of interest for the specific purpose of the study. The researcher gets the primary data from the result of questionnaires. Sekaran and Bougie (2009:181) defined questionnaire is a preformulated written set of questions to which the respondent record the answers, usually within rather closely delineated alternatives. Questionnaires are distributed to respondents so they can respond directly on the questionnaire.

### **Operational Definitions and Measurement of Research Variable**

Operational definition of research variable :

1. Consumer Buying Behavior ( $X_1$ ) refers to the behavior shown by consumers who buy products for personal consumption that is influenced by buyer's characteristics and buyer's decision process.

### **Data Analysis Method**

#### **Validity and Reliability Test**

Malhotra and Peterson (2006:274) defined validity test as the extent to which differences in observed scale scores reflect true differences in what is being measured, rather than systematic or random error. A scale with perfect validity would contain no measurement error, that is, no systematic error and no random error. Malhotra and Peterson (2006:273) defined reliability as the extent to which measures are free from random error. The main usage of the reliability test is to make sure that the used measurement tool (questionnaire) is really consistent in measuring some cases, even though the observation has been conducted frequently at the same object.

#### **Independent Sample T-Test Method**

Horn (2008) stated the independent sample t-test evaluates the difference between the means of two independent or unrelated groups. This evaluate whether the means for two independent groups are significantly different from each other. The independent sample t-test is commonly referred to as a between-groups design, and can also be used to analyze a control and experimental group. With an independent sample t-test, each case must have scores on two variables, the grouping into two mutually exclusive groups or categories, while the test variable describes each case on some quantitative dimension such as test performance. Any differences between groups can be explored with the independent sample t-test, as long as the tested members of each group are reasonably representative of the population. There are some technical requirements as well. Principally, each variable must come from a normal (or nearly normal) distribution. This test is done by comparing the t-value or t-count with t-table. The level of significance used is 5% ( $\alpha = 0.05$ ). If  $t \text{ count} < t \text{ table}$  and  $P \text{ or sig. Value} > 0.05$ , it means that  $H_0$  is accepted. If  $t \text{ count} > t \text{ table}$  and  $P \text{ or sig. Value} < 0.05$ , it means that  $H_0$  is rejected.

## RESULTS AND DISCUSSION

### Result

#### Compare Means Based on Shoe Store

**Table 1. Group Statistics**

	Shoe Store	N	Mean	Std. Deviation	Std. Error Mean
Consumer Buying Behavior (X <sub>1</sub> )	Payless	50	20.72	3.326	.470
	Everbest	50	20.22	2.881	.407

Source : SPSS 20, 2014

Table 1 above shows the means of group of shoe store 1 and shoe store 2 which is defined as Payless and Everbest. Mean of this table is calculated from total respondent's answers of Consumer Buying Behavior at Music Playing Store and Non-Music Playing Store. Samples of this research are 100 respondents consists of 50 respondents that have experience in music playing store which is Payless and 50 respondents that have experience in non-music playing store which is Everbest. Mean of Payless shoe store is 20.72 and mean of Everbest shoe store is 20.22.

### Independent Sample T-Test

**Table 2. Homogeneity Test**

	X <sub>1</sub>	Levene's Test for Equality of Variances	
		F	Sig.
Total	Equal variances assumed	.531	.468
	Equal variances not assumed		

Source : SPSS 20,2014

Before conducting the t-test, the homogeneity of variances must be tested by using F test or Levene's Test. If the variance is equal, this research will use the equal variance assumed for data interpretation. If the variance is not equal, equal variance not assumed for data interpretation. Normality test result shows that both groups of subjects in the study have a normal distribution. The result of homogeneity test shown in Table 2 is 0.468 which shows that the variance between the samples is homogeneous. Because the data is homogenous this research use the interpretation of Equal variances assumed for the next table.

**Table 3. Independent Sample T-test**

	X <sub>1</sub>	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
							Lower	Upper
Total	Equal variances assumed	.804	98	.424	.500	.622	-.735	1.735
	Equal variances not assumed	.804	96.0	.424	.500	.622	-.735	1.735

Source : SPSS 20, 2014

Table 3 above shows that the value of t count < t table (0.804 < 1.984) with a significance of  $p > 0.05$  (0.424 > 0.05), which indicates that the  $H_0$  is acceptable. It means that there is no significant differences between Consumer Buying Behavior at Music Playing Store and Non-Music Playing Store which are Payless and Everbest.

## Discussion

The main objective of this research is to find out if there is a difference in consumer buying behavior between music playing store and non-music playing store. The result of independent sample t-test shows that there is no difference between consumer buying behavior at music playing store and non music playing store. Based on the frequency of answers that given by respondents, it shows that music makes consumers attracted to buy in the store, music creates a relaxed atmosphere in choosing and buying shoes product, and music makes consumers spend more time in the store. The majority of respondents from both music playing store and non music playing store agreed with the statements. The increasing time spending is a good opportunity for marketers to promote their product. Consumers stay longer in the store means that there will be more buyer-seller interactions and they probably will spend this time on information searching or evaluate alternatives and can influence their final decisions. Moreover, it may lead consumer to make impulse purchase.

The same result also found by Kulkarni (2012) in his research about the impact of music on customer buying behavior in retail. He found that music creates a relaxed atmosphere in the store and music makes the customers to spend more time in the stores. The study brings out the fact clearly that music has the ability to relax people physically, mentally, and emotionally. However, music does not motivate consumers to frequently visit and buy shoes product in the store and it does not make consumers to come back and recommending the store to others. The majority of respondents from both music playing store and non music playing store disagreed with the statements. Music can be an important element in store environment, but music has no influence to motivate consumers to frequently visit and recommend the store to the others. Music is only one of the supporting factors that can attract and make consumers feel comfortable and relaxed inside the stores. There are other factors that influence consumer to buy the product and recommend the store to others besides music. It can be the quality of the product, design of the product, good service, and the price of the product.

## CONCLUSION AND RECCOMENDATION

### Conclusion

The conclusion of this research is there is no significant difference in consumer buying behavior at music playing store and non music playing store. Music can be an important element in store environment, but music has no influence to motivate consumers to frequently visit and recommend the store to the others.

### Recommendation

The recommendation given are as follows :

1. To the managers of the stores where the research takes place, it is recommended to the store that not playing background music to consider to play music inside the store because music can affect people's mood and make consumers feel more comfortable.
2. To the marketers, it is suggested that the marketers might consider using music as one of the element of store environment because it can make consumers feel relaxed and spend more time in the stores.

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