

INFLUENCE OF MUSIC ON BUSINESS AND PERFORMANCE

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ABSTRACT

It has long been acknowledged that music has a significant impact on how people feel and behave. Music has the power to significantly influence the environment, boost output, and encourage great customer experiences in the world of business and performance. The power of music rests in its capacity to arouse feelings, elevate moods, and foster interpersonal connections. In the context of companies, choosing the correct music to play may have a big influence on the atmosphere of a space. An upbeat mood may be created at a business by playing a fast-paced, upbeat song, for instance, which will make customers feel more energised and interested in the merchandise. Additionally, the correct background music can enhance workers' performance and productivity. According to research, listening to appropriate music at work can increase workers' motivation, creativity, and attention. For instance, it has been shown that energising and rhythmic music may boost productivity and lower stress levels, which will result in better outcomes and more job satisfaction. On the other hand, listening to music that is too loud or with distracting lyrics might have a negative impact on productivity. Additionally, music has a significant impact on how customers are treated and how they behave when making purchases. Retailers carefully choose music to establish a distinctive corporate identity and ambiance that appeals to their target market.

A casual eating restaurant could choose energetic and well-known music to provide a calm and delightful dining experience, whereas upmarket stores frequently use classical or jazz music to give a feeling of refinement and elegance. Additionally, research has shown that background music may affect how consumers feel about waiting periods and motivate them to stay longer in establishments, both of which could improve sales. The impact of music on productivity and business is indisputable, to sum up. Businesses may foster a friendly atmosphere, increase productivity, and improve customer experiences by carefully choosing and utilising music in the appropriate setting. Business owners and managers may use music as a tool for success by comprehending how it affects emotions and behaviour.

Keywords: music, business, customer, experience, performance

Introduction

Music has the ability to deeply affect us. Ever find yourself continuously whistling a jingle? or being strangely moved by a certain song on the radio? or singing along to a song from your adolescence that you haven't heard in years? Our mood, energy level, memory recall, and even behaviour are all unconsciously influenced by music. Our feeling of connection to people, events, places, and even corporations may be strengthened by it. For the past 20 years, researchers have been quantifying this impact. The majority of studies demonstrate a definite link between a business's soundtrack and performance. Even yet, one of the most underutilised instruments for achieving commercial success is music. The market is competitive. The High Street is getting more and more crowded as e-commerce grows. In order to stand out, businesses are seeking novel methods to elevate their brand. Additionally, client experience is now crucial. By 2020, according to a Walker Information analysis, customer experience would surpass both price and quality as the primary difference between firms. That fact is now becoming apparent.

A significant aspect of this method may include music. When it resonates with the beliefs, preferences, and goals of your target audience, the perfect music may "speak the language" of that group. It may boost a customer's sense of loyalty to a brand and chance of repeat business.

According to a Music Works research, 31% of customers responded that if the music was good, they would come back. 21% of respondents indicated they would also suggest that company. This explains the notion made by more than two thirds of company owners that music boosts repeat business.

Not everything is about loyalty cards. Your ideal clients will feel welcomed and understood when they arrive thanks to music, and they will be more inclined to return after leaving. A very effective management strategy for raising employee productivity is music. It may have a very positive impact on worker morale and motivation, enhancing production and even improving a company's bottom line. Additional research points to the mood-enhancing effects of music as the source of this increase in productivity. This explains why 74% of workers who appreciate listening to music prefer coming to work while it is playing. And the reason why 75% of business owners think that allowing employees to listen to music fosters teamwork.

MUSIC has an immense effect on our brain. It activates those regions of the brain which are associated with emotions and memory. A person listening to his favourite album feels a change in his emotions. Music triggers brain chemicals like dopamine and oxytocin (love-hormone). It helps in managing stress levels and reducing anxiety.

Music is directly related to our performance and daily routine. The appropriate use of the power of music can help a person in various beneficial ways –

1. JUMP START TO ONES CREATIVITY

Listening to music belonging to different age groups can allow a person's brain to feel how the population from that particular age group feels, how they think, how they react, how they think thus enhancing one's creativity.

2. RECALL A MEMORY FROM LONG TIME AGO

A person can recall a long gone memory just by listening to some music related to that time period or that event. This is very beneficial for school and college students as it can help them in remembering important notes and details regarding their studies.

3. CONTROL OVER EMOTIONS AND BRAIN

Music is a source which a person can use to achieve control over his emotions and brain. A sad person can elevate his emotions by listening to some cheery music. A person having trouble expressing his emotions can use a certain genre of music to act as a passage to let his inner thoughts out.

One can control how his brain works by taking the advantage of the power of music. He can calm his mind by listening to meditation music, hype himself by listening to hardcore music, access his mind's creative section by listening to relaxing music to freshen up his thoughts. These are some of the ways a person can use music to enhance his life on a day to day basis. Music is really useful when it comes to business. Music could make your business unique. It can be as much a part of a business' identity as its name or décor. The right soundtrack could reflect both your customers and your staff. It helps in encouraging the employees working and changing the mood of the customers. It can be used in business to increase the goodwill of the business for reasons like enhancing the environment.

Music can be used to upbeat and boost the environment in businesses like cafes and restaurants giving a pleasant experience to their customers and attracting even more.

Literature Review

A very effective management strategy for raising employee productivity is music. It may have a very positive impact on worker morale and motivation, enhancing production and even improving a company's bottom line. Additional research points to the mood-enhancing effects of music as the source of this increase in productivity. This explains why 74% of workers who

appreciate listening to music prefer coming to work while it is playing. And the reason why 75% of business owners think that allowing employees to listen to music fosters teamwork.

Additionally, firms may greatly boost their earnings by utilising music as a marketing strategy. The secret is to comprehend how music functions in a person's life and how it influences their purchasing decisions. There isn't just one genre that works well in every industry.

Understanding the appropriate genre for the goods you are working with is crucial. For instance, a fancy clothing business would play gentle, calming music while an ice cream shop might play lively, joyful tunes. It has been observed that some stores play classical music to pique customers' interest and encourage them to stay longer in the store. When buyers are calm and relaxed, they tend to spend more time perusing various things. Similar to this, research demonstrates that rapid tempo music may incite enthusiasm and energy, which motivates listeners to make more purchases. Additionally, it has been discovered that specific musical genres are closely linked to raising the sales of particular goods.

Even supermarkets have adopted this idea and started playing classical music, which encourages shoppers to stay longer and make more purchases. Additionally, it has been demonstrated that some musical styles stimulate people's appetites, which boosts sales of food and beverages in restaurants as well as grocery shops. Food-related establishments are renowned for using specific music genres to set the mood in their dining areas.

The music played in upscale, pricey locations tends to be classical, jazz, or instrumental, whereas rock, pop, or folk is played in more casual settings. Occasionally hosting a live act, such as on a Friday night, is a terrific method to get patrons into the restaurant since they will come for the music and social gatherings first and foremost, but also end up ordering food and beverages.

Businesses of all stripes are quite aware of how music affects people, and they know how to take use of that knowledge. For instance, several banks or government offices play fast-paced classical music to help people relax while they wait. The ability of music can occupy customers for hours on end. This is precisely what happened in a café when they started playing upbeat music, which led to a rise in consumer spending. Customers are ready to enjoy their meal or another coffee for a longer period of time when there are lovely songs playing in the background.

The power of music is also being used by the entertainment industry to boost profits. A tone or theme is frequently assigned to games.

Conclusion

The appropriate music choice may boost staff productivity as well. For instance, in one study,

researchers had telephone operators listen to soothing music in their cubicles. In comparison to those who worked in quiet, employees manning those cubicles answered calls more quickly and with fewer mistakes. Utilising every component of the surroundings and backdrop to your advantage is essential in today's industry. The ability of music to affect people's emotions and behaviours is enormous. By applying the appropriate genre in their restaurant or café, the food business has been utilising this fact for years, improving their profit. More branches are joining each year as a result of the growing knowledge of its advantages. Businesses are aware that the correct music may increase customer satisfaction and employee productivity while also encouraging customers to spend more time in the restaurant or business. The same is true for video game creators and even filmmakers who are conscious of the impact of music and the fact that, in many situations, the production's soundtrack. The fact that consumers are more likely to recall a song than an advertising itself is another tactic used by the music business. Therefore, it should come as no surprise that the majority of advertising employs melodies, harmonies, and rhythms to help people remember their brand or product.

According to research, the power of music to change one's mood, arousal, enjoyment, and attention eventually has an impact on how their brain functions. In the parts that follow, when I address the moderators that decide how much music is present, I will go into more depth about these ideas.

The impact that various musical genres have on a listener's personality has been thoroughly researched in a learning setting. The "Mozart Effect" as a whole has been used in educational studies to refer to music. The term "Mozart Effect" refers to improved spatial-temporal measurements following the listening of Mozartian music in comparison to control situations such as sitting still or listening to soothing instructions.

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