

IMPACT OF MUSIC ON EMOTIONAL RESPONSES

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In practice, retailers utilize music as it can be easily controlled by the firm to enhance the customer actions. Nevertheless, yet, retailers continually invest on playing music in retail stores without really knowing and/or gauging the impact which a specific music can have on customer actions. Hence, the research endeavours to investigate the impact of music tempo on emotional responses. To analyse the impact of music tempo on emotional responses, data were collected from two clusters of sample where each consisted of 70 respondents. When collecting the data, music tempo was manipulated after talking with the management of the supermarket which was selected as the research site in the present study. Data were collected from one cluster of sample during the fast-tempo music was played and from other cluster of the sample while supermarket was utilizing slow-tempo music. The survey strategy was used and twelve types of emotional responses identified under pleasure and arousal dimensions by Mehrabian and Russell (1974) were used as the indicators of emotional responses in the study. Moreover, emotions were operationalized as positive and negative emotions. The study found that when music tempo changes, customers exhibit different emotional responses. It was found that the slow-tempo music evokes positive emotional responses such as happiness, satisfaction, relaxation and excitement in contrast, fast-tempo music produces negative emotional responses such as annoyance, dissatisfaction, melancholy, stimulation, and calmness. Ultimately, by performing an independent sample *t* test, the results proved that emotional responses elicited to music were statistically different between fast-tempo music and slow-tempo music ($p < 0.05$). The Research provides interesting insights into the retailers by investigating music and its impact on emotional responses. Finally, the paper emphasizes that utilization of eligible music by indicating music must fit with the situation in which it is to be used. Rather than attempt to draw conclusions about the effects of music in general, the paper emphasizes, that it is appropriate to analyse the emotional responses elicited to music with different tempos.

Keywords: Emotional responses, Fast-tempo music, Slow-tempo music