

Press PLAY: The Effects of Atmospherics (Music) on Consumer Behavior

A Research Paper

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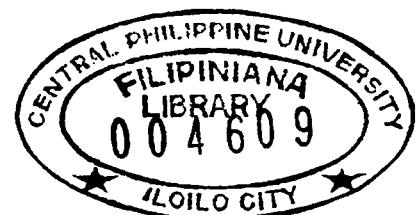
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### ABSTRACT

This is a descriptive research study using a survey method to determine whether music playing inside a particular store influences consumer behavior. A validated researcher-made questionnaire was used to gather the data from 30 randomly selected respondents who were inside the selected stores when the study was conducted during first semester of the school year 2018-2019 in Iloilo City. The data were analyzed and interpreted using frequency, mean, mode and standard deviation as statistical tools. The results of the study showed that most of the respondents were young adults, and most of them were females. Moreover, the music played in the three establishments fits with the atmosphere of the establishments and the brand it carries was highly effective. Overall, with the comfort and enhance atmosphere through the music played, customers not only enjoy but spend more, stay longer and intends to come back thus are considered repeat and loyal patrons of these establishments.