

A STUDY ON IMPACT OF AMBIENT MUSIC ON ORGANIZED RETAIL CUSTOMERS' AND EMPLOYEES' BEHAVIOR

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ABSTRACT

The term 'Retailtainment' –the phenomenon, which brings together retailing, entertainment, music and leisure, is gaining momentum at a faster pace. Retail interior designers are trying to use atmospheric influences to engineer shopper moods and emotions. In this connection in-store music can be an important ambient factor of store atmosphere which can play a key role in influencing customers' shopping experience and purchase decisions. It also influences the work environment of the store personnel and contributes for the enhancement of their productivity. This paper examines the impact of in-store music on retail customers and employees in an organized retail store setting.

KEYWORDS: Consumer Behavior, Music, Retailing, Retailtainment, Store Atmospherics, Etc