



# Music BOOSTING IN-STORE CUSTOMER LOYALTY AND SATISFACTION

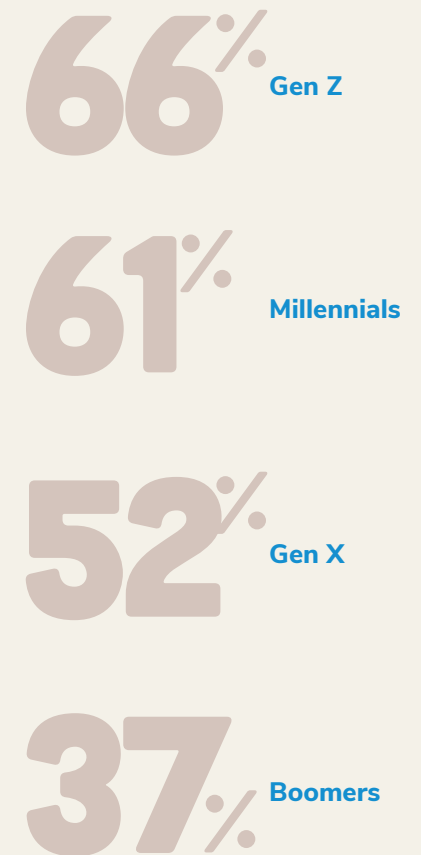
- ▶ Second only to price/value considerations, the in-store experience remains a key determiner of customer satisfaction
- ▶ Music is a critical component of the experience — creating strong psychological and emotional responses
- ▶ Proper use of music can influence behavior — resulting in higher per-visit spending, and boosting overall customer satisfaction
- ▶ Improper use of music can create precisely the opposite effect



## RISE IN ONLINE SHOPPING

On average, 50% of in-store supermarket shoppers also ordered groceries online in 2020<sup>[2]</sup>.

The breakdown:



### Factors in supermarket selection

There's no getting around the fact that the triumvirate of low price, good value, and convenience are the key drivers for consumers' choice of grocery store. That said, the importance of each factor varies by both age and gender. According to a study by Customer Communications Group, Inc.<sup>[1]</sup>, males are more likely to rank Good Value for the Money as their top loyalty factor, while females are more likely to list Lowest Price.

However, when price, product and access are considered similar between retailers, other factors come into play — chief of these being a positive overall shopping experience.



“The key to customer retention  
is customer satisfaction.”<sup>[4]</sup>

### **Change in shopping patterns**

**According to Forrester<sup>[3]</sup>, global online grocery shopping revenues are expected to double between 2017 and 2022. At the same time, bricks and mortar supermarkets are shrinking — the average sales area having been reduced by 15% since 2010. As the industry becomes more complex, it’s never been more important to explore all factors that drive consumers to select one grocery retailer over another.**

### **The role of music in customer satisfaction**

The link between customer satisfaction and long term retention has been long documented<sup>[4]</sup>. And a key element of customer satisfaction is the creation of a comfortable, welcoming atmosphere. Studies have shown<sup>[5]</sup> that the tangible product or service being offered constitutes only part of overall satisfaction. The remainder is a reflection of the atmosphere in which the product or service is presented — which is why atmosphere is used as a marketing tool to create desired effects on shoppers and influence their purchase decisions. These same studies<sup>[5]</sup> highlight the role music can play in motivating shopper behaviors.



### **Driving emotional and psychological responses**

It has been found<sup>[6]</sup> that music releases dopamine in two main places in the brain; the dorsal and ventral striatum. When you're enjoying a positive experience — such as listening to a favorite piece of music — these areas of the brain are triggered.

You've no doubt experienced similar moments yourself, when you involuntarily tap your feet, drum your fingers, or nod your head along to a piece of music. The tempo of a song can even influence your heart rate and breathing patterns, resulting in positive emotions.

## **MUSIC= REVENUE**

Music has been shown to directly affect behavior at the point of purchase.<sup>[7]</sup> In controlled tests, altering the in-store background music had a significant impact on shopping behavior — including the customer's pace as well as the amount spent.



The power of music to create an emotional response can also impact the way we perceive time. Multiple studies have demonstrated<sup>[8]</sup> that a period of waiting is judged to be shorter when there's accompanying music — which is why music is used in areas from waiting rooms to supermarkets to either subjectively reduce the length of a wait, or to encourage shoppers to remain in-store longer.

### Tempo and familiarity

Uptempo music tends to make people move more quickly, resulting in less time spent in the store and fewer purchases altogether. Meanwhile, slower, downtempo music causes shoppers to move at a more gradual, easy-going speed. A 2010 study<sup>[9]</sup> found that the average gross sales of a supermarket increased from \$12,112.35 for fast tempo music to \$16,740.23 for slow tempo music. That's an increase of more than 35%.

**Other studies<sup>[10]</sup> have looked at the effect of playing well-known music compared to music with which customers would likely not be familiar. The results were surprising. When given no time limit, shoppers who heard recognizable tracks spent nearly 8% LESS time shopping. Researchers explain that when shoppers pay more attention to the music, as they would with familiar tracks, time may seem to pass more slowly. This could lead customers to think that they're spending more time in the store than they actually are — and, as a result, hurrying their shopping pattern.**

### The net-net

When properly curated to nurture specific emotions, in-store music is an invaluable tool for boosting customer satisfaction. And that satisfaction translates directly into higher sales and increased loyalty.

## OUR SOLUTIONS



### All Access

Perfect playlists for every type of business — without any effort or thinking on your part.



### Ethos

Capture the unique heart and soul of your business with a one-of-a-kind music station.



### ReMix

We do the initial heavy lifting of business-friendly playlists — you add your personal touch.

## ABOUT CUSTOM CHANNELS

We are a leading digital music service designed for music-conscious brands. We provide licensed, on-premise music that allows businesses to substantially improve their customers' overall experience and engagement. With carefully curated online streaming channels that are customized to the unique needs of each business, Custom Channels creates a personalized in-store experience like no other.

- Fully licensed, high quality music selections
- Hand-picked by a team of passionate music lovers who understand your business
- Playlists designed to connect with your customers and employees
- Music that perfectly embodies your brand
- Seamless onboarding
- Outstanding, personalized support

**If you're ready to see how the perfect music mix can help improve the in-branch experience for both your employees and your customers, call us at 303-444-7700 or visit [CustomChannels.net](https://CustomChannels.net) today.**



### Sources

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