

Role of Music in the Enhancement of Business Marketing

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Abstract

The concept of Music is a very effective medium for good business marketing in modern times. Advertising is playing a very important role in the enhancement of business. Music has been a part of our society and culture and its roots are in our rituals and literature hence we are affected by music. We can state without question that music is quite an important aspect of how we perceive things in our daily lives. Different styles or types of music may emphasize, de-emphasize or omit some roles for business marketing that is one of the important concepts of business marketing. Music is a universal language that inspires customers positively. Businessmen use the power of music as a technique to create the idea of a brand image for products and services. It creates a good and pleasant atmosphere which attracts different types of customers. Associate creative director, Alok Nanda Trikaya-Grey says, "If you have a well-liked popular song it is that much easier for the advertiser to grab your attention." This study carries out the main concepts of the role of music in business marketing with different musical styles and how to inspire customers to purchase the product and service. Instrumental music is a boon for marketing enhancement in the Mall culture. Music has a catalyst power to modify the mood of customers. It is quoted in Sangeet Ratnakar - *Nadadhin Jagat* i.e All the world is under control of sound. In Indian music, *NAD* is narrated as a sound that binds our mind and heart. The musical sound is very positive and important for advertising. Selecting the right music is also more important. However it is TV, radio, facebook ads, Instagram, etc, the music carries a customer in a pleasant mood. Music is better than silence in a Retail store.

Keywords; music, emotions, marketing, advertising, community,

Introduction

The marketing world is very competitive and immense. There's a contest between companies to induce product or service recognition to beat the opposition and maximize revenues. With the rise in access to technology, trade, differentiation, choices in products, and domain of communication, which embrace TV, radio, Internet, and social networking, a lot of companies are finding it progressively tough to be detected and recognized because there is simply so much information, and it is hard to stand out. An increasing number of marketing strategies involve the use of music and this is for a good reason; it is highly effective. The influence of music on marketing is very positive. It has been proven that designing specific lyrical music to develop an appropriate brand image is possible, and music selection can provide customers with an increased understanding of a product (Brodsky, 2011). The relational aspects of music can help a brand influence the attitude and mood of customers. Music can modulate emotional play a large part in positioning strategy, memory, structure, targeting, authority establishment, branding and brand identity, and differentiation. It also can provide entertainment in advertisements, help gain the attention of buyers, and can even impress the mood of the buyer and the buyer's desire to make a purchase. Music is an art which uses sound as a medium, and as an inference results in the impressionable people, especially in the creation of peace, personal satisfaction, creating unique moods, excitement, pleasantness and similar sentiments which are commonly individual characters in so far as their strength and the direction of their intensity. It is essential to emphasize that music is actually the reproduction of art, vocalization or instrumental, a concrete music product which in most cases presents as a piece of music or composition in several forms, consequently with differing tones, rhythms, and dynamics, melodies and harmonies, which are the fundamental elements of music. The reproduction of music fundamentally may develop in three independent ways, by live performance (concert) or, as is much more common in relation to the music user. Music has an effect on emotion. Emotional expressions are associated with different components of music. For example, a faster tempo creates feelings of happiness or animation, whereas a slower tempo evokes tranquil and sentimental feelings. Songs in higher keys and/or major mode are generally considered happier than songs in lower or minor keys. Consonant harmonies are described as playful and happy, with dissonant harmonies creates more ominous and sad. This is a generally accepted use of music, which has been implemented in working and retail environments, and in advertisements. Music has a wide range of fields. Vocal, instrumental and actions through dance are different forms of music. Music has the power to affect the mind of mass. It has the power of the community. It can influence the way customers behave within a shop or store. Seller is not trying to sell a product but they are trying to sell a brand. Because of this, music is becoming increasingly important in marketing decisions. The types of music playing in a store, on a commercial, on a website, or at a worksite can all affect the image of a product, and ultimately whether or not a product sells. There is a correlation between marketing and music. The seller can use music to help develop an effective brand. Music that is effectively utilized and implemented can greatly contribute to the branding and marketing effort of a company or product. Music has become an important part of our life and music has also emotional responses in listeners, which is absolutely utilized in advertising Marketing.

There is a link between the tempo of the music and the activity of customers in different ways. An experiment was done by Millman (1982). Slow and fast music was played in a supermarket and the time it took customers to move between two defined points in the store was measured. As a result, customers moved slower when slow music was played, taking 128 seconds, and faster when fast music was played, taking 109 seconds. Interestingly and perhaps because of the longer time spent in the store, more money was spent under the slower music condition.

According to Nielsen, “Songs help marketers connect with their customers on an emotional level, which can lead to purchasing. Generic background music helps consumers retain information, such as pricing or product features, and works better for categories. We’ve all got those songs that remind us of a certain place or time in our lives. This is because, in order to process music, studies show that we use the same parts of the brain that are also responsible for emotion and memory. Because of the emotional response implanted from a piece of music (which can be either positive or negative depending on the context and sound) the associated memory also tends to be strong.

This principle enables moments in everyday life, but also a song in a film, on the radio, or an advertisement on TV. The purpose of marketing is to persuade the audience to do something about buying this. To do this effectively, the marketer must appeal to the audience’s emotions. It has been already established that music can help to create an emotional response in the listener.

Business marketing

Business marketing is a new term, marketing of goods and services to industrial customers for use. Marketing is the study and management of exchange relationships. Marketing is the business process of creating relationships with customers. The marketing of business goods and consumer goods have two attributes in common. A Purchase is the usual outcome of the process and the result receives from some decision-making activities. In spite of these outer similarities, business or industrial marketing problems must be handled differently from consumer marketing for several important reasons outlined. Business marketing, also known as business-to-business marketing, arises when business markets and sells its products or services to another business or organization. The businesses that purchase products may use them in manufacturing, to run their businesses or for resale. In consumer marketing, advertising can be broad and interaction with customers often takes place through large retailers. Business marketing differs in that it depends on much more personal, direct relationships between businesses. For the reasons given above, it is unrealistic to expect that approaches developed in consumer markets should apply directly to industrial marketing problems.

Objectives of the study

Retail today is all about touching, seeing, hearing and smelling. Besides window-dressing and the use of colors, lighting, and scents, music is also used to create the unique atmosphere of a particular place, which is usually designed in such a way as to act on all the senses of potential buyers. Keeping the point of view of music relating to business, the objectives are given below:

- To study the power of music in business marketing.
- To discuss the different types of music styles and tools in marketing in business?
- To examine the role of music in business marketing.

Power of music

Music has the power to affect mood and behavior. It can change a person's decision in malls and restaurants or in grocery stores. Music has also strong links to memory. In Indian music instrumental music has a very soothing effect on the mind. People are bound by listening to music in the past. A sound appealing is more powerful than talking. Music awakes our consciousness so retailers use the power of it to enhance the customer’s senses. Music can play a big role to attract more people to buy the products. Classical music attracts older when rock and light music attracts the young generation. Many brands from industries have now realized that concerts, events, and live concerts are a great way to attract people.

Tools of music

In modern society, music enters in our daily activities, and so it is not a thing of surprise that it has become commonplace. Lyrics with musical sounds are much effective and assumable for people. Melodious sound has a great power to affect people. A Retail store with no music does not impress. On the other hand, if the music is louder, it is also uncomfortable and people leave the store soon. Good melodious music creates a good atmosphere and that is impressive. Classical music has been found to influence customers to buy more expensive things. Types of music may emphasize different types of moods. The effective and common elements of music are,

- ❑ **Pitch-** the quality of a sound that is due to vibrations producing. It is the degree of highness or lowness of a tone.
- ❑ **Rhythm-** Rhythm is the pattern of regular or irregular pulses caused in music by the occurrence of strong and weak melodic and harmonic beats. In Indian music, it is called *lava*. Rhythm has a great role in the action of thinking.
- ❑ **Dynamics -** the varying levels of volume of sound in different parts of a musical performance.
- ❑ **Timbre -** timbre is what makes a particular musical sound have a different sound from another, even when they have the same pitch and loudness. For instance, we recognize an artist through the quality of his voice whether many singers are singing in a group.
- ❑ **Texture-** the texture is the overall quality of the sound of a piece, most often indicated by the number of voices in the music and by the relationship between these voices.

Social Media—an Effective Way for Marketing with Music

Global advertising is transforming in a variety of ways. Advertising has undergone a dramatic shift in the global towards using social media to sell products and services. Social media platforms, along with YouTube, Twitter, Applications, and Facebook, have an impact on the ability of corporations to reach a wider variety of human beings and build a strong brand identity. Music has played a big role in building this identity using social media channels The social channel is a platform for brands to connect with customers. Online marketing through social media has become one of the most effective and efficient marketing techniques in the world as companies can reach so many people at relatively low prices. Companies capitalize on this fact by using music choice to attract new customers to the brand. Social media has become a platform for marketing with music as it provides millions of new channels for customers to listen to music.

An emotional approach to customer

Music has been considered an effective medium for triggering moods and communicates nonverbally. Emotions inspire us to go beyond thinking. The quality and power of music are being used in the field of business marketing. Mehrabian and Russell (1974)

developed a framework for analyzing the effects of environments on customers. He emphasized the role of nonverbal responses to environmental factors as a major determinant of behavior. The store environment contains various stimuli that might be observed by the customer's senses; each stimulus varies along with many parameters. For example, store music varies by volume, tempo, pitch, and texture and by the specific songs played (see Bruner, 1990). In addition, factors can be combined to create unique atmospheres. A manager might choose classical music, dyed colors, elegant perfumes, cool temperatures, sparsely use displayed merchandise, and low lighting to project an upscale could be constructed to encourage or discourage approach behaviors.

Music has a unique effect on our brain, especially concerning memory. The language of the brain is associated with music creates emotions. The brain is producing happy memories that evoke strong emotions. Several studies have revealed that music has a link with our memory. For example, 'washing powder Nirma' and Tum jo mil Gaye ho (coke, 2015) have been good songs to create a memory with their Customers. In cases, the song and the resulting connection is likely to keep positive emotions associated with the brand name. The advertising world has given melodious tunes to people. Advertising agencies depend on old Hindi film songs to hawk their products.

Using music is not a guarantee of good feeling. It is dependent on the composer's skill. Jackson says that "sound should be applied consistently throughout a firm's sensory marketing to achieve a sound that is distinctive, memorable, and flexible" (Hulten et al, 2009). The brain automatically starts to synchronize with the beat and predicts the next one. This happens in the subconscious. Skilled composers are masters at balancing when these expectations are met and when they are not. Music and branding are a great combination for any organization. Having a great song, jingle, or score makes the ad create positive emotions in the minds of Customers. It gives brand promise a foundation built on good memories. From there, the brand can be attracted to the business.

Conclusion

Music has been an essential part of our life. It has been already a medium of self-expression and enjoyment. Music is a universal language and people understand the meaning hidden in musical notes. Music has the ability to connect people and has the power to make us feel. Similar to the smell, color, music is linked to sound that is a part of the hearing. Rhythm is also an important part of the music. Through tempo and notes, it affects us. Music can trigger a memory. In modern times ICT tools are being used in the music field. Now technology has contributed a lot to the promotion of Indian music.

The sound quality has been improved much. Music is important in advertising, but selecting the right music is even more important. Music is perhaps the most important element for businesses in targeting the younger generation. Therefore, it is of great importance for businesses to understand that the music they play constitutes an important piece of the experience they offer consumers. But it is crucial that the music has the right volume and matches the profile of the business or the brand. It is not enough to just play the music that hits the top of the charts on the radio and is recognized, the music needs to fit the business where it is played. Marketers need to understand their message and select music that conveys the same or similar message. The shots in the advertisement and the beat of the song should be parallel to enable a certain flow. Choosing an unpopular, gripping song keeps the advertisement interesting, fresh, new, and memorable. Indian media and entertainment industry is lighting with a colorful blast of music and technology. Indian music is very prosperous and full of different colors. We have many styles and varieties in music so music can play an important for advertising play. We are prosperous in cultures and languages and have many different musical styles and folk tunes. Music is an effective element that keeps us in a particular mood. Music can set the consumer's mood. Radio, an audio medium has a big amount of sponsors and brands. Many smart brands like coca-cola have already adopted the consumer's psyche and succeeded in establishing a relationship with the consumers. Meera Sharath Chandra, who runs her own media company Tigress in Mumbai, and spent five years working across agencies in London, to find out her perspective. Everything begins and ends with music in India,' says Chandra. A small tune that is simple and is melodious may be a remembering tune. Advertising gives a message to the audience with music and it is joyful.

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