



Use of Colors and Music in a Store Atmosphere

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Abstract

In this study the use of colors and music has been analyzed with respect to their demographic properties. For this reason face to face survey method has been used to 100 clients at a shopping mall in İstanbul, Şişli. Acquired data has been analyzed with variance and t test analyses. In the end the study showed that there is a meaningful relationship with people who pay attention to colors and music at a store atmosphere and their education status. Further analyses also showed that there is a meaningful relationship with Gender and Music, Income, Profession and the use of colors.

Key words: Client, Store Atmosphere, Color, Music

1. Introduction

Store atmospheres are a unity of psychical properties which create emotional effects on clients. Store atmospheres fits in the designing discipline called “atmosferics” by effecting the emotional and cognitive reactions especially instincts or reaction or unplanned desire to shop. It is a known fact that colours have a huge psychological effect on human beings. Colors have to be used in a planned and correct way. Some results of already conducted studies. It is a known fact that colours have a huge psychological effect on human beings. Colors have to be used in a planned and correct way. Some results of already conducted studies:

- Yellow; invites customers with its warm and friendly effect.
- Green and tones of blue; makes clients stay longer with their calming effects.
- Dark colors; creates the perception of the store being physically smaller.
- Light Colors ; creates a larger and wider store image
- Bright Colors; not particularly used since it would tire the clients. But often used in stores that sell children products.

There are some points when using music in a store which are:

- Choosing a song that complies with the store

- And not repeating the same song over and over again

High paced songs evokes the clients and positively effects the decision process

2. Literature

The word atmosphere is usually used to describe the quality in the environment (Kotler, 1973). Kotler has divided atmosphere in two which are targeted and perceived atmospheres.

Targeted atmosphere is the unity of sensory properties in an artificial environment. Targeted atmosphere is classified in 4 elements which are auditory , visual, olfactive and textular.

Perceived atmosphere is the perception of this environment by the clients. Consumers reactions to perceived atmosphere are learned and partially formed by culture. The atmosphere is considered succesful if the targeted and perceived atmospheres are close (Dursun, vd., 2013).

The impressions of the potential clients are firstly effected before entering thanks to the factors such as appearance and the entrance and than it continues thanks to the factors inside .(Fettahlioğlu, 2014). Research suggests that the setting has a way of social communication and that the stores have their own personalities and social images and the social identity of a certain store can be transferred thanks to their setting.

A social image of a store depends on their style and appearance rather than its price, transportation etc .Experts suggest that the atmosphere and image leads to a relationship with

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the perception of goods and services. Store atmospheres are important parts that differentiates retail stores and effects consumer properties (<http://tantalosmaket.blogspot.com.tr>).

Studies show that warm colors psychologically have different effects than fresh colors. e.g. red and warm colors increase blood pressure and respiration rate. If these results gets applied to retail stores ; it would be logical to think these colors would effect clients more. Fresh colors in contrast can create anxiety as in expensive goods. Use of warm colors to create a thrill would be safer (Levy ve Weitz, 2001).

Music which has a large Area of utilisation which ranges from the treatment of psychological illnesses to motivation of employees at work is being used also at stores. The right hemisphere of the human brain perceives events and objects via intuition. Thanks to this people record events or objects faster. Deducting from this the display done with music would be more effective than a verbal one. Music can create a faster perception of the displayed product or object for the clients (Orel, 2005).

Colours in store can effect the judgement of clients on store atmosphere which effects , whether or not they visit the store, how much time to spend and how much money they will spend (Ailawadi, 2004).

It is found out that a nice music reduces the psychological cost, a nice physical order reduces economic and psychologic cost (Yücel ve Yücel, 2012).

3. Procedure of the Study and Hypothesis

The data obtained from the study are acquired measuring the social demographic properties with “yes” or ”no” questions about colors and music use in a store environment with a 100% survey method in order to get a general opinion about the use of colors and music in a store environment. The surveys applied, with a convenience sampling method, to 100 applicants via face to face interview. The weakness of convenience sampling method is how well it represents the groundmass. (Özmen, 2007).

- H1: Use of colors and music in stores differentiates in correlation with the clients socio-demographic properties.
- H2: Use of colors and music in stores doesn't differentiate in correlation with the clients socio-demographic properties.

4. Results

Applicants 9% are in between ages 19-24 80% are in 25-44 11% are in 45-64 and 94% of them are women and 7% are men. Education status is 9% of them are university graduates, 19% are high school grads, 22% are middle school grads and 39% are elementary school grads. 7% are literate 4% are non-literate.

Table 1: Clients Socio-Demographic Properties

		n	%
Age	19-24	9	9
	25-44	80	80
	45-64	11	11
Gender	Female	93	93
	Male	7	7
Education Status	Non-Literate	4	4
	Literate	7	7
	Elementary School Graduate	39	39
	Middle School Graduate	22	22
	High School Graduate	19	19
	University Graduate	9	9
Income	Very Bad	5	5
	Bad	13	13
	Middle	54	54
	Good	28	28

Profession	Officer	20	20
	Worker	26	26
	Self employed	21	21
	Housewife	33	33

Table 2. The frequency of clients shopping at stores and paying attention to colors and music

		n	%
How often do you shop at stores?	Each Day	7	7
	More than once a week	2	2
	Once a week	1	1
	More than once in a month	88	88
	Once a month	1	1
	Less	1	1
Do you pay attention to music playing while you shop at the store?	Yes	54	54
	No	46	46
Do you pay attention to use of colors when you shop at the store?	Yes	58	58
	No	42	42

It is noticed from the data from table that 88% of clients shop more than once a month. And while 54% pays attention to music

playing at the store 46% doesn't and 58 % pays attention to the use of color while 42% doesn't.

Table 3. T test and variance analyses results according to socio-demographic properties

		Color Usage	Music Usage
Age		1,555	1,570
	p	,062	,152
Gender	t	1,414	1,709
	p	,995	,008
Education status		1,529	1,145
	p	0,004	,001
Income		1,372	1,452
	p	0,000	,320
Profession		1,959	1,412
	p	0,002	,120

As it can be seen on the table there is no meaningful relationship between age and use of music and colors in stores. Eventhough there is no meaningful relationship between gender and use of colors there is a meaningful relationship with use of music. When analysed education status variable we see that there is a meaningful relationship with the use of both colors and music. When we analysed Income we see a meaningful relationship with colors but not music. As the last variable of the study there is a meaningful relationship between profession and use of colors.

5. Conclusion

Colors, settings and music played at enterences and/or inside of stores are elements thought to make passing time more enjoyable. For example we don't realize how time flies by when we visit some stores and have fun but it is possible to see the complete opposite of this. That's why one must tackle store atmosphere with great importance. According to the result of the study most of the clients are between ages 25-44, has an education status at an elementary and middle school level and have a mid-ranged income. 88% of clients shop more than 1 store in a month, 54% pays attention to the music in the store, 58% pays attention to colors. It is deduced from the study that there is no meaningful relationship between the age and the colors and music that are used to create the store atmosphere. The study showed that there is no meaningful connection between gender and use of colors. But it shows that there is a meaningful connection between education status, income, profession and use of music and colors in stores. It also shows that there is a meaningful relationship between gender, education status and use of music.

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