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‘MUSIC EFFECTS’, ‘EMOTIONAL RESPONSE TO WAIT’, ‘ATTITUDE TOWARD STORE’

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ABSTRACT

This study consists of two parts. The purpose of the first part is to identify the effects of background music dimensions (tempo and loudness) on customer attitude toward small scale sporting goods retail stores on the streets. The effect of ‘emotional response to wait’ on attitude toward the store regardless of music effect is examined in the second part. In accordance with this aim a conceptual framework was comprised and tested by means of statistical analysis of primary data collected by a questionnaire from 316 customers shopping from small scale sporting goods retail stores located in the busy street of Istanbul. Two conditions related tempo (fast / slow) and loudness (high / low) were organized in addition to no-music condition at all as independent variables. ‘Emotional response to wait’ was also determined as other independent variable. A questionnaire respecting customer attitude toward stores was applied to be responded by customers exposed to background music in retail stores. The questionnaire of ‘emotional response to wait’ regardless of music effect in the stores was also set. The findings define that loudness and tempo have no significant effect on customer attitude, but emotional response to wait, regardless of music effect, has a significant effect. According to the study, customers, shopping from small scale sporting goods retail stores on the streets, have a positive attitude toward service environment as long as the shopping is finalized. Music as an atmosphere dimension in a store is not always a criteria to affect customers’ attitude.

Keywords: *Background music, Tempo, Loudness, Attitude, Retail Store, Servicespace, Waiting Duration*

INTRODUCTION

Studies of the link between music and emotion have primarily focused on the emontional reactions of listeners toward music according to their culture. Listeners may rely on universal or cultural cues to arrive at an understanding of musically expressed emotion. According to the results of music studies in western literature, use of background music to influence consumer behaviours in retail stores is differentiated depending on reseach design and conditions. There are many characteristics of music that may alter customer mood and behaviours in purchase environment. As a key ambient factor in retail environment, music can refresh and create pleasurable memories and experiences for the shoppers. However, bringing up standardized findings in each study is not applicable. Music elements may negatively affect the customers and encourage them to leave the store without purchase. It is important to identify which musical characteristics positively affect the customers, allowing them to spend more time and money for shopping in retail stores (Yalch, Spangenberg, 2000).

On the other hand, service providers are paying more attention to service process design and experimenting options with alternative service configurations. Further, increasing customer purchase times through maintaining good service quality can help companies increase their revenue. Increasing revenue requires retail sectors to provide services that satisfy their customers (Molina et al., 2009). In the retail sectors, wait time for a service has become an important reference for measuring service quality (Zeithaml et al., 1996).

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

In some instances, the place, or to be more specific, the atmosphere of the place, is more influential than the product itself in the purchase decision. The ambient dimension covers all the “background” stimuli in the store environment usually referred to as atmospherics (Kotler,1973). Music is a part of this ambient dimension and is an area that still lacks a comprehensive body of research. Whilst a retailer is clearly interested in issues such as attitudes and message reception, it is the encouragement of positive in-store behavioural outcomes that is a major concern (Sullivan,2002). The Mehrabian-Russell(MR) model (Mehrabian and Russell,1974) provides the basis for the ambient or atmospheric effect. Environmental

psychologists assume that individuals' feelings and emotions ultimately determine their behaviour. They also assume that environments can evoke various feelings which cause certain behaviours.

Music is highly prevalent within many consumer settings. The research on music in service settings has generally been from a musical element perspective. The music used in the studies is varied based upon one broad element such as tempo, loudness, genre, perceptions, evaluations and shopping behaviour are typical dependent variables of interest.

Dube and Morin (2001) reveal how liked background music enhanced customer attitudes toward the physical environment dimensions of a store. Chebat, Chebat and Vaillant (2001) demonstrated that music has an effect. Yalch and Spangenberg (1990) consider that both young and old shoppers rated the foreground music as more desirable than the background music, though there was a sharp decline in liking of the foreground music among shoopers 50 and older. Foreground music was consistently better received by shoppers under 50. Researchers reveal that no-music condition was even more arousing than the foreground music condition, possibly because of the loss of sound masking provided by music. Despite widespread beliefs that music enhances a retail environment and thus results in increased store traffic, greater customer satisfaction theoretical and higher sales, a literature review revealed minimal direct evidence supporting these beliefs. Sullivan (2002) demonstrates that music would have an effect when it was the expected volume but popularity and tempo could be varied with little noticeable effect. The type of music is less important given that the degree of popularity and tempo had no significant effect on expenditure. Different reactions to the music will result from perceptions of typically and nontypically that will be individual and environment specific. Spangenberg, Grohmann and Sprott (2003) consider that consistency between ambient scent and music in a retail setting leads to more favorable evaluations of the store, its merchandise and the store environment. When inconsistency exists between the ambient scent and music evaluations and behavioural intentions are not affected and in some instances are negatively affected. Dube and Morin (2001) researched the effects of pleasure from background music. In a field study, 110 shoppers in a mall outlet were asked to evaluate a store, attitudes toward the servicespace, attitudes toward the sales personnel and the background music pleasure. The results indicated that the store evaluation was not directly influenced by the pleasure intensity.

Perceptions of wait time, anxiety, service value, service expectations, explanation for the wait, comfort, familiarity with the wait environment and crowd affect wait psychology (Dube et al., 1989). In any service environment where customers must be present, waiting is inevitable due to expectations or demands of customer. Hereby, service providers can increase capacity by employing more people investing in more facilities to reduce waiting time but it still would not be economically feasible to completely eliminate waiting. Increased competition in the marketplace, however, demands service providers to continuously improve service quality and customer satisfaction. The amounth of waiting time has been shown to negatively correlate with customer satisfaction (Chebat, Filiatrault, 1993). Extended waiting has been cited as an important source of customer dissatisfaction in many service industries (Murdick et al., 1990). Researchers have explored various ways of influencing customers' perceived waiting time, including changing service environment (Katz et al., 1991), engaging customer during the wait (Dube, Schmitt, 1996) and providing feedback about expected waiting time (Hui, Zhou, 1996).

RESEARCH MODEL

Research model is shown at Figure 1 below.

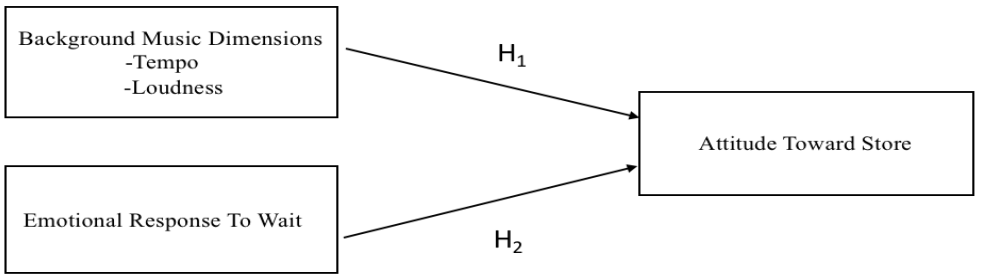

Figure 1: Research Model

Hypotheses were developed for musical tempo and loudness effects on customers' attitude toward store and the effects of 'emotional response to wait' on attitude toward store.

HYPOTHESES

Tempo and Loudness Effects on Attitude

Musical tempo is the speed at which a musical passage progresses. It is a variable that has been quantifiably measured in several studies by using a metronome to monitor the number of beats per minute (Oakes, North, 2007). Mattila and Wirtz (2001) highlighted interactive effects in revealing how arousal congruity (either both high or both low) between ambient stimuli increased impulse purchase behaviour in a retail outlet. High - arousal stimuli were fast-tempo music and a stimulating scent (grapefruit), while low-arousal stimuli were slow-tempo music and a relaxing scent (lavender). Such congruity also increased overall satisfaction levels and encouraged approach behaviour (e.g. intention to return). Milliman (1982) identified that the tempo of instrumental background music can significantly influence both the pace of in-store traffic flow and the daily gross sales volume. In the Milliman study, supermarket sales volume increased about 38 % when transitioning music from fast-tempo to slow tempo. In reporting how tempo and mode operated interactively on evalutions of musical liking, Kellaris and Kent (1991) argued that unacknowledged interactive effects between tempo and other musical variables may have confounded results from the Milliman studies. North and Hargreaves (1996) found that the response of individuals to music was influenced more by the style of the piece than the piece itself. Musical tempo is a variable allowing quantifiable measurement by using digital sound technology to monitor the number of beats per minute (BPM). In the study, slow tempo versions were within a band of 90-130 BPM, whilst fast tempo versions were within a band of 131-180 BPM. Different tempo versions of original music pieces were applied to manipulate tempo by using digital technology.

Musical volume is relatively easy to modify for managers and academic researchers. Like musical tempo, it is a variable that allows comparative, quantifiable measurement, but unlike musical tempo, research is constrained by defined decibel level parameters ensuring that stimuli are neither inaudible nor painful for participants. Most studies have compared stimuli where one piece of music is louder than another piece of music, although little acknowledgement has been made of the impact of musical dynamics. While musical volume levels can be set at a constant level for all participants in experimental environments by using headphones (Oakes and North, 2006), it should be noted that customers in authentic service environments may be different distances from the audible source, making it difficult to calibrate volume manipulations even when decibels are measured from a single location. Yalch and Spangenberg (1993) reported that shoppers aged 25-49 spent more in a retail environment when loud foreground music was playing, while shoppers aged 50 and over spent more when quite background music was playing. They argued that the departments were perceived to have more desirable characteristics by the shoppers when the music was at an appropriate volume level for their age band, thus influencing purchase activity. However, the study reported no statistically significant difference in total purchases whether music was played or not (Oakes, North, 2007).

Smith and Curnow (1966) found that volume had an inverse relationship with shopping time but had no effect on sales. Herrington and Capella's research in 1996 found that the tempo and volume of the background music did not significantly influence the shopping time of purchase amount of the sample of shoppers. In the study, low loudness versions were preferable within a band of 60 - 65 dB, whilst high loudness limits were 66 -75 dB. Sound levels were checked by using a digital decibel meter and were manipulated by presetting volume controls on amplifiers which powered the loudspeakers in retail settings.

H1: Musical tempo and loudness of playing background music in a small scale sporting goods retail store will affect customer attitude toward store positively.

The Effects of 'Emotional Response To Wait' on Attitude

Reducing customer waiting time has been an important topic of study in disciplines such as management science, operation research and operations management. Hornik (1984) explored the relationship between perceived and actual waiting times with different types of waiting lines in various service outlets, including a supermarket, a department store and a bank. He found that customers tended to overestimate actual waiting time across different types of lines. Personal characteristics such as enjoying shopping and frequency of using a service did not change their perception of waiting.

Maister (1985) contended that both customer perception and expectation about a service operation play a role in determining customer satisfaction. Each customer has certain expectation about a service operation. If she perceives the service has exceed her expectation, then she will be a satisfied customer. Thus, customer satisfaction can be influenced by adjusting customer expectations and/or their perceptions.

Baker and Cameron (1996) advanced an integrative model that provided a comprehensive list of service environment variables that might affect customer perception. Variables related to time perception included music, lighting, color, employee visibility, filled time and social interactions. They found that playing music did not change customers' perceived waiting duration, which was negatively correlated to customer satisfaction. In the study, the effects of customers' reactions to waiting on their emotional responses to store is examined.

H2: When there is a wait for a service environment, there is a positive relationship among customers' emotional responses to wait and attitude toward store.

RESEARCH METHOD

Sample and Data Collection

The sample for the experiment consisted of 316 Turkish participants (Table 1).

Table 1: Demographic Characteristics of Sample

		Min-Max	**Mean±sd**
Age (year)		15-70	32.54±13.55
		N	**%**
Gender	Female	165	52.2
	Male	151	47.8

The participants finalized shopping intention in the sporting goods retail stores and accepted to respond to survey. 151 participants (47.8 %) were men and 165 participants (52.2 %) were women. Mean age was 32.54 years.

FIELD SETTING

Building on the work of Yalch and Spangenberg,1990, Chebat et al., 1999 and Baker et al.,1992 retail stores were chosen as the research settings. Four retail settings of the study were small scale sporting goods stores in the busy streets of Istanbul. The stores sell similar brands and product groups. The size and acoustic of the environment ensured that audio errors would be minimised for each stores. Table 2 highlights the names of the stores and subjects for each store.

An experiment (tempo and loudness) was conducted by using 2 (fast tempo/slow tempo) X 2 (high loudness/ low loudness) factorial design to test the Hypothesis 1. Five conditions were 'fast tempo and high loudness', 'fast tempo and low loudness', 'slow tempo and high loudness', 'slow tempo and low loudness' and no music at all. Absence of music was chosen as control condition to observe whether there was a change in the attitude toward the store in service environment without music. These components of music are easily controlled by managers in retail settings. Music experiments were conducted on weekends due to high density in sporting goods retail stores in November and December of 2017. Air temperature affects customer traffic for stores on the streets noticeably. During the experiment, air temperature was recorded periodically and considered to determine the days of experiment.

Table 2: Descriptive Items-Sporting Goods Retail Stores

		N	%
Sporting Goods Retail Stores	İdeal Spor	21	6.6
	Gargamel	17	5.4
	Wunder	31	9.8
	Ak-taç Spor	247	78.2

Music experiments were conducted in Ak-taç Spor mainly (n= 247). The store is located in one of the busiest streets of Istanbul and more convenient due to technical capabilities and customer traffic.

COMPOSITIONS

Upbeat electronic music arrangements with vocal are preferable in sporting goods retail stores in Istanbul. Hence, slow or fast tempo expectations were influenced by favorite upbeat and energetic sounds. This also ensured that customers in the store were not exposed to irritating repetitions of the same compositions. Both musical genre and retail store size are influential to set loudness parameters. The compositions at a variety of tempo and loudness used in this experiment were pretested with 69 participants to classify compositions according to tempo (slow/fast) and loudness(high/low) preferences. Studio records of original music pieces are important for both dimensions. Especially, loudness of records may not be standardized. Thus, pretest ensured that loudness and tempo for each music pieces were set properly and participants were unfamiliar with melodies. These dimensions (tempo and loudness) were checked by using digital technology periodically whilst stores were crowded in the days of experiments to avoid confounding results. Table 3 lists the types of background music preferences in sporting goods retail stores.

Table 3: Background Music Types

Preferable Background Music Types
Energy Pop
Energetic Pop-Rock
Club House and Dance
Fitness and Workout

Original background music pieces were calibrated by RTP Media (Corporate Radio Broadcasting Company).

MEASURES AND MEASURE ASSESSMENTS

Attitude toward store as dependent variable was measured on a five-item, semantic differential scale with anchors “bad/good”, “unfavorable/favorable”, “negative/positive”, “dislike/like” and “outdated/modern” (Spangenberg, et al., 1996) (Cronbach α: 0.811)

7- point tempo scale (1= slow; 7= fast) and 7- point loudness scale (1=soft; 7= loud) were followed for the evaluations of musical tempo and loudness as independent variables in the study (Kellaris, Rice,1993). Both actual and perceived waiting times were recorded. A table of numbers (1-60) was used in order to provide perceived duration estimates to the nearest multiple of 5 min. (Oakes, 2003).

Satisfaction with waiting times and stress/relaxation levels were measured for the evaluation of emotional response to wait as other independent variable. Stress/Relaxation Levels scale was adapted by stress/relaxation levels with the registration process scale of Oakes, 2007 research. Satisfaction with waiting times is a 5-item scale ranging from ‘very dissatisfied’ (1) to ‘very satisfied’ (5), and stress/relaxation levels scale is a 5-item scale ranging from ‘very relaxing’ (1) to ‘very stressful’ (5).

ANALYSES AND RESULTS

NCSS (Number Cruncher Statistical System) 2007 (Kaysville, Utah, USA) program was performed for statistical analysis. Descriptive statistical methods (average, standard deviation, frequency, percent, minimum, maximum) were utilized to evaluate research datas. Conformity of normal distribution of quantitative data was tested by Shapiro-Wilk test and graphical analysis. ‘Anova’ was processed for more than two group comparisons of quantitative variables that represent normal distribution. 'Pearson

Correlation Analysis ' to evaluate the relations of quantitative variables was applied. 'Linear Regression Analysis' was applied in the analysis of the relationship between 'loudness and tempo groups' and 'attitude toward store' scores. Statistical significance was accepted as $p<0.05$.

HYPOTHESIS TESTING

Group Variable (Tempo and Loudness) Effect on Attitude Toward Store

Table 4 illustrates customers' responses. The customers realized shopping intention and were about to leave the store.

Table 4: Descriptive Items-Attitude Toward Store

Attitude Toward Store	Level of Attitude n (%)
Good	254 (80.4)
Favorable	277 (87.7)
Positive	296 (93.7)
Like	282 (89.2)
Modern	277 (87.7)

80.4 % of the participants identified the shopping experience as good, 87.7 % favorable and 93.7 % positive. 89.2 % of them reported that they liked shopping environment. Furthermore, 87.7 % of the participants described the store as modern. Consequently, the store environment is convincing according to Table 4.

The comparisons of attitude toward retail stores according to the experimental groups and control group were processed (Table 5). Experimental groups were determined as 'Slow Tempo and Low Loudness' (Group 1); 'Fast Tempo and Low Loudness' (Group 2); 'Fast Tempo and High Loudness' (Group 3); 'Slow Tempo and High Loudness' (Group 4) and control group is 'No-Music Condition' (Group 5).

Table 5: Anova For Comparison of Attitude Toward Store By Experimental Groups and Control Group

	Group 1	Group 2	Group 3	Group 4	Group 5	F	P
	Mean±sd	Mean±sd	Mean±sd	Mean±sd	Mean±sd		
Attitude	7.65±1.52	7.80±0.66	7.31±1.36	8.02±1.35	7.62±0.88	2.662	[a]0.033*

*p<0.05 **p<0.01

Statistically significant difference between groups in terms of attitude toward store was revealed (F:2.662, p:0.033). As a result of the dual evaluations performed using the Bonfernoni correction, the scores of the participants with 'Slow Tempo and High Loudness' group are higher than the scores of the participants with 'Fast Tempo and High Loudness'(p:0.020).

Table 6 and Figure 2 illustrate the evaluation of group effect on attitude toward retail store. Independent variable has sub groups (experimental groups and control group). Experimental groups are 'Slow Tempo and Low Loudness' (Group 1); 'Fast Tempo and Low Loudness' (Group 2); 'Fast Tempo and High Loudness' (Group 3). Control group is 'No-Music Condition' (Group 4). Thus, four dummy variables (Slow Tempo / Low Loudness; Fast Tempo / Low Loudness; Fast Tempo / High Loudness and 'No-Music' Condition) are set for the group variable. 'Slow Tempo and High Loudness' group is constant one

Table 6: Linear Regression Analysis For The Evaluation of Group Effect on Attitude Toward Retail Store

Factor	Beta	T	P	95 % Confidence Interval for B	
				Lower Bound	Upper Bound
Constant	8.018	51.972	<0.001**	7.715	8.322
Group 1	-0.371	-1.669	0.096	-0.809	0.067
Group 2	-0.222	-1.012	0.312	-0.653	0.209
Group 3	-0.706	-3.123	0.002**	-1.150	-0.261
Group 4	-0.398	-2.099	0.037*	-0.771	-0.025

*p<0.05 **p<0.01

The group variable (Slow Tempo / Low Loudness; Fast Tempo / Low Loudness; Fast Tempo / High Loudness and 'No-Music' Condition) as independent variable, scale points of attitude toward store as dependent variable are included. The model obtained is statistically significant and the group variable may explain 2.1 % of the variance of attitude toward the store according to research findings (F:2.662, p:0.033, R^2_{adj}:0.021). The status of being in the group of 'Fast Tempo and High Loudness' results in a decrease of 0.706 points on the score of the attitude toward store compared to those in the group of 'Slow Tempo and High Loudness' [β (%95 GA): -0.706 (-1.150, -0.261), p:0.002]. The status of being in the group of 'No-Music Condition' results in a decrease of 0.398 points on the score of the attitude toward store compared to those in the group of 'Slow Tempo and High Loudness'. [β (%95 GA):-0.398 (-0.771,-0.025), p:0.037].

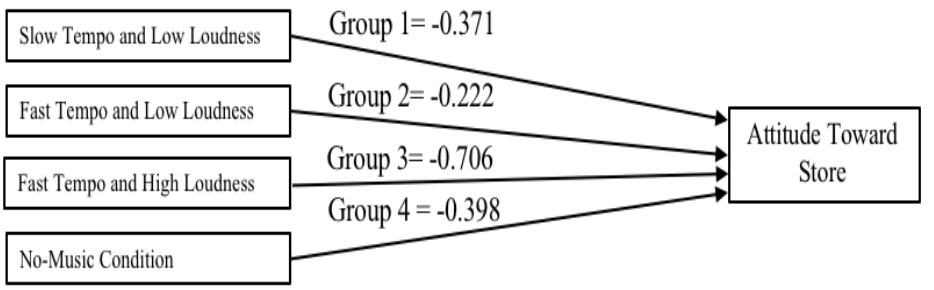

Figure 2: Correlations Among Sub Groups and Attitude Toward Store

Thus, Hyphothesis 1 is not supported according to research findings. Musical tempo and loudness do not affect attitude toward service environment. There are different reasons that explain customer attitude toward service environment except musical tempo and loudness in a small scale sporting goods retail store on the street.

Actual, Perceived Waiting Times and Emotional Response To Wait

In the second part of the study, the effect of 'emotional response to wait' on attitude toward store is examined regardless of music effect. Actual and perceived waiting times of customers in sporting goods retail stores were pre-recorded along with responses to service waiting (Table 7). Characteristics of customers' emotional responses to wait (satisfaction with waiting times and stress/relaxation levels) were obtained.

Table 7: Descriptive Items-Perceived and Actual Waiting Times, Emotional Responses To Wait

		Min-Max	Mean±sd
Perceived waiting time(min)		1-50	9.20±7.22
		N	**%**
Perceived minus actual wait duration	Perceived <Actual	311	98.4
	Perceived > Actual	1	0.3
	Perceived = Actual	4	1.3
Stress/Relaxation Levels	Very Relaxing	9	2.8
	Relaxing	289	91.5
	No Opinion	12	3.8
	Stressful	6	1.9
	Very Stressful	-	-
Satisfaction with waiting times	Very Dissatisfied	-	-
	Dissatisfied	-	-
	No Opinion	1	0.3
	Satisfied	300	94.9
	Very Satisfied	15	4.7

Perceived waiting time for 98.4 % of participants is shorter than actual waiting time in Table 7. Furthermore, 94.9 % of participants are satisfied with waiting time in the store according to the study. 91.5 % of participants state that waiting time is a relaxing process. Respondents' emotional responses to wait are positive mostly due to descriptive items.

The relationship between 'Stress/Relaxation Levels' and 'Attitude Toward Store' is evaluated in Table 8. The other evaluation is between 'Satisfaction with Waiting Times' and 'Attitude Toward Store'.

Table 8: Pearson Correlation Analysis

		Stress/Relaxation Levels	Satisfaction with waiting times
Attitude Toward Store	R	0.284	0.416
	P	<0.001**	<0.001**

**p<0.01

The study reveals that customers' emotional responses to waiting for services (Stress/Relaxation Level; Satisfaction with waiting times) affect attitude toward store positively. H2 is supported. Statistically significant correlation is revealed between stress/relaxation levels and attitude toward store as r:0.284, p<0.001 (weak) and between satisfaction with waiting times and attitude toward store as r:0.416, p<0.001 (moderate).

CONCLUSION AND DISCUSSIONS

The findings from the analysis reported that music had no effect on customer attitude in a small scale sporting goods retail store on the street (H1). In everyday life, people choose to listen to music for one reason or another depending on the situation and their surroundings. Primarily, psychological correlates of music preferences have revealed distinct associations with personality, political ideology, values, sexual attitudes and cognitive abilities (Rentford & Gosling, 2003; Zweigenhaft, 2008). For example, individuals with preferences for sophisticated musical styles, like classical, opera and jazz are high in openness, creativity, imagination, possess liberal values, value artistic expression and score high on measures of verbal ability (Rentfrow, 2012). Psychological dimensions of music with the perception of emotions is also the result of enculturation and may differ between cultures. Then, the listeners should be unable to identify an intended emotion in music from an unfamiliar tonal system (Balkwill, Thompson,

1999). In the study, subjects consisted of adults with an average age of 32.54 years. Obviously, popular electronic music variations were not interesting for them. Different music genres associated with cultural cues may be used as stimuli in future researches to observe various reactions. Finally, the main goal is to increase the profitability of the stores and to expand customer portfolio. Profitability is an important asset of organizational continuity and vision. Hence, the analyze of the atmosphere variables needed to strengthen is crucial to reach acceptable results.

A comfortable and familiar wait environment can lead consumers to perceive waiting time as short (Davis, Berdrow, 2010). Expectations may further depend on the customer's experience with the service and situational circumstances, for example, busyness and time of the day. However, rather than expectations, it may be customer's aspirations that serve as reference points in evaluating outcomes. Service process design is an important way that businesses use to improve service operations and reduce customer waiting. For each service, there are some alternative process designs that can be used to deliver the service. Different service process designs may exhibit varying abilities of dealing with server flexibility, demand fluctuation and customer arriving patterns (Sheu, Babbar, 1996). In the study, perceived waiting time of customers is shorter than actual waiting time clearly. Moreover, findings revealed that customers' emotional responses to waiting for services affected their attitudes positively with/without music. Hence, H2 is supported. Interestingly, music was not influential on customers' reactions to store environment compared to emotional responses to wait.

The priority of customers in small scale sporting goods retail stores was to meet their needs quickly. Thus, they did not tend to socialize, but had positive inclinations toward stores as long as their expectations were fulfilled in a reasonable timeframe. In this respect, the variables related to the purchase attempt directly (e.g., store staff, shelving) may be considered with atmospheric elements like music. Cultural cues are decisive about inclinations. There are various studies in western literature on the effects of atmospheric variables and cultural links. The effects of those elements may be differentiated due to cultural roots. Hereby, conducting studies on atmospheric components with different structural dimensions in various research areas may enable to reach more qualified findings about consumers' reactions.

The characteristics of the field where the music effects are examined may determine nature of findings. For example, the preference of retail stores in a shopping mall as experiment field may be decisive in terms of findings. Stores in malls have more stabilized conditions compared to the stores on the streets. Further, a number of contaminators from uncontrollable forces are more likely for retail stores on the streets compared to those in malls. For example, sudden changes in air temperature may negatively affect customer traffic and attitudes. However, it was not possible to conduct experiments in malls for the study due to managerial limitations of stores. In addition, there was no possibility to test unavoidable effects of other atmosphere variables (for example, scent or color) on music due to operational limitations in real shopping environment. Congruity of atmosphere variables may affect research results. Moreover, homogeneity of the sample (e.g., Generation Y Consumers) may also stress different findings. Further studies are needed to examine congruity covering different atmospheric elements in different shopping environments. As the number of studies examining the effects of music on consumer attitudes and behaviors increases, the findings will be diversified.

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