### 6 Music and PriceQuality/Cost Price Positioning

Fig. 4 – Visualisation of music’s previous findings concerning music’s influence on pricequality/quality price positioning based on extant existing studies.

Customers’ monetary valuation of a service may subsequently be influenced by the types of music played (e.g., light popular or classical music) (Oakes, 2000).

Oakes (2000) argued that music choices can be utilised to position a service in the mind of consumers as being of a best having the highest possible quality in the minds of consumers. According to Oakes (2000, pp. 545), “Customers’ monetary valuation of a service may subsequently be influenced by the style of music played (e.g., light popular or classical music).” (p. 545) This thought notion is strongly supported in the writings literature. For example, Areni and Kim (1993) measured the effect of playing pop music versus classical music in wine and alcoholic beverages stores selling alcoholic beverages. They noted that money income increased and customers buy bought more higher cost expensive wines when classical music was played in comparison compared to when pop music was played.

These thoughts findings are in keeping consistent with the arguments of Yalch and Spangenberg (1993), who noted that classical music can be made used to position...
a service or product as being very having the best quality/and priced. Furthermore, Baker et al., (1994) found that the combination of ambient lighting and classical music give makes consumers the thoughts believe that the improves consumers’ perceptions of service quality. quality of service would be better in comparison to establishments with bright lighting and pop music. Finally, North, Shilcock and Hargreaves (2003) say stated observed that guests in a restaurant spent more money when classical rather than pop music was being played—in comparison to when pop music was selected rather than pop music.

However, we may scrutinize these truthness/untruthfulness of some of the certain conclusions of the from results existing before studies on the music’s influence of music on on positioning for quality perception may be scrutinised (Areni and Kim, 1993; Yalch and Spangenberg, 1993; Baker et al., 1994) are is complicated by if we apply the association of by the evidence of from studies that have showing that musical preferences are a reflection of reflect with demographic groups (Mehrabian and Russel, 1974; Wright, 1975; Cutler, 1989; Smith, 2004) and personality traits (Rawlings and Ciancerlli, 1997; Schwartz and Fouts, 2003; Zweigenhaft, 2008). Since

There is a high degree of sameness between these studies were conducted in similar services environments in which these studies were conducted are quite similar, which that makes me wonder as to whether or not the conclusions drawn can be used to the the for wider thoughts on the may not be generalisable to the services marketing of services marketing in other contexts thoughts. As Since the services environments between these studies lacked real diversity in particular, it is possibly to question whether the demographics type of those surveyed may not showed provided an sufficiently accurately enough reflection of the wider-broader US and UK customer population (Tashakkori and Charles, 2003).

For example, Confidently stating confidently concluding that classical music gives encourages conveys the perception of quality to amongst consumers perhaps could may fail to consider demographic variables the most. Indeed, Yalch and Spangenberg (1993) themselves say in their study highlighted the varying effects of different styles of music on varying various demographics. And Additionally, in an experiment in a popular restaurant, playing classical music reduced the number of beverages purchased by guests compared to when jazz and pop music were played (Wilson, 2003). Aas Wilson (2003) found in an experiment involving a popular restaurant, when playing classical music was played it had the
financially negative effect of significantly lowering the amount number of guests who buy three or more beverages in comparison with when jazz and pop music were played.

These considerations reinforce what a notion that is much said often stated in the literature: the importance of a “fit” between music selection, the and context of the service environment and the demographics types of the target markets for an effective positioning strategy (Areni and Kim, 1993; Oakes, 2000).

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4.1 Influence of music on consumer behaviour in the context of services marketing

4.2 Music and consumer approach and avoidance behaviours

Based on the Mehrabian–Russell model, all responses to an environment can be classified as either an approach or avoidance behaviour (Mehrabian and Russell, 1974). The Mehrabian–Russell model can be applied to the service environment context to cleverly explain the effects of atmospherics on consumer behaviour (Mehrabian and Russell, 1974).

Approach behaviour includes: ‘physically moving toward something; affiliating with others in the environment through verbal communication and eye contact, and performing a large number of tasks within the environment’ (Booms and Bitner, 1980, as cited in Milliman, 1986, pp. 286). Avoidance behaviour includes: ‘trying to get out of the environment; a tendency to remain inanimate in the environment; and a tendency to ignore communication attempts from others’ (Donovan and Rossiter 1982, p. 37).

It has been well written in the academic books; it has been well documented in the literature that musical preferences are reported to be linked to demographics and personality types (Mehrabian and Russell, 1974). Further-more, there is a lot of large body of extensive research which has shown that how the selection of selecting the specific music styles that are deemed most popular amongst the target consumer demographics can help in stimulating approach behaviours and attracting potential consumers into the service environment (Milliman and Bitner).

If I apply the lessons of these studies to the services marketing context, we can see these findings suggest that how different genres of music can be applied in the service environment to help promote approach or avoidance–behaviour in consumers. Strong–Rigorous studies conducted in solving the It is in the Bbars and Restaurants services hospitality sector that I have seen good studies which have most explicitly shown the influence of music style selection in

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on buyers’ approach and avoidance behaviours (Milliman, 1986; Grayson and McNeill, 2009; Jones et al., 2009; Milliman, 1986).

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