

Music sales

The power of music to harness emotions is undisputed but not many retailers are using in-store music effectively, according to research conducted by DMX Music and Vision One (London).

Research carried out in the UK examined the impact of music (with particular reference to sales) in stores. The results showed that when the right music was played, sales definitely increased. Conversely, if the wrong music was played, sales decreased. Ninety per cent of customers stated that they enjoyed in-store music and over half said that it made them extend their visit to the store.

However the key to all of this is having music that fits with the brand itself, as well as with the look and feel of the store environment. "As markets become increasingly 'advertising saturated,' stores will present a key opportunity to unlock sales. The retailers that will win will be those who understand that in-store branding is a multi-sensory experience and that they should be paying as much attention to the sound of the store as they do to customer service or to the look and feel of the store," says Craig Cesman, CEO of DMX Music Africa.

