

September Retail Tips

Top Tips - part six Just browsing ! – That's what you think !

Most people would agree that music can affect our moods. But it can also affect our behaviour. Among other things, it can affect the length of time you choose to spend in a shop. There have been many studies done on music in retail environments, and they all find conclude that it's a powerful tool – think about it, if music didn't affect a shoppers mood, every shop would play the same music or none at all !

Generally shops that target older shoppers might play "elevator" type music at a lower volume, while stores that target a younger age group look for more upbeat music played at a higher volume. Matching the music to the customers age encourages shoppers to spend more money in the shop.

You remember the songline "hooked on a feeling?" It really happens. For example, during the Christmas season most shops play Christmas music. This helps the customers stay in the state of Christmas euphoria all month long and links them back to happy childhood memories of Christmas time, a time of innocence and still believing in the miracle of Santa Claus rather than the wonder of mastercard...!

So we agree that music can be used by retailers as a way to identify your stores and affect a shopper's mood, to make you feel happy, nostalgic or relaxed so you linger (and spend money)

So what's your music style? Is it consistent? Or do the staff dictate what you play so it's a fractured offering? Do you go from Jack Johnson to AC DC, or have you already recognised this and looked at playing different music at different times of day to enhance sales?

But How can we use music to enhance sales? I hear you ask?

Slow-tempo music encourages consumers to linger. So slow music is a great strategy for a gift shop or clothesretailer, where the longer shoppers are in the store, the more they buy whereas fast music actually speeds customers up

Matching the music to your product ups sales. If you're looking to encourage sales of, say, French wine, research shows that playing French music significantly boosts sales.

White noise works too. Silent retail environments make customers nervous. Injecting a low hum of white noise puts them at ease psychologically its like a third person is present in the shop shifting the emphasis from them.

Starbucks, for example, sees music as integral to its brand. In fact, its music was so frequently requested by customers that Starbucks partnered with a record label. If you're regularly complimented on your music choice could you consider putting together a compilation album for your customers – in this technological age it doesn't need to cost a lot ! Pottery Barn in the states do this soooo successfully !

So to recap, music is a good thing in your shop. However, radio is not good. Local radio is very bad (for sales) even if the proprietor may love the local radio station ! Music affects your customers mood and even their decision about how long to spend in your shop – longer times in shops equals more money spent, so lets get those compilation party mixes on the I-Pods !

As always if you've tried any of our suggestions – Please let me know how you've got on, its always great to hear your feedback...!

Happy Selling

