

Attitudes and Behaviors of Young Adults toward Music in Retail Environments in Bosnia and Herzegovina

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Abstract: *Attitudes and behaviours of young adults toward music in retail environments in Bosnia and Herzegovina are in focus of retailers. The retailers want to attract more customers by creating an atmosphere for a particular type of people, class, age, with desired products. Influence of music can be seen all around the globe. Industry professionals make millions of dollars by producing and creating new songs and rhythms in special events (Example: Shakira; World Cup 2010). Music in Bosnia and Herzegovina is well spread, and it can be one of the best places to see how music influences human lives and their habits. It is well-known fact that Bosnian's devote most of the time by listening to music and use it as a motivation or charm of happiness to forget everyday problems. For Bosnians, music is like a sweet drink, escapade from problems and life motivation. Music is their inborn gift, and for this study, Bosnia and Herzegovina is the right place to see how much music impacts young adults, and how retails stores can benefit from it.*

This study used previous research as a guideline to show the impact of certain music genre on consumer's behavior and attitude in Bosnia and Herzegovina. The focus of research was to test the impact of music on young adult's cognitive, emotional, and behavioral level, particularly with regard to attitudes and perceptions, and moods and feelings in the retail environment. Research data were collected from young adults in Sarajevo during the winter months of 2016. In total, 125 questionnaires were collected and used in data analysis. Research results showed that music is very important in making retail choices for young adults in Sarajevo. Also, the pace and type of music were found to be influential on retail choices of young adults who participated in the research study.

Keywords: *Music, retail choices, young adults, Sarajevo.*

Introduction

The term music is considered to be derived from the word "mousa" which means angel in Old Greek. Music has always played a vital role in people's lives. From early ages, people are trying to express themselves using music and its influence on people to send specific messages.

National anthems are often connected with the music, which sends the message and boosts morality to the people of that nation. Music in some cases presents a cure for some psychological diseases (depression, drug addiction or suicide thoughts). In many ways, music helps people to express their emotions, thoughts, and ideas. Music is a lucky charm that follow humankind through centuries.

In some cases music helps as a thought motivator or a way where people can remind themselves about previous thoughts, actions or some previous times that are gone, missing in distant past (Alpert and Alpert, 1990). Music is people's way of expressing themselves, giving others and themselves relief and letting go their suppressed feelings (Dillman-Carpentier and Potter, 2007). Since birth mother sings her child different songs using different rhymes to make the child comfortable and prepare him for sleep. Music in mother voice and words that are spoken bring peace in child's soul and sense of security. Music is one of the essential parts in people's lives. Even when a person is alone, he/she sings different songs as an answer to put loneliness and nostalgia beside. Using music in retail business is a custom among entrepreneurs. Music helps people to make easier choices and boost their moral and motivation.

Music in Bosnia and Herzegovina is well spread, and it can be one of the best places to see how music influences human lives and their habits. It is well known fact that Bosnian's devote most of time by listening to music, and use it as a motivation or charm of happiness to forget every days' problems. For Bosnians, music is like a sweet drink, escapade from problems and life motivation. Music is their inborn gift, and for this study, Bosnia and Herzegovina is the right place to see how much music impacts Bosnia and Herzegovina society, and how retails stores can benefit from it.

Research questions are:

1. Which type of music is most popular among young adults?
2. Can music help retail stores to hold customers longer than usual?
3. Does specific genre of music or music itself is connected to certain product?
4. Does music loudness affect retail stores income?
5. Does music have psychological impact on customers/young adults?
6. Will music change certain behavior among young adults or it just helps retail stores with attitude?

Research methodology

In this chapter we will present the method we used to develop the survey and questions to establish the sample size for delivering results. Also, in the chapter, we will talk about the hypotheses: *"Music has an influence on young adults' behaviours and attitudes while shopping,*

Slow music relaxes young adults while purchasing some products or service, Fast music makes young adults aggressive while purchasing some products or service” that represent the goal to be achieved in this project. There are many goals, but mainly would be effect of music on human behaviour, external and internal influence, arousal and valance influence and can music create a habit in human behaviour while doing shopping, drinking coffee in coffee shop, or eating cévapi at some restaurant.

Sampling is a process used in statistical analysis in which a predetermined number of observations are taken from a larger population. The sampling methodology used in this research is judgmental sampling. Judgmental sampling “is a form of convenience sampling in which the population elements are selected based on the researcher’s judgment” (Malhotra, 2009, p. 377). This type of sampling methodology is a form of convenience sampling in which the population elements are selected based on the researcher’s judgment (Malhotra, 2009, p. 377).

This sampling is used because of previous observed behaviour and attitude seen at young adults in Bosnia and Herzegovina. The primary data of this study was collected through a survey which was conducted among young adults in Bosnia and Herzegovina. The respondents were people of target ages and genders in Bosnia and Herzegovina society. The third part of a survey was about general impact of music on their likeness or unlikeness of loud-fast/slow-soft music on their desire to purchase particular product. Also, in some of these questions, it is asked about connection music has with some product or some Brand making, or they just love listen to music.

In this study, both three point and four point category scale were used to diagnose influence of music on young adult’s behavior while shopping. Respondents could respond with “Yes”, “No” and “Maybe” in three point category scale while in four point category scale “Sometimes” and “Maybe” were added. All responses were scaled so that a higher score on a specific subject so that is indicates a stronger agreement with the attitude/behavior whereas a lower score indicated a weaker agreement, or disagreement with that specific thesis.

Descriptive statistics, correlation and regression are used to analyse the data. The surveys were distributed by mail and social networks (Facebook, Viber, Skype, Piki, Instagram etc.). The sample size was the 125 responses. The results were analysed through SPSS software, 18th version.

The secondary data was collected through research on the internet in order to attain the relevant articles about influence of music on customer’s attitude and behavior. Also, we should mention that there is no relevant data in Balkan areas regarding this issue. So, this study can be a significant step towards new research in these parts of the world. Especially, because people from Balkan areas are specific, and they do not share similar interest as it is in Western countries. It shall be clearly shown during study observation and results. Zotero Standalone was used

during process of articles collection.

Data Analysis:

Table 1: Survey Demographic Questions (N: 125) and findings

		Frequency	Percent	Valid percent	Cumulative percent	
Ages	15-24	80	64,0	64,0	64,0	Demographic
	25-35	34	27,2	27,2	91,2	
	36-45	10	8,0	8,0	99,2	
	46 plus	1	.8	.8	100,0	
	Total	125	100,0	100,0		
Ethnicity	Bosniak	113	90,4	90,4	90,4	
	Serb	4	3,2	3,2	93,6	
	Croat	4	3,2	3,2	96,8	
	Other	4	3,2	3,2	100,0	
	Total	125	100,0	100,0		
Gender	Male	86	68,6	68,6	68,8	
	Female	39	31,2	31,2	100,0	
	Total	125	100,0	100,0		

Source: Author’s own research

The first section of the questionnaire consisted of demographics.

As we can see in this table majority of participants are ages from 15-24 (64). Next are from 25 to 35 (27.2%), then 36-45 (8%) and only one candidate that is 46 or older (0.8%). In a further study, we shall eliminate two categories 36-45 and 46 or older, because of our thesis.

As we can see, major participation in this figure were people of age 15 to 24 with 64.9%, from age 25 to 35 was 27.2%, from 36 to 45 was 8%, and 46 and more only one participant, or 0,8% It is shown that Bosniaks have taken a lot more participation in this survey (around 90.4%), rather than other two ethnicities and others (3.2% each)

As we can see from this chart and figure, male’s response to the survey was higher (68.8%) than female ones. (31.2%)

Table 2: Survey Questions (N: 125) and findings

		Male	Female	Total	
Type of music	Pop	22	19	41	Behavioural
	Folk	23	8	31	
	Classic	8	1	9	
	Country	1	1	2	
	Rock	16	3	19	
	Other	16	7	23	
Total		86	39	125	

Source: Author’s own research

The second section was about general questions about music, their habits, will and customers purchasing in Bosnia and Herzegovina. In this part, five choices of the genre are given to the participants, and they are: pop, folk, classic, country (Bosnian country music) and Rock music, while other is put for those who cannot decide.

Results are that Pop music is slightly more popular than Folk music with 41 participants for the Pop genre (22 males and 19 females), and 31 for Folk music genre (23 males and 8 females). Next to them is Rock music with 19 supporters (16 males and 3 females), Classical music genre with 8 males and 1 female supporter, Country music with 1 male supporter and 23 participants who put other genres (16 males and 7 females). As a result in this section, we can see that type of genre does not differentiate between genders and if retailers want to improve business with music, Pop and Folk music are genres which people are listening to a lot.

Table 3: Q9

Music motivate me in shopping		Frequency	Percent	Attitude
	Yes	74	59,2	
	No	12	9,6	
	Sometimes	39	31,2	

Source: Survey

In this question, music as a motivator, 125 participants gave these results: 59.2% said that music motivated them, 9.6% said that music didn't motivate them, while 31.2% were neutral. Young adults and young people were ones who mostly said yes to this question.

Table 4: Q10

I feel comfortable when I visit a shop that plays music		Frequency	Percent	Valid percent	Cumulative Percent	Attitude
	0	3	2,4	2,4	2,4	
	Yes	110	88,0	88,0	90,4	
	No	12	9,6	9,6	100,0	
	Total	125	100,0	100,0		

Source: Survey

There were 125 participants, where 110 said yes for feeling comfortable when music was being played in the shop, only 12 said no. Three of them were neutral. They haven't given the answer to this question. The majority of young adults answered yes regarding arousal feeling, or comfortable/positive feeling while visiting a shop that plays music. Music creates a good atmosphere, attracts them and brings enjoyment in a retail store.

Table 5: Q11

Fast music makes me aggressive while shopping?		Frequency	Percent	Valid percent	Attitude
	0	2	1,6	1,6	
	Yes	14	11,2	11,2	
	No	77	11,2	11,2	
	Sometime	32	25,6	25,6	
	Total	125	100,0	100,0	

Source: Survey

According to the survey results majority of young adult and young people consider fast music does not make them aggressive (not comfortable, annoying) while shopping. So if retailers want to attract new customers, especially younger population, fast music is the ideal solution.

Table 6: Q12

Slow music makes me relaxed while shopping?		Frequency	Percent	Attitude
	Yes	41	32,8	
	No	41	32,8	
	Sometimes	43	34,4	
	Total	125	100,0	

Source: Survey

In this part, participants have shown that slow/soft music is not the thing that mostly relaxes them. Participants with the answer no are 41 or 32.8%. as it is the case with participants who said yes 41 or 32.8%. The answer “sometimes”, it gives neutral ground where people are sometimes satisfied with slow, soft music in the back. Again, we should mention age variation of the participants. The majority of them are young people, from the age 15 to 35. These respondents are likely to be potential customers to coffee shops, restaurants, discos and etc., where loud music is played and where music impacts “their minds”

Table 7: Q14

Specific genre of music associates me with some product I want to buy/purchase?		Frequency	Percent	Attitude
	Yes	14	11,2	
	No	93	74,4	
	Sometimes	18	14,4	
	Total	125	100,0	

Source: Survey

According to the survey mentioned above, young adults and young people cannot, or are not able to connect some music with a genre. Around 74.4% said “No”, 14.4% said “Sometimes”, while 11.2% said “Yes”. On the other hand, those who said yes gave several examples like: Coca Cola, Pepsi, Ornel, Violeta etc., where music in their commercials are used, and in some areas, phrases they are using in ads are recognisable, especially Coca Cola’s Christmas commercial, or Pepsi’s commercials related to soccer etc.

Table 8: Q15

Music helps me to decide which product I will purchase.	Frequency	Percent	Valid percent	Cumulative percent	Attitude
0	3	2,4	2,4	2,4	
Yes	16	12,8	12,8	15,2	
No	37	29,6	29,6	44,8	
Sometimes	69	55,2	55,2	100,0	
Total	125	100,0	100,0		

In this survey question, young adults and young people answered negative (55.2%) regarding music help in purchasing some particular product, “sometimes” is answered 29.6%, “yes” is answered 12.8% and three participants were without answers. Over 57, 6% (answers NO and no answer) music doesn’t help for deciding which product will purchase.

Hypothesis Testing

In this hypothesis testing, we are examining two opposing hypotheses: the null hypothesis and the alternative hypothesis. The null hypothesis is the statement being tested. Usually, the null hypothesis is a statement of "no effect" or "no difference". The alternative hypothesis is the statement you want to be able to conclude is true.

Based on this sample data, the test determines whether to reject the null hypothesis. We will use a p-value, to make the determination. If the p-value is less than or equal to the level of significance, which is our cut-off point, then we are rejecting the null hypothesis and accepting the one we have investigated.

Table 1: H1: Music has an influence on customer's behaviours and attitudes while shopping

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Q9 ¹	125	0.00	2.00	1.07	0.340
Q18 ¹	125	1.00	3.00	1.74	0,720
Q21 ¹	125	1.00	4.00	2.32	1.126
Valid N (listwise)	125				

Table 1 shows that the general average is 1.71. According to results of descriptive statistics we can confirm that H1 is true which means that music has an influence on customer's behaviours and attitudes while shopping.

Also, the majority of participants feel comfortable when they enter a shop where music is played, and also music loudness and choice of music has an effect on their staying in that store.

Table 2: H2: Slow music relaxes customers while purchasing some products or service.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Q11 ¹	125	1.00	3.00	2.02	,823
Q15 ¹	125	1.00	3.00	1.76	,807
Valid N (listwise)	125				

Table 2 shows that slow music doesn't relax customers while purchasing some products with average mean of 1.89

Also, it shows that people generally does not like slow music in Bosnia and Herzegovina. Also it shows that music must be there to entertain and attract customers. Also, we should age, which was mentioned earlier, where majority of participants are from age 15 to 25.

Table 3: H3: Fast music makes customers aggressive while purchasing some products or service.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Fast_music_makes_me_agressive	125	0	3	2,11	,650
I_feel_comfortable_while_listening_to_fast_music_while_shopping	125	1	3	2,10	,777
Valid N (listwise)	125				

Table 3 shows with mean of 2,105 that fast music does not make customers aggressive while purchasing some products or service. So this hypothesis is not true.

Also, we should mention that fast music is not an obstacle for some retailers to try to attract customers of the younger population with loud and fast music in Bosnia and Herzegovina. Atmosphere of the store depends only if it is for younger or older people, rich or middle class. Target audience is the most important thing.

Findings

Results in this study show that in Bosnia and Herzegovina young adults and young people mostly have low awareness of music influence on their lives, and their daily routines. Especially while shopping. Music is all around, no matter loud or slow. That significant level influences their choices while purchasing products. Fast music on the other hand, as results show is not big bug and undesirable for retailers, because younger population like such music, and they want to be in that store, coffee shop or a market where music is played loud and clear. In other words, retailers should choose carefully their target customers, and choose music accordingly to their age, status, and product they want to sell.

This study can contribute to the following studies in the same or similar fields, being a base to build larger and detailed research in this particular field in Bosnia and Herzegovina. Retailers while reading this text can make steps for creating adequate, suitable and comfortable atmosphere for target audience. Music has an impact on customer behaviour, still retailers need to make orders first and target their class. In West, classical music is for rich stature; here it is not the case. You can play it, but hardly anyone will come, if you have not developed your brand and name on the market.

At the end, this research confirms previous research regarding influence of music on human behaviour, especially arousal dimension (feelings, emotions), where music is mover and creator of good, healthy atmosphere, where retailers and customers can profit from each other.

Money is time, and time is money but the music is everywhere around us

Conclusion

This research is the master theses that was conducted among people of younger age, and older with not so qualified knowledge of English, was asked questions about music's influence on consumer's behavior. It is well known that music is all around, and its power of persuasion can be used in retail stores.

This study represents young people - high school students (125 respondents) are showing music influence on their daily life, their behavior and which type of music they prefer. They are also showing difference that loud and slow music is played, and that positive atmosphere, or music of their choice will make them comfortable and they will stay longer in the shop and according with that, they would spend more. *However, music taste is not guarantee for success. Every retail owner must decide his target audience, class of people and then decide which type, what kind of music will be played, and which customers will they attract.*

Some previous results done have shown that for retailers it is important to consider building adequate and proper atmospherics and music environment, especially because young adult's perception can be altered, and similarity between music and the brand/retail product can have a reflect on consumers' in-store reaction, staying time and brand perception.

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