

RETAIL

As a retail marketer, you are continually moving to keep up with the hottest trends. There is one thing you know will always be in style – exceptional customer experiences. To deliver on this promise you must stimulate all of the senses.

These study results show the impact of sound in the retail environment and on consumer behaviour.

STUDY:

In-Store Music Affects Product Choice

In a study conducted in a liquor store, two identical displays of wine were set up. One display carried French wine and another carried German wine. Each display was designed to be identical in every way except for the region the wine was from.

The results of the study found that when French music was played the French wine would outsell the German wine by 77%. When the music was switched to German music, the German wine would outsell the French wine by 73%.

STUDY:

Congruency of Scent and Music Drives In-Store Behaviour

The results of the study indicate that adding pleasant environmental cues enriches the shopping experience. The study also highlights the importance of congruency by showing that when high arousal music is matched with high arousal scent the experience is more enjoyable.



What consumers see, feel, touch, taste, and hear must align with their expectations...



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