

Neuromusic: Music and its Influence on the Purchase Process in the Markets

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Abstracts

Music the art of combining sounds, maintains a sequence of time with harmony, melody and rhythm, generates changes in cognitive processes, improves concentration, memory, influences mood, produces changes in emotions, helps control anxiety, increases motivation, and decreases cortisol levels, the stress hormone, activates the hormone of happiness and rest, serotonin and melatonin. The objective was to analyze the influence of music in the purchase process and decision. The approach was qualitative-quantitative, exploratory level, descriptive statistics was applied to identify the main trends and musical genres. The survey was carried out online, in the "La Condamine" market (November-December 2022). The sample 354 customers. The results of the investigation determined that customers enjoy listening to instrumental sounds in the food court, and in the vegetable, fruit and vegetable section; and the musical genre pop and/or reggaeton in the clothing section. The survey data was corroborated with the results of the biometric eyes tracking equipment in eight participants, attention, meditation and blinking were analyzed, with two sounds, sound 1: folk music and sound 2: pop; the average of the evaluations determined the level of acceptance of the participants for the musical genre, confirming the traditional survey with the results of the biometric equipment. Hearing goes beyond what can be perceived with sight and smell; there are sounds and melodies that connect us with emotions (laugh, cry, enjoy) and memories. It is concluded, (i) consider the musical genre according to the segment, (ii) the hours of greatest influx of customers, (iii) areas or sections of the market with greater or lesser product sales, (iv) slow music in places with more expensive products to extend their stay in the establishment.

Keywords: neuromusic, affluence, permanence, musical genre, markets.

Introduction

Currently, the spread of the pandemic caused a crisis in the economy and health of the population worldwide; however, music has always been present in our lives. Even in the initial process of distancing and in all stages of COVID-19, musical compositions were made from home, thanks to the internet, the union of several artists from around the world was achieved in a song with the theme "I will resist" it could be said that music possibly does not cure a pandemic; but, it does cure the soul. Social networks such as Youtube, Instagram, TiKToK are currently the main

platforms used by fans and musicians to spread their melodies, ideas and messages. In this context, we can feel the importance of music in our lives, in our environment and in the activities we perform every day; it is also present, in the fact, of shopping in the markets and in the interaction in the various sections such as: vegetables, fruits, meat, clothing and others, through a sound ambience that is according to each of these sections in order that the customer feels more comfortable in their stay and their journey through the establishment, thus generating a sense of well-being at the time of purchase. For a better understanding of the market, the following concepts are analyzed below:

Marketing is not just selling, but creating the need (Vallet et al, 2016, pp.18) marketing is an orientation of the management of the company that argues that the key to achieving the objectives of the organization, lies in finding out the needs and desires of the target market and adapt to design the offer desired by the market that is better and efficient than the competition. (American Marketing Association, 2017) states that "Marketing is the activity or group of entities and procedures to create, communicate, deliver, deliver and exchange offers that have value for consumers, customers, partners and society in general"

Once the concept of marketing has been analyzed, we can mention the development of neuroscience and neuropsychology, its evolution expanded the marketing approach, today we know as neuromarketing, the evolution and trend of marketing, which involves the development of novel methodologies for understanding the functioning of the brain, neuromarketing (Lugo, 2020) helps to explain the processes that occur in the brain at the time of making decisions regarding the consumption of products in order to design and implement strategies for positioning and customer loyalty.

Neuromarketing is at the intersection between behavioral psychology, economics and consumer neuroscience. Consumer neuroscience studies the cognitive processes and affective aspects of human behavior, (Ćosić, 2016) it uses a variety of brain scanning techniques such as: eye tracking, physiological measurements, heart rate respiration rate and galvanic skin reaction, to understand the unconscious drivers of choice and preference. (Stanton et al, 2017) the use of neuroscience techniques through scientific research helps to more accurately determine brain states and other physiological mechanisms that relate to customer behavior, and better segment the target market.

Caramia & Morricone (2012) raises questions: where does the passion for sound come from, what brain circuits are activated when we listen to the music we love, is music a key to all neurons? Recent discoveries in neuroscience are about brain plasticity and neural pathways are the ones that animate music by connecting with emotions, hence the importance to generate psychophysical well-being and even prevent neurodegenerative diseases.

Music is part of our lives, even the sound of the Smartphone is a melody or rather an advertisement is the fundamental basis for engagement, thus, musical harmony serves to establish an emotional bond with the product, in this context, "music is... to life, what oxygen is... to the lungs". Music does not exist outside the brain, (Montalvo & Moreira, 2016) when a single note starts, vibrations travel through the air, and makes the eardrum vibrate. This is how the vibrations become nerve impulses that are directed to the brain where the information that

perceives the tone and melody is processed, combined these elements form a pattern known as music; (Flores & Pérez, 2016) music has been characterized by rhythm, melody and harmony, due to this the following musical genres and the effect it causes in people were determined.

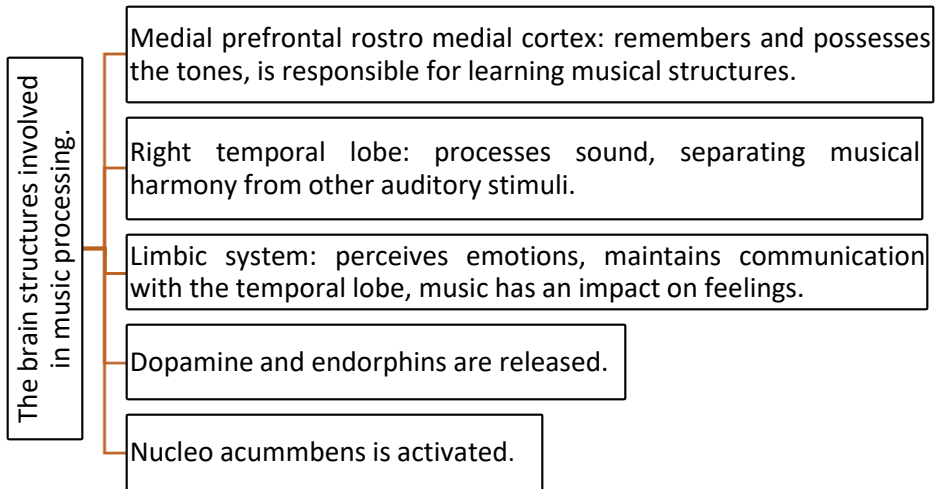
Table 1: Effects of music

Musical genres	Characteristics
Classic	- Calm and slow rhythms
	- Concretizes and stimulates behavior
	- Generates learning capacity
Rock	- Dense, acedados rhythms
	- Adrenaline is released
	- It is related to physical endurance
	- Accelerates and generates movement in the body
Sour	- Generates feelings
	- Generates excitement
	- Slow and calm performances
Metal	- Generates alteration
	- Generates adrenaline
Latin	- Opposite effect to classical music
	- Attention deficit
Pop	- Generates joy, effects similar to glucose.
	- Generates vitality, tranquility and harmony
	- Generates feelings
Folklore	- Generates authenticity (Elizabeth, 2015).

Source: (Flores & Pérez, 2016)

(Medium, 2019) neuromusic is a new branch of neuromarketing that studies the configuration of chords, rhythms, melodies and tunes that can be used in advertising to capture the customer's attention, music has the power to evoke and transport our mind to other places, to remember emotions and feelings, it activates the somatic markers of our life. (Montalvo & Moreira, 2016) neuromusic is the study of the neural bases of perception or musical performance, from the auditory sensory cortex, the information is projected to the limbic system, its function is the processing of musical emotion, it is so, if you listen for a month a musical work that has bothered you, after listening to it during the month, you will look forward to a concert of that musical group or singer and is more you know the lyrics and melody, in this way, the brain releases dopamine and endorphins; also, the nucleus accumbens as well as the hippocampus are the mechanisms that generate an emotional response at a semantic level. (Montalvo & Moreira, 2016) mention that there is no precise area in our brain that processes music, since this activates several brain centers. When listening to music, the cochlear nucleus, the brain stem and the cerebrum are primarily involved, these are responsible for processing the information coming from the ear, below, Figure 1 shows the brain structures involved in the process of listening to music.

Figure 1. Brain structures in musical processing.

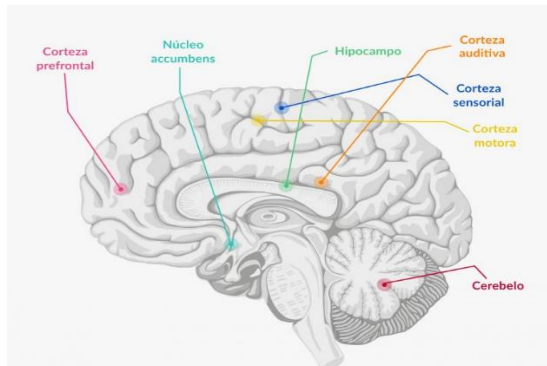


Source: (Solares, 2017)

(Solares, 2017) states that listening to music over time can improve language skills, creativity and happiness. It also helps to decrease anxiety and pain, causes rapid healing and increases optimism. And it also helps to heal some neurological diseases such as Alzheimer's, Parkinson's and Autism. Music can affect mood anywhere, in the car, the office, or the home; it can even contribute to how you feel inside a mall store and influence your decision to buy.

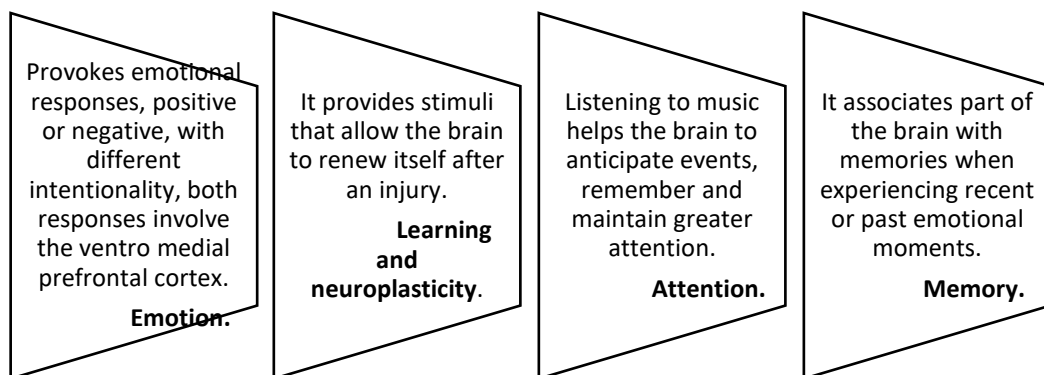
Willie (2005) the areas of the brain that are activated are the prefrontal, parietal lobes (somatomotor areas, premotor areas, Rolabdo fissures, somatosensory area), the temporal lobe (auditory areas) and the occipital lobe (visual areas).

Figure 2. Areas of activation when listening to music.



Source: After Cancer (2018).

Figure 3. Effects of music.



Source: (Custodio & Cano-Campos, 2017)

Emotion: listening to music creates emotional peaks that increase the amount of dopamine, a neurotransmitter that helps control the reward and pleasure centers of the brain. In addition, they help process other emotions such as fear, sadness, resentment and pain, even when they are present at a subconscious level. Neuroscientists Anne and Robert Zatorre, from McGill University, determined that those who listen to pleasurable music activate the limbic and paralimbic regions of the brain, which are connected to euphoric responses, such as those experienced with sex, good food or addictive drugs, with respect to sex and food it is more normal to relate them to our survival, but music is not linked to this. The philosopher and composer Leonard Meyer elaborated a psychological theory, in 1956, that certain emotions appear when we are unable to satisfy a desire. On the contrary, when we do so, what we generate in our body is a pleasurable sensation, the same happens with music, which establishes sound patterns that provoke unconscious predictions about the melody to come. In conclusion, (Suñer, 2015) this theory shows that, if we get it right, the brain pattern gets a reward, that is when the flow of dopamine is released.

Memory: in a study conducted at the University of California in 2009, it was discovered that there is a part of the brain that associates music with memories when experiencing outstanding emotional moments. For this reason, listening to a certain song may bring to mind some stage or event in life that has marked you greatly and with this the emotions you felt at the time.

Learning and neuroplasticity: neuroplasticity is the ability of the brain to function properly after any damage suffered, it is also the ability to adapt to changes and learning. Music has the ability to provide stimuli that build new pathways to help the brain to renew itself after an injury. Whether music training has non-musical collateral benefits is still a matter of controversy. Some studies show a clear association between music training and cognitive skills such as language, vocabulary, intelligence quotient (IQ) and academic performance.

Attention: listening to music helps the brain to anticipate events and maintain greater attention. Although in certain cases they may also be a source of distraction and hinder the ability to concentrate, depending on the type of music you listen to, generally, it is much easier to concentrate with music that does not have lyrics or a moving rhythm.

(Máñez, 2019) the buying process is the set of activities when customers try to buy a product or service. This series of activities is what is known as the stages of the buying process, which analyzes and evaluates the products to find out which ones best fit them

Figure 4. Purchasing process.



Source: (Máñez, 2019)

The stages of the purchasing process (Sordo, 2019) is not exactly linear, a customer can go from searching for information to making the purchase directly, as in the case of medicines that depend on a prescription for their purchase; usually there are the following phases.

1. **Recognition of the problem:** in this phase the customer becomes aware that he is facing a lack, thus recognizing his need. Then he decides to make an effort to try to satisfy it, this motivation is what drives him to look for a satisfactory product.
2. **Information search:** is to seek information about the subject to solve the problem. First, internal information is sought based on their past experiences to solve similar situations. Immediately external information is sought, this can be found in other people more expert in the subject, reference groups, sources of information and media.
3. **Analysis of the information:** then proceed to carefully analyze the information obtained, before deciding to buy the product. At this point it is decided what action should be taken into account to solve a problem, during this stage, the customer analyzes and compares the content of its alternatives.
4. **Purchase action:** once the information has been analyzed, the customer decides to make the purchase, he has chosen the product or service to satisfy his need with his budget, however, at this last moment he could be influenced by other people and affect his decision.

Product use and post-purchase evaluation: the process ends when the customer finally uses the product and evaluates the purchase, here it is determined whether he was satisfied with his

purchase or not. Companies must create a communication channel to receive comments after the purchase and generate a service platform to keep the customer satisfied.

Music in the buying process, according to (El Economista America, 2019) the effect exerted by the music that is transmitted within a commercial establishment can affect in a certain way in the purchase of customers. (Olóndriz, 2021) situations such as humming a familiar song, at low volume, with full concentration and suddenly it seems that the song is over and suddenly begins to play another current pop song. The song ends and the loudspeakers start blaring with a 2 for 1 on a product, and you realize that you have spent more time in that store than you should, more than 40 minutes in the supermarket and the cart is full of products that you didn't even plan to buy.

So, what kind of music to implement in a commercial establishment to increase purchases, normally slow music is used in an establishment to keep customers longer in the store, something that subconsciously brings confidence in the customer, as opposed to fast music that is used for times when there is a large influx of people, the goal is to serve them and bill as soon as possible to generate more revenue and boost sales. Consequently, the type of music used should be according to the target audience, it should be considered if the establishment is focused on young customers, older, or all types of customers, because the musical tastes are not the same for everyone; If we look at the time on the same day, the hours of a supermarket does not receive the same influx at 10 am than at 7 pm and finally a certain area of the store is the one that sells food products, technology, therefore, it is important to provide slow music in places of more expensive products, because there you want to keep the customer longer.

METHODOLOGY.

Ethical considerations of the research: the study was conducted with the approval of the participants with guaranteed anonymity.

Participants: the inclusion criterion for the survey was applied with the participation of shoppers regardless of age, gender, or social status who shop at the La Condamine market for fruits, vegetables, meats, dairy products, prepared food and clothing. The total sample of 354 buyers of the market "La Condamine" located in the city of Riobamba.

Tools: as part of the study, a survey was developed that included topics of interest to the researchers. The objective of this study was to analyse the influence of music in the purchase process and decision. The survey was elaborated online, with related demographic questions, age, gender, public or private employee, average income, and behavioural questions of reasons for buying in the place, type of music liked, among others.

Procedure: the online survey was distributed in pollsters using a Tablet proceeded to conduct the survey at the entrance of the mall "La Condamine", between the months of November and December 2022. The participants answered the survey voluntarily and anonymously through Google Forms, once the data collection was completed, we proceeded to its analysis. The questions related to the taste of the musical genre and the application of music in the different sales sections of the La Condamine market were applied to a sample of 354 customers of this

market. With the results obtained from the survey, we proceeded with the application of biometric eyes tracking equipment to 8 participants to determine attention, meditation and blinking, with two sounds, sound 1: folk music, sound 2: pop. The average of the evaluations determined the level of acceptance of the participants for the musical genre, corroborating the traditional survey and the results of the biometric equipment. This is a qualitative and quantitative study of an exploratory nature, descriptive statistics were applied to identify the main trends and musical genres, and no statistical tests were performed in the research, nor was the p value calculated. This implies that the results refer to the specific sample of this study and are not generalized to a general population, in this case to all markets.

RESULTS.

The survey was conducted in the shopping center "La Condamine" in the city of Riobamba, to determine the influence of music in the purchasing process.

Table 3: What aspects do you look for when shopping at La Condamine market?

Variable	Respondents	%
Variety of products	130	37 %
Sound ambience	100	28 %
Attention of staff	82	23 %
La decoration	31	9 %
El aroma	11	3 %
TOTAL	354	100 %

Source: market research conducted in November - December 2022.

Table 3 shows the results of the survey: 37% like the variety of products in "La Condamine" market, 28% like the sound environment, 23% like the personal attention, 9% like the decoration and 3% like the aroma.

Table 4. Would you like to listen to music in the sections of the "La Condamine" market?

Variable	Respondents	%
Different musical genre in each section (clothing, food court, food in general).	228	64%
Same genre of music in all sections of the market.	109	31%
No music should be played in the markets	17	5%
TOTAL	354	100%

Source: market research conducted in November - December 2022.

Table 4 shows the taste for music in the La Condamine market at the time of shopping; 64% of customers say that the musical genre should be different in each section of the market, 31% believe that the same musical genre should be played throughout the market, 5% believe that no music should be played in the market at all.

Table 5. What musical genre would you like to hear in the food court section?

Variable	Respondents	%
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Reggaeton	18	5 %
Pop	24	7 %
Electronic	7	2 %
Classical	47	13 %
Folk	258	73 %
TOTAL	354	100 %

Source: market research conducted in November - December 2022.

Table 5 shows the results obtained regarding the genre of music they would like to listen to in the food court section; 73% prefer to listen to folk music, 13% classical, 7% pop, 5% reggaeton and 2% electronic.

Table 6. What genre of music would you like to listen to in the clothing section of the La Condamine market?

Variable	Respondents	%
Reggaeton	104	29%
Pop	132	37%
Electronic	63	18%
Classical	12	3%
Folk	43	12%
TOTAL	354	100%

Source: market research conducted in November - December 2022.

Table 6 shows the taste for musical genre in the clothing area, 37% pop, 29% reggaeton, 18% electronic, 12% folk, and 3% classical.

Table 7. What motivates you to listen to music?

Variable	Respondents	%
Para descansar	98	28%
Para divertirme	143	40%
Para desestresarme	113	32%
TOTAL	354	100%

Source: market research conducted in November - December 2022.

Table 7 shows the main reasons for listening to music by clients, 40% listen for fun, 32% to de-stress, 28% to rest.

Results of the biometric eyes tracking equipment.

Sound 1: Folkloric.

The biometric eyes tracking equipment was applied with the musical genre folkloric in 8 participants with indicators of attention, meditation and blinking, the results were:

Table 8. Attention, meditation and blinking sound 1: Folkloric.

Participants	attention	meditation	Blink Strength
Participant 1	46,61	61,86	50,20

Participant 2	40,93	52,49	75,07
Participant 3	61,31	74,15	50,32
Participant 4	39,61	40,86	52,32
Participant 5	29,03	43,39	45,80
Participant 6	36,48	32,62	57,79
Participant 7	41,66	84,19	46,32
Participant 8	65,20	55,58	49,69
AVERAGE	45,10	55,64	53,44

In the first sound was the Folklór, the average attention, meditation and flicker that the users presented ranged from 45.10 to 55.64 points, with a slight change in the rhythm.

Sound 2 Pop.

Table 9. Attention, meditation and blinking sound 1: Pop.

Participants	attention	meditation	blinkStrength
Participant 1	59,36	47,25	48,32
Participant 2	44,97	45,02	41,25
Participant 3	69,92	56,68	51,64
Participant 4	44,12	75,93	48,49
Participant 5	53,49	58,83	57,22
Participant 6	52,42	52,90	67,54
AVERAGE	54,05	56,10	52,41

Table 9 shows the average sound and the degree of attention, meditation and flicker frequency that customers presented are greater than 52.41, being considered a suitable sound for the clothing section.

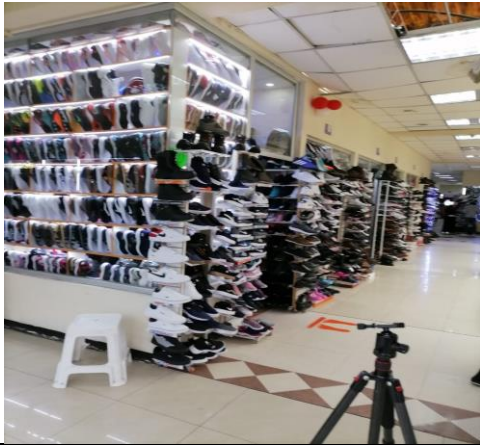
Table 9: Folkloric sound 1 strategy for the food court section.

Sound 1 for the food court and vegetable section.	
Objective	To generate an emotional connection with the establishment's customers.
Responsible	Market manager
Periodicity	Permanent
Tactic	To implement an environment with slow instrumental sounds of our folklore, which transmit tranquility in the place where customers go to taste the national gastronomy; in addition to making purchases of vegetables and greens that the market offers.
Scope	Local
Budget	\$ 0
Proposal	 

Source: market research conducted in November - December 2022.

Table 10: Sound 2 pop for the food court section.

Sound 2 for the clothing section	
Objective	Generate emotional connection with customers in the store.

Responsible	Market manager
Periodicity	Permanent
Tactic	Implement a trendy sound environment in a pop mix, which transmits agility, joy and freedom in the place where customers make their purchases
Scope	Local
Budget	\$ 0
Proposal	

Source: market research conducted in November - December 2022.

DISCUSSION.

The survey determined that customers like the music at La Condamine market; however, the musical genre should be different according to the market's sections and sales activities. In the food court section, they prefer to listen to folk music, because it identifies with their culture, this rhythm generates tranquility at the time of serving food.

(Sotomayor & Castillo, 2018), the various types of musical genre generate certain effects on behavior that influences the quality of products that they get to buy. A study conducted on the perception of the time spent shopping in stores, determined that young people under 25 years old feel that instrumental music in a store lengthens the time spent in that place; while, older people had that same feeling when the 40 tops was playing, which is a most important music list in the country, where the main songs of the moment are heard. The choice of music in an establishment is decisive if you want people to come and stay in the place, a bad choice of music will cause customers to not prefer to enter. In the clothing section that offers clothing for a young segment, this type of customers like to listen to pop and reggaeton, which are cheerful sounds and are in trend; listening to music to their liking in the establishment influences the customer's stay in the markets for a longer time and provokes purchase actions. (Olóndriz, 2021) music promotes brand image, improve productivity, increase customer traffic; music also helps to create the perfect atmosphere and directly invites to buy, in itself music, activates customers emotionally inciting them to make a compulsive purchase; however, not all music achieves this effect, the music that

achieves this goal is called "emotional music selection" that directly attacks the emotions and feelings. The right music generates a feeling of well-being in the customer.

CONCLUSIONS.

The theoretical foundation shows the benefits of music in the human being, the efficiency of a sound environment allows adding value to the customer, and generates a competitive advantage that makes a difference among competitors.

The results of the research determined that customers enjoy listening to instrumental sounds in the establishment, especially in the food court and in the sale of vegetables and fruits. Another musical genre selected was pop music and reggaeton for the clothing section. Audio branding strategies are proposed to allow customers of La Condamine market to feel in a pleasant, fun and cheerful environment when shopping, thinking about their emotional wellbeing.

The musical genre selected by the customers of La Condamine market was folklore, pop and reggaeton in different sections. Folklore generates feelings of authenticity, culture, identity; while the pop genre produces joy, vitality, tranquility and harmony, reggaeton produces adrenaline and movement. It is important to consider the musical genre should be used according to the target audience, the segment of young customers, older, or all types of customers, because the musical tastes are not the same; it is also important to consider the hours in the same day, at certain times you receive more customers, in certain areas or sections of a market can sell more or less food products, clothing and others; therefore, it is important to provide slow music in places where the products are more expensive to keep the customer for longer in this stay.

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