

# How music helps constructing the atmosphere of streets

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**Abstract:** According to the theory of *Music in Everyday Life* written by Tia DeNora, music can affect our body, mental health, social behaviour and so on, which makes it play an important part in our daily life. Meanwhile, there is a unique phenomenon that some famous commercial streets like Laomen East in Nanjing, the Broad and Narrow Alley in Chengdu will make full use of music to construct a particular atmosphere with the aim of attracting consumers, and their strategy got great success. But how can music perform its function in this phenomenon? Our team makes a questionnaire and do an experiment to examine it, and the conclusion reveals why music can affect regional economy by scenario design.

**Keywords:** Music; Street construction; Scenario design

## 1. Introduction

Recently, there exists a strange phenomenon that more and more famous commercial streets like Laomen East in Nanjing, the Broad and Narrow Alley in Chengdu choose to make full use of music by constructing a particular atmosphere to attract more customers, and the commercial data shows that the strategy they used get great success.

Why can music perform this function magically? According to the theory of *Music in Everyday Life* written by Tia DeNora, music can affect our body subconsciously, improve our mental condition, guide our social behaviour and so on<sup>[1]</sup>, but how can these music functions play a role in the economy of streets? To explore this, our team makes a questionnaire and do an experiment.<sup>[2]</sup>

## 2. Questionnaire Data

In consideration of people will be affected by music unconsciously, our team made a questionnaire with 6 items related to people's notice, feeling and actual results. There were 500 questionnaires delivered on the Internet and 100 questionnaires delivered on the street, and finally our team recycled 583 in total. The effective recovery rate is 97.1% and the questions are as follows:

The first and the second question's goal is to explore whether people will notice the music that broadcast by the street and its degree, while the table 1's result is as follows:

Table 1: The items of the questionnaire

Code	Question	Code	Question
N1	Have you noticed the music on the street?	X	Prove you aren't a robot, please choose A (Only on the Internet)
N2	Will you listen to the music broadcast by the street with appreciation?	R1	Do you approve of the view that music will affect people's shopping behaviour?
F1	Do you think the music on the street affects your emotion?	R2	To what degree will you think that proper music can be help in building an appealing shopping environment?
F2	Do you think the music broadcast by the street may change your speed of shopping? If so, to what and in where? Please write your answer.	-	

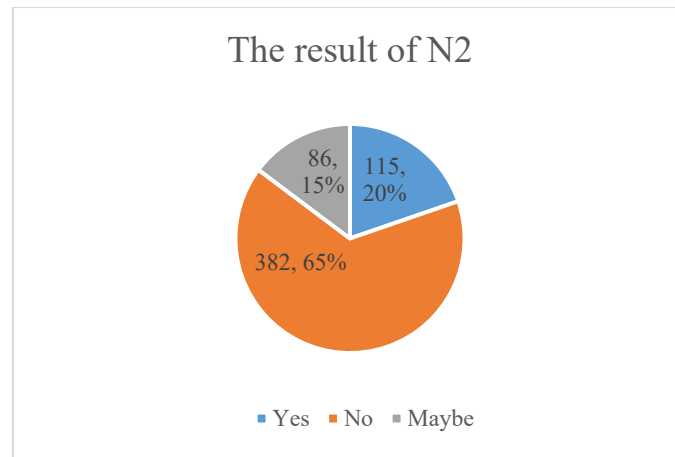


Figure 1: The result of N2

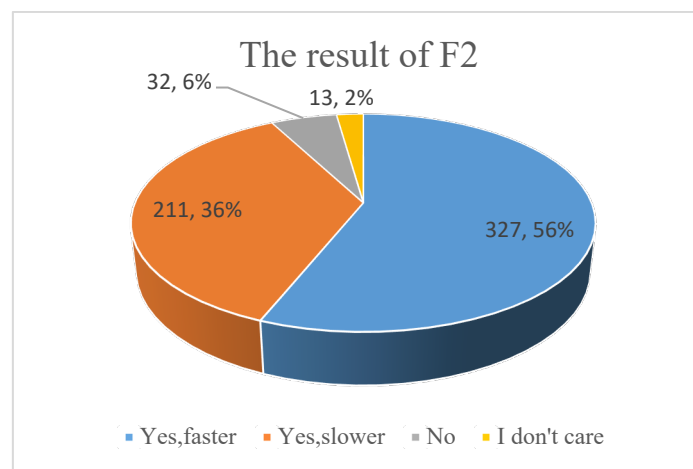


Figure 2: The result of F2

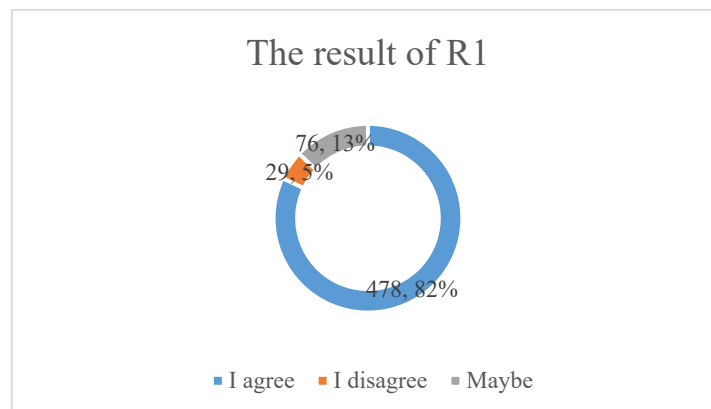


Figure 3: The result of R1

The questionnaire's structure is progressive<sup>[3]</sup>. In the section of N, we aim to explore whether the effect of the music is recessive. Therefore we design the question N1 and N2. Question N1's result shows that there are 556 people choose "YES", for most of people can notice the music from a quiet environment to a street with music broadcast. However, N2's result which is included in figure 1 shows that there are only 115 people will listen to the music the street broadcasts, and nearly 80% people will ignore the music and turn the attention to their shopping route, which will help music construct the atmosphere and affect people in subconsciousness.

Similar to N2's result, figure 2 shows that there are 437 people don't think or make sure the music that broadcast by the street will affect their emotion and choose "No" or "Maybe", only 146 people choose "Yes". But as what the chart shows, in the result of F2 the proportion of people who think music

may change the speed of their shopping style increases a lot, accounting for nearly 92%. Why? Because in this question we design a specific scenario as what the music did. When people enter the scenario, they will recall the shopping scenario with the role of music, then they will notice the function that the music performed.

Since the questionnaire is progressive, it is not difficult to understand the result of R1 showed by figure 3, where 82% people agree the point that music will affect their social behaviour. When people realize what happened in their shopping time, the range that they recall will from just style to concentrate behaviour and know how music affect their behaviour exactly.

After knowing the function of music in the street and how music perform its function, people who answered the questions before R2 will have a cognition about music's function, and the goal of R2 is to help them measure this cognition with NPS. The result of R2 is 7.62, which is the average of the 583 people's result and it shows that people think highly of the proper music's function in constructing an appealing shopping atmosphere as a whole.

In conclusion, the result of the questionnaire listed in table 1 shows people's notice, feeling and perspective about music's actual results in appealing shopping scenario design, while it will be used in the experiment next and as a vital evidence to demonstrate the conclusion of how music helps constructing the atmosphere of the streets.

### 3. Music Experiment

With the questionnaire data we just recycled and the analysis, our team came to the Yanhu Road near the southeast university's east gate and persuaded the business owners there to broadcast specific theme of music successfully. There are a variety of stores and restaurants but the street is lack of music, and most of the consumers there are students from university town, which means that the peak of foot traffic will arise in the morning and after dusk. Additionally, because of the remote location, the sum and the occupational structure of people who always pass through is fixed, which reduces our research's variables.

According to our observation in the first three days, people who are hurry to work will be sleepy but rushed in the morning, which makes them ignore the stores along the street, and the average of the people who passed by in the morning is 273, the income that the whole street get is about \$226. Similarly, most of people who often appear after dusk are relaxed but a little tired, and the average of them is 412, for students living in the dormitory come for dinner. The average income is \$481.

Therefore, our team picked out some peaceful songs and broadcast them on this street in the next day morning with the hope of changing people's behaviour and hurry by these songs. However, we selected some fast-paced songs to broadcast after dusk because according to our understanding of the music theory in the *Music in Everyday Life*, people will not only eat faster and raise the table turnover rate, but also distract their attraction and reduce the time for bargaining, which will makes them shopping more at the same time.

The results are as follows:

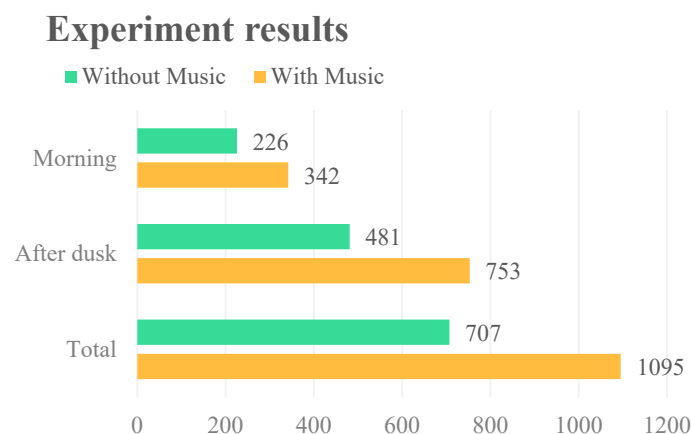


Figure 4: Experiment results

As what the figure 4 shows, the income in the morning increases 51.3%, the income after dusk increases 56.5%, while the total income increases 35.4%. These results show that music really has a strong impact on people's shopping behaviour. According to our observation, people who are anxious in the morning will be relaxed and buy a piece of bread as the breakfast, while people who have free time to bargain will shopping faster to come to the next store or restaurant early. These phenomena shows that music do change people's social behaviour, mood and shopping style by designing quiet or fast scenario, which will make street and its business owners earn more.<sup>[3]</sup>

#### 4. Conclusion

Thanks to the data of the questionnaire and experiment, our team can draw the conclusion that music can affect people's social behavior by constructing particular atmosphere and guiding people's shopping speed, choice and the power of consumption unconsciously. With the proper music, streets can build a specific environment, which can not only affect people's self-identity cognition and lead them to buy things that accord with this cognition, but also distract their attraction of the price and entice them to pay more for the commodities that they even never<sup>[4]</sup> bought before entering the street or in the daily life. Additionally, with its unique rhythm, music can change the customer's style into the musical style, this style is both physically and mentally.<sup>[5]</sup> When people are used to this style, they will memorize the street solidly, and with this good impression they will recommend the street to their friends, relatives or other people that are relevant to them, making the street more and more famous. The more famous the street is, the more people will come and blend with the environment constructed by the music. This is a positive cycle, and finally the music will become the symbol of the street like the Broad and Narrow Alley in Chengdu.

Therefore, our team are firmly convinced that music will play a more and more significant part in not only streets, but also other economic sectors like stores, enterprises and even cities. With the scenario designed by music, future commerce will be combined tightly with the culture and the art, and with the development of musical commerce, our life will be filled with music. However, will the music with too many commercial factors will gradually diverge from its essence?<sup>[6]</sup> Will our ears will be manipulated by the musical popularization that lose our musical independence? The future will tell us the answer.

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