



3.6 Music and ~~pricequality/cost-price~~ positioning

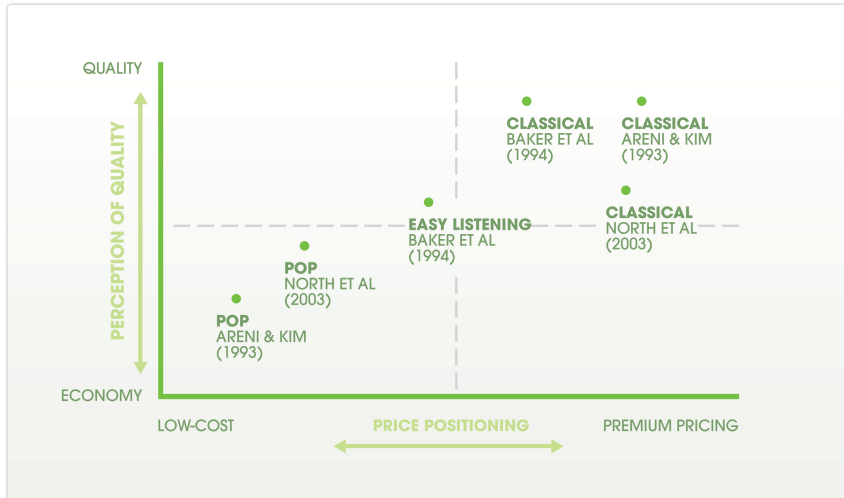


Fig. 4 – Visualisation of ~~musics music's previous findings~~ concerning music's influence on ~~pricequality/quality-price~~ positioning ~~based on extant existing studies~~.

~~Customers' monetary valuation of a service may subsequently be influenced by the types of music played (e.g., light popular or classical music) (Oakes, 2000).~~

Oakes (2000) argued that music ~~picks choices can could be utilised used~~ to position a service ~~in the mind of consumers as being of a best having the highest possible quality in the minds of consumers~~. According to Oakes (2000, pp. 545), ~~“Customers' monetary valuation of a service may subsequently be influenced by the style of music played (e.g., light popular or classical music).” (p. 545).~~²² This ~~thought notion~~ is strongly supported in the ~~writings literature~~.

For example, Areni and Kim (1993) measured the ~~affect effect~~ of playing pop music versus classical music in ~~wine and alcoholic beverages stores stores selling alcoholic beverages~~. They ~~see noted~~ that ~~monneys income~~ increased and customers ~~buy bought~~ more ~~higher cost expensive~~ wines when classical music was played ~~, in comparison compared~~ to when pop music was played.

These ~~thoughts findings~~ are ~~in keeping consistent~~ with the arguments of Yalch and Spangenberg (1993), ~~which who~~ noted that classical music ~~can could be made~~ used to position

Commented [PK1]: Hi, my name is Peter. Thank you for the opportunity to edit your work. Please note that any *italicised* words within my comments represent words that can replace the highlighted text.

Commented [PK2]: Do you perhaps mean *price-quality* or *price/quality* (for consistency with the figure that follows)?

Commented [I3R2]: Alternatively, if you mean that positioning takes both price and quality into account (rather than the single factor of 'price quality'), an en dash would be appropriate: 'price-quality'.

Commented [I4]: This is clearer than 'based on previous research' since your figure plots particular papers; 'based on' is more indirect, suggesting results that are merely derived from articles.

Commented [PK5]: Should this be *price-quality*? This format is more consistent with the existing literature on this topic.

Commented [CPE6]: I changed this to "quality/price positioning" to align with the axes and more accurately reflect the data.

Commented [PK7]: This text is introduced as a direct quote in the next paragraph and can thus be removed from here.

Commented [I8R7]: I agree with Peter's suggestion and have deleted the sentence.

Commented [I9]: Note: UK English uses single (') quotation marks for initial quotes, then double (") quotation marks for quotes within the initial quote.

Please also note that in academic writing, it is usually best to paraphrase cited academic papers rather than directly quote them. The exception is when ... [1]

Commented [CP10]: The UK term 'off licence' may be unknown to some of your readers, so we've opted for a general description here.

Commented [PK11]: Is this what you are referring to here? Please review.

Commented [I12]: 'Thoughts' was not quite right here; in the research context, it could be used to refer to theoretical suppositions but not empirical findings.

Commented [I13]: It is stylistically best to treat the authors as the grammatical subject.

a service or product as ~~being very~~ having the best quality ~~and~~ priced. Furthermore, Baker et al. (1994) found that the combination of ambient lighting and classical music ~~give makes consumers the thoughts believe that the~~ improves consumers' perceptions of service quality ~~quality of service would be better in comparison to~~ compared to establishments with bright lighting and pop music. Finally, North, Shilcock and Hargreaves (2003) ~~say stated~~ observed that guests in a restaurant spent more money when classical rather than pop music was ~~being played,~~ in comparison to when pop music was selected. ~~rather than pop music.~~

~~However, we may scrutinize these truthness truthfulness of some of the certain conclusions of the from results existing before studies on the music's influence of music on on positioning for quality perception may be scrutinised-~~ (Areni and Kim, 1993; Yalch and Spangenberg, 1993; Baker et al., 1994) areis complicated by if we apply the association of by the evidence of from studies that have showing that ~~two~~ musical preferences ~~are a reflection of reflect~~ with demographic groups (Mehrabian and Russel, 1974; Wright, 1975; Cutler, 1989; Smith, 2004) and personality traits (Rawlings and Ciancerlli, 1997; Schwartz and Fouts, 2003; Zweigenhaft, 2008). Since

Commented [PK14]: This is the UK English spelling, as requested.

Commented [PK15]: Is this what you are referring to here? Please review.

~~There is a high degree of sameness between these studies were conducted in similar services environments in which these studies were conducted are quite similar, which that makes me wonder as to whether or not the conclusions drawn can be used to the for wider thoughts on the may not be generalisable to the services marketing of services marketing in other contexts thoughts. As Since the services environments between these studies lacked real diversity In particular, it is possible to question whether the demographics type of those surveyed may not showed provided an sufficiently~~ accurately enough reflection of the ~~wider broader~~ US and UK customer populations (Tashakkori and Charles, 2003).

Commented [I16]: The original was somewhat unclear here; I have sought to improve both clarity and conciseness with this version. Please confirm that it fits your intended meaning.

For example,

~~To say for sure~~ Confidently stating confidently concluding that classical music ~~gives encourages~~ conveys the perception of quality ~~to among to~~ consumers ~~perhaps could may~~ fails to consider demographic variables ~~the most.~~ Indeed, Yalch and Spangenberg (1993) ~~themselves say in their study highlighted~~ the varying effects of different styles of music on ~~varying different~~ various demographics. And Additionally, in an experiment in a popular restaurant, playing classical music reduced the number of beverages purchased by guests compared to when jazz and pop music were played (Wilson, 2003). ~~Aas Wilson (2003) found in an experiment involving a popular restaurant, when playing classical music was played it had the~~

Commented [I17]: I have added 'For example' here to improve the flow; this point seems to serve as an excellent example of the general idea you present in the preceding sentence. Please confirm that I have understood correctly.

Commented [PK18]: This statement was a bit unclear. Please ensure edits reflect your idea.

~~financially negative effect of significantly lowering reducing the amount number of guests who buy three or more beverages in comparison with to when jazz and pop music were played.~~

These considerations reinforce ~~what a notion that~~ is ~~much said often stated~~ in the literature: ; the importance of a “fit” between music selection, the ~~and~~ context of the service environment and the demographics types of the target markets for an effective positioning strategy (Areni and Kim, 1993; Oakes, 2000).

Commented [CPE19]: This sentence was restructured to make the text more concise and straightforward. Please look this over to ensure that your meaning has been retained. If I did alter your meaning, please feel free to contact me. I would be more than happy to work with you to ensure that your intent is correctly expressed.

Chapter 4

4.1 ~~The influence of music on consumer~~ behaviour in the context of services marketing

Commented [PK20]: Is this what you are referring to here? Please review.

4.2 Music and consumer approach ~~and~~ avoidance behaviours

~~Base up~~Based on the Mehrabian ~~/Russell~~ model, all ~~responses~~ ~~plies~~ to an environment can be classified as ~~either an~~ approach or avoidance behaviours (Mehrabian and Russell, 1974). ~~The Mehrabian /Russell~~This model can be applied to the service environment context to ~~elevrly~~ explain the ~~ae~~ffects of atmospherics on consumer behaviour (Mehrabian and Russell, 1974).

Commented [PK21]: Do you mean responses?

Commented [I22R21]: 'Responses' seemed like the only option here, so I made this correction. Note that 'reply' is almost always used in the context of discourse (i.e. a conversation or correspondence), whereas 'response' has a broader meaning covering any phenomena induced by a stimulus.

Approach behaviour includes: ~~'physically moving toward something-~~ ~~affiliating with others~~ in the environment through verbal communication and eye contact, and performing a large number of tasks within the environment' (Booms and Bitner, 1980, as cited in Milliman, 1986, pp. 286). Avoidance behaviour includes: ~~'trying to get out of the environment,~~ a tendency to remain inanimate in the environment, ~~and a tendency to ignore communication attempts from others'~~ (Donovan and Rossiter 1982, p. 37).

Commented [I23]: 'Cleverly' is somewhat unusual for the academic nature of your work. I don't think an adverb is needed here.

Commented [PK24]: Please ensure that this format is consistent with the original quote.

~~It has been well written in the academic books, it has is been well documented in the literature that how in~~ Musical preferences are ~~reported to be~~ linked to demographics and personality types (Mehrabian and Russell, 1974). Further-more, ~~there is a lot of large body of~~ extensive research ~~which showing has show has shown that how the selection of selecting the specific~~ music styles ~~that are deemed most that are most~~ popular amongst the target consumer demographics can ~~help in~~ stimulate ~~ing~~ approach behaviours and attracting ~~persons consumers~~ into ~~the a~~ services environment (Milliman and Bitner).

Commented [I25]: Please see my comment above about direct quotes in academic writing; it may be best to paraphrase here and in the following quote.

Commented [I26]: 'The literature' is the best way to refer to the body of academic work on a topic; 'academic books' is problematic because it excludes journal articles.

Commented [PK27]: This is the UK English spelling, as requested.

Commented [PK28]: Missing publication year.

~~If I apply the lessons of these studies~~ ~~sys to~~ In the services marketing context, ~~we can see these findings suggest that how~~ different genres of music can be applied ~~in the service environment to help promote~~ approach ~~or avoidance~~ behaviours in consumers. ~~Strong Rigorous studies conducted involving the~~ It is in the ~~Bars and Restaurants services~~ hospitality sector ~~that I have seen good studies which~~ have ~~most~~ explicitly shown the influence of music style selection in

on buyers' approach and avoidance behaviours (~~Milliman, 1986~~; Grayson and McNeill, 2009; Jones et al., 2009; Milliman, 1986).

Commented [CP29]: In APA, multiple studies sharing the same set of parentheses must be alphabetised.