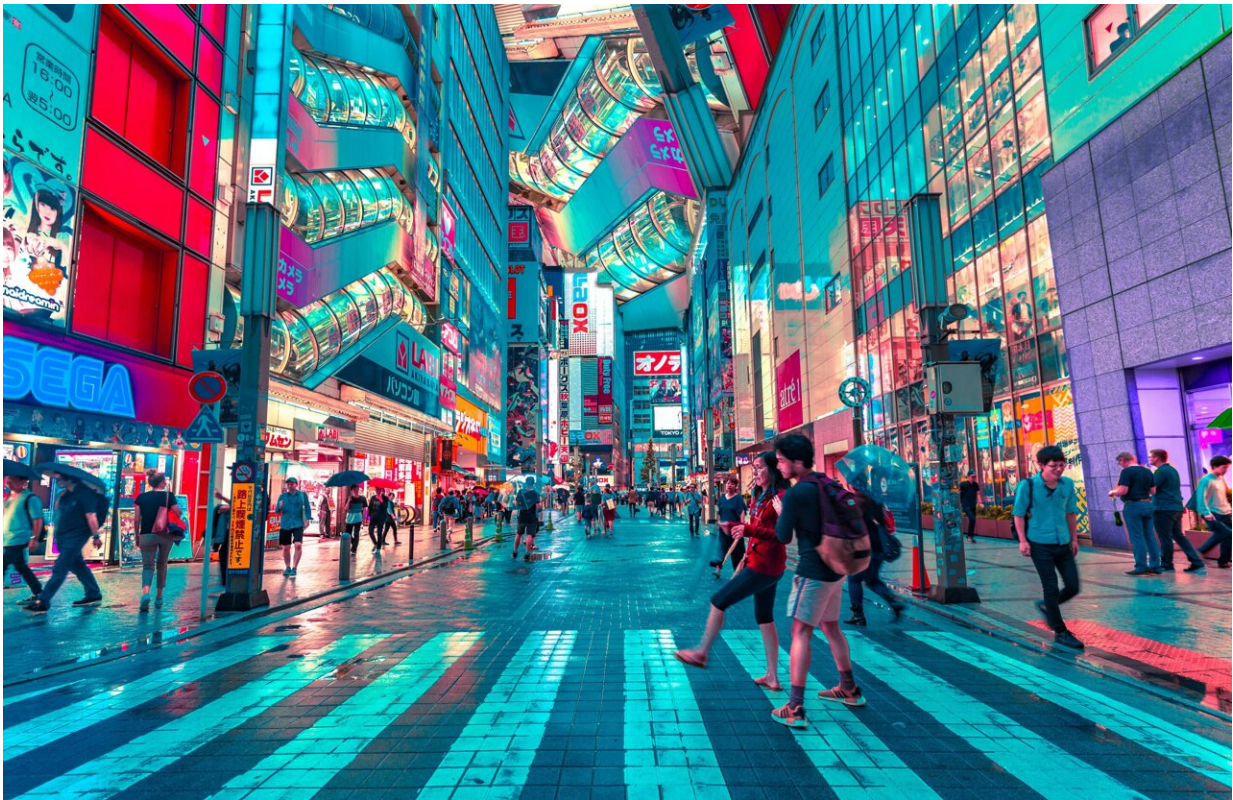


# In-store music makes supermarket shoppers spend more, but only on weekdays

June 13 2023

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Credit: Unsplash/CC0 Public Domain

People who grocery shop Monday to Thursday can expect in-store music to swell their shopping bill by more than 10 percent, according to new research from the University of Bath's School of Management.

Weekday supermarket shoppers tend to be mentally tired from the working week and 'pleasant' [music](#) played in-store lifts their mood, making their [decision-making](#) on [shopping](#) items more intuitive.

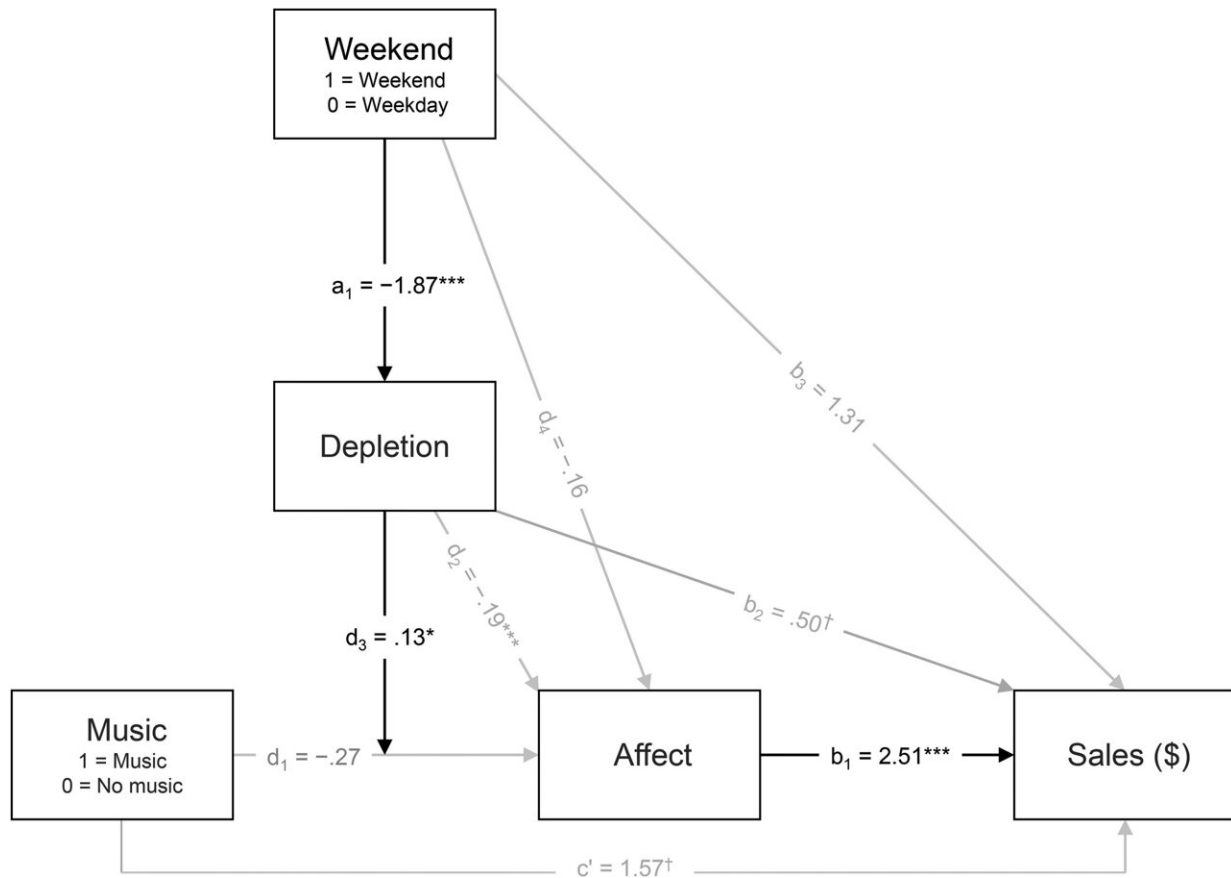
With less scrutiny of purchases, people buy more products, treating themselves to additional items, or upgrading the quality of planned purchases.

By Friday, as people head into the weekend, they are already feeling less depleted and consequently music loses its power. People have more time, they feel more relaxed and in turn happier. The way they process information and make decisions on purchases changes, and music no longer impacts on shopping spend.

The traditional Monday to Friday work week is so ingrained in society that the effect is seen even for people on a different work pattern, or retired people.

"During the week people are short of time and many get their [grocery shopping](#) done after a full day at work," said Dr. Carl-Philip Ahlbom, from the University's School of Management.

"Pleasant music appears to have a mentally soothing effect which impacts the way people shop. At the weekend people are essentially happier, and so the positive power of music is less noticeable. In fact, playing music at the weekend may even mean people buy less, possibly because it's an additional stressor in an already busy environment."



### Mediation Model in Study 4. †p

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