



## Auditory Marketing Strategy and Customers Experience in Bar & Restaurant Businesses in Port Harcourt

Nwachukwu, Darlington, Ph.D; Maudlinepac, Buna Ekubo, Ph.D

[darlinton.nwachukwu@iaue.edu.ng](mailto:darlinton.nwachukwu@iaue.edu.ng)

[swt09.88@gmail.com](mailto:swt09.88@gmail.com)

**Abstract:** *This study empirically investigated the extent to which auditory marketing strategy relates to customers experience in bar & restaurant businesses in Port Harcourt. The quantitative research method which utilized a cross-sectional survey research design was adopted in the study. The target population comprised of all the customers of 113 bars and restaurants in Port Harcourt as listed in <https://www.manpower.com.ng>. This population is an infinite population; hence the Godden (2004) infinite sampling technique was deployed which gave us a sample size of 384. Three hundred and sixty two (362) copies of questionnaire out of the distributed 384 were valid and used for the study. The main research instrument (copies of questionnaire were validated through expert checking while Cronbach Alpha Test was used to check for its reliability. The findings of the study showed that auditory marketing strategy has significant positive relationships with the measures of customers' experience (customer satisfaction and customer repurchase intentions). Hence the study concluded that auditory marketing strategies significantly influence customers' experience in bar & restaurants businesses in Port Harcourt. Hence, the study recommends management of bar & restaurants applications of auditory marketing cues such as the right kind of music played, the tempo and volume of the music since it has proven to help influence the mood of the customers to relax and have a pleasant experience.*

**Key words:** Auditory marketing Strategy. Customer's Experience. Customer Repurchase Intentions. Customer Satisfaction.

Published by  
Africa Research Corps Network (ARC�)

in Collaboration with  
International Academic Journal for Global Research (iajgr) Publishing (USA)



**ARC� Journals**  
Africa Research Corps Network  
Publication & Research



**iajgr**

Strictly as per the compliance and regulations of:



© 2022. Nwachukwu, Darlington, Ph.D; Maudlinepac, Buna Ekubo, Ph.D. This is a research/review paper, distributed under the terms of the Creative Commons Attribution-Noncommercial 4.0 Unported License <http://creativecommons.org/licenses/by-nc/4.0/>, permitting all non-commercial use, distribution, and reproduction in any medium, provided the original work is properly cited.

## Introduction

Marketing is an ever evolving discipline which evolves with time from one state of emphasis to another. According to Hultén (2011); Eriksson and Larsson (2011), marketing paradigm has evolved over the years from concentrating on transactions and standardized mass production (transactional) into a marketing interaction between the seller and the buyer (relationship), then became a marketing focused on consumer experience based on the five senses (sensory). Customers' psychological and emotional experience towards a business product or services is vital for business survival because it will bring about love for the business and possible repeat patronage. Bordeaux (n.d.) argued that a positive customer experience is very necessary for business success because an excited customer is likely to turn loyal and help the business boost revenue by promoting the business through word-of-mouth referral, and advocating for the business brand and product or service. Also, Hotjar (2022) corroborates this statement with the argument that the greater the good experience customers have with your business, the more repeat purchase they make and you will receive positive reviews, while at the same time reducing the friction of customer complaints and returns. The term "customer experience" could be seen as a business customers' holistic perception of the experiences they get with the business or brand (Hotjar, 2022). It can also be seen to be defined by the experiences and interactions customers have with a firm or organization throughout the entire customer journey, starting from the first contact to becoming a happy and loyal customer (Macdonald, 2022).

Businesses today such as the Bar & Restaurants which are pleasure and relaxation centers are striving to offer customers the best experience they can have so as to retain their patronage. And one sure way to appeal to customers' emotion and spirit is through good music. Music is a food for the human Soul. Just like the human body need food and energy to survive in this planet, also music tends to acts as food for the soul rejuvenating it, filling it with vitality and energy (Sarawagi, 2016). According to him, music is fun, motivating, relaxing and energizing, and has a strong effect on our mind and bodies (Sarawagi, 2016). Science has helped prove how music affects our emotions and feelings. Fuentes (2020) asserts that our favorite songs and melodies release the feel-good hormone known as dopamine, which activates our brain's pleasure and reward system. Auditions such as music can generate an immediate positive impact on our mental state; and fast tempos can physiologically and psychologically arouse us, aiding us to be energized for the day (Fuentes, 2020).

Hence music is a better way to attract and appeal to customers experience within the Bar & Restaurants business were customers come to relax and have fun, so as to breakeven in the tough competitive business environment clustered by competitors in the Bar & Restaurants sector in Port Harcourt. Marketing strategy that deals with the use of sound and music to appeal to customers psychological emotions is the "Auditory marketing strategy." It refers to a particular method of marketing advertising that has connections with the hearing of the audience (Kokemulle, n.d.). There has been impute by scholars and researchers on the

area of auditory marketing (Petruzzellis et al., 2014; Uddin, 2011; Yeoh & North, 2009; North et al., 2003), but empirical research on the impact of auditory marketing strategy on customers experience in the Bar & Restaurant business within the context of Port Harcourt is scarce, which this study tried to address in order to fill this gap in knowledge.

### **Aim of the Study**

The study aimed at investigating the extent of relationship existing between auditory marketing strategies and customers' experience in Bar & Restaurants businesses in Port Harcourt.

### **Research Question**

Based on the aim of the study, the following research question was formulated:

1. To what extent does auditory marketing strategy relates to customers' experience in Bar & Restaurants businesses in Port Harcourt?

### **Research Hypotheses**

Ho<sub>1</sub>: There is no significant relationship between auditory marketing strategy and customer satisfaction in bar & restaurant businesses in Port Harcourt.

Ho<sub>2</sub>: There is no significant relationship between auditory marketing strategy and customer repurchase intentions in bar & restaurant businesses in Port Harcourt.

### **Review of Related Literature**

#### **Theoretical Foundation**

The theoretical underpinning of this study is the Appraisal theories of emotion which according to Aronson et al. (2005) are theories which state that emotions result from people's interpretations and explanations of their circumstances even in the absence of physiological arousal. Appraisal theory is one of the theories in psychology which stipulates that emotional feelings are generated from human appraisals or evaluations of sensory cues or events that brings about a particular reaction in several individuals. That is why Scherer et al. (2001) opine that our appraisal of a situation causes an emotional, or affective, response that is going to be based on that appraisal.

Scholars and academic researchers over the years have come up with different theories of how the emotional feeling of human being arises and are interpreted in the brain. The appraisal theory of emotion according to Lumen (n.d.) was developed primarily through the work of prominent researchers Magda Arnold and Richard Lazarus, who proposes that emotions are extracted from our *appraisals* (i.e., our evaluations, interpretations, and explanations) of events and the central question that the appraisal theory seeks to answer is *why* different people have different perceptions of and emotional reactions to the same situations. The first to coin and discuss the term *appraisal* of emotion was Magda Arnold in 1960 when she put forward her cognitive theory which argues that the first step in experiencing an emotion is an appraisal of the situation and an initial appraisal begins the

emotional sequence by arousing both the appropriate physiological reactions and the emotional experience itself. This study dwelling on customers emotional experience based on auditory cues received from a business environment is related to the Appraisal theories of emotion hence was underpinned to it.

### **Auditory Marketing Strategy**

Auditory marketing looks at the use of sound such as background music to appeal to customers of fast food restaurants. Within the context of Rivers state, music has shown to influence consumers' behavior mostly teenagers and youths and that is why most advertising promotions done on the streets and along the road side uses loud music to attract potential customers' attention. In most cases, the choice music of customers being played in restaurants and bars in Port Harcourt has shown to make consumers buy more drinks than they intended buying not because of the taste of the product but due to the pleasure derived from the choice of song played.

Yourdictionary.com defines auditory as something that is related to hearing such as sound. Belojevic et al. (2003) asserts that an auditory environment can be nonverbal, one where physical noises dominate, or verbal, one where words and semantics dominate. Therefore, there are several types of sound both the ones that are pleasant to the ears and those that are not. Regardless of type, sounds arise from objects and events of all kinds signifying safety, danger, interest, etc., which are vital to human function at both cognitive and emotional levels (Fay, 2009; Belojevic et al., 2003). Beament (2001) discovered that all sounds pass the human ear at a speed of 330 meters per second and can only be heard at the time it passes the ear. The ability of an individual to hear sound helps him interpret his environmental cues. Fiegel (2013) suggests that "sound characteristics like volume, tempo, and duration in an environment collectively make up an auditory scene.

Liégeois and Rivera (n.d.) states that auditory sound has two category: ancillary and ambient sounds. *Ancillary sounds* talks about sounds associated directly with a product which tells a lot about the features and the performance of that product (Yorkston, 2010). For instance, the slam of a door is a signal of the quality (Kuwano et al., 2006). In the same way, the noise made by the engine of a Harley Davidson has been studied to be unique and to give a feeling of power (Liégeois & Rivera, n.d.). And most of these products are uniquely designed to generate these sounds so as to differentiate them from competition and send a particular message of quality to the customers. Lindstrum and Kotler (2005) assert that the sound of Kellogg's cornflakes crunching in our mouths is created in sound labs. One could see how far marketing techniques have evolved to use sound to appeal to customer's engagement. Ambient sounds on the other hand are not directly related to the product, service or advertisement but to the retail environment itself, to create a good atmosphere and enhance purchases (Liégeois & Rivera, n.d.). Ambient sounds centers on three music

dimensions: music tempo, music type and music volume. In retailing, ambient sound is the background music. Within this study, auditory marketing refers to background music at the fast food restaurant business premises.

**Background music** According to Fiegel (2013) has been identified as one of the most readily manipulated and influential elements to which a shopper or consumer may be exposed to in a service setting. Several male customers within the Port Harcourt settings tends to buy more alcoholic drinks when music of their choice is played at the Bar, this gets them excited and want to drink more, whereby increasing the quantity of drinks purchase and this is a simple knowledge and the reason why several restaurant and bar in Rivers State tends to play high peach music to make customers happy and buy more. Hence music has shown to influence customers to increase their purchase of a product such as amount of alcoholic drinks bought than the product itself will drive them to. Milliman (as cited in Fiegel, 2013) corroborates this assertion with the statement atmospherics such as music composed of various genres, tempos, volumes, and pitch that make up an environment have a greater influence on a product than the product itself.

Sound is used in advertising to give music in a message to make the customer remember it and however, music plays important role for sensory marketing manager (Hassan & Iqbal, 2016). The role sound plays in marketing communication are very vital. No wonder Krishna (2011) states that much of marketing communication is auditory in nature - one hears radio and television advertising messages, jingles and songs; one also hears ambient music in retail spaces, hotels, restaurants and airplanes; then, there are signature sounds from products such as the sound for the Intel Pentium chip that one hears each time one starts a computer or the sounds for Motorola or Verizon cell phones.

InfoPOS (n.d.) sees auditory marketing as a special technique in choosing a product name in a way that it would sound good to shoppers, enticing them to buy just by the name itself; also refers to a strategy in branding which integrates sensorial stimuli to enhance brand appeal. Hence sound plays a key role in promotion either through the brand name, advertising jingles or background music played in the business premises. Sound used in marketing according to Gunelius (n.d.) could come from television or radio commercials, speeches, live events, recorded interviews, and so on. Hence these sounds have proven to have an influence on consumers' emotions and buying behavior. Next in line to discuss is the olfactory marketing strategy which deals with the use of smell such as sent to appeal to customers' senses and get them to make a purchasing behavior.

### **Concept of Customers' Experience**

Customers as human have experiences in their dealings with business products and services. The experiences could be pleasant or not, which will determine the customers' response and behaviors towards such products or brands in the future. Szyndlar (2022)

asserts that 59% of buyers will stop patronizing a given business after several bad experiences, and 17% will stop just after one bad customer experience.

Customer experience according to Hotjar (2022) could be seen as a business customers' holistic perception of the experiences they get with the business or brand. It can also be seen to be defined by the experiences and interactions customers have with a firm or organization throughout the entire customer journey, starting from the first contact to becoming a happy and loyal customer (Macdonald, 2022). Schwager and Meyer (2007) defined customer experience as the subjective and internal response customers gets towards any indirect or direct contact with a company. Hence a customer of a Bar & Restaurant business feeling good after visiting a particular Bar & Restaurant where he or she had fun and enjoyed him or herself will be termed to have a good customer experience from that given business.

Bordeaux (n.d.) argued that a positive customer experience is very necessary for business success because an excited customer is likely to turn loyal and help the business boost revenue by promoting the business through word-of-mouth referral, and advocating for the business brand and product or service. Also, Hotjar (2022) corroborates this statement with the argument that the greater the good experience customers have with your business, the more repeat purchase they make and you will receive positive reviews, while at the same time reducing the friction of customer complaints and returns. Hence there is truth in the assertion made by Nwachukwu and Origbo (2022) that in Igbo land, there is a popular adage which says that when a road is good, it is being repeatedly used by people, so also a product or services that satisfy consumers' needs and want will be repurchased by them when the need arises. In order to offer good customer experience, marketers or business management needs to probe further into consumers' desires and expectation so as to fine-tune their business offerings to be in tandem with the values customers yearn for so as to make them feel good and happy with the business offerings and interactions. When customers' expectations are been met by a business, it create customers satisfaction which transcends to good customer experience with the business.

### **Measures of Customers' Experience**

Several measures have been used for customers' experience. Lumoa (2022) listed 6 metrics that is worldwide recognized for customer experience which includes: Customer Satisfaction (CSAT), Net Promoter Score (NPS), Customer Lifetime Value (CLV), Churn rate, Retention rate, or Customer Effort Score (CES). Rose et al. (2011) measured customer experience using customer satisfaction and repurchase intentions. In this study we adopted the measures used by Rose et al. (2011) and measured customer experience using customer satisfaction and repurchase intention.

### **Customer Satisfaction**

Customer satisfaction according to Wali and Idenedo (2021) is one of the pronounced and widely utilized concepts in consumer behavior literature. Schwager and Meyer (2007) saw customer satisfaction as a distinct measure of the peak of a series of customer experiences. Szyndlar (2022) defined customer satisfaction as measurement scale which establishes how well a firm's service or product meets customers' expectations. While Bernazzani (2022) defined it as a metric which is used in quantifying the extent to which a given customer is happy with a service, product or experience gotten from a business.

A good pointer of better customer experience is the customer's show of satisfaction towards a brand or business offerings. Nwachukwu et al. (2022) argues that a customer would likely re-patronize any business or firm that offers them the highest satisfaction. A satisfied customer will be willing to repeat purchase and later turn loyal, helping the business bring more customers. That is why the satisfaction of customers by a business more than competitors is crucial in marketing plans and strategies to be adopted, so as to keep customers happy with the business which has its own dividends as mentioned earlier. No wonder Szyndlar (2022) warned that every business should treat customer satisfaction as a vital factor in the business and work seriously on its improvement. This is because, if you make your customers happy, they will be willing to part with their money on your service and product offerings.

If a business wants more customer retention and increased lifetime value needs to maintain high customer satisfaction, else the customers won't waste time in switching to competitors that has a better offer in price, product option and better customer service (Bernazzani, 2022). Hence customers' satisfaction is essential for their having a better customer experience with a business.

### **Repurchase Intentions**

When a consumer derives satisfaction from a business offer of service or product, the intention to repeat the journey will be there. Repurchase intent according to Hume et al. (2007 cited in Ibzan et al., 2016) could be seen as a customer's decision to buy from in a particular supplier or retailer in the future. It is the *customer utterances about the intention to buy again from a particular seller (IGI Global, n.d)*. Hellier et al. (2003) saw repurchase intention as a person's judgment of repurchasing products or services from the same firm, based on the current situation and circumstance. In the case of Chiu et al. (2009), the claimed that repurchase intention is the likelihood that a customer is willing to purchase a product or service from the same seller. For Yulisetiari et al. (2017), they defined it as the tendency of the consumer's repeat purchasing behavior based on their preference toward the products.

Marketing managers tends to rely on data concerning repurchase intentions in order to predict sales in several marketing activities: for example, the introduction of new product

management of service, effectiveness of advertising, and the forecasting of demand for an existing products (Ibzan et al., 2016). Hence, repurchase intention helps to know the minds of the consumers as regards to future purchasing behaviors. Note that while repeat purchase is the actual buying of a product for the second or more times from a business, repurchase intention is the desire to buy again which has not been done yet by the consumer.

### **Empirical Review on Auditory Marketing Strategy and Customer Experience**

Audio sounds in the form of music appeals to feelings and experiences of mankind. No wonder Thielemann (2001) states that music appeals to the emotional faculties of man and is therefore able to articulate what words as the instruments of rationality could never express. The American Academy of Pediatrics (2009) opines that music provides entertainment and distraction from problems and serves as a way to relieve tension and boredom.

Several empirical studies proves to the fact that audio in the form of music has an impact on customers emotion and engagement when it comes to buying behaviors. Anders et al. (2008) conducted an empirical study to investigate if music influences customers' behavioral dispositions when buying in real-life settings within Swedish home Electronics retail store. A sample size of 150 customers were selected from the population of customers from the electronic retail store out of which 65 were females while 85 were male with a mean age of 44 years. Each of the respondents was issued a copy of questionnaire and the study variables included being with music and being without music over a length of 4 days. Using ANOVA tests and Multiple Regression, to evaluate the stated hypotheses, the study found that customers within the condition where music was played spent more time and money in the store.

This finding clearly suggested that the music played in the store appeals to the customers' feelings and makes them stay back a little longer while patronizing more of the business products and services. The finding is not far from that of Petruzzellis et al. (2014) that investigated the impact of well-known background music on customers' behavior when shopping. The experiment was carried out in a big shopping mall in an urban city in Italy when the shops were open for business. A sample size of 304 customers of the mall responded to the study questionnaire after they have finished shopping. ANOVA was used to analyze data received from the respondents. The study found out that famous music increases positive feelings in the customers' which, in turn, enhance their patronage.

Some authors' empirical research findings disagree with the fact that sound influences consumers' buying behavior. For instance, the studies conducted by Uddin (2011) on the effect sensory branding of five senses have on customers: A case study of Coca Cola in Karlstad, Sweden. The population of the study consisted of students of Karlstad University, and a sample size of twenty students where administered copies of questionnaire for the study. Data were analyzed using Pearson moment correlation through SPSS package. And

the finding of the study showed that audition has less impact on customers' behavior. But rather, that other sensory cue such as visual and gustative aspect has a high influence on consumers of coca cola.

Yeoh & North (2009) conducted an empirical study to investigate if a "fit" between the music played and products sold could influence the product preferences of Malaysians'. A sample of 90 ethnically-Chinese Malaysians were selected for the study, and were selected by approaching students in the University of Putra's library in Malaysia. One-way ANOVA was used to test data retrieved from the respondents. The findings of the study prove that musical fit can influence customers' engagement in terms of product choice. The pieces of Malay and Indian music played were able to incite cultural knowledge which leads to the selection of a particular corresponding type of product to the music over other products.

This finding shows the power music has on evoking cultural preference when products from different cultures are displayed and a particular song from an ethnic background influences the choosing of products from that region at that very moment. Earlier study from North et al. (1999) on "different genres in wine store" supports this assertion when they proved that buyers perception of wine was different with the type of music played, and that customers' bought more French wine on the days French music was played in the shop while buying German wines more on the day German music was played. It was amazing at the end of the study when buyers were asked if the music influenced their buying behavior and they said "no" showing how unconscious they were about the influence of the music on them.

Also, North et al. (2003) conducted an empirical study on the influence of musical style on restaurant customer spending, playing different types of music in a British restaurant over the course of 18 evenings and the mean spend per head for each table was calculated using MANOVA analysis which revealed that there was an overall significant difference between the conditions with classical music leading to higher spending than both no music and pop music". A 2005 study on music motivates impulse buyers, not thoughtful shoppers presented to the American Psychological Association by Maureen Morrin, Ph.D., concluded that music alone caused impulse buyers to purchase more (Morrin, 2005).

Jacob et al. (2008) conducted an experiment in a flower shop, where love songs and romantic music (congruence condition), pop music (music usually played in the flower-shop) and no music (control condition) were played. The results show that the mean amount of money spent was significantly higher in the love songs and romantic music condition compared with the other two, whereas the pop music condition did not lead to an increase in the amount of money spent compared with the control, no music, condition.

**Table 1: Summary of Empirical Studies on Auditory Marketing Strategy**

Author(s)/ Year	Area of Study	Analytical tool used	Findings
Petruzzellis et al. (2014)	The impact of well-known background music on customers' behavior when shopping.	ANOVA	Famous music increases positive feelings in the customers' which, in turn, enhance their patronage.
Uddin (2011)	The effect sensory branding of five senses has on customers: A case study of Coca Cola in Karlstad, Sweden.	Pearson moment correlation	Audition has less impact on customers' behavior. But rather, that other sensory cue such as visual and gustative aspect has a high influence on consumers of coca cola
Yeoh & North (2009)	Investigated if a "fit" between the music played & products sold could influence the product preferences of Malaysians'	One-way ANOVA	1) Musical fit can influence customers' engagement in terms of product choice. 2) The pieces of Malay and Indian music played were able to incite cultural knowledge which leads to the selection of a particular corresponding type of product to the music over other products
Anders et al. (2008)	Investigated if music influences customers' behavioral dispositions when buying in real-life settings within Swedish home Electronics retail store.	NOVA tests & Multiple Regression	Customers within the condition where music was played spent more time and money in the store
North et al. (2003)	The influence of musical style on restaurant customer spending, playing different types of music in a British restaurant over the course of 18 evenings	MANOVA	There was an overall significant difference between the conditions with classical music leading to higher spending than both no music and pop music

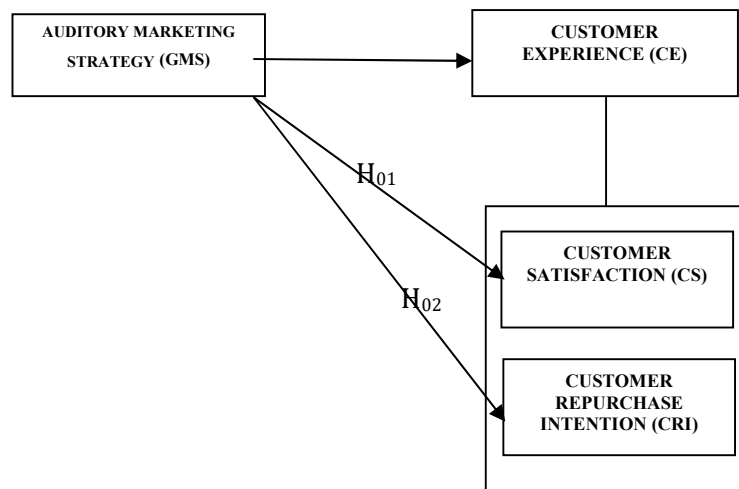
**Source: Researchers Desktop from Literature Review**

Based on these findings, we formulate our second set of hypotheses:

H<sub>01</sub> There is no significant relationship between auditory marketing strategy and customer satisfaction in bar & restaurants business in Port Harcourt.

H<sub>02</sub> There is no significant relationship between auditory marketing strategy and customer repurchase intentions in bar & restaurants business in Port Harcourt.

## Operational Conceptual Framework



**Figure 1: Operational Conceptual Framework for the Relationship between Auditory Marketing Strategy and Customer Experience.**

## Research Methodology

In tackling research methodology, social scientists have two major viewpoints: an objective (Positivist) and subjective (Idealist) views of their subject matter (Burrell & Morgan, 2006 cited in Nwachukwu & Nwadihoha, 2022), and these are; ontological, epistemological, human nature and methodology. Nwachukwu & Nwadihoha (2020) asserts that the objectivist conducts their research based on scientific approach while the idealist views research from the non-scientific angle. Philosophically, we took a realist viewpoint and a positivist epistemology. Therefore, this study utilized quantitative research method thereby adopting a cross-sectional survey research design. The target population comprised of all the customers of 113 bars and restaurants in Port Harcourt as listed in <https://www.manpower.com.ng/lists/bars/lga/740/port-harcourt?page=6>.

The population is an infinite population; hence for sampling we used the Godden (2004) infinite sampling technique which gave us a sample size of 384. Using convenient sampling technique, the study distributed 384 copies of questionnaire out of which 362 was valid and was used in carrying out the study's analysis. The questionnaire was validated before being administered to respondent through expert checking. Cronbach's Alpha technique was employed for checking for the reliability of the instrument. The reliability coefficients of our constructs were above 0.70 benchmark recommended by Nunnally (1978).

**Table 2: Reliability Statistics**

S/N	Construct	No of items	Cronbach's Alpha
1.	Auditory Marketing Strategy	4	0.829
2.	Customer satisfaction	4	0.840
3.	Repurchase intentions	4	0.812

Source: SPSS Result

### Analyses of Data Results

The study purposefully administered 384 copies of the questionnaire among selected customers of the identified bar & restaurants in Port Harcourt, and due to mistakes and incomplete responses, 14 copies were dropped, while 8 copies were lost in transit. Hence, valid total response used in conducting the analysis was 362 which represent 94%. The study adopted Pearson moment correlation coefficient through SPSS version 25 in analyzing the relationships existing between the study variables. The Decision Rule for the test states that the null hypothesis ( $H_0$ ) should be rejected while the alternative ( $H_a$ ) accepted if  $p\text{-value} < 0.05$  for 2 – tailed test and conclude that significant relationship exists. The tables below explain the tests results of the hypotheses.

#### Test of Hypothesis 1

$H_{01}$ : There is no significant relationship between auditory marketing strategy and customer satisfaction in bar & restaurants businesses in Port Harcourt.

$H_{a1}$ : There is a significant relationship between auditory marketing strategy and customer satisfaction in bar & restaurants businesses in Port Harcourt.

**Table 3: Correlations Analysis of Auditory Strategy and Customer Satisfaction**

Variables 1	Statistics	Auditory Marketing Strategy (AMS)	Customer Satisfaction (CS)
Auditory Marketing Strategy (AMS)	Pearson Correlation	1.000	.814**
	Sig. (2-tailed)	.	.000
	N	362	362
Customer Satisfaction (CS)	Correlation Coefficient	.814**	1.000
	Sig. (2-tailed)	.000	.
	N	362	362

\*\*. Correlation is significant at the 0.05 level (2-tailed).

b. Listwise N = 362

**Source: SPSS Output (based on 2022 Field Survey Data)**

Table 3 above indicates the output of the correlation analysis using the SPSS version 25.0. The Pearson correlation coefficient was estimated to be 0.814\*\*. This shows a significant positive relationship between auditory marketing strategy and customer satisfaction. Since the  $p\text{-value} (0.000) < 0.05$ , we reject the null hypothesis and conclude that a significant relationship exists between the two variables.

#### Test of Hypothesis 2

$H_{02}$ : There is no significant relationship between auditory marketing strategy and customer repurchase intentions of bar & restaurant business in Port Harcourt.

$H_{a2}$ : There is a significant relationship between auditory marketing strategy and customer repurchase intentions of bar & restaurants business in Port Harcourt.

**Table 4: Correlations Analysis of Auditory Marketing Strategy and Customer Repurchase Intentions.**

Variables 1	Statistics	Auditory Marketing Strategy (AMS)	Customer Repurchase Intentions (CRI)
Auditory Marketing Strategy (AMS)	Pearson Correlation	1.000	.859**
	Sig. (2-tailed)	.	.000
	N	362	362
Customer Repurchase Intentions (CRI)	Correlation Coefficient	.859**	1.000
	Sig. (2-tailed)	.000	.
	N	362	362

\*\* Correlation is significant at the 0.05 level (2-tailed).

b. Listwise N = 362

**Source: SPSS Output (based on 2022 Field Survey Data)**

In table 4 above, the output shows the correlation coefficient ( $r$ ) to be 0.859, which suggests that a very strong relationship exists between auditory marketing strategy and customer repurchase intentions. Also, the sign of ( $r$ ) value is positive, indicating a direct link between the variables. Since the probability value ( $p$ -value) = 0.000 < 0.05, therefore we conclude that a significant positive relationship exists between auditory marketing strategy and customer repurchase intentions of bar & restaurant business in Port Harcourt.

**Table 5: Summary of Test Hypotheses**

S/N	HYPOTHESES	( $r$ )	P - VALUE	DIRECTION	Magnitude	DECISION	CONCLUSION
H <sub>01</sub> :	There is no significant relationship between auditory marketing strategy and customer satisfaction.	0.814**	0.00	+VE	Very high	Reject	Significant
H <sub>02</sub> :	There is no significant relationship between auditory marketing strategy and customer repurchase intentions	0.859**	0.00	+VE	Very high	Reject	Significant

**Source: Research Findings Based on SPSS Output**

### Discussion of Findings

The sole aim of this study was to investigate the extent to which auditory marketing strategy relates to customer experience in bar & restaurant businesses in Port Harcourt. Auditory marketing strategy was found to have a significant positive relationship with the measures of customer experience (customer satisfaction and customer repurchase intentions). These findings were generated from the outcome of the statistical test of hypotheses H<sub>01</sub>, and H<sub>02</sub>. The test of H<sub>01</sub> proves that auditory marketing strategy attracts a significant positive correlation coefficient ( $r = 0.814$ ,  $p$ -value < 0.05). Signifying that, the more bar & restaurants businesses in Port Harcourt utilizes auditory marketing cues such as the type of music played at the restaurant, tempo of the music, and volume of music, the more they will achieve increased customer satisfaction.

Test of  $H_{02}$  reveals that auditory marketing strategy generates a significant positive correlation coefficient ( $r = 0.859$ ,  $p\text{-value} < 0.05$ ). Thus, increase in auditory marketing strategies will bring about an increase in customers repurchase intentions of a given bar & restaurant due to their pleasant experience with the business.

The above findings as interpreted from the results of hypotheses 1 and 2 are believed to be judged based on the fact that auditory marketing strategies such as the type of music played at the restaurant, tempo of the music, and volume of music influences customers' mood and experiences since it will make them relax, satisfied, and have the intention to repurchase. This is in tandem with the submissions of Krishna (2011) who in her study "engaging the senses to affect perception, judgment and behavior, discovered that ambient sound, such as music heard in hotels, restaurants, retail stores, and supermarkets, can influence consumer mood, actual time spent in a location, perception of time spent, and actual spending". Spence and Shankar (2010) corroborates the impact of audition on customers with their findings that what we hear, be it music or the sound we make while eating can have a dramatic effect on our perception of food and drink."

Also, Novak, et al. (2010) findings in their study simply explains the fact that mild volume of comfortable music at the restaurant promotes pleasure and arousal which in turn makes the customers stay longer as against loud music which increases their activity and makes them leave earlier.

### **Conclusion and Recommendations**

Based on the data analyses results and findings, the study conclude that auditory marketing strategy has significant positive impact on customers' experience in Bar & restaurants business in Port Harcourt. The findings as seen from the results of the hypotheses are believed to be premised on the fact that auditory marketing cues influences customers' mood and experience. Therefore, this study recommends management of bar & restaurants applications of auditory marketing cues such as the right kind of music played, the tempo and volume of the music since it has proven to help influence the mood of the customers to relax and have a pleasant experience.

### **References**

- Anders, S., Eippert, F., Weiskopf, N., & Veit, R. (2008). The human amygdala is sensitive to the valence of pictures and sounds irrespective of arousal: an fMRI study. *Soc. Cogn. Affect. Neurosci.* 3, 233–243.
- Aronson, E., Wilson, T. D., & Akert, R. M. (2005). *Social psychology*, 7<sup>th</sup> ed. Pearson Education, Inc.
- Beament, J. (2001). *How we hear music: The relationship between music and the hearing mechanism*. Boydell Press Rochester.

- Belojevic, G., Jakovljevic, B., & Slepcevic, V. (2003). Noise and mental performance: personality attributes and noise sensitivity. *Noise and Health*, 6(21), 77-89.
- Bernazzani, S. (2022). *What is customer satisfaction? 5 reasons it's important in service.* <https://blog.hubspot.com/service/what-is-customer-satisfaction>
- Bordeaux, J. (n.d.). *What is customer experience? (and why it's so important)..* <https://blog.hubspot.com/service/what-is-customer-experience>
- Chiu, C., Chang, C., Cheng, H., & Fang, Y. (2009). Determinants of customer repurchase intention in online shopping. *Online information review*, 33(4), 761-784.
- Eriksson, E., & Larsson, N. (2011). *A multi-sensory-brand experience: Sensory interplay and its impact on consumers' touch behavior.* [Master's Thesis, School of business and Education, Linnaeus University].
- Fay, R. (2009). Soundscapes and the sense of hearing of fishes. *Integrative Zoology*, 4, 26-32.
- Fiegel, A. J. (2013). *Influences of music genre and components on food perception and acceptance.* [Masters Theses, University of Arkansas]. <http://scholarworks.uark.edu/etd/905>
- Fuentes, A. (2020). *How music can make us feel good.* <https://namica.org/blog/music-that-makes-us-feel-good-playlist/>
- Gunelius, S. (n.d.). Prioritizing verbal, auditory and visual branding – part 1. *Aytm.* <https://aytm.com/blog/prioritizing-visual-branding-part-1/>
- Hassan, I., & Iqbal, J. (2016). Employing sensory marketing as a promotional advantage for creating brand differentiation and brand loyalty. *Pakistan Journal of Commerce and Social Sciences*, 10(3), 725-734.
- Hellier, K. P., Geursen, M. G., Carr, A. R., & Rockard, A. J. (2003). Customer repurchase intention: A general structural equation model. *European Journal Marketing*, 37(11/12), 1762-1800.
- Hotjar (2022). *Understanding customer experience.* <https://www.hotjar.com/customer-experience/>
- Hulten, B. (2011). Sensory marketing: The multi-sensory brand-experience concept. *European Business Review*, 23(3), 256-273.
- Ibzan, E., Balarabe, F., & Jakada, B. (2016). Consumer satisfaction and repurchase intentions. *Developing Country Studies*, 6(2), 96 - 100
- IGI Global (n.d). *What is repurchase intention?* <https://www.igi-global.com/dictionary/repurchase-intention/53670>

- InfoPOS (n.d.). What is auditory marketing? Retrieved from: <http://blog.infopos.com/the-retail-dictionary/what-is-auditory-marketing/>
- Jacob, C., Gueguen, N., Boulbry, G., & Sami, S. (2008). Love is in the air': congruence between background music and goods in a florist. *The International Review of Retail, Distribution and Consumer Research*, 19(1), 75-79.
- Kokemulle, N. (n.d.). Auditory advertising vs. print. *Chron*. <https://smallbusiness.chron.com/auditory-advertising-vs-print-50458.html>
- Krishna, A. (2011). *Sensory marketing: Research on the sensuality of products*. Routledge. Doi: <https://doi.org/10.4324/9780203892060>
- Kuwano, S., Fastl, H., Namba, S., Nakamura, S., & Uchida, H. (2006). Quality of door sounds of passenger cars. *Acoustical Science and Technology (Acoust Sci Tech)*, 27. DOI: 10.1250/ast.27.309
- Liégeois, M., & Rivera, C. (n.d.). Sensory marketing on the natural cosmetics market: The impact on generation X and generation Y. *School of Business And Engineering*. <http://www.diva-portal.org/smash/get/diva2:434589/FULLTEXT01.pdf>
- Lindstrom, M., & Kotler, P. (2005). *Brand sense: Build powerful brands through touch, taste, smell, sight, and sound*. Simon and Schuster.
- Lumen (n.d.). Theories of Emotion. *Boundless Psychology*. [https://courses.lumenlearning.com/boundless-psychology/chapter/theories-of-emotion/#:~:text=Magda%20B.&text=Magda%20Arnold%20\(1903%E2%80%932002\),an%20appraisal%20of%20the%20situation.](https://courses.lumenlearning.com/boundless-psychology/chapter/theories-of-emotion/#:~:text=Magda%20B.&text=Magda%20Arnold%20(1903%E2%80%932002),an%20appraisal%20of%20the%20situation.)
- Lumoa (2022). *6 most popular customer experience metrics and KPIs explained simply*. <https://www.lumoa.me/blog/customer-experience-metrics-and-kpis/>
- Macdonald, S. (2022). *How a customer experience strategy helps scale revenue growth (and achieve profitability)*. <https://www.superoffice.com/blog/customer-experience-strategy/>
- Morrin, M. (2005). Music motivates impulse buyers, not thoughtful shoppers. *American Marketing Association*. <https://www.apa.org/monitor/nov05/music>
- North, A. C., Hargreaves, D. J., & McKendrick, J. (1999). The effect of in-store music on wine selections. *Journal of Applied Psychology*, 84(2), 271-276.
- North, A. C., Shilcock, A., & Hargreaves, D. (2002). The effect of musical style on restaurant customers' spending. *Environment and Behavior*, 35(5), 712-718. DOI: 10.1177/0013916503254749

- Novak, C. C., La Lopa, J., & Novak, E. R. (2010). Effects of sound pressure levels and sensitivity to noise on mood and behavioral intent in a controlled fine dining restaurant environment. *Journal of Culinary Science & Technology* 8(1), 191–218
- Nwachuwu, D., Goodie-Okio, J., & Dike, L. B. (2022). Mobile banking service quality and customer satisfaction of deposit money banks in Port Harcourt. *International Academic Journal of Management and Marketing*, 7(1), 134-155.
- Nwachukwu, D., & Nwadihoha, E. E. (2022). Agripreneurship marketing and economic recovery in post covid-19 era in Ikwerre L.G.A. in Rivers State. *International Academic Journal of Business Systems & Economics*, 8(1), 13-27
- Nwachukwu, D., & Origbo, H. (2022). Olfactory marketing strategy and customer engagement in fast food restaurants in Rivers State. *International Academic Journal of Management & Marketing Annals*, 8(1), 86- 102.
- Nwachukwu, D., & Nwadihoha, E. E. (2020). Renewable solar energy and electricity sustainability by Rivers state government in obio/akpor L.G.A in Rivers state. *Journal of entrepreneurship, Business & Innovation*, 1(1&2)
- Nunnally, J. C. (1978). *Psychometric theory* (2 ed.). McGraw Hill.
- Petruzzellis, L., Chebat, J. Palumbo, A. (2014). The effect of famous background music on consumer shopping behavior. *Journal of Marketing Development and Competitiveness*, 8(2), 38 – 49.
- Rose, S., Hair, N., & Clark, M. (2011). Online customer experience: A review of the business-to-consumer online purchase context. *International Journal of Management Reviews*, 13(1), 29 – 39.
- Sarawagi, A. (2016). *Music: Food for the Soul*. <https://highonscore.com/music-washes-away-soul-dust-everyday-life/#:~:text=Just%20like%20our%20bodies%20need,on%20our%20mind%20and%20bodies>.
- Scherer, K. R., Shorr, A. & Johnstone, T. (2001). *Appraisal process in emotion: Theory, methods, research*. Oxford University Press.
- Schwager, A., & Meyer, C. (2007). Understanding customer experience. *Harvard Business Review*. <https://hbr.org/2007/02/understanding-customer-experience>
- Spence, C., & Shankar, M. U. (2010). The influence of auditory cues on the perception of, and responses to, food and drink. *Journal of Sensory Studies*. <https://doi.org/10.1111/j.1745-459X.2009.00267>  
*journals@arcnjournals.org*

- Szyndlar, M. (2022). *Customer satisfaction: Why it's important in 2022*. <https://survicate.com/customer-satisfaction/importance-customer-satisfaction/>
- The American Academy of Pediatrics (2009). Impact of music, music lyrics, and music videos on children and youth. *Journal of the American Academy of Pediatrics*, 124(5), 1488-1494; DOI: <https://doi.org/10.1542/peds.2009-2145>
- Thielemann, S. (2001). *Spirituality of music*. APH publishing.
- Uddin, S. (2011). *The impact of sensory branding (five senses) on consumer: A case study on coca cola*. [Master's thesis, Karlstads University]. <https://www.diva-portal.org/smash/get/diva2:504446/FULLTEXT01.pdf>
- Wali, K., & Idenedo. O. W. (2021). Service delivery digitalization: a marketing tool for post covid-19 competitiveness among fast food restaurants in Port Harcourt. *Innovative Journal of Accounting, Marketing and Management Research*, 7(1), 139 – 149.
- Yeoh, J. P. S., & North, A. C. (2009). The effect of musical fit on choice between competing pairs of cultural products. *Empirical Musicology Review*, 4(4). DOI: 10.18061/1811/44658
- Yorkston, E. (2010). *Auxiliary auditory ambitions*. In Krishna, Sensory Marketing (pp. 157-165).
- Yulisetiari, D., Subagio, A., Paramu, H., & Irawan, B. (2017). Customer repurchase intention and Satisfaction in Online Shopping. *International Business Management*, 11(1), 15-221.