

## Music Psychology in the Marketing of Fitness and Aerobics Clubs in Mashhad

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### Abstract

**Purpose:** The study aimed to determine the influential factors in marketing music psychology in Mashhad aerobic clubs and physical fitness.

**Method:** The research method is a descriptive survey of which the required data were collected through a questionnaire. The questionnaire from the research background (Morton, Chang velin, 2010) was used. The statistical population included all male and female Mashhad Aerobic and Fitness Clubs (Region 9). Then 220 people on considering the sample size of five to ten times the number of research questions in survey studies. Were selected randomly.

**Results:** Data were analyzed using descriptive and inferential statistics and statistically significant ( $P \leq 0.05$ ). The results of exploratory factor analysis showed that five factors could identify, and in total, 53.8% of the marketing variance explained the psychology of music. Also, the mean score of all components indicated a favorable relative status.

**Conclusion:** According to the extracted factors, mental factors, psychological emotion, recognition power, influence power, and musical personality was the highest priority. The importance of marketing and customer attraction for clubs, especially concerning the fundamentals of music psychology, indicates the need to understand the influential components of sports spaces and venues. This review can have a positive and different impact on attracting customers to clubs. The psychology of music and the attention it has to people's influence can be used as a new way of marketing and attracting customers.

**Keywords:** Sports Marketing, Music Psychology, Consumer Behavior.

## Introduction

At the beginning of the third millennium, the world of sports is experiencing a new era. Rapid and widespread developments in sports have focused on using marketing methods and techniques in sports. On the other hand, the knowledge of sports marketing in the past has become essential for organizations and sports clubs. This skill has become so vital that it can be considered one of the critical components of the survival of sports organizations (Hassanzadeh, 2018). In this regard, paying attention to the desires and behaviors of sports audiences as an important issue has been considered by many people. Consumer behavior has been one of the essential topics for marketing researchers in recent decades. The variety of consumer behavior is due to various factors affecting a person's behavior and motivation to buy. Today, marketing researchers are constantly trying to identify consumer behavior (Moon, 2010, 20). Marketing is a process of creating, delivering, and exchanging offers that are valuable to customers, consumers, and, ultimately, society. Accordingly, sports marketing means applying the concepts of marketing science to sports products and services, as well as marketing non-sports products related to sports; therefore, the category of sports can be used as a tool to market products and services not related to sports (Smith, 2015, 12-13). In general, in marketing knowledge, there are two main categories of controllable and uncontrollable variables. Many environmental factors are unmanageable for the sports marketer. For example, uncontrollable factors that may affect sports marketing strategy include economics, demographic change, technological advances, legal/political issues, and competitive forces. Fortunately, controllable variables such as pricing, promotion, and location are available, allowing the sports marketer to have tighter control over a particular marketing strategy. For example, imagine some of the sights and sounds of a sporting event. Some of the things

that can happen at an event include crowds, music played through speakers, lighting when introducing players, or the smell of fresh popcorn filling the stage. We can also mention the color, facilities, comfort of the seats, goods for sale, the temperature in the area, or the waiting time to enter the place. These sights and sounds are identified and categorized by sports marketers as a controllable variable called the atmosphere. Thus, effective change in the sports environment and other marketing methods can increase spectator, consumer, and many different positive outcomes (Palmer & Prise, 2019, 2). Therefore, sports marketers need to know how environmental variables affect consumer behavior and achieve positive revenue and attitude towards the brand, team, or organization. For example, the online environment has been shown to influence the intention to reuse a mobile application, thus indicating its importance to digital marketers (Lee & Kim, 2018, 3).

In today's world, expanding the market and attracting new customers, and even retaining existing customers is a concern for many clubs. Therefore, due to the intense competitive pressures, clubs attract customers based in different ways. Depending on the type of activity, these clubs use various methods such as excellent quality, reasonable price, good service, appropriate customer treatment, etc., to attract customer satisfaction. In the last decade, developments in the concept of marketing have led all organizations and businesses to customer orientation. The final recommendation of all new marketing approaches in competitive markets is based on customer retention (Amirshahi, 2010). To establish a direct relationship with service recipients, researchers have been able to analyze the behavior of consumers and customers while establishing stable interactions with them. Therefore, customer retention and long-term relationships with them were considered (Shis, 1998). Thus, the issue of consumer behavior is divided into two parts: loyalty and satisfaction. In this

regard, loyalty is a solid commitment to repurchase a superior product or service in the future (Bould, 2001). In the sports industry, loyalty is one of the most critical issues in the field of marketing. Retaining the customer and creating the conditions for his return is a vital task requiring special tricks and tools. In this regard, the essential marketing tools for sports marketers are constant communication with people, providing appropriate services, and knowledge of the competing market (Seyed Javadin et al., 2011, 7). One of the leading marketing activities is to retain customers and increase their loyalty to the organization's products or services because more loyal customers have a larger market share; loyal customers are more likely to buy from the same brand or service (Birijwather, 2011). One of the methods used for this purpose is the use of appropriate and varied Music. Music is an art whose function is to combine sounds and sounds to create beauty and express emotion. This universal art has various uses, from ceremonial ceremonies and prayers to regulating military marches, communication, and learning movements. The word Music is derived from the Greek word for Music and is taken from the phrase Muses with Latin roots (Muses is the angel of art, knowledge, and the goddess of song and hymn) (Perkar, 2016). Caressing, soothing, and purifying Music. Music is the language of the speechless. A universal language that every human being understands according to their ability. It can be said that Music conveys the feeling of joy and sorrow to human beings faster than any other art without any mediation. Beethoven says that Music is a manifestation of the highest of all sciences and philosophies. Music is the art of the language of the human heart and soul, and the highest expression of human talent. Music is to make you happy and to dance and to cry and to make you sad, and whatever it is, it is suffering and blasting. Music softens the mind and eases the mood (Perkar, 2016). The instrument of receiving Music is the sense of

hearing, and the elements that create it are the sequence of sounds and melodies in time that play Music in the mind of the audience; therefore, it does not have an objective, tangible and lasting manifestation outside the mind; instead, it is destroyed the moment when rises from the instrument (Stacey, 1995). In the treatises of the Brotherhood, it is stated that in Islamic philosophers, sounds are considered effects created by movement and influence in the soul and essences (Madadpour, 1998). Music, a phenomenon that somehow calms and relieves human beings, has a background as old as human beings; including rhythmic and coordinated behaviors when walking, running, working, making sounds out of the larynx that led to the production of early songs. Then, their entry into the daily lives of groups and tribes that are listening to music made them spontaneous, and for them, music became a special symbol, such as the Kanikkaran tribe. In the history of science, incurable diseases that some physicians were unable to cure were treated with the sound of reeds. We had heard about the kindness and melodiousness of the Prophet David that when he sang and played the harp, humans, and beasts calmed down with the melodious tone of the Prophet David (Hashemian, 2009). Richard Bach also comments on music: Every sound created in nature is a kind of music that everyone can understand but enjoy differently (Yaghoubi, 2008). Music creates experiences, peaks, balance, and self-understanding in the individual, and on the other hand, makes long-term changes in individual values, understanding of the meaning of life, social relationships, and personal growth (Shafer et al., 2014). Music is also a powerful emotional stimulus in the sense of efficient and effective for stimulating moods and non-verbal communication (Jaen & Bagdar, 2011).

One of the questions that is always of interest to the general public is the function of music in today's society? In answer to this question, the following can be generally stated as the philosophy of music in today's society

(Muqtadar, 1997). Music is a means of conveying a kind of message and is one of the elements of national identity and cognition. It is a means to facilitate understanding. Sometimes in the role of a symbol in society. Music gives expressive and effective quality to all kinds of words, especially to the theme of the songs. Music is a means of arousing emotions and feelings.

Sometimes it is a means to enjoy the pleasure of listening. Usually, the general pattern of a song, such as harmonic structure, speed, rhythm, resonance, and quality, is processed in the non-dominant hemisphere, the right hemisphere of the brain. Sudden changes in the closure and shortness of the song's tone and its lyrics and songs in the dominant hemisphere of the brain, usually the left hemisphere, are processed and identified. When listening to music, the main activity takes place in the temporal region of the brain, and the overall processing of music activates all areas of the right, left, and cerebellar hemispheres (Jaensen, 2009). Researchers in applied music properties and its use in sports, treatment, and rehabilitation have done research that can be referred to Priest's (2003) study on the characteristics and effects of motivational music in sports. He stated that if the rhythm of the music follows the rhythm of motor and sports skills, it can affect sports and motor skills. Music can increase motivation in the listener and create a positive reaction that is enabled by the limbic reward system (Alten Moular, 2004). However, psychology has used music as an effective tool, and it can be said that music plays an essential role in facilitating daily activities, helping people to adapt to the demands of different spaces (based on different intensities and immediate social pressures), and managing mood (Sinclair et al., 2019). The field of cognitive psychology deals with the effect of music on attention, concentration, and processing in specific and different tasks. And personality theorists are interested in studying individual differences in the influence of music (Jank, 2010) and cognitive function (Farrenham & Bradly, 1997) in the environment. Alfred

Tomatis began researching the effects of music on humans in the 1950s. He believed that music, with its powerful influence on human emotions, could positively impact human beings. Darabi et al. (2018) conducted a research on sports brand marketing and showed the Nike advertisement film to the subjects with music, and their results showed that it had a great impact on the decision to buy the products of this sports brand. Bonyadi naeini & Adibkia (2019) investigated the effect of music on the feeling of pleasure of female clients in neurorehabilitation. The results of the research showed that the feeling of pleasure in the shopping mode without music is not much different from the shopping mode with the music playing at a lower speed, and the feeling of pleasure in the mode without music playing is more than the shopping mode with the music playing at a high speed.

In general, in today's society, people have various tastes and listen to different music. This has led most people to turn to music psychology to improve their work, such as designers, doctors, etc., and try to psychologize the people who are in contact with them through music and find out their characteristics. Music psychology has advanced to the point that you will no longer find a product that does not use music psychology in its packaging design. The sellers of the goods have realized the effect of this issue and its direct relationship with the sale of the product, so considering that the type of utilization of different spectrums of music can lead to the introduction of the organization's personality. Therefore, paying attention to the personality characteristics of each music in the new science of management of organizations is the main subject of the present study. Considering that the city of Mashhad has a lot of facilities and there are advanced fitness clubs in it, it can attract a large audience by using music marketing and music psychology, but this point has unfortunately been lacking in Mashhad fitness clubs. Lack of similar research, attention to consumer

behaviour in sports, application of modern science in customer attraction, and the need for designs and diversification to introduce services are some of the factors that have led us to this research. Therefore, the researcher in the present study seeks to investigate the application of music psychology in fitness and aerobic clubs. Therefore, the following assumptions are considered:

The functions of music psychology in clubs are considered.

Customers are sensitive to music in clubs.

### Materials and Methods

The present study is part of applied and descriptive survey researches in terms of purpose and type, respectively. The study's statistical population included male and female customers of aerobic and physical fitness clubs in Mashhad. After determining the population size, 220 samples were considered, considering the sample size of five to ten times the number of research questions in survey studies. The research tool was a questionnaire taken from the background of studies in the first part of the checklist, demographic information, and the music psychology questionnaire including five components (mental communication, psycho-emotional, influential power, cognition power, and musical personality) were used. The questionnaire was based on the research of Morton and Chang Velin (2010). The questionnaire consists of 22 questions which questions 1 to 5 for the mental communication component, questions 6 to 9 for the emotional-emotional component, questions 10 to 13 for

the cognitive power component, questions 14 to 17 for the influence power component, and questions 18 to 22 for the musical personality component. This questionnaire was researcher-made and based on the five-point Likert scale (strongly agree, agree, have no opinion, disagree, and strongly disagree). It should be noted that the questionnaire, which the researcher designed for the first time in this study, was evaluated by five university professors to determine the validity (face and content), and it was ready to distribute after making the necessary corrections and reviewing the research group. Then construct validity and content of the questionnaire were done with pilot study. The researcher distributed 250 questionnaires from 2019 to 2020, and after discarding the distorted questionnaires, 220 completed questionnaires were analysed. Descriptive and inferential statistics were used to analyse the research data, including Kolmogorov-Smirnov test, T Test and finally, by path analysis method, and structural equation tests to fit the statistical model of the research. SPSS and AMOS software programs were also exerted.

### Results

Table 1 shows the descriptive statistics of the research sample. The highest rate of club referral was among people over 21 to 30 years old (52.3%) and most of the customers were married (60.9%). The most important goals of the customers were health and fitness (0.55%). Most of them were employees (37.3%) and most of them had a bachelor's degree (37.3%).

**Table 1. Statistical Description of Demographic Characteristics**

The demographic variable	Levels	Frequency	Frequency Percentage
Age	Under 20 years	37	16.8
	21 to 30 years	115	52.3
	31 to 40 years	59	26.8
	41 years and up	9	4.1
Marital status	Single	86	39.1
	Married	134	60.9
Education	Under diploma and diploma	48	21.8
	Associate Degree	73	33.2



<b>Job</b>	Bachelor	82	37.3
	Postgraduate education	17	7.7
	Free	82	37.3
	Employee	59	26.8
	Student	61	27.7
<b>Purpose / motivation of using the club</b>	Housewife	18	8.2
	Health	41	18.6
	Joy and mirth	46	20.9
	Health and fitness	121	0.55
	Championship	12	5.5

Then, to evaluate the construct validity of the research tool, exploratory and confirmatory factor analyses were used. Five factors of mental communication, psycho-emotional, influential power, cognition power, and musical personality were determined and confirmed using the principal components analysis method and specific values of more than one. To determine that the Music Psychology

Marketing Questionnaire is saturated with several significant factors. Two essential indicators, specific values, and the ratio of variance explained by each element were also considered. Overall, the five factors explained 53.80% of the marketing variance of music psychology and emphasized the multidimensionality of tools in sports.

**Table 2. Bartlett and Kaiser-Meyer-Olin Test Results**

Default	Value
Kaiser-Meyer and Olkin value (sample volume adequacy)	0.684
Bartlett sphericity test	Chi Square
	df
	sig
	1613.791
	231
	0.001

Also, the results of factor loading of the questions showed that the factor loading of all questions is acceptable and the share of

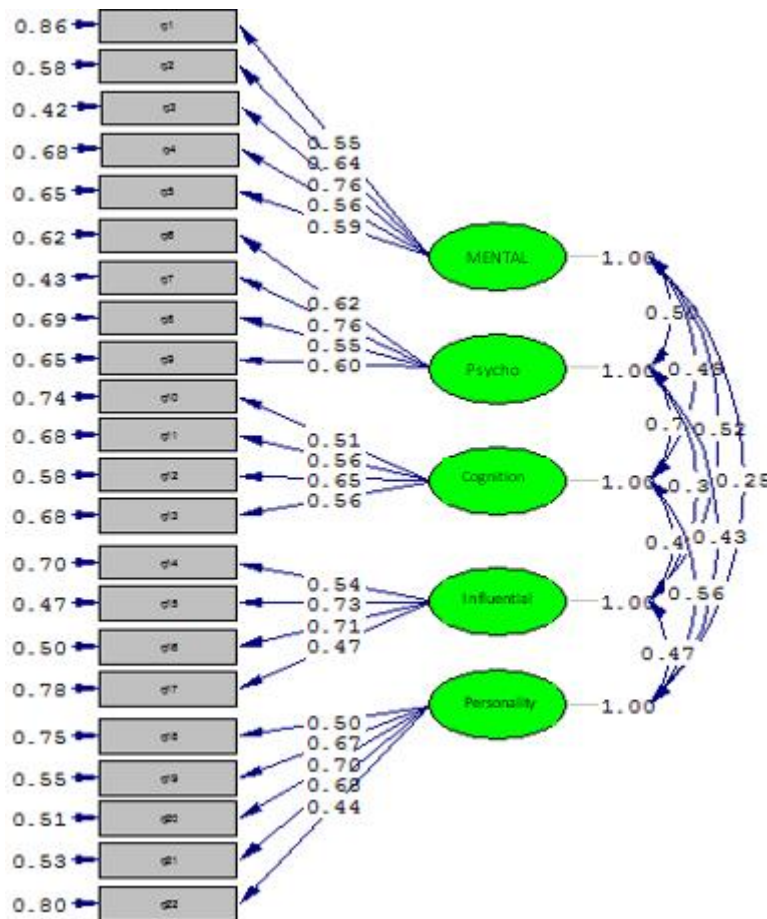
variance of each factor is presented separately (Table 3).

**Table 3. Factor in the Five-Factor Model of Color Psychology in Marketing**

Number of factor	Name of factor	Square of extracted loads		
		Total variance	Percentage of variance	Cumulative variance percentage
1	Factor 1 (Mental Communication)	3.28	14.98	14.98
2	Factor 2 (psycho-emotional)	2.49	11.34	26.32
3	Factor 3 (power of cognition)	2.44	11.09	37.42
4	Factor 4 (influential power)	2.28	10.37	47.79
5	Factor 5 (Music Personality)	1.32	6.01	53.80

In order to measure the fit of the model,  $X^2/df$ , CFI, GFI, NF, and RMSEA were used. The optimum limit for  $X^2/df$  is less than three, the value is more than 0.90 for GFI, CFI, and NFI,

and less than 0.1 for the RMSEA. Therefore, the color psychology marketing evaluation tool has appropriate validity according to the mentioned cases.



**Figure 1. Confirmatory Factor Analysis of Color Psychology Evaluation Tools in Marketing in standard Model**

**Table 4: Fit indices of the research model**

RMSEA	CFI	IFI	NFI	P	CMIN/DF	Fitindices
0.09	0.91	0.9	0.9	0.002	2.52	amount

The results of the model fit indices in Table 4 show that the fit indices have an acceptable value and the fit indices (CFI, NFI, and IFI) are at the optimal level and around 0.9. Therefore, the research model is confirmed.

Due to the naturalness of data distribution, a one-sample t-test was used to investigate the role and importance of research components in

the study population. As shown in Table 4, the average score of all marketing components of music psychology indicates a desirable relative situation. Their average score was reported to be higher than 3. Therefore, based on the obtained average, it can be said that the average score of the marketing components of music psychology is in a desirable situation.

**Table 4. Sample t-test to determine the Role of Music Psychology Marketing Components Score in the Sample Group with a Cut-Off Score of 3**

Variable	Mean	t-value	Significant Level
Mental Communication	4.13	27.840	0.001
Psycho-Emotional	3.95	20.857	0.001
Cognition Power	3.71	14.303	0.001
Influential Power	4.18	29.019	0.001
Music Personality	3.99	21.702	0.001

Marketing via Music Psychology	3.99	32.022	0.001
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## Discussion

In general, due to the lack of similar research, attention to consumer behaviour in sports, modern science in attracting customers, and the need for designs and diversification to introduce services are among the necessities that provide this research. According to the results of the Friedman test, the components of influential power, mental communication, psycho-emotional, music personality, and cognition power were the most important, respectively. According to the research findings, the components of marketing through music psychology have great importance. This finding is consistent with the results of research by Ghaffari Ashtiani et al. (2018). Their study states that music positively affects one of the essential parts of behaviour, namely shopping. Music alone has a positive effect on customer behaviour. This is an important finding that gives place management knowledge about the effects of music in different environments. The results of this study are two obvious effects of music holding the customer's time and emotions, which ultimately leads to more money spent by the customer. The results show that customers spend more money and time in the environment while playing music. Thus, it is expected that customers feel better when playing music. It was concluded that the stimulus of music in the environment affects the emotional-perceptual characteristics of people and makes them spend more time in the environment, which is similar to the results of Mahmoudi and Bayat (2015), Kamel Mard and Ahmadi (2017), and Yalch and Spangenberg (1990). Mahmoudi and Bayat (2015) stated that positive and meaningful relationships of music are based on people's emotional responses and directional behaviour and their perception of time and amount of shopping. Rahimizadeh et al. (2016) stated that the store environment (light, colour, music, fragrance) positively

affects customer behaviour. The results showed that positive evaluation of customers from the environment affects their positive emotions. Therefore, chain stores should try to make the store environment attractive to consumers. Providing the right music, the excellent fragrance, the proper arrangement and the professional attitude of the staff can help companies in this regard. Kamel Mard and Ahmadi (2017) stated that playing music in the environment positively affects the purification of the store environment and customers' store purchases. On the other hand, the purification of the environment positively affects the customer's store purchases. Yalch and Spangenberg (1990) concluded that buyers respond psychologically and behaviourally to environmental factors such as music, even if a small number of buyers consciously perceive the presence of music.

Perhaps the most exciting finding of the initial research is the apparent difference in perceptions of the amount of time spent shopping as the performance of the age and type of music of the buyers. They usually listen when buyers interact with music. The next step is to look at the relationships between store music, moods, and shopping behaviour. Music can change attitudes, and mood swings affect behaviour. For example, research has shown that people value products more when presenting their favourite music than what they are not interested in. Most people feel good about getting something new and are expected to relax. However, some shoppers may have much anxiety, and music that excites people can calm that anxiety down because customers are the turning point of all marketing activities. Successful marketing begins with understanding why and how customers behave. Study and study the components that affect customer behaviour. Examining the effect of each of these factors on behaviour leads to



gaining knowledge and understanding of customer behaviour. Only then will managers be able to offer a product or service that best meets the needs and wants of consumers. In other words, to provide services that result from factors affecting consumer behaviour and provide their satisfaction. According to the researchers, several elements in marketing determine the level of customer expectations through music psychology. In this regard, the present study's findings showed that the power of influence has the highest priority among the components of marketing through music psychology. It has been achieved by asking questions such as the music used in the club, which has increased my motivation for continued participation and has created a friendly atmosphere, increasing my vitality and providing a high sense of influence for me to advertise to my other friends. According to the definition of influence, the effect of music on behaviour is determined by its impact on cognitive and emotional processes (Seidman, 1981), and music influences information processing because of its effects on behaviour (Clarice and Mantel, 1994). The research stated that music, with its influential power, can positively and negatively affect humans. The results show that customers spend more money and time in the store while playing their favourite music. With this in mind, customers are expected to feel better when playing pleasant music. The stimulus of music in the store space affects the emotional-perceptual characteristics of buyers, which shows the power of music to influence people's minds.

Therefore, considering that in this study, the power of influence has the highest priority among the components, it can be said that club managers choose and play music based on the component of the power of influence and the effect of music on cognitive and emotional factors, which are coordinated to environmental factors such as the colour, decor and geographical location of the club to have the most significant impact on the club's customers

and thus achieve consumer satisfaction and club promotion. It should be noted that the quality of music playback is also an essential factor affecting the consumption of club customers. Mental communication is the second priority of marketing components through music psychology. This finding was obtained by asking questions such as the music used in the club to attract and increase physical activity activities; the music created a sense of calm and excitement for physical activities and a unique mental connection such as self-confidence. According to the definition of the mental communication component, music is a powerful emotional stimulus in the sense of efficient and effective to stimulate moods and establish non-verbal communication (Jane and Bagder, 2011). In addition, music affects the emotional dimension of individuals (Harrington and Capella, 1994). Therefore, it can be said that the managers of sports clubs, if they can attract the mental communication of each audience according to the feeling of excitement, motivation, self-confidence, cheerfulness, etc., by using appropriate music, both in terms of type and quality can also affect people's subconscious. The psycho-emotional component is the third priority of the marketing components through music psychology, which has been obtained by questions such as the music used in the club creates a beautiful and exciting environment and increases physical fitness activities, and conveys the unique feeling and charm of the club and creating a stylish space. According to the psycho-emotional definition, music affects three psychological domains. The first is the cognitive domain that deals with thoughts and beliefs, information processing, and cognition in general, and the themes that affect this domain are called calming or cognitive themes. The second domain is the emotional domain that encompasses a wide range of sadness, joy, fear, and anxiety, and the themes related to this domain are called mood creating themes. Finally, the third domain is the physical

domain, which means receiving and experiencing music through the body, and the musical works related to this section are called body-building themes (Johari Fard, 2009).

## Conclusion

According to the questions and answers, it can be said that managers should influence the psychological and emotional factors of the club's customers by playing special music in harmony with the club environment to create a space that changes people's feelings and should attract attention and psychological dimension. Cognition power is the fourth priority of marketing components through music psychology, which has been achieved by the questions of whether club music is reminiscent of a pleasant event, and the ability to recall club names in other situations, and makes a special connection in different cases and the charm, the type and the quality of the music make me choose this club. According to the definition of cognitive power, the physical environment affects customers' perceptions, and this is done by sensory, visual, auditory, olfactory, and even tactile mechanisms. The environment is particular importance to managers. Perhaps the most important task of managers is to control the physical environment to influence customers' behaviors, attitudes, and beliefs in a desirable way (Moon and Minor, 2008). Therefore, managers may consider music for their club so that customers in the club environment can establish a meaningful relationship with it and the club environment. By which, the club is considered attractive and causes a person in similar situations to associate the name and environment of the club in mind and thereby increase sports activities in that club and enhance the sense of satisfaction. Music personality (brand image) is the fifth priority of the components of marketing through music psychology, which questions have obtained as club music creates dynamism, energy, and power, and for me, causes self-discipline and interest, and strengthens the

sense of love in me, and makes sense of youth and freshness, and provides a sense of duty of the officials. The music personality and image of the music brand can be considered as one of the most critical and influential reasons for attracting and attracting the audience because music has long been used not only as an art but also as an important means of communication for people in different societies (Hashemian, 2007). In terms of the physical environment, music can: a) make guests spend more time and money in an institution; B) affect buyer/seller interactions; C) improve customer attitudes during a wait; D) change the guest's perception of the brand's personality and decor; and e) increase employee productivity (Emily et al., 2009). Finally, research shows that music can stimulate viewers' interest, satisfaction, and learning. Gustafson et al. (2012) concluded in their study that music influences consumer behaviour, and the type of retail store and gender both affect power. In a study, Maureen (2001) concluded that there is a strong interaction of attitudes toward service and sales staff. Also, it was found that the attitude towards services that are affected by the intensity of pleasure, directly and indirectly, has a positive effect on the attitude towards sales staff and strengthens the relationship between attitude towards sales staff and store evaluation. Therefore, it suggested to club managers to associate club brands in customers' minds; they should use music for their brand that inspires customers and design ads and branding methods in customers' minds. So that as soon as they hear the music played in the club or outside the club environment, the brand and the club will be associated with them and provide them with a sense of responsibility and conscientiousness about the club.

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