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The Effect of Music on Performance in Organisation: A Survey of Local Supermarkets in Nairobi

By

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The effect of music on performance in
DEDICATION

To my best friend Chemwa, my late father Onyara mum Nekesa, sisters Khainja, Amusolo, Nambuya, Ashepet, Kukucha, Ajilong, Amukode and Brothers Asuru, Erukan, Odenga and Okoba
ACKNOWLEDGEMENT

I am so grateful to the Almighty God for guidance and for making a way in the desert and streams in the wasteland (Isaiah 43:19). All that I am and ever hope to be I owe it all to Thee.

With sincere gratitude I thank my supervisors Dr. Gongera and Ms Mugwere for guidance, criticism and for stinging my mind with new ideas every time we discussed this project work. Thanks to Dr Khayota for availing his Computer whenever I needed to use and for giving me time from his busy schedule to review my work.

With all love and appreciation I thank my dear mum for tirelessly working hard to make sure I get the best. Thank you for your love, financial and moral support and for your encouragement and prayers.

Last but not least to Chemwa for being there for me when I needed a friend the most. In you I have a friend, thank you so much.
DEFINITION OF TERMS

• Music - Arrangement of sound in pattern specifically to produce a pleasing effect.

• Work out- doing physical exercise for physical fitness.

• Classical music- Style of scholarly music that belongs to post medieval Europe and which has certain rules and guidelines that have been universally accepted and practiced.

• Benga music-Slow type of music played in East and Central Africa, but said to have originated from Kisumu then moved to other parts of East and Central Africa majorly Democratic Republic of Congo.

• Lingala music- Music performed by musicians from central Africa. It is sung in either Lingala language or mixture of both Lingala and French.

• Serenade- music for wooing someone

• Analog musicians- Physical people making music.

• Baroque music- music of the 16th century characterized by homophonic texture and chordal progression

• Traditional/folk music- music that people of a particular community has grown up to meet. They associate with their existing life or culture.

• Reggae- Music that originated from south America. Its sung by Negroes / black Americans to express their feelings about life, god, culture etc

• Kenyan pop music- Music made by Kenyans and is associated with day to day life of the ordinary people and is not bound to any ritual or tradition

• Dance- Body reaction/ movement to music stimuli.
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CHAPTER ONE
INTRODUCTION

1.0 BACKGROUND INFORMATION

There is hardly a universally satisfactory and acceptable definition of music because music has to do with expressions of mind and therefore what communicates with one person may not necessarily be with another, consequently what constitutes music for one person might be noise to another. But music whatever it is and whenever it is recognized is a method of expression which uses sound and rhythm. Some people think of music in terms of what is used for, who makes it and sometimes when it is made. But music has some components that must appear in it for it to be called music.

a) Melody- This is the progression of sound or the tune

b) Rhythm- Grouping of sound with regard to duration and stress measured by beat

c) Harmony-This is more than 2 notes of different pitch sounded together.

d) Texture- Interweaving of sounds

Music in its making has its aesthetic values e.g.

a) It involves feelings

b) Focuses its attention on targets/ objects

c) Its experienced individually

Music and life are inseparable. It sweetens labor and keeps up the morale. Nzewi (1980) in regard to folk music said “its an ambiguous social organizer, it supervises the operations of established government, assists in maintenance of the law of land, safeguards and perpetuates traditions, discourages the degeneration of personal and
corporate moral, promotes social equity and fights injustice, crowns rulers and welcomes births, buries the dead, enforces and enlivens all purposes of communal get together.

One factor that could affect performance of a task is music. From Beethoven to the Bee Gees, music has had an impact on most of us somewhere in our lifetime. It is only comparatively recently however that it has become seriously analyzed and tested in different situations in order to recognize its true effects. Many of us have at some time associated a song or piece of music with an event or situation in our lives, whether good or bad, and on hearing it again can recall feelings and emotions of that situation. It is also deeply representative of individual cultures and by listening to the music of a certain culture, we can learn a great deal about it. Music is one of the humanity's oldest powerful forms of expression. It has long been used to evoke love, pride, celebrations, and other emotions. On commercial note, music increases the pace of shopping, creates willingness to stay longer, and reduces impatience while waiting for service. Okafor (1990) in his journal of General studies says "the life of an African is one with sounds of music swirling around him from the cradle to the grave."

Music has stood the test of time ever since time immemorial. It is fairly safe to say that it would not have survived if it had not been good to the ear, mind, and the whole body at large. Man has always worked; work has been his best companion such that everything he does he 'sweats' to achieve it. Since these two things (music and work) have centered their operations on man they have triggered the researcher to find out more about their inclination to each other.
1.1 STATEMENT OF THE PROBLEM

Before starting this project work the researcher was stuck and just couldn’t come up with a good idea. Several approaches were tried and nothing seemed to work then one day, while listening to music in one of the songs a single word suddenly made something to click. Often a single symbol can conjure up a whole meaning by the strains of a melody because we relate to our world through symbols and representations.

Thoughts and feelings can lie hidden for years and can be brought forward by the whiff of a familiar scent or the strains of a familiar melody. The representations are hardwired into our brains and we couldn’t function without them. They are what enable us to make sense of the world around us. That is why art including Music can be such a powerful spark for creativity. For one to appreciate music he/she needs to have some prerequisites like the aural ability, i.e. the ability to hear, listen, discriminate, produce and reproduce what he/she has heard.

For centuries, the rich and powerful have sought art in their lives. Generally when the rich and powerful want something it is very much worth having. Music is not just an art but also a relevant art to the life of a person. In the practical world of business and commerce, we sometimes make the mistake of dismissing art as frivolous. It is not. Art especially music is a rich source of raw material for solving problems and creating new ideas. Again research on effects of music has been done in other countries especially the west while little or no research at all has been done in Kenya. Research sought to find out whether findings from other countries are similar to the Kenyan situation.
1.2 OBJECTIVES OF THE STUDY

General Objective

To find out the effect of sound and rhythm on performance in organization

Specific objectives

1. Establish music resources that enhance performance.

2. Establish the extend to which music listening and service provision can be strengthened.

3. Identify the kind of music to listen to when performing difference duties in an organization.

1.3 RESEARCH QUESTIONS

1. Is there a mutual relationship between music and work that can be used to increase productivity?

2. Since Music is music to different people, is it true that not every type of music is suitable for every job and is it possible to identify a particular kind of music for a particular job?

3. Can the relationship between music and work provision be strengthened?
1.4 SIGNIFICANCE OF THE STUDY

This study was conducted among the leading supermarkets in Kenya namely; Nakumatt and Uchumi. The significance of this study was to help the organization enhance its productivity through the use of background music.

This study will be helpful to Human Resource policy makers because it will help them realize how they can motivate their employees whose work is repetitive and sometimes boring especially in supermarkets, by the use of Music.

This study will also be useful to the employees. The research will enable the management to understand the choice required so that they can always play the right kind of music to the employees so that they may utilize their potential to the fullest.

This study will also be of importance to the Musicians who their music has been recommended in this study because they will sell their products more than they usually do, and their music will also be used for good purpose.

Buyers also will benefit a great deal from the study in that they will experience an attractive environment with beautiful music as they shop.

The findings will also trigger other researchers to study more about the topic so that more and more knowledge can be achieved.
1.5 SCOPE OF THE STUDY AND LIMITATIONS

The research was carried out on leading supermarkets in Nairobi so as to find out the effect music has on performance of tasks in an organization. Nakumatt and Uchumi were chosen because they do play music. The research was to identify whether there is a difference in the supermarkets stated when music is played and when its not played.

The study was limited to those selected supermarkets because of lack of enough time, finance.
CHAPTER TWO

2.0 LITERATURE REVIEW

Research shows that rhythmic qualities of music tend to mimic patterns of physical skills. Therefore music can enhance how quickly you pick up new movements and motion skills. In studies at Colorado State University, researchers found out that consistent rhythm not only caused activity in the motor system of the brain but also helped to shape the kind of response muscles made. This combination brain/muscle response synchronizes movements and makes motion efficient says Dr. Mich'el Thaut who conducted this research. He measured muscle activity, stride, and cadence of activities with and without the beat thus coming up with a statement “there is a proven effect of auditory rhythm on the organization movement”

Music affects customers and employees mood and behavior. Researcher Gordon Bruner (1990) says, "Music acts on the nervous system even affecting complex brain chemistry. It is used in supermarkets, malls, department stores because it helps businesses make money." Music can set the tone of an entire establishment. In early 1980s researcher Ronald Milliman found that fast tempo music caused diners to finish faster approx. 45 minutes but medium tempo diners ordered more drinks.

2.1 MUSIC DURING WORKOUT

A recent study by Tracy Boyd (2000) on the power of music during workouts shows that listening to music during workout provides motivation. If you compete in an athletic event or participate in a team sport, listening to music beforehand can calm you and help
you to focus on what you are about to do. In a Japanese study from Yamano college of Aesthetic in Tokyo, researchers observed women as they did aerobic bench stepping while listening to music. Their subject reported significantly less fatigue while listening to aerobic dance music and Japanese folksongs than without music. They also reported that music helped them execute the stepping with less confusion. An exercise physiologist and published researcher Dr. Costas Karageorghis of Brunnel University in England observes that music can be used to pump someone up or calm one down. He said “You’ll see many competitive athletes wearing headphones before they race; some of them are listening to fast-paced music to get their adrenaline flowing and get excited for the upcoming competition, while others are listening to slower-paced music to calm anxiety or nervousness.”

2.2 MUSIC IN DRIVING

Wilfred Lee is convinced that music has a strong effect on drivers. He feels that fast and loud music makes persons heart beat faster while slow music relaxes a person and mellows them out. He comments that for him, he can’t drive fast while listening to mellow music such as classical music. He cites research that has determined classical music can calm children in their mother's womb. So his conclusion is that maybe classical music is the answer to aggression on the road. He says, "I’ve found that music does definitely affect my driving. From the time I first started driving, I found that when I listened to fast beating music like the Top Gun song: Highway to the Danger Zone, I would begin speeding up, i.e. over ten miles past the posted speed limit. But when I listened to mellow music, I would drive more slowly, i.e. not going more than ten miles
over the posted speed limit. I still find music affecting me in the same way that it did before. Also, I think that certain driving conditions will lead a person to react in varying ways to music as well. For example, when I drive in unfamiliar territory, I don't listen to music so that I can better concentrate on where I'm going. But when I'm driving to places I know well, I listen to music to keep me happy. So for me, music has a positive effect on my emotions in that it makes me happy to listen to songs that I like. This makes me calmer on the road, as I tend to just listen to my music and sing along and forget about people who are doing things on the road that I don't like.

2.3 HOUSEHOLDERS AND MUSIC
In April 2001 a research was carried out in Britain among householders. Currys interviewed 1000 people nationwide throughout February for the Domestic Bliss Research. Nearly two thirds (64%) of them said that listening to rock music could numb the pain of domestic chores. Curry’s nationwide domestic bliss survey found that rock classics are simply the best when cleaning. Evan Sutherland, Curry’s marketing director says, these research has given them a new insight into what goes on in the home and he says that “it appears that music is what enables people to get on with cleaning.” Music makes people work faster and harder according to personal trainer Lana Bonacrac from Living Well Gyms. Householders can potentially save up to 20% of the time it normally takes them to do the housework by listening to music. That is over 10 minutes saved in every hour of cleaning or the equivalent of one working day saved per year for each of the UKs 25 million householders. In regard to the study Psychologist Dr. Joan Harvey, of the University of Newcastle claims “music is a great motivator, it can add a little
emotion to dull domestic chores and if people rock while they clean, music may help to release some of that physical energy and frustration that may build up from a hard day.” Mark Toft (2000) Staples Editor says, “it’s not surprising that music can boost employee productivity and morale, what is surprising is that businesses have understood this for so long.” As early as 1880s some industries were hiring singers and small orchestras to serenade factory workers. Now of course business don’t have to rely on “analog” musicians, they can get much more efficiently and affordable from sound systems, radios etc. Playing music can enhance employee productivity particularly for workers who perform highly repetitive tasks or work in a stressful environment.

2.4 SUGGESTED MUSIC TO LISTEN TO WHEN WORKING

Studies have shown that varying songs will help in maintaining interest in the work. A British study found that subject's accomplished more at a higher workload when they listened to music that progressed from slow to fast than when hearing music that was only fast. Participants also preferred the sessions where music changed too.

It has been proven that sound represents an important form of sensory input. In particular, music can influence physical behavior. Fast music, like the kind you would hear at a health club, tends to energize consumers. Slow music can be soothing. The type of music you play can have dramatic and direct effects on your business. For example, researchers found that a slow tempo can increase sales as much as 38 percent in retail stores because it encourages leisurely shopping. Alternatively, a fast tempo is more desirable in restaurants because customers will eat faster, thus allowing greater table turnover and higher sales. In a test on the effects of music at the American Machine Foundry Company
in Brooklyn, The Management Consulting Company. Case and Company discovered that music increased production efficiency by as much as 4.1% and employee promptness by as much as 31.2%. But music does more than augment productivity; it can be a mood enhancer. Office Angel, a secretarial recruiting Agency in Britain called on a music psychologist James Godfrey to advice them about music selection. Godfrey has found that classical especially Baroque music provides the right frequency and sound to harmonize the functioning of the brain. He has also found out that dance music with no lyrics also work well and is typically more popular with younger employees.

Research carried out by the University of Sydney came to these conclusions about music and sales:

- Music can increase sales "music is likely to have its greatest effect where consumers have low cognitive involvement with the product " - Bruner 1990.
- Tempo has a statistically significant effect on behavior of supermarket shoppers - Results show that shoppers move more slowly when music has a tempo of 72 beats per minute or less, thus spending more time in the store.
- A slow tempo can have a positive effect upon sales- Studies in hardware stores with a similar layout to supermarkets supported the proposition that background music with a tempo of 72 beats or less could have a positive effect upon sales. “Background music has been found to improve people’s mental processing abilities” (Cockerton et al 1997).
- Classical sells - Studies in a liquor store revealed that when classical music was played, sales increased. Shoppers spent more time and money in the store. Another study carried out showed that when German music was played then
shoppers bought more German wine and when French music was played they bought more French wine

- Sound can also impact moods. Likeable and familiar music can induce good moods, whereas discordant sounds can create bad moods. This is important because moods may affect how we feel about products
CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 INTRODUCTION

This Chapter presents the target population, sampling strategy, data collection tools, and data analysis. Expected output and references.

3.2 TARGET POPULATION

This study was carried out in Nairobi area. Nairobi is Kenya's capital city. Supermarkets that involved include Nakumatt and Uchumi. Both supermarkets have a large market share in the field compared to the other supermarkets in Nairobi. A total of up to 20 employees per supermarket will be used.

3.3 SAMPLING STRATEGY

A sample of 20 workers each from the 2 supermarkets was selected randomly. This sample was perceived to be enough to produce reliable characteristics of the accessible population to an acceptable degree. Proportional stratified sampling procedure was employed so as to achieve desired representation from various sub groups in the population. Each of the sampled workers were issued with a questionnaire to fill and consequently were interviewed.
3.4 DATA COLLECTION TOOLS

A pilot study was administered before the researcher engaged in the actual research. Interview schedule and the self-administered questionnaires were pretested. The final questionnaires and interview schedule were then administered to the sampled workers. The answers to the questions were recorded to the questionnaire sheets. Observation schedules were also employed.

3.5 DATA ANALYSIS

Various methods can be used to analyze data e.g. qualitative and quantitative, descriptive and inferential etc. However in this study data obtained employed descriptive and inferential analysis using Statistical Packages for Social Sciences (SPSS) because this computer programmer performs many statistical calculations easily and quickly. Computations of means, standard deviations, correlation coefficients, analysis of covariance are just among the programs and sub programs to be used.
CHAPTER FOUR

4.0 RESULTS AND DATA ANALYSIS

From the study the researcher anticipated to interview and give out questionnaires to all forty sampled workers but due to unavoidable circumstances only thirty two respondents managed to fill and return the questionnaire. From the thirty two respondents eighteen were from Nakumatt and fourteen from the Uchumi chains of supermarkets. From the response the researcher found out that music is played all through from the time the supermarkets open to the time they close in the evening. Most of the music played is for the purpose of promotion i.e. musicians give them the music to play so as to market for them while the other times they played the radio stations. Some of the music employees said they distracted them because to some it was not their choice and sometimes when you listen to what you do not like you get bored fast but most of the time they said listening to music motivated them to work even faster with enjoyment.

From the 80% response the following information was found about the type of work they do, music they listen to, that which they like and the period of the day when such music should be played. The following numbers of employees from all the supermarkets were interviewed.
FIG 2. The type of work respondents do and the percentages.

<table>
<thead>
<tr>
<th>EMPLOYEES</th>
<th>FREQUENCY</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>STALL ATTENDANTS</td>
<td>18</td>
<td>56</td>
</tr>
<tr>
<td>CASHIERS</td>
<td>5</td>
<td>16</td>
</tr>
<tr>
<td>ACCOUNTANTS</td>
<td>6</td>
<td>19</td>
</tr>
<tr>
<td>MANAGERS</td>
<td>3</td>
<td>9</td>
</tr>
<tr>
<td>TOTAL</td>
<td>32</td>
<td>100</td>
</tr>
</tbody>
</table>

STALL ATTENDANTS

Out of 18 stall attendants interviewed only 11% of them were above 35 years of age and there was no one below the age of 18, which means 89% were youths i.e.

FIG 3. The ages of stall attendants

<table>
<thead>
<tr>
<th>AGE</th>
<th>NUMBER</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 18</td>
<td>None</td>
<td>0</td>
</tr>
<tr>
<td>18-35</td>
<td>16</td>
<td>89</td>
</tr>
<tr>
<td>35 and above</td>
<td>2</td>
<td>11</td>
</tr>
</tbody>
</table>

Between ages 18-35 a quarter of respondents preferred pop, five percent favored classical, while three percent opted for country and western music. Rock was considered the best music to get into the mood for vigorous work while Benga was considered best for lightweight jobs.
FIG 4 Type of job and music preferred in percentage by stall attendants

<table>
<thead>
<tr>
<th>TYPE OF JOB</th>
<th>TIME</th>
<th>MUSIC</th>
<th>PREFERRED IN PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>VIGOROUS WORK</td>
<td>8-10AM</td>
<td>Rock</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td>5-8PM</td>
<td>Pop</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Classical</td>
<td>5</td>
</tr>
<tr>
<td>LIGHTWEIGHT</td>
<td>11AM-4PM</td>
<td>Benga</td>
<td>37</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Country</td>
<td>3</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td></td>
<td>100</td>
</tr>
</tbody>
</table>

When asked what music they would not want the management to play most of the employees were quick to say that most of the music is good and it depends with the type of work, and the time during the day.

CASHIERS

They had almost the similar thoughts of the music they would love to listen to more, most of them said they would love to listen to music with nice smooth melody and beat when doing their work. Faster music with polyrhythms led to confusion e.g. giving incorrect balance. Majority voted for classical music because most of classical music has no distracting lyrics and is intellectually and motivationally stimulating. They said this kind of work goes well with melancholy or chill music which means Lingala, pop, and Rock were not preferred by many.
Fig 5. Cashiers preferences

<table>
<thead>
<tr>
<th>TYPE OF MUSIC</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLASSICAL</td>
<td>66</td>
</tr>
<tr>
<td>BENGA</td>
<td>26</td>
</tr>
<tr>
<td>SOUL</td>
<td>15</td>
</tr>
<tr>
<td>LINGALA</td>
<td>2</td>
</tr>
<tr>
<td>ROCK</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Unlike stall attendants, cashiers said they are always busy from morning to evening and soft music augurs well with their kind of work. Most of them were between ages 24-40.

**ACCOUNTANTS AND MANAGERS**

Accountants and Managers work 'off stage' and so they do not meet many people compared to stall attendants and cashiers. As much as they have a lot of work they have limited contact with shoppers. Accountants said they love to listen to soft music. While most managers declined to say what they like. Most of them (2 out of 3) said they love any kind of music and that is why they tune to Radio Stations. Station tuned to include:

- Classic FM 20%
- Kiss FM 16%
- Citizen 12%
- Radio Waumini 10%
- Nation FM 10%
- Capital FM 9%
- Others 13%

Many Radio stations don’t receive a lot of airplay because they “speak more than they play music” Those that receive a lot of airplay they said ‘do play music and read news uninterruptedly. While other stations have educative programs that we do not require in stores like this one.’ One manager reiterated
4.1 FINDINGS

The subject reported varied but almost related answers to the questions asked and more so they explained how they felt when music was played at the background as they performed their duties.

➢ It was agreed by all employees that music motivated them to work but there was a great difference on the choice of music to be played. To some reggae was better while to some it only made noise to them, while to others Benga and Classical were favored.

➢ It was also observed that when music was played employees experienced a feeling of less fatigue.

➢ Some employees especially those who use computers observed that if music was not played they accomplish nothing.

➢ Generally a half of the subject attributed their high performance to music listening while the rest said other working conditions led to their good performance.

➢ Approximately 60% said listening to music of African origin (either in rhythm or lyrics) provided a cooling effect to the mind since that’s what they identify with. By African music they cited rhythms like Benga, Lingala, Kenyan pop and Reggae while others preferred music with western culture e.g. Rock, Country, Classical, Soul etc.

Fig 6 General information

<table>
<thead>
<tr>
<th>Nature of job</th>
<th>Interviewees</th>
<th>Percentage</th>
<th>Rock</th>
<th>Pop</th>
<th>Benga</th>
<th>Country</th>
<th>Classical</th>
<th>Soul</th>
<th>Lingala</th>
<th>Others</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stall attendant</td>
<td>18</td>
<td>56</td>
<td>10</td>
<td>25</td>
<td>27</td>
<td>3</td>
<td>5</td>
<td>10</td>
<td>50</td>
<td></td>
<td>100</td>
</tr>
<tr>
<td>Cashiers</td>
<td>5</td>
<td>16</td>
<td>1</td>
<td>-</td>
<td>26</td>
<td>-</td>
<td>56</td>
<td>15</td>
<td>2</td>
<td></td>
<td>100</td>
</tr>
<tr>
<td>Accountants</td>
<td>6</td>
<td>19</td>
<td>1</td>
<td>15</td>
<td>20</td>
<td>12</td>
<td>20</td>
<td>15</td>
<td>13</td>
<td>04</td>
<td>100</td>
</tr>
<tr>
<td>Managers</td>
<td>3</td>
<td>9</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>9</td>
</tr>
<tr>
<td>Total</td>
<td>32</td>
<td>100</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>100</td>
</tr>
</tbody>
</table>
Fig. 7 Percentage of music preferred by employees between ages 18-35 yrs

![Percentage of music listened to between ages 18-35yrs](chart)

**Types of music**
- Classical: 34%
- Rock: 4%
- R&B: 15%
- Pop: 13%
- Reggae: 24%
- Country: 5%
- Soul: 3%
- Others: 2%

Fig. 8 Percentage of music preferred by employees from ages 35 and above.

![Percentage of music preferred to by employees from ages 35 & above](chart)

**Type of Music**
- Country: 50%
- Soul: 20%
- Bengali: 40%
- Classical: 10%
- Others: 20%
CHAPTER FIVE

5.0 SUMMARY

From the results it’s true that music is good and pleasing to the ear but not every type of music is good in work performance. As much as music motivates people to work better and faster sometimes it can be a destructor. For example, to manual workers soft music can lead to slow working thus extending the period of doing the work. While to lightweight-duty workers heavy and pumping music can be a destructor. Heavy work goes with heavy music while light job with cool music. If music is marched well to work performance then an organization will experience the best in productivity.

Listening to too loud or too soft music may not be of any significance and can even be boring when one is dealing with providing services. Imagine a situation where the music is too loud such that communication between the employee and the customer is affected or it’s too soft until it can’t be heard, of what importance will it be?

There are quite a number of music resources that can be used to produce a pleasing effect, many FM radio stations have proven reliable in this area because they do play music with varied styles e.g. in the morning some play funky music to wake people up and put them in the mood while later in the day they play soft cool music to relax peoples minds. This is very good to most employees in supermarkets where shifts are not very much embraced.
5.1 CONCLUSION

Indeed music is a motivator, mood enhancer, energizer and can be soothing, all we need is to give music its right place. Look at Music as something we can’t separate our selves from, as the representative of our culture, as the oldest means of expression and finally as something we cant function without because it helps us make sense of the world around us. We should not look at music as frivolous because however much we can deny it we need it in our day today life.

From the above it’s true therefore that there is a mutual relationship between music listening and service provision that increases productivity. When ones mind is stimulated he/she will always tend to work faster with enthusiasm and less mistake. The mutual relationship that exists between music listening and service provision can be strengthened.

Managers or policy makers need to realize that music is not just an entertainment piece but relevant piece of art that can be used to spark creativity at the work place, energize employees, motivate and make them move swiftly as they offer services. It also has an impact on shoppers in that as they shop in a pleasing environment they will tend to stay longer in the supermarket, this is also to the advantage to the owners of the store because the longer they stay the more their pockets urge them to buy things thus increasing the sales.

The secret to success lies into what we feed to our mind, if you feed your mind with destructors you will eventually disintegrate but if you choose wisely what to listen to, when to listen to it, how to listen to it then you will build your innermost morale thus increasing what you can offer in terms of service provision.
5.2 RECOMMENDATION

This research is not final, more work need to be done to ensure that more knowledge concerning music and its effects is exhaustively acquired, it may not be easy but nothing is difficult to a determined scholar so long as correct measures are put in place. The following few recommendation if put in place can help the concerned people to enjoy both the work and music.

- Human Resource policy makers should know the needs of the human resource when it comes to music listening and service provision so that they can carry out their duties effectively i.e. in case of heavy duty that involves moving up and down play pumping or fast music so that they can be energized. While in case of light work or that which needs extra care soft cool music be used.

- Researcher’s plea to musicians especially in Kenya is that they should take time to study the needs of their clientele. Find out who their consumers are so that they can give them their best. If they want to sing for singing sake well and good but if they consider music a relevant art in ones life they should take time to compose or arrange their music well so that they can produce what can be conceived as music for work and life.

- Workers should be open with the management and feel free to tell them what they want to hear since they are the main “shareholders” as far as working is concerned. Managers are there for them and so they should create a good rapport for communication.

- Store owners should understand that good music creates a pleasing effect in any organization because it increases sales e.g.
1) When good music is played customers will tend to stay longer in the supermarket and the more they linger the greater the chance they will make a purchase.

2) When employees enjoy music they will work well with less confusion and less fatigue because it motivates and energizes them and as they enjoy all that they will work to their full thus increasing productivity.

- FM stations should understand who their clients are, and play music to suit them.

It’s evident that most of their consumers either work in supermarkets or shop there.

5.3 SUGGESTED GENRES

Young people prefer music like classical because the music doesn’t have lyrics and more so they consider themselves elites. Composers like Vivaldi, Schubert, Handel, Schumann, Chopin and many others from baroque and classical periods feature so much in young people who call themselves elites. To young men jazz, Lingala and Reggae are most embraced while older men prefer songs from 1980s and below.

It's obvious then, that different people have different tastes when it comes to music. Some of the influences may be time factor, age, (many young employees prefer music with western culture e.g. hip hop jazz, rock while old ones prefer Kenyan oldies popularly known as zilizopendwa, other factors include sex (men will most of the time want to listen to heavy and loud music while ladies soft and touchy music probably because they are emotional beings.

Although all this can produce good results the best thing is to experiment, There is no magic formula for music selection, according to Audio Equipment manufacturer JBL stores and restaurants with highest sales per square foot are those who are more careful about sound quality, music programming and customer satisfaction.
5.4 CONCEPTUAL FRAMEWORK

Factors affecting music

- Age
- Time
- Sex
- Activity
- Education level
- Music components e.g. melody, rhythm, Harmony etc.
- Culture
- Audio equipment

Pleasing

- High concentration
- Swift movement
- Less fatigue
- High motivation
- Good communication
- Entertains
- Soothes
- Energizes
- Hardworking

Unpleasant

- Poor concentration
- Confusion
- Poor communication
- Fatigue-Headaches

Results

High performance

Poor performance
REFERENCE


Case and Company findings in "Music use in Factories and Offices" by the Irish Music Rights organization Limited © 2002


"Sound, Noise and Effective Work" a joint study conducted by Armstrong world Industries, Dynasound, Milliken and company, Steelcase and the American Society of Interior Designers (ASID) © 2002


The proposed study was conducted between May and September 2004. It was organized as shown below.

**TIMETABLE**

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<tr>
<td>MAY-JUNE</td>
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<tr>
<td></td>
<td>• CONSULTATION WITH SUPERVISORS</td>
</tr>
<tr>
<td></td>
<td>• PRESENTATION OF PROPOSAL TO DEPARTMENT</td>
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<tr>
<td></td>
<td>• REVISION OF PROPOSAL</td>
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<tr>
<td></td>
<td>• INTERVIEW WITH THE SAMPLED POPULATION</td>
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<td></td>
<td>• COLLECTION OF DATA</td>
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<td>• COMPUTER DATA ENTRY AND ANALYSIS</td>
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<td>• WRITING OF THE PROJECT</td>
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<tr>
<td>SEPTEMBER</td>
<td>• REPRODUCTION AND SUBMISSION OF THE PROJECT</td>
</tr>
<tr>
<td></td>
<td>TO THE INSTITUTE OF BUSINESS AND BOARD OF POST</td>
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<td>GRADUATE STUDIES</td>
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## BUDGET

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QUESTIONNAIRE

GENERAL INFORMATION

NAME-------------------------------------------SEX----------------------------------AGE---------

ORGANISATION---------------------------------------------------------------------

CONTACT ADDRESS-----------------------------------------------------------------

SPECIFIC QUESTIONS

PART A

1. Does your organization play music while you work? -----------------------------

   (If yes answer the questions below if no proceed to part B)

2. From the list below which type of music do they play more often? Please
   arrange them using nos 1,2,3,4,5 from most played as 1 and least as 5

   African music

   i. Kenyan pop ..............

   ii. Benga..................

   iii. Traditional music........

   iv. Lingala music..........

   v. Reggae..................


Western music

i. Classical......................

ii. Hip hop....................... 

iii. Soul........................... 

iv. Country music............... 

v. Rock music.................... 

3. Which other type of music do they play (if any)-----------------------------

4. Among the specified which one do you like most---------------------------

5. What type of music would you advice the management not to play if given 
   the chance? -------------------------------------------------------------

6. What type of work do you do in your organization? ------------------------

7. How do you feel when music is not played? ------------------------------- 

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PART B

1. What type of job do you do? -----------------------------------------

2. Do you do the same job everyday? ----------------------------------

3. (If no) How often do you change the tasks you do (pick only one)

   More often

   Once in a while

4. Do you feel tired and exhausted at the end of the day? ------------

5. Do you love music? -----------------------------------------------

6. Given chance will you advice the management to play music or are you just comfortable without music? And why? -----------------------------------------------