

Investigation and Research on the Application of Background Music in Wuhan Western Restaurant

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Abstract: The appropriate use of background music in western restaurants can regulate consumers' consumption sentiment and promote sales. However, due to the lack of background music usage and the limitation of professional knowledge and aesthetic ability, there are still cases of improper use of background music. Based on the author's learning and practical experience, this paper first analyzed the appreciation psychology and aesthetic characteristics of background music in western restaurants, and then studied the current situation of background music use and the reasons that influence the development of background music in Wuhan western restaurants. Finally, the paper discussed the selection strategy of background music for different western restaurant formats.

1. Introduction

With the development of the city, the western restaurant has appeared rapidly in Wuhan. The author learned the importance of background music based on his personal dining experience. Large-scale hotels and restaurants use background music to enhance the restaurant and hotel's consumption environment. Music can be used to create an elegant and refined dining atmosphere, thus improving the service level of hotels and restaurants. It will invisibly attract some economic consumer groups to have lunch here, so as to stimulate consumption and increase the economic income of hotels and restaurants. Therefore, it can be said that background music hides huge business opportunities, and the rational application of background music can promote sales. However, due to the limitation of the operator's musical knowledge and aesthetic ability, the use of background music has many unreasonable points.

2. Appreciation Psychology and Aesthetic Characteristics of Background Music in Western Restaurants

2.1 Appreciation psychology of background music in western restaurants.

Music is an art. The difference with other arts is that it has no specific image which is presented in front of people and it is abstract. It requires people to perceive, imagine, and understand it with hearing. But it has the same features as other arts. Just as film has its own picture for performance and art has its own color for performance, music uses sound as a means of expression and a medium to establish communication with people. Music art includes the creation, performance and appreciation. These three basic processes link and together constitute a musical practice. People's music appreciation is mainly manifested in the psychological activities of music production, which are divided into three stages: sound perception; imagination and association; understanding. These three stages are intertwined and integrated in the process of music appreciation, which constitutes the comprehensive sensibility of music appreciation. Due to the difference in music, the difference in personal appreciation, and even the difference in time and space, there will be differences in the appreciation of music. The argument in this paper is that the auditory perception of music in the dining space is the overall perception and image of the music sound and its artistic combination. The music in the dining space is called background music. Therefore, when you enjoy it, you don't pay attention to the understanding of music, but focus on perception, imagination and association.

2.2 The aesthetic characteristics of background music in western restaurants.

"Background music can cheer people and liven things up in a certain situation and atmosphere. The background music can create a specific situation and atmosphere in various occasions to meet people's specific spiritual needs. Different music forms satisfy different emotions and psychology of people. This is the universality of the music aesthetic appreciation. That is the music's affection to cheer people and liven things up. However, the background music plays this prominent role imperceptibly like rain getting to sneak in the night with the breeze." Background music has an arbitrary influence on people's subjective consciousness. In a specific occasion, the specific atmosphere shows the particularity of the aesthetic appreciation of the background music. People can be immersed in the emotional atmosphere brought by the background music, can be separated from the scene with the shift of attention, or go into the far-reaching artistic conception created by the background music.

3. The Status of Background Music Use and the Reasons for the Development of Background Music in Wuhan Western Restaurants

3.1 The status of background music use .

The use of background music to promote sales has been in existence since ancient times, and the use of background music has entered the era of popularization. But after all, background music has only been widely used in recent decades, and its functions and roles have not been fully reflected. The development space is still very large, and its development has not yet matured. Moreover, it is just a short history when such usage in the country is really valued and popularized. As a result, domestic operators have a relatively vague understanding and application of background music, and the selection of background music in business is very random.

3.2 Reasons for the development of background music in Wuhan western restaurants.

There are many reasons for hindering the development of background music. The short history of extensive use of background music is also a reason. But the most important thing is that for a long time, people has not taken background music as an independent music style or kind in music theory. There are few researches and studies on its aesthetic value and characteristics, let alone revealing the law of its creation. That has resulted in few materials which are relatively concentrated and complete description of the use of background music in business places. It is largely a simple description of background music as a complementary method in marketing. The root cause is that people stick to a traditional concept and believe that in music activities, it is always in the subordinate position of music and the desired music. This theoretical lagging state has formed a huge contrast with people's extensive pursuit of music culture and aesthetic satisfaction in the real life. Under the promotion of the economic value and aesthetic value of background music, its application has begun to receive people's attention. At the same time, it should also attract the attention of the majority of musicians.

4. Selection Strategy of Background Music for Different Western Restaurant Forms

4.1 Background music of western hotels.

The lobby is the facade of the entire hotel and generally reflects the level of the entire hotel. Feeling of people who enter the hotel is mainly controlled by the background music in the hotel lobby. The music is soft and pleasant, which often brings a sense of tranquility, elegance and softness, such as "Colorful Cloud Chasing the Moon" and "The Trees They Grow So High". When people walk in the hotel lobby, they often don't listen carefully to what the background music plays, but to experience the atmosphere and the environment. Therefore, the volume of music in the hotel lobby needs to be moderate to create a hotel atmosphere. The background music volume of the restaurant also needs to be moderate. Consumers may not pay too much attention to music when dining, but the difference in music will affect consumers unwittingly, which will become an

invisible pleasure device for consumers. Cheerful music can increase appetite and activate atmosphere, such as "Ode to Joy"; smooth music can soothe your mood and create a leisurely mood, such as "The Moonlight of Kabri." The background music of the aisle is very similar to the lobby to render the overall atmosphere inside the hotel. Generally, it is mostly cheerful music, which makes people feel the cheerful atmosphere of the hotel.

4.2 Background music of western coffee shops.

Unlike a hotel, a coffee shop is a place for people to relax and communicate business. Therefore, the choice of background music and its effect on the coffee shop are very different from the hotel. The music in the coffee shop can be enjoyed by people. The atmosphere in the coffee shop is warm in order to make people feel the relaxing and harmonious atmosphere. Therefore, the background music should be soothing, such as Bandari's "Snow" and "April". Based on the atmosphere in the store, people will analyze the connection between the music and what they see to experience the sound of the music and the emotions accompanying it. At the same time, the music in the store also has the power to penetrate and influence the inner heart of the consumer, thus establishing a bridge between closer and more intuitive music sound perception and consumer emotional experience. This will more directly and strongly stimulate and affect the emotions of consumers. Therefore, the music selection of the coffee shop is very important for profit, and it is necessary to arrange the background music according to the characteristics of the coffee shop and the psychology of the consumer.

4.3 Background music of western beverage stores.

According to its characteristics and its consumption group of young people, the background music is mostly fashionable and popular songs. The advantage of this choice is that fashionable and popular songs generally have higher decibels than light music, fast-paced rhythm, brightness and colorfulness, and the distance of its sound transmission is relatively far. For example, the power of rock music is very strong, and the intensity of its sound can quickly grasp the customer's hearing and give the customer a shock. If the beverage store is built near the station or in a business district with high population density, such a background music is very useful to attract customers. Fashionable and popular songs are well known to young people. Modern young people respond more quickly to such songs. They can experience the emotional connotation of songs accurately, meticulously and deeply, and combine them with their own life experiences and emotional requirements. In this way, their own psychology will be attracted, which will lead to their desire to buy things. Sound and beverage stimulate the consumer's hearing and taste at the same time, which will better touch them and promote consumption. Although the choice of background music in beverage shops is extensive, it is important to remember that you can't abuse songs, and if you play songs too loudly or randomly, it may have a negative effect on marketing.

4.4 Background music of the chain fast food restaurants.

The background music selection of the chain fast food restaurant is more elaborate, because the chain fast food restaurant is a place with a long history for rest, recreation and communication. Its historical and cultural background is very profound. Therefore, it is necessary for them to choose music with literary and ethnic characteristics, such as "Memory in Lin'an" and "Nanlanzhang". The emotional connotation carried by these music is caused by a series of factors such as history, culture, folklore and social life, and it is related to certain thoughts. It can give tea lovers experience and association, and they can resonate with music. The music in the chain fast food restaurant should make people feel the characteristics of culture and it has the function of touching people's inner cultural value, which is different from the fashionable places, such as coffee shops and beverage shops.

5. Summary

Background music is an important means to activate restaurant atmosphere, weaken noise,

improve customer sentiment and service staff's work mood, and stimulate purchase behavior. Due to the fact that it is a short history for background music in dining places to be really valued and popularized in China, domestic catering operators are still relatively vague and less aware of the background music. This results in that the selection of background music is still very random. This paper proposed the selection strategy of the background music of western restaurants in Wuhan, and the design needs to follow the type of dining space. According to the characteristics of the dining space, it is also essential to choose the right music which can resonate with the consumer's perception. While the economic value of background music is not as obvious as other things, this potential function also brings economic value. Therefore, the correct handling of background music is necessary for a dining space.

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