



Music and Economic Return -- Take Restaurant Background Music as an Example

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ABSTRACT

The economic benefits of music can be broadly classified into two categories: explicit and hidden. Explicit profitability is achieved through music or music as a medium, such as concerts, commercial performances, music education and training, and the sale of musical instruments. Music as a medium to stimulate consumption or guide consumption, such as competitive music programs that bring traffic profits or restaurants that stimulate consumer consumption through the background music. There is always a correlation between music art and the market economy to a greater or lesser extent.

Keyword: Music economy, hiddenness, relevance, background music, consumerism

1. Introduction

The consumption of human society includes both productive and non-productive consumption, and music consumption belongs to non-productive consumption. Music consumption is both an integral part of the life of the public and a product of social and economic development to a certain stage. Under the conditions of the market economy, modern music has become a certain tool for economic and social development. Since the reform and opening up, Chinese society has made great progress and achievements in all aspects, and the music industry in China has also seen unprecedented development. The continuous development of the economy in the new century has led to increasing demand for music in society. Music and economy have an important influence on the survival and development of human beings; music development can promote the development of the economy, and the economy is the basis of music development. This paper elaborates from the perspective of direct economic income and indirect hidden ambush that music can bring to promote economic gains.

Music, as a form of music currently acceptable to the masses, is evolving into a technological force that can be fully and effectively embedded in the social fabric that has been created. The phenomenon of increasing demand and growth rates emerging between music and the social, economic, aesthetic and box office markets in a rapidly growing economy is known as the "music economy".

Music education, as one of the contents of national education, has been closely linked with the production activities of material materials and economic activities of human beings from the very beginning of its creation. With the continuous development and improvement of social productivity, human society has more and more demand for music, which constitutes the relationship between supply and demand.

The traditional Chinese family's desire for their children to grow up to be competent people is hard to shake, which largely determines that when the family economy reaches a certain level, more parents will invest more of their income into their children's education. Nowadays, parents not only require their children to score high in exams, but also require their children to have special skills on top of that, thus creating a "music economy". However, these parents are not looking for their children to become musicians, but rather for them to be trained in music so that they can have a special skill that can be adapted to the demands of competition. As a result, music has become a "compulsory course" for children, which has led many families to enter the music scene.

In recent years, special classes such as children's palaces, art schools and piano shops have become more and more prevalent. The number of children learning music is also increasing. Parents are willing to sacrifice their rest time to accompany their children to various special classes after school and on weekends. For example, the annual music examinations include vocal and instrumental subjects, which show that the growing music economy is getting better and better with the efforts of parents who expect their children to become successful. In terms of its economic benefits, the basic weekly expenses of a piano student's family must include professional learning expenses and transportation expenses, starting with the initial investment in the piano exams, which are among the many professional exams. As a result, the market value created by tens of thousands of piano children across the country each year is astounding. This does not include the market for music education in other instrumental and vocal disciplines such as violin, electric piano, and guzheng. But it is also because of this dramatic increase in the number of families learning music that music-related industries have flourished. For example, the number of companies engaged in making musical instruments is increasing day by day, all leading to the

development of our own brands of musical instrument making. In retrospect, the increasing income of these music companies, children's palaces and professional teachers is also due to the increase in the number of children learning specialties, which are directly related to the learning of music skills, music theory and instrument manufacturing, and is one of the manifestations of the "music economy".

How much profit can the economic benefits brought by music get from a series of music competitive programs?

For example, I am a singer The Voice of China, Duets, Let's Sing Kid's and Super Vocal is popular. And how much profit can music economy bring to related industries? Each music competition program has swept the country like a gale. The people who are swept into this gale are definitely not only listening to the songs and following the stars, but also their potential business and economic benefits. If the competition canvasses for their idols through SMS, it will bring unlimited business opportunities for communication operators. Let the participating stars appear frequently in newspapers, media, advertisements and other media, so that their popularity grows. The products endorsed by them naturally become hot items on the counter. TV ratings also increase as the number of viewers increases. All in all, every aspect of our lives is filled with music competition shows, and all kinds of related things are selling like hotcakes, sweeping through various industries, which can be considered one of the hidden manifestations of the "music economy".

As a result, music management industry personnel have their important and vital role in this general environment, not just for profit, but need to be successful in terms of profit, music, and healthy music economy. The combination of background music and restaurants is used as an example to briefly analyze the implicit connection of music to the profitability of the non-professional music profit industry.

Background music, abbreviated as BGM, is the abbreviation of BACK MUSIC. Background music is a kind of mono music that has no depth and can hide the sound source. It has a low volume and can create a relaxing and pleasant ambience. The effect of background music has two, one is to psychologically cover the environmental noise, the second is to create an atmosphere compatible with the indoor environment, so it has a wide range of applications in hotels, restaurants, shopping malls, hospitals, office buildings and other locations. The background music is like an invisible stream, constantly playing in the lobby, corridors, restrooms and private rooms of the restaurant, which not only brings wonderful auditory enjoyment to the listener, but also highlights the local taste of the time.

What are the correlation between the restaurant and music in the operation process? What are the technical points of using background music?

The choice of background music should be personalized and consistent with the theme. Therefore, it is necessary to choose the best broadcast content after comprehensive consideration of the restaurant's operating characteristics, consumers' habits of enjoying music and living conditions. For example, in many characteristic theme restaurants, the choice of background music is not only closely combined with the characteristics of restaurants, but also shows and highlights this characteristic through background music. For example, the Zunyi captain hot pot located in the red holy city of Zunyi, its music is based on the classic songs of the red era, such as "Zunyi meeting put glory""Loushan Pass", etc.; the background music of Zunyi Mingzhuang Garden is based on the sound of birdsong, flowing water and other original sounds of nature, such as "forest rhapsody""early morning", etc.

The choice of music. For example, the business situation of a restaurant can be controlled by the rhythm of music to urge or delay the dining time of customers. When the restaurant business is very good, by choosing the rhythm of music faster than 60 beats per minute to increase the level of customer excitement, thereby increasing the speed of customer dining and restaurant turnover rate. In practice, the specific choice of music type should be made according to the situation of your restaurant. The overall requirement is that the music should be selected lyrical or relaxed style, and try not to choose pop songs or strongly stimulating tracks. In terms of choosing the type of music, it is roughly divided into the following categories:

- 1) Alleviate depression: use the music with the effect of opening the heart and relieving depression, choose the rhythm, melodic and smooth music, such as Beethoven: minuet in G major; Mozart: romance; National music: Xi Yang yang a parting tune with a thrice repeated refrain, step by step; Light music: big big word, etc.
- 2) Eliminate irritable mood: use the music with the effect of calming and sedative music to temper the mood, choose a soothing melody and low and soft tunes, such as: serenade, lullabies, wind, trilogy of pump blossom, A Moonlit Night on the Spring River. This type of music is suitable for the quiet environment; guests can relax in the cafe.
- 3) Suppress pessimism: use the joyful music that makes people relaxed and happy, choose melodious, fast and varied rhythm, beautiful tone music, such as: Beethoven: Symphony No. 5; folk music: Birds paying homage to the Phoenix, etc.
- 4) Alleviate indigestion to promote appetite: the use of musical melodies to stimulate the improvement of gastric secretion and peristaltic function, choose melodious and elegant, natural stretching and smooth, not much change in intensity of the music, such as Beethoven: Spring Sonata first movement; Tchaikovsky: Four Little Swans; folk music: fishermen's song at sunset, Autumn Moon on the Calm Lake, etc.

Background music should be managed by a special person (usually by the bar). The playing time period should also be controlled. The sound to be played should be moderate in size, avoid being too big or too small, and generally control it within 30 decibels. The time of playing background music every time should not last too long, and it can be played intermittently to avoid fatigue. In addition to retaining a beautiful fixed tune as the theme song, the background music tune should also be updated from time to time. At the same time, we should also make full use of background music resources to regulate the working mood of employees. For example, when the restaurant just works to do meal preparation and hygiene, you can put some light music to mobilize the staff's passion for work. Rest time; put some lyrical, soft music to relax the staff body and mind, to relieve work fatigue.

Background music in the restaurant soothes the mood of customers and makes the guests recognize this restaurant from the heart, paving the heart preparation for coming again. At the same time, it unconsciously improves the motivation of the staff and creates a harmonious environment for the operation. In summary, the above factors are found to implicitly improve the profitability of revenue generation.

那么，背景音乐是如何提高其他特定场所的经济价值呢？

How does background music enhance the economic value of other specific venues?

In a particular environment, some special functions of music can not only promote production and improve efficiency, but also improve and regulate the atmosphere of the consumer environment for consumption. For example, when playing background music in large supermarkets, the rhythm is required to be smooth and soothing, the tone should be bright, the melody should be rich in life mood, and also require the melody to meet the public's favorite as much as possible. Under the influence of such background music, customers will be attracted by the rhythm of music when shopping in large supermarkets. Customers' patience in selecting commodities will be enhanced, and the pace of selecting commodities will inevitably become slow with the smooth and soothing rhythm of background music. In this way, customers will stay longer in the supermarket and may buy more goods. Therefore, the sales and economic income of supermarkets will increase.

Adopting proper background music in large hotels can make the consumption environment of the hotel improved. By choosing the right music, the hotel can build an elegant and offbeat environment, which will invariably attract some high-spending groups. Not only that, the use of background music in hotels can also help people improve their appetite and help digestion, thus stimulating consumption more and improving the economic income of the hotel.

The use of background music in the special environment of hospitals is mainly combined with music therapy. In some special medical institutions, such as nursing homes, maternity and child care homes, psychiatric hospitals, and rehabilitation centers for mentally handicapped patients, playing the right background music can assist the medication to achieve the desired purpose. For this reason, by administering music therapy to patients, medical institutions can improve their economic efficiency and increase their economic income.

In the large-scale thematic tour activities, selecting appropriate background music according to the cultural characteristics of the tour can not only enhance the cultural taste of the tour activities, but also effectively improve the excitement of the visitors and effectively promote the consumption activities. In the structure of the comprehensive tourism landscape composed of landscape, garden and architecture, music is a very active and vibrant factor. Good background music can make the landscape more prominent and harmonious with alternating temporal and spatial beauty of movement and stillness.

Installing a central background music system at home can not only reflect the economic value in public places, but also be beneficial in family life. The acoustic stimulation of music can effectively improve the digestive system. Regularly playing some lyrical beautiful and relaxing music can reduce mental tension and fatigue, so that the mood becomes more relaxed and more conducive to maintain physical and mental health. This is another economic value of the embodiment.

As mentioned above, background music has a profound economic value in practical applications. But the realization of this economic mechanism has a certain degree of hiddenness, unlike the function of some things that are clear and unambiguous. Background music has a hiddenness and continuous nature in the process of realizing the economic value of music.

2. Conclusion

The growth of the music economy has also driven the development of various related industries, which are embodied in all aspects of our lives. The mainstream and future of the music industry, from the perspective of market segments, media revenue has increased year by year, with both physical and digital revenue narrowing to varying degrees. With the development of the music economy, there will inevitably be positive or negative aspects. Therefore, supervision departments should strengthen management, and the public should learn to have the ability to distinguish good from bad. Only then will the music economy continue to develop in a healthy direction.

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