



Music Therapy: a stimulus for economy

Shelly Shrivastava,
Asst. Professor,
Department of Economics,
Govt. P.G. College, Noida, (G.B. Nagar)

Article Information	Abstract
<p>Article history: <i>Received: 16.04.2012</i> <i>Revised: 15.07.2012</i> <i>Accepted: 18.08.2012</i></p>	<p>Music has a profound effect on body and psyche. In fact, there is a growing field of health care known as music therapy, which uses music to heal. Those who practice music therapy are finding a benefit in using music to help patients and children with different diseases and disorders. Even hospitals are beginning to use music and music therapy to help with pain management, to help ward off depression, to promote movement, to calm patients, to ease muscle tension, and for many other benefits that music and music therapy can bring. This is not surprising, as music affects the body and mind in many powerful ways. Music effects the brain waves, breathing and heart rate, state of mind, blood pressure, immunity and muscle tension [Texidó]. With so many benefits and such profound physical effects, it is no surprise that music is seen as an important tool to help the body in staying or becoming healthy.</p>
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1. INTRODUCTION:

Music therapy is a scientific method of effective cure of diseases through the power of music. It restores, maintains and improves emotional, physiological and psychological well being. The articulation, pitch, tone and specific arrangement of swars (notes) in a particular raga stimulates, alleviates and cures various ailments inducing electromagnetic change in the body. Music therapy is defined as “the clinical and evidence-based use of music interventions to accomplish individualized goals within a therapeutic relationship by a credential professional who has completed an approved music therapy program,” by the American Music Therapy Association.

Music is an aid to alleviate people into a better mood and helps in relaxation. Music therapy has established itself as a new field of complementary and alternative medicine. It works with allopathy, naturopathy, homeopathy as complimentary medicine and in some cases as an alternative medicine.

The development of an economy largely depends upon the efficient human resource. Music therapy has been instrumental in increasing the efficiency of the work force and enhancing national productivity. It can widely contribute in the mental and physical well being of the population. Various career options in the

field of music therapy have generated employment as well. Music therapy also helps in consumer behaviour, medical tourism, health and education, thus adding to economic growth of the country.

Music Therapy and Productivity

Music plays an important role in reducing stress in employees. Many organizations these days play soft music in offices to enable the employees to reduce their work stress. Playing music aims towards meeting two goals of improved quality of life at work for employees and enhanced effectiveness of organization.

Work life balance is a balance an individual tries to maintain while performing his responsibilities at work place and in his personal life. He is constantly multi-tasking and has to fit into various role. A positive balance in the two can result in achieving a Work Life Balance. When the work life and the personal life are not balanced it leads to stress. This can cause psychological (affective and somatic responses, job dissatisfaction), behavioural (sleep problems, absenteeism) or physical (changes in blood pressure) reactions. Prolonged exposure to these stressors may produce psychological and physical illnesses. All these will affect the performance and well being of every individual. Thus it is clear that problems caused by stress and a disturbed work life balance are a major concern to all (Goveas and Joshi]. Surveys and research reports over the past two decades reveal that:

- 43% of all adults suffer adverse health effects due to stress.
- 75 - 90% of all visits to primary care physicians are for stress-related complaints or disorders.
- An estimated 1 million workers are absent on an average workday because of stress related complaints.

Researchers have indicated various strategies to be used to manage or cope with stress and achieve a positive work life balance. One way people are adding all

round wellness into their personal and work life is through Music Therapy. Music leads in stress reduction and brings about a balance in work/life. It is thus seen that at the Organizational level many companies, banks and offices have introduced appropriate music in their offices. One of the great benefits of music ,being a stress reliever, helps in bringing out full potential of the employees, to excel at work and increase the organizational efficiency. At the individual level music is the cheapest and the most convenient form of stress buster. Music is one of the easiest, most affordable and effective forms of relaxation available to us (L izzi Lorain, 2008). Music with a slow rhythm , slower than the natural heartbeat, which is about 72 beats per minute and that which has repeating or cyclical pattern is found to be effective, in most people. However, if one needs a stimulation after a day of work, faster music is recommended rather than slow calming music(Srilekha and Joshi].

Music Therapy and Consumer Behaviour

Research conducted over the years provides some empirical evidence to support the existence of the effect of music, especially in service environment. Within service environment customers can be exposed to numerous stimuli, all of which potentially affect how customers act, what they buy and their satisfaction with the service experience. However, background music has been identified as one of the most readily manipulatable and influential elements (Milliman, 1982, 1986).

Given a choice, consumers prefers a environment which offers a pleasant atmosphere and extend the feeling of acceptance (Martineau 1958). In certain shopping situation atmosphere can be more influential than the product itself in the purchase decision (Kotler, 1973), and can directly influence consumer behavior and attitude. Back ground music is generally considered to be one of several atmospheric variables that can influence

evaluations, willingness to buy, mood, cognition and behaviour. (Bruner, 1990)

Several field studies report that shopping and dining pace, and in some instances, expenditures are influenced by the volume (Smith and Curnow, 1966) and tempo (Milliman, 1982, 1986) of background music. Slower tempo and lower volumes tend to make retail patron shop or eat at more leisurely pace and at certain instances spend more money than faster tempo and higher volumes. Also, shopper behaviour tends to differ according to the type of music played. More specifically, shoppers may spend more when the music fits with the product (Areni and Kim, 1993) and /or closely matches the musical tastes of shoppers. (Yalch and Spangenberg, 1993). A study done by Herrington and Canella suggests that the amount of time and money spent in the super market was positively related to shoppers' level of preference for the background music. More specifically, shopping time and expenditure were observed to increase with the level of preference for the background music, regardless of tempo and / or volume.

However, service providers can potentially maximize exploration and expenditures by making sure that the musical compositions contained in the background music match, as closely as possible, the tastes and preferences of shoppers as well as the nature of the service(s) provided.

Music Therapy and employment opportunity

Career opportunities for music therapists exist in a wide variety of healthcare and educational settings. These include psychiatric hospitals, rehabilitative facilities, medical hospitals, outpatient clinics, day care treatment centers, agencies serving persons with developmental disabilities, community mental health and wellness centers, drug and alcohol programs, senior centers,

nursing homes, hospice programs, correctional facilities, halfway houses, schools, and private practice. Music Therapy provides the medical field with an effective means of pain management. It is increasingly being applied for purposes mostly related to psychological treatment and counselling. Relief from emotional stress, depression, proper emotional release (including self expression), group cohesiveness, and creative exploration of the self, body awareness - all effectively employ music therapy with positive results. Music, despite being of a non-threatening and non-invasive character, reaches deep down the psychic level of an emotionally stressed (or similar) person and becomes so effective as an alternative tool for effective pain management. No wonder, this has been drawing the attraction of so many music enthusiasts towards this alternative job opportunity. However, it is needless to say, one needs to have professional medical expertise besides sound knowledge in music in order to choose this career option

Music Therapy and Medical Tourism

Tourism can be a major source of foreign currency for an economy. Medical Tourism is a new concept in the Tourism sector. Medical Tourism or Health Tourism is the idea of travelling abroad to well-known destinations for obtaining a wide variety of medical expertise in the form of consultancy and medical procedures including surgery. Over 40 countries are marketing their medical services and attracting international patients to Medical Tourism. The foremost and major benefits of Medical Tourism may be the huge reduction in cost of treatments, reasonable and brief waiting periods for appointments, and quality service. The Health Tourism marketplace includes spa and wellness treatments for those who seek alternative treatments such as acupuncture and aroma therapy, biofeedback and hypnosis, massage therapy, music therapy, and ayurvedic care.

The concept of Wellness tourism has been envisioned to re-establish the equilibrium of lives and to help overcome the effect of prolonged stress due to today's fast paced life where music therapy plays a vital role. Here customers pay substantial fees for stress free and healthy environment. The aim of the treatment is to make one feel de-stressed, de-toxified and reset the biological clock and to be more focused in future. Music Therapy has emerged out to be a more economic alternative treatment for various ailments, and has been preferred as complementary treatment.

Music therapy is a cost efficient and time efficient method of treatment. A large number of people can avail the benefits of music therapy simultaneously. Further, music therapy is time saving as a person can have its advantages while being at work. With so many beneficial effects, it is little wonder that music is finding a place of pride and importance in all walks of life. Considering above facts music therapy can become a major stimulus for the growth of economy.

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