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PERCEIVED IMPACT OF MUSIC LISTENING PRACTICES ON TASK PERFORMANCE OF CLERICAL STAFF IN SERVICE INDUSTRY IN NIGERIA

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Abstract

Music at the workplace is assumed to be a form of distraction to employees' performance. However, occupational stress and depression that affect workers productivity had been seen to have reduced at workplace through listening to music. It is against these diverse views that this research looked at the impact of listening to music on the task performance of clerical staff in the service industry. Purposively sampling technique was used to select 147 participants from the University and Federal Secretariat in Ibadan, Oyo State, Nigeria Qualitative method was used for data collection and analysis. Finding showed that 96% of respondents listen to music while at work from music recorded on their laptops or from CDs played from their computers. About 74% did not see listening to music has been distractive to task performance rather it motivate them for better performance of tasks. About 94% (138) agreed that music at work smoothened their mood, help them to remain focused, and help in their being creative toward their job tasks. Finding showed that 30% of respondents want fast rhythm music be played to further soothing out their tension while carrying out their tasks and not only the current use of relaxed rhythm. Also, 85% of respondents supported regulating the volume of the music played so as not to serve as distraction to their task performance. Based on these findings, it was recommended that both rhythm and volume of music should be varied to take care of individual differences to enhance task performance.

Keywords: Perceived impact, Music listening practice, Task performance, Clerical staff, Service Industry

Introduction

Employee performance, in terms of output, has overall influence on organizational success. However, the workplace environment has a corresponding effect on employee performance. Therefore, creating a conducive work environment through reduction of work related stress via listening to music is a strategy that is suggested for management of work organization.

Playing of music is considered effective in improving employees' performance in the service industry through reduction of employee stress. Therefore, music is generally considered to be one of several atmospheric variables that can influence mood, cognition

and behaviour (Bruner, 1990); evaluation and willingness to buy (Baker, Levy & Grewal, 1992).

Listening to music at work has been perceived to have negative impacts on task performance of complex tasks in particular (Furnham & Strbac, 2002) and can be perceived as unprofessional. It is seen that Music distracts performance in human vigilance (Corhan & Gounard, 1976; Fontaine & Schwalm, 1979; Matthews, Quinn & Mitchell, 1998). However, since music evokes pleasant mood and mild positive feelings, it increases arousal state and problem solving (Lesiuk, 2005); influence the way cognitive material is organised thereby influencing creatively (Ashby, Isen & Turken, 1999), also perceived to enhance task performance.

Music has been confirmed to be means of reducing fatigue and nervous tension, increase relaxation and boost levels of arousal or activity and in turn enhance work performance (Sundstrom, 1986). It is found that stress at the workplace reduces productivity especially when the stress manifests itself in the reduction of psychological well-being of the employee (Donald, Taylor, Johnson, Cooper, Cartwright & Robertson, 2005). This psychological well-being can be empowered through music listening (Batt-Rawden, DeNova & Ruud, 2005).

Of the multitude of environmental stimuli to which a client may be exposed in a service setting, background music has been identified as one of the most readily manipulated and influential elements (Duncan, 1996). Researchers over the years (Milliman, 1982, 1986) have shown the evidential support that the existence of the effect of music, especially in service environments. However, evidence of musical effects on clerical staff remains somewhat limited. It is against this background that this research is looking at the effect of background music on the performance of clerical staff.

According to Hsieh and kline (2003) music for industrial purposes came into being during the 2nd world war, when management was trying to speed-up production. Early reports on the influence of music on morale and worker productivity appeared in widely-read magazines, such as Reader's Digest and other popular periodicals (Uhrbrock, 1961). Music has been said to be a popular source of leisure in today's society (Dalton and Behm, 2007). Hence, it has been confirmed that music affects individuals psychologically (Knight & Rickard, 2001), physiologically (Bernardi, Porta & Sleight, 2006; Staum & Brotons, 2000) as well as socially (Arnett, 1991; 1992).

Previous studies have shown that moderate volume of background music facilitates performance in activities that involve high level of concentration and attention (Dalton & Belm, 2007; Fontaime & Schwalm, 1979). It has been established that volume of music played in offices has impact on performance. Corhan and Gounard (1976); Davies, Lang and Shackleton (1973); Ferguson, Carbonneau and Chambliss (1994); Fontaine and Schwalm (1979) have found that moderate volume of background music facilitate performance in activities that involves high levels of concentration and attention (like elerical duties). Corhan and Gounard (1976) demonstrated that rock music improve performance on a signal detection task compared to relaxing instrumental music. Ferguson, Carbonneau and Chambliss (1994) while studying the effects of listening to music prior to a karate task performance found that mean rating of trials, regardless of the type of music, were significantly higher compared to performance after white noise. It

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can be concluded therefore, that music facilitates positive performance because it stimulates, increases motivation and arouse perception of energy (Atkinson, Wilson & Eubank, (2004; Matthew, Quinn, & Mitchell, 1998; Chafin, Roy, Gerin, Christenfeld, 2004).

A beneficial effect of music on task performance may be explained by increase in state positive effects (mood) (Isen, 1999; Schellenberg, 2001; Thompson, Schellenberg & Husain, 2001). Therefore, when music evokes a pleasant mood and an increased arousal state, participant perform better on non musical tasks (Lesiuk 2005). Furthermore, studies have shown the beneficial effects of music listening on work productivity (Fox, 1971; Wokoun, 1969). It has been established that participant at workplace who experienced a positive mood as a result of music–film mood inducement demonstrated better creative problem solving than participant who had a neutral or depressed mood (Isen, Daubman, & Nowicki, 1987). Lesiuk (2005) found that mood is improved by music listening which can be as a result of aesthetic experience (Fiske, 1996), peak experience (Sloboda, 1991) or simply as part of every-day life (DeNora, 2001) and that music listening over time was not any beneficial to increase state positive mood but also trait positive disposition (Lesiuk, 2005).

The Clerical duties, involving Executive Officers, Secretaries, Typists, and Messengers, have become digitalized nowadays making their outlook monotonous (repetitive job designation). It requires attention and concentration which causes mental fatigue as stress (Jiang & Sengupta, 2011). Furthermore, the use of keyboard has been noticed to cause musculoskeletal disorders (Parcarelli & Kella, 1993) and becoming occupational health issues (Gerr, Marcus, Ensor, Klienbaum, Cohen, et. al., 2002). It is therefore the interest of this research to investigate the effect of music on clerical staff in the Civil Service and Academic environment like the University.

As regard tempo of music at the workplace, That.Dairy.com (2016) found that listening to music, especially the ones liked by employees, lead to a positive mood state union that improves work productivity and ability to come up with creative solutions; lowers the perception of stress by employees. The finding concludes that slow, sedative music eases tension, encourage relaxed mood and encourages calmer feelings, while Hipup or excitative music with faster beats with energetic tempos are wanted by those who work more efficiently under a bit of tension.

North (1999) found that productivity levels rose when fast music was played and fell when no music was played. The employees in the research commented that music created a lively atmosphere and motivated them to work. Lesiuk (2005) also found that when workers were feeling sluggish and in need of more energy, faster tempi music selection was suggested.

Furthermore, researches have established that the tempo of music has shown to affect human task performance (Kallinen, 2002; McElrea & Standing, 1992; Nittono, Tsuda, Akai & Nakajima, 2000). Fast tempo music increased the performance speed of an activity (Brodsky, 2002; McElrea & Standing, 1992). Kallinen (2002) found that slow tempo music impaired reading efficiency, while increasing reading time compared to cafeterial-noise. However, fast tempo music improved reading performance compared to slow tempo music.

The introduction of personalised system of listening to music has facilitated the individualised selection of preferred music. When personalised listening is allowed there have been significant improvements in performance, enhanced morale, and greater commitment to remain in post and, overall, a reduction in stress (Lesuik, 2005; Oldham et al. 1995). It is also noted that where work is simple and repetitive (like messengering) music reduces boredom but where tasks are complex it can interfere with performance (Hallam, 2012).

Statement of the problem

Music (sound having harmony, melody or rhythm) has been reported to be as distracting as noise (unwanted auditory signal or disturbance (Furnham & Strbac, 2002) or facilitating when it comes to human vigilant performance (Corhan & Gounard, 1976; Fontaine & Schwalm, 1979) like clerical staff. Hence, does background music facilitate or detract clerical staff while performing their official duties? It is against this background that this study raises the following questions to determine the influence of music on the task performance of clerical staff.

1. What type of music at work motivates Clerical staff for better task performance?

2. What are the source(s) of technology used for playing music in their offices?

3. What are the reasons for listening to music while at work?

4. At what pitch/volume does clerical staff enjoy music played while at work?

Methodology

Design: Both quantitative and qualitative research designs were used for the study. The quantitative approach was used mainly for the collection of demographic responses, while the qualitative approach was used to collect data that are related to the research questions. The primary goal of using the qualitative approach was to desire, describe and understand the phenomena in its natural environment. Qualitative research approach provides a means through which a researcher can judge the effectiveness of a particular policies, practices or innovations (Leedy & Ormrod, 2014:142).

Population: The population consists of clerical staff within the University of Ibadan and the Federal secretariat, Ibadan. They include secretaries/typists; messengers, Executive Officers.

Sample and sampling Technique: Purposive sample was used to select all clerical staff that are currently listening to music in their offices. The source of music could be from the office radio, personal MPs, CD or music stalled on lap-tops that are been used to perform their official duties.

The samples were clustered according to their schedule of duties as secretaries, typists, messengers. The secretaries/typists are involved in typing or doing administrative duties while the messengers move flies, distribute documents and do some manual duties like photocopying of documents. From each clustered group, eighty respondents were randomly selected to give a total of 160 respondents.

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Instrumentation: An Interview Guide made up of two sections was used. The first section (section A) contained questions eliciting demographic information like sex, age, schedule of duty, marital status. Section B contained questions on respondents' perceptions about the influence of background music on their job performance. Examples of questions asked are: what type of music preferred; volume of music enjoyed etc. After approval from the management of the service industries and respondents agreement to participate in the study, the respondents were asked to fill a questionnaire containing demographic questions before the oral interview.

Administration: The researcher with the aid of two trained research assistance carried out the interviews sections. Confidentiality was maintained during the course of the research. Of the 160 participants penciled down for interview, 147 of them finally subject themselves for the research. 13 of the participants freely opted out at the implemented stage.

Analysis: Section A, which collected data on demographic characteristics was analysed using frequency count and percentages, Section B which was the interview was analysed using phenomenological analysis and simple percentages.

Variables		No of Respondents
	Male	59
Sex	Female	88
	Total	147
	Married	100
Marital Status	Single	32
	Separated/Widow	15
	Total	147
	Secretary	33
Job Status	Typist	52
	Executive Officer	32
	Messenger	30
	Total	147
	1-5 years	23
Work	6 – 10 years	81
Experience	> 10 years	43
	Total	147

Findings and Discussions Table 1: Analysis of demographic variables

Of the 147 respondents' 88 were female and 59 were male. This implies that the secretariat jobs are well populated with female. The age of respondents falls between 20-55 years with an average of 32.2 years. Of the participants, 68 percent (100) were

married, while 22 percents (32) were singled and 10 percent (15) were either separated or widowed. The job schedule analysis revealed that 33(22%) were secretary, 52(35%) were typists, 32(22%) were executive officers and 30(20%) were messengers. The finding revealed that 23(10%) have worked in their establishment for up to 5 years; 81(55%) have worked for between 6 and 10 years while 43(29%) have worked for under 10 years.

Interview Analysis

Q1. What type of music motivates you for better job performance?

Table 2: Type of music that motivate clerical staff for better job performance

Type of music	of music Respondents	
Hip – up	30	
Juju music	40	
Mild English music	54	
Indifferent	23	
Total	147	

Of the 147 respondents, 30(20.4%) said hip-up music (fast tempo) motivate them for better productivity, 40(27.2%) opted for juju music; while 54(36.7%) prefer mild English music (otherwise known as relaxation music) for better job performance, while 23(15.6%) are indifferent to the type of music played, however, they still want music played while they work. From the interview it was noticed that those whose ages were between 20 and 30 years liked Hip-up music, while those who are indifferent were those above 45 years. This is a clear manifestation that age of respondents influences their choice of music to be played. This finding is corroborated by Yalch and Spangenberg, (1993) that musical preference tends to vary according to the listener's age.

Also, the type of work schedule determines the choice of music listened to. Those who are found of doing repetitive job may prefer fast track. For instance a messenger reported thus:

I listen to hip-up music because it is a fast track music which supports my mode of work. As a messenger, I move about distributing documents to different units of department which to me is a monotonous action therefore a need for a companion to keep me moving hence hip-up music.

Messenger, Federal Secretariat, Ibadan

This finding is in line with the finding of Fox, (1971); Uhrbrock (1961); Wokoun (1969) that fast music was beneficial and increased performance with monotonous work. Also, the finding further corroborates the finding of Brodsky, (2002) that fast tempo music increases the performance speed of an activity.

Furthermore, most clerical staff, (Typist, Secretaries, Executive Officers), listen to mild or background music because they feel that the music calm their feelings, reduce tension. This is in line with the finding of ThatDiary.com (2016) that slow, sedative music eases tension, encourage relaxed mood and encourages calmer feelings. This type of work music is ideal for stenographers secretaries in the clerical cadre (77%) while Hipup or excitative music with faster beats with energetic tempos are wanted by those who

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work more efficiently under a bill of tension (27%) mainly messengers. In addition, two of the respondents have these to say:

When I listen to relaxation music, I just shake my head in line with the rhythm without any negative effect on my work. Though I am a typist/secretary, I do not commit errors while doing my job while listening to music which I play from my lap-top. My boss has never complained about typographical errors from my work.

Typist, Federal Secretariat, Ibadan

I have different musical tracks on my lap-top which I play according to my taste. On no account have I received a query for dereliction of duty. Initially my boss thought I would be distracted while working and listening to music (relaxation music). But after working with him for over six months without any major error in my work, he has adjusted and does not frown at listening to music while I work.

Executive Officer, M. Ibadan

The reactions of respondents are reflections of freedom for choice of music and a further step towards personalised listening pattern. The introduction of personalised system of listening to music has facilitated the individualised selection of preferred music.

Q2. What is/are the source(s) of technology used for playing music in the office?

Respondents were allowed to mention more than one source of music while at work. This is so because alternative or more than one source for playing music exists in different offices. The outcome is as follow:

Source of Music	Number of Respondents
Radio/Television	52
CD-player on the computer	131
Music stored on the Desktop of computer	139
Cassette Tape Recorder	36
On Phone	103

Table 3: Sources of technology used for playing music at work

The finding showed that most respondents listen to music from computer which can either be from CD (N=131) or stored on the Desktop (N=139). The finding showed that personalised and self-selected music is mostly used. This is because of wish to choose the type of music that satisfies individual taste. The finding further showed that less emphasis on the usage of cassette tape recorder which is considered out of fashion in the 21st century was used because technology has moved ahead of tape recorder technology. This finding is corroborated by Haake (2006) that there is decline in the popularity of cassette tapes in recent years. For example, the following emanated from interview:

I listen to music on my laptop because I need not carry cassettes about. Furthermore, pre-recording on lap top allows me to have various lyrics and artistes selection.

Secretary, UI, Ibadan

Music from Radio or Television is not regularly listened to because music from such sources may not be the type I want. That is, I don't have control over the type of music played from Radio or Television. Therefore, I prefer to listen to my type of music from my Desktop.

Executive Officer, UI, Ibadan

Q 3. Why do you listen to music while you work?

Respondents had the chance to mention more than a reason for listening to music while they work. The outcome is thus:

Table 4: Reasons for listening to music while at work

Function of music	No. of Respondents	
Improve mood	138	
Block out surrounding noise	136	
Avoid unwanted thought	131	
Improve focus at work	137	
Help relaxation	135	

Reasons for listening top music while at work gave the following outcome in the following descending order: improve mood, improve focus at work, block out surrounding noise, help relaxation and avoid unwanted thought. Most respondents ranked the function of music at work as pertain to their mood. This is corroborated by North and Hargreaves (2008) that there is effectiveness of music enhancement of mood with a resultant effect on job performance.

The reactions of two respondents on music and mood are stated thus:

When I listen to background music while at work, my perception is enhanced towards my assignment because my mood is positively enhanced. I feel less aggressive and relaxed as I listened to the "soft" music.

Clerical Staff, Federal Secretariat, Ibadan

Note to high tempo music to brighten my mood. If not under stress, the relaxed mood is met with relaxed music. One thing is clear, any time I work on my computer, background music is always on.

Secretary, UL, Ibadan

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These reactions of respondents are supported by the findings of Lesiuk (2005) that the positive mood stimulated by listening to music is what is mainly responsible for improving the work performance of a person. Lesiuk further affirm that when an employee is stressed, the focus of attention is narrowed and tends to decide more hastily, as opposes to when the employee is in a positive mood and is able to consider more options and come up with creative solutions. ThatDairy.Com (2016) also confirms the finding of the study by establishing that a survey of businesses playing music in the workplace has 77% of staff morale increased and improved work atmosphere.

Furthermore, finding showed that workers use music to block surrounding noise and unwarranted thoughts so as to guarantee their being focused on the assigned job. There were claims that listening to music from sources such as one from ones laptop or at one's corner of the office is to block out external noise so as to take control of what the employee hear thereby leading to better motivation for doing the job at hand. The function of sound-blocking leading to improved focus is emphasized and confirmed by the findings of Haake (2006) that music most often accompanied routine tasks working alone, word processing, web-surfing and emailing improve concentration and block out unwanted noise. He further found that music at work can block the numerous distractions that are inherent in working and leading to improved focus at work. Armour (2006) in the study at New Jersey firm CIMI that 40 percent of clerical workers and 20 percent of managers listen to music for at least 20 percent of their day. This is because some workers feel the music helps them to block out distractions and increases their productivity which is a confirmation of the finding of this research. The reactions to the interview as reflected below are clear manifestation of music in blocking distractions:

Once I start playing my type of music while working, no distraction comes my way. The music put me in a better frame of mind. Events around me are not given priority attention again except the one I am doing.

Messenger attached to photocopying documents, UI, Ibadan

Q 4. What volume/pitch do you enjoy while listening to music while working?

The volume/pitch levels of the background music was not set using digitalised equipment or decibel measuring meter, however, using the volume percentage on lap tops and other musical instrument, this study classified volume thus:

Table 5: Level of pitch of music enjoyed while working

Type of pitch	Level of pitch/volume	Reactions
Loud/high	70 - 100%	22
Moderate	35 - 69%	96
Soft/low	< 35%	29
Total	-	147

The finding showed that most respondents either wanted low or moderate pitched music. The few that wanted the high pitched music are closely related to the young ones who

wanted the hip-up music as reflected in question one above. Also, majority of those who wanted the high pitched tone are messengers who are doing monotonous works and energetic duties. This is a confirmation of the outcome of respondents' reaction to question one above. However, majority of secretaries, stenographers, and executive officers prefer moderate pitched music.

This finding is in line with previous researches that moderate volumes of background music facilitate performance in activities that involve high levels of concentration and attention (Corhan & Gounord, 1976; Davies, Laney & Shackleton, 1973; Ferguson, Carbonneau & Chambliss (1994); Fontaine & Schwalm, 1979). This finding is further reflected in the oral interview where for instance, a messenger said thus:

I like high pitched music especially when I am producing large volume of papers on the photocopier. Music assist me not sleep off, nor do the wrong collation of papers.

Messenger, Federal Secretariat, Ibadan

The finding of the research was in line with the finding of besitek (2005) that where workers were feeling sluggish and in need of more energy, faster tempi music selections were helpful. Furthermore, the finding was corroborated by Brodsky, (2002); McElrea & Standing, (1992) who found that fast tempo music increased the performance speed of activities. Kallinen (2002) also lend credence to the finding outcome by establishing that fast tempo music improved reading performance compared to slow tempo music.

Implications for Industrial Social Work

Whether music at work increase or decrease workplace productivity depend on whether or not employers are allowed to choose their own music. Therefore, industrial social worker should ensure that employees' choice of music does not constitute a nuisance to coworker both on volume and type. It is then that the positive advantage of listening to music for better productivity will be achieved.

Industrial social worker should ensure that employees show check the type of musical instrument that are being used for playing music. Some music through phone or other appliances may make it impossible for employers to know it employees are using their device to take photos of sensitive or proprietary information. Employees should be made to know that some information if sold can decrease productivity of the entire business, and detrimental to both the employees and employers.

Industrial social worker should encourage the management to provide all the necessary equipment for music at work so as to reduce the possibility of employees using personal musical instrument take photos of sensitive or propriety information that can injure the wellbeing of the organisations and its employees.

Recommendation

The use of music while you work should be discussed with employees before implementation to win their loyalty and discuss as to what should be played in their offices to avoid distraction and conflict of interest among coworkers. Both rhythm and

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volume of music should be varied to take care of individual differences to enhance task performance.

Employers should use various musical tracks in the work premises so as to take care of differences in taste. This will give the chance for all employees to have choice of music track based on preference. Variation of music played at workplace based on situations or reasons should become policy issue. For example New Year season, Christmas season, Ramadan season, Easter etc. are seasons that should reflect the music played to enliven the spirit of employees for better performance.

Since some employees will listen to music through phones or other devices that can also take photos, employees/social workers must ensure that equipment for playing music do not take photos of sensitive or propriety information that can injure the wellbeing of the organisations and its employees.

Conclusion

The results of this study showed significant influence of listening to music on employees' performance at the workplaces; however there is need to subject the findings to quantitative statistical testing to establish the empirical truth of this effect. Also, it should be noted that a further research in this area is needed to distinguish the optimal background music stimulus to enhance human and task performance. The believe that listening to music while at work can decrease productivity as well as increase danger to the employee through prevention of hearing ringing phones, warning shouts or alarm bells has been proved to be not all true of every workplace as found out in this research. This study has found that productivity level or performance improved because employees commented that music created a lively atmosphere and motivated them to work and that allowing employees choose their own taste of music will enhance and increase their work performance while listening to music. It can therefore be summarily concluded that when employees are allowed to listen to assorted genre of music while at work, both the employees and their employers will greatly benefit from it.

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