

**THE EFFECTIVENESS OF MUSIC IN WORKPLACE  
RELATED TO JOB CHARACTERISTICS**



**A THEMATIC PAPER SUBMITTED IN PARTIAL  
FULFILLMENT OF THE REQUIREMENTS FOR  
THE DEGREE OF MASTER OF MANAGEMENT  
COLLEGE OF MANAGEMENT  
MAHIDOL UNIVERSITY  
2017**

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Thematic paper  
entitled  
**THE EFFECTIVENESS OF MUSIC IN WORKPLACE  
RELATED TO JOB CHARACTERISTICS**

was submitted to the College of Management, Mahidol University  
for the degree of Master of Management

on  
September 2, 2017



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## ACKNOWLEDGEMENTS

I would first like to thank my thematic paper advisor Nathasit Gedsri, Ph.D. Associate Professor of College of Management of Mahidol University. Prof. Nathasit was always open when I ran into a trouble spot or had a question, also he always gives a useful advised that I can use in my thematic paper and also in my daily life.

I would also like College of Management of Mahidol University and all of my professors for having me a meaningful and valuable knowledge, also like to thank the researchers who studied related to my topic, so that I can explore the valuable information for my topic.

This thematic paper could not be completed without a meaningful information of all respondents that participated in the survey and also participants who help to spread out the survey. The information from you can help organization to improve employee's relations. I would like to thank all of my friends who always support me along the way from the very first start.

Last but not least, I would like to thank my parents Mr.Poonnachai and Mrs.Nichanun Watcharintranont, for supporting me and be my motivation to achieve this goal.

Kantanut Watcharintranont

## **THE EFFECTIVENESS OF MUSIC IN WORKPLACE RELATED TO JOB CHARACTERISTICS**

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### **ABSTRACT**

This research will explore the effectiveness of Music in the workplace related to each job characteristics, and also define the type of emotion of employees from each department which effected from listening the music at workplace. This study can help organization to improve their level of job satisfaction among employees in the long term.

Moreover, this study defined the effective channel of music for office workers in organization and also mapping job functional unit to genre of music. This research was conducted by using quantitative approach for measure the number of employees from each department and their preference genre of music.

**KEY WORDS:** Music in Workplace/ Music in Office/ Employees Welfare/ Effectiveness of Music/ Organization Improvement

26 pages

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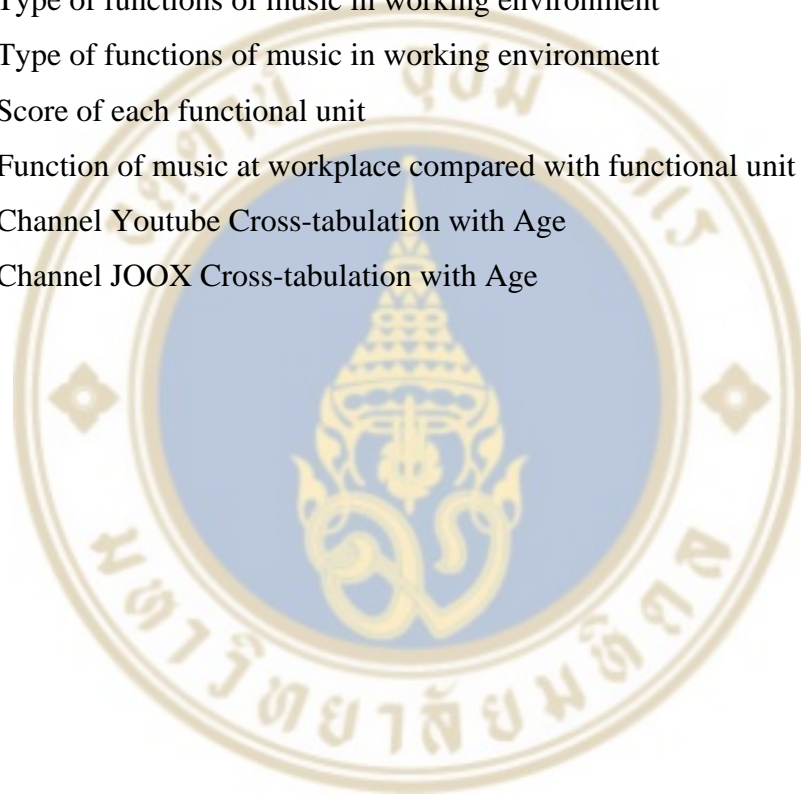
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# CHAPTER I

## INTRODUCTION

One of the key factor that influence the organization in every industry is employees. Employees run the important part in every organization and every businesses sector as a manpower, starting from the owner, management level, until officers and in consequence of that the level of job satisfaction among employees play the important part, especially it can beneficial the organization in a supportive way. Hence, there are some components that can improve level of job satisfaction among employees is employee's welfare, and it combining of mileage claims, incentive, cost of living allowance etc. According to this type of welfare, it considered as physical factors which can be increase the organization's costs. In contrast, there is another factor that organization can provide their employee which is emotional factors and it can be considered as environment in the workplace and that is what surrounding in the workplace such as location, people, facilities, and music. There are a lot of study about music therapy but in this case, will focused on music in workplace, as a tool to increase level of job satisfaction and reduce stress of employees.

### 1.1 Problem Statement

From the study of work-related stress, can related to illness (Donald et al., 2005; Perrewé et al., 2002; Smith, 2001). According to stressfulness and illness these two factors can affect the employee's emotion and job satisfaction. In consequence of that, the level of absenteeism and turnover can be increase.

## **1.2 Research scope**

The research method using quantitative research to explore the effects of music in the office, and the sample is the office workers; computer-based office. Furthermore, the study focused more on the highly stressful type of jobs. The research conducted in Bangkok, Thailand in July, 2017.

## **1.3 Research questionnaire**

The questions of the quantitative will focused on the function of music at work to explore the emotion of employees who listening to the music while working. According to the research scope, the sample must be the person who listening the music at workplace.

## **1.4 Aim**

The study aims to find the aspects of emotion of employees whether it's a benefit or distractive. Another angle that the study aims to is to define the small detail of information about the function of the music. Which kinds of music that can beneficial or distractive related to type of employees and their job functions. Furthermore, the results of the study concerned about employees and increase the level of job satisfaction and reduce turnover.

## **CHAPTER II**

### **LITERATURE REVIEW**

Many of researches and studies about the effects of music both psychological and physiological. From the topic researcher, curious about the stress in the workplace and from that it can lead to the employees turnover and health, by that problems the ways to solve it and costless is to improve employee's welfare and working environments is a part of it. There are theories that related to this area of study that researcher can collect and combined and create the hypothesis for research.

#### **2.1 Stress in workplace causing the turnover**

Many research and survey studies have been conducted studying employee's stresses in an organization and its effects. The comparison of employee's stress level and turnover of male and female in accounting field shown that female accountants have more stress than male. In addition, the outcomes of the research shown that stress can influence with high level turnover among employees (Collins, 1993). Apart from the Collins's studied, there are several studies that supports this hypothesis about stress in workplace, Jimmieson et al., (2004); Fogarty, (1996). What the matters here is 40 percent of turnover in America caused by stress, a study conducted by the American Institute on Stress (2005). Furthermore, one of research studied reveals that the impact of job stress on the organizational commitment can decreases the sense of belonging when the stress level rises.

#### **2.2 Effects of stress among employees**

The main factor which can impact the organization indirectly caused by the stress in workplace is productivity. Several research studies found that stress can affects the employee productivity and performance which can impact to the organization indirectly

(Rahman and Zanzi, 1995; Fogarty, 1996). One of the interesting effect is that the stress in workplace can cause the accidents, the study of Moore, (2000) reveals that 60-70 percent of accidents at work came from the stress of employees. Moreover, the costs of the organization would be one of the concerned factor which affected from the stress of employees (National Institute for Occupational Safety and Health, 2002), They gathering the type of job which are the highly stressful and studied, and its shown that the effects of stress can affects the body and soul in term of health of the employees; they shown the lower level of confidence, lower level of motivation at workplace, higher job dissatisfaction, high intention to leave the job and in term of physical health, their blood pressure increase.

### **2.3 Music influenced people's behavior**

The individual-level of thoughts, feeling, and memory related to the role of music as several studies found the significant psychological effects on individual behavior (e.g. Houston & Haddock, 2007; Krumhansl, 2002; Weiss et al., 2012). To deal with stress, the use of music is one way of dealing. "Music therapy" is created to synthesize the use of music in many dimensions to make people deal with their emotions (Gold et al., 2009). Moreover, the particular aspects of music used for sick people in a hospital (Devlin & Arneill, 2003) or for customer in a waiting line to relieve their stress (Niven, 2015). In term of marketing, the music is one of the tools that marketers use for increase the brand recognition as a "jingles" (Yalch, 1991).

### **2.4 Music in workplace**

In term of cooperative behavior, happy music can influence the employee's behavior by improving the cooperation among the workers (Korczyński's, 2011, p.91) and this can beneficial use in the collectivism of organization culture. Meanwhile, another research study about music shown that the functions of music that affects employee's emotion are "Improves your mood", "Helps you relax" and "Makes you happier" (Anneli Beronius Haake, 2006). Likewise, the interesting in this research are most of respondents exposed that they believe the music can improve their mood and increase their relaxation

and from this related to the improvement of well-being and work performance (Anneli Beronius Haake, 2006).

## 2.5 Music therapy

According to the several studies about music therapy, there are interesting in treatmenting; (Kathi J Kemper, 2005) shown that 57% of surveyed of patients reported that participation in the program helped them to relaxed and improve their affect. Staff members reported that the music can affects the patient in term of satisfaction, stress reduction, anxiety reduction. In addition, the studies about music in patients shown that the benefits of music can directly affect in term of physiological, psychological, and socioemotional; Apart from direct affection, music may also affect patients indirectly to patient's caregiver attitudes and behaviors (Kathi J Kemper, 2005).

## 2.6 Related Researches

**Table 2.1 Related Researches**

| No. | Author                | Title   | Research Question  | Result  | Methodology  |
|-----|-----------------------|---|--|---|--------------|
| 1   | Anneli Beronius Haake | Music listening practices in workplace settings in the UK: an exploratory survey of office-based settings | Functions of music listening at work (Likert scale 1-5: 1 = strongly disagree to 5 = strongly agree) | 1. Improves your mood = 4.4<br>2. Help your relax = 4.3<br>3. Make you happier = 4.1  | Quantitative |
| 2   | Anneli Beronius Haake | Music listening practices in workplace settings in the UK: an exploratory survey of office-based settings | 'what functions do you believe it has for you')  | "They saying that they feel that rock music helps express our anger when They have been messed around by clients." (Wh11, Recruitment Consultant Manager) | Qualitative  |



## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Methods of Research Used**

The method of this survey it has been conducted and spread out by using online survey. Furthermore, the respondents that has been collected from personal contact in variety of job function and using a snow-balling technique to spread out the survey. The total respondents are 336 consisted of 170 males and 166 females. For the age range, we divided age range into 5 range which are Less than 20 years. 20-30 years. 31-40 years. 41-60 years. More than 60 years, and the output found that there are no respondents in the first and the last group of age range. The total of job function that have been categorized are 13 functional units which show in table 3.1 which are the main job function that have the most coverage of the respondents and also include the others to let the respondents answer the exactly their job functional unit; and most of respondents are in the finance, marketing, and creative. For the range of position level have been categorized into 3 level of positions which are Staff Level, Senior/ Middle Management, Upper to Top Management Level., and the result shown that the respondents mostly are in the staff level and senior to middle management level. Furthermore, the categories of music genre there are 11 genre which are Classical, Rock, Metal, Pop, Indie, Dance, Easy listening and acoustic, Jazz, Funk, EDM Electronic Dance Music, Classic, and included others genre to specific answers. In addition, from all of the respondents the results shown that there are top 3 genre of music that suit for office workers, which are Pop, Rock, and Easy listening and acoustic. On the other hand, the effect of music to person emotions, researcher categorized by adapting the question based on the existing studied of (Anneli Beronius Haake, 2006) show in table 3.2 The last part that researcher intended to measure is the channel of music that respondents listen to which show in the table 3.3, from this question can help researcher explore more about the source of music and also the trend nowadays.

**Table 3.1 Job functional unit**

| <b>Functional Unit</b>                        |  |
|---|--|
| Accounting Department – accounting & treasury |  |
| Finance Department                            |  |
| Marketing Department                          |  |
| Sales Department                              |  |
| Creative - Design, Creative                   |  |
| Purchasing Department                         |  |
| Import/Export Department                      |  |
| Logistic / Supply Chain Department            |  |
| Human Resource Department                     |  |
| IT Department                                 |  |
| Customer Service Department                   |  |
| Secretary's Office                            |  |
| Production Department - Developer             |  |
| Others please specify .....                   |  |

**Table 3.2 Type of functions of music in working environment**

| <b>Function of Music at work</b> | <b>Scale from 1-4</b>   |                       |                          |                        |
|----------------------------------|-------------------------|-----------------------|--------------------------|------------------------|
|                                  | <b>1<br/>Not at all</b> | <b>2<br/>A little</b> | <b>3<br/>Quite a lot</b> | <b>4<br/>Extremely</b> |
| 1. Improving mood                |                         |                       |                          |                        |
| 2. Helps you relax               |                         |                       |                          |                        |
| 3. Makes you happier             |                         |                       |                          |                        |
| 4. Make you less bored           |                         |                       |                          |                        |
| 5. Create good atmosphere        |                         |                       |                          |                        |
| 6. Improve your concentration    |                         |                       |                          |                        |
| 7. Block surrounding noises      |                         |                       |                          |                        |
| 8. Inspire you                   |                         |                       |                          |                        |
| 9. More creativity               |                         |                       |                          |                        |



**Table 3.2 Type of functions of music in working environment (cont.)**

| Function of Music at work            | Scale from 1-4  |               |                  |                |
|--------------------------------------|-----------------|---------------|------------------|----------------|
|                                      | 1<br>Not at all | 2<br>A little | 3<br>Quite a lot | 4<br>Extremely |
| 10. Distract from unnecessary though |                 |               |                  |                |
| 11. Feel less tired                  |                 |               |                  |                |
| 12. Helps you see other dimensions   |                 |               |                  |                |
| 13. Speed up your works              |                 |               |                  |                |

**Table 3.3 Type of functions of music in working environment**

| Select Music Channel that you are listen to (Can select more than one choice) |  |
|---|--|
| Youtube   |  |
| JOOX Application  |  |
| SPOTIFY Application   |  |
| DEEZER Application  |  |
| Apple Music Application   |  |
| Fungjai Application   |  |
| Online Radio Station  |  |
| Offline Radio Station   |  |
| Own library PC (MP3)  |  |
| Own library Mobile (MP3)  |  |
| CD  |  |
| Tape cassette   |  |
| Other - (Please specify.....)   |  |

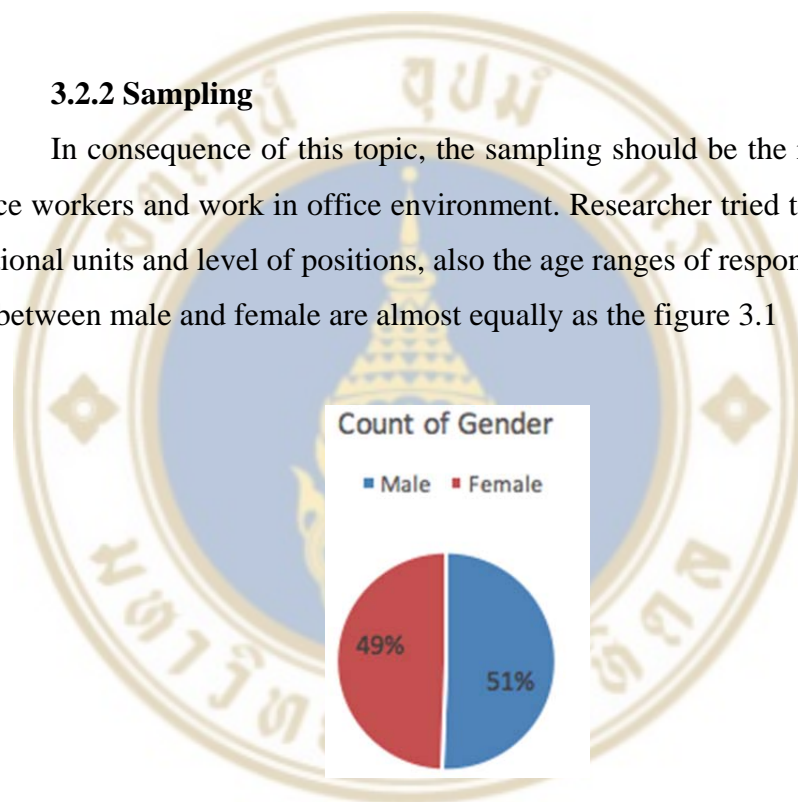
## 3.2 Data Collection Methodology

### 3.2.1 The Population

In accordance with quantitative research, the survey intended to conduct the research to compare and map the job functional unit with genre of music. Furthermore, the population of the survey is come from online survey. The target is 400 respondents which are office workers but for the total respondents that have been collected are 336 from 400 after screened.

### 3.2.2 Sampling

In consequence of this topic, the sampling should be the respondents who are office workers and work in office environment. Researcher tried to cover all range of functional units and level of positions, also the age ranges of respondents. Lastly the gender between male and female are almost equally as the figure 3.1



**Figure 2.1** Count of Gender

### 3.2.3 Data Collection

The methods that researcher use is online survey and by that consequences the way of spread out the survey to the respondents is by personal contact in variety of profession and used the snow-balling technique to target the potential respondents directly.

### **3.3 Research Instruments**

#### **3.3.1 Part I: General Information**

Hence, the first part of questionnaire is filtering question “Do you listen the music at work?”. Apart from filtering question, the study aim to discover what devices that respondents use for listen the music to explore the behavior of employees whether their listen with an earphones individually or speakers with a group of people.

#### **3.3.2 Part II: Explore the Effectiveness of Music in Workplace Related to Job Characteristics**

The second part are the questions that can discover the respondents emotion while listening to the music, and the main function are Improving mood, Helps you relax, Makes you happier, Make you less bored, Create good atmosphere, Improve your concentration, Block surrounding noises, Inspire you, More creativity, Distract from unnecessary though, Feel less tired, Helps you see other dimensions, Speed up your works. From all of these functions, it's define the type of functions of music at work of respondents in rating score. Furthermore, in this part researcher intended to collect the genre of music to compare and map the job function and genre of music. In addition, the question in this part is about the genre of music so in the questions researcher provided the example for the genre to let the respondents try to listen the music for clearer answer.

#### **3.3.3 Part III: Personal Information**

The last part intended to collect the personal information in term of job function and position level along with the age, gender. According to the information in this part that we collected, we can analyze the data compared to data from part II.

## **CHAPTER IV**

### **RESEARCH FINDING**

In analyzing process, the first result that researcher intended to explore is the genre of music that suit with job functions. For the categories of music genre there are 11 genre of music that have been categorized and use in the questionnaire and by using cross tabulation to compare the number of respondents in each type of job functions.

#### **4.1 Finding 1: Genre of Music That Respondents Answered The Most**

From the analysis of the studies shown that the important here is that the results shown the top 3 genre of music that respondents answer the most are Pop Music = 257 as shown in figure 4.1, Easy Listening and acoustic Music = 238 as shown in figure 4.2, and Rock Music = 132 as shown in figure 4.3. Moreover, for each type of music genre the results shown the interesting point of the score of functional unit as shown in table 4.4, as the consequence of that Creative and design department, Marketing department, and IT department are the functional unit that listening various kind of music and also be the functional unit that listened the music the most. In conclusion, the preferred music for office worker are Pop Music, followed by Easy Listening and acoustic, and Rock Music.

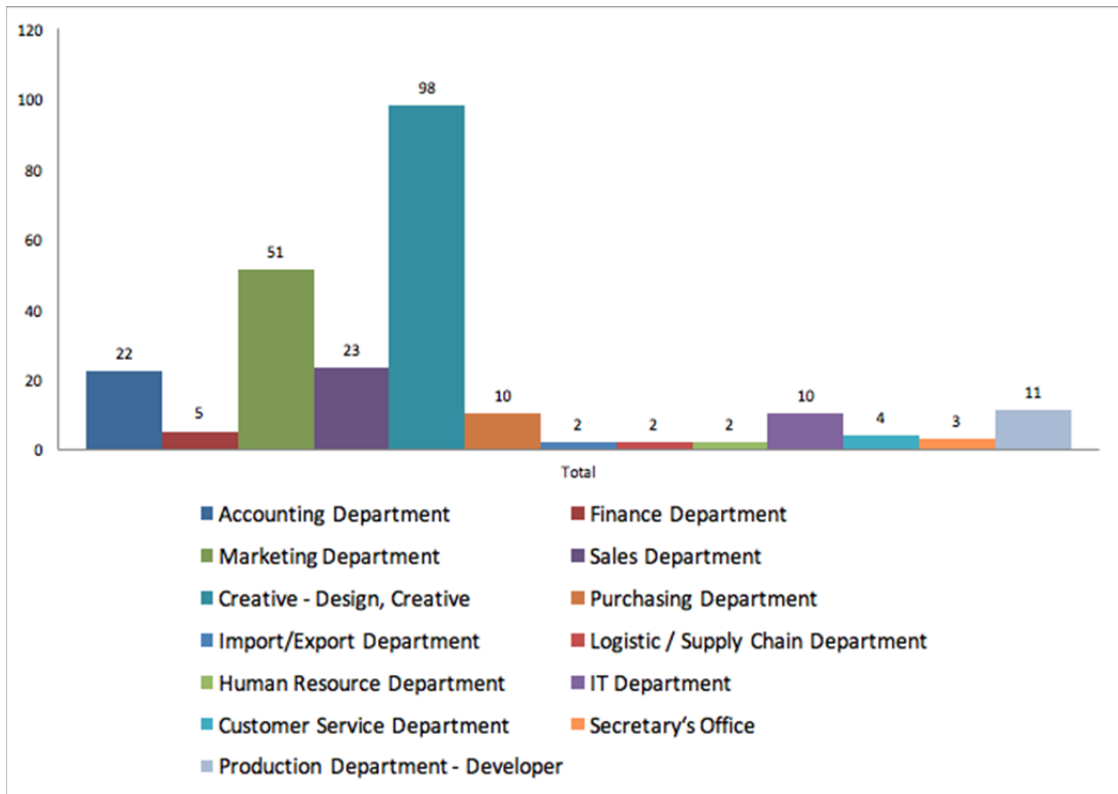


Figure 4.1 Preferred of Pop Music

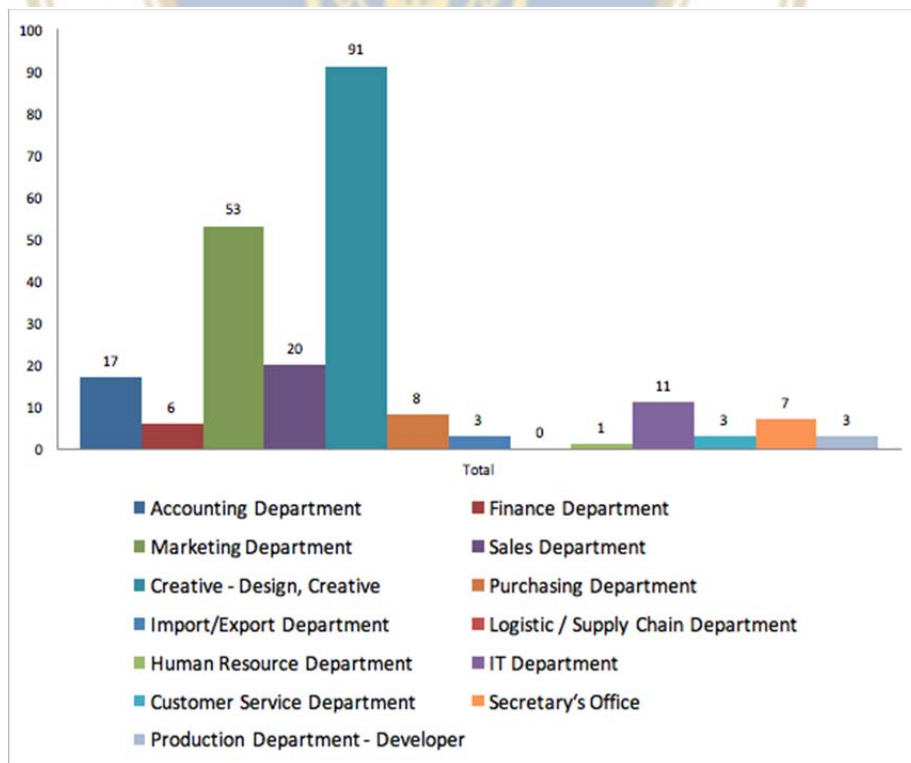
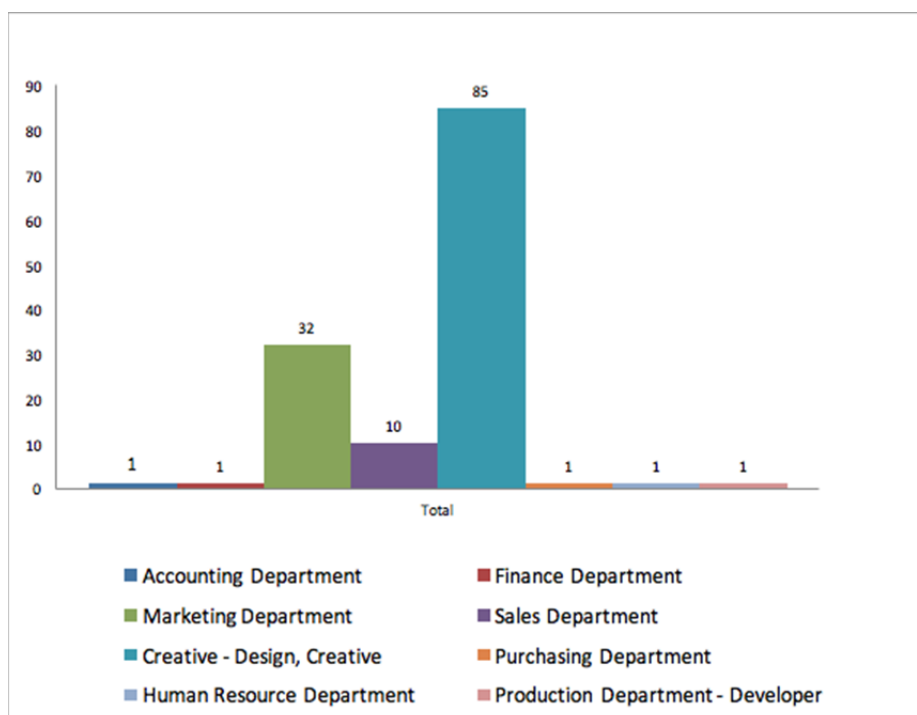


Figure 4.2 Preferred of Easy Listening Music



**Figure 4.3 Preferred of Rock Music**

**Table 4.1 Score of each functional unit**

| Genre                             | Functional Unit     | Score |
|-----------------------------------|---------------------|-------|
| Classical Music                   | IT                  | 8     |
| Rock Music                        | Creative and Design | 85    |
| Metal Music                       | IT                  | 8     |
| Pop Music                         | Creative and Design | 98    |
| Indie Music                       | Marketing           | 12    |
| Dance Music                       | Accounting          | 11    |
| Easy listening and acoustic Music | Creative and Design | 91    |
| Jazz Music                        | Marketing           | 11    |
| Funk Music                        | Creative and Design | 9     |
| EDM Electronic Dance Music        | Marketing           | 12    |
| Country Music                     | Marketing           | 3     |
|                                   | IT                  | 3     |
|                                   | Secretary's Office  | 3     |



## 4.2 Finding 2: Job Functional Unit That Have High Impact from Listening to Music

In consequent of the data that have been collected, researcher found that there is some interesting point of function of music at workplace for each functional unit. In addition, there are some differences for each functional unit as shown in the table 4.2. Likewise, the point that researcher focused on are the emotion that have the mean score from 3 and above. In the angle of the highest mean Creative Department have the highest mean of 3.68 on Improving mood function, followed by Sale Department = 3.43 on Create good atmosphere and the last one is Marketing Department = 3.42 on Improving mood function, the consequence of the mean, these 3-functional unit have the most effects to their emotion from listening the music at workplace. On the other hand, there are some department that have more than one dimension of function of music at workplace which are Accounting department, consisted of “Help you relax”, and “Block surrounding noises” and Logistic Department consisted the function of “Make you feel happier”, “Make you feel less bored” and “Improve your concentration” but apart from the various of function of music if look at the mean score it can implied that it’s not significant number in accounting and logistic department. In conclusion, the point that researcher found the significant score are the top 3 functional unit.

**Table 4.2 Function of music at workplace compared with functional unit**

| Functional Unit              | Function of Music at workplace | Mean |
|------------------------------|--------------------------------|------|
| Accounting Department        | Help you relax                 | 3.3  |
|                              | Block surrounding noises       | 3.3  |
| Finance Department           | Block surrounding noises       | 3    |
| Marketing Department         | Improving mood                 | 3.42 |
| Sale Department              | Create good atmosphere         | 3.43 |
| Creative Department          | Improving mood                 | 3.68 |
| Purchasing Department        | Create good atmosphere         | 3.33 |
| Import and Export Department | Block surrounding noises       | 3    |



**Table 4.2 Function of music at workplace compared with functional unit (cont.)**

| Functional Unit             | Function of Music at workplace | Mean |
|-----------------------------|--------------------------------|------|
| Logistic Department         | Make you feel happier          | 3    |
|                             | Make you feel less bored       | 3    |
|                             | Improve your concentration     | 3    |
| HR Department               | Improve your concentration     | 2.67 |
| IT Department               | Create good atmosphere         | 3.17 |
| Customer Service Department | Make you feel less bored       | 3.6  |
| Secretary's Office          | Block surrounding noises       | 3.43 |
| Production Department       | Improving mood                 | 3.25 |

### 4.3 Finding 3: Channel of Music That Each Age Ranges Listened to

Another data that have been collected are age ranges and the channel of music that the respondents listen from, researcher found some interesting point here hence, to explore more about the age ranges and generation compare with the tools that respondents use so cross tabulation is one way to analyze and figured out. Therefore, the results shown as the researcher predicted and hypothesis. The channel that all of respondents listened the most are “Youtube” and “JOOX Music Application” as the table 4.3 and 4.4. In addition, if look at the details its will show in dept of information related to age ranges, for example the group of age between 20-30 has the highest number in Youtube and JOOX Music Application channel hence, that can implied Youtube and JOOX Music Application are new platform of listening and match with the group of younger age. In conclusion, in other channels there is no significant numbers like both 2 channel mentioned above but the information that have been collected can be uses as a decision making tools to select the channel to match with the age ranges.

**Table 4.3 Channel Youtube Cross-tabulation with Age**

| Channel_Youtube * Age Crosstabulation |        |             |             |             |       |
|---------------------------------------|--------|-------------|-------------|-------------|-------|
| Count                                 |        | Age         |             |             | Total |
|                                       |        | 20-30 years | 31-40 years | 41-60 years |       |
| Channel_Youtube                       | Prefer | 178         | 77          | 45          | 300   |
| Total                                 |        | 178         | 77          | 45          | 300   |

**Table 4.4 Channel JOOX Cross-tabulation with Age**

| Channel_JOOX Application * Age Crosstabulation |        |             |             |             |       |
|--|--------|-------------|-------------|-------------|-------|
| Count  |        | Age         |             |             | Total |
|  |        | 20-30 years | 31-40 years | 41-60 years |       |
| Channel_JOOX Application                       | Prefer | 154         | 61          | 44          | 259   |
| Total  |        | 154         | 61          | 44          | 259   |

#### 4.4 Finding 4: Genre of Music related to Job Characteristics

For these finding, researcher intended to explore the type of music related to job characteristics. From the survey questionnaire researcher allow the respondents of each job functional unit to answer their favorite type of music and the result shown that from total 13 job functional unit, 8 unit answered “Pop Music” the most and follow by “Easy Listening and Acoustic Music” 4 units answered. What matter here is that only one functional unit answered Classical Music which is Secretary’s Office. According to the limitation to quota the sample size for each functional unit to be equal so the result will not that exactly accurate.

## **CHAPTER V**

### **DISCUSSION AND RECOMMENDATION**

The purpose of this paper is to explore the function of music at workplace which have an effect from each type of music. In addition, the study aims to mapping the job characteristics with the genre of music to see whether listening the music in the workplace is effectiveness in what ways of each functional units. Moreover, the study explores overall areas of office worker in Thailand and divided by their job functions, genre of music, also the channel that respondents listen to.

The results will be able to show the effectiveness of listening the music at workplace and also define the function of music that matched with each functional units of the respondents. However, the study also explored the genre of music that respondents of each functional unit prefer. To summary, the study can show the benefits of listening the music while working which organization can use this information to improve welfare of employees in term of working environment.

#### **5.1 Recommendation**

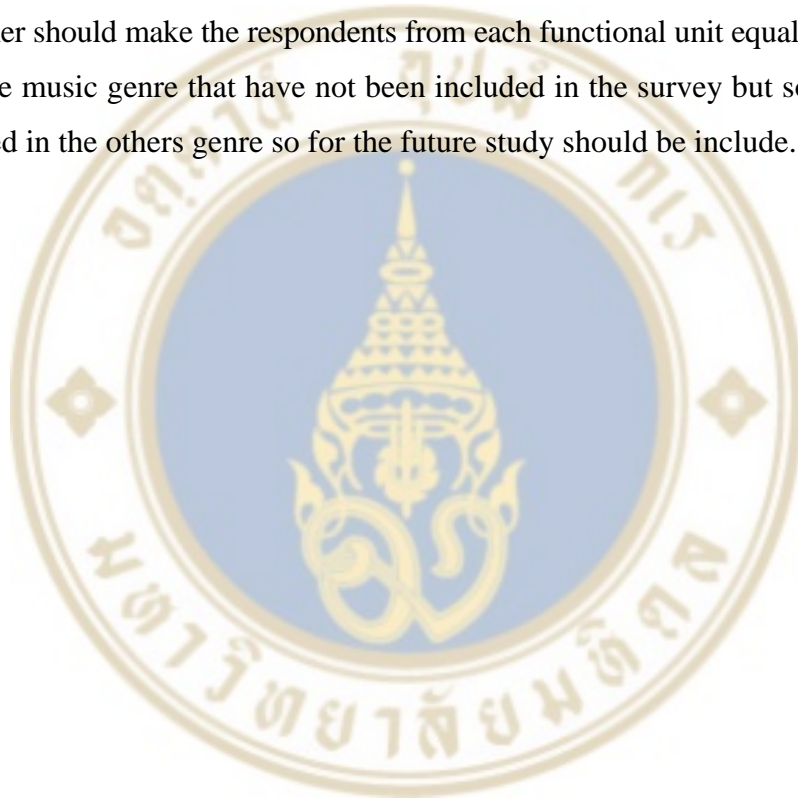
For the recommendation, several studied shown that the music is the factors that can influence person emotion. According to the purpose of this paper are aim to explore more about what aspects of emotion that music be influenced, along with the mapping music genre to job characteristics so there are the results from the finding part which can provides all of these information.

Firstly, the music that should open in the working environment for office workers are “Pop Music”, “Easy Listening and acoustic”, and “Rock Music”. In addition, the department that have high impact from listening to the music are “Creative Department”, Marketing Department, and Sale Department so that organization should focus on these units first in order to do experiment or gain the maximum outcome.

Second, from the analysis shown that channel of music affect to age ranges, hence, selecting the suitable channel for each specific age group should be considered as a criteria.

## 5.2 Limitation

There are several limitations that researcher met. Firstly, the quota of the sampling for each functional unit is not equal so in order to analyze the data precisely researcher should make the respondents from each functional unit equally. Second, there are some music genre that have not been included in the survey but some respondents answered in the others genre so for the future study should be include.



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## Appendix A: Questionnaire Survey

### The Effectiveness of Music in Workplace Related to Job Characteristics

Dear Sir/Madam

This set of questionnaire has been developed by College Management of Mahidol students to use for thematic paper. The purpose of collecting data is to be able to analyze the function of music at workplace and type of music that suite with each job types. It will take about 5-10 minutes to finish. Please be assured that your response is strictly confidential and only aggregate results will be reported and used for educational purposes only. Please complete all question truthfully by mark “✓” in the or space given below the following questions. Thank you for your participation.

There are 3 parts including in this set;

Part 1: General Information

Part 2: Explore the Effectiveness of Music in Workplace Related to Job Characteristics

Part 3: Personal Information

#### Part 1: General Information

**1. Do you mainly work in office environment?**

- Yes  
 No

**2. What is your current position title?**

.....

**3. Do you mainly work in ? (Select One)**

- In a private room  
 In a shared room  
 In an open office environment  
 Other (please specify).....

**4. How stressful of your jobs (Select One)?**

- Not stressful at all
- Mildly stressful
- Very stressful
- Extremely stressful

**5. Do you ever listen to music while working? (If yes continue Part2)**

- Yes
- No

**Part 2: Explore the Effectiveness of Music in Workplace Related to Job Characteristics**

**Table: 1 Type of functions of music in working environment**

| Function of Music at work            | Scale from 1-4  |               |                  |                |
|--------------------------------------|-----------------|---------------|------------------|----------------|
|                                      | 1<br>Not at all | 2<br>A little | 3<br>Quite a lot | 4<br>Extremely |
| 1. Improving mood                    |                 |               |                  |                |
| 2. Helps you relax                   |                 |               |                  |                |
| 3. Makes you happier                 |                 |               |                  |                |
| 4. Make you less bored               |                 |               |                  |                |
| 5. Create good atmosphere            |                 |               |                  |                |
| 6. Improve your concentration        |                 |               |                  |                |
| 7. Block surrounding noises          |                 |               |                  |                |
| 8. Inspire you                       |                 |               |                  |                |
| 9. More creativity                   |                 |               |                  |                |
| 10. Distract from unnecessary though |                 |               |                  |                |
| 11. Feel less tired                  |                 |               |                  |                |
| 12. Helps you see other dimensions   |                 |               |                  |                |
| 13. Speed up your works              |                 |               |                  |                |

**Table 2: Type of Music**

**What is Your Preferred Music Type in Workplace (Can select more than one choice)**

- Classical** - <https://www.youtube.com/watch?v=EkFs7FcXma4>
- Rock** - <https://www.youtube.com/watch?v=WQRrVxe11DA>
- Metal** - <https://www.youtube.com/watch?v=8BXTUuQ4F0Y>
- Pop** - <https://www.youtube.com/watch?v=cZi8wnXmGg4>
- Indie** - <https://www.youtube.com/watch?v=vqN9ATyux7w>
- Dance** - <https://www.youtube.com/watch?v=CKIHYSuDMxo>
- Easy Listening, Acoustic** - <https://www.youtube.com/watch?v=J0nCbmY1ivc>
- Jazz** - <https://www.youtube.com/watch?v=o26qoCYLdS8>
- Funk** - <https://www.youtube.com/watch?v=qpgch9dhliY>
- EDM Electronic Dance Music** -  
[https://www.youtube.com/watch?v=7d8w8\\_Kz8\\_A](https://www.youtube.com/watch?v=7d8w8_Kz8_A)
- Country Music** - <https://www.youtube.com/watch?v=48mEFG70ktQ>
- Others** - (Please specify.....)

**Table 3: Channel of Music**

**Select Music Channel that you are listen to (Can select more than one choice)**

- Youtube
- JOOX Application
- SPOTIFY Application
- DEEZER Application
- Apple Music Application
- Fungjai Application
- Online Radio Station
- Offline Radio Station
- Own library PC (MP3)
- Own library Mobile (MP3)
- CD
- Tape cassette
- Other - (Please specify.....)

### Part 3: Personal Information

#### 1. Gender

- Male
- Female

#### 2. Age

- Less than 20 years
- 20-30 years
- 31-40 years
- 41-60 years
- More than 60 years

#### 3. Position Level

- Staff Level
- Senior/ Middle Management
- Upper to Top Management Level

#### 4. Functional Unit

Accounting Department – accounting & treasury

Finance Department

Marketing Department

Sales Department

Creative - Design, Creative

Purchasing Department

Import/Export Department

Logistic / Supply Chain Department

Human Resource Department

IT Department

Customer Service Department

Secretary's Office

Production Department - Developer

Others please specify .....