

Interpretations and Effect of Music on Consumers' Emotion

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Abstract:

In this study, we examined the actual meaning of the song to see exactly how music affects an individual's emotion in relation to shopper's behavior in a shopping environment. Past research has proven that the tempo of a song plays an important role in a person's emotion (Webster & Weir, 2005).

A 2x2 factorial ANOVA was used to measure the change in mood based on tempo and meaning of a song

of 102 undergraduate students. Results revealed a significant interaction between tempo and emotion of the song selection on an individual's emotion rating, $F(2,406)=4.84$, $p<0.01$; confirm that music does have an effect on individual's emotions.