

Not just another Pint! The Role of Emotion Induced by Music on the Consumer's Tasting Experience

Felipe Reinoso-Carvalho^{1,2,*}, Silvana Dakduk¹, Johan Wagemans² and Charles Spence³

¹ Universidad de los Andes, School of Management, Universidad de los Andes, Calle 21 # 1-20, Edificio SD, Room SD-940, Bogotá, Colombia

² KU Leuven, Brain and Cognition, University of Leuven (KU Leuven), Tiensestraat 102 - box 3711, Leuven B-3000, Belgium

³ University of Oxford, Crossmodal Research Laboratory, University of Oxford, Anna Watts Building, Oxford, OX2 6GG, UK

Received 5 December 2018; accepted 27 February 2019

Abstract

We introduce a novel methodology to assess the influence of the emotion induced by listening to music on the consumer's multisensory tasting experience. These crossmodal effects were analyzed when two contrasting music tracks (positive vs negative emotion) were presented to consumers while tasting beer. The results suggest that the emotional reactions triggered by the music influenced specific aspects of the multisensory tasting experience. Participants liked the beer more, and rated it as tasting sweeter, when listening to music associated with positive emotion. The same beer was rated as more bitter, with higher alcohol content, and as having more body, when the participants listened to music associated with negative emotion. Moreover, participants were willing to pay 7–8% more for the beer that was tasted while they listened to positive music. This novel methodology was subsequently replicated with two different styles of beer. These results are discussed along with practical implications concerning the way in which music can add significant value to how a consumer responds to a brand.

Keywords

Beer, flavor, music, crossmodal correspondences, sensory marketing, multisensory

* To whom correspondence should be addressed. E-mail: f.reinosoc@uniandes.edu.co / f.sound@gmail.com

Supplementary Material