

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

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## **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

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## **Supplementary Material**