

Abstract

The present study has questioned the effectiveness of music as a marketing tool and has further investigated the circumstances that are essential for successful mood induction by music. One hundred and eighty young adults have been invited to finish an online questionnaire. The respondents were instructed to fill in the extraversion measure of the NEO personality test and were required to report their emotional states by answering the Mehrabian-Russell PAD scale after reading a scenario of either a music condition or a no-music condition. Respondents of the no-music condition showed significant higher PAD scores, which implied that they were happier when no music was played in the store. Moreover, Extraverts were found to be significantly lower in arousal scores over the two conditions. An interaction pattern was also observed that extraverts reacted more drastically than introverts in terms of dominance scores when in-store music was played. However, no gender difference was observed in the PAD measures. The results suggested a moderating role of the environmental irritants that exist within the music-playing context.