

Free Access  
to all SAGE Journals until April 30, 2009

Register

Quick Search

Home

Advanced Search

Browse

Search History

My Marked Citations (0)

My Tools

[Sign In](#) to gain access to subscriptions and/or personal tools.

## Psychology of Music

Quick Search this Journal

Go

[Advanced Search](#)

Journal Navigation

Journal Home

Subscriptions

Archive

Contact Us

Table of Contents

Free Access  
to all SAGE Journals  
until April 30, 2009

Register

Submit an article  
to this journal >>

[Sign In](#) to gain access to  
subscriptions and/or personal  
tools.

Psychology of Music, Vol. 31, No. 1, 93-112 (2003)  
DOI: 10.1177/0305735603031001327

## The Effect of Music on Perceived Atmosphere and Purchase Intentions in a Restaurant

Stephanie Wilson

University of New South Wales, [stephaniewilson@unsw.edu.au](mailto:stephaniewilson@unsw.edu.au)

Extending research by North and Hargreaves (1998), this study investigated the effect of music on perceived atmosphere and purchase intentions in a restaurant. Four musical styles (jazz, popular, easy listening and classical) and no music were played in a restaurant over two consecutive weeks. Results indicated that different types of music had different effects on perceived atmosphere and the amount patrons were prepared to spend. Classical, jazz and popular music were associated with patrons being prepared to spend the most on their main meal. This value was found to be significantly lower in the absence of music and when easy listening was played. There was some evidence that the type of music also had an effect on the amount of money patrons actually spent in the restaurant. Overall, the study contributes to the development of a model that seeks to account for the relationship between music and consumer behaviour.

**Key Words:** consumer behaviour • listening • music psychology • perceived atmosphere • restaurant

 CiteULike  Connotea  Del.icio.us  Digg  Reddit  Technorati [What's this?](#)

### This Article

- ▶ [Full Text \(PDF\)](#)
- ▶ [References](#)
- ▶ [Alert me when this article is cited](#)
- ▶ [Alert me if a correction is posted](#)

### Services

- ▶ [Email this article to a friend](#)
- ▶ [Similar articles in this journal](#)
- ▶ [Alert me to new issues of the journal](#)
- ▶ [Add to Saved Citations](#)
- ▶ [Download to citation manager](#)
- ▶ [Request Permissions](#)
- ▶ [Request Reprints](#)
- ▶ [Add to My Marked Citations](#)







### Citing Articles

- ▶ [Citing Articles via HighWire](#)
- ▶ [Citing Articles via Google Scholar](#)
- ▶ [Citing Articles via Scopus](#)

### Google Scholar

- ▶ [Articles by Wilson, S.](#)
- ▶ [Search for Related Content](#)

### Social Bookmarking

      [What's this?](#)