

A Meta-Analysis of the Effects of Background Music on Customers of Tourism Services

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Abstract

Background music is the most studied atmospheric stimuli of service settings. However, this growing body of research has produced contradictory results that differ in terms of direction, strength and statistical significance. Previous attempts to synthesize this empirical evidence are narrative, have focused mainly on non-tourism settings, and/or have been limited to certain outcomes or aspects of music. The present meta-analysis of 55 studies and 228 effects aims to deal with these identified shortcomings. In particular, we contribute to the literature by quantitatively synthesizing available empirical evidence of the influence of five different musical aspects (presence, volume, tempo, congruence, and liking) on cognitive, affective and behavioral responses of tourism services customers. Hence, our findings offer tourism providers a better understanding of the impact of background music and help them in making better, evidence-based decisions about their muscscapes.

Keywords: *Background music; Tourism; Meta-analysis*

Track: Tourism Marketing