

Do we all believe in Christmas? How our beliefs affect the relationship between music
and retail environment perceptions

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ABSTRACT

Do we all believe in Christmas? How our beliefs affect the relationship between music and retail environment perceptions

Maude Bellenguez-Lavin

This thesis examines the effects of beliefs on our interpretation of music and how this affects the relationship between music and store and product evaluations. Retail atmospherics have become a very popular method to affect the behaviour of consumers in retail environments, mainly due to the ease and low cost associated in their use. But until now, marketing researchers have only studied different aspects of atmospherics, without concern with globalization and its possible impact on the general use of atmospherics.

Indeed, with the rise of globalization, a greater number of variables which are affected by culture are being identified. Of these variables, culture has been shown to have an effect on sound experience in psychology and anthropology as well as on ad recall and liking in advertising. Of particular interest to us is how one particular component of culture, belief, can affect one's perception of music and therefore have an impact on the use of music in retail stores. Although no marketing research has considered beliefs as having any value in affecting decisions, our study compares responses of participants based on musical environments and varying religious beliefs and shows that belief is a significant moderator of the effect of ambient sounds on consumers' responses in a retail environment.

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INTRODUCTION

The marketing literature has shown that creating a welcoming and pleasant environment is very important for retailers in many aspects and different methods to make the store conducive to shopping have been discovered. One particular method is of interest to us: ambient music –the diffusion of music within a retail location. Research on ambient music has existed for a long time, starting in the late 1980s early 1990s, and has explored its effect on numerous variables. Ambient music has been shown to increase choice likelihood of specific products (North, Hargreaves, and McKendrick, 1999), have an effect on patronage, perceived pleasure, and arousal (Garlin and Owen, 2006) and have an effect on perceived time spent in the store (Vida, Obadia and Kunz, 2007; Yalch and Spangenberg, 2000), as well as increased cognitive activity (Chebat, Chebat and Vaillant, 2001) or perceived merchandise value (Baker et al., 2002).

Unfortunately, no current research has been done on the effect of beliefs on the use of ambient music—perhaps with exception of Thompson and Raine (1976). In their study of the segmentation of a furniture store, they were not able to demonstrate a significant effect of beliefs on consumer’s willingness to purchase and only that the “sign of the partial correlation coefficients were in the expected direction” (Thompson and Raine, 1976, 77) meaning that respondents having identified to no religious beliefs were less likely to purchase than those in the expected target market, middle range fundamentalist Protestants.

Times have changed since 1976 and with the development of international markets and globalization, are retailers able to maintain a uniform environment when using ambient music or must they adapt the environment to the different countries and

beliefs? Is standardization (Laroche et al., 2001) in terms of ambient atmospherics the key to success or is it impossible in our world as it is today? Indeed, it is well known that behaviour is different across cultures and that what may be found appealing in one country may be interpreted in a completely different manner in another country. Much adaptation in the retail environment has been done to accommodate differences in language and taste but none seem to have been done with respect to aural senses. Due to this lack of research, this paper draws on research in psychology, anthropology and advertising to examine the effects of beliefs on the music and store/product evaluation relationship and apply it to retail marketing.

We first look at the different studies on ambient music illustrating the importance of this variable in marketing. Second, we look at psychology, anthropology and advertising studies which consider culture as an independent variable in their research and explain the different effects found to exist in order to explain why we consider beliefs should be included as a moderator of ambient music effects in retail environments. Next, we offer an overview of the proposed research and our findings. Finally, we discuss the limitations of the study and offer future research possibilities.

LITERATURE REVIEW

The Sense of Hearing

Sight, hearing, taste, smell, and touch: the five senses that the great majority of humans possess. Each of these has been studied by different fields but not to the same extent. Indeed, some have received greater attention than others. Hearing is one of the senses that has received most of the attention and it has always been considered a sense “par excellence” (Classen, 1999, p. 273). Sounds are all around us: conversations, the common noises found in cities, the sounds of nature, and music. We are a society that cherishes our sense of hearing, even trying to find aids as we age and lose some of our hearing functions. For these reasons, the sense of hearing has been widely studied in domains such as music education where brain activity was studied to see how we discriminate between pitch or which areas of the brain are activated depending on the sound stimulus (Hodges, 2009) and psychology where the different functions of hearing have been studied from simple interaction between people to the more medical applications such as hearing aids or operations (Plack, 2005). Sound is therefore one of the most important senses to humans.

Research on Ambient Sound in Marketing

Although the sense of hearing captures more than just music, music is one of the atmospheric cues that has captivated marketers the most, whether it initially be because of its ease of use, low cost, or for the wide range of consumer responses it has been

shown to affect. Indeed, marketing researchers have looked into the effects of music on our behaviour and have discovered that potential for retailers existed there.

A great amount of studies were conducted throughout the years and music was found to influence a large number of variables such as amount of time spent within a particular store (Smith and Curnow, 1966; Vida, Obadia and Kunz, 2007; Yalch and Spangenberg, 1988); pace of the clientele within the store (Milliman, 1982; 1986), as well as purchase patterns (Areni and Kim, 1993). Of great interest to marketers is how music type has been able to affect purchase.

Areni and Kim (1993) used classical music and Top Forty background music to influence the purchasing behaviour of customers in a wine store and had an increase in total sales value and in particular in sales of expensive wines when classical music was used compared to Top Forty music. North, Hargreaves and McKendrick (1999) were also able to influence the purchase behaviour of customers (priming effect) by varying the type of music played in the wine section of the store. French and German folk music was alternately played in the aisle and consumers were able to choose from eight wines (four from each country). After purchase, the consumers were asked questions to ascertain their reasons for purchase and it was demonstrated that there was a significant effect between the type of wine chosen and the type of music played, with music increasing the number of sales of its respective country of origin. The sense of hearing through the use of music therefore represents a powerful tool in marketing. Furthermore, the effects of music and more importantly the importance of congruency between the store products and atmospheric music were demonstrated by numerous researchers such as Vida, Obadia and Kunz (2007), Le Guellec et al. (2007) and Jacob et al. (2009). In their study of customers

in large high end supermarkets, Vida, Obadia and Kunz (2007) analysed the congruency between music and overall store image and its effect on different variables such as appraisal of items and personnel as well as time and money spent. The research methodology consisted of interviewers intercepting customers as they exited the stores and asking only those that “declared having paid attention to the background music in the store” (Vida, Obadia and Kunz, 2007, 475) to answer questions geared toward the chosen constructs: “music valence, appraisal of store offering, appraisal of sales personnel and music fit with the elements of store image” (Vida, Obadia and Kunz, 2007, 475). The study was able to support the fact that music valence positively influenced appraisal of store offering and sales personnel and indirectly affected time and money spent in the store.

Le Guellec et al. (2007) used a candy store to demonstrate that congruency between background music and store/products had an effect on time spent within the store but in this case there was no significant effect on expenditure by store patrons. In the study of a flower shop, Jacob et al. (2009) varied background music in order to measure consumer response depending on congruency (pretests had shown that romantic music was seen as congruent, pop music as incongruent) and no music for baseline. The researchers measured time spent within the store and amount of sales. It was found that when congruency existed, the amount of money spent was greater than in the non congruent or no music condition therefore confirming that congruency between the atmospheric and the store must exist to be favourable. There is no doubt therefore that music has an effect on consumers in retail environments and that for the effect to be favourable, congruency between the store, its products and the music atmospheric used

must exist. But can congruency be affected by different variables and as such could a focus on the congruency between music and the store or product miss important moderating variables?

The Need to Consider Beliefs in Retail Atmospheric Research

With almost one fifth of its population born outside of the country, Canada has reached its highest peak in ethnic diversity in seventy-five years (Statistics Canada, 2008). And with ethnic diversity comes differences in culture, as immigrants bring with them their homeland habits and customs. Culture will therefore become, more and more, an important factor to take into consideration in our daily lives and in research.

Culture can be defined in many ways, whether it be related to civilisation, symbolism, worldview or as a stabilizing mechanism (Wikipedia, 2007). For the purposes of this research, culture will be defined

“in its broadest sense, [...] as the whole of the distinctive, spiritual and material, intellectual and emotional features, which characterize a company or a social group. It includes, in addition to arts and the letters, the ways of life, the basic human rights, the systems of values, the traditions and the beliefs.” (UNESCO, 1982).

Differences in culture have not always been accepted as western societies have tried to “civilise” eastern and southern nations and make them adopt what they deemed to be a civilized culture. Thanks to globalization as well as increasing migration of the population, society has changed. We have learnt to adapt to the differences in culture, as we discovered other beliefs and social structures, whether it be through politics and the work environment with reasonable accommodations, in education with French and English School Boards in Québec, or even in the food service industry with vegetarian,

kosher and international menus. Each individual brings with him or her teachings received as youngsters, tastes, and beliefs. The field of management has recognized that differences in culture exist and has developed numerous cross-cultural adaptation studies and guides (Storti, 2001). Furthermore, different researchers have demonstrated that culture has an effect on variables such as emotional responses (Russell and Pratt, 1980), website design (Davis, Wang, and Lindridge, 2008) and shopping values (Chan and Tai, 2001; Michon and Chebat, 2004). Advertisers have taken into consideration culture in their research since 1985 and demonstrated that cultural values are not the same across countries and that therefore an adaptation of ads had to be done depending on the targeted country (Albers-Miller and Gelb, 1996; Cheng and Schweitzer, 1996). Later on, researchers also proved that culture can have an impact on congruity in ads (Shen and Chen, 2006). Unfortunately, most of this research was done at a time where the population mix in Canada in terms of religious beliefs had not changed much; but since 2001, Statistics Canada has observed and projected that the religious profile of Canada would be evolving with a decrease of 10% in Catholic religions in favour of non catholic religions and atheists (Statistics Canada, 2010), which does imply that although effects may not have been significant before, beliefs should be a variable studied to determine its effects on atmospherics now.

Taking all this literature in consideration, why has retail marketing research not acknowledged that differences in culture and more specifically in beliefs could also mean differences in music perceptions and therefore have an impact on the effectiveness of atmospheric cues—especially during the holiday season?

The effect of culture on the perception of sounds and music

In all cultures, sound is important, whether it be in our western societies or in tribal societies as far as in the Amazon; but our appreciation, our interpretation of sounds is not the same. Sounds in western societies do not have specific meanings in themselves, they are all around us and we do not even notice most of them. Sounds have become a sort of pollution to a certain extent in western societies, whereas in tribal cultures such as that of the Desana, each sound has its own meaning (Classen, 1999).

These perceptions of sounds can be attributed to our upbringing and our societies. Unfortunately not much research has been done on the effects of beliefs on music perceptions. Most research has been done by anthropologists interested in tribes that had greatly developed all human senses, giving a meaning to each sound, smell, feeling and colour. Steven Feld studied the Kaluli people in Papua New Guinea and discovered how their sense of hearing was used as a tool for “locational orientation” (Feld, 2005, 186) , but as well as a means to communicate feeling through songs, conversations and stories (Feld, 2005). Classen (1999) studied the Desana tribe and discovered the importance of hearing for this tribe that used different sounds as warnings, invitations and means of unification. Sounds were an essential part of the Desana education and behavioural system with each cornerstone of someone’s life being given a particular sound, such as the particular sounds made by boys with water which have a sexual connotation and therefore announce puberty (Classen, 1999). Although one can argue that the differences in societal behaviour between our western societies and tribal societies are too large to take into consideration these findings, one could argue that as long as differences have

been observed they must be considered. Another study of interest is that of Amnon Shiloah (1997) which researched the position of music in Islam. The study showed that although nothing was explicitly written in the Koran, music was not considered by all Muslims in the same manner. Indeed, depending on which hadith one adhered to, Islam either condemned the use of music portraying it as the influence of the devil and an instrument which made man deviate from religion or embraced music as a means to achieve a heightened state which enabled a greater understanding of God. With increased immigration in Canada and the projections from Statistics Canada which predict an increase in the proportion of individuals of Islamic belief from 2% in 2001 to 2.7% in 2006 and 6.8% in 2031 (Statistics Canada, 2010), it seems important to understand if and how our increased use of music in retail environments may affect some Islam believers in order to avoid any possible deterrence from shopping or even feelings of incomprehension.

Marketing research which has taken into consideration beliefs as a moderator of the music and product/store evaluation relationship.

Since 1996, advertisers have acknowledged the fact that culture is contained within music. Indeed, Albers-Miller and Gelb (1996) as well as Cheng and Schweitzer (1996) demonstrated in their studies the importance of respecting the products origin and category when associated cultural values in ads. Studies like these were replicated in many different countries such as Dominican Republic (Murray and Murray, 1996), China (Shen and Cheng, 2006) and showed that culture was a key element to consider in choice of music in advertisements outside of the United States.

In 2006, Shen and Chen had respondents watch a television programming which was interrupted by advertisements and then answer questions designed to examine recall and attitude towards the ads. The experimental ad was designed so that participants could be in one of two conditions: congruency between the product (shampoo) and the music used in the ad (original Vidal Sassoon music) or incongruency between the product and the music (traditional Chinese music “Unusual Woman”). The study demonstrated that although recall of the ad was greater when in the incongruency condition, so was the more negative attitude towards the ad. This effect was even shown to transpire onto the ad which followed. This study was therefore capable of demonstrating that the cultural aspect meaning of the music affected its congruency with the product and had a significant effect on attitude.

Studies in advertising have therefore already taken notice of the importance of culture in the consideration of music and how it can impact congruency. It is unfortunate that this trend has not been observed in retailing.

Marketing research which could have benefited from the inclusion of beliefs as a moderator

In this section of the paper, we will look at different studies which have been done by marketing researchers and identify some reasons why we believe they should have taken into account and tried to measure for beliefs in their perceptions of pleasantness of results. The first article which we examine was published by Spangenberg, Grohmann and Sprott (2004). This article investigates whether the interaction between two atmospheric cues (smell and sound) has a different effect than the use of each

atmospheric separately. Using a Christmas theme for the study, the authors used a 2x2 design to test the combined effects of Christmas music and scent. The findings confirmed that the use of incongruent atmospherics had no effect or led to lower evaluations of the store, environment and merchandise compared to congruent atmospherics which led to more favourable evaluations. The chosen sample was of one hundred thirty students which “were of North American birth and who [...] exchanged gifts during the Christmas holiday” (Spangenberg et al., 2005, 1585. The authors mention as a limitation to their study the fact that it was only related to the Christmas period and that it should be replicated at another time of the year. Our suggestion would be instead to replicate the same study without limiting the respondent population to those who exchange gifts and measure the beliefs of the respondents. Indeed, it is possible that people of a Christian belief chose not to exchange gifts because Christmas had another meaning for them (e.g., it may have been tainted with commercialism). In addition, the study was limited to a study population, which may have affected the results.

Other research which could have benefited from including beliefs as a variable are that of Milliman (1982) and Smith and Curnow (1966) which respectively looked at music in terms of tempo and loudness and how this affected time within the store. As demonstrated by Shiloah (1997), beliefs can have a direct effect on one’s appreciation of and tolerance to music and therefore respondents which spent less time within the store may have done it because of their religious beliefs and not because of the tempo or loudness of the music.

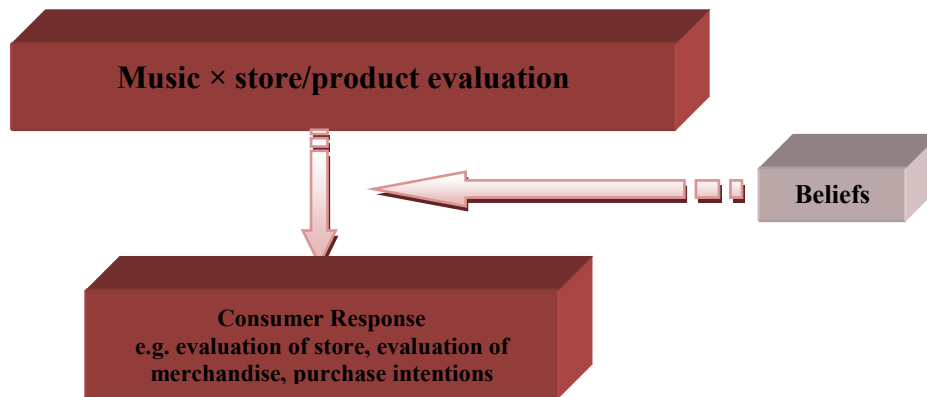
Having illustrated how beliefs can have a clear effect on the perception of music and that few research links this variable with perceptions of music, we believe that this

study shows how beliefs have an effect on perception of a retail environment and products offered therein when ambient music is used in a holiday context.

CONCEPTUAL FRAMEWORK AND HYPOTHESES

We have shown through our review of the literature, that music atmospherics has an effect on consumer responses such as store evaluation, evaluation of merchandise, or purchase intentions. As mentioned in the previous sections, we believe that beliefs should be added as a moderator of the music – store/product evaluation relationship, and therefore that the model under study should be as follows:

Figure 1: Proposed model including the moderating effect of beliefs



Under this framework we therefore predict that beliefs will have an effect on the proven relationship between ambient music and product/store evaluation and that it will lead to a different response among consumers from different beliefs in the context in which background music is associated with a holiday celebrated by only certain beliefs (Christmas). This effect will translate into increased store and product appreciation, increased willingness to purchase and increased recall, but only for consumers of Christian beliefs, for which the congruency between music and store/product is even greater during the Christmas holiday when retailers actively switch from their regular music to more Christmas related music such as carols.

This translates into 3 hypotheses:

Hypothesis 1: Belief will have a moderating effect on the music – store evaluation relationship, such that Christmas themed background music during the holiday season will have a positive effect (measured by positive store evaluation and greater intent to visit the store) on consumers with Christian beliefs only.

Hypothesis 2: Belief will have a moderating effect on the music – product evaluation relationship, such that Christmas themed background music during the holiday season will have a positive effect (measured by greater attractiveness and value as well as higher willingness to pay) on consumers with Christian beliefs only.

Hypothesis 3: Recognition of products seen in a retail environment will be greater when music and holiday themed displays are congruent with beliefs.

To test these hypotheses, we replicate part of the Spangenberg et al. (2005) study which tested a 2×2 factorial design during the Christmas period.

METHODOLOGY

In order to test our hypotheses, a 3 (music: no music, music associated to Christmas, music not associated to Christmas) × 2 (belief: Christian, non-Christian) between participants design was implemented. Music was experimentally manipulated, while belief was measured. This study focused on music association to Christmas not only because of its economic importance to retailing, but also because the study was conducted during the holiday season (November and December 2010 and January 2011). During the holiday shopping season, stores have many Christmas decorations and change their ambient music to reflect the Christmas season. The use of Christmas music is congruent with other cues in the store (e.g., colors, decorations, display of holiday themed or gift items). Participants in this study were from various cultural backgrounds and occupations (i.e., students and employees) to ensure a good mix of respondents and a better generalization of the study results compared to only having a student population. This also allowed seeing greater variation between people having lived all their life in Canada and those who were more (or less) recent immigrants.

Independent variables

Belief Variable

Culture was captured in our study through belief values such as “religion or philosophy” as well as societal values such as “cultural background” and “length of time having lived in Canada”, therefore respecting the definition from UNESCO which we have chosen to use in this study. The data analysis is more specifically based on self-reported beliefs.

Music Stimuli

As the literature had shown, congruency was important in obtaining a favourable effect with ambient music. Therefore, it was important to have the three conditions used in other research (i.e. congruent music and product/store environment, incongruent music and product/ store environment, and no music). In order to determine which music would be used in our experiment, we proceeded with a pre-test in which different Christmas carols as well as popular hits were used in order to find a music which was pleasant to all respondents and associated with Christmas by all respondents (M1) and one which was pleasant to all respondents but not associated with Christmas (M2).

Pretest Methods

Participants

Twelve participants (9 female and 3 male) between the ages of 19 and 26 ($M = 22.33$, $SD = 2.19$) were recruited from Concordia University. Of these participants, 10 were undergraduate students and 2 were full-time staff members. Participants were recruited on a voluntary basis and received \$5 for their participation. Informed consent was obtained from all participants.

Pretest Stimuli

A playlist of twelve songs was created using six Christmas carols and six songs containing no link to Christmas or the end of year season. The artists chosen for the different songs were not currently exposed in the media and no songs currently in the top

100s were retained in order to alleviate any effect which could come from participants having been overexposed to the music in their regular setting (i.e., radio, bars, restaurants). Table 1 details the songs used in the playlist.

Table 1: Playlist for Music Pretest

Song ID	Name of Song	Artist	Pre-Association to Christmas (Y/N)
A	Ave Maria	Luciano Pavaroti	Y
B	Pure Shores	All Saints	N
C	Save Tonight	Eagle Eye Cherry	N
D	Let it Snow! Let it Snow! Let it Snow!	Frank Sinatra	Y
E	You're beautiful	James Blunt	N
F	Crush	Jennifer Paige	N
G	O Holy Night	Carrie Underwood	Y
H	Have yourself a Merry Little Christmas	The Carpenters	Y
I	Follow Me	Uncle Kracker	N
J	Save the best for last	Vanessa Williams	N
K	Jingle Bell Rock	Mixed Artists	Y
L	We wish you a merry Christmas	Various artists	Y

Pre-test Questionnaire

The pretest asked each participant to complete one questionnaire per song and one main questionnaire concerning their appreciation of different holidays and their

demographics (Appendix A). Participants were assigned to a computer with headsets and asked to listen to the songs in the order of the playlist. Participants were randomly assigned to computers which had the same playlist in differing song order to avoid possible fatigue effects having an impact on song appreciation. Participants were first asked to rate each song on Mehrabian's PAD Emotion Scale (Mehrabian, 1996) using a 7-point scale, followed by questions geared towards Christmas and holiday association and a general association open ended question. Once participants had evaluated all songs, they received another questionnaire that asked for the respondents' opinion about Halloween, Christmas and Thanksgiving, demographic information (gender, age, cultural background, and belief), language skills and hypothesis guessing. Three holidays were included to avoid the purpose of the pretest being too obvious and to analyze if some respondents tended to have a negative response to holidays in general.

Pre-test Analysis and Results

Data was analyzed in both Excel and SPSS. Since the purpose of this pre-test was mainly to identify the two songs to be used in the main study, the following variables were important to analyze: likelihood of association with Christmas, familiarity, and attitude. The likelihood of association with Christmas scale was generated by calculating the mean of the three questions on Christmas ("It is likely that I would encounter this music in a store at Christmas time", "This music reminds me of the Christmas holiday season" and "When I hear this music, I think about Christmas and the holidays") for each respondent. The averaged data was then analyzed in a one-sample t-test with test value 4

(value greater than 4 = associated with Christmas, value lower than 4 = not associated with Christmas).

Table 2: Music pretest – Means and standard deviations of Christmas association

Song	N	Mean	Std. Deviation	Std. Error Mean
A	12	3.7517	2.11980	.61193
B	12	6.4444	.78281	.22598
C	12	6.4167	.63763	.18407
D	12	1.5833	1.28019	.36956
E	12	5.9722	1.45961	.42135
F	12	6.5556	.59175	.17082
G	12	2.5556	2.18966	.63210
H	12	2.1389	1.83379	.52937
I	12	6.7222	.46782	.13505
J	12	4.6944	1.95638	.56476
K	12	1.0000	.00000(a)	.00000
L	12	1.1944	.41337	.11933

a t cannot be computed because the standard deviation is 0.

Table 3: Music pretest – One-sample t-test with reference to scale mid-point of Christmas association

	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
A	-.406	11	.693	-.24833	-1.5952	1.0985
B	10.817	11	.000	2.44444	1.9471	2.9418
C	13.129	11	.000	2.41667	2.0115	2.8218
D	-6.539	11	.000	-2.41667	-3.2301	-1.6033
E	4.681	11	.001	1.97222	1.0448	2.8996
F	14.960	11	.000	2.55556	2.1796	2.9315
G	-2.285	11	.043	-1.44444	-2.8357	-.0532
H	-3.516	11	.005	-1.86111	-3.0262	-.6960
I	20.157	11	.000	2.72222	2.4250	3.0195
J	1.230	11	.244	.69444	-.5486	1.9375
L	-23.511	11	.000	-2.80556	-3.0682	-2.5429

All songs were correctly associated to Christmas and non Christmas except song A (Ave Maria) which had a mean below 4 (M=3.75, p=.69) suggesting that it was not significantly associated with Christmas although it was proposed as a Christmas song in the playlist. This song was therefore discarded from our next analyses.

Familiarity and attitude were examined through a repeated measures analysis of variance and comparison to scale mid-point. To facilitate the choice of music to be used, songs were organized into two categories: Christmas associated (5 songs) and non-Christmas associated (6 songs). No significant differences were found between songs in terms of attitude (summary measure of: unpleasant, bad, negative; $p > .17$). Furthermore, comparison to scale mid-point shows that all songs were rated in average, above the threshold of 4 (Tables 4 and 5).

Table 4: Music pretest – Means and standard deviations attitude toward song

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
B	12	4,9167	1,53823	,44405
C	12	6,0139	1,02114	,29478
D	12	6,2500	1,01628	,29338
E	12	5,6667	1,28708	,37155
F	12	5,5278	1,28282	,37032
G	12	5,5000	,91563	,26432
H	12	5,5278	1,09598	,31638
I	12	5,2222	1,44483	,41709
J	12	5,8056	1,08673	,31371
K	12	6,1389	1,13225	,32685
L	12	6,0556	1,09021	,31472

Table 5: Christmas pretest – One sample t-test with reference to scale mid-point of song attitude

One-Sample Test

	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
B	2,064	11	,063	,91667	-,0607	1,8940
C	6,832	11	,000	2,01389	1,3651	2,6627
D	7,669	11	,000	2,25000	1,6043	2,8957
E	4,486	11	,001	1,66667	,8489	2,4844
F	4,126	11	,002	1,52778	,7127	2,3428
G	5,675	11	,000	1,50000	,9182	2,0818
H	4,829	11	,001	1,52778	,8314	2,2241
I	2,930	11	,014	1,22222	,3042	2,1402
J	5,755	11	,000	1,80556	1,1151	2,4960
K	6,544	11	,000	2,13889	1,4195	2,8583
L	6,531	11	,000	2,05556	1,3629	2,7482

In terms of familiarity, multivariate results of a repeated measures ANOVA did not show a significant effect on familiarity ($p > .16$). Following this analysis, music was chosen based on the fit with the store which was going to be used in the main experiment and similar tempo. As the store is a home decoration and furniture store which currently uses music atmospherics, the same slower tempo was chosen for our song choice. Songs E (James Blunt – You’re Beautiful) and G (Carrie Underwood – O Holy Night) were therefore chosen for non Christmas-related and Christmas-related respectively.

Main Experiment

Participants

A total of 123 students and full-time workers (48 male and 75 female) between the ages of 16 and 61, median age of 25, were recruited for this study. The largest portion

of participants (69.11%) was from the student population with the rest being staff members from Concordia University or from a multinational company. Participants were recruited on a voluntary basis through in-class solicitation, email list server for International Students and direct emailing. All received \$5 for their participation, with staff members being given the possibility of donating their participation compensation to a charitable organization as some participants had suggested when approached to participate. Informed consent was obtained from all participants. The experiment took place either in a lab setting, in an office setting or by online survey depending on the availability of the participant.

Procedure

In all three conditions, participants were asked to view a PowerPoint presentation composed of 16 slides (of which two were instruction slides) timed to automatically switch after seven seconds each. Each slide showed a photograph of the store, bearing various products, with no particular product being the focus of each slide (refer to appendix B for sample slide). Brand identifiers were blurred using Photoshop to avoid any positive or negative associations which could come from knowing which store was being used.

Depending on the condition, there was no music, Christmas related music, or non-Christmas related music playing during the presentation. Following the presentation, participants were asked to respond to the questionnaire.

Questionnaire

The questionnaire (Appendix C) included evaluation of the store using a 13-item 7-point scale as well as merchandise recognition and evaluation. Participants were shown ten products in isolation and were asked to indicate whether they remembered having seen the product or not in the presentation. Only half of the items were displayed in the presentation (i.e., half of the products in this recognition list served as distracters; see appendix D for details on products). Products were chosen from different lines of the store with some being decorations, others furniture, and some kitchenware. As well, in order to avoid the participant being able to identify the product based on the surroundings shown in the presentation, the recognition task involved photos of the item taken directly from the store's website without any background which could influence recognition. After the recognition task, participants rated the five products that were in the presentation in terms of pleasantness, quality, attractiveness, and value of each item on 7-point scales. They also indicated what amount they would be willing to pay for the product. The final section of the questionnaire included demographics, questions about the presence of music in the room/presentation, and music associations with Christmas, if participants indicated that music was present. The questionnaire also included mood measures, as mood has been shown to have a "mediating effect on consumer cognition and behaviour" (Chebat and Michon, 2003, 530).

ANALYSES AND RESULTS

All participants rated their proficiency in English as above 4 ($M = 6.25$, $SD = .85$); this means that they were able to understand the scale items. As well, although participants were encouraged to ask the researcher for any clarification, none of them required assistance in responding to the questionnaire.

Manipulation Checks

Two manipulation checks were conducted: perceived presence of music in the different conditions and association of Christmas to the appropriate music and condition. We first used a cross tabulation between perceived presence of music (yes/no) and type of music (Christmas/Non Christmas/No music). The results as shown by Pearson Chi-Square confirm that the manipulation check worked ($\chi^2 (2) = 73.11$, $p < .001$) and that therefore participants did associate the proper music or non music condition to the experimental condition put in place. The association with Christmas scale was constructed and measured using three items in the study (“It is likely I would encounter this music in a store at Christmas;” “This music reminds me of the holiday season;” “When I hear this music I think about Christmas and the holidays.”). A factor analysis showed that all items loaded on one factor with total variance explained of 86.62%. A Christmas – music associations scale was then constructed ($\alpha = .92$).

The next step was to verify that the manipulation of Christmas and non Christmas music worked. This was confirmed by a t-test between Christmas music ($M = 1.87$, $SD = 1.17$) and Non Christmas music ($M = 5.05$, $SD = 1.84$). Christmas music was significantly more “Christmassy” than was non-Christmas music ($t(72) = -8.92$, $p < .001$).

The next variable that needed to be verified before proceeding was mood. A simple descriptive statistic analysis and ANOVA showed no difference in mood across conditions ($M_{\text{Christmas music}} = 5.35$, $SD = 1.19$; $M_{\text{NonChristmas music}} = 5.69$, $SD = 1.07$; $M_{\text{NoMusic}} = 5.35$, $s.d. = 1.31$ and $F(2,119) = 1.12$, $p > .32$).

A Scheffe measure also confirmed that conditions were homogeneous in terms of mood for $\alpha = .05$. Therefore any differences in our study could not be explained by differences in mood across conditions.

Once we had established that all manipulations (association and type of music) had worked and that no factors outside of our control (mood) had significant effects, the next step in the study was to proceed with an environmental analysis and product evaluation analysis concentrating on congruency between music and the presentation within the different conditions.

Store and Product Evaluation Measures

A summary measure of store evaluation was created based on a factor analysis for the 13 items included in the questionnaire. Twelve of the items loaded on one factor ($E_{\text{tot}} = 7.37$, variance explained = 56.65%), while the item “discreet/loud” loaded on a second factor ($E_{\text{tot}} = 1.74$, variance explained = 13.35%). The item “discreet” was therefore dropped from further analysis. The resulting scale had a Cronbach’s alpha reliability coefficient of .94.

Product evaluation consisted of a two-item measure of product attractiveness (unpleasant/pleasant, unattractive/attractive; $r = .28$ to $.58$, all significant) and a two-item measure of product value (cheap/expensive; low quality/high quality; $r = .59$ to $.66$, all

significant). It is important to note that the value here is perceived value and no comparison to the monetary value of the item is made.

Measure of Belief

Due to the diversity of participants in the study in terms of cultural background and to the limited number of participants, it was decided that belief would be best represented by two categories: Christian belief and non Christian belief. Indeed, it was hypothesized that respondents whose belief is more related to Christmas (i.e., Christian beliefs) would have a greater tendency to like Christmas. In order to divide the participants into respective belief categories, the following criteria were used: beliefs belonging to the Christian category were chosen as per the major groupings within Christianity: Catholic, Orthodox, Protestant, Non-Trinitarian and Others (namely, esoteric and cultural; Wikipedia, 2011), all other beliefs were categorized as non Christian beliefs. Table 6 summarizes the grouping used in this study.

Table 6: Belief Categorization

Christian beliefs	Anglican, Baptist, Christian Orthodox, Episcopalian, Lutheran, Methodist, Presbyterian, Reformist, Roman Catholic and Unitarian
Non Christian beliefs	Agnostic, Atheist, Buddhist, Hindu, Islam, Jewish, Mormon and Other*

* Participants which responded “Other” and stated an authentic belief which did not belong to Christianity were coded as “Other”. Participants which did not understand the definition of agnostic or atheist and choose “Other” specifying that either they did not believe in the existence of god or that they believed in a higher entity but not a god per se were coded in the corresponding category of either atheist or agnostic.

Effects of Music and Belief on Store and Product Evaluations

In terms of store evaluation, a univariate ANOVA using music and belief showed no main effect of music ($p > .51$) or belief ($p > .18$) on store evaluation, but did show that the music – belief interaction was significant ($F(2,117) = 4.90, p < .01$).

Table 7: Store Evaluation Means

Music	ChristianBelief	Mean	Std. Deviation	N
Christmas Music	No	5.2433	.88156	25
	Yes	5.7969	.77038	16
	Total	5.4593	.87383	41
Non Christmas Music	No	5.6318	1.17974	23
	Yes	5.2368	.94373	19
	Total	5.4531	1.08508	42
No music - control	No	5.7128	.92493	32
	Yes	4.7500	1.44269	8
	Total	5.5202	1.09804	40
Total	No	5.5428	1.00088	80
	Yes	5.3547	1.04450	43
	Total	5.4770	1.01606	123

Planned mean comparisons show that participants in the Christmas music condition had a significantly higher store evaluation when they had Christian beliefs ($t(39) = -2.06, p < .05$) and that a significantly higher store environment evaluation was achieved in the no-music condition for non-Christian beliefs ($t(38) = 2.34, p < .05$). The non-Christmas condition did not show a significant effect on store evaluation for either belief group ($t(40) = 1.18, p > .24$). This therefore partially supports H_1 which stated that store evaluation would be significantly affected by beliefs. The fact that store appreciation was higher in the no music than the non-Christmas condition was unexpected though and does support the limitation that Jacob had mentioned in studies which did not use a no music condition.

In terms of likelihood to visit the store, we used once more a univariate ANOVA which showed no significant differences across music conditions or belief groups ($F_{CM}(1,39) = .003, p > .95$; $F_{NCM}(1,40) = .59, p > .44$; $F_{NM}(1,38) = 3.92, p > .05$). This finding does not support H_1 and will be further discussed in the next section of this study.

For product evaluation, a repeated measures ANOVA showed that there was no significant effect of music or belief on product value or attractiveness (all p 's $> .32$). The analysis showed though that the perceived value differed across products – which can be easily explained by the variety of products included in this study (chair, lamp, dishware and decorative item). These results do not support H_2 in the sense that they do not support the hypothesized interaction effect of music and belief on product evaluation. We analyzed willingness to pay for the products as an additional product evaluation measure in a repeated measures ANOVA. There was a marginally significant effect of music on willingness to pay ($F(2,107) = 2.47, p = .09$) but no significant effect of belief or music-belief interaction on willingness to pay (for all measures $p > .24$). As expected, willingness to pay significantly differed between products, this is explained by the different product categories included in this study. These findings therefore do not support H_2 .

The main experiment also tested recognition of ten products which were either in the presentation or not. This analysis is based on differences in recognition measures across conditions (rather than measures of correct/incorrect recognition). Recognition was significantly different across products ($F(9,108) = 20.08, p < .001$), but no significant effect of music or belief, whether independently or interactively, was identified (all p 's $> .64$). This does not support H_3 which stated that recognition would be greater when consumers of Christian beliefs are exposed to Christmas music.

DISCUSSION AND CONCLUSIONS

Discussion

As the barriers to trade and travel vanish and as different cultures mix, the balance in the population's religious beliefs changes, and with these changes the current marketing techniques need to be adapted. This study therefore contributes to the marketing literature by demonstrating that belief is a moderator of the effect of music in retail environments. Although not all our hypotheses were supported, our results show that even though the effect may not have been demonstrated for products themselves, store evaluation was significantly affected by the respondent's belief when music related to Christmas was used. H_1 was partially supported with regards to two aspects: Store appreciation is significantly affected only in the condition where congruency between music and belief and store exists, namely for Christmas music and consumers with Christian beliefs, or in the condition of no music for consumers who did not hold Christian beliefs. This shows us that although congruency between the music and the store itself are of importance, one cannot neglect that congruency between the music and the belief commonly associated to this music must exist for the effect to be beneficial to the retail store.

In terms of product evaluations, the results were unexpected as it was hypothesized in H_2 that product evaluation would be affected by an interaction of music and beliefs. The lack of significance could be explained though by the difficulty of assessing products in a photo and without any indication of size, material or origin. Belief did not show any significant effect on willingness to pay and therefore H_2 was not

supported by this either. This can again be explained by the difficulty of assessing value of items by only looking at a photo and not having a full description of the product.

Hypothesis 3 (H₃) was not supported as recall of the different items presented was not significantly affected by either music or belief. This result can be explained by different factors such as a greater focus by respondents on the store itself than on the products shown in the presentation as no isolation was made or by an overload due to the numerous amount of items presented in each slide and the particular disposition within the store.

Limitations and Future Research

A number of limitations should be acknowledged. First is the fact that respondents could participate in this study in three different contexts (i.e. lab, office, or internet) could have had an effect on the attention that participants gave the study. Indeed in an office and lab setting, the presence of the researcher prevented any possible communication between respondents or distractions, whereas for the online survey, nothing guarantees that the participant was alone and in an isolated environment which lacked possible distractions. Of course, the fact that participants could not save the results of the study and come back to finish later ensured that the study was completed all at once and that no additional factors came into play (such as reviewing the presentation or discussing with other participants having finished the study), this difference in experimental setting could explain the recognition results.

A second limitation is the timing of the experimentation. Indeed, the main experiment was done between November 25, 2010 and January 24, 2011 with no

experiments between December 23, 2010 and January 16, 2011 because of holidays and the need to recruit new participants in the winter 2011 session. Even though all Christmas and Non Christmas Music participants had responded before Christmas but participants in the no music condition participated after the holiday, therefore this could have had an effect on the results.

Third, the choice of store and product categories could have had an effect on recognition as well as product evaluation. Indeed, the store chosen offers a wide variety of products with prices ranging from a few dollars to hundreds of dollars. For this reason, we had chosen to use products of different categories in our study but this did translate in significant difference in value of products which may not have been seen if all items had been from the same category. As well, the setting of the items in the store itself are not that of a typical store in the sense that some items are displayed in the setting in which they would be used (e.g. dishware on a dining table with placemats and appropriate cutlery), some are on shelves and others on displays all around the store. This particular setup could have required that respondents adapt in a first time to the store itself and therefore not focussed on the items being shown. This could explain why significant effects were seen for the store evaluation and not for item evaluation.

Finally, the limitation which may be of greatest importance is the fact that culture was determined in this study by the use of belief alone and not cultural background. This categorization was due to the fact that the sample was too small and of too much a wide cultural background to be able to have statistical power. Indeed, participants self-identified to seventeen different cultures with only Chinese and French Canadian cultures

representing by themselves more than 10% of respondents, therefore any categorization in terms of cultural background would not have had statistical power.

Future research should therefore look into replicating this study with a greater population in order to have sufficient sample sizes with the other variables which characterize culture, namely cultural background and cultural blending (number of years having lived in the country) in order to extend our findings to a full definition of culture. Furthermore, the study should be replicated using a different store type.

Conclusions

This study contributes to the literature as it is the first study to examine the moderating effect of beliefs on the congruency between music and store environment in retailing. It is also consistent with other studies in that it did demonstrate the importance of congruency between the music and store. This study therefore demonstrates that understanding one's target market is imperative and that it should not only take into consideration general factors such as age, income, or type but also belief when selling items at different times of the year and especially holidays.

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APPENDICES

Appendix A: Pretest Questionnaire

Song number: _____

Music Questionnaire

Please evaluate the music in the playlist. Play the song at least once. You can listen to the song as long or as many times as you need to form an opinion about it. The volume can also be adjusted to your liking. Then use the following scales and circle the numbers that best represent your opinion about the song.

This song is ...

unpleasant	1	2	3	4	5	6	7	pleasant
unfamiliar	1	2	3	4	5	6	7	familiar
bad	1	2	3	4	5	6	7	good
negative	1	2	3	4	5	6	7	positive
tense	1	2	3	4	5	6	7	relaxed
uncomfortable	1	2	3	4	5	6	7	comfortable
boring	1	2	3	4	5	6	7	stimulating
unlively	1	2	3	4	5	6	7	lively
dull	1	2	3	4	5	6	7	bright
unmotivating	1	2	3	4	5	6	7	motivating
uninteresting	1	2	3	4	5	6	7	interesting
discreet	1	2	3	4	5	6	7	loud
depressing	1	2	3	4	5	6	7	cheerful
unpleasurable	1	2	3	4	5	6	7	pleasurable

Please answer the questions on the back side of this sheet.

It is likely that I would encounter this music in a store at Christmas time

Very likely 1 2 3 4 5 6 7 not at all likely

This music reminds me of the Christmas holiday season

Very much 1 2 3 4 5 6 7 not at all

When I hear this music, I think about Christmas and the holidays

Very much 1 2 3 4 5 6 7 not at all

What comes to your mind when you listen to this song? What does this song make you think of?

Please move on to the next questionnaire.

Additional Questions
Section 1 - Holidays

Please think about the following holidays, and circle the number that best represents your opinion.

Please think about Thanksgiving and answer the following questions.

The Thanksgiving season is my favourite time of the year.

Strongly disagree 1 2 3 4 5 6 7 Strongly agree

I love Thanksgiving.

Strongly disagree 1 2 3 4 5 6 7 Strongly agree

The Thanksgiving season is a magical time of the year.

Strongly disagree 1 2 3 4 5 6 7 Strongly agree

I look forward to celebrating Thanksgiving with family and friends.

Strongly disagree 1 2 3 4 5 6 7 Strongly agree

Thanksgiving is the best holiday of the year.

Strongly disagree 1 2 3 4 5 6 7 Strongly agree

Many times, I don't understand why people make such a big deal about Thanksgiving.

Strongly disagree 1 2 3 4 5 6 7 Strongly agree

Please think about Christmas and answer the following questions.

The Christmas season is my favourite time of the year.

Strongly disagree 1 2 3 4 5 6 7 Strongly agree

I love Christmas.

Strongly disagree 1 2 3 4 5 6 7 Strongly agree

The Christmas season is a magical time of the year.

Strongly disagree 1 2 3 4 5 6 7 Strongly agree

I look forward to celebrating Christmas with family and friends.

Strongly disagree 1 2 3 4 5 6 7 Strongly agree

Christmas is the best holiday of the year.

Strongly disagree 1 2 3 4 5 6 7 Strongly agree

Many times, I don't understand why people make such a big deal about Christmas.

Strongly disagree 1 2 3 4 5 6 7 Strongly agree

Please think about Halloween and answer the following questions.

The Halloween season is my favourite time of the year.

Strongly disagree 1 2 3 4 5 6 7 Strongly agree

I love Halloween.

Strongly disagree 1 2 3 4 5 6 7 Strongly agree

The Halloween season is a magical time of the year.

Strongly disagree 1 2 3 4 5 6 7 Strongly agree

I look forward to celebrating Halloween with family and friends.

Strongly disagree 1 2 3 4 5 6 7 Strongly agree

Halloween is the best holiday of the year.

Strongly disagree 1 2 3 4 5 6 7 Strongly agree

Many times, I don't understand why people make such a big deal about Halloween.

Strongly disagree 1 2 3 4 5 6 7 Strongly agree

Section 2 - Demographics

Please answer the following questions about yourself. Circle what applies to you or fill in the blanks.

Are you male or female? male female

How old are you? _____ years

What is your occupation? You can circle more than one answer.

- Undergraduate student
- Graduate student
- Full-time worker
- Part-time worker

Which of the following best describes your cultural background?

- French Canadian
- English Canadian
- Quebecker
- English
- French
- Scottish
- Irish
- Italian
- Chinese
- First Nations
- Greek
- Arab
- Polish
- Ukrainian
- Dutch
- German
- East Indian
- Russian
- Filipino
- Portuguese
- Métis
- Latin American
- Jewish
- Hungarian
- Carribean
- African
- South Asian
- Other (please specify): _____

Which of the following belief you do identify with?

- Agnostic
- Anglican
- Atheist
- Baptist
- Buddhist
- Christian Orthodox
- Episcopalian
- Hindu
- Islam
- Jewish
- Lutheran
- Methodist
- Mormon
- Presbyterian
- Reformist
- Roman Catholic
- Unitarian
- Other (please specify): _____

How long have you lived in Canada? _____ years _____ months

Please list the languages you speak in order of fluency.

How would you rate your knowledge of English?

Just learning 1 2 3 4 5 6 7 Totally fluent

Please describe what you believe the purpose of this study was.

Appendix B: Sample slide from original presentation



Appendix C: Main Experiment Questionnaire

Instructions

You will first see a presentation of a store environment. The images have been taken at a department store in your area.

Please pay attention to the presentation as we will ask you a few questions regarding the retailer and the products offered.

After the presentation, please turn the page and complete this questionnaire.

Section 1 – Evaluation of the Store

Thinking back to the store, the store itself was ...

unpleasant	1	2	3	4	5	6	7	pleasant
unfamiliar	1	2	3	4	5	6	7	familiar
bad	1	2	3	4	5	6	7	good
negative	1	2	3	4	5	6	7	positive
tense	1	2	3	4	5	6	7	relaxed
uncomfortable	1	2	3	4	5	6	7	comfortable
boring	1	2	3	4	5	6	7	stimulating
unlively	1	2	3	4	5	6	7	lively
dull	1	2	3	4	5	6	7	bright
unmotivating	1	2	3	4	5	6	7	motivating
uninteresting	1	2	3	4	5	6	7	interesting
discreet	1	2	3	4	5	6	7	loud
depressing	1	2	3	4	5	6	7	cheerful
unpleasurable	1	2	3	4	5	6	7	pleasurable

How likely is it that you would visit the store?

very likely	1	2	3	4	5	6	7	very unlikely
-------------	---	---	---	---	---	---	---	---------------

Section 2 – Evaluation of the Merchandise

Please consider each item shown and circle the appropriate number.



Do you remember seeing this item in the store?

definitely yes 1 2 3 4 5 6 7 definitely no



Do you remember seeing this item in the store?

definitely yes 1 2 3 4 5 6 7 definitely no



Do you remember seeing this item in the store?

definitely yes 1 2 3 4 5 6 7 definitely no



Do you remember seeing this item in the store?

definitely yes 1 2 3 4 5 6 7 definitely no



Do you remember seeing this item in the store?

definitely yes 1 2 3 4 5 6 7 definitely no



Do you remember seeing this item in the store?

definitely yes 1 2 3 4 5 6 7 definitely no



Do you remember seeing this item in the store?

definitely yes 1 2 3 4 5 6 7 definitely no



Do you remember seeing this item in the store?

definitely yes 1 2 3 4 5 6 7 definitely no



Do you remember seeing this item in the store?

definitely yes 1 2 3 4 5 6 7 definitely no



Do you remember seeing this item in the store?

definitely yes

1

2

3

4

5

6

7

definitely no

Section 3 – Evaluation of the Merchandise

Please consider each item shown and circle the appropriate number.



This item is ...

unpleasant	1	2	3	4	5	6	7	pleasant
low quality	1	2	3	4	5	6	7	high quality
attractive	1	2	3	4	5	6	7	unattractive
cheap	1	2	3	4	5	6	7	expensive

How much would you be willing to pay for this item? \$ _____



This item is ...

unpleasant	1	2	3	4	5	6	7	pleasant
low quality	1	2	3	4	5	6	7	high quality
attractive	1	2	3	4	5	6	7	unattractive
cheap	1	2	3	4	5	6	7	expensive

How much would you be willing to pay for this item? \$ _____



This item is ...

unpleasant	1	2	3	4	5	6	7	pleasant
low quality	1	2	3	4	5	6	7	high quality
attractive	1	2	3	4	5	6	7	unattractive
cheap	1	2	3	4	5	6	7	expensive

How much would you be willing to pay for this item? \$ _____



This item is ...

unpleasant	1	2	3	4	5	6	7	pleasant
low quality	1	2	3	4	5	6	7	high quality
attractive	1	2	3	4	5	6	7	unattractive
cheap	1	2	3	4	5	6	7	expensive

How much would you be willing to pay for this item? \$ _____



This item is ...

unpleasant	1	2	3	4	5	6	7	pleasant
low quality	1	2	3	4	5	6	7	high quality
attractive	1	2	3	4	5	6	7	unattractive
cheap	1	2	3	4	5	6	7	expensive

How much would you be willing to pay for this item? \$ _____

Section 4 – Demographic Questions

Please answer the following questions about yourself. Circle what applies to you or fill in the blanks.

Right now, I am feeling ...

In a bad mood 1 2 3 4 5 6 7 in a good mood

Are you male or female? male female

How old are you? _____ years

What is your occupation? You can circle more than one answer.

- | | |
|--|---|
| <input type="checkbox"/> Undergraduate student | <input type="checkbox"/> Graduate student |
| <input type="checkbox"/> Full-time employee | <input type="checkbox"/> Self-employed |
| <input type="checkbox"/> Part-time employee | <input type="checkbox"/> Other: _____ |

Which of the following best describes your cultural background?

- French Canadian
- English Canadian
- Quebecker
- English
- French
- Scottish
- Irish
- Italian
- Chinese
- First Nations
- Greek
- Arab
- Polish
- Ukrainian
- Dutch
- German
- East Indian
- Russian
- Filipino
- Portuguese
- Métis
- Latin American
- Jewish
- Hungarian
- Carribean
- African
- South Asian
- Other (please specify): _____

Which of the following belief you do identify with?

- Agnostic
- Anglican
- Atheist
- Baptist
- Buddhist
- Christian Orthodox
- Episcopalian
- Hindu
- Islam
- Jewish
- Lutheran
- Methodist
- Mormon
- Presbyterian
- Reformist
- Roman Catholic
- Unitarian
- Other (please specify): _____

How long have you lived in Canada? _____ years _____ months

Please list the languages you speak in order of fluency.

How would you rate your knowledge of English?

Just learning 1 2 3 4 5 6 7 Totally fluent

Please describe what you believe the purpose of this study was.

During this experiment, did you notice a scent in the room where the experimental session was held?

yes no

If you answered yes, please answer the three following questions by circling the appropriate number. If you answered no, please skip questions 1 through 3.

1. It is likely that I would encounter this scent in a store at Christmas time.

very likely 1 2 3 4 5 6 7 very unlikely

2. This scent reminds me of the holiday season.

very much agree 1 2 3 4 5 6 7 very much disagree

3. When I smell this scent, I think about Christmas and the holidays

very much agree 1 2 3 4 5 6 7 very much disagree

During this experiment, did you notice music in the room where the experimental session was held?

yes no

If you answered yes, please answer the three following questions by circling the appropriate number. If you answered no, please skip questions 1 through 3.

1. It is likely that I would encounter this music in a store at Christmas time.

very likely 1 2 3 4 5 6 7 very unlikely

2. This music reminds me of the holiday season.



very much agree 1 2 3 4 5 6 7 very much disagree



3. When I hear this music, I think about Christmas and the holidays


very much agree 1 2 3 4 5 6 7 very much disagree

Appendix D: Product details

(as per Pier1 imports' website: <http://www.pier1.com>)

Product Image	Product description	Product Price in store	Product shown in the presentation (Y/N)
	<p>Bal Harbour Dining Chair - Sand</p> <p>Upholstery you can clean! Pull up a Bal Harbour Dining Chair in Sand to your dinner table. Handcrafted exclusively for Pier 1 with faux-leather upholstery, the chair's simplicity makes it an easy buy. You will have a dining room that looks clean and wipes clean.</p> <ul style="list-style-type: none"> • Size: 20.5"W x 23.5"D x 34.5"H 	<p>\$159.95</p>	<p>N</p>
	<p>Tranquil Dinnerware</p> <p>Cherry blossoms are the symbol for a bright future - and our Tranquil Dinnerware makes any table shine! These fashionable stoneware pieces are square in shape and feature a lovely design of blooming cherry blossoms. Each piece is sold individually. Dishwasher safe and microwavable.</p> <p>Select from:</p> <ul style="list-style-type: none"> • Dinner Plate: 10.5"W x 10.5"D x 1"H • Salad Plate: 8.25"W x 8.25"D x 1"H • Cereal Bowl: 6.25"W x 6.25"D x 3.25"H • Mug: 4"W x 6.25"D x 5"H 	<p>\$5 - \$6 a piece</p>	<p>Y</p>

	<p>Globe with maple Tri-pod</p> <p>You've got the whole world in your hands. On a tri-pod. 3-D relief globe with an antiqued ocean finish perches proudly on hand-stained, adjustable maple wood legs. Features 4100 geographic place names. Take that, Google maps</p>	<p>\$250</p>	<p>N</p>
	<p>Peacock Tufted Dining Chair</p> <p>A chair that really struts its stuff. The Peacock Tufted Dining Chair has a lot to brag about. Hardwood frame, super comfy upholstery and a gorgeous plumage pattern. Oh. And it's a Pier 1 exclusive.</p> <p>Size: 24"W x 24.75"D x 35.5"H</p>	<p>\$199.95</p>	<p>Y</p>
	<p>Maribeth Dinnerware</p> <p>There's only one word to describe our exclusive collection of Maribeth Dinnerware. Charming. Think of it as "shabby chic" meets modern chick. The combination of red and ivory make it easy to mix and match with other pieces. And the raised border embellishments enhance its eclectic élan. Both dishwasher and microwavable. Available in Dinner Plate, Salad Plate, Cereal Bowl and Mug.</p> <ul style="list-style-type: none"> • Dinner Plate: 11"W x 11"D x 1"H • Salad Plate: 8.5"W x 8.5"D x 1"H • Cereal Bowl: 6"W x 6"D x 2.75"D • Mug: 5.75"W x 4"D x 4"H 	<p>\$5 - \$6 a piece</p>	<p>Y</p>

	<p>Moroccan inspiration sconce</p> <p>Description not available</p>	<p>\$32</p>	<p>N</p>
	<p>Christmas tree candle holder</p> <p>Detailed description not available</p>	<p>\$9.99</p>	<p>Y</p>
	<p>Chocolate Genie Lamp</p> <p>There's a reason they call this a Genie Lamp. It's because it's an interior designer's dream come true with its unique chrome-plated base and oversize fabric shade. Shade available in chocolate or ivory.</p> <ul style="list-style-type: none"> • Size: 11"W x 11"D x 20"H • Assembly required • A Pier 1 Imports exclusive 	<p>\$55</p>	<p>Y</p>
	<p>White snowflake pillow</p> <p>Embellished white pillow</p>	<p>\$29.99</p>	<p>N</p>
	<p>Film Reel Wall Décor</p> <p>Form and function get together and watch a movie. As a faithful reproduction of vintage camera reels, it's perfect for the media room. As an element of design, it's perfect for any room.</p> <p>□ Size: 24.5"W x 2.5"D x 24.5"H</p>	<p>\$49.95</p>	<p>N</p>