

Metal Music makes non-fans tough bargainer

Abstract

Music is a powerful and engaging stimulus that influences human's attitude and manipulate emotion. In this study, we explore how metal music affect decision making in bargaining in terms of money charged. An online survey was conducted. We recruited 97 participants and randomly assigned them to listen to metal music or classical music while they role-played a salesperson in a music store to decide how much money to charge the customers in two bargaining scenarios. Results show that relative to classical music, metal music caused nonfans to charge more money on the customer, and the effect of metal vs. classical music was mediated through increase in anger, decrease in trust and seeing the bargaining as a win-lose situation. However, metal vs. classical music had negligible effects on metal fans. These results discovered the interaction among music, fans status and bargaining. The unintended effect of exposure to metal music to bargaining decision should not be underestimated.

Keywords: *metal music, classical music, bargaining, anger, trust*