



Does the Tempo of the Music Playing in Restaurants Affect the Eating Time?

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Abstract

The effect of musical tempo on eating and drinking behavior is a controversial subject. In this study, the effects of musical tempo on eating time under different conditions (with no-music, fast-tempo music, and slow-tempo music) have been studied. The same menu (including meat, rice, and garnish) has been served to 30 participants selected with the snowball sampling model, and their eating times have been measured under three different conditions. At the same time, their emotional engagement, memory, cognitive load, and attention levels have been measured with the data obtained from EEG and GSR devices. The results have shown that the musical tempo has no significant effect on the participants' eating time and neurometric parameters.

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