particles may be moved ventrally towards a ciliated tract that transports particles anteriorly in a cohesive mucus string. Both tracts transfer particles to the labial palps[10].

Although roughly equal amounts of *S. alterniflora* detritus and *R. lens* microalgal cells were fed to the oysters, the rejected material in the form of pseudofaeces was strongly enriched in detrital particles (Fig. 1), indicating strong selection in favour of living particles. Video endoscopy revealed a strong differential selective transport of material enriched with *R. lens* towards the dorsal tract and material enriched with dead *S. alterniflora* particles towards the ventral tract. The latter tract transferred particles to the labial palps, and then rejected them as pseudofaeces. By contrast, the contents of the dorsal tract were transferred to the palp for further processing. Direct sampling between the palp lamellae showed that little additional sorting occurred and presumably the unaffected slurry of *R. lens*-dominated particles was transferred to the mouth.

If *R. lens* or *Tetraselmis* sp. (a green microalga) particles were fed alone to the oysters, nearly all algae were transported to the dorsal ciliated tract. Similarly, if detrital *S. alterniflora* particles were fed alone, the oysters seemed to transfer most of the material to the ventral tract, eventually to be rejected. This would suggest that the decision to accept or reject particles is not contingent on the presentation of a choice to the bivalves. On the other hand, preliminary evidence suggests that after four hours of feeding on microalgae, *R. lens*-rich material is redirected towards the ventral tract. This suggests that gut fullness might influences rejection of even good particles after a period of time.

Our results show that oysters can differentiate between nutritious and detrital particles. The mechanism is not based on particle size, but may be related to chemical cues, perhaps related to properties of the particle surfaces. Because oysters are strong interactors with estuarine ecosystems, this ability to differentiate between particle types should have profound effects on the composition and level of the seston, especially where resuspension brings rejected pseudofaeces back to the water column. Endoscopic examination and determination of the locus of sorting provides a direct connection between individual function and processes at the ecosystem level.

J. Evan Ward
Department of Marine Sciences, University of Connecticut, Groton, Connecticut 06340, USA
Jeffrey S. Levinton
Department of Ecology and Evolution, State University of New York, Stony Brook, New York 11794, USA
levinton@life.bio.sunysb.edu
Sandra E. Shumway
Natural Sciences Division, Southampton College of Long Island University, Southampton, New York 11986, USA
Terry Cucci
Bigelow Laboratory for Ocean Science, West Boothbay Harbor, Maine 04575, USA

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In-store music affects product choice

Royalty payments for non-broadcast commercial uses of music in 1995 amounted to £53.8 million in the UK alone[1]. Research on music and consumer behaviour[2,3] has, however, almost completely ignored the potential effect of in-store music on purchasing and particularly on product choice. By investigating the purchasing of German and French wines we have found that musical 'fit' has a profound influence on product choice.

Specific musical pieces may activate superordinate knowledge structures[4], suggesting how in-store music could influence product choice. For example, stereotypical French music should activate superordinate knowledge structures concerning France, so priming the selection of products such as French wines. Similarly, stereotypical German music should activate related knowledge and prime the selection of products such as German wines.

Table 1 Summary of results by type of music

	When French music played	When German music played
Bottles of French wine sold	40 (76.9%)	12 (23.1%)
Bottles of German wine sold	8 (26.7%)	22 (73.3%)
Extent to which music made respondents think of France (0 = not at all, 10 = very much)	6.25 ± 3.34	2.5 ± 3.68
Extent to which music made respondents think of Germany (0 = not at all, 10 = very much)	1.52 ± 2.08	6.08 ± 3.73
Usual wine preference of respondents (0 = French, 10 = German)	3.54 ± 3.44	5.58 ± 2.78

Ratings from the questionnaires were on a scale of 0 to 10. Mean ratings ± s.d. are given.

To test this, four French and four German wines were displayed in a supermarket drinks section. The wines were matched between the countries for their price and dryness or sweetness. Each of the four shelves contained one French and one German wine and appropriate national flags. The position of the wines on the shelves was changed halfway through the two-week testing period. French accordion and German Bierkeller pieces were played on alternate days from a tape deck situated on the top shelf. Shoppers buying wines from the display were asked to complete a questionnaire by two experimenters posing as customers, with 44 shoppers (54%) consenting and the rest typically offering constraints on available time as a reason for declining.

French wine outsold German wine when French music was played, whereas German wine outsold French wine when German music was played ($P < 0.001$) despite an overall bias in favour of French over German wine sales (Table 1). Questionnaire responses indicated that the French music made respondents think of France and the German music made them think of Germany ($P < 0.001$). Respondents did not differ in their general preference for wines from these two countries ($P > 0.05$), and only six respondents answered "yes" to the question, "Did the type of music playing influence your choice of wine?".

Customers did not seem aware of the effect that music had on their selections. Given recent controversy over subliminal perception[5] it would be interesting to discover whether they were really as unaware of the effects of muscal 'fit' as their questionnaire responses suggested. Future research could investigate the effects of music relative to silence, or relative to the effects of music from a country that does not produce wine; the mediating effect of individual differences[6]; and whether musical 'fit' has more influence on product choice when customers are undecided[7].

Adrian C. North, David J. Hargreaves
Jennifer McKendrick
Music Research Group, Department of Psychology, University of Leicester, University Road, Leicester LE1 7RH, UK

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