

Exploring the Effects of Music in Advertising

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Abstract: This study investigates music's influence on consumer behavior in advertising, revealing its profound impact on perceptions, attitudes, and decision-making. Through a survey of 50 participants, the research demonstrates music's ability to enhance visual perception, synchronize mood with ad messages, tap into cultural values, and boost brand recall and recognition. Although music's direct impact on purchase decisions is complex, it proves a potent tool for advertisers to engage consumers emotionally, create memorable brand experiences, and drive sales. Music significantly enhances emotional engagement, influencing mood and brand recall, with personal experiences and cultural background shaping these effects. By addressing a gap in existing literature, this study provides valuable insights for marketers seeking to optimize music's use in their campaigns, underscoring music's significance in advertising and its role in shaping consumer behavior, and emphasizing the importance of leveraging music effectively to maximize consumer engagement and brand impact.

Key words: Music, Consumer behavior, Brand recall, Emotion, Purchase intention.

I. INTRODUCTION

This study explores the impact of music in advertising on consumers' brand perceptions, purchase intentions, and brand recall. Despite the widespread use of music in advertising, there is a need for further research on its effects. Television advertising remains a powerful marketing tool, with the ability to shape consumer beliefs and purchasing decisions. Emotionally stimulating ads can build brand relationships and enhance brand perception. Music plays a crucial role in evoking emotions and capturing attention. This study seeks to investigate these inconsistencies and explore the role of music in shaping consumer behavior. The research objectives are to examine the impact of relevant music on consumer attitudes towards a brand, to determine whether music has a direct or indirect impact on purchase intentions, and to assess the effect of music on brand and advertisement

recall. A quantitative approach has been employed by circulating google forms to the appropriate age group. The study acknowledges limitations due to the small sample size.

This study identifies several gaps in existing literature on music's impact in television advertising. Limited understanding of musical relevance to brand image and personality, inconsistent findings on music's influence on consumer attitudes and purchase intentions, and a focus primarily on emotional and popular music. Additionally, there is a lack of research on cultural differences, individual preferences, and subjective factors like likeability and congruency. Furthermore, the relative importance of musical elements (tempo, style, lyrics) versus subjective factors is debated. The study also highlights the need for research in diverse cultural contexts and evolving consumer preferences, particularly exploring music's lasting impact on purchasing decisions and brand relationships.

The existing research on the impact of music in advertising presents a generally positive view, suggesting that music can enhance consumer attention, memory recall, and emotional responses. However, some studies have found mixed results, with factors like cultural differences and individual preferences influencing the effectiveness of music in advertising. Additionally, there is debate about the relative importance of musical elements like tempo, style, and lyrics versus subjective factors like likeability and congruency. Further research is needed to fully understand the complex interplay between music, advertising, and consumer behavior, particularly in diverse cultural contexts and with evolving consumer preferences.

II. RESEARCH AIMS AND OBJECTIVES

1. To investigate the influence of music in television advertising on consumers' emotional responses and attitudes toward brands.

2. To examine the relationship between musical accompaniment in advertisements and consumers' purchase intentions.
3. To analyze the effect of music on brand recall and recognition among consumers.

III. REVIEW OF LITERATURE

The strategic use of music in advertising is crucial for capturing consumer attention, enhancing memory recall, and evoking emotional responses. Research has shown that music significantly impacts advertising effectiveness, with popular music and vocals outperforming instrumentals or no music in attention and memory recall (Allan, 2006). Music's subjective aspects, such as likeability and congruency, have a stronger impact on advertising responses than structural elements like tempo and style (Galan, 2009). Music influences both brand and endorser perception, evoking emotional reactions and memories (Apaolaza-Ibantilde et al., 2010), and facilitates implicit learning and recall even under low-attention conditions (Alexomanolaki et al., 2007). Music's effects in advertising are multifaceted, acting through both affective and cognitive pathways (Galan, 2009). Neurophysiological measures reveal that commercials with music elicit higher arousal levels, greater enjoyment, and increased engagement compared to silent versions (Cuesta et al., 2018). Moreover, music can impact specific product attributes, such as perceived power (Cuesta et al., 2018). Carefully selecting and integrating music in advertisements maximizes impact on consumer responses and brand perceptions. Research demonstrates that music significantly influences consumers' perceptions of product attributes and purchasing behavior. Background music that "fits" with product characteristics can prime product selection, particularly when consumers lack strong existing preferences (Yeoh & North, 2009, 2012). Music ethnicity can influence choices between competing cultural items (Yeoh & North, 2009), and classical music can increase willingness to pay for social identity products (Flynn et al., 2020). Acoustic pitch in marketing communications can affect perceptions of product size (Lowe & Haws, 2017). These findings highlight the importance of musical fit in advertising and retail environments, suggesting that carefully selected background music can enhance product

salience and influence consumer decision-making processes. Research consistently shows that music in advertising significantly influences brand and endorser perception, with varying musical styles, tempos, and rhythms leading to distinctly different impressions (Zander et al., 2010; Zander, 2006). Specific elements like tempo, mode, and timbre can affect brand perception, attitude, and purchase intentions (Zoghaib, 2019). These findings highlight the importance of musical fit in advertising and retail environments, suggesting that carefully selected background music can enhance product salience and influence consumer decision-making processes.

IV. RESEARCH METHODOLOGY

Music plays a crucial role in advertising, influencing consumer behavior, emotions, and decision-making. Classical Conditioning Theory suggests that music can be used to associate a brand or product with emotions and memories, while Memory-Based Advertising Model (MBAM) reveals that music enhances memory recall and recognition of ads. Emotional Response Theory (ERT) shows that music evokes emotions, shaping attitudes towards ads and brands. Cognitive Processing Theory (CPT) explains how music affects information processing, impacting attitudes and decisions. Attention Restoration Theory (ART) highlights music's ability to capture attention and restore cognitive resources, improving ad effectiveness. Additionally, Mood Congruity Theory demonstrates how music-induced mood states influence consumer responses, while Source Attractiveness Model reveals that music increases brand attractiveness. Elaboration Likelihood Model (ELM) and Heuristics Theory further illustrate how music influences thought processing and simplifies decision-making. Finally, Social Identity Theory shows how music creates a sense of belonging, linking consumers to brands. By understanding these relationships, advertisers can leverage music to create engaging and effective ads.

V. METHOD

This study targets 18-35-year-olds, leveraging their consumer spending power, advertising exposure, and music receptivity. A sample size of 50 facilitates exploratory research. Random, convenience, and

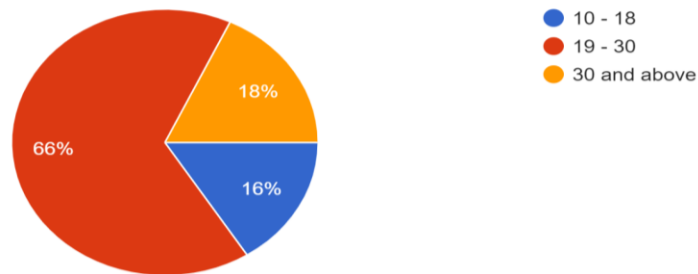
purposive sampling methods ensure representation, easy access, and targeted demographics. However, these methods introduce biases: selection bias, sampling bias and selection bias. Close-ended questions provide quantifiable data, easy analysis, and reduced bias. Despite potential biases, the study's exploratory nature and focus on music's impact on

advertising effectiveness among the targeted demographic provide valuable insights for advertisers on emotions, brand recall, and purchase intentions. Ultimately, this research aims to inform effective music selection in advertising, enhancing consumer engagement and brand recall.

VI. DATA COLLECTION

Age

50 responses



This pie chart reveals that most respondents are from the age group of 19-30 (66%), while other age groups of 10-18 are 16% and 30 above are 18%.

Which of the following best describes your experience with sonic (audio) branding in ads?

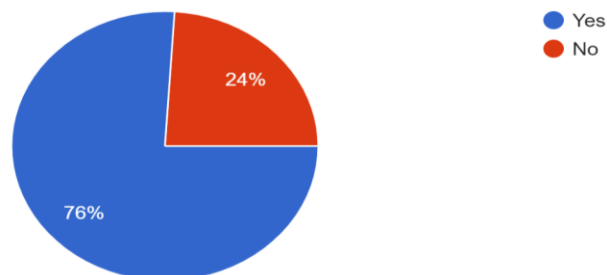
50 responses



This pie chart reveals that most respondents (64%) can recall a specific brand associated with a particular song or jingle while only 2% think music is unimportant for brand recognition or advertising. On the other hand, 22 % of respondents can sometimes recognize brand music, but its not memorable and 12 % can rarely remember music in ads.

Can music in ads influence your mood or emotional state?

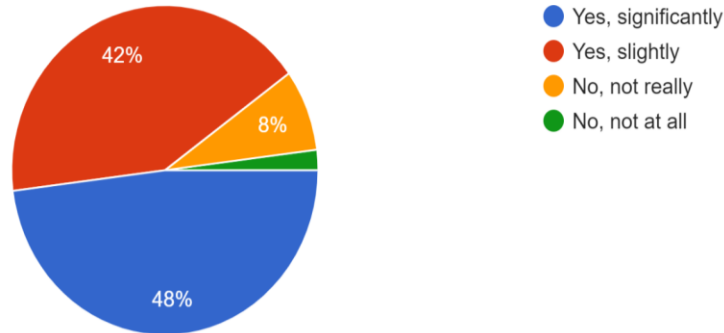
50 responses



This pie chart reveals that an overwhelming majority (76%) of respondents believe music influences their mood or emotional state, while a small percentage (24%) report no impact.

Does music in ads help you remember the brand or product more effectively?

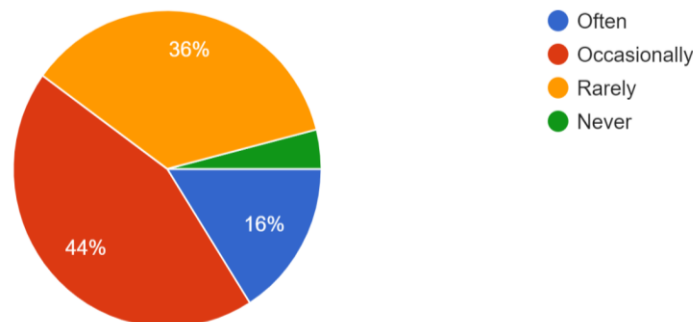
50 responses



This pie chart reveals that a significant majority (48%) and (42%) of respondents believe music in ads helps them remember the brand or product significantly and slightly respectively. Only 8% report unsure, while 2% had no impact at all.

How often do you find yourself humming or singing along with brand's theme music?

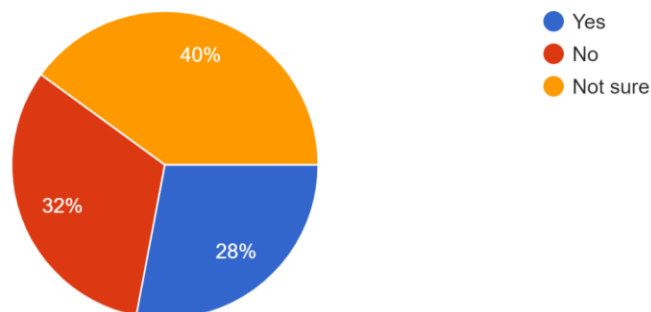
50 responses



This pie chart reveals that a significant portion of respondents (44%) occasionally find themselves humming or singing, while 36% rarely humm or sing. Only 16% often found themselves humming and 2% had no impact.

Has music in advertising ever influenced your decision to purchase a product?

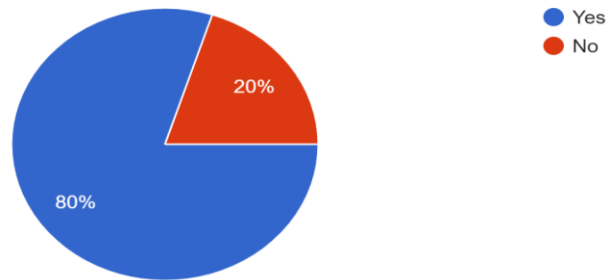
50 responses



This pie chart reveals that a minority of respondents (28%) report that music in advertising has influenced their decision to purchase a product at some point. A significant respondents (32%) indicate no influence, while 40% are unsure.

Can music enhance or alter your visual perception of an ad?

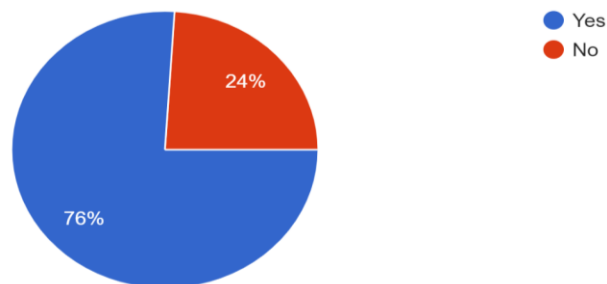
50 responses



This pie chart reveals that a substantial majority (80%) of respondents believe music can enhance or alter their visual perception of an ad. Only 20% report no impact.

Can music synchronize your mood with the ads message or tone?

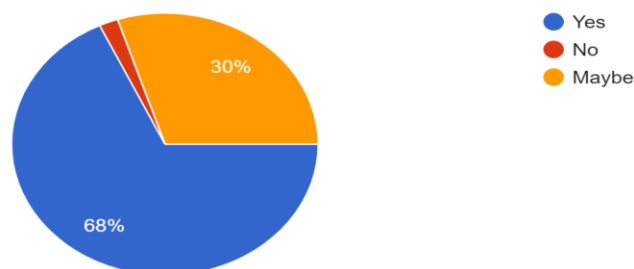
50 responses



This pie chart reveals that a vast majority (76%) of respondents believe music can synchronize their mood with the ad's message or tone. Only 24% report no synchronization.

Can music tap into cultural values or nostalgia? (Jio - Jio Dhan Dhana Dhan, Dettol - Dettol Dettol Ho)

50 responses



This pie chart reveals that a significant majority of respondents (68%) believe music can tap into cultural values or nostalgia. Only 2% report no connection, while 30% are unsure.

INTERPRETATION

This study presents the findings of a survey conducted to explore the impact of music in advertising on

various aspects of consumer behavior. The results indicate that music plays a significant role in influencing consumer perceptions, attitudes, and decision-making. A majority of respondents believe that music can enhance or alter their visual perception of an ad, synchronize their mood with the ad's message or tone, and tap into cultural values or nostalgia. Additionally, music has been found to significantly

influence brand recall and recognition, with many respondents able to recall specific brands associated with particular songs or jingles. However, the impact of music on purchase decisions is more nuanced, with only a minority of respondents reporting that music has directly influenced their purchasing choices. Overall, these findings suggest that music is a powerful tool for advertisers to engage consumers, create memorable brand experiences, and ultimately drive sales.

DATA ANALYSIS

This research presents the findings from 50 respondents conducted through Google form to explore the impact of music in television advertising on consumer attitudes, purchase intentions, and brand recall. This study differs from previous research in its comprehensive approach, providing specific guidance for marketers on music selection and highlighting music's nuanced influence on purchase decisions. Unlike earlier studies focusing solely on music's attention-grabbing or emotional effects, this research explores music's impact on consumer experiences, cultural values, and brand recognition. Additionally, it recommends tailored music strategies for targeted demographics and emphasizes the importance of considering diverse cultural contexts, media platforms, and consumer segments. This study's emphasis on optimizing music's effectiveness through neuroimaging and experimental designs also sets it apart from prior research.

LIMITATIONS

This study acknowledges several limitations that may impact the reliability and accuracy of its findings. The small sample size of 50 participants may lead to biases and inconclusive results. Additionally, despite careful design and execution of survey questions, responses may not be entirely accurate or reliable. Time constraints also pose limitations, restricting the number of surveys that can be conducted and access to participants, who must be voluntary due to limitations. Recognizing these limitations is crucial to understanding the potential impact on the study's results and interpreting them with caution.

CONCLUSION

This study conclusively demonstrates music's significant impact on consumer behavior in advertising, influencing perceptions, attitudes, and decision-making. Music enhances visual perception, synchronizes mood, and taps into cultural values, driving brand recall and recognition. While music's direct influence on purchase decision is nuanced, it plays a crucial role in shaping consumer experiences. To maximize music's effectiveness, marketers should use upbeat music for energy-driven brands, nostalgic music for established brands, and genre-specific music for targeted demographics. Future research should investigate music's emotional impact through neuroimaging studies, isolate music's effects through experimental designs, and explore music's impact across diverse cultural contexts, media platforms, and consumer segments, including digital advertising and specific age and personality traits. By addressing these areas, researchers can provide nuanced insights, enabling marketers to optimize music's effectiveness, enhance consumer engagement, and drive sales. Ultimately, strategically integrating music into advertising strategies can foster deeper connections with target audiences, achieving greater advertising effectiveness and driving business success. Effective music selection can become a key competitive advantage for marketers.

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