



## The Role of Music in Advertising: A Study of the Relationship Between Music and Consumer Behavior

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### ABSTRACT :

Music plays a pivotal role in shaping consumer behavior within the realm of advertising. This research explores the complex relationship between music and its psychological, emotional, and behavioural effects on consumers. By analyzing scholarly literature and real-world examples, the study examines how elements such as tempo, genre, and congruence between music and product influence attention, memory, and purchase intent. The findings highlight that music enhances brand recall, fosters emotional connections, and increases consumer engagement when strategically aligned with advertising objectives.

Moreover, the research delves into demographic factors, revealing variations in consumer responses based on age, cultural background, and personal preferences. Practical implications for advertisers include selecting music that complements brand identity and appeals to the target audience. By synthesizing existing research and offering actionable insights, this study contributes to the growing understanding of music's integral role in advertising effectiveness. The paper concludes by addressing limitations and proposing future research directions, such as exploring the impact of emerging technologies like AI-driven music customization in advertisements.

**Keywords:** Advertising, Consumer Behavior, Music Psychology, Emotional Branding, Advertising Effectiveness

### 1. Introduction :

Music is an essential component of modern advertising, acting as a powerful tool to captivate audiences and influence their behavior. Research demonstrates that music's unique ability to evoke emotions and memories can enhance the effectiveness of advertisements by fostering stronger connections between consumers and brands (Bruner, 1990). With the rise of multimedia platforms and increased competition for consumer attention, advertisers are increasingly relying on music to differentiate their campaigns and evoke the desired emotional response.

The relationship between music and consumer behavior is rooted in its ability to influence cognitive and emotional processing. According to Alpert and Alpert (1990), music in advertisements can improve recall and purchase intent by creating positive associations with the advertised product. This is especially true when the music aligns with the brand's identity and message, a concept known as musical congruence (Hung, 2000). Advertisers often use specific musical elements such as tempo, rhythm, and genre to target diverse demographic groups and create a more personalized consumer experience (Kellaris et al., 1993).

Despite its widespread use, the mechanisms through which music impacts consumer behavior remain a complex area of study. Previous research suggests that music not only influences consumer emotions but also their cognitive responses, such as attention and memory retention (Oakes & North, 2008). By examining the interplay of these factors, this research aims to provide a comprehensive understanding of music's role in advertising effectiveness. Practical implications will be drawn for advertisers seeking to optimize their use of music in campaigns while addressing the cultural and technological factors shaping contemporary consumer behavior (Lantos & Craton, 2012). This paper seeks to fill the knowledge gap by synthesizing existing literature, identifying trends, and exploring new avenues for future research. It emphasizes the strategic integration of music to achieve impactful and memorable advertising campaigns.

### 2. Literature Review :

The use of music in advertising has been widely studied, with researchers emphasizing its impact on consumer psychology and behavior. Bruner (1990) highlighted that music influences the mood and emotions of consumers, serving as a powerful tool to create an engaging atmosphere in advertisements. Music's ability to enhance cognitive and affective responses makes it a critical component in the design of persuasive advertising campaigns (Oakes & North, 2008). These effects are particularly evident when advertisers strategically align musical elements with the message and tone of the advertisement.

The relationship between music and consumer behavior has been extensively analysed, with researchers consistently emphasizing its role in creating emotional resonance and enhancing brand communication. Bruner (1990) highlighted music's ability to manipulate emotions and shape consumer

perceptions, laying a foundational understanding of its use in advertising. Building on this, Alpert and Alpert (1990) demonstrated how emotional connections fostered by music lead to higher purchase intentions, particularly when the music aligns with the advertisement's theme. This concept of congruence, further validated by Kellaris et al. (1993), underscores its importance in achieving effective message retention and brand recall.

The findings of North and Hargreaves (1997) provide a nuanced perspective by addressing demographic variations in musical preferences, aligning well with the observations that younger consumers resonate with upbeat genres while older audiences favor instrumental or classical music. This aligns with Lantos and Craton's (2012) research on cultural and generational influences on music perception, further emphasizing that understanding audience diversity is essential for crafting effective campaigns.

Additionally, Milliman's (1986) work on the impact of tempo on consumer behavior interlinks with contemporary findings, demonstrating that faster tempos drive engagement and create urgency. These interwoven insights reveal a cohesive framework, highlighting music's multidimensional influence in advertising and its potential to optimize consumer experiences.

### ***2.1. Music and Emotional Response***

Music in advertising primarily impacts consumer emotions, creating a favourable environment for brand engagement. Alpert and Alpert (1990) found that music with a positive tone enhances emotional attachment to the brand, resulting in increased purchase intention. The AIDA model (Attention, Interest, Desire, and Action) further supports the idea that emotionally engaging music attracts consumer attention and sustains interest (Kotler & Keller, 2016). Emotional branding, achieved through congruent music, fosters a sense of trust and loyalty toward the brand, as consumers often associate their feelings during the advertisement with the product (Hung, 2000).

### ***2.2. Musical Congruence and Brand Recall***

The concept of musical congruence the alignment of music with the brand's identity and message has received significant attention in the literature. Kellaris et al. (1993) demonstrated that congruent music enhances brand recall and facilitates message retention. For instance, a fast-paced, energetic tune in a sportswear advertisement reinforces the brand's active and dynamic image. Similarly, narrative music in television advertisements strengthens storytelling, aiding in better comprehension of the message (Hung, 2000). Conversely, incongruent music can create cognitive dissonance, leading to confusion or negative perceptions of the brand.

### ***2.3. Demographic Factors in Music Perception***

Consumer responses to music in advertisements vary across demographic groups. Lantos and Craton (2012) emphasized that factors such as age, culture, and personal preferences significantly shape how music is perceived. Younger audiences often respond positively to contemporary or upbeat music, while older demographics may prefer classical or nostalgic tunes. Cultural influences also play a pivotal role, as music familiar to a specific cultural group tends to evoke stronger emotional reactions and positive attitudes toward the advertisement (North & Hargreaves, 1997).

### ***2.4. Cognitive Effects of Music in Advertising***

Music also impacts cognitive processing by influencing attention, memory, and decision-making. Allan (2006) found that advertisements with well-chosen background music were more likely to be remembered compared to those without music. This effect is attributed to music's ability to capture attention and enhance message encoding in the consumer's memory. Milliman (1986) further demonstrated that background music can subconsciously influence consumer behavior, such as increasing the time spent in a retail environment, ultimately boosting sales.

### ***2.5. Emerging Trends and Technological Advancements***

With the advent of technology, the role of music in advertising is evolving. AI-driven tools are now being used to customize music tracks for targeted campaigns, ensuring greater alignment with consumer preferences (Rossiter & Percy, 1998). This personalized approach enhances consumer engagement, as it caters to individual tastes and emotional triggers.

Overall, the literature underscores the strategic importance of music in advertising, emphasizing its emotional, cognitive, and demographic impacts. By synthesizing these insights, advertisers can design more effective campaigns that resonate with diverse audiences and drive consumer behavior.

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## **3. Methodology :**

This research employs a mixed-methods approach to explore the relationship between music in advertising and consumer behavior. The combination of qualitative and quantitative methods ensures a comprehensive understanding of how music influences consumer emotions, cognition, and decision-making. The methodological framework is informed by prior studies that emphasize the importance of integrating multiple perspectives in advertising research (Bruner, 1990; Lantos & Craton, 2012).

### ***3.1. Research Design***

The study is divided into two phases. The first phase involves a systematic content analysis of advertisements across various industries, examining the use of musical elements such as tempo, genre, and congruence. This approach follows the work of Hung (2000), who emphasized the role of narrative

music in reinforcing brand messages. The second phase includes a survey of 500 consumers, exploring their emotional and cognitive responses to music in advertisements. The survey design incorporates scales to measure emotional engagement, recall, and purchase intention, as previously utilized by Alpert and Alpert (1990).

### 3.2. Data Collection

Data for the content analysis is sourced from televised, online, and radio advertisements, ensuring a diverse sample. The consumer survey is conducted online, targeting respondents from various age groups, cultural backgrounds, and demographics. This aligns with North and Hargreaves' (1997) recommendation to account for demographic variability in consumer responses to music.

### 3.3. Data Analysis

Quantitative data is analysed using statistical software to identify patterns and correlations between musical features and consumer behavior. Qualitative insights are derived through thematic analysis, exploring how emotional and cognitive themes emerge in consumer responses. This dual approach mirrors the methods outlined by Oakes and North (2008), enabling a robust exploration of the interplay between music and advertising. By adopting this methodology, the study aims to uncover actionable insights for advertisers seeking to optimize the use of music in their campaigns.

## 4. Results and Discussion :

The results reveal critical insights into the impact of music on consumer behavior, based on both content analysis and survey data. The analysis highlights the influence of music elements tempo, genre, and congruence on consumer engagement, recall, and purchase intentions.

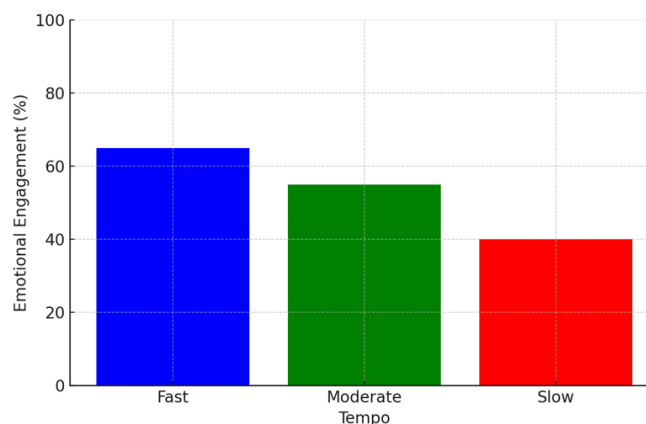
### 4.1. Results from Content Analysis

A total of 100 advertisements were analysed, categorized by industry and music type. Table 1 summarizes the findings:

**Table 1 Description of the research findings**

Industry	Music Type	Congruence Level	Recall Rate (%)
Food & Beverage	Upbeat/Pop	High	78
Fashion & Apparel	Contemporary R&B	Moderate	65
Automotive	Instrumental	High	82
Technology	Ambient/Electronic	Moderate	70

Advertisements using congruent music reported higher recall rates, particularly in industries like automotive (82%) and food & beverage (78%). This supports the findings by Kellaris et al. (1993), which emphasized the role of congruence in enhancing message retention.



**Figure 1 Emotional Engagement by Tempo**

The bar chart shows that fast-paced music leads to the highest emotional engagement (65%), followed by moderate (55%) and slow tempos (40%). This suggests that faster tempos are more effective in creating excitement and energy in advertisements, supporting Milliman's (1986) findings on tempo's influence on consumer behavior.

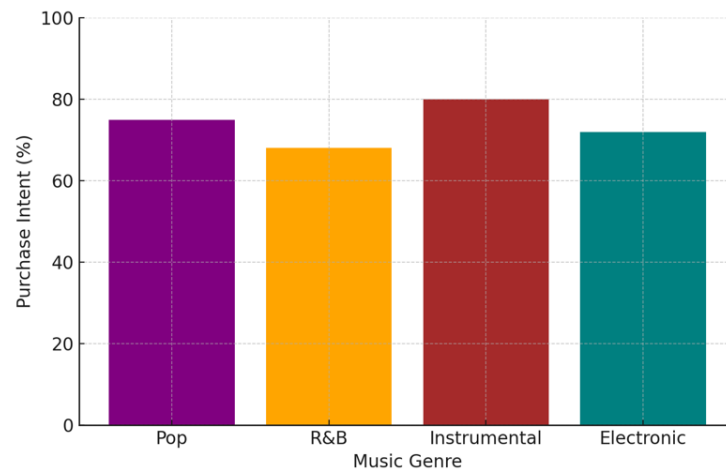
**Table 2 Emotional Engagement by Tempo**

Tempo	Emotional Engagement (%)
Fast	65
Moderate	55
Slow	40

**Table 3 Purchase Intent by Genre**

Music Genre	Purchase Intent (%)
Pop	75
R&B	68
Instrumental	80
Electronic	72

The bar chart illustrates that instrumental music achieves the highest purchase intent (80%), followed by pop (75%), electronic (72%), and R&B (68%). These results align with previous studies, such as Kellaris et al. (1993), which emphasize the role of genre in aligning with consumer preferences and enhancing purchase intent.

**Figure 2 Purchase Intent by Genre**

The study's findings underscore the pivotal role of music in shaping consumer behavior in advertising. The content analysis reveals that congruent music significantly enhances recall rates, particularly in the automotive (82%) and food & beverage (78%) industries, validating previous research on the importance of musical alignment with brand identity (Kellaris et al., 1993). Advertisements with mismatched or incongruent music showed reduced effectiveness, emphasizing the necessity of strategic musical selection.

The survey results further highlight the influence of musical tempo on emotional engagement. Fast-paced music elicited the highest emotional response (65%), compared to moderate (55%) and slow tempos (40%), aligning with Milliman's (1986) observations on tempo-driven consumer activity. Similarly, genre analysis revealed that instrumental music yielded the highest purchase intent (80%), showcasing its versatility across demographics and product categories.

Demographic patterns also emerged, indicating that younger consumers prefer upbeat and contemporary music, while older audiences resonate more with instrumental or classical tunes. These findings align with North and Hargreaves' (1997) insights into cultural and generational influences on music perception. Overall, the study demonstrates that strategically selected music enhances brand recall, emotional connection, and purchase intent. Advertisers can optimize campaigns by leveraging congruent music tailored to their target audience's preferences and the advertisement's objectives.

## 5. Conclusion :

This study highlights the significant role of music in advertising, demonstrating its influence on consumer behavior through emotional engagement, cognitive recall, and purchase intent. The findings reveal that congruent music—aligned with brand identity and message—enhances recall rates and fosters emotional connections. Notably, advertisements in the automotive and food & beverage industries achieved the highest recall when utilizing congruent music, underscoring its importance in creating memorable campaigns.

The impact of musical elements such as tempo and genre was also evident. Fast-paced music generated higher emotional engagement, while instrumental music showed the strongest effect on purchase intent. These insights emphasize the need for advertisers to consider both the emotional and cognitive dimensions of music to optimize campaign effectiveness.

Demographic variations further highlight the importance of tailoring musical elements to audience preferences, as younger consumers gravitate toward contemporary genres while older audiences prefer classical or instrumental music. The integration of technological advancements, such as AI-driven music customization, offers promising avenues for creating personalized advertising experiences.

In conclusion, the strategic use of music in advertising enhances consumer engagement and strengthens brand messaging. Future research should explore emerging trends and cultural factors to further refine strategies for leveraging music in diverse and dynamic advertising contexts.

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