



National  
College *of*  
Ireland

*The Effects of Music in Television  
Advertising on Consumer's Brand  
Perception, Brand Recall and Purchase  
Intention*

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## ***Abstract***

### ***The Effects of Music in Television Advertising on Consumer's Brand Perception and Recall by Daire O'Connor***

Since the emergence of advertising, marketers have utilised music to enhance their advertising. This research study aims to explore the effects that music in television advertising has on consumer's brand perceptions and brand recall. This study aims to analyse consumers responses to advertising music and its impact on consumer's purchase intentions. This study examines the existing academic literature that suggests that music has a positive impact on consumer's brand perceptions and attitude towards a brand. The literature suggests that these brand perceptions increase consumers brand and advertisement recall thus resulting in a positive influence on consumer's purchase intentions. The theory that music has an effect on consumer's purchase intentions has been debated within the current academic literature. There is a lack of conclusive research on the direct and indirect effects of music on consumer's purchase intentions. Although there is existing research on these topics, there were identifiable gaps in the current literature. This research study conducted a further exploration of these theories through eight in-depth interviews. The findings of these interviews confirmed the theories that music positively effects consumer's brand perceptions and recall. However, the exploration of the impact of music on consumer's purchase intentions was inconclusive as participants to the research both confirmed and rejected this theory.

# Submission of Thesis and Dissertation

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## Chapter 1: Introduction

### 1.1 Background to the study

The purpose of this study is to analyse and explore the effects of music in advertising. This study investigates the impact of music in television advertising on consumers' brand perceptions and its influence on brand recall. This study examines consumers' responses to the music used in television advertising and the impact these responses have on their purchase intentions. Brands continue to spend large budgets on television advertising as this marketing tool has a wide reach and high visibility (Tellis & Weiss, 1995). Television advertising has the ability to influence consumers' beliefs and purchase behaviours (Feiz *et al.*, 2013). Research confirms that television advertising can impact consumers' brand perceptions and their attitude towards a brand (Hornik & O'Keefe, 2009). It is noted that television advertisements that evoke an emotional response from consumers help brands to build a relationship and connection with consumers (Panda, Panda & Mishra, 2013). Emotionally stimulating advertising is known to boost the efficacy of the advertising message by attracting consumers' attention thus influencing their brand perception and recall (Lantos & Craton, 2012). Emotions greatly influence a consumer's capability to process information therefore emotionally evocative advertising can improve consumers' advertising message processing (Gorn, 1982). Marketers have noted the effects of music on consumers' emotional responses and have been utilising music to improve the effects of advertising since the emergence of marketing (Brooker & Wheatley, 1994). Music is considered to be one of the most effective tools of communication (Dunbar, 1990) as it captures consumers' attention and has the ability to alter their mood. It is believed that emotions and the moods evoked from music in an advertisement can be transferred onto the brand and aid in the development of consumers' brand perceptions. Onkvisit & Shaw (1987) conclude that music associations aid in the development of a brand's personality.

### 1.2 Gaps in the literature

Although there is a plethora of research and academic literature on the use of music in television advertising and its effects on consumers' responses, there is a lack of focus on musical relevance. Most of the academic literature focuses on the use of emotional music and popular music. The literature has recognised the importance of musical relevance to the advertisement as a whole and places emphasis on the importance of musical message congruency, concluding that it can increase both brand and advertisement recall (North, Hargreaves & Hargreaves 2004). Alpert and Alpert (1991) also acknowledge that musical relevance can impact consumers' attitudes towards the brand and the advertisement. However, the literature lacks focus on the importance of musical relevance to the brand's image and personality. The literature focuses on the significance of the music's suitability to the advertisement and the advertising message rather than its relevance to the brand as a whole.

The literature recognises the influence that music has on consumer's purchase intentions. Brooker and Wheatley (1994) concluded that the effect of music on consumer's moods and attitude towards a brand can influence consumers' purchase intentions. This was supported by Oakes (2007) who stated that music in advertising can improve purchase intentions through its positive impact on brand and advertisement recall. However, Alpert and Alpert (1990) argue that the effects of music on consumer responses and perception often do not last long. They argue that the effects of music on consumers' moods and attitude towards a brand may fade before the purchase situation thus the music does not directly affect consumers' purchase intentions. The academic literature lacks a conclusive agreement on the effect of music on consumers' purchase intentions.

### 1.3 Justification for research

As previously mentioned, there are identifiable gaps in the current academic literature thus further investigation on these topics will be conducted. The effect of music on consumers' purchase intention is debated and the current literature does not provide a conclusive argument. Therefore, further research has been undertaken to investigate the influence that music has on consumers' buying behaviours and purchase intentions. To explore this topic, this study builds on the existing academic literature by undertaking primary research with the aim of contributing evidence that will either support or reject the theories in the literature.

There has also been a gap identified in the literature pertaining to musical relevance in television advertising. The current academic literature lacks discussion with a focus on musical relevance to the brand as a whole. Therefore, further research has been conducted to investigate this topic. Building upon the existing literature, this research explores consumers perceptions of musical relevance to a brand and its effects on their brand recall and attitude towards the brand.

### 1.4 Research objectives

The objective of the research study should be clearly stated, explaining what the researcher aims to accomplish as a result of the research (Saunders, Lewis & Thornhill, 2016). The research objectives are the foundation to the study as they help to form a basis for the research questions (Wilson, 2014). This research study aims to explore the effects that music has on consumers' cognitive and affective responses. This research aims to investigate the effects of music on consumers' brand perceptions, purchase intentions and brand recall. The following research objectives have been proposed to accomplish the research aims;

<b>Research Objective 1</b>	To investigate the impact of relevant music in television advertising on consumers' attitude towards a brand.
<b>Research Objective 2</b>	To explore whether music in television advertising has a direct or indirect impact on consumers' purchase intentions.
<b>Research Objective 3</b>	To examine the impact of music in television advertising on consumers' brand and advertisement recall.

### 1.5 Research methods

This research study takes a mono method approach with a focus on qualitative research. The mono method research approach is identified as a singular data set (Saunders *et al.*, 2016). The researcher selected in-depth interviews as the qualitative research strategy. This study undertakes eight semi-structured in-depth interviews. The sample population for these interviews consist of females between the ages of twenty and forty. This research was conducted during the COVID-19 pandemic, therefore the interviews could not be conducted in person. The interviews were conducted via video calls which limited the researcher's ability to read respondents body language. The research was conducted on a small sample population therefore the research findings are not representative of the general population and as a result they cannot conclusively confirm or reject the theories proposed.

## 1.6 Structure

### Chapter 1: Introduction

This chapter introduces the research area. It summarises the gaps in the literature and the justifications for researching the chosen area. This chapter also highlights the objectives of this research and the methods that have been conducted to explore these objectives.

### Chapter 2: Literature Review

To provide background information on the chosen area of study, an in-depth analysis has been conducted on the existing academic literature within this field of study. This chapter critically analyses the effects of music in television advertising.

### Chapter 3: Methodology

This chapter outlines this study's research objectives and the methods in which the primary research has been conducted. The research philosophy, research approach, research strategy, data collection method and sample population are all discussed. This chapter also highlights the limitations to the research and the ethical concerns.

### Chapter 4: Findings

This chapter displays the findings derived from the qualitative research conducted. It presents the responses obtained from the in-depth interviews carried out within this research study.

### Chapter 5: Discussion

The findings from the primary research are discussed in relation to the academic literature presented in chapter 2. This chapter critically analyses the research findings and either accepts or rejects the proposed theories.

### Chapter 6: Conclusion and Recommendations

This chapter provides a comprehensive summary of the results of both the primary and secondary research. It assesses whether the research objectives have been satisfied. This chapter also provides recommendations for any further research that may be conducted in the future.

## Chapter 2: Literature Review

### 2.1 The use of Music in Advertising

In today's world music surrounds people's everyday lives. Whether or not people choose to listen to music, there is no avoiding it. From music playing in restaurants and stores to music playing while on hold on the phone, people are consistently surrounded by music. According to a study by North *et al.*, (2004) people spend an estimated fifty percent of their waking moments either actively or inactively listening to music. Much of the music that people are exposed to on a daily basis is involuntary music exposure created by media advertising. Music has been used in advertising since the emergence of marketing. Music has long been used in advertising, dating back to the beginning of radio broadcasting (Brooker & Wheatley, 1994). Music is implemented into advertising to evoke emotional responses from consumers. Dunbar (1990) argues that music could be considered a more effective communication tool than words. Music plays a significant role in marketing communications and can be used to capture consumers' attention. Music can act as a stimulus within marketing and can also be implemented into marketing communications to alter consumers' moods and attitudes towards a brand (Bruner, 1990). Music can be employed to increase the effectiveness of an advertisement. Hecker (1984) believes that music is the catalyst of advertising. Music can strengthen a brand's message by altering the tone of an advertisement and enhancing the advertisements energy.

### 2.2 Types of Advertising Music

A consumer's response to the music used in an advertisement has a direct impact on the consumers' response to the advertisement and the brand. It was found that music in advertisements that were ranked as enjoyable by consumers, resulted in a favourable response to the advertisement (Galan, 2009). Galan's (2009) research also found that consumers' feelings towards the music in an advertisement can be transferred onto their feelings towards the brand.

#### 2.2.1 Popular Music

The likability of music used in advertising has a direct effect on consumers' responses to advertisements. A study by Galan (2009) found that music that was considered favourable by consumers had a positive influence on brand perception when used in an advertisement. This study also found that popular music can improve consumers' purchase intentions when used in advertising. The use of popular music in advertising is a highly effective communications tool. Popular music can help to attract increased levels of attention from consumers and can result in increased exposure for the brand. A study by Allan (2006) compared advertisements that featured both popular and unpopular music. This study revealed that advertisements that featured popular music resulted in higher levels of brand and product recall than the advertisements that features the less popular music. Popular music can help brands to gain consumers' attention and differentiate their brand from their competitors which can help to increase sales (Chou & Lien, 2010). Popular music also allows brands to connect and resonate with consumers to help build a relationship with consumers. Popular music has a positive influence on consumers' receptiveness to a brand and the brand's advertising message. This point is supported by Hahn & Hwang (1999) when they showed that the use of popular music in advertising can positively affect the impact of a brand's message and improve consumers' capability to absorb information and process the advertisement's message.

Popular music's usage in advertising has shown to influence consumers' attention, emotional responses, and recall of brands and marketing messages, both directly and indirectly.

### 2.2.2 Nostalgic Music

The use of nostalgic music in advertising allows brands to resonate with consumers by conjuring feelings of nostalgia from consumers. The use of nostalgic music helps brands to develop a bond with consumers thus resulting in consumers' attachment to the brand (Lefi & Gharbi, 2011). Through the use of nostalgic music in advertisements, brands can stimulate the retrieval of fond memories from viewers. By using nostalgic music, brands can enable consumers to recall favourable nostalgic memories thus evoking a positive emotional response from consumers (Chou & Lien, 2010). These positive emotional responses can then be transferred onto the brand and advertisement which positively impacts consumers' attitude towards and perception of a brand.

### 2.2.3 Emotional Music

The use of emotive music is greatly favoured amongst brands as it can evoke powerful emotional responses from consumers. Highly emotive music elicits both emotional and physical responses from consumers. Evoking physical responses from consumers has shown to increase consumers' brand and advertisement recollection. Stout and Leckenby (1986) state that physical reactions such as laughing, crying or smiling have proven to improve recall of both advertisements and brands. There is a positive correlation between consumers' emotional responses to advertisements and their attitude towards a brand as well as their purchase intentions (Aaker, Stayman & Hagerty 1986). Wrigley's adopted this highly effective marketing approach and implemented highly emotional music into their campaign "The Story of Sarah and Juan" which they released in 2015. This campaign featured a cover of the song "Can't Help Falling in Love" by Elvis Presley, which was sang by Hailey Reinhart. This campaign implemented both an emotional storyline and highly emotional music. This emotionally evoking campaign allowed Wrigley's to connect with consumers and aided in the virality of this campaign. The use of such a well-known and emotive song elicited favourable feelings toward the campaign and Wrigley's, as well as a strong emotional bond with consumers. Consumers felt a sense of familiarity when they heard this famous, nostalgic song. The positive emotional response that this campaign elicited among consumers propagated a favourable emotional response to the campaign and the brand. Brands can engage with consumers by using highly emotional music and can also promote a greater degree of engagement in consumers' buy intentions.

### 2.2.4 Brand Jingles

Brand jingles are used in marketing efforts to help businesses establish a distinct identity. Brahmhatt and Vyas (2016) refer to brand jingles as messages that have been written in the form of music. Jingles advertise a company's products or services directly, and they typically include the brand's slogan. Jingles are brief musical samples used in commercial communications, they are memorable and assist in increasing brand recall. Brand jingles enable brands to stand out from their competition. Brand jingles are frequently utilized to highlight important messages. Brands have gained significant benefits from the use of jingles (Gupta, 2013). Wallace (1991) discovered that brand jingles can increase brand recall even when consumers have not heard the jingle in a long time. Brand jingles give a brand its individuality and distinguishes it from the competition, creating customer anticipation (Gupta, 2013). Jingles are powerful instruments for increasing brand recognition. Brand jingles may be used as sensory elements to create a sound experience that distinguishes a company (Hassan & Iqbal, 2016). It was found that foreground music, such as brand jingles, are more successful in boosting brand recall than background music in advertisements (Raja, Anand & Allan, 2019). Brand jingles aid in the development of a brand's image by setting the tone. Jingles are a powerful marketing technique for promoting a brand and making it more memorable to

consumers. Consumers can learn about a business and the products or services it offers in a creative and memorable way through the use of jingles. Brand jingles may help a company to establish a distinct identity in the eyes of consumers.

### 2.2.5 Music Composition

Compositional elements of music have been shown to influence consumer responses. Tonality, modality, tempo and texture have all been shown to elicit favourable reactions and boost arousal, resulting in an increase in consumers' intentions to purchase (Allan, 2007). Listeners' emotional responses can be elicited by a variety of key changes, chords, and melodies. String instruments played in a major key with short and sharp notes were discovered to induce cheerful and enthusiastic sentiments in consumers. While string instruments performed in a minor key, on the other hand, induce feelings of grief and sorrow in consumers (Gilliland, 2018). It was also observed that acoustic guitar is associated with a calm and sophisticated demeanour by listeners. When choosing music for an advertisement, marketers must have a clear concept of the feeling they want to create in their audience. Music that contains relevant lyrics can also be highly effective when used in advertising. Lyrical relevance can elicit good feelings in consumers, resulting in enhanced brand perception. To convey the marketing message, brands often employ lyrical relevancy in their advertising music.

## 2.3 Advertising Music Effectiveness

Music can impact a consumer's mood and attitude towards a brand or advertising message. The response that music can evoke from consumers can directly affect the consumer's perception of a brand or the products shown in the advertisement (Galan, 2009). Music can also be used to enhance characteristics within an advertisement. Music can reinforce visuals and enhance storylines in advertisements. Gupta (2013) states that through the use of music, marketing practitioners can emphasise specific visual qualities therefore positively impacting consumers' perception of the brand. When using music in advertising it is essential that the music compliments the other elements in the advertisement (Craton & Lantos, 2011). It is essential that the music used in an advertisement works well with the elements of the advertisement such as the storyline, the setting, the characters and the general mood and tone of the advertisement. The music must also connect with the brand and aid in portraying the desired image for the brand.

Music is a key tool used by brands to evoke emotional response from consumers. Chou and Lien (2010) describe music as a highly persuasive marketing tool that can stimulate strong emotional responses. Music can elicit emotional responses from customers even in low-involvement advertising, making it a powerful instrument for marketing communications. Music has the ability to evoke emotional reactions that can boost a consumer's attitude toward a brand, enhance buying intentions, and make brands more memorable (Chou & Lien, 2010). The use of highly personal music in advertising helps brands to elicit favourable emotional responses from consumers, resulting in an improvement in recall of the marketing message (Allan, 2006). Music that is personally meaningful can also help to attract and retain the attention of consumers. The use of music in advertising has the ability to evoke physical responses as well as emotional responses from consumers. Physical reactions such as smiling or crying can be elicited from music. The emotional response elicited by the usage of music is advantageous to marketers. Emotionally evocative commercials assist companies in forming positive brand connections with customers (Panda *et al.*, 2013). These emotional and physical responses that are stimulated by music and can help brands to build an emotional connection and relationship with consumers. Many businesses use emotional appeals in their marketing communications to increase the efficacy of the communications. Brands employ

emotionally stimulating marketing messages to spark consumers' interests and influence their purchasing decisions. Emotions have a great effect on consumers' cognitive processes and their ability to process information (Gorn, 1982). These emotions can affect consumers' moods which they subsequently associate with the brand.

### 2.3.1 Cognitive Elements of Music

Music is often thought to be an effective tool in evoking affective responses from consumers. However, ideally music would elicit a cognitive response as it conveys a brand's message (Chebat, Chebat & Vaillant, 2001). Craton and Lantos (2011) suggest that there is a lack of focus on the cognitive effects of music as many marketers focus solely on the emotional effects of music. Music has the ability to evoke strong cognitive responses from consumers as it allows brands to communicate messages and information to consumers. The use of music in advertising has the ability to obtain seven cognitive responses (Craton & Lantos, 2011);

- Gain attention.
- Develop a brand image.
- Create brand associations to music.
- Improve brand and advertisement recall.
- Differentiate from competitors.
- Enhance the advertising message.
- Transfer associations consumers have with music onto the brand.

This research will highlight three of the previously mentioned cognitive elements that are most relevant to the objective of this study.

#### Improve brand and advertisement recall

It is believed that words are more memorable and more easily recalled when set to music than they are spoken without music. A study by Rubin (1977) found that verbal recall was enhanced when set with familiar music. This study also found that verbal recall was higher when set to simple, familiar and repetitive music. Wallace (1994) discovered that a melody can provoke recollection of words, similarly words spoken can evoke recollection of the paired melody. This study found that musical structure can aid in the retrieval of information as well as learning. Bower and Bolton (1969) established that rhyming is also an effective tool to enhance the impact of music in advertising as it limits the memory search by suggesting the words to be recalled. Music enhances the rehearsal of an advertisement's lyrics by stimulating the mental repetition of the advertisement's content. Music promotes recollection as consumers hum or sing along to the advertisement (Macklin, 1988). Advertising music can evoke auditory and emotional memories from consumers even when consumers cannot recall the message. Music can be adopted as a retrieval cue within integrated marketing campaigns (Craton & Lantos, 2011). For example, music in a radio advertisement can retrieve a consumer's memory of the brand's television advertisement that they have previously been exposed to. The recollection of the television advertisement will allow consumers to retrieve visual memories of the advertisement upon hearing the radio version. Music also helps to promote recall through music message congruency. Music message congruency refers to how appropriate and relevant the music is to the advertising message (Kellaris & Rice, 1993). Brand recall is improved through musical relevance to the brand's message.

### Develop a brand image

Music can be used to develop a brand's image. Music can transfer associations onto a brand, helping the brand to develop a personality (Onkvisit & Shaw, 1987). Music can portray powerful personality associations. Classical music can portray sophisticated characteristics, pop music portrays fun and energetic personality traits, rock music portrays a rebellious personality and country music portrays a down to earth personality. Rentfrow and Gosling (2003) state that there is a strong correlation between musical preference and personality. This emphasises the importance of carefully selecting the most suitable music to communicate a brand's message. Music sets the tone for an advertisement and with the appropriate selection of music, brands can effectively portray their desired brand image.

### Enhance the advertising message

North *et al.* (2004) notes that a consumers' responses to an advertisement's music is dependent on the perceived relevance and suitability of the music. Music that is perceived to be well suited to the advertising message gains a more positive response in comparison to music that is perceived to be a poor fit with the advertisement. An advertising message can be hugely influenced by many factors of the music. The music's genre, tempo and mood directly affect the advertising message and can influence recall, brand perception and purchase intentions. Purchase intention is positively influenced by music that evokes emotions that are meaningful to the brand's message and image (Craton & Lantos, 2011). A study by North *et al.* (2004) found that musical congruency can boost brand and advertisement recall and increase purchase intention. The perceived musical fit greatly affects consumers' responses and attitudes towards a brand and its advertising message (Alpert & Alpert, 1991).

### 2.3.2 Affective Elements of Music

Music can be used to evoke affective responses from consumers. By evoking affective responses from consumers, brands can elicit emotional reactions from consumers by connecting with their moods and feelings. Music allows brands to convey a mood or feeling to consumers to elicit an emotional response. These responses range from feelings of excitement to feelings of fear. Craton and Lantos (2011) state that affective responses can be broken down into five aspects;

- Create a mood.
- Evoke emotions.
- Provoke emotional memories.
- Alter the intensity of emotional responses.
- Create a positive experience.

For the purpose of this research, three of the most relevant affective elements to this study will be discussed.

#### Create a mood

Music combined with other advertising elements, may be a particularly effective stimulus for creating a mood, ambiance, or tone for an advertisement (Bruner, 1990). Music contributes to the atmosphere of an advertisement by setting the tempo. Music has the capability to change a listener's mood thus affecting their behaviour and attitude (Alpert & Alpert, 1991).

### Evoke emotions

Music carries emotional meaning and generates sentiments. According to Bruner's (1990) analysis of both marketing and non-marketing uses of music, which may favourably impact consumer's attitude towards the brand and lead to an increase in purchase intention. Brands often use music to evoke emotions from consumers so that they can build an emotional connection with consumers. Brands also aim to evoke emotions that relate to the personality of the brand, for example, Johnson's use calming music to evoke warm and comforting emotions from consumers which help to develop their caring and maternal brand personality.

### Create a positive experience

Musical melodies can affect consumers experiences when being exposed to advertising. Music that is upbeat and energetic can act as a stimulus therefore creating a positive experience for consumers (Zhu & Meyers-Levy, 2005). Music can be used for the consumer's amusement thus resulting in a pleasurable experience for consumers and allowing advertisers to prime customers for purchase (Craton & Lantos, 2011). Advertising music often soothes consumers rather than encouraging them to overanalyse through the use of high-pressured sales words. Sutherland and Sylvester (2000) express that combining music with the advertising message can take the harshness out of the words used and give a flow to the message. This is because consumers process music in relation to the likeability of the music, whereas consumers process words more critically, in terms of whether they are factual. The use of music in advertising eases the sales pitch.

## 2.4 Consumer Attitude and Perception

Advertising is concerned with developing consumers' attitudes towards a brand as their attitudes influence their purchase decisions. Marketers often measure the effectiveness of an advertisement based on its ability to positively alter consumers' attitudes and perceptions of a brand (Craton & Lantos, 2011). The objective of advertising is to evoke a positive cognitive and affective response from consumers to develop a favourable brand perception. It was established that music has the ability to evoke emotional responses from consumers and these emotional responses can have an effect on consumers' attitude towards a brand. Therefore, music has the ability to influence consumers' attitude towards a brand (Brooker & Wheatley, 2004). For brands with low-involvement, advertisements with familiar music had a higher influence on consumers' attitude towards the brand and the ad, as well as a higher effect on consumers' purchase intentions. Whereas, high-involvement brands had higher influences on consumers' attitudes towards the brand and the advertisement and their purchase intention when featuring music that is relevant to the brand and product in their advertisement (Park, Park & Jeon, 2014). It is important to recognise that music is subjective, consumers' responses to music in advertising will vary depending on the consumers' taste in music. This means that music in an advertisement can lead to both favourable or unfavourable attitudes towards the advertisement and the brand. Lantos and Craton (2012) recommend adopting the Likert scale to analyse music to help select the most effective music for the advertisement. There are four key variables that influence a consumer's attitude towards a brand; listening situation, musical stimulus, listener characteristics and advertisement processing strategy (Lantos & Craton, 2012).

### 1. Listening situation

Music that is not suited to the listeners current situation can have a negative impact on the consumers attitude towards the brand and advertisement. The level of effectiveness of music in an

advertisement depends on the listeners' circumstances during their exposure to the advertisement (North *et al.*, 2004). Consumers are often exposed to advertising while being occupied by other things. If a consumer is engaging in activities during their exposure to an advertisement it can affect their level of attention towards the advertising music as well as their emotional response and processing of the music. Consumers' attitudes towards advertising music are also affected by social contexts. North *et al.* (2004) suggests that when consumers are alone, they have higher level of involvement as they are assumed to have more control over what they are watching or listening to. Therefore, consumers' attitudes towards a brand or advertisement are more highly effected when alone. Involuntary exposure to music can have a negative impact on consumers' attitudes towards a brand. Lantos and Craton (2012) concluded that forced exposure to advertising music negatively impacts consumers' responses to music, attention to the advertisement and their information processing.

## 2. Musical stimulus

All elements in an advertisement must be carefully chosen to ensure that they work with the advertising music. Elements such as visuals, storylines and voiceovers should complement the advertising music. Lantos and Craton (2012) suggest that although foreground music is more effective than background music, it may carry more risks than background music as it is more obvious therefore, if listeners do not like the music, it is more noticeable. The music stimulus can be composed in three ways; original composition, pre-existing music and altered music. A study by Allan (2006) reported that consumers negatively perceived altered music. The impact of advertising music can also be affected by the composition of the music such as the tempo and tonality. The tempo and tonality of the music can set the tone for the advertisement thus impacting the listener's mood and perception of the brand.

## 3. Listener characteristics

The impact of advertising music varies depending on the listeners' characteristics. The listeners' demographic variables such as age, gender and location can influence their response to music. Consumers' musical taste highly influences their response to music and their taste can both directly and indirectly impact their attitude towards the brand and the advertisement (Lantos & Craton, 2012). A consumer's response to advertising music is also influenced by the consumer's social identity and personality which often impacts their musical taste and opinions. The listener's mood impacts their attitude towards a brand as their thoughts are often influenced by their emotional state, these emotions can then be transferred onto the brand (Goldberg & Gorn, 1987).

## 4. Advertisement processing strategy

A consumer's perception of a brand can be influenced by how they process the information in an advertisement and the meaning they derive from the advertisement (Brown & Stayman, 1992). This refers to how a consumer interprets an advertising message. Music can affect consumers' cognitive and affective processes thus developing their brand perception. Consumers' processing strategies are impacted by the consumer's level of involvement (Lantos & Craton, 2012).

## 2.5 Recall

Advertising music positively influences consumer's brand recall, advertisement recall and advertising message recall (Raja *et al.*, 2019). Advertising music can enhance advertisement recognition and increase brand recall (Ali, Srinivas & Bhat, 2012). Music that is featured in a brand's advertisement or

associated with the brand and their product can have long term influences on consumers' memories and can aid in brand recall even after the music has ended (Huron, 1989). The memorable nature of music helps to boost brand recall. Advertising music assists consumers in recognising a specific brand (Ballouli & Heere, 2015). Music also assists in the recall of brand slogans when the slogan is featured in an advertisement as a brand jingle (Yalch, 1991). Words in collaboration with foreground music is more effective in enhancing recall than words spoken over background music (Raja *et al.*, 2019). Brand recall may be improved through the association of music to a brand. Brand recall can be affected by various musical approaches such as jingles, instrumentals, adapted vocals and original vocals (Allan, 2006). Brand jingles are one of the most frequently used musical approaches as it is considered by Huron (1989) to be the most effective musical technique to improve brand and product recall. A study by Hahn and Hwang (1999) found that the use of familiar music in the background of advertising positively effects consumers' information processing and enhance their processing of the advertising message thus increasing message recall. The study by Hahn and Hwang (1999) also suggests that music with a faster tempo may be better suited to increase message recognition for advertisements that hold a smaller information load in the advertising message. Whereas, advertisements with a heavy load of information in the advertising message should adopt music with a slower tempo to increase consumers message processing. Advertising music improves consumer's recall of the brand and its product attributes, as well as improving brand recognition.

## 2.6 Purchase Intention

Brooker and Wheatley (1994) found that advertising music had a significant impact on consumers' purchase intentions. A consumer's mood has a great influence on their purchase intentions. Alpert, Alpert and Maltz (2005) identified a strong correlation between mood inducing music and increased levels of purchase intentions. Alpert and Alpert (1990) also found that lively music can improve listeners' moods hence increasing consumers' receptiveness to an advertisement and positively impacting consumers' purchase intentions. The congruity of music to other elements featured in an advertisement has shown to improve purchase intentions as it increases brand and advertisement recall (Oakes, 2007). Advertising music can positively impact consumers' attitude towards a brand which influences their choice of brand thus increasing their purchase intentions. The use of popular music in advertising often evokes emotional responses from consumers which favourably relate to consumers' purchase intentions (Radavičienė, Dikčius, & Gerulytė, 2019). The emotional response evoked from advertising music is highly influential to consumers purchase intentions, therefore, an absence of music in advertising can prove to be detrimental to a consumer's response to an advertisement and their intention to buy.

Alpert and Alpert (1990) debate whether music has a direct effect on consumers' purchase intentions. The study acknowledges that music can influence consumers' brand perceptions therefore impacting their purchase intentions, however they argued that although music can effect consumers' moods and attitudes towards a brand, the positive feelings towards the brand that were evoked by music may not last until the purchase situation. The positive emotions that the consumers feel for the brand may only last as long as the duration of the advertisement and may soon fade thus rendering their positive attitude towards the brand obsolete by the time the consumer has a purchase opportunity.

## Chapter 3: Methodology

### 3.1 Introduction

Within academia, research is defined as the search for information using a technique that is both objective and methodical (Kothari, 2004). Wilson (2014) describes research as the gathering, examining, recording and translation of data. Saunders *et al.* (2016) refers to research methodology as the theory in which research should be conducted. This refers to the procedures and techniques undertaken to collect and analyse data. This may include quantitative research methods such as surveys and observations as well as qualitative research methods such as focus groups, interviews and ethnography. This chapter describes the primary research techniques utilized in this study to further investigate themes based on the discovery of particular gaps in the literature mentioned in Chapters 1 and 2.

### 3.2 Research Aims and Objectives

The purpose of the research methodology is to lead the study by selecting the data gathering procedures that are most appropriate for the chosen research topic (Fisher & Buglear, 2010). A clear research question is required to focus the methodology and produce effective research (Saunders *et al.*, 2016). Clough and Nutbrown (2002) recommend testing the research question using the “goldilocks test” to ensure that the question is not too broad or too narrow. It is critical that the research question not be so restricted that it does not add to the body of knowledge. The research question must not be too broad so that the research has a clear and focused path.

This research study aims to examine the affect that music in television advertising has on consumers’ moods. This research seeks to investigate the relationship between the consumer’s mood and their attitude towards the brand or advertising message. This research will contemplate the relationship between a consumer’s emotional response and their receptiveness to an advertising communication. This study will also analyse the correlation between consumers’ response to music in a television advertisement and their purchase intentions.

This research study also aims to explore the effect that music in television advertising has on consumers’ recall. This study seeks to investigate the effect that music has on evoking emotional response from consumers and its correlation to recall. This study will consider the idea that music that evokes emotional responses from consumers has a positive effect on consumers’ recollection of the brand and the advertisement.

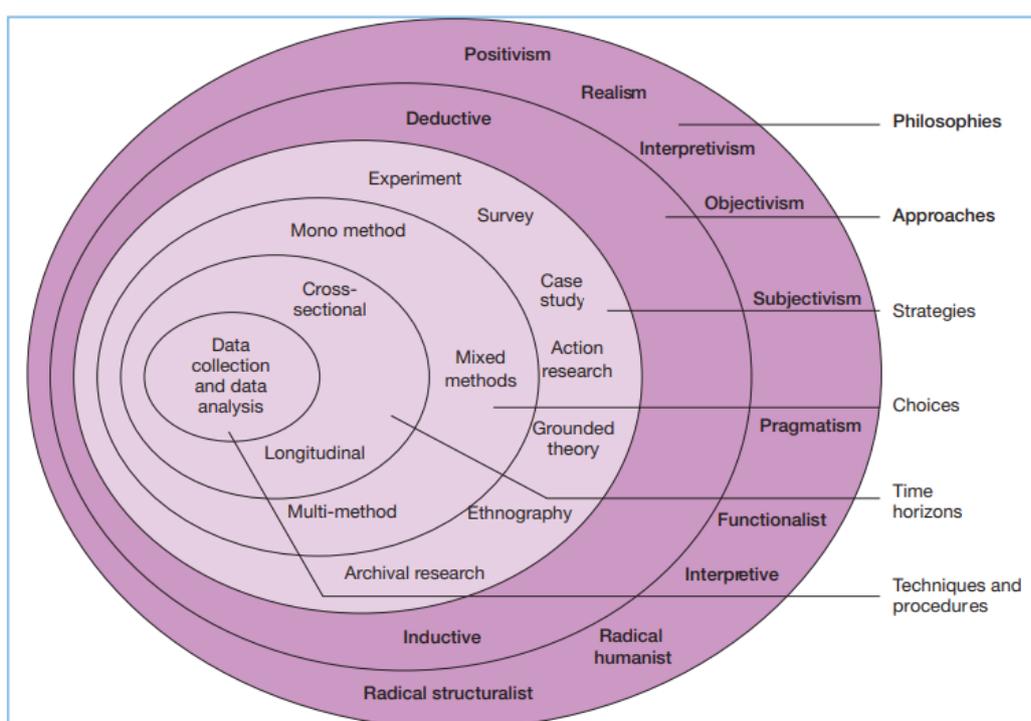
To achieve these research aims, the following objectives have been established.

<b>Research Objective 1</b>	To investigate the impact of music in television advertising on consumers’ attitude towards a brand.
<b>Research Objective 2</b>	To explore the impact of music in television advertising on consumers’ purchase intention.
<b>Research Objective 3</b>	To examine the impact of music in television advertising on consumers’ brand and advertisement recall.

### 3.3 Proposed Research Methodology

This study will undertake a research methodology known as the ‘Research Onion’. The Research Onion (figure 1) is a research method proposed by Saunders *et al.* (2016). It is important to explore the layers of the research onion, starting with the outer layer, to rationalise the chosen method of data collection and analysis (Saunders *et al.*, 2016). Each outer layer must be uncovered before moving onto the next layer. The research onion takes one step by step through the necessary decisions that must be made before finalising the chosen methodology approach. Before proceeding through the different techniques and tactics that may be used, the research onion invites one to reflect on the research's wider philosophical basis. The outer layers are concerned with the philosophies and possible methodical approaches. The inner layers of the research onion are primarily concerned with study design options, time spans, data collection and analysis methodologies and approaches. Data collection and investigation are at the heart of the onion.

**Figure 1. The Research Onion (Saunders *et al.*, 2016)**



### 3.4 Research Philosophy

Saunders *et al.* (2016) refers to research philosophy as the nature in which one develops knowledge. The research philosophy that one adopts gives insight into the way in which one views the world. These insights will act as a basis for the underpinning of one's chosen methods and research strategy. Research philosophy questions a researcher's view on the world and its effect on their decisions when choosing research methods and strategies. A reflection on research philosophies allows researchers to critically consider their choices and possibly consider other choices. There are three main research philosophy concepts; Epistemology, Ontology and Axiology.

Epistemology relates to knowledge that is considered acceptable in a field of research (Saunders *et al.*, 2016). Epistemology is largely concerned with knowledge assumptions. It focuses on what is regarded appropriate, sufficient, and acceptable knowledge, and how we may communicate such knowledge to others. Epistemological assumptions are more discernible than ontological assumptions. Epistemology questions whether the approach to the study of the social world, such as management and business, can be the same as the approach to studying the natural sciences (Saunders *et al.*, 2016). The response to the question indicates if the knowledge gained via the research method is acceptable.

Ontology refers to the study of reality's nature. Ontology raises issues regarding researchers' beliefs about how the world works, as well as their commitment to specific viewpoints, to a larger extent than epistemological considerations (Saunders *et al.*, 2016). Ontology can be divided into two key aspects; objectivism and subjectivism. Objectivism holds the viewpoint that social entities exist in reality, independent of the social participants who are concerned about their existence. Whereas, subjectivism holds the belief that social phenomena are formed by the perceptions and acts of the social participants who are affected by their presence.

Axiology is a field of philosophy that investigates value judgments (Saunders *et al.*, 2016). Although this may contain aesthetic and ethical qualities, axiology is primarily interested in the process of social inquiry. A researcher's personal values play a critical role within all stages of the research process and must be given great consideration in order to produce credible results from the research.

#### 3.4.1 Interpretivism

For the purpose of this study, an epistemologist approach, specifically interpretivism, will be undertaken throughout this research. Interpretivism is an epistemology that argues that in order to explain distinctions amongst people in our position as social actors, the researcher must first understand them (Saunders *et al.*, 2016). Interpretivism is the critical analysis and integration of people and organizations so as to get access to respondents' perceptions of reality (Bryan & Bell, 2011). The interpretivist approach believes there is no singularly exclusive answer to the questions being investigated because every person has their own perception and view of reality amongst many realities (Collis & Hussey, 2009). On a philosophical level, interpretivism maintains that reality is complex and dynamic, that it is a product of culture, and that it is up to human interpretation. Interpretivism emphasises that people cannot be examined in the same way that physical things can be. An interpretivist approach focuses on the observable and objective reality, it uses experiments and data to demonstrate how society functions (Turner, 2001).

### 3.5 Research Approach

Following the selection and rationalization of the chosen research philosophy, Saunders research onion recommends that researchers explore the research approaches. There are two distinct research approaches; the deductive approach and the inductive approach (Saunders *et al.*, 2016). The deductive approach focuses on developing a theory or hypothesis and construct a research strategy to test the theory or hypothesis (Bordens & Abbott, 2011). A deductive approach often relates to a positivist philosophy and can be led by quantitative research methods (Dudovskiy, 2018). Researchers who favour the inductive technique frequently criticize the deductive method for its rigid nature and the lack of alternate explanations it offers for the results (Saunders *et al.*, 2016).

The inductive approach is undertaken by gathering data and building a theory through the analysis of the data collected. The inductive approach is defined by initial observations, trends, and, most importantly, theory conclusions (Wilson, 2014). Within the inductive approach, theory follows data. This is in contrast to the deductive approach whereby data follows theory (Saunders *et al.*, 2016). The inductive approach often relates to a qualitative research approach (Lin, 1998). Inductive research is an ideal research approach for the investigation of new concepts or under developed research topics in order to gain new insights. Inductive research produces thematic conclusions from primary data without the need to test previously established theoretical frameworks (Creswell, 2014).

This study will undertake an inductive approach to research. The inductive approach will allow the researcher to gain a further understanding of Irish consumers' response to music in advertising. An inductive approach will allow the researcher to gain subjective insights into participants' responses to advertising music and show respondents' feelings from each individual's perspective. This inductive approach will take the direction of qualitative research in the form of interviews. This study is best suited to an inductive approach due to the subjective nature of this research which aims to gain insight into consumers' responses to advertising music and to analyse what led to these responses. This research study aims to uncover and investigate the meanings underlying the research participants' behaviours.

### 3.6 Research Strategy

There are two primary research methods; quantitative research and qualitative research. Quantitative research is primarily concerned with converting a mathematical analysis into a useful statistic (Saunders *et al.*, 2016). Furthermore, the quantitative research method undertakes surveys, questionnaires, or polls to collect data from a wide population sample. The questions proposed within quantitative research are often more closed-ended (Perrier, Blondall & McDonald, 2020). Quantitative methods are thought to be more time efficient than qualitative methods and are said to minimize bias from the research process (Bryman & Bell, 2011). Quantitative methods are argued to encourage participants' honesty in their responses. Quantitative research aims to produce generalisable research finding. Quantitative methods typically use large data sets and sample sizes to attempt to statistically explain reality in order to assure that the research results are reliable and accurate (Kapoulas & Mitic, 2012). Quantitative research can be restrictive since it is more concerned with the researcher's point of view, compared to qualitative research, which is more concerned with the participants' point of view.

Qualitative research methods explore the significance of people's lives and reflects participants' opinions and perspectives (Yin, 2016). Bryman and Bell (2011) describe qualitative research methods as the process of identifying an issue and providing a solution based on the findings. Qualitative research methods undertake the approach of focus groups, in-depth interviews, case studies and ethnography to gather data, typically from a smaller population sample than quantitative research (Saunders *et al.*, 2016). A quantitative research approach is effective in providing insight into why something is occurring. Whereas, qualitative research methods are more effective for providing insight into why something is occurring.

This research study aims to gain insights into consumers' perspectives and opinions on advertising and the music used in advertisements. This research aims to explore and understand consumers' views and the reasons for their responses to television advertising. For this reason, this research

study will adopt a qualitative research approach. A qualitative research approach will allow the researcher to gain insight into consumers' responses to advertising music and explore why the consumers have these responses. This study will undertake a mono method approach to research. Saunders *et al.* (2016) refers to a mono method of research as a singular data collection technique. This research will conduct in-depth interviews as a qualitative research method to gain further insights into consumers' responses to advertising music.

## 3.7 Data Collection

### 3.7.1 Data Collection Method: Semi-structured Interviews

Hiller (2010) states that an interpretivist approach generally adopts a qualitative research strategy. This research study will take an interpretivist approach. Therefore, a qualitative research method will be adopted when conducting this primary research study. Qualitative research strategies are undertaken to provide detailed data from a subjective point of view. This study will take the qualitative research approach of in-depth interviews to conduct primary research. Hiller (2010) argues that interviews may be more effective than other data collecting techniques in getting credible and honest descriptions of participants' experiences thus decreasing the risk of researcher bias. Qualitative interviews can take two different approaches; semi-structured interviews and unstructured interviews (Bryman & Bell, 2011).

For the purpose of this research, a semi-structured approach will be taken when conducting interviews. Semi-structured interviews typically have a more structured tone than unstructured interviews which have a more conversational and informal tone. Semi-structured interviews allow the interview to follow a loose series of questions and topics while unstructured interviews are conducted as more of a casual conversation directed by the researcher which often covers a wide range of topics. Semi-structured interviews have been chosen as the research approach as it is important to gather relevant information for this research and crucial that the interviews not steer off from the topic of research. Prior to the conducting of this research, relevant questions will be developed along with possible probing of respondents' answers so as to achieve the research aims. These questions will be prepared so that the interviews can be guided while also providing flexibility for respondents' answers. The questions will provide a data set that can be compared analytically across interviews. The interview questions will consist of both open-ended and close-ended questions. The interview will mostly focus on open-ended questions that are designed to be digressive. This will enable the researcher to stray from the questions list in order to have a casual chat about unforeseen topics. These questions will be designed to allow the respondent to reply in a way that is relevant to their personal experiences and perspectives.

This research will consist of eight semi-structured interviews. These interviews will be conducted via video calls and will be recorded for the purpose of analysing the data collected. These interviews will last an estimated thirty minutes. Within this time the respondents will be asked if they consent to the recording of the interview before proceeding with the proposed questions. Throughout these interviews respondents will be given the freedom to respond to the questions in a way that best suits them. Each interview will follow the same list of questions to ensure accuracy throughout all data collected while also ensuring the interviews are flexible to allow respondents to provide any additional data that they may feel is relevant. The interviews will be split into three sections. The respondents will first be asked a series of questions relating to their opinions and feeling towards advertising and the music used in advertising. Once the participant has responded to these

questions, they will then be shown the Wrigley’s “The Story of Sarah and Juan” television advertisement. When the respondent has watched the full advertisement, they will then be asked a sequence of questions inquiring about their opinion of the advertisement. After these questions have been answered the respondent will then be shown a second ad, the Boots “Here Come the Girls” television advertisement. The respondent will be asked a list of questions after they have completed watching the advertisement. These questions will investigate their perception of this advertisement. The interviews will conclude with a discussion of television advertisements that the respondent can recall as memorable and television advertisement that they found contained memorable music.

### 3.7.2 Sample Population

It is neither feasible or cost-effective to investigate a whole population when conducting research (Saunders *et al.*, 2016). For this reason, subpopulations are established depending on the research question's criteria. A sample of individuals may be investigated from various subpopulations, allowing the researcher to make generalizations about the overall population (Bordens & Abbott, 2011). A sample, according to Bryman and Bell (2011), is a segment of the population chosen for research. Sampling allows researchers the extra time to create and test their methods of research and data collection. Sampling can be broken down into two key techniques; probability sampling and non-probability sampling.

The sample population for this research has been limited to females between the ages of twenty to forty. This sample population has been chosen as a reflection of the advertisements being shown in within the interviews. The television advertisements that will be shown in the interviews are evidently targeted toward women. For this reason, the researcher felt that a sample population of females would be best suited to this research as the advertisements would be more effective on this demographic. Due to constraints on the researcher’s accessibility, the sample population is limited to ages between twenty and forty. The sample population for this research also has limitations caused by time and financial constraints. Each of the participants age and gender is displayed in the table below.

<p><b>Participant 1</b></p> <p><b>Age:</b> 23 <b>Gender:</b> Female</p>	<p><b>Participant 2</b></p> <p><b>Age:</b> 22 <b>Gender:</b> Female</p>
<p><b>Participant 3</b></p> <p><b>Age:</b> 25 <b>Gender:</b> Female</p>	<p><b>Participant 4</b></p> <p><b>Age:</b> 25 <b>Gender:</b> Female</p>
<p><b>Participant 5</b></p> <p><b>Age:</b> 24 <b>Gender:</b> Female</p>	<p><b>Participant 6</b></p> <p><b>Age:</b> 34 <b>Gender:</b> Female</p>
<p><b>Participant 7</b></p> <p><b>Age:</b> 25 <b>Gender:</b> Female</p>	<p><b>Participant 8</b></p> <p><b>Age:</b> 36 <b>Gender:</b> Female</p>

### 3.7.3 Analysing Data

Qualitative research methods necessitate the researcher's ability to pay close attention to what the participants say and carefully analyse what they say (Yin, 2016). To ensure the data is accurately collected for a conclusive analysis, the researcher will record these interviews. Following these reordered interviews, the researcher will transcribe the interviews to ensure the data is recorded accurately. These transcripts will allow the researcher to conclusively analyse the participants' responses. The recordings and transcripts will enable the researcher to develop a reliable interpretation and conclusion from the data collected.

## 3.8 Ethical Issues

Ethical issues are concerned with the way in which participants are treated during the research process. It should be taken into consideration whether certain actions should be carried out within the process of research (Bryman & Bell, 2011). The Code of Ethical Conduct highlights the importance of analysing the complete impact on all participants and expresses its importance to the researcher's integrity (Yin, 2016). Ethics has the power to influence the whole study. This is why it is critical that the researcher adheres to these ethical principles and standards in order to avoid inflicting possible harm to the participants (Saunders *et al.*, 2016). The author performed a comprehensive ethical evaluation before conducting the research in this study, describing the steps the research would follow with the primary goal of ensuring that the participants are given the appropriate duty of care and ethical treatment. This ethical evaluation form was submitted to the National College of Ireland.

## 3.9 Limitations to the Research

Limitations are those incidental events that have the potential to influence the overall data collecting process (Bryman & Bell, 2011). These events can cast doubt on the reliability and accuracy of the results collected. To prevent these events from occurring it is critical for the researcher to recognise such limitations. This study will conduct research from a small sample population of eight participants. It is logical to assume that the research may result in biases therefore the results of this research may not produce conclusive results. It should be acknowledged that despite the fact that the interview questions were methodically designed and executed, the responses cannot be guaranteed to be completely accurate or reliable. This research study also faces limitations due to financial and time constraints. Due to time constraints, there is a limitation on the number of interviews that may be conducted. There are also limitations to the researcher's access to participants as the participants must be voluntary due to financial constraints.

## Chapter 4: Findings

This chapter will present the data findings from the eight in-depth interviews conducted by the researcher. This research was conducted with the intention of investigating the following research objectives. The primary research conducted by the researcher identified themes relevant to the research objectives. The themes that were discovered will be utilized to structure the exploration and analysis of the findings and their significance to the research objectives. This chapter will include relevant quotes from participants to illustrate the research findings. The themes identified in this research are presented in the table below.

<b>Research Objective</b>	<b>Themes</b>
To investigate the impact of relevant music in television advertising on consumers' attitude towards a brand.	Perception Congruency Relevance
To explore whether music in television advertising has a direct or indirect impact on consumers' purchase intentions.	Purchase intention
To examine the impact of music in television advertising on consumers' brand and advertisement recall.	Nostalgia Recall

This research was conducted through eight in-depth interviews consisting of females between the ages of twenty and forty. Within these interviews the researcher observed the participant's moods and facial expressions, which was documented alongside recordings and transcripts of the interviews. The researcher observed participants' reactions and responses to the advertisements shown during the interviews and noted these actions. For the purpose of protecting the participants' anonymity the participants will be referred to as participant 1-8.

### 4.1 Research Objective 1

The first objective of this research is to investigate the impact that relevant music in television advertising has on consumers' attitude towards a brand. Through the investigation of this research objective, themes have been identified. The themes established through this research are discussed below.

#### 4.1.1 Perception

A key theme shown in this research was participants' perception of advertising as a whole. The theme of perception was explored throughout the interview as participants were encouraged to describe their feelings and perceptions of advertising in general. When exploring participants' perception of advertising, there were many negative perceptions of advertising. A participant expressed their annoyance for online advertisements; "Sometimes I find that advertising can be a little invasive, especially online advertising. When it comes to personally targeted ads, I feel like they know too much." (Participant 4) Others expressed frustrations towards advertising when it was preventing them from watching a television show or video online; "I think it's annoying, when I'm trying to watch something, I just want to skip the ads to get to my program." (Participant 1) "If I'm

on YouTube and ads keep popping up, it's annoying." (Participant 2) "Sometimes it can be quite annoying, if you're going to watch a YouTube video and an ad pops up, that's not where you want to see ads." (Participant 5) "Most of the time I kind of find it annoying and so I would usually record things on television so I can skip over the ads." (Participant 7) Participants also had negative perceptions of advertising as they feel it's inescapable; "I find advertising a bit annoying, like you can't really get away from it, it's everywhere." (Participant 8) Some participants go as far as to install ad blockers and pay premiums to avoid advertising; "I pay for Spotify premium so I don't have to listen to ads." (Participant 7) "If I'm on social media and ads keep popping up all the time, I find that annoying and online pop-up ads are so annoying, I've installed ad blockers on my laptop so I can avoid them." (Participant 2)

Although the general perception of advertising was negative, there were some participants who had a positive perception of advertising. Some participants felt that advertising is a beneficial tool for brands; "I think advertising is a really good thing for companies to do to promote their goods and services." (Participant 3) "I don't have any negative feelings towards advertising, I think it's a useful tool for brands." (Participant 6)

In general, participants perceived music to be an effective tool in advertising. Many participants felt that music often draws their attention to a television advertisement; "I think the main thing that draws me in to an ad is the music, if I hear a song that I like I tend to pay more attention to the ad." (Participant 1) Participant 1 also expressed that "the music definitely got my attention, it's my favourite song", when discussing the Wrigley's advertisement. Participant 3 also explained that music grabs her attention, saying "if a song I like comes on the television I'll look up to see what it is, so I definitely end up paying more attention to the ad." Participant 4 agreed saying "especially if the music is catchy. That's definitely something that will draw me in. I feel like without music in an advertisement, there's virtually no emotion to it." Another participant explained that music has the ability to make them pay attention to what is playing on the television; "A lot of the time I won't be watching the TV and I'll be on my phone, so I'm not paying attention, but if a song that interests me comes on, I'll look up to see what it is." Participant 1 felt that the use of music in an advertisement "makes it a more memorable experience."

Some participants felt that their perception and attitude towards the music in an advertisement does not reflect onto the brand in the advertisement. Many participants felt that if they already have a negative perception of a brand, the music in the advertisement will not change their perception of that brand; "if I don't like a brand, the music in the ad is not going to make me like it." (Participant 6) Participant 8 also expressed a similar opinion, saying "if I don't like a brand and they have a good ad, or like their ad has a song that I love, it's not going to make me like the brand. Even if I love the ad, it's not going to change my opinion of the brand." Participant 6 explained that "although I love the song in the Wrigley's ad, it didn't make me like the brand more, like I still just see it as a generic chewing gum brand."

However, some participants felt that the music in an advertisement can make a brand more likeable if they already like the brand or are unsure about the brand. Participant 2 expressed that the music in the Boots advertisement made the brand more likeable saying "I would have thought of Boots as just another chemist really, but after watching the ad and hearing that song I kind of see it as more of a fun and girly brand." Participant 7 agreed that the Boots advertisement positively affected her perception of the brand; "I already like Boots and I shop their anyways but after seeing that ad, and the fun music in it, I see Boots as more of a fun brand now."

### 4.1.2 Congruency

Participants notified the importance of congruency in advertising. Participants agreed that the music in an advertisement can help to make an advertisement more effective. However, it was argued that the music must be combined with other elements to make an advertisement truly effective.

Participant 6 expressed that music is often what initially grabs her attention but to hold her attention there must be a storyline or visuals that work with the music; “yeah I’m definitely more of a music person so music would be what attracts my attention to an ad but I think it needs to go with the ad, like if it has a storyline that goes with the music it definitely makes it more effective. Even I think the setting has to work with the music, like the Pretty Little Thing ads, they’re set on the beach and they have upbeat, summery music that goes with the vibe of the ad. I think all the elements of the ad are what makes it work and holds my attention”

Many participants also noted that it is important for the music to fit with both the advertisement and the brand. Many felt that the music in the advertisement should reflect the message of the advertisement and the brand's personality. When discussing the Boots advertisement, Participant 2 felt that the music in the advertisement worked well with the brand and the advertising message; “the song they used really fit the ad. I feel like the music is well suited to Boots as well because it reminds you of getting done up for a night out which reminds you of all the products Boots has that you might need. I think it was a great choice of music.” Participant 5 agreed that the music in the Boots advertisement was appropriate; “the song reminds me of nights out with the girls and I feel like it’s a really empowering female song. I think it goes really well with the ad and I think it suits Boots, like makes the brand seem fun and girly.” Participant 8 expressed the importance of a correlation between the storyline and the music used in an advertisement when discussing the Wrigley’s ad; “I definitely think it’s important for an ad to have relevant music, like the Wrigley’s ad was trying to tell an emotional story so I think the music fit the ad perfectly. It wouldn’t be even half as effective if they used another song. Or like if they used an upbeat or faster song the ad just wouldn’t make sense.” Participant 7 also felt that the music in the Wrigley’s advertisement was appropriate, saying “I feel like the music ad suited the ad so well, like having such a romantic song to go with the storyline really helped.”

### 4.1.3 Relevance

The participants emphasised the importance of relevance within an advertisement. Participants felt that the use of relevant music and storylines in an advertisement is crucial to the effectiveness of the advertisement. One participant felt that the Wrigley’s advertisement was not relevant to the brand. Participant 6 explained that she did not feel that the advertisement was a “good fit”. She felt that the advertisement was not suited to a chewing gum brand and would be more relevant to a jewellery brand; “It seemed like a jewellery ad. I don’t really associate chewing gum with a love story so like the music definitely fit the storyline but I don’t think the story really had any relevance to the brand.” Participant 8 agreed that the Wrigley’s advertisement was not relevant to the brand and expressed that she was surprised at the end of the advertisement when she discovered it was an advertisement for chewing gum; “I don’t really know what message Wrigley’s were trying to send, like I was expecting the ad to be for life assurance or home insurance, not a chewing gum ad.”

Participants seemed to have a different perception of the Boots advertisement. Many participants viewed the Boots advertisement as highly relevant to the brand. Participants also felt that the music was well suited to both the brand and the advertisement. Participant 5 expressed her positive perception of the Boots advertisement saying “I thought the choice of song was brilliant and really relevant. The song was really appropriate cause they were showing all their products that would be more focused for women.” She also explained that the relevance of the advertisement positively

affected her experience with the advertisement; “I really liked the Boots ad. Obviously it’s a Christmas ad and it has me all excited for Christmas.” Participant 7 felt that the music in the Boots advertisement was highly relevant and improved her perception of the brand; “I really like the song choice. Especially because its ‘here come the girl’ and then all the girls are getting ready in the ad. I think it’s very suitable, a nice and girly song to go with all the brands that were shown in it. It made Boots seem like such a fun brand.”

## 4.2 Research Objective 2

The objective of this research was to explore whether music in television advertising has a direct or indirect impact on consumers’ purchase intentions. Participants’ purchase intentions were a key theme discussed within the interviews.

### 4.2.1 Purchase intention

Participants generally felt that there was no link between the music in advertisements and their purchase intentions. Participant 4 explained that she doesn’t feel that the music in an advertisement will change her opinion of a brand. When discussing the effects of music on her purchase intention she explained; “if I don’t like the product, it’s not going to make me want to buy it just because I liked the music in the ad, or vice versa, if I like the products and the ad has music that I don’t like I’m still going to buy the product even if I don’t like the song.” Participant 6 agreed that if she doesn’t like a brand, music will not change her perception of the brand; “if I don’t like a brand, and they play a really catchy song and have a great ad, but I’ve had a terrible experience with them as a brand before, I’m not going to then go and be like, you know what I’m going to do, I’m going to buy from that brand now.” When discussing the music in the Wrigley’s ad, participant 1 explained that the music had no effect on her perception of the brand or her intention to buy it, saying “I don’t really think music effects my purchase intention to be honest. Like I already buy Wrigley’s anyways, and I love the song in the ad but I don’t think it has made me any more or less likely to buy it.”

When first asked if music effected their purchase intention, many participants felt it did not. However, after watching the Wrigley’s and Boots advertisements some participant’s purchase intentions had been influenced. Participant 1 revealed that her purchase intentions and her perception of the brand had been positively influenced by the Boots advertisement and the music in the advertisement; “I feel like the Boots ad made me like the brand more, like the music made it more of an enjoyable ad to watch. I usually shop in any chemist but the ad showed loads of products and reminded me of all the stuff they sell. Like it kind of showed everything they offer and I think I’d probably shop in Boots now over other chemists.” Participant 2 explained that the music in the Boots advertisement drew her attention to the advertisement which as a result drew her attention to the products in the advertisement therefore influencing her purchase intention. She revealed that “the music in the ad definitely made me pay attention to the ad and they had so many products showing in the ad. It actually reminded me that I need to pop in to Boots and grab a few bits.

## 4.3 Research Objective 3

The objective of this research was to examine the impact of music in television advertising on consumers’ brand and advertisement recall. Throughout the interviews the themes of nostalgia and recall were discussed.

#### 4.3.1 Nostalgia

Through the discussion of memorable advertisements, a key theme was revealed. The theme of nostalgia was identified and often came up during discussions about Christmas advertisements. Participant 3 disclosed that she finds Christmas advertisements to be the most memorable as they are her favourite advertisements to see. She revealed that she always remembers the Kellogg's Christmas advertisements, describing it as making her "feel so nostalgic and reminds me of Christmas as a child." Participant 8 also expressed her liking for nostalgic advertising; "I think ads that use nostalgic music are quite effective, like when you hear an old song that you haven't heard in a while, that definitely draws my attention." Participant 8 also agreed that "I feel like the real nostalgic ads, like the Christmas ones that play every year are always more memorable." The theme of nostalgia was also identified when discussing the Boots advertisement. Participant 6 revealed that the advertisement made her nostalgic, thinking of her previous Christmas parties at work. She explained that the advertisement made her "excited for a girl's night out and made me really nostalgic remembering getting ready for work Christmas parties. It reminded me of the buzz in the office the day of the Christmas party."

#### 4.3.2 Recall

Participants revealed that they feel there is a link between the music in an advertisement and their advertisement recall. They expressed that they feel that music has the ability to make an advertisement more memorable. Participant 2 gave an example of an advertisement that she would automatically recognise upon hearing, without seeing the advertisement. She revealed that "if the Coca Cola Christmas advertisement came on, like if you heard it from the other room, you'd know exactly what the ad is." Participants explained that music sets the tone for an advertisement and makes the advertisement more effective thus making the advertisement more memorable. Participant 8 recalled the road safety authority advertisements as being memorable due to the music in the advertisement; "I think the road safety ads are so much more memorable because of the music, like the music sets the tone for the ad and it starts out slow and speeds up during the crash, it's kind of eery. It makes the ad so much more effective. I think the music makes it so memorable and I don't think it would have the same effect without the music."

## Chapter 5: Discussion

This chapter will discuss the primary research findings from chapter 4 in relation to the secondary findings discussed in chapter 2. This discussion will be led by the research objectives previously stated in chapter 4. This chapter will be broken down into the following three sections;

1. To investigate the impact of relevant music in television advertising on consumers' attitude towards a brand.
2. To explore whether music in television advertising has a direct or indirect impact on consumers' purchase intentions.
3. The examination of the impact of music in television advertising on consumers' brand and advertisement recall.

### 5.1 Research Objective 1

#### **The investigation of the impact of relevant music in television advertising on consumers' attitude towards a brand.**

The primary objective of this study is to examine the effect that music in television advertising has on consumers' perception and attitude towards a brand. This exploration focuses on the effects of musical relevance on an advertisement's efficacy. As the literature review states, the objective of advertising is to evoke a response from consumers which will result in the development of a positive brand perception. The effectiveness of an advertisement is often measured by the advertisement's ability to positively impact a consumer's attitude towards a brand (Craton & Lantos, 2011). Brooker and Wheatley (2004) state that music has the ability to evoke emotional responses and alter a person's mood, suggesting that the use of music in advertising can influence a consumer's perception of a brand. The literature suggests that music that is familiar and relevant to the brand can improve consumers' attitude towards a brand (Park *et al.*, 2014).

#### 5.1.1 Perception

While undertaking interviews as part of the primary research, the theme of perception was prominent. The literature review suggests that the feelings evoked from the music in an advertisement can be transferred onto the brand and develop a consumer's brand perception (Gorn, 1982; Aacker *et al.*, 1986; Onkvisit & Shaw, 1987; Galan, 2009). This theory was debated throughout the interviews. Both participant 6 and participant 8 disagreed with this theory, expressing that they do not feel that their perception of a brand can be altered or influenced by the music used in an advertisement, stating;

"If I don't like a brand, the music in the ad is not going to make me like it." (Participant 6)

"If I don't like a brand and they have a good ad, or like their ad has a song that I love, it's not going to make me like the brand. Even if I love the ad, it's not going to change my opinion of the brand."

Participant 6 explained that "although I love the song in the Wrigley's ad, it didn't make me like the brand more, like I still just see it as a generic chewing gum brand." (Participant 8)

These responses mainly focused on music's ability to alter respondents' negative brand perceptions into positive brand perceptions. It is recognised that there is great difficulty in changing a consumer's perception of a brand therefore it is noted that music alone cannot positively influence a negative brand perception. However, this does not mean that music cannot influence consumers' brand perceptions. Some participants agreed with the existing academic literature and felt that the

music in an advertisement has the ability to influence their perception of a brand. Both participant 2 and Participant 7 revealed that their perception of Boots had been positively affected by the music in the television advertisement, explaining;

“I would have thought of Boots as just another chemist really, but after watching the ad and hearing that song I kind of see it as more of a fun and girly brand.” (Participant 2)

“I already like Boots and I shop their anyways but after seeing that ad, and the fun music in it, I see Boots as more of a fun brand.” (Participant 7)

Both the primary research and secondary research has shown that music does have the ability to positively influence consumers’ perceptions of a brand if the consumer feels impartial towards the brand or already has a favourable perception of the brand prior to their exposure to the advertisement. However, the primary research findings suggest that if a consumer has a pre-existing negative perception of a brand, the music in the advertisement will not alter their perception of the brand.

It is clear that music can transfer personality traits onto a brand. Rentfrow and Gosling (2003) identified a strong correlation between music and personality. The use of the energetic and upbeat song ‘Here Come the Girls’ had a clear impact on participants’ perception of Boots, as both participant 2 and participant 7 previously expressed their “fun” personality associations to the brand as a result of the music in the advertisement. The music in the Boots advertisement set the tone for the advertisement and effectively portrayed their desired brand image.

### 5.1.2 Congruency

The research conducted in Chapter 2 identified the importance of musical congruency. Kellaris and Rice (1993) expressed that the music used in an advertisement should be congruent with the advertisement to improve message processing and brand recall. Music also helps to promote recall through music message congruency. Music message congruency refers to how appropriate and relevant the music is to the advertising message (Kellaris & Rice, 1993). Brand recall is improved through musical congruency to the brand’s message. Gilliland (2018) explained that key changes, chords and melodies can influence the overall tone of the advertisement such that string instruments played in a major key were perceived as cheerful and string instruments played in a minor key were perceived as sorrowful. This highlights the importance of selecting music that is congruent with the mood they’re aiming to create.

Participants agreed that congruency is important to develop brand perception. They explained that the music used in an advertisement must not only be congruent with the advertising message, but also the storyline, visuals and setting of the advertisement. Participant 6 expressed that the music must work with the storyline and visuals to hold her attention; “I’m definitely more of a music person so music would be what attracts my attention to an ad but I think it needs to go with the ad, like if it has a storyline that goes with the music it definitely makes it more effective. Even I think the setting has to work with the music, like the Pretty Little Thing ads, they’re set on the beach and they have upbeat, summery music that goes with the vibe of the ad. I think all the elements of the ad are what makes it work and holds my attention”. Other participants emphasised the importance of the music’s “fit” to the advertising message and the other elements of the advertisement; “I feel like the music in the Wrigley’s ad suited it so well, like having such a romantic song to go with the storyline really helped.” (Participant 7) Participant 8 agreed explaining “I definitely think it’s important for an ad to have relevant music, like the Wrigley’s ad was trying to tell an emotional story so I think the

music fit the ad perfectly. It wouldn't be even half as effective if they used another song. Or like if they used an upbeat or faster song the ad just wouldn't make sense."

Participants identified the importance of musical congruency with the advertising message. Participants felt that the music that reflected the brand's message was effective in influencing their brand perception and building a brand personality. Both Participant 2 and Participant 5 discussed how the music used in the Boots advertisement suited the advertisement's message and portrayed the brand's personality; "The song they used really fit the ad. I feel like the music is well suited to Boots as well because it reminds you of getting done up for a night out which reminds you of all the products Boots has that you might need. I think it was a great choice of music." (Participant 2) Participant 5 agreed explaining "The song reminds me of nights out with the girls and I feel like it's a really empowering female song. I think it goes really well with the ad and I think it suits Boots, like makes the brand seem fun and girly."

This primary research confirms the importance of congruency that was highlighted in the literature review. The research showed the effect that congruency has on the development of a brand personality and its influence on consumers' brand perceptions. It is evident that congruency throughout an advertisement positively influences consumers' receptiveness to the advertisement. The congruency and perceived "fit" of the music in the Boots advertisement with the advertising message was well received by participants and positively impacted their attitude towards the brand by developing a "fun" brand personality.

### 5.1.3 Relevance

Musical relevance was a key theme that was discussed within the interviews. The current academic literature reviewed in Chapter 2 discussed the importance of relevance throughout advertising. It was noted that music that is perceived to be relevant and well suited to the advertisement and its message was positively received by consumers (North *et al.*, 2004). The perceived relevance of music to an advertisement's message has been shown to influence consumers' attitude towards a brand and increase both brand recall and purchase intentions (Alpert & Alpert, 1991; North *et al.*, 2004; Craton & Lantos, 2011)

The participants emphasised the importance of relevance within advertising. Participants felt that the use of relevant music and storylines in an advertisement is crucial to the effectiveness of the advertisement. The current academic literature focuses on the musical relevance to an advertisement. The participants agreed with the importance of musical relevance to an advertisement that is highlighted in the current literature while also emphasising the importance of musical relevance to the overall brand image. Participants of these interviews seemed to hold more importance to the relevance of music to the brand than the academic literature does. Some participants felt that the Wrigley's advertisement and music was not relevant to the brand. Participant 6 explained that she did not feel that the advertisement was a "good fit". She felt that the advertisement was not suited to a chewing gum brand and would be more relevant to a jewellery brand; "It seemed like a jewellery ad. I don't really associate chewing gum with a love story so like the music definitely fit the storyline but I don't think the story really had any relevance to the brand." Participant 8 agreed that the Wrigley's advertisement was not relevant to the brand and expressed that she was surprised at the end of the advertisement when she discovered it was an advertisement for chewing gum; "I don't really know what message Wrigley's were trying to send, like I was expecting the ad to be for life assurance for home insurance, not a chewing gum ad."

Participants seemed to have a different perception of the Boots advertisement. Many participants viewed the Boots advertisement as highly relevant to the brand. Participants also felt that the music

was well suited to both the brand and the advertisement. Participant 5 expressed her positive perception of the Boots advertisement saying “I thought the choice of song was brilliant and really relevant. The song was really appropriate cause they were showing all their products that would be more focused for women.” She also explained that the relevance of the advertisement positively affected her experience with the advertisement; “I really liked the Boots ad. Obviously it’s a Christmas ad and it has me all excited for Christmas.” Participant 7 felt that the music in the Boots ad was highly relevant and improved her perception of the brand; “I really like the song choice. Especially because its ‘here come the girl’ and then all the girls are getting ready in the ad. I think it’s very suitable, a nice and girly song to go with all the brands that were shown in it. It made Boots seem like such a fun brand.”

## 5.2 Research Objective 2

### **The exploration of the direct and indirect impact of music in television advertising on consumers’ purchase intention.**

The primary research conducted aimed to explore the effects of music on consumer’s purchase intentions. The overall objective of advertising is to influence consumers’ purchase intentions in the hope of increasing sales. The literature review conducted in Chapter 2 highlighted the influence of music on consumers’ purchase intentions. It has been suggested that music can have both a direct and indirect impact on consumers’ purchase intentions (Aacker *et al.*, 1986; Brooker and Wheatley, 1994; Chou & Lien, 2010). This theory was debated throughout the interviews. Many respondents felt that their attitude towards a brand and perception of a brand could be influenced by music, however they did not feel that music had a direct impact on their purchase intentions, explaining;

“If I don’t like the product, it’s not going to make me want to buy the product just because I liked the music in the ad, or vice versa, if I like the products and the ad has music that I don’t like I’m still going to buy the product even if I don’t like the song.” (Participant 4)

“If I don't like a brand, and they play a really catchy song and have a great ad, but I've had a terrible experience with them as a brand before, I'm not going to then go and be like, you know what I'm going to do I'm going to buy from that brand now.” (Participant 6)

Although participants did not feel there was a link between music and their purchase intention, it is evident that this may not be the case. When initially asked if they felt their purchase intentions were influenced by music, most participants responded that it did not. However, when asked about their purchase intentions following their exposure to the Boots advertisement many participants felt that their purchase intentions had been positively influenced, stating;

“I feel like the Boots ad made me like the brand more, like the music made it more of an enjoyable ad to watch. I usually shop in any chemist but the ad showed loads of products and reminded me of all the stuff they sell. Like it kind of showed everything they offer and I think I’d probably shop in Boots now over other chemists.” (Participant 1)

“The music in the ad definitely made me pay attention to the ad and they had so many products showing in the ad. It actually reminded me that I need to pop in to Boots and grab a few bits.” (Participant 2)

This research suggests that music can in fact have an influence on consumers’ purchase intentions. It also revealed that although music has the potential to influence purchase intentions, consumers are

not aware of its effects. Consumers may acknowledge the effect music has on their perception of a brand however, they do not recognise the indirect impact that music has on their purchase intentions.

## 5.3 Research Objective 3

### **The examination of the impact of music in television advertising on consumers' brand and advertisement recall.**

This research study aims to examine the effect of music in television advertising on both brand recall and advertisement recall. Advertising in general aims to raise brand awareness and improve brand recall. The primary research conducted discovered two main themes in the exploration of this objective; nostalgia and recall. The literature review discussed in Chapter 2 identified a positive correlation between nostalgia and brand or advertisement recall. The literature review found that music had a positive influence on consumers' brand and advertisement recall (Huron, 1989; Ali *et al.*, 2012; Raja *et al.*, 2019).

#### 5.3.1 Recall

When discussing the theme of recall, participants agreed that music has a positive influence on their recall. Participant 2 discussed the influence that the music used in the Coca Cola Christmas advertisement has on her brand and advertisement recall. She explained that the distinctive 'Holiday are coming' song is so memorable that she would immediately know that it was the Coca Cola Christmas advertisement, stating "if the Coca Cola Christmas ad came on, like if you heard it from the other room, you'd know exactly what the ad is". Participants also felt that the music in an advertisement sets the overall tone, making the advertisement more effective and memorable. When discussing this, Participant 8 gave the example of the Road Safety Authority television advertisements. She explained, "I think the road safety ads are so much more memorable because of the music, like the music sets the tone for the ad and it starts out slow and speeds up during the crash, it's kind of eerie. It makes the ad so much more effective. I think the music makes it so memorable and I don't think it would have the same effect without the music."

The two examples of memorable television advertisements that were discussed are evidentially emotionally evocative advertisements. Both of the advertisements used music to set the tone of the advertising message. This primary research confirms Chou & Lien's (2010) theory that music that evokes an emotional response from consumers is highly effective in enhancing consumers' recall.

#### 5.3.2 Nostalgia

When asked to recall any advertisements that participants felt were memorable, the response was overwhelmingly saturated with Christmas advertisements. There was a sense of nostalgia when discussing these Christmas advertisements. Participant 3 recalled the Kellogg's Christmas advertisement, revealing that it made her "feel so nostalgic and reminds me of Christmas as a child". Participant 6 also disclosed a feeling of nostalgia when discussing the Boots advertisement, expressing that the advertisement "made me excited for a girl's night out and made me really nostalgic remembering getting ready for work Christmas parties. It reminded me of the buzz in the office the day of the Christmas party."

This primary research shows that there is a clear correlation between music that evokes feelings of nostalgia and an improved advertisement recall. These findings confirm Lefi and Gharbi's (2011) belief that music that evokes nostalgic feelings aid in the development of a bond between the brand

and the consumer creating an attachment to the brand. Both the primary research and the secondary research conducted leads us to observe that music that evokes feelings of nostalgia and provokes consumers to recall memories associated with the music results in an increase in brand and advertisement recall.

## Chapter 6: Conclusion and Recommendations

### 6.1 Conclusion to the study

The overall aim of this study was to analyse the effects that music in television advertising has on consumers' brand perceptions and recall. This research aimed to subsequently examine consumers' responses to music in television advertising and the effects these responses had on their purchase intentions.

This research study explored the above objectives through secondary research conducted by analysing academic literature relating to advertising music. This study was further explored through primary research which was conducted through eight semi-structured in-depth interviews. These interviews produced detailed findings, generally supporting the literature discussed in Chapter 2. The findings gathered from the interviews confirmed the academic literature that suggests that music positively impacts consumers' perception of a brand. Through the process of the interviews, it was evident that the music in the advertisements that were shown made the participants more receptive and attentive to the advertisements. The participants displayed altered moods during the exposure of these advertisements. The participants felt that the music along with the storylines in these advertisements were the main contributors to their responses to the advertisements. During the exposure to these advertisements, many participants displayed both emotional and physical responses; many participants laughed while watching the Boots advertisement and some even shed a tear while watching the Wrigley's advertisement. These emotional and physical responses impacted participants' attitudes towards both brands thus confirming the existing academic literature that suggests that music that evokes emotional or physical responses are effective in influencing brand perception. This research also confirmed that the emotions that are evoked from music can be transferred onto the brand and advertisement. This was evident in the primary research findings as participants reflected on the Boots advertisement explaining that the upbeat music in the advertisement altered their perception of Boots and created a fun brand personality. The participants described the song as fun and girly, these perceptions of the song were directly transferred onto their perception of the brand.

This study identified gaps in the current academic literature that were explored through undertaking in-depth interviews. Firstly, it was noted that there was a lack of focus on musical relevance to the brand's image. The undertaking of the interviews discovered that participants held importance in the relevance of music to both the advertisement and the brand's image. Participants found that the Boots advertisement was highly relevant and the music was congruent with both the advertising message and the brand's image. The participants found that the music portrayed a fun personality for the brand. When discussing the Wrigley's advertisement, participants felt that the music was relevant to the advertisement and the storyline. However, some participants felt that the music and storyline of the advertisement were not congruent with the brand and its product. These participants felt that the advertisement did not suit the product that Wrigley's were selling and noted that their brand recall was negatively affected by this, expressing that they would have assumed it was an advertisement for jewellery or life assurance. They expressed that lack of relevance to the brand and the product would likely make them forget what the advertisement was trying to sell. They found that the music and storyline would likely be memorable however, due to the lack of congruency their brand, recall would be negatively influenced.

This study also identified an absence of clarity in the current academic literature when researching the effect of music on consumers' purchase intentions. The existing literature suggested that music

influences consumers' brand perceptions and brand recognition, resulting in an influence on consumers' purchase intentions. However, the literature also debates the length of these effects and argues that the music in advertisements often effect consumers' moods for the duration of the advertisement but rarely has lasting effects on the consumer's mood and attitude towards the brand. Therefore, questioning whether the effects of music in advertising last long enough to influence a consumers' purchase intentions at the purchase opportunity. The primary research conducted to explore this topic was also inconclusive. Throughout the interviews participants expressed that they did not feel that their purchase intentions would be affected by music. However, this finding was contested when some participants explained that their purchase intentions were in fact influenced by the music in the Boots advertisement. This leads the researcher to conclude that music has the ability to influence purchase intentions although it is often indirectly influenced by effecting consumers' brand perceptions and brand recognition first. This research also found that music alone cannot influence purchase intentions, and the use of all elements in an advertisement must work together to influence purchase intentions. This leads the researcher to assume that music can indirectly influence consumers' purchase intentions although further research should be conducted to confirm this.

This research study also noted the positive effects of music that evokes feelings of nostalgia. The literature review suggested that nostalgic music aids in the retrieval of favourable memories which can then be transferred onto the brand. This study confirmed that music can evoke feelings of nostalgia from consumers. The primary research discovered that participants felt that advertising that evoked nostalgic feelings were more memorable. Several participants recalled advertisements that they found memorable and many described them as making them feel nostalgic.

## 6.2 Recommendations for further research

As previously discussed, this research study identified gaps in the current academic literature. As a result, these under developed research topics were further explored throughout this study. This research study did not achieve conclusive findings in its exploration of the effects of music on consumers' purchase intentions. As a result, this topic should be further explored and analysed. An investigation into the direct and indirect influences of music on consumers' purchase intentions should be conducted.

It is recommended that further research be conducted on the key findings of this research. Research should be developed and build upon the findings of this study with a recommendation for a larger sample population. The sample population used in this research study is not representative of the population as it was a small sample size. In the development of further research, a larger sample population including participants with a mix of genders and a wider range of ages should be analysed. A wider and more diverse sample population will enable further development of this research and may uncover new information and insights.

This research study has highlighted the importance of selecting effective music for advertising. It highlights the many benefits of utilising suitable and effective music to achieve a brand's desired outcomes. This research recommends marketers ensure that they take great care in their selection of music, to ensure that the music used in advertising is not only relevant to the advertisement but also to the brand's image. It is recommended that brands recognise the importance of musical congruency when selecting the music for their advertisement.

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## ***Appendix 1: Interview Questions***

1. Could you describe your current mood?
2. How do you feel about advertising?
3. Do you ever actively avoid or seek out advertising?
4. Do you think that advertising has an effect on you? And if so, do you have any example of particularly effective ads?
5. Are there any elements of advertising that you find particularly effective? And if so, could you describe them?
6. What do you think the goal of advertising is?
7. Do you think that music has an impact on advertising?
8. Do you feel that music in advertising attracts your attention?
9. Do you think that music in advertising can affect your mood?
10. Do you think music in advertising has an effect on your attitude towards a brand?
11. Do you think that music in advertising has an effect on your purchase intention?
12. When an ad aims to evoke a certain emotion or mood through music, do you feel it has an effect on you?

\*Watch the Wrigley's 'The Story of Sarah and Juan' television advertisement.

13. How did the Wrigley's ad make you feel?
14. What do you think the intention of this ad was?
15. What emotions do you associate with Wrigley's now?
16. How do you feel about the choice of music in this ad?
17. What does the music choice make you think of?
18. Did you feel that the music in this ad attracted your attention?
19. Do you feel that the music in this ad altered your mood?
20. Do you feel that the music in this ad impacted your attitude towards Wrigley's?
21. Did this ad effect your purchase intention?

\*Watch the Boots 'Here Come the Girls' television advertisement.

22. How did this ad make you feel?
23. How do you feel about the choice of music in this ad?
24. What do you think the intention of this ad was?
25. What does the music in this ad make you think of?
26. Did the music in the ad draw your attention?
27. Do you feel that the music in this ad has altered your mood?
28. Did the music in this ad impact your perception of Boots?
29. Did this ad effect your purchase intention?

## ***Appendix 2: Interview Consent form***



### ***Consent Form***

I hereby consent to the recording of my interview. I consent to the use and anonymous quotations of my responses to the interview questions to be used in this research study.

#### **Participant**

Print name:

Age:

Signature:

Date:

#### **Interviewer**

Signature:

Date:

### **Appendix 3: Advertisements shown in the Interviews**

Wrigley's 'The Story of Sarah and Juan' television advertisement:

<https://www.youtube.com/watch?v=NemtQx0m0Ss>

Boots 'Here Come the Girls' television advertisement:

<https://www.youtube.com/watch?v=gntEnQKxNKY>

