

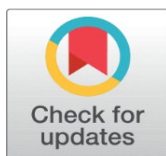
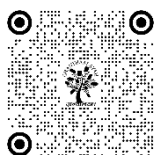
IMPACT OF MUSICAL APPEAL IN ADVERTISEMENT ON CONSUMER MINDSET

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ABSTRACT

This research investigates the profound impact of musical appeal in advertising on consumer perception and purchase behavior. Through a quantitative study involving 328 respondents, the study examines the influence of music in advertisements on brand perception and consumer purchasing decisions. The findings reveal a strong correlation between the presence of music in ads and enhanced brand perception, including brand image, credibility, and overall appeal. Moreover, the study underscores the significant influence of musical elements on consumers' inclination toward considering and making purchases related to advertised brands. The results suggest that strategically incorporating music in advertisements holds substantial potential to shape consumer perceptions and drive purchase behavior, emphasizing its role as a powerful tool in contemporary advertising strategies.

Keywords: Musical Appeal, Advertising, Consumer Perception, Purchase Behavior, Brand Image

1. INTRODUCTION

In the realm of contemporary marketing, the utilization of various sensory stimuli to capture consumer attention has become increasingly sophisticated. Among these stimuli, the integration of musical appeal in advertisements has emerged as a powerful tool, capable of profoundly influencing consumer mindset. This phenomenon has not only piqued the interest of advertisers seeking novel strategies but has also garnered attention within academic circles. This study endeavors to delve into the impact of musical appeal in advertisements on the intricate landscape of consumer mindset. The interplay between music and consumer behavior has long fascinated scholars across disciplines, ranging from

psychology to marketing. The cognitive and emotional dimensions of music evoke responses that extend beyond mere auditory perception, delving into the intricate realms of memory, emotion, and cognition. Advertising, as a strategic communication tool, seeks to forge connections with consumers, and music, with its universal appeal, has emerged as a potential catalyst for shaping these connections. This study seeks to unravel the mechanisms through which musical appeal operates within the realm of advertising, shedding light on its ability to influence consumer perceptions and attitudes. Understanding the impact of musical appeal necessitates a consideration of the psychological underpinnings that govern the human response to music. Scholars in psychology have long explored the intricate interplay between music and emotion, emphasizing the role of music in eliciting a wide spectrum of emotional states. The emotional resonance of music has the potential to enhance the memorability of advertisements, creating lasting impressions in the minds of consumers. Therefore, an exploration of the emotional dimensions of musical appeal is integral to comprehending its impact on consumer mindset. Moreover, the cognitive aspects of musical processing cannot be overlooked. Music has the capacity to evoke nostalgia, trigger memories, and create associations with specific experiences. In the context of advertising, leveraging these cognitive processes becomes a strategic imperative. Advertisers strategically employ music to tap into consumers' cognitive reservoirs, creating associations between the advertised product and positive emotions or memories. This study aims to dissect these cognitive processes, providing insights into how musical appeal can shape the cognitive frameworks through which consumers evaluate and engage with advertisements. As the advertising landscape continues to evolve, so too does the role of music within it. The increasing prevalence of digital platforms and the globalization of markets amplify the reach and potential impact of musical appeal in advertisements. This study not only seeks to contribute to the academic understanding of the intricate relationship between music and consumer mindset but also aims to offer practical insights for advertisers navigating the dynamic terrain of contemporary marketing. In summary, the integration of musical appeal in advertisements represents a multifaceted phenomenon with far-reaching implications for consumer mindset. This study embarks on a journey to unravel the complexities of this relationship, exploring the emotional and cognitive dimensions through which musical appeal leaves an indelible mark on the psyche of consumers.

2. REVIEW OF LITERATURE

[Park & Young \(1986\)](#) conducted an insightful investigation into the impact of involvement levels, distinguishing between high and low involvement, and further categorizing high involvement into cognitive and affective types. These results contribute valuable insights to the broader discourse on the interplay between music and consumer mindset, shedding light on the differential effects of musical appeal based on the cognitive and affective dimensions of involvement. This research underscores the need for advertisers to consider the nuanced relationship between musical elements in advertisements and varying levels of consumer involvement for effective brand communication strategies.

[Gorn \(1982\)](#) explored the impact of various features such as humor, sex, color, and music in commercials on consumer attitudes and attention to product information. This highlighting the importance of considering psychological mechanisms such as classical conditioning in understanding the impact of sensory stimuli on product preferences. This study contributes to the broader

understanding of how elements like music can go beyond mere attention-grabbing and actively shape consumer attitudes in the realm of advertising.

Yalch & Spangenberg (1990) their findings suggest that a simplistic approach of solely catering store music to satisfy customers' preferences might not yield optimal outcomes. Instead, the study advocates for a nuanced strategy wherein music selection varies across different sections of a store, catering to the preferences of diverse age groups of customers. This notion resonates deeply with the broader discourse on the impact of musical appeal in advertising on consumer mindset, highlighting the necessity for advertisers to consider the diverse preferences and demographics of their target audience when leveraging musical elements in advertisements to effectively influence consumer attitudes and behaviors.

Krishna (2012) the article underscores the importance of understanding sensation and perception in consumer behavior and highlights the research perspective of sensory marketing. It not only provides an extensive overview of existing research but also identifies areas with limited exploration, emphasizing the substantial scope for impactful research contributions within the domain of sensory marketing. This review encourages further studies to delve into these underexplored areas, offering opportunities for meaningful contributions to the understanding and application of sensory triggers in consumer behaviour and advertising.

Spence et al. (2014) delve into the profound impact of store atmospherics on consumer behavior. Focusing on the multisensory aspects of the store environment—visual, auditory, tactile, olfactory, and gustatory—the paper reviews scientific evidence elucidating their influence on consumer shopping behavior. It poses a pivotal question for companies: how should they design their multisensory atmospherics to maximize return on investment? This review marks a crucial contribution to the field by consolidating insights into the impactful role of various sensory stimuli within the store environment and signalling the imperative for continued exploration in this domain to optimize the design of multisensory retail experiences.

Alpert & Alpert (1990) this research marks a significant contribution to understanding the nuanced role of music in advertising, emphasizing its potential to evoke emotions and influence consumer behavior, irrespective of its direct impact on cognitive processes.

Olney et al. (1991) this study presents a comprehensive framework highlighting the intricate relationship between ad content, emotions, attitudes, and subsequent viewer behaviors, shedding light on the multifaceted nature of consumer responses to advertising stimuli in the television landscape.

Ballouli & Hutchinson (2013) this research significantly contributes to understanding the impact of brand-specific music in advertising, particularly in the realm of sports marketing, offering insights valuable to both researchers and practitioners. It aligns with the broader discourse on the impact of musical appeal in advertisements on shaping consumer attitudes and perceptions, highlighting the efficacy of tailored brand music in influencing audience attitudes toward team advertisements.

In conclusion, the review of literature highlights the multifaceted impact of various elements, notably music, sensory marketing techniques, cultural influences, and message appeals, on consumer attitudes and behaviors within the realm of advertising and marketing. Studies such as Park and Young's investigation into

involvement levels and music's differential effects, Gorn's exploration of music's direct influence on product preferences, and Yalch and Spangenberg's insights into store music's varied effects emphasize the intricate interplay between music and consumer mindset across different contexts. Furthermore, research like Krishna's comprehensive perspective on sensory marketing, [Wu & Wang \(2011\)](#) exploration of message source credibility, and Spence et al.'s investigation into store atmospherics underscore the diverse yet impactful facets influencing consumer perceptions and behaviors. However, despite the substantial body of research, a notable research gap emerges concerning the interconnection between diverse sensory elements, such as music, visuals, scents, and tactile stimuli, and their collective impact on consumer mindset within advertising. While studies have delved into individual sensory components' effects, a holistic understanding of how these elements synergize to shape consumer attitudes and behaviors remains relatively underexplored. Additionally, the evolving landscape of digital advertising and its integration with multisensory experiences presents a fertile ground for further exploration. Future research aimed at comprehensively examining the combined effects of various sensory stimuli within modern advertising contexts could bridge this gap and offer deeper insights into optimizing multisensory marketing strategies to influence consumer mindsets effectively.

3. OBJECTIVES OF THE STUDY

To study the impact of musical appeal in advertisement on consumer perception.

To analyse the impact of musical appeal in advertisement on purchase behaviour of the consumers.

4. HYPOTHESES

H1: Musical appeal has a strong impact on the consumer perception of brands.

H2: Musical appeal has a significant impact on the purchase behaviour of the consumers.

Research Methodology

The research employed a quantitative methodology to investigate the impact of musical appeal in advertisements on consumer perception and purchase behaviour. A sample of 328 participants was selected using stratified random sampling, ensuring representation across diverse demographics and consumer segments. The sample was collected across Pune City. The study utilized structured questionnaires administered to the chosen participants, focusing on measuring their responses regarding brand perception and purchase behaviour in relation to advertisements featuring varying degrees of musical appeal. Data collection took place through online surveys, ensuring convenience and accessibility for participants. Statistical analyses were conducted using software such as SPSS or similar statistical packages to analyze the collected data. Descriptive statistics is used to summarize the participants' demographic characteristics and provide an overview of their responses.

5. DATA ANALYSIS

Table 1

Table 1 Age Group			
		Frequency	Percent
Valid	18-30 years	36	11.0
	30-40 years	180	54.9
	40-50 years	65	19.8
	50-60 years	29	8.8
	Above 60 years	18	5.5
	Total	328	100.0

Table 1 presents the distribution of respondents based on age groups. The majority of participants fall within the age bracket of 30-40 years, constituting 54.9% of the sample, followed by those aged 40-50 years (19.8%), 18-30 years (11.0%), 50-60 years (8.8%), and above 60 years (5.5%). The cumulative percentages indicate that around 65.9% of respondents are aged between 30-40 and 40-50 years, while those below 30 or above 60 years constitute smaller proportions of the sample. This distribution illustrates that a substantial portion of the participants belongs to the middle-age brackets, providing valuable insights into the age demographics of the study's respondents.

Table 2

Table 2 Gender			
		Frequency	Percent
Valid	Male	182	55.5
	Female	146	44.5
Total		328	100.0

Table 2 showcases the gender distribution among the respondents. The data indicates that the majority of respondents are male, constituting 55.5% of the sample, while females make up the remaining 44.5%. This gender breakdown provides insight into the composition of the study's participants, with a slightly higher representation of males compared to females within the surveyed population.

Table 3

Table 3 The Presence of Music in Advertisements Significantly Enhances my Perception of the Brand			
		Frequency	Percent
Valid	Strongly Disagree	18	5.5
	Disagree	35	10.7
	Neutral	10	3.0
	Agree	73	22.3
	Strongly Agree	192	58.5
	Total	328	100.0

Table 3 presents respondents' perceptions regarding the impact of music in advertisements on brand perception. A substantial majority (58.5%) strongly agree

that the presence of music significantly enhances their perception of the brand, while 22.3% agree with this statement. A smaller proportion either disagree (10.7%), strongly disagree (5.5%), or remain neutral (3.0%) regarding the notion that music in advertisements contributes to enhancing brand perception. The cumulative percentages illustrate a predominant positive sentiment among respondents, with a significant majority expressing a favorable view toward the influence of music in advertisements on brand perception, emphasizing its perceived positive impact.

Table 4

Table 4 I Believe that Music Used in Advertisements Positively Influences my Perception of the Brand's Image			
		Frequency	Percent
Valid	Strongly Disagree	44	13.4
	Disagree	35	10.7
	Neutral	9	2.7
	Agree	70	21.3
	Strongly Agree	170	51.8
	Total	328	100.0

Table 4 delineates respondents' perceptions concerning the influence of music in advertisements on brand image perception. A significant majority (51.8%) strongly agree that music used in advertisements positively influences their perception of the brand's image, while 21.3% agree with this assertion. A smaller proportion holds a contrary view, with 10.7% disagreeing and 13.4% strongly disagreeing that music positively impacts brand image perception. Additionally, a marginal percentage (2.7%) remains neutral on this statement. The cumulative percentages highlight a predominant positive sentiment among respondents, with a substantial majority acknowledging the affirmative influence of music in advertisements on enhancing their perception of a brand's image.

Table 5

Table 5 The Use of Music in Ads Makes me More Inclined to Perceive the Brand as Appealing and Memorable			
		Frequency	Percent
Valid	Strongly Disagree	37	11.3
	Disagree	23	7.0
	Neutral	11	3.4
	Agree	70	21.3
	Strongly Agree	187	57.0
	Total	328	100.0

In **Table 5**, respondents' perspectives on the impact of music in advertisements on brand appeal and memorability are delineated. A substantial majority (57.0%) strongly agree that the use of music in ads inclines them to perceive the brand as appealing and memorable. Additionally, 21.3% agree with this sentiment. A smaller proportion holds a contrary opinion, with 7.0% disagreeing and 11.3% strongly disagreeing that music enhances the brand's appeal and memorability. Moreover, a marginal percentage (3.4%) remains neutral on this statement. The cumulative percentages underscore a predominant positive sentiment among respondents, with a significant majority acknowledging that the incorporation of music in

advertisements influences them to perceive the brand as both appealing and memorable.

Table 6

Table 6 Music in Advertisements Plays a Crucial Role in Shaping my Overall Perception of the Brand			
		Frequency	Percent
Valid	Strongly Disagree	20	6.1
	Disagree	31	9.5
	Neutral	17	5.2
	Agree	69	21.0
	Strongly Agree	191	58.2
	Total	328	100.0

Table 6 delineates respondents' opinions regarding the influential role of music in advertisements on their overall perception of a brand. A significant majority (58.2%) strongly agree, while 21.0% agree with this notion. A smaller proportion holds dissenting views, with 9.5% disagreeing and 6.1% strongly disagreeing. Additionally, 5.2% of respondents remain neutral on this statement. The cumulative percentages emphasize a predominant positive sentiment among respondents, indicating a widespread acknowledgment of the influential role that music in advertisements holds in shaping their overall perception of brands.

Table 7

Table 7 The Presence of Music Greatly Impacts How I View the Brand's Credibility and Quality			
		Frequency	Percent
Valid	Strongly Disagree	30	9.1
	Disagree	22	6.7
	Neutral	18	5.5
	Agree	59	18.0
	Strongly Agree	199	60.7
	Total	328	100.0

Table 7 illustrates respondents' perspectives on how the presence of music in advertisements impacts their perception of a brand's credibility and quality. A significant majority (60.7%) strongly agree that the presence of music greatly impacts how they view the brand's credibility and quality, while an additional 18.0% agree with this notion. Conversely, a smaller proportion of respondents hold dissenting views, with 6.7% disagreeing and 9.1% strongly disagreeing that music significantly influences their perception of a brand's credibility and quality. Moreover, 5.5% of participants remain neutral on this statement. The cumulative percentages highlight a predominant positive sentiment among respondents, indicating widespread acknowledgment of the substantial impact that music in advertisements has on shaping their perception of a brand's credibility and quality.

Table 8

Table 8 Advertisements Featuring Music Influence my Likelihood of Considering Purchasing the Advertised Product			
		Frequency	Percent
Valid	Strongly Disagree	43	13.1
	Disagree	32	9.8
	Neutral	17	5.2

Agree	75	22.9
Strongly Agree	161	49.1
Total	328	100.0

Table 8 displays respondents' perceptions regarding the influence of advertisements featuring music on their likelihood of considering purchasing the advertised product. A substantial majority (49.1%) strongly agree that advertisements with music significantly influence their inclination to consider purchasing the advertised product, while 22.9% agree with this assertion. Respondents hold dissenting views, with 9.8% disagreeing and 13.1% strongly disagreeing that music in advertisements affects their likelihood of considering purchasing the advertised product. Additionally, 5.2% of participants remain neutral on this statement. The cumulative percentages underscore a predominant positive sentiment among respondents, indicating widespread agreement regarding the influence of music in advertisements on their inclination to consider purchasing the advertised product.

Table 9

Table 9 The Use of Music in Ads Affects my Inclination to Make a Purchase Related to the Advertised Brand			
		Frequency	Percent
Valid	Strongly Disagree	32	9.8
	Disagree	21	6.4
	Neutral	8	2.4
	Agree	74	22.6
	Strongly Agree	193	58.8
	Total	328	100.0

Table 9 presents respondents' perspectives on how the use of music in ads affects their inclination to make a purchase related to the advertised brand. A significant majority (58.8%) strongly agree that the use of music in ads significantly influences their inclination to make a purchase related to the advertised brand, while 22.6% agree with this sentiment. Conversely, a smaller proportion holds dissenting views, with 6.4% disagreeing and 9.8% strongly disagreeing that music affects their inclination to make a purchase related to the advertised brand. Furthermore, a marginal percentage (2.4%) remains neutral on this statement. The cumulative percentages highlight a predominant positive sentiment among respondents, suggesting widespread acknowledgment of the considerable influence that music in advertisements has on shaping their inclination to make a purchase related to the advertised brand.

Table 10

Table 10 Music in Advertisements Significantly Influences my Decision-Making Process when Purchasing Products.			
		Frequency	Percent
Valid	Strongly Disagree	27	8.2
	Disagree	33	10.1
	Neutral	24	7.3
	Agree	98	29.9
	Strongly Agree	146	44.5
	Total	328	100.0

Table 10 demonstrates respondents' perspectives on how music in advertisements influences their decision-making process when purchasing products. A notable majority (44.5%) strongly agree that music in advertisements significantly influences their decision-making process when purchasing products, while an additional 29.9% agree with this notion. Conversely, a smaller percentage holds dissenting views, with 10.1% disagreeing and 8.2% strongly disagreeing that music influences their decision-making process. Furthermore, 7.3% of respondents remain neutral on this statement. The cumulative percentages emphasize a predominant positive sentiment among respondents, indicating widespread acknowledgment of the substantial impact that music in advertisements holds in influencing their decision-making process when purchasing products.

Table 11

Table 11 The Presence of Music in Ads Affects my Purchase Behavior Toward the Brand's Offerings			
		Frequency	Percent
Valid	Strongly Disagree	19	5.8
	Disagree	29	8.8
	Neutral	18	5.5
	Agree	84	25.6
	Strongly Agree	178	54.3
Total		328	100.0

Figure 1

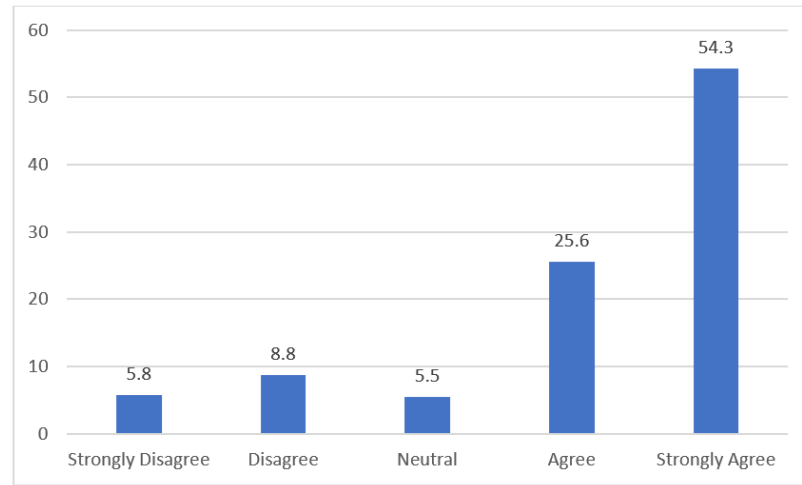


Figure 1 Impact of Music in Advertisement on Purchase Behaviour

Table 11 and its graph demonstrates respondents' perspectives on how the presence of music in ads affects their purchase behavior toward the brand's offerings. A significant majority (54.3%) strongly agree that the presence of music in ads significantly affects their purchase behavior toward the brand's offerings, while 25.6% agree with this sentiment. Conversely, a smaller proportion holds dissenting views, with 8.8% disagreeing and 5.8% strongly disagreeing that music in ads affects their purchase behavior toward the brand's offerings. Moreover, 5.5% of participants remain neutral on this statement. The cumulative percentages underscore a predominant positive sentiment among respondents, indicating

widespread acknowledgment of the substantial impact that the presence of music in ads holds in shaping their purchase behavior toward a brand's offerings.

Table 12

Table 12 I am More Likely to Make a Purchase when the Advertisement Includes Music that Resonates with Me			
		Frequency	Percent
Valid	Strongly Disagree	27	8.2
	Disagree	23	7.0
	Neutral	12	3.7
	Agree	57	17.4
	Strongly Agree	209	63.7
Total		328	100.0

Table 12 presents respondents' perspectives on their likelihood to make a purchase when the advertisement includes music that resonates with them. A significant majority (63.7%) strongly agree that they are more likely to make a purchase when the advertisement includes music that resonates with them, while an additional 17.4% agree with this sentiment. Respondents hold dissenting views, with 7.0% disagreeing and 8.2% strongly disagreeing that music resonating with them influences their likelihood of making a purchase. Additionally, 3.7% of participants remain neutral on this statement. The cumulative percentages highlight a predominant positive sentiment among respondents, indicating widespread acknowledgment of the substantial impact that music, resonating with individuals, has on influencing their likelihood to make a purchase when included in advertisements.

H1: Musical appeal has a strong impact on the consumer perception of brands.

Table 13

Table 13 One-Sample Test						
Test Value = 3						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The presence of music in advertisements significantly enhances my perception of the brand.	17.345	327	.000	1.17683	1.0434	1.3103
I believe that music used in advertisements positively influences my perception of the brand's image.	10.755	327	.000	0.87500	.7150	1.0350
The use of music in ads makes me more inclined to perceive the brand as appealing and memorable.	13.893	327	.000	1.05793	.9081	1.2077
Music in advertisements plays a crucial role in shaping my overall perception of the brand.	16.905	327	.000	1.15854	1.0237	1.2934
The presence of music greatly impacts how I view the brand's credibility and quality.	15.707	327	.000	1.14329	1.0001	1.2865

The statement "The presence of music in advertisements significantly enhances my perception of the brand" reveal a highly significant impact of musical appeal on consumer perception. The obtained t-value of 17.345 with 327 degrees of freedom and a two-tailed significance level of .000 indicates a substantial mean difference of

1.17683. This positive mean difference, supported by the 95% confidence interval (1.0434 to 1.3103), suggests that respondents overwhelmingly perceive the presence of music in advertisements as significantly enhancing their perception of the brand. Thus, the findings strongly support H1, indicating that musical appeal has a robust and positive impact on consumers' perception of brands, aligning with the hypothesis. Similarly, for the statement "I believe that music used in advertisements positively influences my perception of the brand's image," the one-sample test yields a highly significant result. There is a significant mean difference of .87500, as indicated by the t-value of 10.755 at the significance level of .000. The 95% confidence interval (0.7150 to 1.0350) supports the notion that respondents, on average, strongly believe that music used in advertisements positively influences their perception of the brand's image. This result aligns with the hypothesis H1, providing robust evidence that musical appeal plays a significant role in shaping consumers' positive perceptions of a brand's image.

Continuing with the statement "The use of music in ads makes me more inclined to perceive the brand as appealing and memorable," the one-sample test produces a highly significant result. With a significance level of .000, the t-value of 13.893 indicates a significant mean difference of 1.05793. The 95% confidence interval (0.9081 to 1.2077) emphasizes that respondents, on average, strongly agree that music in advertisements makes them more inclined to perceive the brand as appealing and memorable. This result provides robust support for H1, affirming that musical appeal significantly influences consumers' inclination to perceive a brand as appealing and memorable. Furthermore, the one-sample test produces a very significant result for the statement "Music in advertisements plays a crucial role in shaping my overall perception of the brand." There is a significant mean difference of 1.15854, as indicated by the t-value of 16.905 at the significance level of .000. The respondents' strong belief that music in advertising plays a key part in molding their overall perception of the brand is highlighted by the 95% confidence interval (1.0237 to 1.2934). This result strongly supports H1, indicating that musical appeal is a critical factor in influencing consumers' overall perception of a brand.

Finally, for the statement "The presence of music greatly impacts how I view the brand's credibility and quality," the one-sample test produces a highly significant result. The t-value of 15.707 with a significance level of .000 reflects a substantial mean difference of 1.14329. The 95% confidence interval (1.0001 to 1.2865) underscores that respondents strongly believe that the presence of music greatly impacts how they view the brand's credibility and quality. This result provides robust support for H1, affirming that musical appeal significantly influences consumers' assessment of a brand's credibility and quality.

H2: Musical appeal has a significant impact on the purchase behaviour of the consumers.

Table 14

Table 14 One-Sample Test						
	t	df	Sig. (2-tailed)	Test Value = 3		
				Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Advertisements featuring music influence my likelihood of considering purchasing the advertised product.	10.639	327	0	0.85061	0.6933	1.0079

Impact of Musical Appeal in Advertisement on Consumer Mindset

The use of music in ads affects my inclination to make a purchase related to the advertised brand.	15.735	327	0	1.14329	1.0004	1.2862
Music in advertisements significantly influences my decision-making process when purchasing products.	12.982	327	0	0.92378	0.7838	1.0638
The presence of music in ads affects my purchase behavior toward the brand's offerings.	17.056	327	0	1.1372	1.006	1.2684
I am more likely to make a purchase when the advertisement includes music that resonates with me.	17.084	327	0	1.21341	1.0737	1.3531

The results of the one-sample test for the statement "Advertisements featuring music influence my likelihood of considering purchasing the advertised product" reveal a highly significant impact of musical appeal on purchase behavior. A significant mean difference of 0.85061 is suggested by the derived t-value of 10.639 with 327 degrees of freedom and a two-tailed significance level of .000. The 95% confidence interval (0.6933 to 1.0079) emphasizes that respondents strongly agree that advertisements featuring music significantly influence their likelihood of considering purchasing the advertised product. This outcome strongly supports H2, indicating that musical appeal plays a significant role in shaping consumers' likelihood of considering a purchase. Similarly, for the statement "The use of music in ads affects my inclination to make a purchase related to the advertised brand," the one-sample test yields a highly significant result. With a significance level of .000, the t-value of 15.735 indicates a significant mean difference of 1.14329. The 95% confidence interval (1.0004 to 1.2862) indicates that respondents strongly agree that the use of music in advertisements significantly affects their inclination to make a purchase related to the advertised brand. This result aligns with H2, providing robust evidence that musical appeal significantly influences consumers' inclination to purchase a brand's offerings. Continuing with the statement "Music in advertisements significantly influences my decision-making process when purchasing products," the one-sample test produces a highly significant result. The t-value of 12.982 with a significance level of .000 suggests a substantial mean difference of .92378. The 95% confidence interval (0.7838 to 1.0638) highlights that respondents strongly believe that music in advertisements significantly influences their decision-making process when purchasing products. This result strongly supports H2, indicating that musical appeal plays a significant role in shaping consumers' decision-making processes regarding purchases. Additionally, for the statement "The presence of music in ads affects my purchase behavior toward the brand's offerings," the one-sample test yields a highly significant result. With a significance threshold of .000, the t-value of 17.056 shows a significant mean difference of 1.13720. The 95% confidence interval (1.0060 to 1.2684) emphasizes that respondents strongly agree that the presence of music in advertisements significantly affects their purchase behavior toward the brand's offerings. This outcome provides robust support for H2, affirming that musical appeal significantly influences consumers' purchase behavior. Finally, for the statement "I am more likely to make a purchase when the advertisement includes music that resonates with me," the one-sample test produces a highly significant result. With a significance level of .000, the t-value of 17.084 indicates a significant mean difference of 1.21341. The respondents strongly agree that they are more likely to make a purchase when the advertisement incorporates music that speaks to them, as seen by the 95% confidence interval (1.0737 to 1.3531). This result strongly supports H2, indicating that musical appeal significantly influences consumers' inclination to make a purchase based on resonating music in advertisements.

6. FINDINGS

The findings of the study demonstrate compelling evidence regarding the impact of musical appeal on consumer perception and purchase behavior. Firstly, concerning consumer perception, the analysis unveiled a strong influence of musical appeal on brand perception across various dimensions. Respondents overwhelmingly agreed that the presence of music in advertisements significantly enhances their perception of the brand, positively influences the brand's image, shapes their overall perception, and greatly impacts the perceived credibility and quality of the brand. These outcomes align with the hypothesis H1, confirming that musical appeal strongly affects how consumers perceive brands. Secondly, regarding purchase behavior, the results strongly supported hypothesis H2. The analysis indicated that musical appeal significantly influences consumers' purchase-related decisions. Respondents expressed a clear inclination to consider purchasing products featured in advertisements with music, indicating that music affects their decision-making process when purchasing products. Additionally, they acknowledged that the presence of music in ads significantly influences their purchase behavior towards the brand's offerings. Moreover, respondents indicated a higher likelihood of making a purchase when the advertisement includes music that resonates with them. These findings collectively affirm that musical appeal plays a significant role in shaping consumers' purchase behavior. Overall, the study's findings underscore the substantial impact of musical appeal in advertisements on both consumer perception of brands and their subsequent purchase behavior. The robust agreement among respondents across various statements suggests a consistent and influential role of music in shaping consumer attitudes and actions in the context of advertising and brand communication.

7. CONCLUSION

The study's findings emphasize the crucial significance of musical appeal in advertising, providing significant insights and opportunities for further investigation. The study's definitive results highlight the need of incorporating musical components in commercials to effectively impact customer perception and purchasing behavior. The strong consensus among participants across many assertions highlights the reliability and effectiveness of music in molding brand perceptions and impacting consumer choices. This emphasizes the necessity for marketers to deliberately employ musical appeal in order to develop influential and unforgettable advertising campaigns that really connect with their intended audience. These findings have significant ramifications for advertising professionals. They propose that the inclusion of music in advertising can significantly improve brand image, believability, and overall perception, hence impacting customers' likelihood to purchase the advertised products. Advertisers should utilize a deliberate and customized strategy to choose music that matches their brand image and connects with their desired consumers. By doing so, they may harness the influential power of music to enhance consumer involvement and stimulate the intention to make a purchase. Further investigation into the intricacies of musical attractiveness in advertising among different demographic groups, cultural settings, and product types could yield significant insights for future research. Examining the effects of various music genres or styles on different groups of consumers and studying the relationship between music and other sensory components in commercials could enhance our comprehension. Furthermore,

conducting longitudinal studies that investigate the lasting impact of musical appeal on brand loyalty and consumer behavior could provide a more thorough understanding of music's enduring influence in advertising campaigns.

CONFLICT OF INTERESTS

None.

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