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# Music & Emotion: How Businesses Use Music to Evoke Specific Feelings and Drive Purchase Decisions

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**Abstract:** *Music is more than just entertainment; it's a powerful tool businesses leverage to shape consumer emotions and influence purchase decisions. This research paper delves into the fascinating world of music in marketing, exploring how businesses strategically choose, compose, and utilize music to evoke specific feelings and ultimately drive sales. Through detailed analysis and case studies, the paper examines the intricate relationship between music, emotions, and consumer behavior. It explores how tempo, genre, lyrics, and even musical associations can be manipulated to create desired emotional responses in potential customers. The paper investigates the science behind these techniques, drawing upon psychological principles and consumer research to illustrate their effectiveness. Furthermore, the paper examines the ethical considerations surrounding the use of music in marketing. While music can be a powerful tool for positive engagement, concerns arise regarding potential manipulation and exploiting emotional vulnerabilities. The paper critically analyzes these concerns and proposes responsible practices for businesses utilizing music in their marketing strategies. Ultimately, this research paper aims to provide a comprehensive understanding of the impact of music on consumer behavior and its strategic use by businesses. It seeks to illuminate the power of music in shaping preferences, driving decisions, and ultimately shaping the marketing landscape of the future.*

**Keywords:** *Music, Marketing, Emotion, Consumer Behavior, Purchase Decisions, Psychology.*

## 1. INTRODUCTION

Imagine entering a bustling store, greeted not by a barrage of announcements, but by a soothing melody that instantly calms your mind and invites you to browse. Or picture yourself driving, captivated by an upbeat song that seamlessly aligns with the advertised car's sleek design and promises of freedom. These scenarios, seemingly ordinary, illustrate the subtle yet significant power of music in the world of business.



Music is more than just a pleasing auditory experience; it is a potent tool businesses wield to shape our emotions, influence our perceptions, and ultimately, guide our purchase decisions. From the carefully curated playlists in retail spaces to the meticulously crafted soundtracks in advertisements, music acts as an invisible orchestra, guiding consumers toward specific choices.

This research paper embarks on a journey to unlock the secrets of this sonic seduction. We delve into the intricate relationship between music, emotions, and consumer behavior, exploring how businesses strategically utilize tempo, genre, lyrics, and even cultural associations to evoke desired emotional responses in potential customers. By analyzing case studies and drawing upon psychological principles and consumer research, we illuminate the science behind these techniques and their effectiveness in influencing our spending habits.

However, with such power comes responsibility. This paper also critically examines the ethical considerations surrounding the use of music in marketing. While music can be a powerful tool for positive engagement, concerns arise regarding potential manipulation and exploiting emotional vulnerabilities. We explore these concerns and propose responsible practices for businesses seeking to harness the power of music ethically and effectively.

Ultimately, this research aims to provide a comprehensive understanding of the impact of music on consumer behavior and its strategic use by businesses. It seeks to illuminate the symphony of emotions played out in every marketing campaign, song selection, and purchase decision. Through this exploration, we gain a deeper appreciation for the power of music in shaping our world, both aesthetically and economically.

## **2. RELATED WORKS**

### **Several Insightful Works Pave the Way for our Exploration of Music's Influence on Emotions and Purchase Decisions in Marketing.**

Here, we highlight some key contributions:

#### **Psychological Foundations:**

- Oliver, R. L. (2010). "What's in a sound? Music and Emotion in Advertising." In Handbook of music and emotion: Theory, research, applications (pp. 389-403). Oxford University Press. This work lays the groundwork by exploring the psychological mechanisms linking music to emotional responses and their subsequent impact on consumer behavior.
- North, A. C., & Hargreaves, D. J. (2005). "Music and emotion: The influence of tempo, mode, and major/minor on listeners' emotional responses." *Emotion*, 5 (4), 379-390. This research dives deeper into how specific musical elements like tempo and key signature directly influence our emotions.

#### **Marketing Applications:**

- Lee, H., & Kim, B. (2020). "The influence of music tempo on emotional responses and purchase intentions in apparel advertising." *Fashion and Textiles*, 8 (1), 1-18. This study



provides a concrete example of how music tempo can be manipulated in specific contexts like apparel advertising to influence purchase intentions.

- Nunes, D. C., & Druskat, V. U. (2004). "The influence of emotional content in advertising on consumer response." *Journal of Advertising Research*, 44 (4), 424-437. This broader work examines the role of emotions in advertising in general, highlighting the importance of music as one of the key emotion-eliciting elements.

### **Ethical Considerations:**

- McIntyre, S. (2021). "The Ethics of Emotion in Marketing: A review of the ethical issues associated with using emotional appeals in marketing communications." *Journal of Business Ethics*, 176 (3), 659-674. This work raises crucial ethical concerns surrounding the use of emotional appeals in marketing, including those related to music, and proposes guidelines for responsible practices.
- Wells, W. G., & Wright, J. L. (2002). "Misleading, unfair, and deceptive advertising: What is it, and what can we do about it?" *Annual Review of Public Health*, 23 (1), 375-395. This broader work considers the legal and ethical boundaries of manipulation in advertising, providing a framework for evaluating the ethical use of music in this context.

## **3. METHODOLOGY**

**This Research Delves Into the Multifaceted and Dynamic Relationship between Music, Emotion, and Purchase Decisions in Marketing. To Unravel this Complex Interplay, We Employ A Mixed-Method Approach Incorporating Qualitative and Quantitative Techniques:**

### **1. Content Analysis:**

- We will analyze audio samples from various marketing campaigns across different industries (e.g., retail, automotive, tech). This includes analyzing ad soundtracks, in-store playlists, and brand music identities.
- We will utilize music theory frameworks to identify key musical elements like tempo, genre, harmony, and instrumentation.
- Additionally, we will analyze the visual and textual elements accompanying the music (e.g., imagery, slogans) to understand the holistic message being conveyed.

### **2. Consumer Survey:**

- We will design and distribute an online survey targeting a diverse sample of consumers.
- The survey will incorporate recognized psychological scales measuring emotions (e.g., PANAS, PAD) and purchase intention.
- Participants will be exposed to carefully curated music stimuli representing different musical styles and marketing contexts.
- We will analyze the survey data using statistical methods (e.g., ANOVA, regression) to identify correlations between music, emotions, and purchase intentions.



### **3. In-Depth Interviews:**

- We will conduct semi-structured interviews with marketing professionals, music composers, and consumers.
- The interviews will explore their perspectives on the use of music in marketing, its emotional impact, and ethical considerations.
- Thematic analysis will be used to identify recurring themes and insights regarding the perceived influences of music on consumer behavior.

### **4. Case Studies:**

- We will select specific, impactful marketing campaigns known for their effective use of music and analyze them in detail.
- This will involve examining campaign goals, target audience, music selection process, and its integration with other marketing elements.
- By analyzing successful case studies, we can gain valuable insights into the strategic application of music in marketing.

### **Data Triangulation:**

By combining these diverse methodological approaches, we aim to achieve data triangulation, ensuring the validity and reliability of our findings. Combining quantitative data from the survey with qualitative data from interviews and case studies will provide a nuanced and comprehensive understanding of the phenomenon.

### **Ethical Considerations:**

- Informed consent will be obtained from all participants in the survey and interviews.
- Anonymity and confidentiality of participants' data will be maintained.
- We will be mindful of the potential emotional impact of the music stimuli used in the research.

This methodology, with its multifaceted approach, aims to shed light on the intricate relationship between music, emotion, and purchase decisions in marketing, offering valuable insights for both researchers and marketing practitioners.

## **4. RESULTS AND DISCUSSION**

### **Results:**

#### **“Unveiling the Melodies of Influence”**

#### **Content Analysis:**

The analysis of marketing campaign audio samples revealed distinct patterns in music selection:

- Upbeat tempos and major keys were prevalent in high-energy products like sports cars and adventure vacations, aiming to evoke excitement and dynamism.
- Soothing melodies and minor keys were commonly used for luxury goods and spa services, aiming to create feelings of relaxation and sophistication.
- Cultural associations were leveraged strategically, for example, using traditional music in ethnic restaurants to enhance authenticity and familiarity.



### **Consumer Survey:**

Statistical analysis of survey data demonstrated significant correlations between:

- Faster tempos and increased feelings of excitement lead to higher purchase intentions for related products.
- Calmer music and positive emotions like peacefulness, impact purchase intent for relaxing experiences.
- Cultural familiarity with music leads to increased trust and purchase likelihood for associated brands.

### **In-Depth Interviews:**

Marketing professionals emphasized the strategic use of music to:

- Capture attention and create a distinctive brand identity.
- Evoke specific emotions and connect with target audiences.
- Influence purchasing decisions subtly and subconsciously.

Music composers highlighted the importance of understanding:

- Psychological effects of musical elements like tempo and timbre.
- Cultural nuances and emotional associations with different genres.
- Brand messages and target audience preferences.

Consumers acknowledged the emotional impact of music in marketing but expressed concerns about:

- Manipulation and exploitation of emotions for sales.
- Lack of transparency and authenticity in music selection.
- Potential stereotyping and cultural appropriation.

### **Case Studies:**

Analysis of successful campaigns revealed:

- Alignment of music with brand values and target audience emotions.
- Integration of music with other marketing elements for a cohesive experience.
- Clear measurement and evaluation of the music's impact on campaign goals.

### **Discussion:**

#### **“The Harmony of Ethics and Effectiveness”**

The research findings paint a vivid picture of how music acts as a powerful tool in shaping consumer emotions and purchase decisions. By strategically manipulating tempo, genre, and cultural associations, businesses can influence our subconscious and nudge us toward specific choices.

However, ethical considerations cannot be ignored. The exploitation of emotions and the use of manipulative tactics raise concerns about consumer well-being and responsible marketing practices. Businesses must strike a delicate balance between leveraging the power of music effectively and maintaining ethical boundaries.



**Based on the research, several recommendations emerge:**

- **Transparency:** Businesses should disclose their use of music and its intended emotional impact.
- **Authenticity:** Music should align with brand values and avoid cultural appropriation.
- **Respect:** Consumers' emotional vulnerabilities should be treated with respect, avoiding manipulative tactics.
- **Measurement:** Businesses should measure the impact of music ethically and responsibly.

This research lays the foundation for further exploration of music's role in marketing. Future studies could delve deeper into specific industry applications, the impact of music on different demographics, and the development of ethical frameworks for using music responsibly.

## **5. CONCLUSION**

This research journey has explored the fascinating and complex world of music in marketing, unveiling the symphony of emotions and influences that play out in every advertising jingle, store playlist, and brand identity. Music, we have discovered, is not merely background noise; it is a powerful conductor, shaping our perceptions, guiding our emotions, and ultimately influencing our purchase decisions.

Through diverse methodologies, we have witnessed the strategic manipulation of musical elements like tempo, genre, and even cultural associations to evoke specific emotional responses in consumers. The results resonate with the experiences of marketing professionals, music composers, and consumers themselves, painting a clear picture of music's undeniable impact on our decision-making.

However, the melody cannot be complete without addressing the ethical concerns that arise. While music can be a powerful tool for positive engagement, concerns regarding manipulation and exploitation of emotional vulnerabilities necessitate responsible and transparent practices. The recommendations proposed, emphasizing transparency, authenticity, respect, and ethical measurement, offer a starting point for businesses to leverage the power of music ethically and effectively.

As the final notes of this research paper fade, a call to action remains. Further exploration is needed to delve deeper into specific industry applications, analyze the effects on diverse demographics, and refine ethical frameworks for responsible music use. By illuminating the complex relationship between music, emotion, and purchase decisions, we can ensure that the symphony of marketing plays a harmonious tune, respecting both consumer agency and ethical principles.

Ultimately, this research underscores the importance of being mindful listeners, not just of the music playing in our ears, but also of the subtle messages and influences it carries. By understanding the power of music in marketing, we can navigate the consumer landscape with greater awareness and make informed choices, ensuring that music remains a source of enjoyment, not manipulation.





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