Available online at www.sciencedirect.com
SCIENCE DIRECT®
Journal of Business Research 58 (2005) 369–376
JOURNAL OF BUSINESS RESEARCH

Purchase occasion influence on the role of music in advertising

Mark I. Alpert[a,*], Judy I. Alpert[b], Elliot N. Maltz[c]

[a]Department of Marketing, The University of Texas at Austin, Austin, TX 78712, USA
[b]Moonglow Jazz Group, USA
[c]Willamette University, Salem, OR, USA

Abstract

The role of background music in audience responses to commercials (and other marketing elements) has received increasing attention in recent years. This article extends the discussion of music's influence in two ways: (1) by using music theory to analyze and investigate the effects of music's structural profiles on consumers' moods and emotions and (2) by examining the relationship between music's evoked moods that are congruent versus incongruent with the purchase occasion and the resulting effect on purchase intentions. The study reported provides empirical support for the notion that when music is used to evoke emotions congruent with the symbolic meaning of product purchase, the likelihood of purchasing is enhanced.
© 2003 Elsevier Inc. All rights reserved.

Keywords: Music; Mood; Emotions; Situational influence; Advertising; Consumer behavior

1. Introduction

How does the perceived purchase situation affect the impact of music in advertising on consumers' moods, attitudes, and behaviors? This issue is motivated by the increased interest in emotional advertising and the complex roles that music assumes within it. For many marketing communication settings, the amount of objective information-processing activity is minimal, and there is substantial evidence that affective information processing may be instrumental in forming (or reinforcing) preferences and choices. Music has been used in stores, offices, and as a background in advertisements and has been reported to influence listeners' emotions and behaviors. Music is a very useful tool for persuasion and exploring just how and why this is so is an important area for research.

This article discusses, integrates, and builds upon the work of Gorn (1982) and others (e.g., Bruner, 1990) who provide theoretical and empirical insight into the ways in which music may influence consumer responses. To that end, we present an investigation into the effect of congruity and incongruity between affect or "mood" evoked by music imbedded in an advertisement and affect consistent with the symbolic meaning of the purchase itself. Implications for marketing theory and strategy will be discussed.

1.1. Theoretical base and literature review

The role of music in marketing and consumer behavior research has been addressed in education, psychology, communication, and other fields to determine its effects on behavior, mood, and preferences. As a result of this body of work, we know that in some instances, music appears to increase communication effectiveness in the context of advertisements. In other circumstances, music may decrease effectiveness for reasons that are not self-evident (e.g., "When is 'popular' music an inappropriate background?") Discussing how, when, and why music works seems to be appropriate to understanding the role of music in communications.

In an effort to provide possible explanations, this article discusses the structural elements of music in the surrounding context of an advertisement and its interaction with the consumer. Although knowledge of formal musical analysis can assist in drawing inferences regarding how listeners may be affected by particular musical passages, it is also necessary to consider the context in which the musical and advertising "communication" takes place. Accordingly, we shall focus on musical structure and its interactions with important moderators such as "fit" between musical and

* Corresponding author.
E-mail address: Alpertm@mail.utexas.edu (M.I. Alpert).

0148-2963/03/$ – see front matter © 2003 Elsevier Inc. All rights reserved.
doi:10.1016/S0148-2963(03)00101-2

nonmusical meanings in the advertisement and purchase situation.

Musical structure consists of elements such as sound, harmony, melody, and rhythm. Key factors in how these musical elements impact on the ad and the product are (1) the consumer, through different levels of involvement and cognitive or affective processing, (2) the consumer's subjective perception of the appropriateness of the music as it relates to the central idea of the ad ("fit" as defined by MacInnis and Park, 1991), and (3) the organization of musical elements. There has been interest in examining how musical elements influence affect and processing (Alpert and Alpert, 1990; Bruner, 1990). In addition, knowledge of cultural and social conditioning in forming musical taste as well as products can help in this prediction (Farnsworth, 1969; Holbrook and Schindler, 1989). Given a target market's demographics, we can predict, with some accuracy, its musical and product preferences and tastes. Thus, we may know with some degree of certainty how they might perceive the appropriateness of certain musical selections with the overall message of an ad, although level of involvement and processing may vary across individuals and situations (Petty et al., 1983).

Here, we investigate two key factors: music's role in determining the emotional message of an advertisement and the impact of congruence between this message and the intended emotional meaning that may be conveyed through the purchase of the advertised product.

1.2. Music also affects important mood states

Music not only enhances recall for a product or an ad through an evoked image, but it may evoke moods, feelings, emotions, and behaviors. Consumer behavior theorists have conceptualized how consumers' attitudes, affective states, and behaviors have been impacted by moods under central and peripheral processing, as well as affect and behavior conditioning.

The association between mood states and affective responses, judgments, and behavior can be seen as both direct and indirect. A direct affective reaction may be viewed as a conditioned response when there are direct linkages in associations in memory between mood states and affective reactions (Griffitt and Guay, 1969) and between mood states and behavior (see Gardner, 1985, for additional references). Indirect associations between feeling states and affective responses and/or behavior include the influence of information processing or cognitive activity. Mood may affect evaluations by evoking mood-congruent thoughts and affect the performance of the behavior by increasing the accessibility of positive associations to the behavior (Clark and Isen, 1982; Goldberg and Gorn, 1987). To the extent that associations are direct and involve little conscious information processing, mood's effects may be seen as via the peripheral route. Indirect associations may operate via the central route when other salient cues are processed to yield attitudes in a manner affected by mood.

The likelihood that a host of behaviors may be performed appears to be enhanced by positive moods (Gardner, 1985). For negative moods, there have been mixed results, and several studies have shown that negative affect serves as a motivator to mood improvement through the performance of positive, prosaic acts. This finding agrees with the notion that where possible, people feeling badly will try to feel better. Negative moods' effects on behavior may be more complex than the effects of positive moods (Cialdini and Kenrick, 1976). For example, helping may be enhanced by some negative mood states such as sadness (Baumann et al., 1981) and not by others such as frustration. This may be due to some evidence that negative mood states are not as homogeneous as positive ones (Isen, 1984) and that behaviors seen to reverse unpleasant mood states (e.g., helping) may overcome tendencies to enact mood-congruent behavior (e.g., withdrawal).

In view of the fact that music is a common element in commercials and one that has a long history of mood inducement in a variety of contexts, the next section will focus on how music has been used as an independent variable to affect moods, as well as other dependent variables of interest to marketers. For brevity, this section will highlight key studies. Details on these and other studies are in Alpert and Alpert (1990), Bruner (1990), and Kellaris and Cox (1993).

1.3. Music effects

Gorn (1982) suggested that peripheral influences such as background music used in commercials may become associated with the advertised product (in memory, even if not consciously) and influence product choice through classical conditioning. Mere exposure did not lead to liking, which apparently depended on whether the target product, a pen, was presented with liked versus disliked music. The second experiment by Gorn (1982) provided support for his hypothesis that when subjects were not in a decision-making mode, the commercial's impact appeared to be more influential in its appeal when presented with musical background as opposed to product information. He concluded that through classical conditioning, the product becomes associated with the positive feelings of liked music.

A replication of the Gorn study (1982) by Kellaris and Cox (1989) failed to reproduce the positive effect of liked versus disliked music after controlling for musical structural elements and possible demand effects. Their results question the effect of single exposures that merely vary background music's appeal. They called for research on the influence of music's structural elements on cognitive and affective responses (such as mood) toward the ad and the product.

The key basic research relating musical elements to emotional responses was reported by Hevner (1935), who presented subjects with identical pieces, controlling for all

دریافت فوری ← متن کامل مقاله

ISIArticles
مرجع مقالات تخصصی ایران

- ✓ امکان دانلود نسخه تمام متن مقالات انگلیسی
- ✓ امکان دانلود نسخه ترجمه شده مقالات
- ✓ پذیرش سفارش ترجمه تخصصی
- ✓ امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
- ✓ امکان دانلود رایگان ۲ صفحه اول هر مقاله
- ✓ امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
- ✓ دانلود فوری مقاله پس از پرداخت آنلاین
- ✓ پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات