



A Review of the Role of Music in Audio and Visual Advertising: Emotional, Cognitive, and Branding Implications

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Abstract

This study examines the significance and impact of music in audio and visual advertising, highlighting its strategic role beyond mere aesthetic enhancement. The findings indicate that music functions as more than an ornamental element it directly influences audience experiences and emotional responses. As a universal language, music facilitates communication across cultural boundaries and evokes a wide range of emotions that enhance audience engagement. The study identifies several key advantages of using music in advertising, including increased attractiveness and memorability of advertisements, reinforcement of brand identity through distinctive jingles and melodies, and the creation of emotional resonance that strengthens the connection between the brand and its audience. Moreover, in visual advertising, music plays a pivotal role in narrative construction by shaping the atmosphere and emotional tone, thereby making messages more appealing and comprehensible. The effectiveness of advertising is also influenced by the contextual appropriateness of the selected music, which can enhance the listener's experience and emotional receptivity. Overall, the research underscores that music serves as a powerful and strategic component in modern advertising one that contributes to message recall, emotional engagement, and brand recognition. Thoughtful and strategic use of music can significantly improve campaign outcomes and help deliver brand messages more effectively. Ultimately, music in advertising is not merely a background sound but a persuasive communicative tool that enriches brand storytelling and creates a lasting and positive impression in the minds of consumers.

Keywords: Music in Advertising, Audio Visual Communication, Emotional Engagement, Brand Identity, Consumer Behavior.



Introduction

In today's highly competitive and media-saturated environment, audio-visual advertising plays a crucial role in capturing audience attention, differentiating brands, and fostering emotional engagement with consumers. Among the essential components contributing to advertising effectiveness, music has emerged as a strategic and multidimensional tool that transcends its traditional decorative function. It operates as a medium of emotional persuasion and symbolic communication capable of conveying brand messages more effectively than words alone. Music is an inseparable element of human life and culture, and its study from the perspective of marketing and consumer behavior reveals its unique communicative power (Mohammadian & Ahmadi, 2016). As a universal language, music possesses the remarkable ability to express emotions and meanings without the need for translation, allowing advertisers to bridge cultural and linguistic divides. Within the context of advertising, this feature becomes particularly valuable, as music can instantly evoke a spectrum of thoughts and feelings in the audience and serve as a powerful instrument for marketers to transmit brand messages more persuasively (Saeebnia, Samieh, et al., 2022). As key aspect of using music in advertising lies in its capacity to generate empathy and emotional connection with the audience. Music directly influences the listener's emotions, evoking sensations such as joy, excitement, calmness, or nostalgia, which may then become psychologically associated with the advertised product or brand. This emotional linkage enhances the memorability of the advertisement and strengthens the audience's attachment to the brand. Furthermore, music functions as a reinforcing element of brand identity. Distinctive melodies or jingles can rapidly become symbolic identifiers associated with a particular brand, making it easily recognizable and memorable. Such auditory branding contributes to increased brand awareness and customer loyalty (Patrick Hartman & Zand Mark F., 2018). Music also enriches narrative storytelling in visual advertising by shaping atmosphere, mood, and rhythm, thereby helping convey the message more effectively and engagingly. The strategic selection and contextual use of music can significantly influence audience perception, as the emotional tone of music interacts with the consumer's situational context to enhance recall and persuasion. However, despite its recognized importance, relatively few empirical studies have systematically examined how music is chosen, integrated, and perceived in advertising, and how it ultimately shapes consumer attitudes and behavior (Sahraeyan & Yarahmadi, 2020). Therefore, the present paper aims to analyze the role of music in audio and visual advertising, focusing on its influence on emotions, attitudes, and decision making processes among audiences. In a world characterized by information overload and competitive brand messaging, creating a lasting emotional and cognitive impact has become a central challenge for marketers. By examining both successful and unsuccessful advertising campaigns, this study seeks to provide a deeper understanding of how music, as a universal and cross cultural language, can enhance advertising effectiveness, reinforce brand identity, and bridge the gap between emotion, meaning, and consumer decision making.



Theoretical and Empirical Literature Advertising

Kotler (2002) defines advertising as any paid form of presentation and promotion of ideas, goods, or services by an identified sponsor, whether an individual or an organization. Moreover, an effective advertisement must be able to capture the audience's attention, create a lasting impression, activate consumer purchase behavior, and evoke emotions (Pourkarimi, 2002). To achieve these objectives, a combination of elements must be utilized that can influence the audience's perception and feelings and thus fulfill the intended advertising goals. According to the American Marketing Association, advertising is any paid form of non-personal presentation and promotion of goods, services, or ideas by an identified sponsor. David Ogilvy also emphasizes that advertising serves as a tool for building and strengthening brand image, increasing market share, and enhancing long-term profitability of an organization. Advertising plays a significant and influential role and can affect ways of thinking, behavioral patterns, value systems, and the manner in which individuals interact with their environment and others (Forouzfard, 2009). In essence, advertising functions as a key instrument for communicating with the market and society, influencing the minds and hearts of audiences to bring about changes in their decisions and behaviors. Advertising operates as a means of persuasion and transformation. The changes it induces may include alterations in attitudes, insights, knowledge, methods, and diverse behavioral patterns (Roosta, 2002).

Music

Music, much like news, possesses the remarkable capacity to influence brain function and behavior. This art form not only carries an inherent energy that stimulates neural activity but also exerts measurable effects on various physiological systems (Peretz & Zatorre, 2005). However, different genres of music vary significantly in their ability to activate neural responses or induce emotional engagement. Such variations can be attributed to the complexity of the brain's structure and the diversity of human preferences and cognitive profiles (Li, Cheng, & Tsai, 2023). The human brain determines which types of music can reduce harmful biological activities, such as stress or anxiety, through activation of certain regions associated with relaxation and reward. Due to this complexity, no single musical form universally affects all individuals. For instance, while soft music may evoke calmness and emotional stability in many listeners, others may respond more intensely to fast-paced or rhythmically complex compositions. Music affects the brain, the autonomic nervous system, and the musculoskeletal system, potentially leading to rhythmic synchronization and movement, such as dancing (Peretz & Zatorre, 2005). However, in some cases, synchronization between internal physiological systems and external rhythm does not occur, and the phenomenon fails to manifest. Music also facilitates coordination between the brain's hemispheres and can therefore aid in the treatment of speech and language disorders such as stuttering (Patel, 2007). By stimulating bilateral neural activity, music supports enhanced connectivity and balance between the left and right hemispheres. Consequently, exposure to



music during early childhood development can yield positive cognitive and emotional outcomes. The cortical regions involved in musical processing are located primarily behind the frontal lobe, interacting closely with systems responsible for learning, emotion regulation, and expressive behavior (Li et al., 2023). Studies in neuroscience indicate that musical engagement activates neural pathways linked to memory, attention, and affective processing, reinforcing the role of music as both an emotional and cognitive stimulus (Denk et al., 2023). Research conducted at Dartmouth University revealed that the involuntary repetition of musical fragments commonly referred to as “earworms” is associated with the frontal cortex, which is responsible for recalling previously heard melodies. This region interacts dynamically with the temporal lobe, which handles sound perception, reasoning, and long-term memory retrieval (Levitin, 2006; Ferrante, Ciferri, & Toschi, 2024). These findings underscore the importance of understanding which musical properties promote relaxation and well-being, and conversely, which may trigger stress or cognitive overload. The integration of auditory memory with emotional recall demonstrates how deeply music is embedded within the human cognitive system (Peretz & Zatorre, 2005). Furthermore, research by Stephen Palmer and colleagues at the University of California, Berkeley provides fascinating insight into the brain’s ability to associate melodies with colors based on the emotions they evoke (Palmer, Schloss, Xu, & Prado-León, 2013). Their cross-cultural study, conducted in the United States and Mexico, demonstrated that participants in both countries tended to associate similar orchestral pieces with specific colors, suggesting a shared emotional palette linking music and color that transcends cultural boundaries. This phenomenon, often described as music-color synesthesia, implies that emotional responses to music may manifest through cross-modal associations in the visual domain (Zamm et al., 2013; Bragança et al., 2015). Such findings have significant implications for creative therapies, advertising, and multimedia design, where color and sound jointly shape emotional experiences and audience engagement.

The results, published in the Proceedings of the National Academy of Sciences, have potential applications in creative therapies, advertising, and music playback technologies. As Schafer and Sedlmeier (2010) note, the type of music people listen to is closely tied to their identity and reflects aspects of their personality. Similarly, Bonetti and Costa (2016) found that individuals who prefer music in minor modes tend to be more open, empathetic, and possess higher fluid intelligence traits that incline them toward complex musical genres such as classical music. In a concurrent study, Greenberg et al. (2016) found that individuals high in openness to experience generally prefer newer, more complex, and intense music.

They evaluated the relationship between personality traits and entertainment preferences across four media categories: music, film, books, and television. Their findings identified two distinct clusters of taste: the first group consisted of individuals who listen to classical, jazz, or opera music and enjoy reading books on history, art, or science products typically considered intellectually and artistically complex. The second group included individuals who



prefer action, thriller, horror films, television comedies, and pop music forms of art that are more popular and mainstream (Rentfrow et al., 2011).

The Use of Music in Advertising

Modern individuals live in a world where music has become an inseparable part of everyday life. Whether consciously or not, they cannot escape its presence. From background music in restaurants and stores to melodies heard while on hold during phone calls, music constantly surrounds us. Research by North et al. (2004) shows that people spend nearly half of their waking hours listening to music either actively or passively. Much of this exposure occurs unconsciously through media advertisements. The use of music in advertising dates back to the early days of marketing and radio broadcasting (Brooker & Wheatley, 1994). This artistic element is employed to evoke emotional responses in consumers. Dunbar (1990) argues that music can serve as a more effective communication tool than words alone. The role of music in marketing communications is therefore crucial, as it helps attract consumer attention and acts as a stimulus in the marketing process, influencing attitudes and emotions toward a brand (Bruner, 1990). By incorporating music, advertisers can enhance the persuasive power of their messages, turning it into a catalyst for advertising success. Music can strengthen the brand message by adjusting tone, increasing energy, and heightening the overall impact of the advertisement (Hecker, 2015).

Advertising Music

Advertising music refers to a type of music specifically composed or selected for use in commercial advertisements. The primary objective of this kind of music is to attract the audience's attention, convey the advertising message, evoke emotions, and enhance the memorability of the advertisement. Advertising music can be utilized in various forms, such as jingles, background scores, or lyrical compositions that align with the brand message (Alpert, Alpert, & Maltz, 2005).

Types of Advertising Music and Consumer Responses

Consumers' emotional and cognitive responses to music used in advertisements directly influence their reactions toward the advertisement and the brand itself. Studies have shown that advertisements featuring music perceived as enjoyable lead to more favorable consumer evaluations (Galan, 2009). Moreover, Galan (2009) demonstrated that consumers' emotional responses to the music within an advertisement can transfer to their feelings toward the advertised brand a phenomenon known as emotional contagion in marketing psychology.

Popular Music

The popularity of a musical piece used in advertising plays a significant role in shaping consumer perceptions. When the featured music is familiar, attractive, or widely liked, it enhances brand perception and overall ad effectiveness (Galan, 2015). Galan's findings further indicate that using popular music can increase consumers' purchase intentions. This type of music serves as a strong communicative tool, helping advertisements capture



attention, increase brand recognition, and foster audience engagement (Dunford, 2019). Furthermore, liked or familiar music enables brands to differentiate themselves from competitors and strengthen emotional ties with consumers (Chu & Lin, 2017). Popular music often helps brands form affective connections with audiences, thus improving consumer acceptance of both the brand and its advertising message (Hanoch & Huang, 2014).

2.3 Nostalgic Music

The strategic use of nostalgic music in advertisements allows brands to build deep emotional connections by evoking pleasant memories from the past. Such music fosters sentimental attachment and emotional engagement with the brand (Levy & Gharbi, 2011). Nostalgic soundtracks can recreate joyful moments, prompting consumers to recall positive experiences and eliciting warm emotional responses (Chu & Lin, 2014). Consequently, nostalgia-based advertising can increase brand loyalty by linking the brand with comforting personal or collective memories.

2.4 Emotional Music

Emotional music represents a powerful and evocative medium that penetrates deeply into the human sensory and affective domains. It has the capacity to evoke a wide range of emotions from joy, sadness, and anger to love and nostalgia and to exert profound influences on both cognitive and behavioral responses (Lokenby & Stott, 2013). In the highly cluttered landscape of modern advertising, emotional music functions as a persuasive tool that captures consumer attention, facilitates message retention, and fosters affective engagement between the audience and the brand.

Strategically employed, emotional music can enhance viewer focus, elicit specific emotional responses, strengthen message audience congruence, and contribute to the memorability of advertisements. Moreover, emotional music can influence consumer decision-making processes by shaping affective states that precede cognitive evaluations and purchase intentions (Vashisht, 2022).

Jingles: are short, catchy musical compositions designed specifically to introduce a brand or product. Their simplicity and memorability make them effective in attracting attention, reinforcing brand identity, and evoking a sense of familiarity and warmth in the audience. Iconic jingles such as those used by McDonald's and Coca-Cola exemplify how music can become synonymous with brand recognition and loyalty.

Background music: in contrast, refers to instrumental compositions that accompany advertisements to create specific moods or emotional atmospheres. For instance, in luxury car commercials, orchestral music is often employed to convey sophistication, prestige, and elegance. Such music enhances emotional resonance, aligns the auditory tone with the visual and narrative elements of the ad, and enriches the overall sensory experience of the audience.



Vocal music: or lyrical compositions, involves songs written and performed explicitly for advertisements. These songs communicate the promotional message in a direct and memorable manner. An example can be found in the advertising campaigns of Iranian insurance companies, where lyrical music is used to reinforce trust and reliability. Selecting the right music for advertising is therefore crucial; the chosen music must align with the tone, message, target audience, and nature of the product or brand (Alpert, & Maltz, 2005).

3. Cognitive Elements of Music

Many scholars argue that music serves as an effective tool for eliciting emotional responses in consumers. However, beyond its affective influence, music can also evoke cognitive responses toward brand messages (Sahraiyani, as cited in Chattopadhyay & Vallenet, 2001). The cognitive impacts of music have not been thoroughly examined, as most marketers have traditionally focused on its emotional dimensions. Nevertheless, music possesses the capacity to stimulate profound cognitive engagement among consumers, allowing brands to communicate information and symbolic meanings more effectively.

According to Yarahmadi (as cited in Kraton & Lantos, 2015), the use of music in advertising can generate seven distinct types of cognitive responses, including:

1. Capturing attention;
2. Establishing a brand image;
3. Creating associations between music and the brand;
4. Enhancing brand and advertisement recall.

These responses reflect how music contributes not only to emotional resonance but also to the encoding, processing, and retrieval of brand-related information in the consumer's mind.

4. Affective Elements of Music

Music can function as a potent medium for eliciting emotional reactions among consumers. Through these affective responses, brands can establish deeper emotional connections with their audiences and align their advertising messages with the consumers' moods and psychological states. Music allows brands to convey specific atmospheres or emotions, and to evoke diverse feelings such as excitement, joy, or even fear.

According to Kraton and Lantos (2011), emotional reactions to music in advertising can be categorized into five major types:

- **Mood creation**, or the establishment of an overall emotional tone.
- **Emotion arousal**, stimulating affective responses that enhance message receptivity.



- **Eliciting emotional memories**, activating nostalgic or personally meaningful experiences.
- **Modulating emotional intensity**, influencing the strength and duration of affective states.
- **Generating positive experiences**, fostering pleasurable and memorable associations with the advertisement.

For the purpose of the present study, two of the most relevant affective elements are further discussed as the core analytical focus.

Emotional Arousal

Music serves as one of the most powerful tools in sensory marketing, capable of eliciting emotional, cognitive, and even physiological responses among consumers. Early research by Bruner (1990) revealed that music is not merely a decorative element in advertising but a central factor influencing consumers' attitudes toward brands, enhancing feelings of pleasure, trust, and relaxation. Subsequent studies further support this notion. North and Hargreaves (2008) argue that music can convey specific emotional meanings that align with a brand's personality, thereby fostering deeper emotional engagement and long-term loyalty. Similarly, Larsen, Lawson, and Todd (2010) found that congruence between a musical theme and brand identity strengthens consumers' symbolic association and identification with the brand. From a psychological and neuroscientific perspective, music operates as a universal emotional language that transcends linguistic barriers and communicates directly with the subconscious mind (Juslin & Västfjäll, 2008). Neuropsychological evidence indicates that exposure to emotionally congruent music activates the limbic system and triggers dopamine release, which enhances feelings of pleasure and arousal (Salimpoor et al., 2011). Consequently, the deliberate use of music in advertising represents not just an artistic choice but a neuro-emotional strategy designed to evoke targeted affective responses. For example, O'Connor (2021) demonstrated that the use of soothing, nurturing melodies in advertisements by the "Hanson" brand successfully evoked feelings of warmth, comfort, and care, thereby reinforcing a maternal and empathetic brand image. This highlights the critical role of aligning musical cues with the brand's emotional narrative to achieve effective consumer resonance.

Creating Positive Experiences

Another essential dimension of music in advertising lies in its capacity to create *positive and* memorable experiences for consumers. Through its rhythm, harmony, and tempo, music influences the consumer's emotional state and enhances their perception of the advertisement. As demonstrated by Myers, Levy, and Zhao (2005), upbeat and energetic music functions as an emotional stimulant, promoting positive affective responses and increasing consumers' willingness to purchase.



According to Alpert and Alpert (1990), the strategic use of emotionally congruent music not only shapes the mood but also heightens the perceived enjoyment of the advertising experience. In a similar vein, Kranton and Lantos (2018) suggest that music transforms advertising from a purely cognitive message into an affective entertainment experience, fostering positive attitudes and higher recall rates. Moreover, music contributes to reducing consumers' cognitive load and facilitates smoother message processing. This process allows audiences to engage with advertising content more intuitively, without excessive analytical resistance (Sutherland & Sylvester, 2014). The positive emotions induced by music create associative links between the pleasurable listening experience and the brand itself, leading to durable affective brand associations (Kellaris, Cox, & Cox, 1993). In this sense, music does not simply serve as an accompaniment to advertisements it becomes an integral component of the brand experience, stored within the consumer's emotional memory and shaping long-term brand perception.

The Role of Music in Advertising

Music plays a significant role in shaping consumers' attitudes, emotions, and perceptions toward brands and advertising messages. It acts as a multisensory stimulus capable of influencing both affective and cognitive responses to marketing communications. As Galan (2015) argues, musical cues within advertisements can alter how consumers interpret brand meanings and evaluate product attributes, thereby influencing purchase intentions and overall brand perception. Beyond its emotional influence, music enhances the aesthetic and narrative coherence of advertisements. Gupta (2018) notes that the inclusion of well-selected music accentuates the visual appeal of an advertisement and contributes to a more engaging storytelling experience. However, Kraton and Lantos (2017) emphasize that for music to be effective, it must be congruent with other advertising elements such as the storyline, visuals, and brand personality to ensure message consistency and emotional resonance. When properly aligned with the brand's tone and identity, music can evoke desired emotional responses that strengthen brand attachment (Lin & Chou, 2015). Even in low-involvement advertisements where consumers process information passively music remains a potent driver of emotional engagement and recall (Chou & Lin, 2018). Research indicates that emotionally congruent and personally meaningful music can enhance message retention, trigger positive affective states, and increase purchase intentions (Allan, 2013). Moreover, music in advertising can elicit not only emotional but also physiological reactions such as smiling, excitement, or even tears thereby deepening the affective bond between consumers and brands. According to Panda and Mishra (2018), such emotionally charged advertisements help companies build positive and lasting consumer relationships by leveraging the psychological mechanisms of empathy and mood contagion. From a cognitive-emotional standpoint, emotions play a crucial role in how consumers process information and make purchase decisions. As Gorn (2015) explains, emotional states influence attention, memory, and



judgment, making music a subtle yet powerful tool for shaping consumer cognition. By fostering both emotional engagement and informational processing, music transforms advertising from a mere persuasive act into an experiential encounter that enhances brand meaning and recall. In the competitive landscape of modern advertising, every sensory cue contributes to the holistic communication of brand values. While visual and verbal elements often dominate attention, music remains a frequently underestimated yet profoundly influential component. Far from serving merely as background sound, it functions as a deliberate strategic choice one capable of reinforcing brand messages, amplifying emotional engagement, and ultimately shaping consumer perception.

The Power of Emotion

Music possesses the remarkable ability to evoke a wide range of emotions such as anxiety, sadness, or joy within consumers, significantly influencing how they evaluate advertisements (Septianto, 2013). As a powerful persuasive tool, music can affect consumers' moods and, consequently, their purchasing decisions (Alpert, Alpert, & Maltz, 2005). When music elicits positive affective responses, it fosters emotional engagement and enhances consumers' inclination toward purchasing (Stewart & Koh, 2017). In this sense, emotional congruence between the musical tone and the brand message strengthens the overall effectiveness of the advertisement.

Building Brand Identity

Music contributes to shaping a unique brand identity much in the same way as visual logos or color palettes (Morris & Boone, 1998). A distinctive sound logo or recurring jingle can become synonymous with a brand and be instantly recognized by consumers. Iconic audio cues, such as McDonald's "I love it" or Intel's five-note sonic logo, exemplify how auditory elements can reinforce brand recognition and embody brand personality (Khamis & Keogh, 2021). These sonic signatures serve not only as mnemonic devices but also as emotional triggers that enhance brand loyalty.

Enhancing Storytelling

Every brand has a narrative to convey, and music serves as an ideal medium to amplify that story. By adding emotional depth and sensory richness to visual imagery, music strengthens the narrative arc of advertisements. The appropriate musical arrangement can heighten the impact of the intended message whether it seeks to evoke a heartwarming family moment or an exciting adventure (Strobin et al., 2015). This narrative integration transforms advertising from mere information delivery into a multisensory storytelling experience.



Setting the Mood

Much like how a movie trailer loses its emotional charge without music, advertising relies on sound to establish the appropriate mood. Music provides the tonal context necessary for the message to resonate with the audience. A soothing melody might underscore a wellness brand's promise of tranquility, while an energetic rhythm might emphasize the vigor of a fitness product (Hecker, 1984). Through its tempo, harmony, and timbre, music aligns the emotional state of the audience with the advertiser's intended atmosphere.

Cultural Connectivity

Music possesses a unique capacity to transcend cultural barriers, enabling advertisers to create shared emotional experiences across diverse audiences. By incorporating culturally specific music, brands can demonstrate respect and understanding of their audiences' identities, thereby enhancing cross-cultural resonance and authenticity (Arriagada & Paz Concha, 2020). This cultural sensitivity fosters inclusivity and reinforces consumers' perception of the brand as globally aware and socially attuned.

Memorability and Recall

Humans naturally excel at remembering melodies and rhythmic patterns. This inherent cognitive trait explains why jingles from decades past often remain etched in collective memory. Advertisers leverage this mnemonic potential by using catchy tunes to enhance message recall (Roehm, 2001). Even long after exposure, consumers may remember a particular song or melody associated with an advertisement, ensuring sustained brand salience and top of mind awareness.

Creating Anticipation

Selecting the right music can heighten anticipation surrounding a product launch or event. Advertisers often employ exciting or suspenseful music to generate curiosity and sustain viewers' attention until the final reveal (Raja, Anand, & Allan, 2019). Such auditory cues stimulate emotional arousal, enhance engagement, and make the unveiling moment more memorable. In this way, music functions as a psychological primer, preparing audiences for the climactic point of the advertising narrative.



Conclusion

The role of music in audio-visual advertising represents one of the most fundamental and influential components in the communication of marketing messages. A comprehensive review of the literature indicates that music not only enhances the attractiveness and appeal of advertisements but also directly affects consumers' emotional and cognitive experiences. Through its unique ability to evoke emotions, set the mood, and strengthen memory, music plays a pivotal role in message retention and in establishing enduring emotional connections between brands and audiences. As a universal language, music serves as an effective bridge across diverse cultures and audience segments. By strategically utilizing jingles, rhythms, and distinctive sound motifs, brands can reinforce their auditory identity and solidify their personality in consumers' minds. Moreover, the careful selection of music that aligns with listening conditions and message content can heighten sensory pleasure and emotional engagement, thereby significantly enhancing the overall effectiveness of advertising campaigns. In both audio and visual advertisements, music contributes substantially to storytelling and atmosphere creation. By stimulating emotional responses and fostering coherence between auditory and visual elements, it enables a multisensory and memorable consumer experience. From this perspective, the strategic use of music is not merely an aesthetic addition but a powerful communicative and psychological tool that deepens message meaning and increases recall and purchase intention. Ultimately, music in advertising transcends the function of background sound; it operates as a dynamic element of brand communication capable of shaping perception, emotion, and behavioral response. Therefore, the selection, integration, and purposeful use of music should be considered an integral part of a brand's overarching strategic framework. Based on these findings, future research should focus on cross-cultural variations in consumers' emotional and cognitive reactions to advertising music, the influence of musical attributes such as rhythm, tempo, and tonality on purchasing behavior, and the emerging role of artificial intelligence in composing and customizing advertising music. Such investigations could contribute to the development of a deeper and more applicable theoretical foundation in the fields of sensory marketing and brand communication.



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