

THE EFFECTIVE USE OF MUSIC AND BRANDING IN SHAPING CONSUMER BEHAVIOR

Michelle Reed

Dr. Paul Bolls, Thesis Supervisor

ABSTRACT

The purpose of this study was to examine how elements of narrative advertising influence the cognitive processing of video advertisements. The study examined the relationship between music and branding in narrative advertising on post-exposure consumer behavior. Physiological measures were used to indicate arousal and cognitive resources allocated to encoding via skin conductance and heart rate respectively. Behavioral intent was measured to examine attitude toward the ad and attitude toward the brand via self report responses. In a 2 (Music) x 2 (Branding) x 3 (Ad) repeated measures design, participants watched 12 video ads that varied in type of music (popular music and needle drop) and level of branding.

Results showed that varying levels of music and branding in narrative video ads influenced cognitive resources allocated to encoding, arousal, and attitude toward the ad and brand. Both music and branding impacted the physiological variables of encoding and arousal. However, the self report measures, attitude toward the ad and attitude toward the brand, were influenced only by branding, not music. The findings suggest that the right combination of music and branding in narrative advertisements could potentially improve the effectiveness of television and digital advertising.