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THE INFLUENCES OF ADVERTISING MUSIC
ON VIETNAMESE CUSTOMERS'
PURCHASING DECISIONS

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ABSTRACT

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This study explores the impact of music in advertising on consumer behavior, with a particular focus on its emotional appeal. A survey was conducted with Vietnamese people, each of whom viewed a popular music video used in an advertisement and then provided feedback on their emotional response and purchase intention. The results showed that carefully selected background music plays an important role in enhancing the emotional connection between consumers and products, influencing their decision-making process. Music not only helps create the right atmosphere, but also reinforces brand identity and product recall. However, despite the strong emotional appeal of music, factors such as consumer needs and product relevance still significantly influence purchase decisions. The study highlights the importance of aligning music with the values and interests of the target demographic to maximize advertising effectiveness. Limitations of the study include the small sample size and the use of a well-known video, which may have influenced participants' responses due to prior familiarity. Future studies should focus on larger, more diverse samples and explore the impact of music in less popular advertisements to gain a deeper understanding of its true impact.

Keywordsⁱ Music in Advertising, Emotional Appeal, Consumer Behavior

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1. INTRODUCTION

1.1. Background of study:

The song is accompanied by images of happy moments, families gathering together, or warm scenes from everyday life. The audience begins to feel close and integrated with the space that the advertisement brings. Feeling nostalgic, emotional and immediately wanting to own the product that the advertisement is introducing. You click on the link, pay and within just 5 minutes, the decision to buy has been made. Yes, in just 5 minutes, the advertiser was able to convince you to make this important decision. Why is it so fast and effective? The answer is in the ability to lead the customer's emotions, and the important factor that affects those emotions is none other than "*music*".

Music has a special power in connecting the listener's emotions with the message that the advertisement wants to convey. Familiar melodies or special songs can create deep empathy, making viewers feel like the advertisement is reflecting their mood and needs. (David Allan, 2006). When music is skillfully combined with images and stories in advertising, it is not only an entertaining element but also a powerful strategic tool in stimulating shopping behavior. Advertisers not only create attractive advertisements but also know how to create an emotional environment that makes consumers want to take immediate action. (Fennis and Stroebe, 2020).

According to Rook (1987), consumer mood significantly impacts spontaneous purchasing behavior, with 85% of those surveyed indicating they are more likely to make impulsive purchases when they are in an excited or happy mood. Bellenger (1980) also pointed out that, in large stores, spontaneous purchases account for 27% to 62% of total sales. This behavior has become a significant revenue driver in the retail industry, and managers are increasingly implementing strategies to leverage consumer impulsive shopping habits. Sometimes, an internal urge or temptation to buy something is so strong that customers purchase

it without prior planning, even if they know it might not be necessary (Choudhary, 2014).

This explains why advertising using music is becoming more and more popular and is clearly effective in promoting shopping decisions. Not only in television commercials or on online platforms, music also appears in email marketing campaigns, mobile applications, and e-commerce websites. The application of music in advertising in Vietnam is a strong trend, and research on the impact of music on consumer behavior is becoming extremely important to help advertisers optimize their customer approach strategies, improve marketing effectiveness, and ultimately increase revenue.

The frequency of music-based advertising is also increasing, from short jingles¹ in TV commercials to carefully selected background music in advertising on digital platforms (Yalch, 1991). Music not only helps create emotional connections but also has a strong impact on consumers' shopping behavior, making them feel familiar and easily decide to choose products. Therefore, researching and applying music in advertising in Vietnam is crucial. In an era where the advertising industry is becoming more competitive and constantly demands innovation, music plays an important role in creating a strong emotional connection with consumers, driving purchasing behavior, and enhancing marketing effectiveness.

1.2. Objective of the thesis:

The objective of this thesis is to explore the impact of sound, particularly music, in advertising, and to understand how it influences consumer perceptions, engagement, and behavior. This research aims to uncover the psychological and emotional effects that music in advertising can have on audiences, with a

¹ *Jingle is a short piece of music, usually with catchy lyrics, used in advertising to help listeners easily remember a brand or product (Yalch, 1991). Jingles usually have a cheerful, catchy melody and are highly repetitive to create a lasting impression on the listener. It is a popular tool in marketing and advertising, helping to increase brand recognition and stimulate consumer emotions. For example, advertising songs for products or services that you can easily remember thanks to the melody and lyrics.*

particular focus on its role in shaping attitudes towards Tet-related advertisements in Vietnam. By analyzing how specific musical elements such as melody, rhythm, and lyrics interact with visual components, this study seeks to provide actionable insights for domestic and international companies on how to utilize music effectively to gain a competitive advantage in their marketing campaigns.

According to Schmitt (2012), emotional responses to advertisements play a significant role in consumer decision-making processes. This research will examine how music can evoke strong emotional connections, enhancing the consumer's engagement with the advertisement. Sound, especially music, can influence not only short-term engagement but also long-term brand recall, making it a powerful tool for advertisers looking to establish lasting impressions (Lindstrom, 2005). By conducting this study, the thesis aims to highlight how companies can strategically use music to enhance consumer engagement, foster brand loyalty, and ultimately drive sales.

Furthermore, this research will benefit musicians and music producers by offering insights into how their work can be tailored to meet the needs of advertising campaigns. As noted by Kotler & Keller (2008), music's role in creating emotional resonance is not just limited to consumer engagement but can also be a key factor in driving consumer behavior. Aligning music with cultural and emotional cues, advertisers can not only connect with their audience more effectively but also provide musicians and producers with a platform to create music that aligns with these emotional drivers, thus expanding their market opportunities and revenue potential (Craton and Lantos, 2011).

The objective of this thesis is to bridge the gap between marketing theory and practical application, demonstrating how the strategic use of sound, particularly music, in advertising can enhance a brand's appeal, evoke strong emotional responses, and contribute to long-term business success. This will provide both advertisers and musicians with valuable knowledge that can help them create

more effective campaigns and products. By understanding the impact of music in advertising, companies and producers can better meet the evolving demands of a competitive market, creating mutually beneficial outcomes for both the business and the creative sectors.

1.3. Research questions

To understand the impact of music in advertising on Vietnamese consumers, it is important to first explore advertising trends and the role of music in shaping consumer perceptions. Advertising has evolved significantly over the years, influenced by cultural shifts, technological advances, and the growing importance of emotional connections with audiences. In the Vietnamese context, understanding which forms of advertising and music trends are most popular can help determine what resonates with local audiences. The effectiveness of an advertisement often depends on its ability to resonate with cultural norms and consumer preferences (Keller, 2012).

Music plays an important role in shaping subconscious responses, capturing consumers' attention, and understanding their feelings towards a brand. According to Meyers-Levy and Zhu (2010) music can evoke specific emotions that are consistent with the advertising message, which is especially important in a market like Vietnam where emotions and social values are deeply intertwined with consumer behavior. Understanding what type of music attracts the attention of Vietnamese consumers at a subconscious level is crucial for advertisers who want to make a meaningful impact.

Finally, the main question of this study focuses on the direct impact of music in advertising on purchase decisions. Studies have shown that music not only enhances brand recall but can also directly influence consumer behavior and decision-making. Music in advertising can influence consumers' purchase choices by changing their emotional state and enhancing the perceived value of the

product, North & Hargreaves (2008) noted. With this in mind, the following research questions were formulated to guide the investigation:

1. Which advertising forms and music trends are currently popular in Vietnam?
2. What kind of music should be used in advertising to catch Vietnamese customers' attention subconsciously?

The main question: What are the effects of music in advertising on Vietnamese customers' purchasing decisions?

1.4. Limitations:

This research is subject to a few limitations that may impact its overall scope and depth. First, the writer's limited knowledge of professional music production may affect the nuanced understanding of how various musical elements in advertisements are crafted and their specific impact on consumer behavior. The complexity of music production, from the choice of instruments and composition to the mixing and mastering processes, can significantly influence the emotional resonance of an advertisement (Hargreaves & North, 2010). As the researcher lacks extensive expertise in this field, there may be an incomplete analysis of the technical aspects of music production in the context of advertising.

Additionally, this study is focused solely on the Vietnamese market, which presents another limitation. While Vietnam offers a rich cultural context for exploring the impact of music in advertising, the findings may not be applicable to other cultural settings with different social norms, values, and consumer behavior. As Mothersbaugh and Hawking (2016) argue, consumer behavior is deeply influenced by cultural factors, and the use of music in advertising might evoke different responses in various cultural contexts. Therefore, the results of this study may not be fully generalizable to other countries or regions with distinct cultural frameworks and advertising preferences.

In future research, expanding the scope to include other cultural contexts and gaining a more in-depth understanding of music production processes could provide a more comprehensive perspective on the role of music in advertising globally.

2. LITERATURE REVIEW

2.1. Advertising definition

We often have a tendency to group most forms of “promotion” under the umbrella of advertising, encompassing activities like telemarketing or sponsorship at trade fairs (Schultz, 1995). However, according to Richards and Curran (2002), scholars globally tend to differentiate these activities into distinct concepts rather than consolidating them under the term “*advertising*.” The primary reason for this distinction lies in their varying methods of execution, even though their ultimate purpose promoting or mediating a company’s products remains the same.

Even so, even experienced professionals in the field sometimes struggle to classify certain activities, such as word-of-mouth marketing or product placement in films (Richards and Curran, 2002). This highlights the fluid and often ambiguous boundaries of advertising as a concept.

Advertising, as a familiar and essential aspect of modern commerce, has been defined in numerous ways throughout history. Definitions often evolve to adapt to shifts in market trends, technological advancements, societal norms, and human behavior. For instance, in his early textbook *Advertising: Its Principles, Practice, and Technique*, Daniel Starch (1914) offered the definition: “The simplest definition of advertising that can withstand criticism is that advertising is salesmanship in print.” While this definition may appear vague or outdated today, it aptly captured the dominant form of advertising at the time - print media.

A more contemporary definition by Trivedi *et al.* (2018) frames advertising as “*a strategic communication process aimed at persuading an audience to take a specific action, typically purchasing a product or service.*” Experimental research into advertising often seeks to uncover causal relationships, such as how variations in messages, formats, or platforms influence consumer behavior. For example, studies show that the rise of virtual influencers on social media

significantly boosts consumer trust and purchase intentions. These AI-powered influencers, perceived as credible and relatable, enhance advertising efficiency by offering content control while maintaining strong audience connections.

As industries and methodologies evolve, so too must definitions of advertising. Over time, the concept has undergone substantial transformation, driven by technological innovation and new communication strategies. Despite these changes, advertising remains a universal and foundational term, so inherently understood that even those unfamiliar with its formal definitions can grasp its essence intuitively.

2.2. Music

The concept of music has been defined through many different perspectives, each of which reflects its multifaceted nature. According to the Oxford Dictionary, music is often described as “organized sound”, emphasizing the intentional arrangement to convey meaning. Worldwide, music acts as a language that transcends cultural barriers, has the ability to evoke emotions and foster connection. Biologically, music engages specialized neural pathways, integrates elements such as rhythm and harmony, and engages cognitive and aesthetic abilities. Evolutionarily, music serves as a vehicle for expressing emotions and transmitting cultural narratives, highlighting its symbolic and communicative role (Cross, 2001).

Traditionally, definitions of music have been context-dependent, evolving from narrow perspectives such as “the art of melodic sound” to broader modern interpretations that emphasize its adaptability in therapy, education, and entertainment. Together, these perspectives emphasize the enduring relevance and dynamic nature of music as an art form and a tool for human expression.

2.2.1. Pitch

In music, pitch is an important concept to describe the frequency of sound that the human ear can recognize and distinguish. Schulenberg (2003) in "The Oxford Companion to Music" defined Pitch as an attribute of sound that relates to our perception of whether a sound is "high" or "low". It is how we distinguish between the sound of a guitar and the sound of a piano, for example a piano can produce sounds with a much lower pitch than a guitar. The pitch of a sound is determined primarily by the frequency of the sound wave, with low frequencies producing low sounds and high frequencies producing high sounds.

2.2.2. Rhythm

Rhythm in music is a concept that refers to the organization and arrangement of sound elements (such as musical notes) in a temporal order. Tymoczko defines in "*A Geometry of Music Harmony and counterpoint in the extended common practice*" (2011): Rhythm is the division and organization of musical time through the arrangement of note values, this rhythm reflects a way of defining intervals and sound development in time. Rhythm is not only the repetition of musical signs but also the way in which listeners and players understand and experience the interaction of time in music. It reflects a form of perception of time through rhythms and their organization.

2.2.3. Speech

Speech in music is not as common a concept as pitch or rhythm, but it still has a presence in some music studies and theories. Speech in music can be understood in a broad sense as the interaction between music and speech, or the way language is incorporated into musical forms. Susanne Langer in "*Philosophy in a New Key*" (1942): Langer argues that speech in music can be considered a form of expression of emotions and ideas. Music can use speech to convey deep meanings without the need for rational language, where speech in music becomes a means of expressing emotions that ordinary words cannot express. Additionally,

Zuckerlandl (1956) argues that music has its own “language”, in which speech can combine with music to form a stronger form of conveying emotional meaning. Speech here is understood as the development from music to speech, showing the relationship between music and words, especially in the genres of opera, recitative, or musical works with words.

2.2.4. Timbre

Timbre (or “tone”) in music is a concept that refers to the sound quality that distinguishes between sounds of the same pitch and loudness. Timbre is the element that helps us distinguish between different instruments or voices, even if they play the same note. Meyer in *“Emotion and Meaning in Music”* (1954): Meyer describes timbre as “the difference in the sound quality of sound sources, which helps us recognize the individual character of each instrument or voice”. According to author, timbre plays an important role in creating special emotions and meanings in music.

2.2.5. Harmony and Melody

Harmony and melody are two basic elements of music, each playing an important role in building the structure and emotion of a musical work. Meyer (1956) defines harmony as “the combination of sounds forming chords and the movements between them. Harmony is the decisive factor in the formation of emotions such as tension, resolution or emotional change in music.” As for melody, Meyer believes that melody is *“a sequence of notes arranged in a clear, organized form, and easily recognizable to the listener. Melody is the main factor that helps the listener feel the emotional flow of the work.”*

2.3. Music in advertising

According to Oakes (2007), music in advertising plays a crucial role in creating a connection between brands and consumers, enhancing communication effectiveness, and encouraging purchasing behavior. The study also highlights the

importance of congruity between music and advertising messages. Findings indicate that aligning the style and emotional tone of music with the advertisement's content significantly enhances brand recall and purchase intent.

Previous experimental studies have demonstrated how various aspects of music influence customer behavior. Music can evoke emotions and improve memory retention (Kellaris & Kent, 1992). The research showed that music helps audiences emotionally connect with the advertisement's content. Memorable and fitting melodies can sustain brand imagery in consumers' minds for an extended period. Additionally, engaging background music in ads increases customers' emotional connection to the brand and encourages them to spend more time engaging with the advertisement.

Music also boosts a brand's persuasiveness through melodies and messaging (MacInnis & Park, 1991). Their study found that appropriate music in advertising positively affects consumers with varying levels of involvement with the product, fostering positive attitudes toward the brand. For instance, a study by ONESE Marketing Agency² revealed that changing Budweiser's background music during the 2018 Super Bowl created a more enjoyable and emotionally engaging experience, enhancing the advertisement's effectiveness.

Music in advertising captures attention and fosters consumer interaction (Hung, 2000). Ads with captivating music often evoke entertainment, leading to increased social media sharing. Hung's experimental study emphasized that carefully curated music enhances emotional connection, improving brand communication effectiveness. For example, *Brands Vietnam*³ reported that Chinsu's⁴ "Mlem Mlem" advertisement, featuring a popular artist, sparked a trend among young audiences and increased brand recognition.

² One of the leading companies in the field of Inbound Marketing in Vietnam.

³ Marketing and Branding Community in Vietnam.

⁴ Vietnam's leading brand of products such as soy sauce, fish sauce, chili sauce, tomato sauce...

Moreover, music can evoke customer memories, facilitating quicker purchase decisions (Alpert and Alpert, 1990). The research underscored that music in advertising improves brand perception and boosts purchase likelihood, especially during specific shopping occasions. The authors also highlighted that music often triggers memories, particularly those tied to holidays. Brands leveraging this psychological phenomenon frequently use familiar tunes in advertisements to evoke nostalgia, stir emotions, and reinforce brand recall.

Overall, experimental research has established that music is not merely an entertainment tool but a strategic element that helps brands achieve their marketing objectives, provided that the chosen music aligns with the product and target audience.

2.4. Brand, Branding and Brand Image

2.4.1. Brand and Branding

Brand is a term familiar to most of us. We often understand “*brand*” as a symbol associated with certain products or brands. However, the definition of “*brand*” is much more than that.

According to Cambridge Dictionary, brand is described as “*a specific name or image used to distinguish the products or services of a company, often associated with the quality and value that the company wants to convey.*”

However, according to Philip Kotler (2003), in Marketing Management, Kotler defines brand as “a name, term, sign, symbol, or design, or a combination of them, intended to identify the products or services of one seller or group of sellers and to differentiate them from those of competitors.”

This perspective from Kotler emphasizes the functional role of a brand in the marketplace, particularly its ability to serve as a distinguishing factor. A brand not only identifies a product but also helps consumers make choices by associating

specific qualities, such as reliability or luxury, with the product. This differentiation becomes a key competitive advantage for businesses in a crowded market.

Similarly, David A. Aaker (1991) in *Managing Brand Equity* extends this understanding by describing a brand as a valuable asset composed of various elements like brand awareness, perceived quality, and loyalty. According to Aaker, a brand is more than a visual or verbal identifier; it is a promise of consistent value and experience. It acts as a bridge between the company and its customers, fostering trust and long-term relationships. Brand is not only a tool for identification but also a medium through which customers connect with values, cultures, or lifestyles. Murphy (1988), he also highlights the emotional and symbolic dimensions of a brand. He states that. This connection creates brand equity, where consumers are willing to pay a premium because they see the brand as a reflection of their identity or aspirations.

Furthermore, focusing on the psychological aspect of branding, Kevin Lane Keller (2013) emphasizes that a brand resides in the minds of consumers as a set of perceptions and associations. These perceptions are shaped by all experiences with the brand, including its marketing, customer service, and product quality. Therefore, managing a brand requires effectively not only creating a strong image but also maintaining consistent interactions that strengthen the brand's promise.

In conclusion, a brand is far more than a logo or a slogan; it is a multidimensional concept that combines tangible and intangible elements. It represents a company's identity, values, and relationship with its audience, making it a cornerstone of modern business strategy.

2.4.2. Brand Image

In the context of brand research, brand image is a multifaceted concept that reflects customers' perceptions and associations with a brand. According to David A. Aaker (1991), brand image refers to "a set of perceptions and associations that customers hold in their minds about a brand, shaped by impressions, emotions,

and experiences related to it.” This definition emphasizes the cognitive and emotional aspects of how consumers relate to a brand, highlighting the subjective nature of their interactions and evaluations.

Similarly, Kevin Lane Keller (1993) defines brand image as “the set of perceptions about a brand retained in the minds of consumers, reflected through positive or negative associations tied to the brand.” Keller’s perspective underscores the dual nature of brand image, where both favorable and unfavorable impressions contribute to the overall perception of the brand. Together, these definitions illustrate that brand image is not merely a representation of a brand’s tangible features but also encompasses the intangible elements that resonate with customers, shaping their behavior and loyalty.

2.4.3. Emotional Branding

Emotional branding is a powerful strategy that emphasizes building deep emotional connections between brands and consumers. Emotions, often synonymous with feelings, are psychological reactions associated with physiological changes, such as alterations in heart rate. These emotional responses anger, love, and fear being primary examples play a significant role in shaping human behavior and decision-making. In the branding context, strong psychological ties between consumers and brands contribute to superior performance and competitive advantages for companies (Shukla, 2010). This bond, referred to as emotional brand connection, reflects the emotional link that influences consumer satisfaction, loyalty, commitment, and repurchase intentions (Loureiro *et al.* (2012).

Thompson, Rindfleisch, and Arsel (2006) argue that emotional branding focuses on how a brand’s meaning impacts consumers’ lives, inspiring them through their experiences, memories, personal stories, and passions. This approach uniquely positions brands in consumers’ minds by appealing to their hearts, thoughts, and feelings, creating lasting impressions (Jawahar and Maheswari, 2009). Emotional

connections are fostered through affection, personal resonance, and shared passion, enabling brands to integrate into consumers' social networks and memories (Thompson et al., 2006). As such, emotional branding transcends traditional marketing methods, positioning itself as a distinctive strategy that deeply influences consumer perceptions and behaviors.

2.4.4. Consumer Behavior

When discussing consumer purchasing behavior, we refer to the entire process by which customers select products, analyze factors influencing purchasing decisions, and ultimately consume goods or services. This behavior is not merely a physical action but also encompasses psychological, social, and cultural factors that shape their purchasing decisions. At its core, consumer purchasing behavior aims to fulfill a wide range of personal needs, from basic necessities such as food, shelter, and clothing to more symbolic or social needs, such as demonstrating status, showcasing wealth, or building a personal image through the ownership of luxury cars, designer brands, or other high-value items.

Furthermore, consumer purchasing behavior does not occur randomly; it is influenced by various factors and characteristics. These include personal factors such as age, gender, income, and lifestyle; psychological factors like attitudes, motivations, and perceptions; and social factors such as the opinions of family, friends, and the community. Cultural and environmental factors, including traditions, customs, and societal consumption trends, also play a significant role in shaping purchasing decisions and behaviors. Understanding these factors is essential for businesses to design effective marketing and business strategies that better cater to customer needs and desires.

According to Ramya and Ali (2016), in their book *Factors Affecting Consumer Buying Behavior*, they identify five key factors influencing consumer purchasing behavior. These are listed as follows:

1. Internal or Psychological Factors

2. Social Factors
3. Cultural Factors
4. Economic Factors
5. Personal Factors.

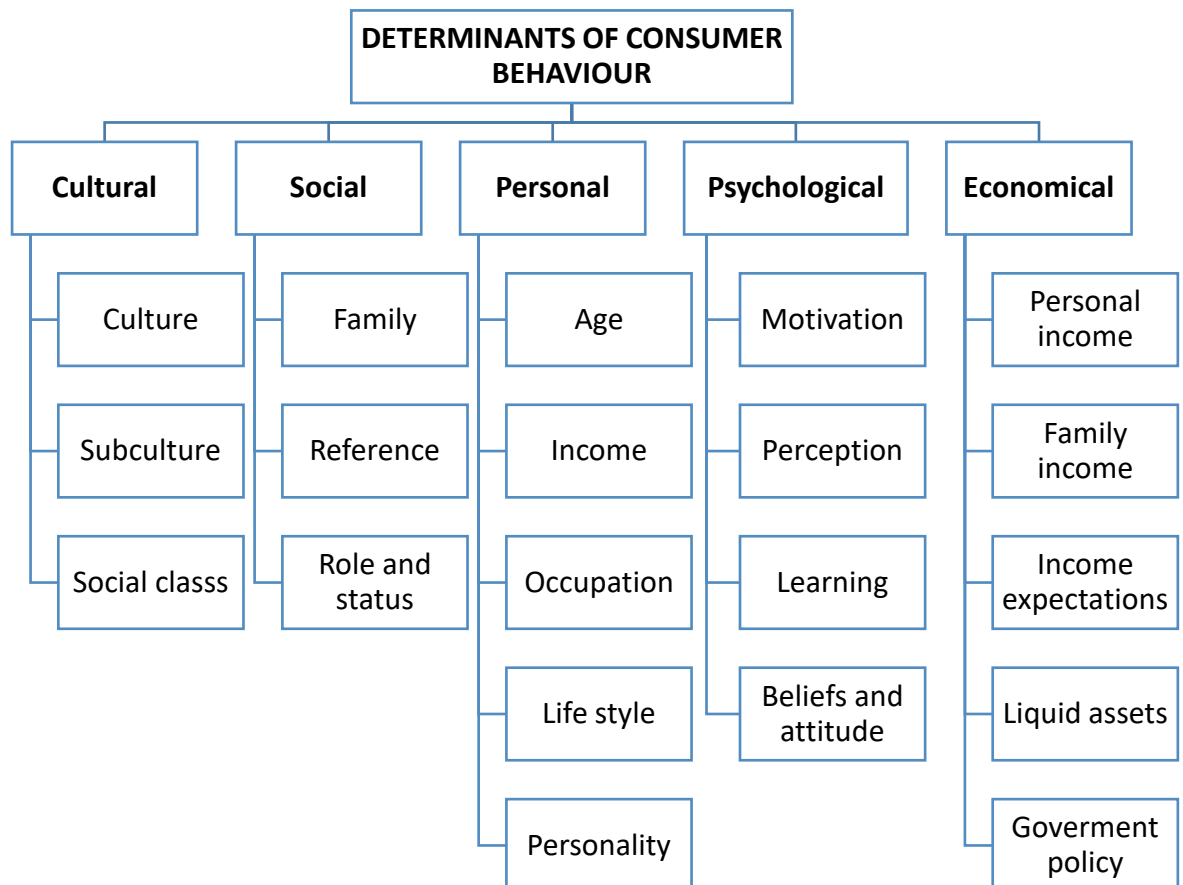


Figure 1. Factors Influencing Consumer Behavior

Source: Figure created by author. Originally from International Journal of Applied Research. "Factors affecting consumer buying behavior". Ramya and Ali, 2016

Cultural factors consist of key components such as culture, subculture, and social class, which play a crucial role in shaping consumer behavior. **Culture** forms the foundation of a consumer's beliefs, values, and actions. According to Kellaris and Kent (1992), culture acts as a tool that refines a person's identity and behavior, significantly influencing their needs and desires. For instance, in cultures that prioritize community-oriented values, consumers often favor products that

promote collaboration or serve collective interests. **Subcultures**, on the other hand, refer to the shared beliefs within specific subgroups of the main culture, including aspects like religion, nationality, geographic regions, and racial groups (Ramya and Ali, 2016). Religious affiliations, ethnic identities, or regional backgrounds often shape product preferences, particularly for items with symbolic meanings such as food or clothing. Lastly, **social class**, determined by factors such as income, occupation, and education, has a significant impact on consumer preferences and brand choices. For example, individuals from higher social classes tend to select premium or exclusive products to assert their status and identity. These social influences collectively shape consumer decisions and their interaction with the market.

Social factors, including relationships and the surrounding environment, play a significant role in shaping an individual's consumer behavior. These factors encompass family, reference groups, and social roles and status. **Family** is one of the most influential factors, particularly in major purchasing decisions such as buying a house, a car, or other significant items. The opinions of family members often hold a decisive role in guiding a consumer's choices. As Ramya and Ali (2016) observed, this influence becomes even more pronounced in decisions that are long-term or involve high value. **Reference groups**, including friends, colleagues, or even celebrities, have a notable impact on consumer decision-making. This influence may come from seeking advice, imitating trends, or admiring individuals with authority or prominence. For example, endorsements from celebrities often spark interest in certain products among consumers. Moreover, when individuals join groups such as social organizations, clubs, or family networks, these groups can shape their preferences and purchasing decisions, thereby influencing their position and relationships within the community. **Social roles and status** also contribute to shaping consumer behavior. A person's role in society, such as being a parent, an office worker, or a leader often comes with specific expectations. These expectations influence their choice of products that align with their social

position and responsibilities, ensuring they meet the demands and standards set by the community.

Personal factors include age, income, occupation, lifestyle, and personality, all of which significantly influence consumer behavior. **Age** plays a vital role in shaping consumer needs and preferences. According to Ramya and Ali (2016), purchasing behavior varies greatly across different life stages. For instance, younger consumers often prioritize technology or fashion products, while older individuals focus more on health-related items. Additionally, gender differences also affect shopping habits. Men tend to prioritize efficiency and quality, making quick decisions based on specific needs, while women usually take more time to consider, seek opinions from others, and value emotional connections (Bakshi, 2012). **Income** and **occupation** are key determinants of spending capacity and the product segments consumers target. High-income individuals often prefer premium products, whereas office workers may focus on practical items like computers or work-related equipment. **Lifestyle** reflects a person's values, attitudes, and preferences, shaping their product choices. For example, individuals with a modern, dynamic lifestyle often opt for trendy and convenient products, whereas those who favor minimalism are more likely to choose practical and essential items. **Personality traits**, such as being introverted or extroverted, also influence how consumers approach brands or product categories. Extroverts are more inclined toward products that showcase their personality or draw attention, while introverts tend to favor items that provide comfort and align with their personal needs.

Psychological factors, including motivation, perception, learning, and attitude, play a crucial role in shaping consumer behavior. **Motivation** drives consumers to take action in order to satisfy their needs, ranging from basic needs like food to higher-level needs such as self-fulfillment. For instance, a biological need like hunger serves as a basic motivator, while psychological needs, such as the desire for recognition, represent higher-level motivations (Kellaris and Kent, 1992).

Perception also has a significant impact, as the way consumers perceive a product, brand, or advertising message influences their interest and purchasing behavior. For example, a product that is advertised as having unique features may create a strong impression, prompting consumers to prioritize it in their choices. **Learning** from past experiences or information gathered from the surrounding environment helps consumers adjust their behavior. This process not only enhances decision-making skills but also makes them more cautious and informed in product selection. Finally, **beliefs** and **attitudes** towards the brand's value or product quality are key in shaping brand loyalty and purchasing decisions. Brands that provide a sense of trust and deliver on their value propositions are more likely to retain long-term customers.

Economic factors significantly influence consumers' purchasing power. **Household income** influences consumer behavior because it determines an individual's spending capacity. Income expectations also influence purchasing behavior; if consumers expect a higher income in the near future, they are more likely to spend freely. On the other hand, if they anticipate a decrease in income, they may be more frugal with their spending. Similarly, savings influence consumers' willingness to spend on comfort and luxury items. **Liquid assets**, such as bank deposits or assets that can be quickly converted into cash, boost consumers' confidence in their financial situation (Ramya and Ali, 2016). **Government policies**, such as taxes, subsidies, or interest rates, can strongly influence consumer behavior.

2.5. Branding through music

The use of music in branding has become a cornerstone of advertising strategies in the modern era, leveraging its emotional and memory power to create lasting impressions of brands. Music not only enhances the aesthetic appeal of advertising but also strengthens the emotional connection between brands and consumers (Gorn, 1982). According to Keller (2003), music can amplify brand equity by associating products with specific emotions, making them more

memorable and relatable to the target audience. In the digital age, where attention spans are short, music serves as a quick and powerful medium to convey brand identity.

Many brands today invest heavily in integrating music into their advertising to establish a strong brand identity. A notable example is Coca-Cola, which has always used upbeat, inclusive music to reinforce its brand message of happiness and togetherness. Campaigns like “Taste the Feeling” feature custom songs that resonate globally while adapting to local cultural nuances.



Figure 2. Campaign poster for “Taste the Feeling” of Coca-cola

Source: campaignasia.com

Similarly, Apple uses minimalist and modern music in its ads, which is consistent with its brand image of innovation and sophistication. In Vietnam, Tet-themed advertising has successfully connected with the emotional value of reunion, creating deep cultural resonance and significantly boosting the brand’s popularity among the younger demographic. Therefore, on this occasion, brands often focus

on launching advertising products related to attachment and return to attract viewers and lead to emotions.

Research supporting the important role of music in shaping brand perceptions and consumer decisions has been conducted by many researchers and has been conclusive. The emotional impact of music can influence purchasing behavior by evoking feelings of nostalgia, happiness, or excitement (Hargreaves and North, 2010). Furthermore, Oakes (2007) notes that the fit between music and the brand message is essential; inappropriate music can reduce the effectiveness of advertising. Scholars have also pointed out that localized music in advertising, tailored to reflect cultural values, can lead to stronger audience engagement, as illustrated by the success of culturally inspired campaigns.

However, some criticisms highlight the risks associated with this strategy. For example, Alpert & Alpert (1990) argue that over-reliance on music can overshadow the core product message if the musical element becomes the sole focus of the advertisement. Despite these concerns, most researchers agree that when strategically aligned with a brand's objectives, music remains a powerful branding tool that can transcend language and cultural barriers.

3. Research methodology

3.1. Research design

The research design for this study uses a qualitative approach to gain insights into participants' perceptions. This approach helps to collect detailed, emotional information from participants, providing deeper insight into their thoughts and motivations behind their behavior (Hollstein, 2011). With open-ended questions and the ability to be flexible, the researcher can explore new or unforeseen aspects of the research problem. At the same time, because it seeks to uncover factors that cannot be measured numerically, the Qualitative approach can help to shed light on factors that quantitative methods may miss, such as emotions, cultural values, or underlying concerns (Pathak *et al.*, 2013).

Data will be collected through focus group discussions with 6-8 participants, carefully selected to represent a variety of demographic groups. During the focus group session, a short video advertisement with separate audio components will be shown to participants. After viewing, participants will be asked a series of structured and semi-structured questions to capture their opinions on how audio influences their perception, engagement, and recall of the advertisement. This methodology emphasizes quality over quantity, aiming to uncover subtle attitudes and behavioral responses through rich, detailed discussions. The data collected will allow for a deeper analysis of the role of audio in shaping advertising effectiveness in the Vietnamese context.

3.1.1. Research purpose

The purpose of this study is to explore the impact of sound in advertising on participants' perceptions, engagement, and recall within the Vietnamese context. By utilizing a qualitative approach, the research aims to uncover underlying factors such as emotions, cultural values, and behavioral responses that influence how individuals perceive and interact with audio elements in advertisements.

3.1.2. Methodological choice

This study adopts a **mono-method research design** with a qualitative approach. The decision to use a single methodological choice allows for a focused and detailed examination of participants' experiences, thoughts, and motivations regarding the influence of sound in advertising.

3.1.3. Research strategy

The research strategy involves conducting **focus group discussions** as the primary data collection method. These discussions will include 6-8 participants carefully selected to represent diverse demographic groups. Participants will watch a short video advertisement featuring distinct audio components, followed by structured and semi-structured questions to gather their opinions on how the audio influences their perception, engagement, and recall of the advertisement. This strategy emphasizes exploring detailed and nuanced perspectives, ensuring rich qualitative data for analysis.

3.2. Advertisement selection process

As mentioned above, customers are often moved by familiar images, familiar atmospheres, and familiar melodies (Kumar *et al.*, 2010). In the process of selecting advertisements for this study, the author prioritized a video based on a traditional Vietnamese festival, which would have a greater impact on viewers. To maximize cultural relevance and emotional impact, the chosen advertisement centers on Tet, *the Vietnamese Lunar New Year*, a festival rich in tradition and sentiment. Tet is a time when themes of family, reunion, and belonging hold a profound significance, making it an ideal context for studying the emotional effects of sound in advertising.

Therefore, the author chose a video with a Tet theme and a strong musical component, urging people to return to their families. This would have a particularly strong impact on viewers and attract them.

The selected advertisement, “**Đi Để Trở Về**” (**Going Back**), performed by Soobin Hoàng Sơn as part of Biti’s⁵ marketing campaign, encapsulates these themes beautifully. Its narrative focuses on the universal longing to return home during Tet, a sentiment deeply ingrained in Vietnamese culture. The advertisement’s soundtrack a modern yet emotive melody paired with heartfelt lyrics further enhances its appeal, fostering a sense of nostalgia and unity. The music not only complements the visuals but also underscores the emotional tone of the story, highlighting key moments and reinforcing the message of familial love and reunion.

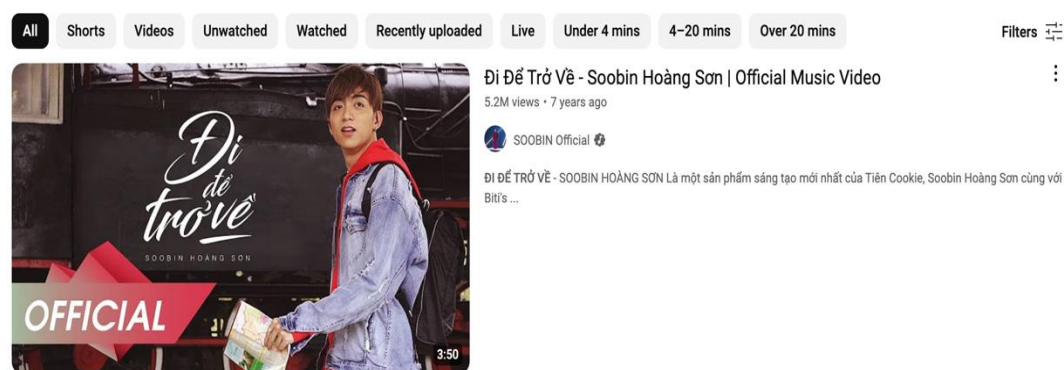


Figure 3. MV “Đi để trở về” (Going back) – The Main Advertising For The Biti’s Campaign 2017

Source: Youtube.com

This advertisement was specifically chosen for its ability to engage viewers on multiple levels through its audio elements, including rhythm, voice modulation, and emotional resonance. These auditory features make it an excellent case study for exploring how sound influences audience perception, engagement, and recall. By intertwining cultural authenticity with a compelling musical composition, this advertisement serves as a rich and meaningful example of how audio elements

⁵ Biti's (full name: Binh Tien Consumer Goods Production Company) is a brand specializing in shoe and sandal production in Vietnam.

can elevate advertising effectiveness, particularly during culturally significant moments like Tet.

3.2.1. Case advertising brief

The video “**Đi Để Trở Về**” (**Going Back**), performed by Soobin Hoàng Sơn, is a standout advertisement launched by Biti’s, a renowned Vietnamese footwear brand, during its Tet campaign. Released in 2017, the advertisement quickly captured public attention for its heartfelt message and relatable storytelling. The video narrates the emotional journey of a young person traveling the world but yearning to return home during Tet, emphasizing the universal value of family and reunion. Coupled with a memorable musical composition, the ad struck a chord with viewers, especially during Vietnam’s most celebrated holiday.

This advertisement was selected for its strong alignment with the research topic, focusing on the impact of sound in advertising. The campaign leverages music as a central element to convey emotions, using a modern melody combined with poignant lyrics to evoke feelings of nostalgia, longing, and love for family. Its cultural relevance and the resonance of its message make it a compelling case for studying how audio influences audience perception, engagement, and recall. Moreover, the ad's ability to balance contemporary appeal with traditional values offers a rich context for exploring the interplay between sound and emotional connection in advertising.

The “**Đi Để Trở Về**” campaign, launched by Biti's, achieved extraordinary success, solidifying its place as a cultural phenomenon during the Tet season in Vietnam. The initial music video (MV) featuring Soobin Hoàng Sơn garnered immense attention, remaining in YouTube's trending section for 21 consecutive days and staying in Zing's social charts for six months. According to *Brand Vietnam*, the campaign generated 1.7 million interactions on social media, with over 10% specifically mentioning Biti's brand. Its success also earned prestigious accolades, including the **Best Asia Media Campaign Bronze Award** and the **Best Use of Video**

Gold Award at the PR Asia Awards 2017. Moreover, subsequent campaigns, such as "Đi Để Trở Về 2," received over 38 million views within a month and ranked highly in Tet social media highlights.

For Biti's, the campaign rejuvenated its image, elevating it to a modern yet culturally connected brand. Sales of the Biti's Hunter line, prominently featured in the ads, surged, achieving **300% of the sales target within seven days** of the first campaign's release, according to Biti's report. The campaign effectively engaged younger demographics, helping Biti's transition from being perceived as a legacy brand to one that resonates with contemporary consumers. The overwhelming demand during the campaign period even caused its online store to crash and led to product shortages both online and offline

3.3. Questionnaire Building

The survey for this article will be conducted face-to-face with 6 to 8 participants. Each participant will be carefully selected to ensure diversity in age, gender and demographic groups, thereby providing rich and multi-dimensional perspectives on the research topic. The data collection method will be based on the focus group model, with each focus group held in a quiet and comfortable space, to facilitate the participants to share their opinions freely and openly.

The survey will begin when the participant agrees to participate. During the survey, the selected advertising video will be shown. After viewing the video, participants will be asked a series of structured and semi-structured questions, exploring the impact of sound in advertising on their perceptions, emotions and behaviors. Questions will focus on aspects such as how respondents feel after viewing the ad, how much they recall the ad, and how the audio element impacts their overall perception of the ad message.

The survey not only helps to understand the factors that may influence viewer behavior, but also provides an opportunity to explore deeper factors that other survey methods may miss. This approach emphasizes gathering quality

information from in-depth discussions, helping to uncover the subtleties of how audio can impact the success of an advertising campaign.

3.3.1. Questions used

The survey will be conducted using both structured and semi-structured questions to gather a comprehensive set of data. This combination of question types allows the researcher to collect both quantitative and qualitative data, offering a broader perspective on the research topic.

Structured questions, which are closed-ended and offer predefined response options, are commonly used in surveys for quantitative analysis. They allow for quick data collection, are easy to analyze, and ensure consistency across all participants. As Fowler (2014) explains, structured questions provide a high level of comparability, making them ideal for statistical analysis. Bryman (2016) further emphasizes that these types of questions are particularly beneficial in large-scale studies where the goal is to detect patterns and make generalizations.

However, while structured questions are valuable for gathering broad, measurable data, they may fail to capture the depth and nuance of human experience, especially in complex subjects like emotional or cultural responses. This is where semi-structured questions come into play. Semi-structured questions allow the researcher to explore responses in more detail and give participants the freedom to express their thoughts beyond predefined choices. According to Patton (2002), qualitative research methods like semi-structured interviews or questions enable a deeper exploration of meanings, feelings, and motivations, which may be overlooked in quantitative research.

Kvale (1996) also supports the use of semi-structured questions, noting that they provide the flexibility necessary to adjust the conversation based on the participant's responses, allowing for a richer and more detailed understanding of the topic. Semi-structured questions are crucial for exploring subjective experiences, as they allow the interviewer to probe further into the participant's

perspective, providing insights that structured questions alone cannot capture. (Cohen and Crabtree, 2006). Additionally, Silverman (2016) highlights that combining both structured and semi-structured formats in surveys or interviews enables researchers to balance the need for standardized data with the desire for personalized insights. This mixed-method approach, also referred to as triangulation, increases the validity of the study by capturing a fuller range of perspectives. It allows the researcher to cross-check quantitative findings with qualitative insights, ensuring a more comprehensive understanding of the research problem.

In conclusion, by using both structured and semi-structured questions, this survey will allow for the collection of reliable data while also enabling an in-depth exploration of participants' perceptions and experiences. As Patton (2002) and other scholars have suggested, the integration of these two types of questions ensures that both the breadth and depth of human experience are captured, ultimately enhancing the richness and validity of the research.

3.3.2. Selected question

The survey for this study will consist of 10 questions, divided into three distinct sections, each aimed at gathering specific types of information to address different aspects of participants' perceptions regarding the impact of sound in advertisements. Each section is designed to target different dimensions of the research topic, ensuring that a well-rounded set of insights is obtained.

Section 1: General perception and experience with Tet advertising

The first section of the survey will focus on participants' general perceptions of Tet-related advertisements. This part aims to capture their overall exposure to Tet advertisements, their feelings towards them, and their emotional reactions to the theme of homecoming during Tet. As Schmitt (2012) suggests, understanding a consumer's emotional response to an advertisement is essential for assessing how effectively a campaign resonates with the audience. Questions in this section will

aim to gauge familiarity with Tet ads, general preferences, and the emotional impact of the Tet theme in advertisements. The questions of this section are:

1. How do you feel about the mood and atmosphere of this ad?
2. Does the music in the ad affect your emotions? Does it bring back any memories when you hear it?
3. Why do you think this ad is effective (or ineffective) in getting the message across?
4. Do you think the audio elements in this ad help you remember the ad message in the long term? If so, explain why.

Section 2: Impact of music and sound on perception and engagement

The second section will delve into the specific role of sound, particularly music, in shaping the participants' perception and engagement with the advertisement. According to Lindstrom (2005), sound can evoke strong emotional connections, and examining its effect on memory recall and engagement is critical. This part will explore how the audio elements of the advertisement such as the melody, rhythm, and lyrics affect participants' attention and emotional responses. The questions include:

5. Do you feel that the combination of sound and image in this ad creates a strong connection? Why?
6. Do you think this ad can create a strong impression on viewers during Tet?

Section 3: Behavioral impact

The final section will assess how effectively the advertisement, particularly its auditory components, contributes to memory retention and potential behavior change. This is crucial for understanding the long-term impact of the advertisement on viewers, as highlighted by Keller (2008), who states that the ultimate goal of advertising is to create a lasting impression that influences consumer behavior. Questions in this section will aim to determine whether

participants recall the advertisement after viewing it and if it has affected their attitudes or behaviors regarding the brand. The questions include:

7. Do you see any effect of the music on the advertised product (the shoes)?
8. Do you see the advertised product (the shoes) appearing clearly in the article and urging the viewer to buy it?
9. Does this ad make you want to buy Biti's products? Why?

By dividing the survey into these three sections, the researcher will be able to gather rich and comprehensive insights into the ways that sound in Tet-related advertisements, especially music, influences emotional engagement, brand recall, and behavior. As Patton (2002) notes, such an approach allows for a detailed exploration of both the conscious and subconscious factors driving consumer responses to advertisements, providing a more complete understanding of the research topic.

3.3.3. Selecting participants for the interview

In this study, the author utilized a purposive sampling method to ensure that participants met specific eligibility criteria. A total of 10 participants were selected. Prior to conducting the survey, a preliminary screening process was implemented, during which basic information such as age, occupation, and gender was collected. This information was then used to assess each individual's suitability for the study.

Notably, the author did not intentionally select participants with special talents or expertise in music or advertising. Instead, all other characteristics beyond the three criteria mentioned were determined randomly. This approach aimed to create a more representative sample and minimize bias, thereby collecting a diverse range of opinions and perspectives.

Focusing on different age groups, occupations, and genders not only added diversity to the viewpoints but also enabled a deeper exploration of the issues being studied. As Flick (2022) emphasized, purposive sampling without restricting

participants to specific professional fields can yield richer data, better reflecting the realities of the target population. Moreover, this method allows for the examination of varying perspectives across demographic groups, providing a more comprehensive understanding of how sound in advertising influences Vietnamese audiences.

4. Research results

4.1. Demographic profile of respondents

4.1.1. Age

In this part of the survey, respondents were divided into five age groups: <18, 18-25, 25-35, 35-45 and >45. This categorisation was purposefully designed around five key stages of the human life cycle, ensuring diverse perspectives and insights into how music in advertising resonates across different stages of life.

- The <18 group represents adolescence, a period marked by curiosity, formative experiences and the development of preferences, often heavily influenced by peers and social trends.

- The 18-25 group represents early adulthood, a transitional period when individuals become more independent, develop consumer habits and are often highly responsive to trends, emotional appeals and brand messaging.

- The 25-35 age group typically includes young professionals or individuals starting families, a stage where purchasing decisions are influenced by practicality, aspirations and emotional connection.

- The 35-45 age group is middle-aged, often with established career paths and family responsibilities, with preferences shaped by reliability, quality and cultural resonance.

- The older age group >45, who may prioritise tradition, nostalgia and values when interacting with advertising.

This age segmentation allows for insights into how different age groups perceive and interact with music in advertising. By understanding the distinct preferences and emotional triggers of each group, this study aims to provide a comprehensive analysis of the effectiveness of music in shaping consumer behaviour at different stages of life. This segmentation approach is consistent with qualitative research

methods that emphasize the importance of context and diversity in data collection (Flick, 2014).

Table 1. Distribution of participants by age group

Age	Number of participants
<18	2
18-25	2
35-45	2
25-35	2
>45	2

To ensure balanced representation and diverse perspectives, the authors selected an **equal number of participants from each age group**, with two individuals representing each category. This decision not only ensured equitable distribution within the pre-defined age groups (<18, 18-25, 25-35, 35-45, >45) but also allowed for a comprehensive exploration of potential differences in attitudes, perceptions, and behaviors related to advertising and music trends. By maintaining this balance, the study aimed to capture a range of insights that reflected the unique characteristics and preferences of each age demographic group, ensuring that no group was disproportionately or underrepresented in the data. Such an approach enhanced the credibility and inclusiveness of the study findings.

4.1.2. Gender

Table 2. Gender

Gender	Number
Male	5
Female	5

In addition to balancing the age groups, the researcher also ensured gender representation by selecting an equal number of male and female participants, with 5 males and 5 females included in the survey. This purposeful selection was intended to provide a diverse set of perspectives that reflect the different ways in which genders may perceive and respond to advertising. By incorporating both male and female perspectives, this study sought to explore potential variations in how music in advertising influences emotions, interactions, and decision-making processes. This approach highlights the importance of inclusivity in research design, ensuring that findings are not biased by underrepresentation from either gender. It is also consistent with the goal of capturing multiple insights to produce comprehensive and comprehensive results.

4.1.3. Occupation

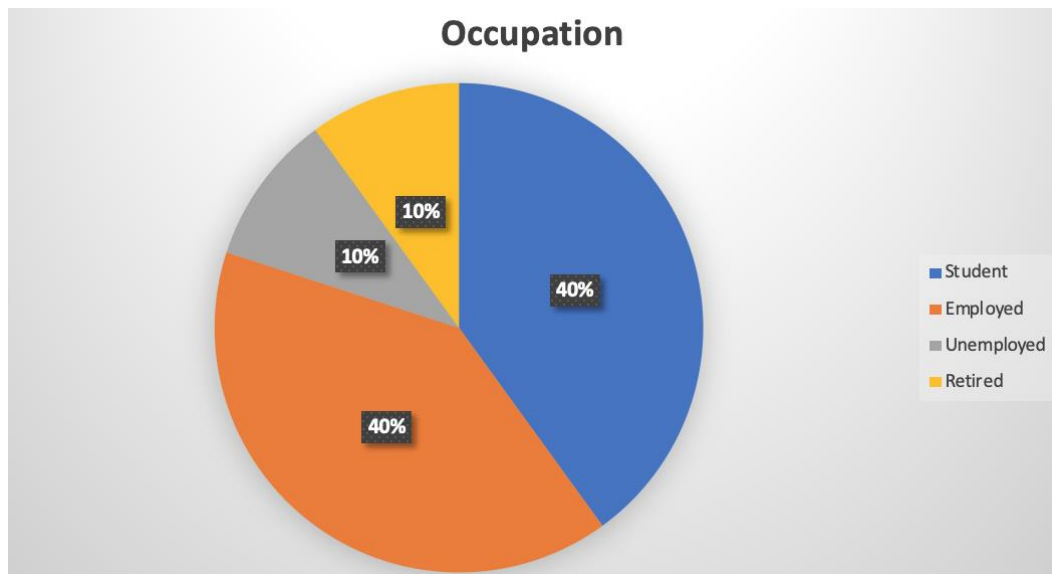


Figure 4. Occupation

Figure 4 outlines the distribution of survey respondents based on their occupation. The largest group of respondents were students, accounting for 40% of survey respondents. This high proportion is due to the researcher focusing on a younger demographic, who typically have more free time and interact with media, particularly advertising. This group could provide valuable insights into how music in advertising resonates with younger audiences, especially since students are very active in consuming media content, including digital platforms and social media.

Another 40% of respondents were employed, indicating that the study also sought to represent individuals who work full- or part-time. The responses from this group may highlight how music in advertising affects working adults, who may have different views of advertising than students due to factors such as lifestyle, economic status, and media consumption habits. Their responses may provide a deeper understanding of how advertising affects people in professional settings.

Only 10% of participants were unemployed. This smaller representation suggests that the study targeted individuals with consistent access to media and advertising, as unemployed individuals may have different levels of engagement

with media based on their economic status or access to devices. However, their opinions may still provide valuable insights into how music in advertising may affect people outside the workforce.

Likewise, the 10% of participants who were retired, representing an older demographic, may have different preferences or perceptions when it comes to advertising. Retirees often have more free time, but their media consumption habits may differ significantly from other age groups. Their responses may reveal how music in advertising may appeal to an older audience, which may be focused on nostalgia or family-oriented values.

4.2. Question about participant responses

Since the questions were collected directly in written form, the author will convert this data into a quantifiable format and present the analysis through visual charts.

4.2.1. The first impression of the broadcast advertisement.

Question 1: How do you feel about the mood and atmosphere of this ad?

In this section, to quantify the responses, the author will categorize the responses into the following groups:

- Warm/Cozy: Includes responses such as "fun and warm", "cozy and meaningful" and the like, reflecting a feeling of warmth or familiarity.
- Energetic/Youthful: Includes responses such as "energetic and young", "fun and lively", indicating excitement and liveliness.
- Nothing special/Normal: Includes "simple " and "Normal", reflecting a low-impact impression on the viewer.
- Attractive/Inspiring: Responses such as "attractive and inspiring", reflecting a feeling of creativity or motivation.

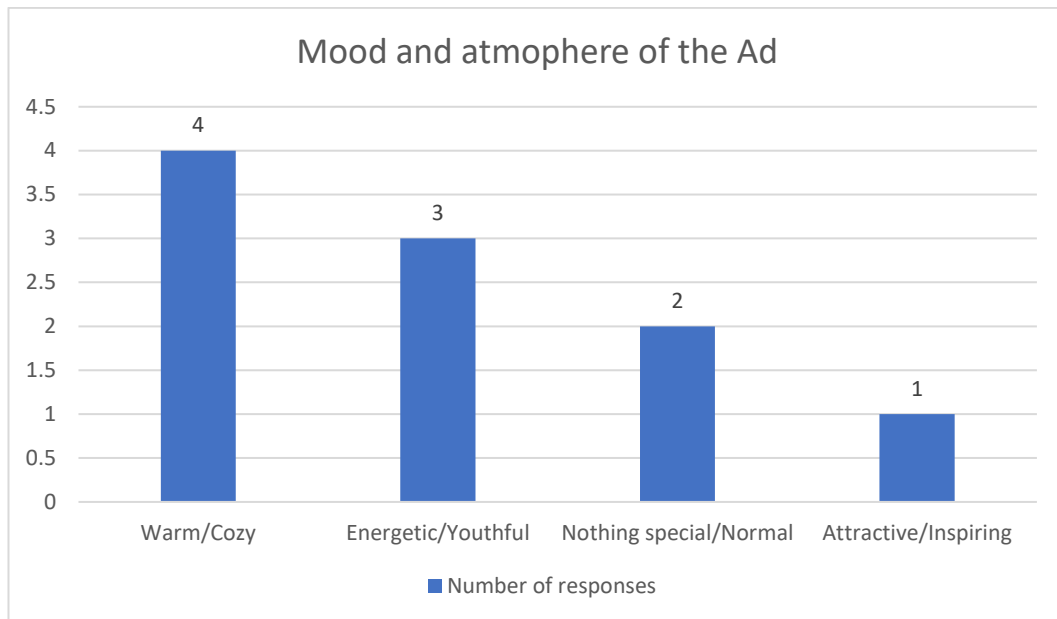


Figure 5. Mood and atmosphere of the Ad

The figure above shows the distribution of responses regarding the perception of the advertisement selected for the survey. The feeling of "Warm/Cozy" received the most responses, with 4 people selecting it. Next, the feeling of "Energetic/Youthful" was chosen by 3 participants. Two people felt that it was "Nothing special/Normal," and only one person found the ad to be "Attractive/Inspiring." This indicates that most participants tend to evaluate the ad in a positive light, perceiving it as warm and youthful. This suggests that the advertisement successfully evokes a sense of comfort, possibly associated with family, tradition, or relaxation.

Question 2. Does the music in the ad affect your emotions? Does it bring back any memories when you hear it?

In response to question 2, the author identified that the answers were divided into three main thematic groups:

- **Emotions/Feelings:** This category includes responses indicating that the music in the advertisement made participants feel nostalgic, emotional, happy, or warm inside. The chart shows that the majority of respondents had an emotional

or positive reaction to the music, highlighting the ad's effectiveness in evoking emotions.

– **Memories:** A smaller group of participants mentioned that the music reminded them of their childhood or family. This suggests that the music has a nostalgic effect on some individuals, helping to strengthen their connection with the advertisement.

– **No Impact:** The least common category includes responses where the music had no significant impact on the participants. This indicates that some individuals felt indifferent to the music in the ad, neither feeling anything nor associating it with any memories.

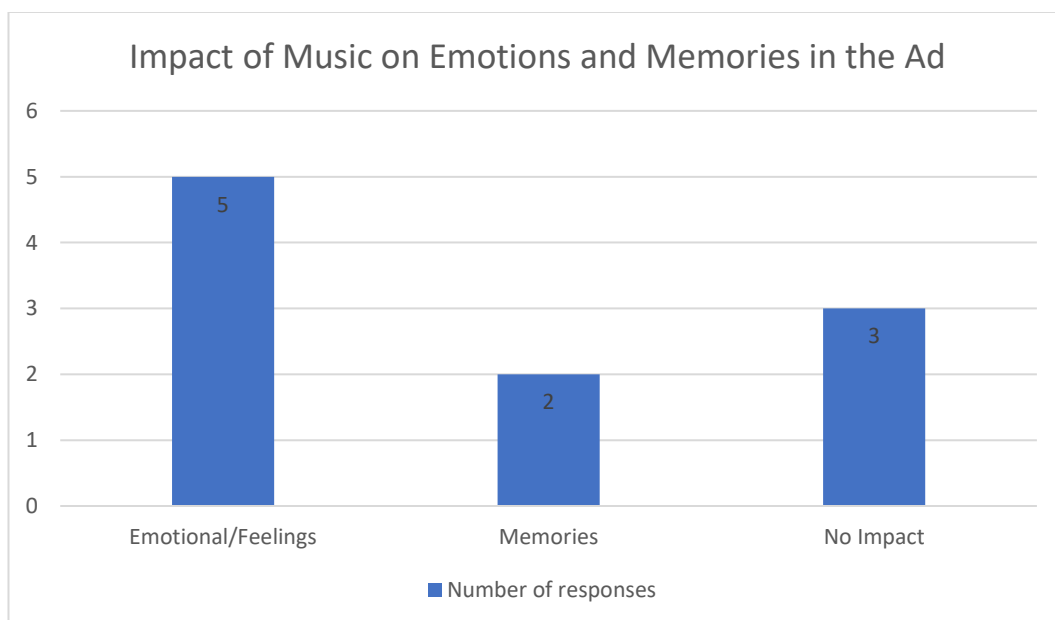


Figure 6. Impact of Music on Emotions and Memories in the Ad

Figure 6 presents the impact of music on emotions and memories in the advertisement, based on participant responses. The "Emotional/Feelings" category received the most responses, with 5 participants indicating that the music in the ad evoked emotions such as nostalgia, happiness, or warmth. The "Memories" category received 2 responses, indicating that the music reminded some participants of their childhood or family. The "No Impact" category had 3 responses, suggesting that some participants felt indifferent to the music, with

no emotional or memory associations. Overall, the music in the ad seems to have a positive emotional effect for many, but its impact varies among individuals, with some not feeling a significant connection.

Question 3. Why do you think this ad is effective (or ineffective) in getting the message across?

In the response to this question, the author will divide the answers into two groups:

Effective: This group includes responses where participants agree that the advertisement is effective in conveying the brand's message as well as the underlying messages (such as family bonding, return home, positive impact on youth, etc.).

Ineffective: This group includes responses where participants disagree that the advertisement successfully conveyed the messages that the brand intended to express to the viewers.

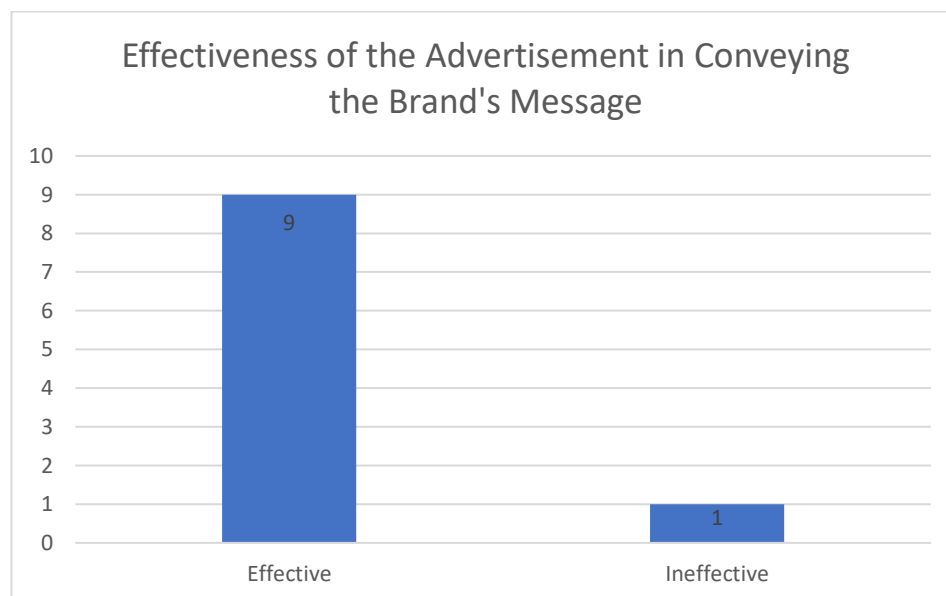


Figure 7. Effectiveness of the Advertisement in Conveying the Brand's Message

Figure 7 presents responses regarding the effectiveness of the advertisement in conveying the brand message. A total of 9 participants (the majority) believed that the advertisement was effective in conveying the intended message, which may include themes such as family bonding, coming home, and positive influence on youth. On the other hand, only 1 participant felt that the advertisement was ineffective in conveying the intended message.

Question 4. Do you think the audio elements in this ad help you remember the ad message in the long term? If so, explain why.

In this question, the author asked participants to share their opinions on whether the music has an impact on long-term memory recall, and to provide specific reasons for why it might or might not help listeners remember the ad over time. Below are the responses regarding whether the music in the advertisement helps listeners remember it in the long term.

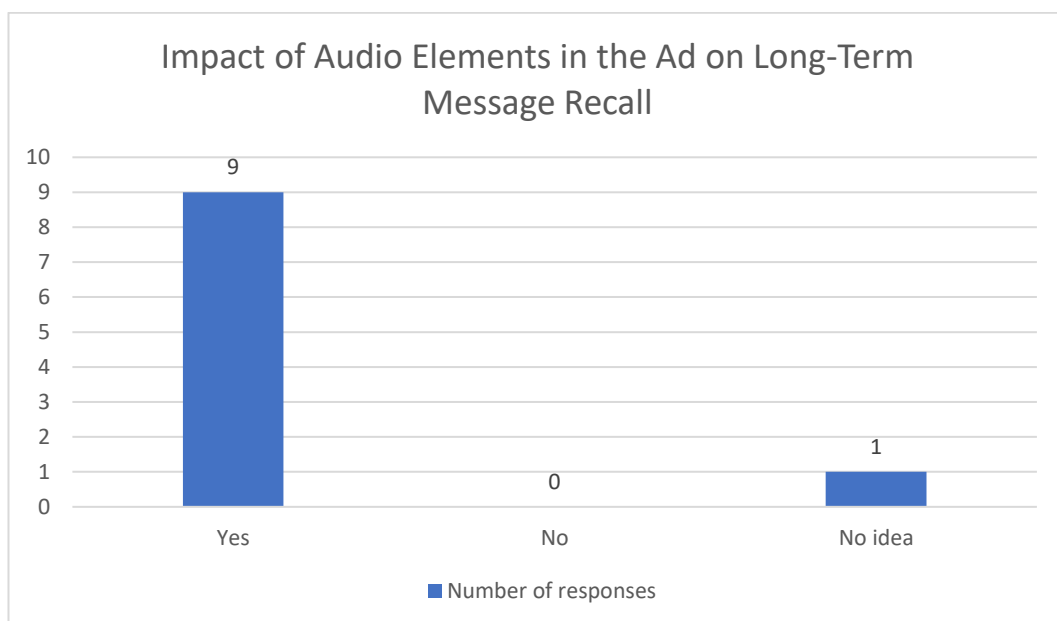


Figure 8. Impact of Audio Elements in the Ad on Long-Term Message Recall

The majority of participants (9 responses) believe that the audio elements in the ad help them remember the message over time. No participants (0 response) disagreed with the statement, which indicates that there were no individuals who

felt the audio had no impact on their long-term memory recall. One participant (1 response) was unsure about the impact of the audio, which represents a very small portion of the sample.

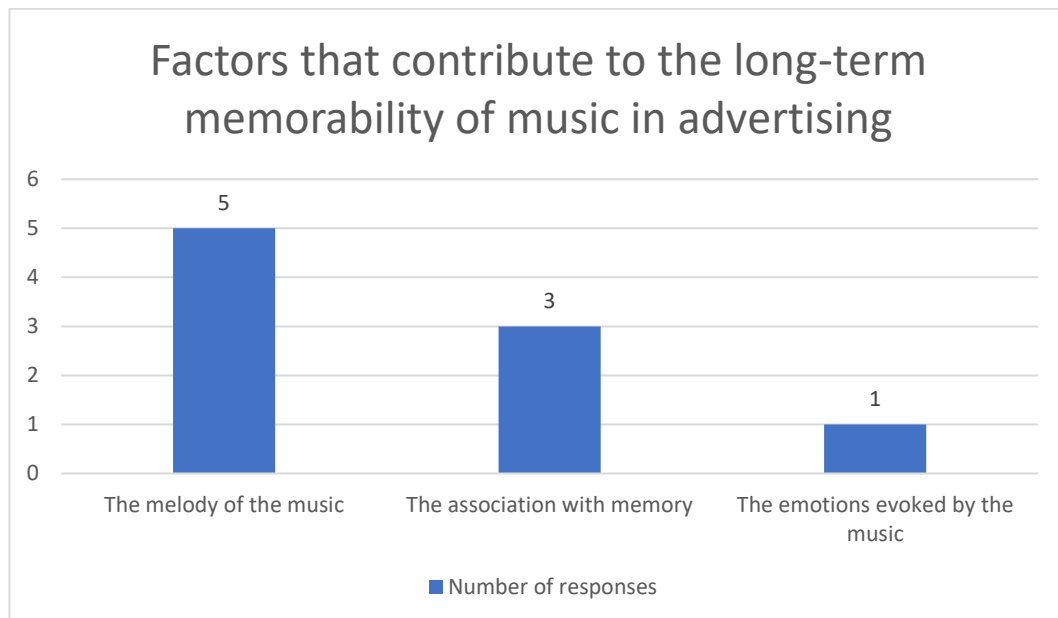


Figure 9. Factors that contribute to the long-term memorability of music in advertising

Five participants' responses indicated that melody was the main factor that made music memorable. Participants' responses often involved catchy melodies, the sound of the song that had a strong impact on the listener, etc. Three participants mentioned that the ability of music to evoke memories was an important factor in its memorability. This was demonstrated by their comments that it was associated with a personal memory or emotion of the listener. Only one participant felt that the emotion evoked by the music contributed to its long-term memorability.

4.2.2. The connection of music and images

Question 5. Do you feel that the combination of sound and image in this ad creates a strong connection?

In this question, the author aimed to explore whether the combination of music and visuals is important. Most participants agreed that the music and visuals in the advertising music video are closely connected. **All 10 out of 10 participants agreed that the visuals and music in the video are strongly interlinked.** Additionally, 9 out of 10 participants shared the same opinion that the combination of visuals and music had a powerful impact on them. However, 1 out of 10 participants noted that, while the music and visuals were related, they did not leave a deep impression on them.

Question 6. Do you think this ad can create a strong impression on viewers during Tet?

This question was designed to explore how effectively the music video guides viewers toward images of Tet. It aims to evaluate whether the producers successfully selected visuals and music that align with the brand's intended Tet imagery.

All 10 out of 10 participants agreed that the combination of visuals and music strongly influenced viewers, evoking memories, impressions, and vivid imagery of Tet. Notably, some participants mentioned that the music made the Tet imagery within them feel more vivid and authentic, enhancing their emotional connection to the holiday.

4.2.3. Behavioral impact

Question 7. Do you see any effect of the music on the advertised product (the shoes)?

In this question, the goal is to determine whether the music and the advertised product are connected. Based on the survey responses from participants, we have the following chart:

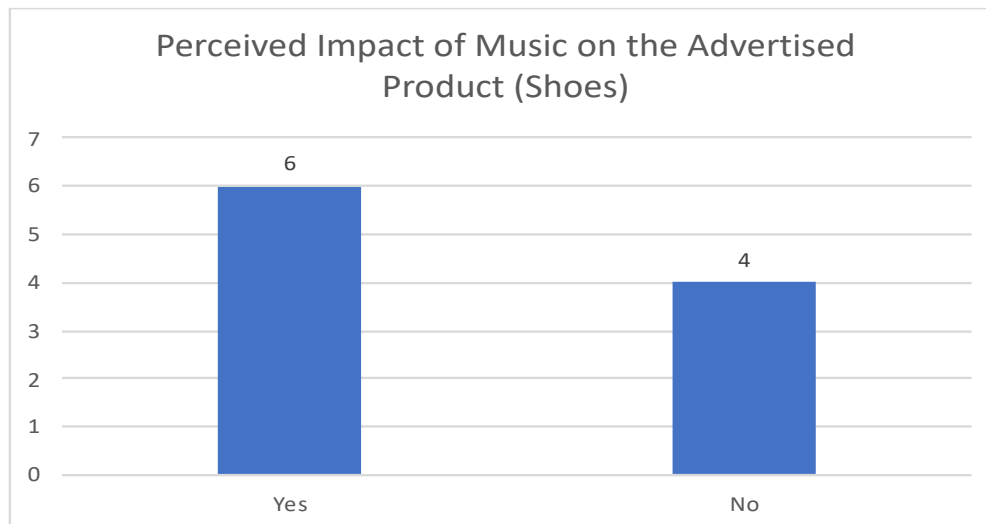


Figure 10. Perceived Impact of Music on the Advertised Product (Shoes)

Figure 10 presents the responses regarding whether the music in the ad has an effect on the advertised product. Of the 10 respondents, 6 (60%) believe that the music does have an impact on how the shoes are perceived, indicating that the majority of viewers feel the music enhances or influences the appeal of the product. On the other hand, 4 respondents (40%) feel that the music does not have any effect on their perception of the shoes, suggesting that the connection between music and product may not be as strong for everyone.

Question 8. Do you see the advertised product (the shoes) appearing clearly in the article and urging the viewer to buy it?

By presenting the advertisement to the survey participants, the author aims to assess whether the ad has the ability to spark interest and motivate viewers to make a purchase decision. Below are the data collected by the author.

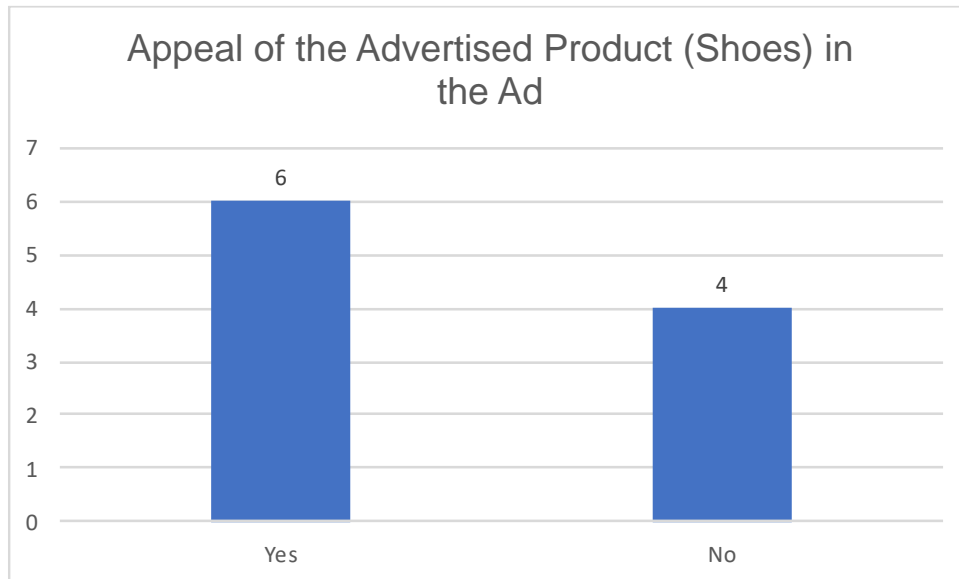


Figure 11. Appeal of the Advertised Product (Shoes) in the Ad

Figure 11 shows that 6 out of 10 participants (60%) felt that the shoes were clearly presented in the advertisement and that the ad motivated them to consider making a purchase. This suggests that, for the majority of viewers, the ad effectively highlighted the product and sparked interest in buying the shoes. On the other hand, 4 participants (40%) felt that the shoes were not clearly presented or did not compel them to buy, indicating that the ad may not have been as effective for this group. Overall, while the ad successfully encouraged purchase intent for most viewers, there remains a significant portion of the audience for whom the ad did not have the same impact.

Question 9. Does this ad make you want to buy Biti's products? Why?

In this question, the author wants to know that even if the advertisement receives a lot of support and attracts a lot of audience, what percentage of people will be willing to buy that product.

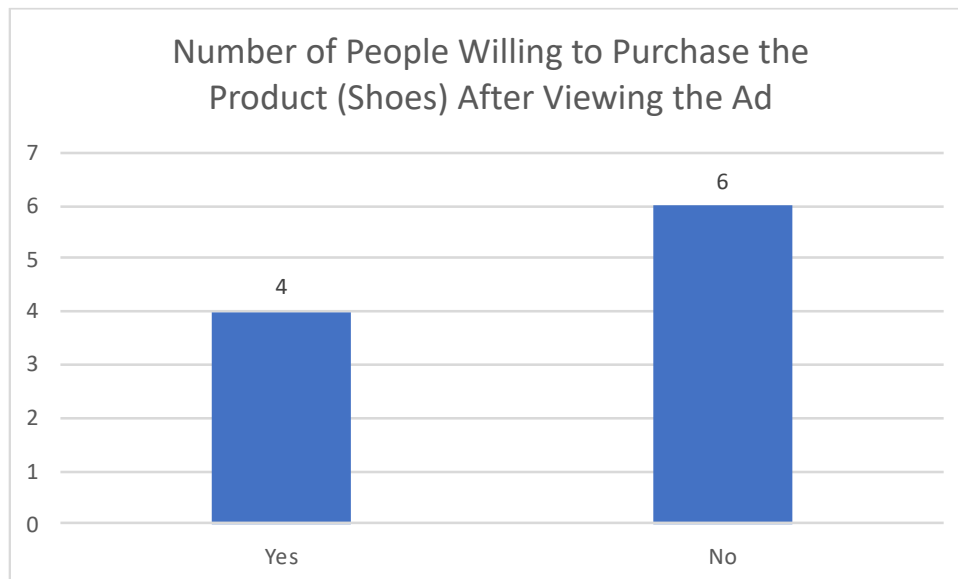


Figure 12. Number of People Willing to Purchase the Product (Shoes) After Viewing the Ad

Figure 12 showed that 4 out of 10 respondents (40%) were motivated by the ad to consider buying shoes. This suggests that the ad was successful in igniting purchase intentions in a small group of viewers. However, 6 respondents (60%) felt that the ad did not inspire them to make a purchase, suggesting that the majority of viewers were not persuaded by the ad. Overall, while the ad had a positive impact on a segment of the audience, it was not effective in motivating purchases for the majority, suggesting that there is still room for improvement in making the ad more engaging and persuasive.

Regarding purchase decisions, the author observes that customers who express an intention to buy the advertised product often mention that the visuals in the advertisement significantly impacted and influenced their decision. This suggests that the advertisement was successful in creating appeal for a portion of the audience.

On the other hand, those who indicate they will not purchase the product have opinions that fall into two distinct groups. The first group feels that the advertisement was not persuasive enough or failed to highlight the product

effectively, leaving them uninterested. The second group simply does not have a current need for new shoes, regardless of the advertisement's content or visuals. This highlights that while the advertisement can strongly influence some viewers, external factors such as personal demand or subjective perception can hinder the conversion of interest into actual purchasing behavior. We can refer to the following table.

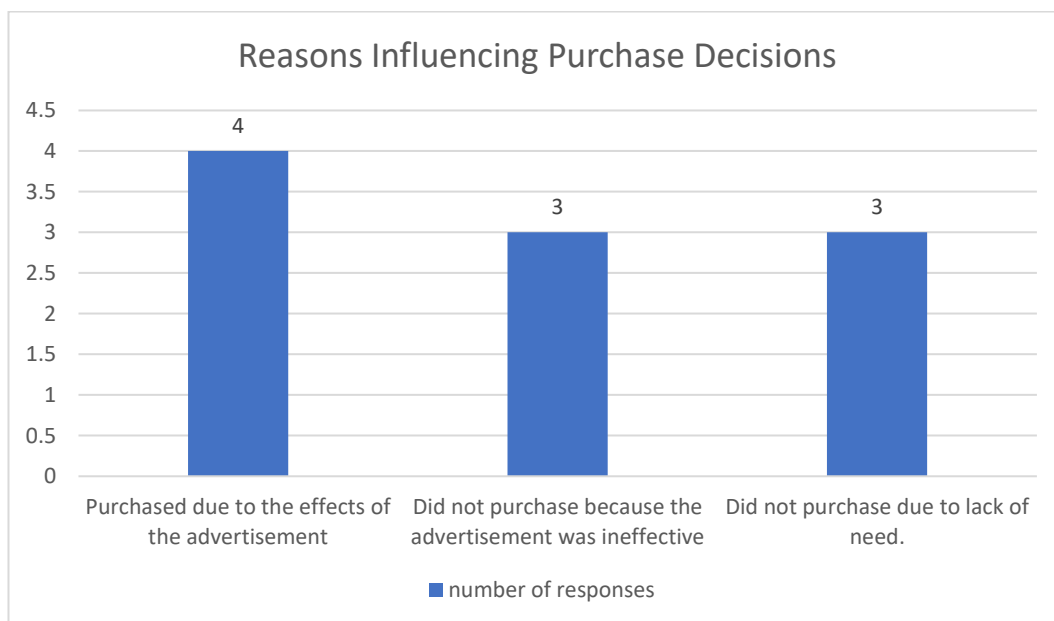


Figure 13. Reasons Influencing Purchase Decisions

4.3. Research summary

First, this study was conducted based on data collected from 10 survey participants. The survey was carried out through direct interaction, ensuring the accuracy and completeness of the information gathered. The participants were selected based on specific criteria such as age, gender, and occupation, ensuring diversity and representation of different perspectives. However, other characteristics like personal preferences or relevant experiences were randomly chosen to avoid bias in the survey results. All 10 participants fully answered all questions. The responses were based on their genuine and real impressions after watching the provided advertisement video. This approach allowed the study to

gather subjective opinions and assessments, providing a clear reflection of the impact of the advertisement on each individual. As a result, the data collected not only offers insights into the emotions and thoughts of the viewers but also provides a foundation for analyzing the effectiveness of the advertisement in conveying its message and persuading consumers.

Second, the majority of survey participants agreed that music plays a significant role and has a substantial impact on the effectiveness of the advertisement. According to their opinions, music not only creates the right atmosphere but also enhances the emotional response of the viewers as they receive the message the advertisement aims to deliver. Some participants stated that the appropriate background music can highlight the content of the advertisement, making the product more attractive and memorable in the minds of consumers. Not only that, Music has the ability to connect the audience's emotions with the images being presented, creating a blend of sound and visuals that increases the persuasive power of the advertisement. This indicates that the proper selection and use of music in advertisements is not just an auxiliary element but truly has a powerful impact on how the audience perceives and remembers the product or brand being promoted.

Third, the survey results show that, although advertisements play an important role in attracting attention and creating an initial impression of the product, they are not the only factor that determines whether viewers will make a purchase. Some participants indicated that while the advertisement, with its appealing music and attractive visuals, could influence their emotions, they still decided not to purchase the product because they did not have a genuine need for it. Additionally, there were opinions suggesting that the decision to buy is also influenced by other factors such as product quality, brand reputation, price, and trust in the product or company. For instance, a product may be advertised impressively, but if consumers feel the price is unreasonable or they do not need the product at the moment, they will not decide to purchase. This indicates that

while advertisements are a powerful tool for enhancing brand awareness and sparking interest, achieving success in driving consumers to take purchasing action requires attention to other factors, such as pricing strategies, product quality, and individual needs.

Fourth, although the decision to purchase primarily stems from the genuine need of the viewer for the product, it is undeniable that the video with music has partially fulfilled its role in guiding and influencing the emotions of the audience. Music in advertisements is often designed to evoke positive feelings such as joy, warmth, or familiarity, thereby enhancing the emotional connection with the viewer and making the product more appealing in their eyes. In the survey, 4 out of 10 participants indicated that they would purchase the product after watching the advertisement, citing the attraction of the music and the emotional resonance it created. This demonstrates that music is not just a decorative element, but plays a crucial role in emphasizing the advertising message and capturing the viewer's attention. Furthermore, these participants shared that the music in the advertisement not only made the product more memorable but also fostered a positive association with the brand. This affirms that using music effectively can be a powerful strategy to enhance the likelihood of converting viewer interest into purchase action. While genuine need remains the core factor, the role of music in supporting consumers' decisions is an important point to note.

4.4. Recommendation for the advertising

The survey results revealed that music is a crucial element in amplifying the emotional impact of an advertisement, making it vital for advertisers to select background music that aligns closely with the target demographic. The chosen music should not only reflect the preferences and cultural context of the audience but also evoke the appropriate emotional response that resonates with them. By doing so, the advertisement can create a deeper, more meaningful connection between the consumer and the product, fostering a sense of relevance and desire.

This emotional connection can significantly enhance the likelihood of consumer engagement and purchase intent.

In addition to the music, the visual representation of the product is equally important. It is essential that the product is not only visible but also stands out in a way that reinforces its value and appeal to the viewer. The advertisement should incorporate close-up shots, dynamic camera angles, and consistent visibility of the product throughout the video to ensure that it captures the viewer's attention. This approach helps to ensure that the product is firmly integrated into the storyline of the ad, making it an integral part of the viewer's experience. When these visual elements are combined with music that complements the mood and message of the ad, it creates a powerful, persuasive narrative that strengthens the overall effectiveness of the advertisement in driving consumer interest and action.

5. Investing solutions for domestic and international companies

Using music in advertising can be a significant benefit for local companies looking to improve brand engagement, consumer recall, and overall marketing effectiveness. Research has shown that popular music in advertising can attract attention and enhance recall, making it a useful tool for companies looking to make a greater impact in their advertising campaigns.

One practical solution is to integrate popular music into advertising, especially with lyrics that are relevant to the target audience. Studies have shown that including original or edited lyrics from popular songs can be more effective in stimulating consumer engagement than instrumental music or music-free advertising. This approach works because the familiarity of popular songs can attract attention more effectively, thereby boosting brand awareness and recall.

For companies looking to implement this, here are some strategies to consider:

Choice of music: Choosing songs that align with the company's image or the values they want to convey is essential. Music genres that evoke certain emotional responses can be particularly effective—for example, upbeat or nostalgic tracks can create positive associations with the brand.

Tailored lyrics: Using existing popular songs with lyrics that are tailored specifically for the brand can help create a more memorable and personalized experience for consumers. This approach maintains the emotional impact of the song while still incorporating the brand's message.

Target audience alignment: Understanding the demographics and preferences of your target market is key when choosing music. Research shows that advertisements with music that appeals to consumers' emotions or nostalgia are more likely to be remembered and influence purchase decisions.

Incorporating these strategies can enhance a company's advertising efforts, improve consumer engagement, and lead to better business results. To learn more about the impact of music in advertising, you can read studies that look at the impact of music on attention and memory, such as David Allan's (2006).

6. Recommendation to musicians and producers

For musicians and producers aiming to maximize the impact of music in advertising, there are several key recommendations based on empirical research and expert studies:

Emotional resonance with the audience: Research highlights that music with emotional resonance is more likely to influence consumer behavior. Studies show that emotionally engaging music can increase the memorability of the advertisement and build a stronger emotional connection with the audience. Musicians and producers should consider the emotional tone of the music and how it aligns with the target demographic's emotions, values, and preferences. A careful selection of music that complements the emotional appeal of the ad can significantly enhance its impact.

Use of familiar music: Studies emphasize the effectiveness of using well-known or popular songs in advertising. Familiar music captures attention more easily and improves consumer recall. Altering or adapting lyrics to fit the brand's messaging can also make the ad more memorable while maintaining the emotional connection that familiar tunes provide. Producers should focus on integrating recognizable music that resonates with the audience and enhances the brand's identity.

Adaptability to brand image: Music in advertising should reflect the brand's identity. Whether it's a lively, energetic tune for a youthful brand or a more subdued, classical piece for a luxury product, the music should align with the brand's image and target market. Musicians should be flexible in adapting their compositions to match the specific tone and personality of the product being advertised.

Consistency across media: Consistency in music choice across various media platforms strengthens brand recognition. Research by authors like Allan (2006)

suggests that when music is consistently used across multiple touchpoints, it helps reinforce the brand's identity and increase consumer familiarity. Producers should aim to create music that works well in multiple formats, such as television, social media, and online video platforms, ensuring a cohesive brand experience.

Interactive and engaging soundtracks: Recent studies on consumer behavior in advertising suggest that interactive and engaging soundtracks, which allow for consumer participation (e.g., sing-alongs or viral challenges), can increase viewer engagement and social media sharing. For musicians, producing tracks that can easily be remixed or repurposed for various forms of user interaction could help boost the effectiveness of the ad.

7. Conclusion

In conclusion, music plays a pivotal role in amplifying the emotional appeal and effectiveness of advertisements. As numerous empirical studies have demonstrated, carefully selected music can have a profound impact on consumer behavior by establishing a deeper emotional connection with the audience. By aligning music with the values, preferences, and emotional responses of the target demographic, advertisers can enhance brand recall and reinforce their brand identity. Furthermore, incorporating familiar tunes, ensuring consistent product visibility, and adapting the music to complement the product's image are all key elements in crafting impactful advertisements. Musicians and producers should focus on creating soundtracks that not only engage the audience emotionally but also provide an interactive and resonant experience across various media platforms. This ensures that the music is not just a passive backdrop, but an integral component that enhances the overall message of the advertisement.

However, it is important to note that while music in advertisements can influence viewers, there are still instances where the advertisement may fail to generate interest. Factors such as the viewer's lack of need for the product or the product's misalignment with their personal preferences can reduce the effectiveness of even the most strategically composed soundtrack. Therefore, while music remains a powerful tool, its success in advertising ultimately depends on how well it is integrated with the product, the audience's needs, and the overall context of the advertisement.

8. Limitations of research

The limitations of this study should be acknowledged to ensure a comprehensive understanding of its scope and boundaries. First, the sample size was relatively small, consisting of only 10 participants. This limited number of respondents may not accurately represent the entire population, which may lead to a lack of generalizability in the results. Larger sample sizes are often preferred in research to ensure that findings are statistically significant and applicable to a wider audience (Cohen, 2013). Additionally, participants were selected based on specific criteria such as age, gender, and occupation, which, while ensuring some degree of diversity, still limited the diversity of perspectives captured in the survey. Furthermore, the study relied on self-reported data, which may be affected by biases such as social desirability or inaccurate recall, potentially affecting the validity of responses.

Second, the music video selected for the study was well known and had already become popular before it was used in the survey. Pre-existing familiarity with the video may have influenced participants' responses, as they may have been influenced by their previous experiences or associations with the video, rather than simply responding to the ad itself. The selection of a popular video may have limited the study's ability to assess the true impact of the music in the ad, as the emotional response to a familiar video may differ from the emotional response to a novel or less well-known ad (Hagtvedt & Brasel, 2017).

Another limitation is that the survey focused on the emotional appeal of the music in the ad, without considering other factors such as product appeal, advertising platform, or external market conditions, all of which may influence consumer behavior. Additionally, the study did not account for potential cultural differences in how music influences emotional responses, as the sample may have cultural biases that are not representative of a more global audience.

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APPENDICES

Appendix 1: Survey questions

1. How do you feel about the mood and atmosphere of this ad?
2. Does the music in the ad affect your emotions? Does it bring back any memories when you hear it?
3. Why do you think this ad is effective (or ineffective) in getting the message across?
4. Do you think the audio elements in this ad help you remember the ad message in the long term? If so, explain why.
5. Do you feel that the combination of sound and image in this ad creates a strong connection? Why?
6. Do you think this ad can create a strong impression on viewers during Tet?
7. Do you see any effect of the music on the advertised product (the shoes)?
8. Do you see the advertised product (the shoes) appearing clearly in the article and urging the viewer to buy it?
9. Does this ad make you want to buy Biti's products? Why?

Appendix 2: Participant responses

Participant	Age	Gender	Occupation	Do you often watch advertisements?	Detailed answers about the music advertisement video
1	18-25	Female	Student	Occasionally	<p>1. Cheerful and warm.</p> <p>2. Yes, it reminds me of Tet.</p> <p>3. Effective because it's easy to feel.</p> <p>4. Yes, the music is memorable.</p> <p>5. Yes, sound and visuals blend well.</p> <p>6. Yes, perfect for Tet.</p> <p>7. Yes, the music makes the product stand out and feel more relatable.</p> <p>8. Yes, the combination of visuals and music makes the shoes more attractive and desirable.</p> <p>9. No, I don't need new shoes at the moment.</p>

2	35-45	Male	Office worker	Yes	1. Cozy and meaningful.
					2. Yes, reminds me of childhood.
					3. Effective, conveys the message well.
					4. Yes, music connects emotions.
					5. Yes, they support each other.
					6. Yes, very suitable for Tet.
					7. Yes, the music makes the product more appealing to me.
					8. Yes, the ad showcases the shoes clearly, and the music adds to the overall appeal.
					9. Yes, I am impressed with the message.
3	25-35	Female	Office worker	Rarely	1. Not too remarkable.
					2. Not much, but pleasant.
					3. Not very outstanding.

					4. Not very clear.
					5. Yes, but not impressive.
					6. Maybe, but not strong enough.
					7.No, I don't feel the music is strongly connected to the product.
					8. No, the product doesn't stand out enough to make me want to buy it
					9. Not really, I'm not attracted.
4	>45	Male	Business owner	Yes	1. Friendly.
					2. Yes, makes me think of my hometown.
					3. Effective, clear message.
					4. Yes, memorable music.
					5. Yes, creates harmony.
					6. Yes, perfect for Tet.
					7. Yes, the music highlights the product's message

					8. Yes, the shoes are portrayed beautifully and make me consider buying them.
					9. Yes, because of emotional connection.
5	18-25	Male	Student	Frequently	1. Energetic and youthful.
					2. Yes, makes me excited.
					3. Effective, music spreads well.
					4. Yes, strong audio impact.
					5. Yes, creates deep connection.
					6. Yes, related to Tet.
					7. No, the music doesn't have a noticeable impact on the product
					8. No, the product doesn't motivate me to buy.
					9. Not really, it's depend on my need
6		Male	Engineer	Yes	1. Engaging and inspiring.

	25-35				<p>2. Yes, reminds me of family.</p> <p>3. Effective, creative idea.</p> <p>4. Yes, music is impressive.</p> <p>5. Yes, very synchronized.</p> <p>6. Yes, strong for Tet.</p> <p>7. Yes, the music supports the brand and makes the shoes feel premium</p> <p>8. Yes, the dynamic presentation makes the shoes look trendy and worth considering</p> <p>9. Not yet, it's depend on other factors</p>
7	35-45	Female	Homemaker	Yes	<p>1. Simple and easy to understand.</p> <p>2. Yes, music makes me emotional.</p> <p>3. Effective, evokes closeness.</p> <p>4. Yes, very catchy music.</p>

					5. Yes, visuals support music.
					6. Yes, fits Tet culture.
					7. Yes, it creates a sense of excitement, enhancing the product's appeal
					8. Yes, the ad delivers a strong message, and the shoes seem high-quality and appealing.
					9. Yes, love the Tet message, also the singer
8	>45	Female	Retired	Rarely	1. Traditional and warm.
					2. Yes, reminds me of past Tets.
					3. Effective, easy-to-understand message.
					4. Yes, very familiar music.
					5. Yes, wonderful harmony.
					6. Yes, strong during Tet.

					7. No, I feel the music overshadows the product itself.
					8. No, there are too many elements in the music video, which makes it hard for viewers to focus on the product itself.
					9. No, I feel it fails to create a desire to buy
9	<18	Female	High school student	Frequently	1. Fun and vibrant.
					2. Yes, it makes me happy.
					3. Effective, especially with young audiences.
					4. Yes, the music is catchy.
					5. Yes, it fits perfectly with the visuals.
					6. Yes, reminds me of Tet celebrations.
					7. Yes, the upbeat music gives the impression of comfort and style for the shoes.

					8. Yes, the vibrant imagery and storytelling make me want to explore the product further.
					9. Yes, I feel excited about Biti's products.
10	<18	Male	High school student	Occasionally	1. Cool and refreshing.
					2. Yes, it feels exciting.
					3. Effective for teenagers, relatable.
					4. Yes, music is catchy and sticks in my mind.
					5. Yes, great coordination with visuals.
					6. Yes, perfectly represents Tet.
					7. No, I just focus in the music and the singer
					8. No, the product doesn't leave a lasting impression.
					9. No, I couldn't form any impression of the product after watching the music video.
