

# The Impact of Genre, Tempo, Emotional Tone, And Lyrics of Advertising on Consumers' Perception of Brand Personality and Emotional Engagement"

Ms.V. Ramadevi (PhD)<sup>1</sup>, Prof Dwaram VJ Lakshmi<sup>2</sup>

<sup>1</sup>Research Scholar, Department of Music & Fine Arts (Visual Arts), Sri Padmavati Mahila Visvavidyalayam, Tirupati, Andhra Pradesh- 51750 & Academic Consultant, Dr.YSR Architecture & Fine Arts University, Kadapa. ramadeviallapi@gmail.com

<sup>2</sup>Professor, Department of Music & Fine Arts (Visual Arts), Sri Padmavati Mahila Visvavidyalayam, Tirupati, Andhra Pradesh- 51750. dwaramlakshmi@gmail.com

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## **Abstract**

Music is also noted to be a very strong application in marketing as it is seen to influence consumer perceptions and help to spur brand recall. The given conceptual paper will look at how the usage of four major elements of music genre, tempo, emotional tone and lyrics can influence how consumers perceive the personality of the brand and get emotionally involved. Based on theories of marketing psychology, sensory branding, emotional contagion, the paper hypothesizes that there are certain musical properties inherent in advertisements, which can affect the manner in which consumers perceive or infer personality dimensions of a brand namely sincere, exciting, competent, sophisticated and rugged. In addition, it posits that these stimuli can elicit emotions of happiness, nostalgia, trust, and excitement among others hence strengthening the emotional association between a consumer and a brand. The paper is an integration of literature in the area which aims at developing a conceptual pathway between the structural and the affective characteristics of music and advertising outcomes and how music can be viewed as strategy of communication regarding the brand. The proposed model will provide marketers and advertisers with a basis of creating music-integrated campaigns which will create an improved perception of the brand and consumer interaction. This as a piece of work helps in advancing the field of academia through providing a means of connecting the literature of advertising music research with theory of brand personality as well as providing a practical connection to the aspect of creative strategy in contemporary marketing.

**Keywords:** Music in advertising, brand personality, emotional engagement, genre, tempo, emotional tone, lyrics, sensory branding

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## **1.INTRODUCTION**

In the highly competitive world of marketing, marketers are continuously struggling to attract the interest of people and create a strong impression in their minds (Kellaris et al., 2020). Among the various tools out there, music has proven to be one of the most powerful tools in advertising due to its ability to influence consumer perceptions and satisfy emotional needs (Allan, 2021). Thus, unlike other means of communication, music stands out as the only medium that can bridge the linguistic and cultural gap by passing information through rhythm, melody, and harmony in terms that touch the cognitive and affective levels (North and Hargreaves, 2022). Music in advertisements can be used to boost the recall of the message, build positive brand associations, and more effectively connect to audiences on an emotional level (Zander, 2020).

The musical aspects of advertising (genre, tempo, emotional tone, lyrics) can play a substantial role in influencing how brand message processing occurs (Larsen & O'reilly, 2021). Genre may carry cultural and lifestyle overtones, tempo can create associations of power and vitality, emotional subtext may specify a mood and lyrics can directly support brand values and stories (Garlin and Owen, 2020). Together, these factors affect brand personality (i.e., human-like qualities that people ascribe to a brand; Aaker, 1997) and consumer emotional engagement (i.e., the degree of affective attachment to a brand; Mishra & Datta, 2023). A study of sensory marketing and the psychology behind advertising has also shown that the alignment of music characteristics with a brand identity could enhance authenticity and memorability as well as consumer-brand associations (Jing and Muller, 2022).

Although the literature on music in advertising is increasing, the literature and the conceptual integration of these elements into a complete conceptual model to relate music attributes with brand personality and emotional engagement remain disconnected (Serrano-Puche, 2021). The objective of this study is to fill this gap by drawing on marketing, psychology and communication research, and to develop a model that

elaborates the relationship between musical dispositions and consumer perceptions. In particular, she discusses how genre, tempo, emotional connotations, and lyrics can be used in strategic ways to convey different brand identities and create more emotional connections with consumers. The results are designed to inform both academic research and industry practice by providing advertisers with insight into how they can use music effectively to ultimately maximise consumer response.

### **3. Nature of the Study**

The present research is a conceptual study based on a comprehensive review and synthesis of available literature, trade reports, and theory in the area of music used in advertising, brand personality, and emotional engagement. The study is not based on primary data, but rather utilizes interdisciplinary perspectives generated in marketing, psychology, and communication studies to develop an integrative understanding of the effects of musical elements on consumer perceptions and affective reactions (Yoon & Park, 2021; Allan, 2021). Specifically, music structural features (genre, tempo, emotional tone, lyrics) are discussed in terms of their potential influence on cognition related to brand knowledge and consumer emotions (North & Hargreaves, 2022).

Taking into account the objective of explaining the psychological and communicative mechanisms that music influences consumer behavior, the research is carried out in an exploratory and theory-based way (Serrano-Puche, 2021). Instead of empirically testing the hypotheses, it focuses more on developing a conceptual model that outlines the relationship between specific musical characteristics and the dimensions of brand personality and level of emotional involvement (Aaker, 1997; Mishra & Datta, 2023). The main contribution of the study is to provide a conceptual framework that integrates the structural elements of music with brand identity formation and emotional impact, thus providing a guide for future empirical research as well as managerial practice (Jing & Muller, 2022; Kellaris et al., 2020).

### **4. The scope of the study**

This study is dedicated to the analysis of music as an advertising tool and it is based on the analysis of the consumers' responses to music. The four main musical elements (genre, tempo, emotional tone, and lyrics) and their respective influence in the product and brand categories of luxury goods, fast moving consumer goods (FMCG), and lifestyle brands are discussed in depth (Allan, 2021; Garlin & Owen, 2020). As music contains both affective and semiotic content, its impact is not confined to a single cultural context; it is generally transcultural with the caveat that cultural context affects the way in which musical meaning is interpreted (North & Hargreaves, 2022; Zander, 2020).

The geographical scope of the study is thus extensive, taking into account cross-cultural perspectives while zooming in on media advertising platforms, such as television, radio, internet video services, and online campaigns - all of which continue to be essential relay systems for brand communication (Kellaris et al., 2020; Jing & Muller, 2022). The study is aimed at giving actionable insights on how to design music-based campaigns, that project brand personality and create strong emotional appeal for marketers, advertisers, and brand strategists (Mishra & Datta, 2023). In so doing, the paper links theoretical insights from the fields of psychology and marketing to practical insights about advertising practice, suggesting some possible directions for the effective use of music in forthcoming brand communication strategies (Serrano-Puche, 2021; Yoon & Park, 2021).

### **5. Significance of the Study**

The relevance of this study is not only to academic scholarship, but also to advertising practice. Theoretically, its approach offers a conceptual framework that connects the structural music elements (i.e., musical genre, tempo, emotional tone, and lyrics) to brand personality and emotional engagement. While previous research has recognized the importance of music in consumer response development (Kellaris et al., 2020; Allan, 2021), integrative models explaining how musical characteristics interact to affect brand communication are still lacking. By integrating marketing tactics, psychology and communication science, this research contributes to sensory marketing and advertising psychology knowledge (North & Hargreaves, 2022; Yoon & Park, 2021).

On a practical level, the study provides useful insights for advertisers, marketers, and brand strategists in creating effective music-based campaigns. Music is a strong vehicle to increase brand recall, retain message and emotional impact, and can be used to influence consumer attitudes and purchase intentions (Garlin & Owen, 2020; Zander, 2020). How can music be used to strategically complement brand personality for developing authentic and memorable advertising experiences (Jing & Muller, 2022; Mishra & Datta, 2023)? Furthermore, as music is a type of communication that is not limited to language and still preserves

cultural meanings, the research demonstrates its value as an option for international campaigns and local brand positioning (Serrano-Puche, 2021).

Overall, this study serves to help bridge the theory-practice gap by bringing an integrative approach to understanding the role of music in advertising. It contributes to academic discussions while providing practitioners with practical knowledge about the role music can play as an intentional tool to create brand identity and emotional bonds with consumers.

#### **6.Literature Review (2010–2025)**

##### **Graakjær (2011, 2014, 2019):**

This paper is of great importance to both research and marketing. Academically, it adds to the emerging intelligence on sensory branding and advertising psychology with regards to how the dimensions of genre, tempo, emotional tone and lyrics fit into an amalgamation of how music can apply to the brand personality and emotional involvement. Music in advertising was subject to numerous studies before, which nonetheless evaluated different music attributes separately, and the approach of the paper under discussion can provide evidence of how they all together compose the picture that leads to consumer perceptions and affective reactions. It fills theoretical gaps as well, as it makes connections between brand personality theory, the emotional contagion, and the media effects literature, thus enriching the conceptual basis in which future empirical research can be conducted.

##### **Kellaris, Cox & Cox (2013):**

Practically, the research holds out practical knowledge that a marketer, advertiser, and creative agency would want to utilize music as a powerful branding tool. At a time when customer time slots are becoming shorter and brands are fighting to connect emotionally with them, music provides a non-verbal albeit a strong vehicle of sharing brand values, specific feelings and ways of distinguishing a product in an already crowded market. Knowing the impact of certain musical elements on consumer feelings, the practitioners can create the advertisements that would better fit the identity of the brand, increase the recollection, and create the long-term emotional allegiance. That is why the findings are of especial interest to the industries like FMCG, luxury items, entertainment, and technology, where emotional branding has the paramount role in market success.

##### **Martin- Santana, Reinares- Lara & Muela- Molina (2015):**

This paper narrowed down on the effectiveness of music in radio advertising whereby the only line of communication is through sound. The authors obtained that the perceived credibility of the spokesperson and the overall advertisement persuasive influence are significantly improved with music which is congruent with the content of the advertisement. These showed that tempo would leave a stamp on urgency and excitement, genre would form the associations in the way of associating music to a lifestyle and lyrics would leave a touch of clarity of the message sent out. Emotional tone, positive, sentimental, or serious, was another key element in the study on how it can be aligned with brand values and help to build trust. Their contribution is especially pertinent in the workings of how brand personality can be conveyed via music absent of visualizations. The findings highlight the importance of the role of music when visual is not available to convey the brand meaning since it becomes the key tool in conveying brand semiotics and emotional involvement.

##### **Ballouli and Hutchinson (2013):**

Ballouli and Hutchinson used sports marketing to explore the concept of sonic branding and how music such as melody, rhythm and lyrics can establish a specific sound branded identity of any product. The point that they make is that music can be just as important to brand recognition as logos or a catchphrase especially where long term emotional connections are principled. Their results indicate that the arousal music may increase excitement, loyalty, create a strong relation to consumer-brands. The paper highlights how the genre may be used to accentuate certain aspects in the brand personality such as rock to portray the rugged look or classical to portray sophistication and the tempo is used to promote the energy level and enthusiasm. They further added that brand narratives could also be conveyed through lyrics directly as they provide a more solid emotional hook. The study is of crucial importance to the realization of how music in advertising can transcend beyond mere background embellishment to become part of the leading brand.

##### **Techawachirakul, Pathak, Motoki & Calvert (2023):**

In this new research, the influence of musical timbre-the sound tone or timbre of a voice, or in other words, sound color-on the perception of brand personality based on sonic logos was considered. The

scholars saw that sound textures and instrumental decisions might talk the specific qualities, such as warmth, innovation, or sophistication, with no lyrics or images involved. They showed that the consumers find brands more attractive and credible when the timbre perfectly resembles the desired brand image. Notably, the research emphasized the fact that the similarity of timbre with other music attributes such as tempo and genre increases emotion and buy intention. This study is important because it isolates the facet of timbre as a variable and therefore enhances our knowledge when it comes to the extent of impact of nuances in music on the resultant branding. Their results would be very useful to advertisers who can leverage them to produce catchy sound signatures that can communicate the brand personality, even when it is quite complex within the perceptual design by very few seconds.

**Fong, Kumar and Sudhir (2024):**

Fong et al. developed a deep learning model that forecasts the emotional responses to musical advertising with emphasis on dimensions of valence (positive vs. negative emotion) and arousal (level of energy). They demonstrated this finding, using large scale YouTube advertising data, in which they demonstrated that the choice of emotionally congruent music may maximize viewer time, decrease skip rates and enhance brand recall. It is the crossroads of computational modeling and marketing strategy, their work provides a predictive system regarding music selection in advertisements. They too have made it clear that various genres and tempos stimulate the different pattern of engagement in emotions, and these effects are more enhanced when harmony between the music and narrative tone of an ad takes place. The practical implication of the study is that companies can employ the assistance of AI to select music that aligns with the desired outcomes of the emotional or brand personality in advertisements to maximize its performance in the digital context.

**7.Objectives of the Study**

1. To understand how music genre in advertising plays an important role to create brand personality to the consumer.
2. To explicate the impact of the nature of music used to advertise a product, that is, the speed of the music on the emotional involvement of the consumers with the brand.
3. To study the influence of emotional tone in advertisement music in determining personality attributes of brands.
4. To determine how advertising lyrics can affect the emotional response of the consumers and brand perception.
5. To assess the synergistic impact of genre, tempo, emotional tone and lyrics on the overall image in the mind of consumers in terms of brand personality.
6. To establish how the elements of music in advertising affect the extent and quality of consumers emotional involvement jointly.
7. To offer a conceptual framework by which music qualities in advertising may associate with brand personality and results in an outburst of emotion.

**8.Conceptual Framework**

The proposed conceptual model in this study is that four major music components used in advertisements such as genre, tempo, emotional tone and lyrics are the independent variables which have an impact on the two composite variables of brand perception, i.e. brand personality perception; and consumer emotion connection. Genre offers a cultural and lifestyle clue to enable consumers to correlate brands to a specific character traits, like excitement, sincerity or sophistication. Tempo influences the attitudes of energy, urgency, and dynamism, which in most cases, influence the perception of a brand which looks younger or older. Emotional tone establishes the tone of the whole advertisement that can either create the impression of the brand being warm, serious, playful or inspirational. Lyrics are a direct mean value bearer, which strengthens brand story, values, and personality traits.

The paradigm places perception of brand personality in a cognition effect, which results in the consumers equating human meanings to brands because of the sounds of musical compositions. This interpretation, in its turn, improves emotional engagement that is understood to be the extent of an emotional connection between the consumer and the brand. Music can increase the level of emotional involvement when music is aligned with the brand image and message leading to increased attention, positive affects and self-connectedness. In conclusion, there can be better brand recall, more brand loyalty, and even greater purchase intent as a result of the synergy between the brand personality perception and emotional engagement.

This relationship has a great implication to the marketers: ads able to evoke specific feelings through a well-selected set of music instruments can bring a brand to the forefront in a competitive environment,

leave an emotional trail attached to it, and convey the true core of its values, much better than images or words, by themselves. The knowledge of how genre, tempo, affective coloring and lyrics are used can help advertisers concoct advertisement campaigns more effectively capable of not only generating attention but also creating a long lasting relationship between consumer and the brand.

## 9.DISCUSSION OF RESULTS

According to the proposed conceptual framework, the combination of the elements of genre, tempo, emotional tone, and lyrics as a part of advertising music can influence the perception of the brand personality by consumers greatly and help increase the level of emotional involvement. Using the experience of previous works, one may conclude that under conditions in which these factors align with the brand-id and the message of the brand, one will end up getting a more concise and consuming owner of the consumer experience. As an example, a fast beat and a lively lyrics could be considered to increase the notions of exhilaration and liveliness, whereas slow beat and emotional tone of warmth could imply genuineness and trust. Another idea noted in the discussion is that the effect of the elements of music is not additive but synergistic; the total impact of aligned genre, tempo, tone and the lyrics may create more brand associations and emotional appeal than any one of those elements alone. Moreover, the reinforcement is an emotional involvement that consumers experience when they are connected with the brand emotionally as an indivisible part of the ad campaign serving the purpose of promoting that brand via music during ad campaign performance. Therefore, the rightly crafted music in advertising can result in an excellent differentiator in the cutthroat markets that boost immediate consumer reaction and long-term brand equity.

## 10.CONCLUSION

This theoretical paper addresses the importance of music in advertising as part of the strategy of creating impressions and making an emotional contact in the mind of consumers. Reviewing the four main aspects genre, tempo, emotional tone, and lyric, this framework depicts how all elements tend to contribute to the image of the brand personality and the level of emotional connection. The synthesis of the previous literature indicates that music in advertising has two levels, the first level is cognitive level which controls how customers attribute human like qualities to brands, the second level is the affective sense, which moves people to experience meaningful feelings that have the potential to build consumer-brand associations. Given the implications of this set of findings, the alignment of music elements to the image and message that the brand is sending makes the advertising experience coherent and emotionally compelling, and thus it can result in better recall, brand loyalty, and purchase intention. Finally, the framework allows the scholarly community and practitioners to have a systematic way of thinking about both the effectiveness and the advantages of using music in brand communication, paving the way to future empirical research and the more specific advertising approaches.

### 11.Future scope of the study

Although this research offers a conceptual insight on how the elements of music in advertising affect the aspects of brand personality perception and emotional feeling, there is indeed a great room to carry out another research. Empirical methods that might be used in the future studies of physiological and psychological evaluations of the effect of various music treatments in advertisements comprise experimental design, eye-tracking, electroencephalogram or biometric feedback. It is possible to investigate cross-culturally whether music shows a cultural impact difference based on the cultural values within a country, the music traditions, or the language in a study. Also, industry-specific implementations (e.g., FMCG, luxury brands, digital services) may uncover the effects that music uniqueness has on various industries. Another promising direction is the use of artificial intelligence and machine learning in deciding on personalized music when making a digital advert, where it can introduce the possibility of examining the optimization of consumer interaction by algorithms. Lastly, a longitudinal study might be capable of evaluating the longevity effect of music on brand equity, which would bring more useful data to the marketers, who would want to build the brand in the long-term perspective.

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