

The Role of Music in Advertising Strategy on Tourist Attitude and Intention to Visit the Destination

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Abstract

Advertising uses music as one of its significant factors because it can evoke sensation, emotion, and response. This research aims to determine the effect that music used in destination advertising has on the attitudes and intentions of tourists. The researcher collected 602 samples based on a Likert scale questionnaire and analyzed the data using a structural equation model. The results indicate that music with a tempo of 180 BPM (Beats per minute) and a frequency higher than Key C has a more significant influence on the sample's attitude and intention to visit the advertised location than other types of music. Moreover, the fast cadence tends to rouse them to happiness and gives them a sense of the destination's vitality, which encourages them to want to visit the location.

Keywords: Music, Music Advertising, Attitude, Intention to Visit

1. Introduction

After the world was exposed to the COVID-19 pandemic, many industries, including tourism and hospitality, experienced an immediate decline in visitors (Kaushal & Srivastava, 2021). According to Blanco-Moreno, González-Fernández, and Muñoz-Gallego (2023), the revenue of the tourism industry will decrease from 28% in 2019 to 13% in 2020 and 12% in 2021 globally. (Yung, Khoo-Lattimore, & Potter, 2021a) In the hope that the industry will recover, the marketing and advertising strategy team in tourism and hospitality is attempting to find a method to entice potential customers back to the business. Yung, Khoo-Lattimore, and Potter (2021b) argue that by reintroducing tourism and hospitality to the business, promotion, and advertising should have been the primary means of attracting potential visitors. This research will investigate the function of music used in advertising to promote the destination, as music is one of the most critical components of advertising that can increase potential tourists' desire to travel.

[Peng et al. \(2023a\)](#) Music has a long history of evoking emotion and influencing human judgment, consequently affecting behavior. In addition to cinematic motion, music plays a vital role in advertising, as it helps the advertiser and marketing staff convey the advertisement's mood and tone. It enables advertisements to reach the audience's emotions and, at times, to amplify those emotions in ways that film alone cannot ([Mariani et al., 2023](#)). This study seeks to investigate the function of music in destination advertising. How does music affect the tourist's disposition and desire to visit the destination?

This study will incorporate music psychology and advertising theory, given music's role in destination advertising. The function of music is in advertising on both the cognitive and affective levels among potential tourists ([Langaro et al., 2019](#)). In addition, when the researcher investigates the effect of music on tourist attitudes, they will investigate how music can be composed for advertising purposes. Numerous studies indicate that an individual's attitude ultimately influences their intent to engage in a particular behavior. Therefore, when a researcher investigates the role of music in advertising strategy, they can also investigate the role of music in advertising on tourist intention to visit a destination.

As many studies as possible may investigate how music influences consumers' emotional state and purchasing behavior when exposed to a particular genre of music ([Hwang & Oh, 2020](#)). Familiarity, liking, and certain types of music may have varying effects on consumers, mainly when consumers are heterogeneous. Attempting to study how music most effectively influences people to have a positive cognitive and affective attitude and intention to visit a destination is made more difficult by travelers' wide age and income range. In light of this, the population group this study intends to examine will be limited to Generation Y as this age group is the generation most likely to have a stable income and be in good physical condition for travel. This research is founded on a novel concept because this study area has received little attention in Thailand.

Consequently, another objective of this investigation is to fill the theoretical gap in context. The findings of this study have important theoretical and practical implications for both the literature and the field of practice. Based on the limitations

of this research, the study has provided prospective directions for scholars to explore and contribute to the literature. This research is essential from both a theoretical and practical standpoint.

2. Literature Review

Marshall McLuhan called advertising "the greatest art form of the twentieth century" (Hwang & Oh, 2020). In the meantime, Peng et al. (2023b) asserted that advertising is not an art form but rather an informational medium. (Mandl & Hogreve, 2020; Zengeya, Mamimine, & Mwando, 2023) suggest that music should be included as one of the significant factors in an integrated marketing communication strategy. It can help evoke emotion and direct human physical response in a particular direction, such as striking one's feet to the beat. However, music should not be used exclusively in advertising or marketing communication strategies; the most effective method to get the most out of it is to combine it with other elements to create an atmosphere for the consumer. When music is used with other milieu facilitators, it aids in establishing the atmosphere and conveying the advertiser's or marketer's intended message to the consumer.

Destination advertising helps enhance the destination's reputation so that consumers widely recognize and acknowledge it. It is crucial for destination marketers and tourists (Seshadri et al., 2023). Typically, destination marketers (e.g., travel agencies and government tourism agencies) rely on advertisements to communicate with and educate travelers about the destination. Many destinations allocate a substantial portion of their budget to destination marketing each year. During the 2018-2019 fiscal year, Las Vegas spent \$101.5 million on destination advertising. Hong Kong invested HK\$ 765 million in destination marketing during the fiscal year 2021-2022 (Yu & He, 2023). Therefore, destination advertisers must strategically employ the most persuasive advertising to tourists. In addition, many studies are conducted to determine the effect destination advertising has on attracting tourists; most of these studies examine the destination's image, characteristics, and influence on tourists' travel decisions (Choy & Yeung, 2023).

As music is an integral part of destination advertising and promotion instruments. It can enhance the audience's visualization of the destination, influencing the formulation of attitudes toward it. To be considered music, many components must be present. Tempo, intonation, and texture are the three most prominent musical elements. For instance, [Ahn and Thomas \(2020\)](#) found that music and scent contribute to the ambiance of a store, elevating the shoppers' disposition and desire to return. Numerous studies have demonstrated that a quicker pace reduces shoppers' perception of the time they must wait in line.

Moreover, the slow cadence elicits a positive emotional response from the audience. In addition to tempo, pitch is essential in influencing one's mood. For instance, according to a classic study by [Hamzah \(2019\)](#), emotion is highly likely strongly associated with intonation. Low-pitch music is typically associated with melancholy, whereas high-pitch music is associated with excitement and happiness. This result also supports the notion that musical style affects audience disposition. Primary mode tends to be more dynamic, eliciting a positive audience response, whereas minor mode tends to be less dynamic, eliciting a negative audience response ([Brouder, 2020](#)).

In addition to tempo and intonation, music texture is also related to audience emotion. For instance, the loudness of music suggests proximity in the audience's perception, whereas a low volume suggests tranquility ([Yung et al., 2021b](#)). Moreover, according to [Mariani et al. \(2023\)](#), music with lyrics, whether original or modified, is a more effective advertising instrument than music without lyrics, and popular music is more likely to raise audience awareness than less popular music. Various music genres (such as jazz, pop, rock, and classic) may appeal to various demographic audiences, according to [Peng et al. \(2023a\)](#). For instance, Thais might prefer Thai country music to classical music. However, contextual of the audience also affects emotion and attitude, such as the environment in which the audience resides, the density of the audience, the room temperature, and the company with which the audience is subjected to music ([Blanco-Moreno et al., 2023](#)). If the listener is seated in a room with high density and an unfavorable temperature, the listener may develop a negative attitude and emotion.

How does the consumer arrive at a decision? This is a problem that every marketer, advertiser, and academic wishes to solve. Numerous studies examine the process of decision-making and purchasing behavior. In the context of the destination, the phrase may be rendered as visiting the destination rather than purchasing the product. Scholars and business sectors endeavor to determine how potential tourists intend to visit a particular location. It is widely acknowledged that information-processing theory is central to many models of consumer behavior. In 1975, Fishbein and Ajzen studied and devised the "Theory of Reasoned Action" (TRA) regarding customer psychological mechanisms. Intention influences one's behavior, as explained by TRA. In addition, they determined that an individual's intent is influenced by attitude and subjective norms. Later, in 1991, Ajzen added the theory of planned behavior (TPB) to the TRA model. TPB is a well-known theory that explains how attitude, subjective norms, and perceived behavior control influence an individual's behavior. This research aims to investigate the function that music plays in advertising destinations. In addition, the researcher intends to investigate the audience's attitude and intention to visit after being exposed to advertisements with different musical structures.

The importance of music in the advertisement is based on the fact that it attracts the target audience (Obiegbu, Larsen, & Ellis, 2019). Modern marketers use music in their marketing strategies because it psychologically affects consumers. (Raja, Anand, & Allan, 2019) Music marketing has become a significant method to improve the consumer's understanding and behavior to attract him to the product or service. With the advancement of science and technology in the modern era, new music marketing tools have emerged that are crucial for music innovation and performance. In this way, the significance of music performance cannot be overlooked, as it contributes to market growth Mitchell and Balabanis (2021). Access to music marketing can provide a dependable marketing opportunity for brands striving for greater comprehension. The significance of music marketing has emerged, providing direct benefits to European brands. Over time, the effectiveness rate of music marketing has increased (Langaro et al., 2019; Kar, Bansal, & Mishra, 2021).

Successful marketing strategies are the foundation for advancement in the music industry. The purpose of music is to influence consumers, and when used strategically, it can provide consumers with a sense of calm (Llopis-Amorós et al., 2019). Scholars such as Brouder (2020) report the success of music marketing and its other functions in this manner. Music marketing is also regarded as the essential branch of consumer attraction with psychological effects. As a result of the public's psychological association with cultural music, music plays a remarkable role in attracting people. However, Reinoso-Carvalho et al. (2019) reported that the music categories should be considered for improved music marketing because it attracts multiple types of consumers. Additionally, the success rate of music marketing can be increased by using popular music with the general public as a marketing strategy. Currently, the expression music-based branding has emerged. In modern times, music-based branding has emerged to describe the practice of various brands utilizing their music for innovation and dependable performance. Hwang, Oh, and Scheinbaum (2020) emphasized that the actuality of music marketing should not be ignored and that more opportunities should be utilized to develop music as a marketing tool. American brands for various types of clothing use music as a marketing tool in large shopping centers to entice prospective consumers to engage in transactions and acquire products and services that are proven to work in the marketplace.

Hypothesis 1: *Fast-tempo music makes the audience feel lively and active, making them want to travel.*

Hypothesis 2: *High-pitch music makes the audience feel lively and active, making them want to travel.*

3. Methodology

This research aims to conduct a quantitative study on the influence of music in advertising on the audience's attitude and intention to visit a destination when the advertisement contains various musical structures. The researcher has therefore created a questionnaire based on the Likert scale. Following the systematic method of scale development recommended by Jebb, Ng, and Tay (2021),

this study develops its scale items. To ensure that respondents are not biased during data collection, the researcher collects data without regard to respondents' gender or level of education. The researcher distributed the questionnaire to the general public respondents. Since the public has tourism intentions and marketing strategies are designed for them, this population was used to acquire data for the study. During July 2022 and August 2022, the sample for this study is collected via snowball and convenience sampling. The researcher sends the invitation online, and those intrigued respond via an open-source online survey platform. The researcher clarifies that no monetary or other reward is associated with participation in this study and that participants are free to abandon the questionnaire at any time.

The researcher then explains the objectives and methodology of the study to the sample and requests that they sign a consent form to partake in the data collection procedure. The researcher receives a total of 602 questionnaire responses. They are classified as Gen Y, with ages between 25 and 40. A private enterprise employs 70% of respondents; 55% of respondents reside in Bangkok. 86% of respondents traveled to Chiang Mai before filling out the survey. 80% of respondents anticipate domestic travel once the COVID-19 situation improves. 94.1 percent of respondents had previously visited the northern region of Thailand. This investigation uses the partial least square – structural equational model for data analysis.

4. Data Analysis and Findings

Initially, the normality of these research data is evaluated. Before conducting any analysis for findings, the normality of the data must be evaluated. This ensures that the data collected is accurate and normalized for further analysis. The skewness and kurtosis method is a popular technique for data analysis. This assists in determining the skewness and kurtosis values that assure the data's validity (Royston, 1992). For acceptable results and standard data, the skewness and kurtosis values must fall between -2 and +2. The statistics presented in Table 1 demonstrate that this study has attained data normality.

Table 1. Data Normality

Indicators	No. Missing	Mean	Median	Min	Max	Standard Deviation	Excess Kurtosis	Skewness	
FTM1	1	0	4.072	4	1	5	1.074	0.804	-1.167
FTM2	2	0	3.580	4	1	5	1.150	-0.334	-0.577
FTM3	3	0	3.957	4	1	5	1.055	-0.083	-0.787
FTM4	4	0	3.953	4	1	5	1.022	0.169	-0.826
FTM5	5	0	3.446	3	1	5	1.152	-0.472	-0.417
FTM6	6	0	3.580	4	1	5	1.128	-0.442	-0.504
HPM1	7	0	3.609	4	1	5	1.185	-0.483	-0.569
HPM2	8	0	4.446	5	1	5	0.956	2.874	-1.846
HPM3	9	0	4.228	5	1	5	1.047	1.117	-1.344
HPM4	10	0	4.014	4	1	5	1.173	0.497	-1.151
HMP5	11	0	4.080	4	1	5	1.158	0.622	-1.211
AFLA1	12	0	3.935	4	1	5	1.153	0.197	-0.985
AFLA2	13	0	4.069	4	1	5	1.122	0.673	-1.188
AFLA3	14	0	4.123	4	1	5	1.090	0.908	-1.260
AFLA4	15	0	3.793	4	1	5	1.259	-0.370	-0.800
AFLA5	16	0	3.674	4	1	5	1.181	-0.449	-0.620
AFLA6	17	0	3.989	4	1	5	1.048	0.354	-0.928

The outcomes of the measurement model are utilized for convergent validity testing. Initial testing of the factor loading confirms the validity of the individual questions used to capture data in this study's questionnaire. The validity of scale items is determined by factor loadings above 0.60 (Shevlin & Miles, 1998). In addition, the outcomes presented in Table 2 confirmed that the study's factor loadings were achieved substantially. Therefore, this study's data are reliable for future testing. Figure 1 illustrates the measurement model.

Table 2. Factor Loadings

Indicators	AFLA	FTM	HMP
AFLA1	0.866		
AFLA2	0.864		
AFLA3	0.810		
AFLA4	0.849		
AFLA5	0.678		
AFLA6	0.671		
FTM1		0.663	
FTM2		0.704	
FTM3		0.814	
FTM4		0.837	
FTM5		0.764	
FTM6		0.724	
HMP5			0.857
HPM1			0.622
HPM2			0.693
HPM3			0.884
HPM4			0.869

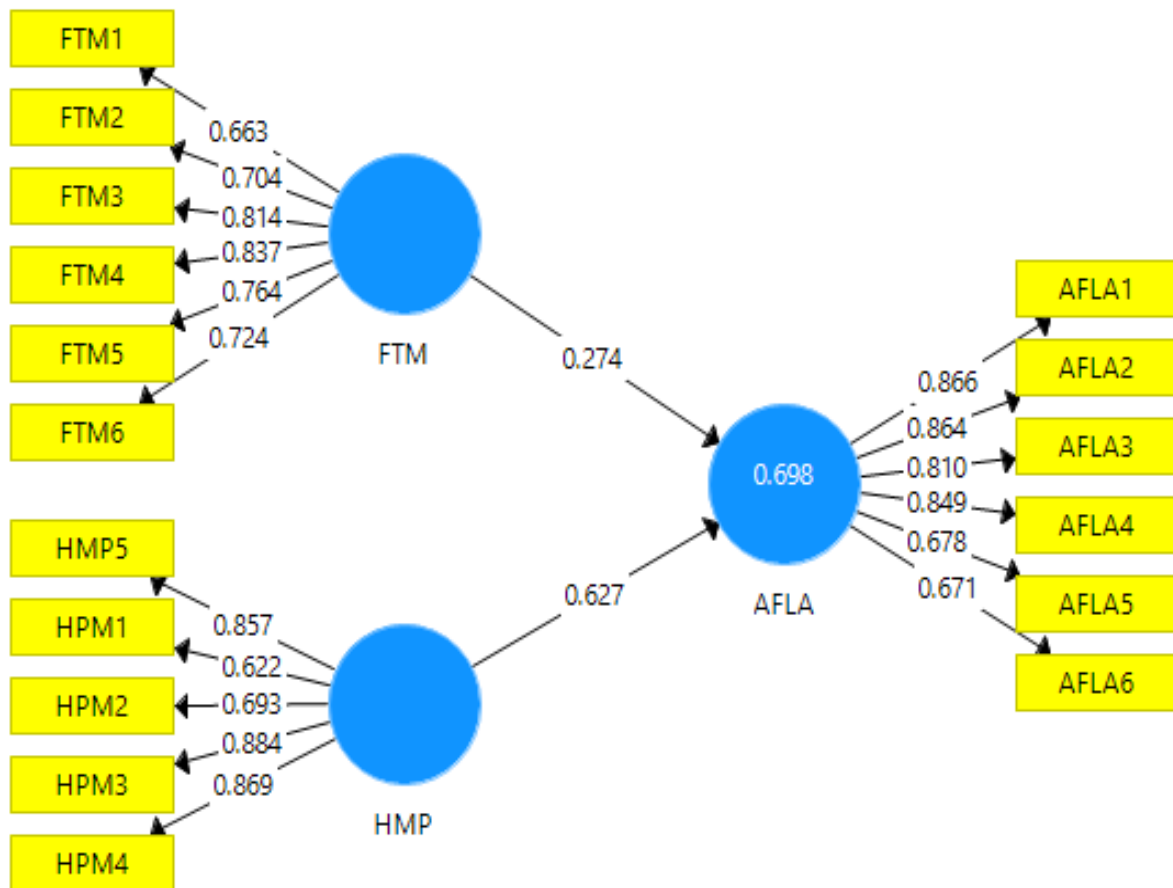


Figure 1. Measurement Model

The findings of the measurement model are also evaluated for the study data's reliability and validity. According to [Tavakol and Dennick \(2011\)](#), according to these findings, the Cronbach alpha for each acceptable construct is more significant than 0.80. According to [Raykov \(1997\)](#), the findings of composite reliability for all constructs were also above 0.80, which is also acceptable. According to [Alarcón, Sánchez, and De Olavide \(2015\)](#) findings, the significance of the average variance extracted findings is also supported by the fact that they are more significant than 0.50. In this manner, the collected study data has appropriate validity and reliability. The test results are detailed in [Table 3](#).

Table 3. Composite Reliability, Cronbach' Alpha, and Average Variance Extracted

Construct	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
AFLA	0.882	0.910	0.630
FTM	0.846	0.887	0.568
HMP	0.846	0.892	0.627

Using cross-loadings, the discriminant validity of these research data is examined. Cross-loadings is an appropriate method for determining whether or not the individual data collection elements differ. [Barlat et al. \(2013\)](#) determined that cross-loadings are significant when the values of one construct's items are greater than those of other constructs correlated with it. Thus, [Table 4](#) data demonstrate that significant cross-loadings are attained.

Table 4. Cross Loadings

Indicators	AFLA	FTM	HMP
AFLA1	0.866	0.619	0.753
AFLA2	0.864	0.578	0.729
AFLA3	0.810	0.518	0.726
AFLA4	0.849	0.611	0.676
AFLA5	0.678	0.511	0.455
AFLA6	0.671	0.452	0.428
FTM1	0.463	0.663	0.503
FTM2	0.454	0.704	0.382
FTM3	0.583	0.814	0.561
FTM4	0.623	0.837	0.605
FTM5	0.521	0.764	0.474
FTM6	0.457	0.724	0.464
HMP5	0.734	0.491	0.857
HPM1	0.561	0.611	0.622
HPM2	0.480	0.418	0.693
HPM3	0.698	0.501	0.884
HPM4	0.690	0.522	0.869

The results of structural equation modeling are used to assess the hypotheses' relationship. For significant paths, t-values greater than 1.96 and p-values less than 0.05 are deemed acceptable ([Hair Jr, Howard, & Nitzl, 2020](#)). [Figure 2](#) and [Table 5](#) illustrate the results of structural modeling. The results demonstrate that both hypotheses are significantly supported. The findings of the first hypothesis (t = 4.94 and p = 0) revealed that rapid-tempo music significantly impacts the audience's desire to travel by making them feel lively and active. Moreover, the findings (t = 11.053 and p = 0) of hypothesis 2 indicated that high-pitch music has a positive and statistically significant effect on the audience's desire to travel by making them feel energetic and active.

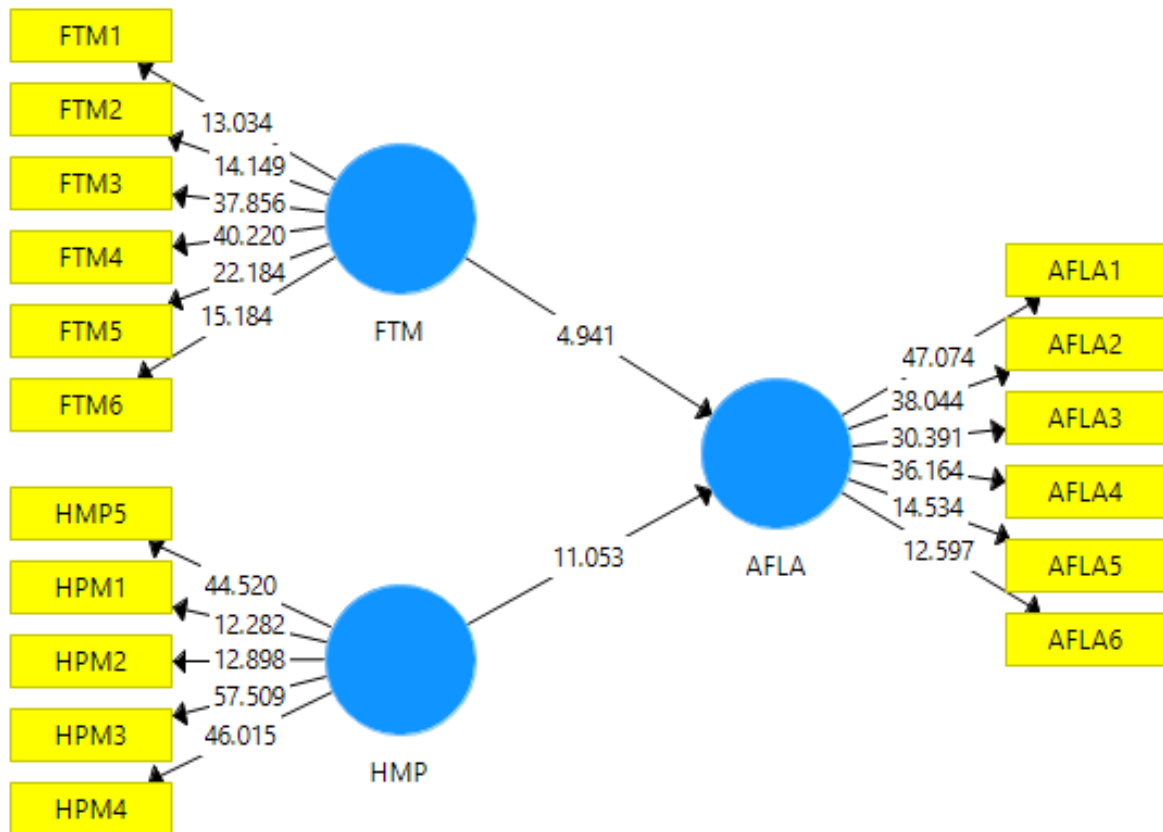


Figure 2. Structural Model

Table 5. Hypotheses Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
FTM -> AFLA	0.274	0.277	0.055	4.941	0
HMP -> AFLA	0.627	0.626	0.057	11.053	0

5. Discussion and Conclusion

The findings of this study using structural equation modeling are noteworthy. The study utilized quantitative data to investigate the results. The results of hypothesis 1 demonstrated that fast-tempo music significantly affects the audience's feeling of vigor and activity, which in turn inspires them to travel. According to the results of hypothesis 2, high-pitch music has a critical and significant effect on the audience's feeling of vigor and activity, leading to a desire to travel. The findings of this study are significant and consistent with those of previously published studies. The research conducted by [Raja et al. \(2019\)](#) revealed that music marketing is a

strategic method for enhancing consumer attraction marketing strategies. When consumers are captivated by the music, they are receptive to any service. According to [Arriagada and Concha \(2020\)](#), adolescents are more attracted to music marketing because they have a more extraordinary passion for music than those who lack passion for music and innovation. Moreover, [Castillo-Villar, Cavazos-Arroyo, and Kervyn \(2020\)](#) concluded that music marketing successfully attracts consumers to a product or service by appealing to them psychologically through strategic marketing.

The research conducted by [Obiegbu et al. \(2019\)](#) revealed that music's innovation and performance are considered crucial factors for the marketing-driven promotion of music values to consumers. Highly strategic brands that use music as a marketing strategy are inherently working to improve their musical abilities ([Reinoso-Carvalho et al., 2019](#)). The strategic working to enhance music skills can advance the strategic development of music marketing. The availability of dependable performance opportunities may facilitate future music development. With the inclusion of music, marketing strategies are conceivable, and the music market gains strategic direction. The advancement of music marketing is viewed as a strategic instrument for advancing music performance marketing techniques. The structural performance for music innovation and development can be used to develop musical instruments successfully. According to [Hwang and Oh \(2020\)](#), using music as a marketing instrument can increase the success of a brand's output and management ([Hwang & Oh, 2020](#)). There is a more significant psychological impact of music on the public, and it should be incorporated into modern marketing strategies. The success rate of music marketing in attracting consumers is high, and it aids in expanding brands ([Cuny et al., 2020](#)).

[Mitchell and Balabanis \(2021\)](#) reported that the emergence of music as a marketing instrument is because people are more interested in listening to music. Marketing success is possible when the appropriate measures are taken to attract consumers with music. However, [Sánchez-Olmos and Castelló-Martínez \(2020\)](#) concluded that using music as an innovative instrument would be ineffective until the music is utilized relatively. The successful use of music as a marketing strategy could be a path to the innovation of music adoption. [Llopis-Amorós et al. \(2019\)](#) noted that

the public could be swayed through music when market opportunities are available. According to [Tien, Vu, and Tien \(2019\)](#), marketers who use music to attract consumers are working diligently in advance to attract consumers.

Moreover, the influence of music marketing on consumers is practical, encouraging them to continue purchasing products and services. ([Langaro et al., 2019](#)) The development of music marketing is an effective method for enhancing consumers' psychological associations with brands. Moreover, consumers are attracted to music brands that offer dependable employment opportunities. In the meantime, modern brands can attract consumers to tourism through music marketing.

It is said that doing something without a strategy is equivalent to driving without a map. Creating advertisements also requires a strategy, mainly when promoting products or locations. This study identifies the significant element that can be used in destination advertising, namely that the tempo and intonation of the music used in destination advertising should be considered. As a result, demonstrates, music with a rapid tempo and a high pitch is recommended because it encourages the audience to feel energetic and active, making them want to travel. Nonetheless, if the destination's theme is distinct, a religious destination may require a different mood and tone rather than a lively advertising theme. It should also be noted that this research is being conducted during the COVID-19 pandemic when travel to most parts of the world is prohibited.

As a consequence, there is a high likelihood that people will not travel. However, it should also be noted that the majority of the sample who participated in this experimental research have not traveled in many years due to the pandemic; the research is well-designed and asks for their response based on their level of satisfaction and interest in the destination they watch while accompanied by different musical characteristics. The queries asked by the researcher also elicited responses from the sample to determine the sample's preference for a particular version of music.

Tourism contributes significantly to Thailand's economy and is one of the most critical industries. It promotes employment and increases the country's circulation of travelers. Any support for tourism activities, including destination advertising, should be considered significant. As the findings of this study indicate that high pitch

and fast tempo are the optimal combination for eliciting positive emotions, a positive attitude toward the destination, and a desire to visit the destination, advertisers, music producers, and tourism agencies should consider using the findings to create a positive possibility that convinces tourists to visit the destination. Overall, the researcher hopes that the findings of this study will serve as a guideline for future research that investigates various target audiences and different destination contexts.

6. Theoretical Implications and Practical Implications

The study has added new implications to the corpus of knowledge by demonstrating that music with a key of C and a tempo of 180 beats per minute gives listeners a sense of happiness and vitality. In addition, this study revealed that when people think of travel and destination, they envision something that brings them pleasure, happiness, and a sense of vitality. Accordingly, this study demonstrated in the literature that the COVID-19 crisis that has occurred in recent years is another essential reason why they are seeking a joyful feeling when considering destination advertising. On the other hand, this study revealed in the literature that when people are searching for a destination or viewing destination advertising, they seek something that makes them feel happy and energized. This study also revealed that the public appears to have a positive attitude toward a destination when the advertisement's music is performed in Key C at 180 BPM or in a fast tempo. Existing studies have indicated that a slow cadence elicits a favorable affective response from the audience; thus, this discovery is novel. This study also revealed that the other music used in advertisements might require music that relaxes the audience's consciousness, resulting in a positive response to the advertisement.

This research has identified important implications for marketers and advertising stakeholders. This study revealed that in the case of destination advertising, particularly after the COVID-19 incident, the tone of the product is the destination itself. In addition, this study revealed that it is necessary for the audience to feel excited and to be encouraged to go out and investigate. The results of this study indicate that fast-tempo music attracts audiences with a more positive attitude and intention to visit the destination than slow-tempo music. Marketers require that the

rapid tempo music complements the nature of destination video advertisements, designed to entice people to feel excited.

Moreover, the findings of this study revealed that people perceive the tempo to be more motivating to travel than the sluggish tempo music in the other video. Thus, a greater emphasis on this genre of music can improve advertising and marketing. Moreover, this study found that high-pitched music makes listeners feel excited and joyful. This study concluded that people who are exposed to music advertisements feel energized and desire to travel. Therefore, music advertisements must be enhanced to provide people with the most suitable solutions.

7. Future Directions

Significantly, the results indicate that music with a tempo of 180 BPM (Beats per minute) and a frequency higher than Key C appears to have a more significant influence on the sample's positive attitude and intention to visit the advertised location than other types of music. In addition, this study revealed that the fast cadence tends to rouse them to happiness and gives them a sense of the destination's vitality, encouraging them to plan a trip there. However, this study has some limitations that must be addressed in future research. Future research will need to resolve the limitations of this study's findings. This sample size is not generalizable, so future research must acquire data from countries other than Thailand to produce significant results. In this manner, comparing findings with future studies would justify the findings of this research.

Similarly, a Likert scale questionnaire was used to collect data for this study. Nonetheless, it would be appropriate to acquire qualitative data in future studies, as it aids in determining new paths to results. This method would be suitable for contributing significant information to the theory that previous investigations have not reported.

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