

Effect of Music and Sounds in Advertising

Atharv Mane and Prof. Surekha Gaikwad

MIT Arts, Commerce and Science College, Alandi (D), Pune, India

Abstract: *Sound and music are essential to marketing because they shape brand identification and affect consumer behavior. Brands may elicit feelings, improve memorability, and produce immersive experiences that connect with their target consumers by carefully integrating aural aspects. According to research, particular musical genres and sounds can elicit strong feelings, improve brand recognition, and even influence consumer choices. Understanding sound's psychological effects is crucial for developing marketing tactics that effectively engage customers on a deeper level as companies use sound more and more. This investigation of the relationship between marketing, sound, and music shows how auditory cues may change brand narratives and create enduring relationships with customers*

Keywords: Atmospheric Influence, Sonic Identity, Emotional Connection, Consumer Engagement, Mood Enhancement, and Auditory Branding