

# Using Colour as an Indicator of Mood Induced by Destination Advertisement Music

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## Problem Statement and Research Question

- Sounds and music are widely used in marketing: in advertisements, retail environments, etc.
- Virtually all destination commercials include some type of sound, predominantly music.
- Although the role of sounds and music in modern marketing and branding is rising, it has not been widely researched in tourism academia
- **RQ:** *what is the nature of connection between music in destination advertisements and the target audience's mood?*

## Theoretical background – Mood marketing

- Destination marketing and destination branding in particular face many difficulties (Pritchard & Morgan, 1998; Ritchie & Ritchie, 1998).  
As a result, many destinations chose to direct their marketing efforts on building **brand saliency** (emotional relationship) (Pritchard & Morgan, 1998).
- The construction of an emotional bond between customers and the destination is referred to as “**mood marketing**” (Pritchard and Morgan, 1998).
- The “mood marketing framework” includes branding activities aimed at bringing out specific **moods** for the targeted audiences that in turn should affect their **behaviour** in a way, anticipated by the destination managers.

Brand saliency: mood → behaviour

## Theoretical background – Moods, behaviour and music

- Moods and affective states have an impact on behaviour – directly or indirectly (Alpert and Alpert, 1990; Bakamitsos, 2000).
- Positive feelings induced by advertisements may increase the probability of purchase of products related to pleasurable usage experiences (Gardner 1985; Wells 1986).
- “Appropriately structured music acts on the nervous system like a key on a lock, activating brain processes with corresponding emotional reactions” (Bruner, 1990, p. 94).
- The effect of time- and pitch-related characteristics of music enjoy empirical evidence from various studies (Bruner, 1990).
- Major expresses joy and excitement, minor – gloom, despair, sorrow, grief, mystery, longing, obscurity, melancholy (Hevner, 1935).

music → mood → behaviour

## Methodology (1)

- The case of the full version of a video commercial for India as part of the *Incredible India* campaign was chosen to answer the research question
- The extracted music track was cut into 8 thematic parts
- **Quasi-experiment:** participants had to choose a **colour** from a given set after listening each musical part; asked about intention to visit India before and after the music (5-Likert)
- 55 respondents:
  - 40 female and 15 male
  - 76% - 18-25 y/o, 18% - 26-35 y/o, 6% - 36-55 y/o
  - 55% Ukrainian, 9% Bulgarian, 5.5% - Spanish, 30.5% - 13 other nationalities
- ***Colour Diagnostics of Emotional States*** (Bazhin and Etkind) was used for assessment

## Methodology (2) - Colour Diagnostics of Emotional States

- Developed by Soviet psychologists Bazhin and Etkind
- Based on the method of colour choices of Max Lüscher
- Theoretical basis of this technique is the idea that attitudes towards people, events, objects, or phenomena are reflected by the colour associations to them
- Every colour of the spectrum is a symbol for a different mood:  
**red** – excitement, enthusiasm; **orange** – joy, warmth; **yellow** – brightness, pleasantness; **green** – calmness, balance; **blue** – dissatisfaction, sadness; **purple** – anxiety, tension; **black** – complete decay, dismay;      symbolizes an answer “not sure”  
(Bodalev & Stolin, 1987)
- Colours can be quantified in the following way: **red** (+3), **orange** (+2), **yellow** (+1), **green** (0), **blue** (-1), **purple** (-2), **black** (-3), (0).

## Results (1)

### Aggregate Results of the Quasi-Experiment for the Music of the Incredible India TV Advertisement for 2013

Gender	Most frequent colour		Second most frequent colour		Third most frequent colour		Quantified Average	Corresponding Colour/Mood
	Name	Share, %	Name	Share, %	Name	Share, %		
Male	Orange	22.2	Green	17.1	Yellow	16.24	0.41	(> Green/Calmness
Female	Orange	25.7	Yellow	19.8	Green	18.8	0.67	(< Yellow/ Pleasantness
All	Orange	24.8	Yellow	18.8	Green	18.35	0.6	(< Yellow/ Pleasantness

## Results (2) – Intention to visit India

- **Before:**
  - 21.8% - “very likely”
  - 32.7% - “likely”,
  - 25.5% - “neutral”,
  - 16.4% “unlikely”,
  - 3.6% – “very unlikely”.
- **After:**
  - 20% - “very likely”
  - 41.8% - “likely”,
  - 21.8% - “neutral”,
  - 12.8% “unlikely”,
  - 3.6% – “very unlikely”.



## Analysis (1)

- Colours of the upper and central part of the colour spectrum (red, orange, yellow, green) were prevailing in the choices of the participants → musical tracks were inducing **positive moods**
- Only one track (the sonic logo of India) was associated with mostly colours of the lower part of the spectrum → contrast
- The music of the commercial induces rather “**calm**” moods, not excitement
- Differences between male and female respondents noted (women were more affected)
- No “tension” was noted (respondents were choosing similar colours for the same tracks)
- No “motley effect” was observed (respondents were consistent in their choices)

## Analysis (2)

- Only in half of the tracks the “mean colour” was the same as the “mode colour” → strong minority experiences differing moods
- The mean for males corresponded with **green** colour (that symbolized calmness, balance), for females it was **yellow** (which represents pleasantness, brightness)
- Increase in the intention to visit India after the video for both genders

## Conclusions

- A **new** approach of using **colours** as indicators of **moods** within a quasi-experimental research design was used to explore the moods induced by tourism advertisement music
- It can be concluded that all people tend to have similar mood types for the same piece of music with some variations
- No particular single moods are prevailing in the study group
- A simple, quick, cheap, yet effective method of assessing the moods of potential customers' (tourists') moods while being exposed to advertisement music
- It may be used both for further scientific or marketing research for upcoming advertisements

## Limitations and Further Research

### ***Limitations***

- Only general effect of music on mood (excluding the effects of music's structural elements) was studied
- Cultural implications are not considered
- Results are based on a single example
- Some underlying theoretical theories face criticism
- Small sample and no control group

### ***Further research***

- True experiment to confirm findings
- Deeper analysis of gender difference
- Analysis of different types of traditional vocals
- Eliminating the existing knowledge (music for fictional destinations)

Thank you for your attention!

**Comments?**  
**Questions?**

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