

The role of sound in audiovisual advertisements in prompting anger and its effects on brand image and purchase intention

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Abstract

This thesis focuses on the influence of the induced emotion of anger through audio stimuli in advertisements on the perceived brand image and the purchase intention. Therefore, the thesis researches the relationship between audio stimuli in commercials and the emotion of anger. Furthermore, the influence of the emotion of anger felt by the consumer on brand image as well as the impact of the brand image on the purchase intention are analyzed. In order to examine these relationships a quantitative research design in form of an experimental survey measuring six constructs was chosen. The survey gathered 105 valid responses which were examined and interpreted subsequently. The results showed no significant relationship between audio stimuli and the caused emotion of anger. Furthermore, no meaningful connection between the triggered emotion of anger and the brand image could be identified. Therefore, there can be concluded that annoying audio stimuli do not necessarily evoke the emotion of anger. The results show that even when anger is induced through advertising the emotion felt by the consumer does not inevitably impact their perceived brand image. Nevertheless, the thesis identified a significant impact of the brand image on the purchase intention. These results indicate that marketing planners should lay their focus on creating a positive brand image since it portrays an influential factor of the purchase intention.