

Music Timbre and Regulatory Fit

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Abstract

This study examined how musical timbre contributed to regulatory fit and persuasion. The results showed that piano (vs. violin/flute) associated with prevention (vs. promotion) focus (Study 1), which replicated in the marketing context as well (Study 2). Moreover, Study 3 demonstrated that when music played on the piano (violin/flute) was used in an advertisement, regulatory fit occurred among prevention- (promotion-) focused participants, meaning that the participants reported more favorable advertisement and product evaluations. The association between musical timbre and consumers' regulatory focus offers a novel perspective on the notion of regulatory fit. The current study also provides a theoretical contribution to the sensory marketing and advertising literature by presenting convergent evidence that consumers exposed to music from different types of instruments response a marketing communication differently.

Keywords: *timbre; regulatory focus; sensory marketing*

Track: Consumer Behaviour