

## **ABSTRACT**

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### **THE INFLUENCE OF PRIMING THROUGH AUDITORY BRAIN STIMULUS TO GENERATE CONVERSION**

(xv+79 pages; 7 exhibits; 19 tables; 3 appendix)

The study of marketing relies heavily on the knowledge of psychology. Many companies allocate a lot of financial resources for marketing strategies often with no measurement of return. A deeper understanding on how to influence behaviors through knowledge of social studies such as psychology will provide businesses with more cost efficient but effective strategies in increasing conversion.

Most researches in business studies typically use surveys or interview data collection methods. As this study focuses on establishing causal relationship, experimental design will be used. This is done as the effects of priming cannot be measured through traditional methods.

The statistical tests that are conducted are normality test, homogeneity of variance test as well as hypothesis test. The normality test used is the Shapiro-Wilk test as sample size is less than 50. Test of homogeneity of variance used is the Levene test. As there is no homogeneity of variance, the hypothesis test used is the Welch ANOVA instead of the classic one-way ANOVA because Welch ANOVA does not assume homogeneity of variance.

The results show that auditory stimulus of pop music and classical music increases value perception of goods both in normal and luxury goods. The auditory stimulus that provides the highest increase in value perception of goods is classical music. Auditory stimulus of pop music and classical music do not increase total number of items purchased, but they increase the value of items purchased.

**Keywords: Priming, Auditory stimulus, Music, Pop music, Classical music, Atmospheric, Conversion, Sales.**

References: 35