

Study of the Effectiveness of Advertising Jingles

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Abstract—The increasing competition among the brands to win the customers and the clutter in the mass media has posed a big challenge in front of the advertisers to create the top of the mind awareness about their brands in the customers' minds. Marketers are turning out every stone to create and sustain the brand image. In order to create the unique brand image the promotion mix strategies play a vital role, specially the advertisements. The role of a jingle in generating recall and recognition for the advertisement cannot be overruled. Being the musical tunes jingles are the most memorable and catchy element of any advertisement. In other words we can say that an effective jingle can create a unique position for the brand in customers' minds. It is found that income of customers directly relates to the effectiveness of jingles.

Keywords: Clutter, Jingle, Promotion mix, Demography, Top of the mind awareness.

1. INTRODUCTION

A jingle is a short musical tune used in advertisements to create association of the consumers with the brand. The jingle contains musical phrases and meaning that exclusively promotes and positions the product being advertised, usually through advertising slogans to reinforce brand identity. These jingles can also be used in non-advertising contexts to establish and maintain a brand image. Jingles create sensory branding through sound. Sensory branding has proved to be a very effective branding strategy. Sound is used in branding to evoke emotions and feelings to influence brand experiences. Perhaps the second most used variable by marketing and advertising is the sense of hearing. Sound when well synchronised with a message is a strong tool to make the customer remember it. Jingles have existed in advertising since the early 1920s. Note Line Music Productions attributes the first modern commercial jingle to a 1926 General Mills breakfast cereal commercial featuring an a cappella quartet. Advertising jingles became more prominent in the 1930s, and later became a prominent element in television advertising. Advancement in technology over the years has added to the auditory capabilities of jingle and most modern 21st century jingles are recorded in professional state-of-the-art music studios. This paper aims at exploring whether the effect of jingles varies according to customer demography in creating consumer awareness and influencing their purchase decisions.

The demographic variables taken under study are gender, income and occupation

1.1 Objective

To find out the demography based variance in effectiveness of advertising jingles on consumers.

2. LITERATURE REVIEW

Klink. R, and Wu. L, (2013) emphasized that, the sound symbolism like jingles, slogans, etc. contributes to providing brand meaning to the consumers. This further results in awareness and positive perception for the brand. It also believes that, there is great relevance of sound symbolism to the positioning of the product. Use of such sound elements like jingles, influences consumer to generate a brand meaning out of such jingles and formulate an opinion of the brand that would affect their purchase decision for the brand. Fraser. C and Bradford. J, (2013) focused that with the use of background music such as jingles, tones, sonic logos etc improves the image of the brand in the minds of customer. This paper concluded that auditory scene analysis (ASA) includes 3 structural music characteristics categories i. e. harmonic elements, textual elements and Tempo. These work together and jointly influence processing and recall of brand. Krishnan. V, et al (2012) determined the influence of auditory elements on the consumer's willingness-to-buy. This leads to purchasing decision being in favour of the brand. Spence. C, (2012) studied the role of audition in perception and behavior in humans specifically for food and beverages. It mentioned that, a study revealed that the removal of sonic elements affects perception be it positively or negatively, but mostly it came to be negative and also suggested that people's impression for the product in terms of liking /disliking is affected by the musical elements to a great extent. Auditory cues act as the basis of consumers to make inferences relating to quality of product by the association of cues with the product image. Luna. D, et al (2012) revealed the significant influence of auditory cues on the memory of customer for the brand recall. It studied the retention between phonemes (i. e. mental representation of sounds) to that of customers recall for the brand or a product. In this paper, they intended to operationalize the extent of fit between brand and its recall

through sonic symbolism of the brand names. Based on four variables, a model of consumer response to music in commercial ads has been derived by Lantos. G and Craton. L(2012) studied the consumer's attitude towards the advertising music (like jingles. Jingles and other musical elements in the ads leads to high degree of involvement for the product and hence the liking for the product. Jingles possess a theme based message – enhancing trait such music are generally attention getting, distinctive, and are likely to affect customer's perception for the product. These musical elements in ads leads to recall of ads and these jingles and slogans result more effectively affecting customers than the other verbal elements imbibed in the ad with the jingles. It studies the cognitive and affective components affecting attitude towards and thereby the buying behavior of the customer. Craton. L and Lantos. G, (2011) focused on attitude towards advertising music (Am) and its components. It assumes that music in branding adds value to the advertisement and enhances the advertisement's effectiveness in influencing customers to make purchases. Crisinel. A *et al* (2011) discussed that perception for an item can be altered systematically by using an appropriate soundscape that shares some correspondence with that item. The soundscapes provide stimuli to the brain which affects the perception for that item. Auditory stimuli influences participants perception in the experiment conducted, as stated in this paper Sensory stimulus like sound affects one's expectations with the product and induces the change in purchase behavior in favour of the product. Sonic branding helps setup unconscious expectation for the product and thus, creates an urge to purchase the product. Bartholme. R, and Melewar. T, (2010) provided several examples where companies apply auditory cues like jingles, sonic logos etc. for the corporate identity construct. It states that musical cues like jingles can form a consistent perception in the minds of customers and also helps in tangibilising the service brands to a great extent. Such sound cues generates familiarity and acts as representative in recognition and setting preference for the brand.

2.1 Rationale

Sound branding is increasingly becoming a strong identifier for brands. It is not only communicating a memorable message to target audience, but making the brand extremely recognizable. The literature review reveals that many researches have been done in the field of effectiveness of jingles. Till now not much researches have been done taking the demographic variables under consideration. This study is an effort to plug this gap.

3. RESEARCH METHODOLOGY

The study is descriptive in nature. All the segments of society are our respondents for this study, who have access to advertisements where Jingles are used as an auditory or sonic branding strategy. A sample size of 100 respondents from Indore city is being considered for the study from Indore city. The sample consists of a mix of age groups, income groups and occupation segments.

- Age group 15- 45 above years
- Income group <100000 - >500000
- Occupation – Students, Business, Service, Housewives, Senior citizen

Non probabilistic convenience sampling is the technique used for sampling. Structured questionnaire has been used to collect the required data for the study which includes closed-ended questions. The questionnaire is divided into three sections for the ease in data collection and its further analysis. Section A includes demographic profile of respondents, Sec B deals with the awareness of the presence of jingles for the brands and the Sec C includes the components that decides Jingle's effectiveness and is based on nominal scale. The questionnaire is designed in the way so as to achieve all the set objectives for this study.

Cronbach's α (alpha) test is used to measure the reliability of the scale. Simple averages, ANOVA and Post Hoc test is used to analyse the data.

4. DATA ANALYSIS, INTERPRETATION AND FINDINGS.

4.1 Reliability Analysis

Case Processing Summary		
	N	%
Cases	Valid	100 100.0
	Excluded ^a	0 .0
	Total	100 100.0
Reliability Statistics		
Cronbach's Alpha	N of Items	
.803	22	

The value of cronbach alpha is .803 for 22 items. That proves the instrument to be reliable enough to generate consistent results.

Table 1

Independent variable : Gender		Sum of Squares	df	Mean Square	F	Sig.
Catch your attention	Between Groups	0.21	1	0.21	0.279	0.60
	Within Groups	73.79	98	0.753		
	Total	74	99			

enhance the image of the product	Between Groups	1. 12	1	1. 12	2. 119	0. 15
	Within Groups	51. 79	98	0. 528		
	Total	52. 91	99			
affect views of the product	Between Groups	0	1	0	0	0. 99
	Within Groups	96. 91	98	0. 989		
	Total	96. 91	99			
drive you to purchase the product	Between Groups	0. 78	1	0. 78	0. 872	0. 35
	Within Groups	87. 66	98	0. 894		
	Total	88. 44	99			
able to crate awareness of product	Between Groups	0. 031	1	0. 031	0. 03	0. 86
	Within Groups	99. 359	98	1. 014		
	Total	99. 39	99			
place the product in minds of customer	Between Groups	0. 076	1	0. 076	0. 079	0. 78
	Within Groups	93. 234	98	0. 951		
	Total	93. 31	99			
reminds you about the product	Between Groups	0. 003	1	0. 003	0. 006	0. 94
	Within Groups	55. 707	98	0. 568		
	Total	55. 71	99			
create your association with product	Between Groups	0. 001	1	0. 001	0. 001	0. 98
	Within Groups	68. 359	98	0. 698		
	Total	68. 36	99			
persuade you to try the product	Between Groups	0. 058	1	0. 058	0. 06	0. 81
	Within Groups	95. 332	98	0. 973		
	Total	95. 39	99			
create your preference for the product	Between Groups	0. 35	1	0. 35	0. 434	0. 51
	Within Groups	79. 04	98	0. 807		
	Total	79. 39	99			
make you purchase the product without thinking to much	Between Groups	1. 323	1	1. 323	1. 521	0. 22
	Within Groups	85. 187	98	0. 869		
	Total	86. 51	99			
Affect the popularity of the product	Between Groups	0. 258	1	0. 258	0. 274	0. 60
	Within Groups	92. 332	98	0. 942		
	Total	92. 59	99			
stimulate your interest as customer	Between Groups	3. 547	1	3. 547	3. 565	0. 06
	Within Groups	97. 493	98	0. 995		
	Total	101. 04	99			
differentiate the product with other brand	Between Groups	0. 008	1	0. 008	0. 009	0. 93
	Within Groups	93. 832	98	0. 957		
	Total	93. 84	99			
identify the product status level	Between Groups	0. 293	1	0. 293	0. 277	0. 60
	Within Groups	103. 71	98	1. 058		
	Total	104	99			

From the table no 1 this can be observed that there is no significant difference between Gender of the respondents and the various variables that shows the attributes of jingles. That means gender differences have no significant relation with jingle's effect.

Table no 2						
Independent variable : Income		Sum of Squares	df	Mean Square	F	Sig.
Catch your attention	Between Groups	15. 405	3	5. 135	8. 413	0. 000
	Within Groups	58. 595	96	0. 61		
	Total	74	99			
enhance the image of the product	Between Groups	11. 273	3	3. 758	8. 664	0. 000
	Within Groups	41. 637	96	0. 434		
	Total	52. 91	99			
affect views of the product	Between Groups	5. 283	3	1. 761	1. 845	0. 144
	Within Groups	91. 627	96	0. 954		
	Total	96. 91	99			
drive you to purchase the product	Between Groups	5. 435	3	1. 812	2. 095	0. 106
	Within Groups	83. 005	96	0. 865		
	Total	88. 44	99			
able to crate awareness of product	Between Groups	16. 99	3	5. 663	6. 598	0. 000
	Within Groups	82. 4	96	0. 858		

	Total	99.39	99			
place the product in minds of customer	Between Groups	13.959	3	4.653	5.629	0.001
	Within Groups	79.351	96	0.827		
	Total	93.31	99			
reminds you about the product	Between Groups	7.691	3	2.564	5.126	0.002
	Within Groups	48.019	96	0.5		
	Total	55.71	99			
create your association with product	Between Groups	2.069	3	0.69	0.999	0.397
	Within Groups	66.291	96	0.691		
	Total	68.36	99			
persuade you to try the product	Between Groups	9.378	3	3.126	3.489	0.019
	Within Groups	86.012	96	0.896		
	Total	95.39	99			
create your preference for the product	Between Groups	2.685	3	0.895	1.12	0.345
	Within Groups	76.705	96	0.799		
	Total	79.39	99			
make you purchase the product without thinking to much	Between Groups	3.516	3	1.172	1.356	0.261
	Within Groups	82.994	96	0.865		
	Total	86.51	99			
Affect the popularity of the product	Between Groups	2.242	3	0.747	0.794	0.500
	Within Groups	90.348	96	0.941		
	Total	92.59	99			
stimulate your interest as customer	Between Groups	2.645	3	0.882	0.86	0.465
	Within Groups	98.395	96	1.025		
	Total	101.04	99			
differentiate the product with other brand	Between Groups	3.727	3	1.242	1.324	0.271
	Within Groups	90.113	96	0.939		
	Total	93.84	99			
identify the product status level	Between Groups	8.22	3	2.74	2.746	0.047
	Within Groups	95.78	96	0.998		
	Total	104	99			

stimulate your interest as customer	Between Groups	1.953	4	0.488	0.468	0.759
	Within Groups	99.087	95	1.043		
	Total	101.04	99			
differentiate the product with other brand	Between Groups	4.128	4	1.032	1.093	0.365
	Within Groups	89.712	95	0.944		
	Total	93.84	99			
identify the product status level	Between Groups	2.675	4	0.669	0.627	0.644
	Within Groups	101.33	95	1.067		
	Total	104	99			

From the table no 2 this can be observed that with, 3 degree of freedom and 8.413 as F value, the significant value is. 000 that is less than. 005 implying that there is significant difference of income on jingles catching the attention. That means income variation has significant impact on the attention catching ability of the jingles.

From the table no 2 this can be observed that with, 3 degree of freedom 8.664 as F value, the significant value is. 000 that is less than. 005 implying that there is significant difference of income on jingles enhancing the image of the product. That is different income group have different views about jingle enhancing the image of the product.

From the table no 3 this can be observed that with, 3 degree of freedom and 6.598 as F value the significant value is. 000 that is less than. 005 implying that there is significant difference of income on jingles ability to create awareness of the product.

From the table no 2 this can be observed that with, 3 degree of freedom and 5.629 as F value, the significant value is. 001 that is less than. 005 implying that there is significant difference of income on jingle placing the product in the minds of customer. People of different income group have different effect of jingles in positioning the product in consumers' mind.

From the table no 2 this can be observed that with, 3 degree of freedom At 3 degree of freedom and 5.126 as F value, the significant value is. 002 that is less than. 005 implying that there is significant difference of income on jingle reminds about the product.

From the table no 2 this can be observed that with, 3 degree of freedom At 3 degree of freedom and 3. 489 as F value, the significant value is. 019 that is less than. 005 implying that there is significant difference of income on jingle persuade to try the product. That is because trialability is howsoever affected by the income of the consumers

From the table no 2 this can be observed that with, 3 degree of freedom and 2. 746 as F value, the significant value is. 047 that is less than. 005 implying that there is significant difference of income on jingles help identify the product status level.

Table no 3						
Independent variable : Income		Sum of Squares	df	Mean Square	F	Sig.
Catch your attention	Between Groups	15. 405	3	5. 135	8. 413	0. 000
	Within Groups	58. 595	96	0. 61		
	Total	74	99			
enhance the image of the product	Between Groups	11. 273	3	3. 758	8. 664	0. 000
	Within Groups	41. 637	96	0. 434		
	Total	52. 91	99			
affect views of the product	Between Groups	5. 283	3	1. 761	1. 845	0. 144
	Within Groups	91. 627	96	0. 954		
	Total	96. 91	99			
drive you to purchase the product	Between Groups	5. 435	3	1. 812	2. 095	0. 106
	Within Groups	83. 005	96	0. 865		
	Total	88. 44	99			
able to crate awareness of product	Between Groups	16. 99	3	5. 663	6. 598	0. 000
	Within Groups	82. 4	96	0. 858		
	Total	99. 39	99			
place the product in minds of customer	Between Groups	13. 959	3	4. 653	5. 629	0. 001
	Within Groups	79. 351	96	0. 827		
	Total	93. 31	99			
reminds you about the product	Between Groups	7. 691	3	2. 564	5. 126	0. 002
	Within Groups	48. 019	96	0. 5		
	Total	55. 71	99			
create your association with product	Between Groups	2. 069	3	0. 69	0. 999	0. 397
	Within Groups	66. 291	96	0. 691		
	Total	68. 36	99			
persuade you to try the product	Between Groups	9. 378	3	3. 126	3. 489	0. 019
	Within Groups	86. 012	96	0. 896		
	Total	95. 39	99			
create your preference for the product	Between Groups	2. 685	3	0. 895	1. 12	0. 345
	Within Groups	76. 705	96	0. 799		
	Total	79. 39	99			
make you purchase the product without thinking to much	Between Groups	3. 516	3	1. 172	1. 356	0. 261
	Within Groups	82. 994	96	0. 865		
	Total	86. 51	99			
Affect the popularity of the product	Between Groups	2. 242	3	0. 747	0. 794	0. 500
	Within Groups	90. 348	96	0. 941		
	Total	92. 59	99			
stimulate your interest as customer	Between Groups	2. 645	3	0. 882	0. 86	0. 465
	Within Groups	98. 395	96	1. 025		
	Total	101. 04	99			
differentiate the product with other brand	Between Groups	3. 727	3	1. 242	1. 324	0. 271
	Within Groups	90. 113	96	0. 939		
	Total	93. 84	99			
identify the product status level	Between Groups	8. 22	3	2. 74	2. 746	0. 047
	Within Groups	95. 78	96	0. 998		
	Total	104	99			

From the table no. 3 this can be observed that there is no significant difference between occupation of the respondents and the various variables that shows the attributes of jingles. That means occupation differences have no significant relation with jingle's affect. To conclude the overall result from ANOVA, it can be said that for the gender and the occupation variables, they have nil effect on all the attributes. Respondent's views are not significantly different for all any

of the attributes on the basis of gender and occupation. Similar to this, qualification has significant difference on just the one attribute i. e jingles create association with the products. On the contrary, Income has maximum effect on several attributes like attention catching, image enhancing, creating awareness, placing the product in the minds of the customers, reminding about the product, trial ability of the product and ability to identify the status level of the product. To summarize, it can

be said that income of the people has a great effect on their views about jingle's effect on their purchasing decisions. Different income groups are differently affected by jingles in their buying decisions.

5. CONCLUSION & SUGGESTIONS

Jingles are an effective element of sonic branding that takes place in almost all the ads nowadays. Companies need to know the effect of these jingles on their brands so as to make further strategies related to jingles to ensure the sale of their products. In this study, the researchers used several tools to find and analyze the effectiveness of jingles in consumer purchase decisions. Most of our respondents belonged to 15-24yrs of age group where maximum people were found to be postgraduate and have the understanding about the jingles in the ads. The studies possess the results generated by the income group of 3-4 lakhs on an average. With the help of crosstab tool, it's found that 77.6% respondents agree to have been affected by jingles in their purchasing decisions. The study consists of 15 attributes on the basis of which the results have been derived. Anova as a tool revealed that jingles have no effect on respondents on the basis of gender and occupation. It has a very little effect on the basis of qualification and then a further more effect on the basis of age. That is generally because lower age groups have more access to advertisements and have comparatively more notifiability of jingles in such ads. Thus they have higher impact of jingles than people of upper age groups. Unlikely these factors, jingles have a great effect on people on the basis of their incomes. Varying incomes calls for difference in urge to purchase the product because of the jingles. Therefore it can be concluded as a whole that jingles do have effect on the people's buying behavior and purchasing decisions, where maximum of them react according to their age and income. Hence, Marketers need to structure and formulate their jingle plan for the brand as per the varying ages and income, where lower age groups being their most successfully targeted group in relation enhancing sales through jingles.

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