

EFFECTIVENESS OF JINGLE ON BRAND AWARENESS

Rashmi B

¹PG student-M.COM, St Joseph's University, Bengaluru

Email: rashmibabu2000@gmail.com; **Mobile no:** 9945044104

Abstract:

There is lot of competition in the current dynamic world among people as well as companies and the companies put lot of effort to promote their product with no stone unturned. One of most important promoting tools is an advertisement, where jingle plays a small part of its own. The purpose of the study is to identify the effect of a musical note in advertisement called jingle on remembering a brand or a product or advertisement. Also, the title already tells us about the statement of the problem that is how effective is jingle in creating brand awareness. Overall, this study will help us know is the people are aware of the term jingle and suppose if they are not aware this study will help them have some idea of it. The study tries to identify if gender causes any affect in recalling a brand through jingle. This study also highlights that jingle is the catchiest element that is present in an advertisement and it shows that the level of interest in advertisement makes the jingle much more effective.

Keywords: - Jingle, Brand awareness, Effectiveness, Recalling Advertisement.

Introduction:

Jingles are short musical tunes that are used in advertisements as a marketing tool and for various other commercial purposes. Various catchy elements come together to form a jingle so that it remains in the minds of the listeners or the viewers. In simple terms jingle just means a gentle ringing sound that is being repeated, or just to make some sound from any objects. Jingle helps people to recall the brand or the advertisement easily so, whenever people listen to jingle the product or service comes to their mind.

Jingles are present in the world since many decades that is since 1920s, though jingles were present from many decades it started gaining popularity only from the 1930s through radios and later it started gaining popularity through television. There is a term called audio branding or sound branding in the field of marketing, which could also be termed as sonic branding. The sound branding is a broader concept which covers jingles, voice, music or even the silence could also be considered to identify or recollect products or services. So, jingle is a small branch of sound branding.

As already said that jingles are marketing tool through sound, sounds create a greater impact on an individual emotionally. Some music or tunes are so pleasant where we could relate those tunes to our everyday or past

lives and feel it. Jingle brings many intangible benefits like loyalty and brand awareness to business regardless of its type. Though jingle has become as a part of every individual's lives where they come across jingle in one or the other ways in their everyday life still many are unaware of the term "jingle". They are completely unaware about the term itself, if asked what is jingle according to them? The first thing that comes up to their mind is the song "jingle bells" that is widely used and heard during the eve of Christmas. This research completely concentrates only one aspect of the advertisement which is merely a small part in the advertisement which creates a massive effect on the people who listen and observe any advertisement.

Review of Literature:

Richard F. Yalch- "Memory in Jingle Jungle": Music as a Mnemonic Device in communicating Advertising slogans"(1991)- mnemonic device simply means a technique that helps to retain information, this research also involves to prove that jingles are usually not effective in the advertisements but many people oppositely think about that it is effective on viewers, there were two experiments conducted under this research which supports these conditions. The results prove that incorporation of slogan in the music for advertising purpose had a better effect on the people rather than just integrating the jingle in the ads, through the results they show that it is relevant to use jingle in the advertisements which helped people to recall the ads, but still there are chances for people to avoid jingle. Finally, they conclude by saying that music is one of the finest mnemonic devices that helps to recall a brand.

David Allan-"Effects of Popular Music in Advertising on Attention and Memory"(2006)-the study mainly emphasizes on the effect of popular music in theoretical view and practical view. They wanted to know that whether popular music or instrumentals creates more impact or the sound vocals. After the experiments conducted the scholar finally comes to a conclusion that the song vocals whether original or altered are more effective on the stimuli of people than the popular music or instrumentals.

Wann-Yih Wu, Chen-Su Fu, Hua-Shang Huang and Hong-Chun Wang -"Effects of Sound Stimuli Applied in Branding: An Empirical Study of Its Antecedents and Consequences"(2010)- this study by the scholar says tries to focus on two things that is first-to find the influence of sound by enhancements in brand preference along with consumer perception, next to examine the effect of sound. It was difficult for the scholars to determine the interactions among different levels and finally after all the obstacles they came to a conclusion that perception towards a sound stimulus could also be a reason for the brand preference.

Lincoln G. Craton and Geoffrey P. Lantos- "Attitude toward the advertising music: an overlooked potential pitfall in commercials"(2011)- here their main aim is identifying the negative implications of the music on the potential consumers through the broadcast ads, music in the current world has a great role in each and every person's lives and many studies prove that music in advertisements increases the effectiveness and contradicting to this Lincoln and Craton have come up with important limitations that come up while adding music in the advertisements few among them are mentioned after proving through an empirical evidence- first was music creates a neutral and harmful affect along with the positive effect some observers also say that the lack of research on the negative impact of music can also be another limitation and the final one is regarding the affective stimulus where consumers respond negatively towards the music in the commercial the reason could be lacking interest in the musician or they might feel the music annoying or irritating.

Geoffrey P. Lantos, Lincoln G. Craton- "A model of Consumer response to Advertising music"(2012)- this paper emphasizes on the belief that adding music in broadcast ads and advertisements will increase the value of the commercial. Many advertisers feel that the promoters should concentrate on the message that is being passed on by the advertisements rather than the music that is a part of the advertisement but the scholars of this paper felt that their thoughts were not acceptable because they felt that music creates a greater impact on the viewers rather than the message, so they tried to prove that using this research paper. Additionally, they say that simple and catchy music will help a person to recall the ad better, also music can emotionally touch a person's feelings, they also say that an exposure to music repeatedly creates positive response among people and they say that excessive usage of the same jingle will lead to irritation.

Lan Wu, Richard R. Klink and Jiansheng Guo- "Creating Gender Brand names: The effect of Phonetic Symbolism"(2013)- their prime study area is the effect of phonetic symbolism in brand awareness among the genders present, where phonetic symbolism means non-arbitrary relationship between sound and meaning. They basically conducted two experiments to derive a conclusion from this research where there are not specifically concentrating on the jingles rather, they are more into brand awareness through sound names which influences gender-based personalities.

Cynthia Fraser, J. Andrew Bradford- "Music to your Brain: Background Music Changes are Processed First, Reducing Ad Message Recall"(2013)- they are trying to connect between background music and the ad message that is conveyed to audience, where they are trying to tell that background music grasps the attention and tries to recall images but it may not convey the exact message to the end viewers as the background music acts as a distraction to recall the message conveyed in the ads. Their research proves that different frequencies in the have different level of distraction, when the tempo is faster there is a

higher frequency of distraction. They conducted two experiments to get the right results and the final conclusion of both the experiments were when the background music has lots of elements and pace the ability of distraction is much higher than the other with low elements and changes.

Pooja Jain and Utkarsh Jain- "Study of the effectiveness of Advertising Jingles"(2016)- believed that jingles cannot be outdated because of the unique feature like memorable and catchy which would influence the buying behavior and purchasing decision of an individual. Also, these behavior and decisions are based in the income and age group on a majority basis.

Thomas J. Maronick-"The effectiveness of Audio Branding"(2020)- the scholar here tries to focus mainly on the audio branding and concluded the research after the collection of data that whistle sound selected by him was associated to men's grooming products after the test. Second, they concluded that audio of selected brands did not raise awareness among viewers. Finally, they say that there is no connection between long audios and the ability to recall among viewers.

Mochamad Achyarsyah, Henry Hendrayati, Febi Amalia-"How jingle can drive Brand Awareness"(2020)-there key focus was on a specific brand that is Pegipegi.com which is an online flight booking site where they tried to find the effect of jingles in the process of brand awareness. After conducting the research as per the results, they came to a conclusion that there is positive relationship between brand awareness and jingles which ultimately leads to the brand's site awareness among people.

Objectives:

- To find the demography about awareness of brand or advertisement through the jingle(music) among people. That is to find whether people recall any advertisement through a musical note.
- To know the awareness about the term "jingle" among people, that is whether they are already aware about the term or they have heard it for the first time.
- To know the level of interest of people in viewing advertisements.
- To know if gender has some effect in recalling a brand through jingle.

Hypothesis:

- H_0 - There is no significant difference between gender with respect to effectiveness of jingle to recall a brand.
- H_1 - There is significant difference between gender with respect to effectiveness of jingle to recall a brand.

Research methodology:

This research is completely a primary data research except for the review of literature where data was collected through questionnaire that was circulated through google forms. The nature of the research is a combination of descriptive as well as qualitative, where the systematic information regarding the research is provided and it is said as qualitative research because this research is collection and analysis of non-numerical data for the purpose of understanding the concepts and opinions or experiences of the people.

Scope:

The research paper tries to find out if the people can recall the brand name just through jingle(music). The study tries to cover the experience and knowledge of the people and their awareness about jingle(music) and just the term jingle. The study conducted is descriptive in nature and the respondents who have responded to the questionnaire have complete access to advertisements and jingles that is a short musical note in the advertisement. The sample size of the study is 105 respondents and these respondents majorly belong to the age group between 18 years to 55 years. A questionnaire in the form of Google forms was circulated among these age group and the form included measuring instruments like multiple choice questions, check boxes and rank questions.

The sampling technique used is non-probabilistic convenience sampling. A structured questionnaire was sent to the people which mainly involved close-ended questions which included personal information of the person, questions regarding awareness about jingle among people and at last the effectiveness of jingle. The main aim of the questionnaire was to attain the objectives of the research. After the responses reached 105 the analysis was done using SPSS (Statistical Packages for Social Sciences).

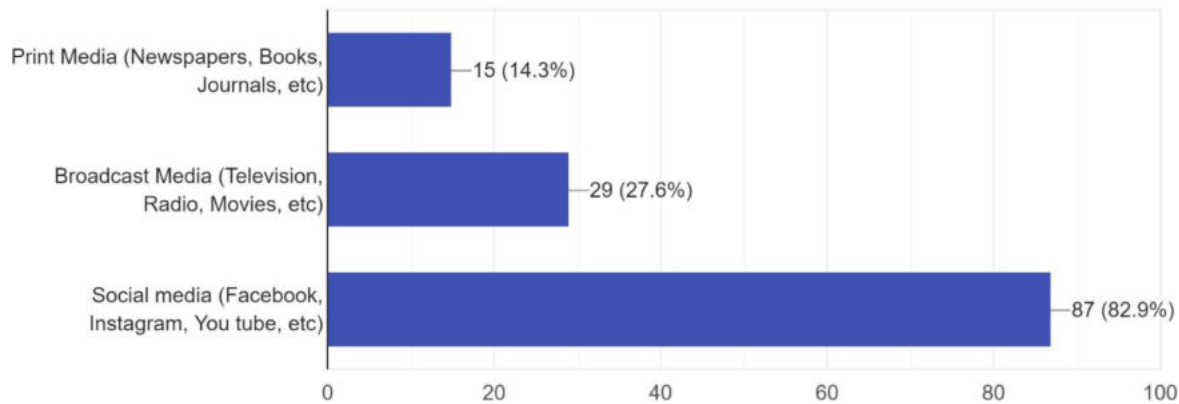
Analysis:

To collect the data there were almost 14 questions asked in the questionnaire which included personal details and various other questions regarding jingle. So, according to this research majority of the respondents are female who account up to 54.3%, followed by male that is 44.8% and 1% of the people preferred not to reveal their gender and all these are percentages from 105 respondents. Also, majority of the respondents are undergraduates followed by post graduates and later others.

The media that the respondents prefer the most is represented in a graphical form below-

Which media do you prefer the most?

105 responses

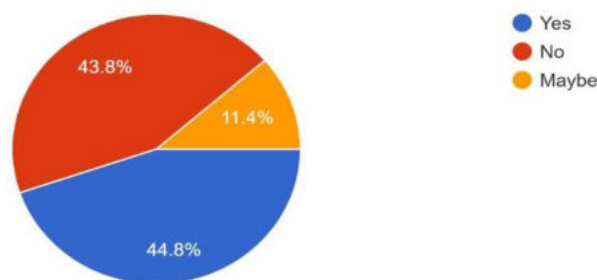


So according to the above graph majority of the respondents prefer social media and the least preferred media is the print media. As per the data people spend most of their time that is 1 to 3 hours per day in all the medias. Most of the respondents of this data are moderately interested in advertisements that is almost 58.1% among 105 respondents which is almost closest to the extremely interested category.

The second part of the objective of the study states that the research tries to know the awareness among people about the term jingle that is whether they were already aware about the term jingle or not? The results of the reports are represented in the form of pie chart below-

Were you aware of the term "jingle" before this?

105 responses

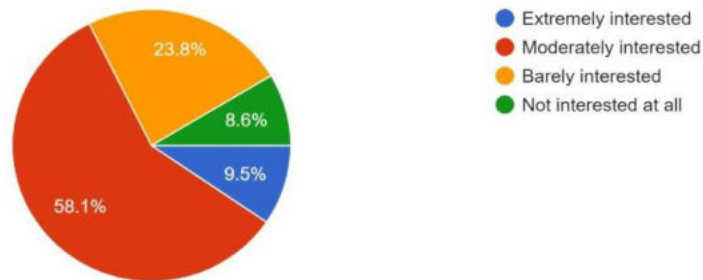


So, as per the reports almost 47 of 105 respondents were unaware of the term "jingle" before this, not only that as per reports they got to know about this term through this research only. After knowing the meaning of the term jingle, they agree that they were able to recall advertisement because of jingle because they also felt jingle is one of the catchiest elements in advertisement when compared to logo and tagline.

The third objective is to know the level of interest of the people in advertisements that is whether they are interested or not?

What is your level of interest in advertisements?

105 responses



Through the above graph it is clear that that the most of the respondents are moderately interested in the advertisements which is up to 58.1%, though the first option was given as extremely interested people chose the second option that is moderately interested because these days people are not interested in watching the advertisements and that is the reason behind people selecting the last option of the question that is not interested at all.

Testing of hypothesis:

The testing of hypothesis was done using Analysis of Variance (ANOVA) in SPSS to show that there is significant difference between gender and the effectiveness of jingle to recall a brand. Where “gender is an independent variable” and “the effectiveness of jingle to recall a brand is a dependent variable”. A multiple-choice question was asked for the independent variable the question states- Gender (a) Male, (b) Female, (c) Prefer not to say. And the question of dependent variable has a ranking of 1 to 5 where 1 being the lowest and 5 being the highest the question states “How effective is jingle to recall a brand according to you?”. The results of the test are as follows:

ANOVA
Effectiveness of Jingle with respect to interest in advertisements

ANOVA					
How effective is jingle to recall a brand according to you?					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	8.489	2	4.244	3.208	.045
Within Groups	134.940	102	1.323		
Total	143.429	104			

The significance level is 0.045(which is less than 0.05) and the df (degree of freedom) is 2.

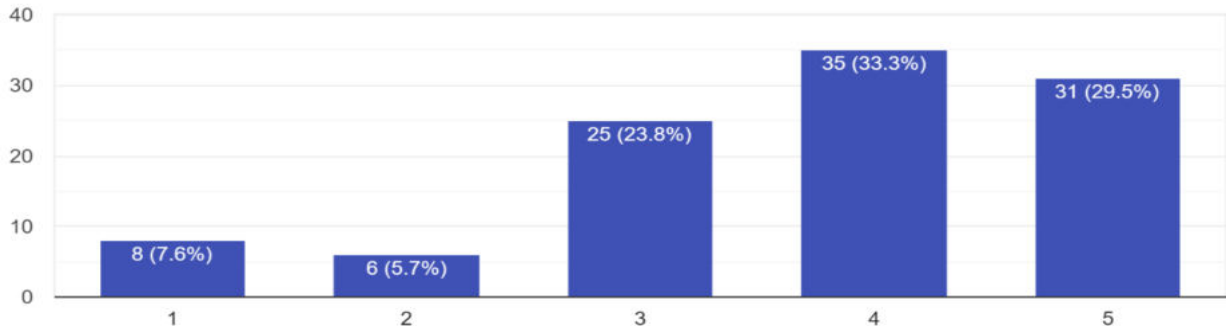
As the above test clearly shows that the significance level is less than 0.05 which is a standard level, we will reject the null hypothesis and accept the alternate hypothesis. That is –

- Ho- There is no significant difference between gender with respect to effectiveness of jingle to recall a brand. [**REJECT NULL HYPOTHESIS**]
- H1- There is significant difference between gender with respect to effectiveness of jingle to recall a brand. [**ACCEPT ALTERNATE HYPOTHESIS**]

Here we are rejecting the null hypothesis and proving that there is significant difference between dependent and independent variable that is “gender” which is not leading to the “effectiveness of jingle to recall a brand” according to the respondents.

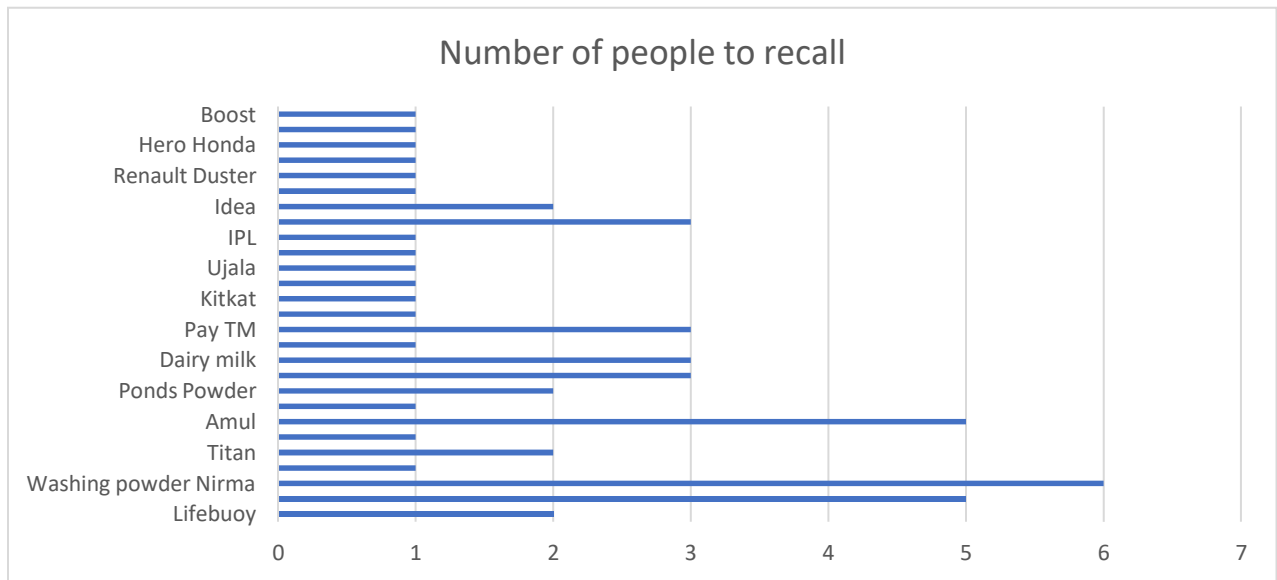
To show the final effectiveness of jingle in the process of remembering advertisement the following graph will help us determine how effective jingle is according to respondents-

How effective is jingle to recall a brand according to you?
 105 responses



The above graph shows almost 35 out of 105 ranked 4 which is very close by to 5 because they feel jingles are not completely effective but to some extent it is effective.

Apart from all those an interesting question was asked which was not a compulsory question that if they were able to recall an advertisement the respondents had to mention it so the answers are depicted graphically through the following graph-



The above graph is quite interesting which shows that the research was helpful that they got to know jingles of the above advertisements where Washing Powder Nirma remains the highest of all others.

Limitations

- This study was conducted in a specifies geographical boundary that is Bengaluru where only very least population has been covered.
- This study covers just the aspect of jingle whereas there are many other things that are part of an advertisement that helps someone recall or recollect any advertisement or brand.
- There was no response received from the age group above 55.
- As per the data collected there were many people who were unaware about the concept called “jingle”.
- This study didn't focus on any specific brand or product it was a random study about jingle, it would have been much more if a specific brand or product had been selected.

Conclusion:

Jingle is one among most important element of an advertisement that helps majority of the people to recall any advertisement or brand. In this research it has been proved that gender has no difference with respect to the effectiveness of jingle in recalling the advertisement or brand. Here we can say that there was a minute difference and one more reason for these results might be the size of the population which is smaller. Henceforth the companies should build strategies to develop new forms of jingle to attract the viewers which would ultimately lead them to recall the brand and make purchase decisions. And prior to this research most of people were unaware of the term “jingle” but now as they are aware they would keenly look for jingles in any advertisement seen by them in the future. The reason that makes jingle effective when compared to tagline or logo is that these both involve lot of elements in them like colour, size, font, symbol and many more which might take some time to remember but that's not the case in jingle it has an emotional connect with the people which would immediately remind people about the advertisement. These days advertisements have become a part of our daily lives where to watch even the smallest videos or photo of our choice we need to view an advertisement of around 10 seconds at least. So finally concluding that even the smallest child has access to smartphones these days and they view advertisements so the business should put majority of their efforts to make the jingle more attractive, pleasant and create an impact.

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