

Effect of Jingles in Advertisement

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Abstract:

The rising rivalry among the businesses to acquire the customers and the clutter in the mass media has given a big challenge in front of the advertisers to develop the top of the mind their brands in the thoughts of their customers. Marketers are turning out every stone to create and sustain the brand image. The promotion mix strategies—especially the advertisements—play a crucial part in developing the distinctive brand image. It is impossible to ignore the importance of a jingle in helping people remember and recognise the advertisement. Jingles are the most memorable and catchy part of any advertisement because they are musical tunes. In other words, we may argue that a strong jingle can help a brand take on a distinctive position in the minds of consumers. Customers' income has been proven to be directly correlated with the effectiveness of jingles.

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. The branding strategy of sensory branding has proven to be very successful. In order to affect brand experiences, sound is used in branding to elicit feelings and emotions.

The sense of hearing is maybe the second most important factor in marketing and advertising. When sound and a message are well-synchronized, the client is more likely to recall the message. Since the beginning of the 1920s, jingles have been used in advertising. The first contemporary commercial jingle is credited to a General Mills breakfast cereal advertisement with an a cappella quartet from 1926, according to Note Line Music Productions.

The aural capabilities of jingles have increased over time thanks to technological advancement, and the majority of modern 21st-century jingles are produced in professional, cutting-edge music studios. This study aims to determine whether the impact of jingles on raising consumer awareness and influencing their purchasing behaviour varies by customer demographics. The demographic factors being examined are: gender, income, and occupation. A memorable jingle is one of the few things that can really make an advertising point. A good jingle will associate your brand name with a concept, idea, or campaign, whether your listeners like it or not. The quick jingle in your radio ad will be heard by listeners, not necessarily the bouncy techno rhythm in the background. The probability that a listener will select your company the next time they need you improves the moment they hear your jingle the next time they see a sign or advertisement for it.

Objective:

- To determine the variation in consumer response to advertising jingles based on demography.
- Importance of jingles in advertisement

Literature Review

Klink, R., and Wu, L. (2013) highlighted the importance of sound symbolism in giving customers a sense of what a brand stands for. This further boost brand recognition and favourable opinion. It also thinks that sound symbolism is extremely important for product positioning. When such audio components as jingles are used, consumers are influenced to interpret the jingles as representing the brand and create opinions about the brand that might impact their choice to purchase the product. focused on how the use of background music, including jingles, tones, sonic logos, etc., enhances the perception of the brand among consumers. This study came to the conclusion that harmonic components, textual elements, and tempo are the three structural music characteristic categories included in auditory scene analysis (ASA). These work together and jointly influence processing and recall of brand. Krishnan. The effect of auditory cues was established by V et al.aspects on the consumer's willingness-t. This leads to favouring the brand while making a purchase. Spence. C, (2012) investigated how audition influences perception and behaviour.in humans specifically for food and beverages. It was said that, research indicated that the elimination of acoustic aspects either positively or negatively affects perception, but mostly it grew to be unfavourable and implied that people's In terms of liking or hating the goods, impression is Greatly influenced by the musical components. the consumer's attitude towards theadvertisement music(like jingles. Jingles and other musical elements in the advertisements increase viewers' involvement to a high degree Jingles have a way of making people like the goods, thereforetheme-based music with a message-enhancing quality includes Generally speaking, distinctive, and likely to have an impact These musical components influence how consumers perceive the product.in ads leads to recall of ads and these jingles and slogans result greater impact on customers than the other verbal method components infused with the jingles in the advertisement. There are various instances where businesses use audio signals for the corporate brand construct, such as jingles, sonic logos, etc. It claims that musical cues like jingles can help customers form a consistent perception in their minds and greatly aid in making service brands tangible. Such auditory cues create familiarity and serve as markers for brand recognition and preference.

Importance of jingles in advertisement:**1.A Jingle Can Become a Major Brand Element:**

Several companies' jingles have come to represent their brands. The audience starts to think of the brand as soon as the jingle starts to play. Or perhaps they recall the jingle when they hear about the brand. State Farm, Band-Aid, Kit Kat, McDonald's, and Toys R Us have some of the most well-known commercial jingles. Listeners know the brand as soon as the upbeat music begins to play.

2. They Promote Word of Mouth Marketing:

Jingles are similar to a great tune. As soon as you hear it, you want to share it with your loved ones. Even in casual talks, the song could be mentioned. Similar to this, you can catch yourself humming or singing the jingle in public.

3. They are Memorable:

Jingles have a friendly, upbeat tone. They strike up a relationship with the listeners right away. They include catchy rhymes in the lyrics and pitch patterns that make it simple for the brain to encode them, making them enjoyable and simple to listen to.

They thus get ingrained in your subconscious. It makes sense why they keep coming to mind unexpectedly.

4. They Enhance Brand Recall:

Jingles help clients remember your company since they are memorable. What your company offers should be explicitly stated in a catchy jingle. Your brand is therefore on their minds when they are ready to make a purchase. In the end, memorable jingles increase consumer acquisition and loyalty.

5. They are Attention-Grabbing:

Marketers must work harder in an age of information overload to capture the interest of potential customers. One of the best marketing strategies for achieving this objective is jingles. Particularly in this day of information and sensory overload, they are more efficient.

Your target audience will be drawn to a jingle as long as it is professionally written and produced. The listeners may experience strong emotional and mental stimulation as a result.

Research Methodology

The study is of a descriptive kind. Our study's respondents are all social groups with access to commercials that employ jingles as an auditory or sonic branding tactic. For the study from Indore city, a sample size of 50 respondents is being examined.

SAMPLE SIZE: Total review of 50 respondents were taken through questionnaire in greater noida district. The sample is made up of a variety of age, income, and occupation groupings.

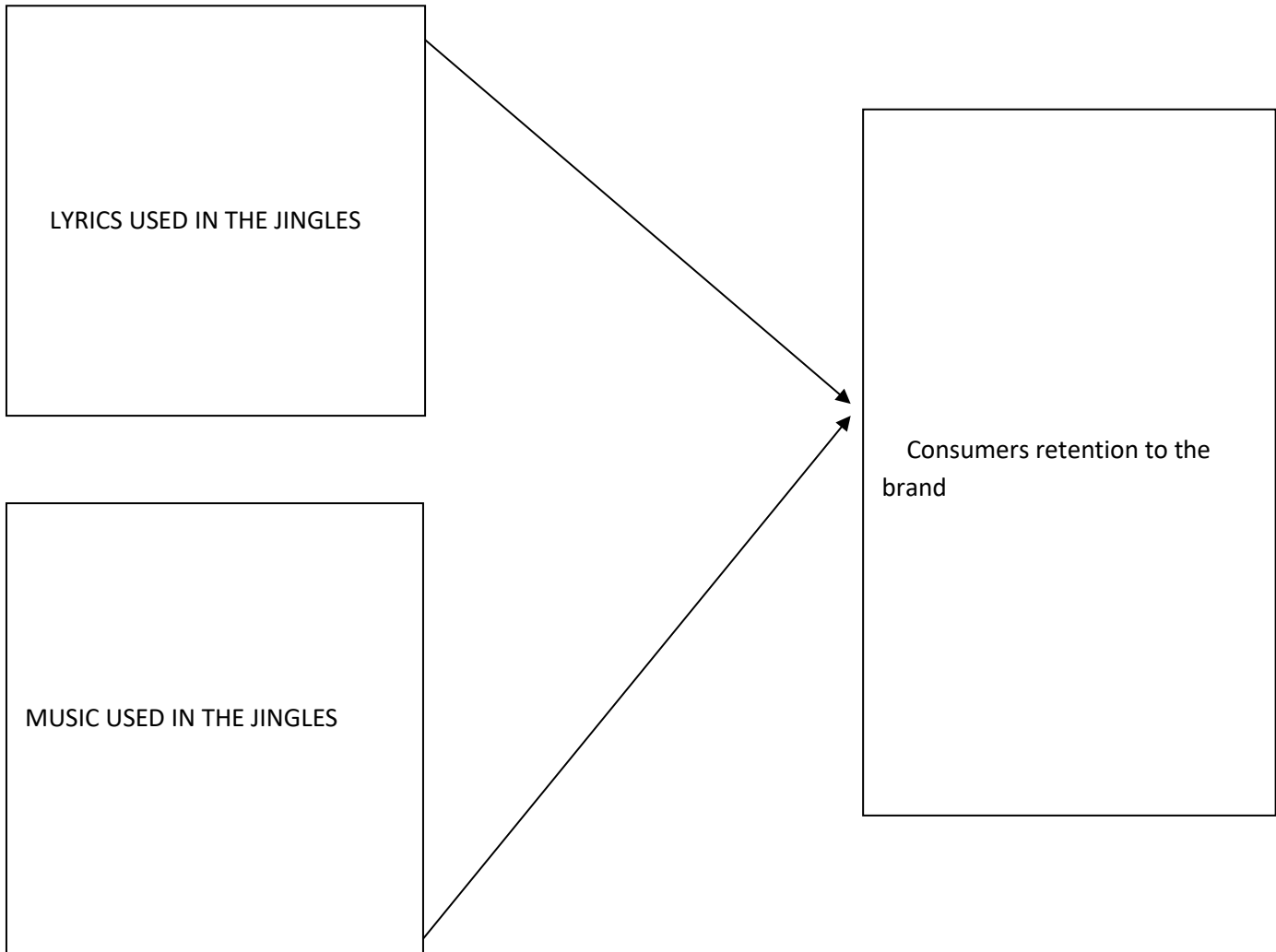
Age range: 15 to 45 years old.

Income range: 100,000 to 500,000

Occupation: Senior, Housewife, Business, Service, and Student.

The approach utilised for sampling is non-probabilistic convenience sampling. The necessary data for the study was gathered using a structured questionnaire with closed-ended questions. To make data collection and analysis easier, the questionnaire is broken up into three sections. The demographic profile of the respondents is included in Section A. Section B deals with the respondents' knowledge of the existence of the jingles for the brands, and Section C contains the factors that determine the efficacy of the jingles and is based on a nominal scale. The questionnaire is designed in the way so as to achieve all the set objectives for this study.

CONCEPTUAL FRAMEWORK:



DATA ANALYSIS, INTERPRETATION AND FINDINGS:

Q1) Meaningful lyrics used in advertisement of a product attract the audience more:

STATEMENT	NO. OF RESPONDENTS
Strongly disagree	2
Disagree	2
Neutral	10
Agree	20
Strongly agree	16
total	50

Interpretation : In the 50 respondents 20 respondents agree and 16 strongly agree , 2 disagree and 10 being neutral on meaningful lyrics used in advertising of a product attract audience more.

Q 2) Jingle that can be memorized easily helps consumer retain the product or brand more

Statement	No of respondents
Strongly disagree	0
Disagree	0
Agree	20
Strongly agree	30

Interpretation: All the respondents agreed that jingles that can be memorized easily helps consumers retain their product or brand more.

Q3) Consumer is likely to retain the product more if the lyrics used in the jingle are meaningful

Statement	No of respondents
Strongly disagree	0
Disagree	0
Agree	20
Strongly agree	30

Interpretation: All the respondents agreed that jingles that can be memorized easily helps consumers retain their product or brand more.

Q4) Consumer is likely to retain the product more if the music used in the jingle is pleasant

Statement	No of respondents
Strongly disagree	5
Disagree	10
Agree	25
Strongly agree	10

Interpretation: In the respondents 15 respondents disagreed and 35 agreed that Consumer is likely to retain the product more if the music used in the jingle is pleasant.

Q5) Music of a known or famous song used in advertisement of a product is easy to relate to

Statement	No of respondents
Strongly disagree	0
Disagree	0
Agree	20
Strongly agree	30

Interpretation: All the respondents agreed that Music of a known or famous song used in advertisement of a product is easy to relate to.

Q6) Memorable lyrics used in advertisement of a product manage to find place in consumer’s heart more easily

STATEMENT	NO. OF RESPONDENTS
Strongly disagree	2
Disagree	2
Neutral	10
Agree	20
Strongly agree	16

Interpretation: In the 50 respondents 20 respondents agree and 16 strongly agree , 2 disagree and 10 being neutral on Memorable lyrics used in advertisement of a product manage to find place in consumer’s heart more easily.

DISCUSSION ON RESULTS:

Examining the effect of commercial jingles on product recall and retention in Noida was one of the goals of this study. In this study, we used the information from 50 respondents, who came from a variety of families and backgrounds and represented both genders. Lyrics and music are the two key factors in this study.

then we examine how both factors affect the product's recall and retention. In the introduction to this study, we analysed the many studies on the effects of song lyrics and music on consumer memory and retention, and we noted the disparate results that led to the gap that is filled by this article.

In this study, it was found that the music used in the advertisement, which people typically ignore because they are so absorbed in the music, has a significant impact on how long people remember the product. However, since the advertiser took a lot of time to consider the lyrics of the advertisement, it makes one wonder why they would spend time and money on them.

CONCLUSION AND RECOMMENDATION:

It has been determined that several variables can be accomplished through the jingles after I (GAURAV THAPA) have analysed the data collected for this research. The results have been formulated using

regression analysis and reliability components. all of the unrelated variables give the considerable influence on the dependant variable, indicating that the jingles have a major impact on the product's retention. As a result, it can be inferred from the findings of this study that jingles play a big part in advertising and are a crucial tool for that medium. Jingles help customers remember the goods, which benefits the company in the long run. Retention of the product through jingles leaves a lasting impression on the buyer, and the data also reveals that most purchases were made as a result of the retention of the jingle. The two variables of music and lyrics are the main topics of the study hypothesis. The outcome demonstrates to us that music has a powerful, long-lasting impact on consumers' memories of the product. We may conclude that the lyrics do not much affect how well the product is remembered.

As a result of our results, it is advised that businesses create their goods with strong advertising strategies, including catchy and appealing jingles, in order to increase the product's appeal and encourage consumers to purchase it.

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