



AN ANALYSIS ON THE EFFECTIVENESS OF MUSIC IN ADVERTISING TOWARDS
CONSUMERS' BUYING BEHAVIOR.

NG PUI YUE

A RESEARCH PROJECT
SUBMITTED IN
PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
THE BACHELOR OF COMMUNICATION (HONS) ADVERTISING
FACULTY OF ARTS & SOCIAL SCIENCE
UNIVERSITI TUNKU ABDUL RAHMAN

MARCH 2011

AN ANALYSIS ON THE EFFECTIVENESS OF MUSIC IN ADVERTISING TOWARDS
CONSUMERS' BUYING BEHAVIOR.

NG PUI YUE

A RESEARCH PROJECT
SUBMITTED IN
PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
THE BACHELOR OF COMMUNICATION (HONS) ADVERTISING
FACULTY OF ARTS & SOCIAL SCIENCE
UNIVERSITI TUNKU ABDUL RAHMAN

MARCH 2011

ACKNOWLEDGEMENT

This dissertation would not have been possible without the guidance and help of several groups and individuals who in one way or another contributed and extended their valuable help and assistance in the preparation and completion of this study.

First and foremost, my sincere thanks to my supervisor, Ms Tan Ser Zian for assisting and guiding me to get out of dead-ends at times, thanks for being patience whenever I need help.

Next, thanks a lot to my friends and family for their encouragement and help. Thanks for being with me all the time and providing me everything to go on with the study. I am grateful to them for pushing me keep on going, sharing their opinion and comments with me.

Last but not least, I am thankful to my respondents for both questionnaires and in-depth interview, thanks for spending their precious time for me in order to complete my survey. They have been very helpful to me.

Thanks a lot to those I had missed out as well, their help and contribution in completing my thesis are very much appreciated.

NG PUI YUE

APPROVAL FORM

This research paper attached hereto, entitled “An Analysis on the Effectiveness of Music in Advertising towards Consumers’ Buying Behavior.” prepared and submitted by” Ng Pui Yue” in partial fulfillment of the requirements for the Bachelor of Communication (Hons) Advertising is hereby accepted.

Date: _____

Supervisor

Ms. Tan Ser Zian

ABSTRACT

Music is one of the most important elements in all the mass electronic advertising. Advertisers pick the right song that can best suit the product and brand carefully in order to get positive feedback from the consumers. Inappropriate match of music in the advertisement with the brand or product being advertised might lead to misinterpretation of the advertising message and it can be distractive at times. The primary focus of this study is to find out if music in advertising really effective towards the buying behavior of the students and young working adults.

It is to develop a path model to explain how music works on the advertising and the effectiveness measures including attitude toward the advertisement and the difference of buying behavior. One hundred sets of survey questionnaires were distributed concerning on the effectiveness of music in advertising to youngster aged around eighteen to twenty-five. In-depth interviews were conducted in order to enhance the findings and also to get a more accurate result for this study. The result of this study will be able to reveal the impact of music in advertising and how much it can affect the consumers. As the researchers did the research, it is proven that music in advertising is really important and it does affect on consumers' buying behavior. But however, the results from the research might not be fully accurate as the target audiences are only students of University Tunku Abdul Rahman and College Tunke Abdul Rahman with few random young working adults in Kuala Lumpur. It could not generalize the entire population of Malaysia. This research will be more accurate if it was done with wider group of respondents of different ages and places.

DECLARATION

I declare that the material contained in this paper is the end result of my own work and that due acknowledgement has been given in the bibliography and references to ALL sources be they printed, electronic or personal.

The Word Count of this project is 10, 543 words.

Name : NG PUI YUE

Student ID : 09AAB05918

Signed :

Date : 20th FEBRUARY 2011

TABLE OF CONTENTS

	Page
ABSTRACT.....	i
DECLARATION.....	ii
TABLE OF CONTENTS.....	iii
LIST OF FIGURES.....	v
LIST OF TABLES.....	vi
 CHAPTERS	
I INTRODUCTION.....	1
Problem Statement.....	2
Research Objectives.....	3
Research Questions.....	4
Hypothesis.....	4
Scope of Study.....	4
Methodology Framework.....	5
II LITERATURE REVIEWS	7
Different Perceptions of Music.....	7
Roles Assigned to Music in Advertising.....	8
Brand Differencing.....	8
Influent the Consumers.....	8
Cognitive or Affective Advertisement.....	9
Various uses of Music in Advertising.....	10
Entertain the Audiences.....	10
Create Continuity.....	11
Increase Memorability.....	11
Convey Message in a Non-Spoken Way.....	11
Targeting.....	12
Establish Authority.....	12
Ways of Using Music in Advertising.....	13
Carry Verbal Message and Meaning.....	13
Foreground Music.....	13
“Elevator Music”.....	13

No Music.....	14
The Effects of Emotional Responses to Music on Brand.....	14
Elements of Brand Communication.....	15
Three “C”	16
Link between Organization and Target Audience.....	17
Impact of Music towards Consumers.....	17
Jingles Effectiveness.....	17
Impact of Background Music.....	18
Theories.....	19
Selective Retention.....	19
Selective Exposure.....	20
III METHODOLOGY.....	22
Research Methods.....	22
Questionnaire Design.....	23
Quantitative Research.....	23
Qualitative Research.....	25
IV FINDINGS & ANALYSIS.....	26
Survey Questionnaire Analysis.....	26
In-Depth Interview Analysis.....	49
V DISCUSSION AND CONCLUSION.....	54
Attention Getting.....	54
Mood Setter and Story Teller	55
Persuasive.....	56
Targeting.....	56
Music builds brand recall and creates familiarity with a brand.....	57
Memorability.....	58
Great way to replace picture and words.....	59
Summary and Conclusion.....	59
Limitations and Suggestions	60
REFERENCES.....	62
APPENDICES	66

LIST OF FIGURES

Figure		Page
4.0	Percentage of students and young working adults that pays attention to the music or audio of advertisements	29
4.1	Perception towards advertisements with music	31
4.2	Music able to substitute picture and words in term of brand recall	33
4.3	Reaction of students and young working adults after exposed to advertisement with music.....	34
4.4	Advertisement becomes more persuasive for students and young working adults when their favorite songs of music was used as the background music in the advertisement	36
4.5	Brand recall solely based on the music	37
4.6	The ability to recall of students and young working adult on the jingle or music of the brand.....	38
4.7	Students and young working adults' ability to remember and write out the contact number of Pizza Hut correctly.....	40
4.8	Reaction of the students and young working adults after exposed to Pizza Hut's advertisement.....	41
4.9	The ability to remember and write out the contact number of McDonald correctly	43
4.10	Reaction of the students and young working adults after exposed to McDonald's advertisement	44
4.11	The ability to remember the contact numbers if it was solely showed or being spoke in the advertisement.....	46

LIST OF TABLES

Table	Page
4.0 Number of respondents with their race and gender	26
4.1 Age group of the respondents	27
4.2 Level of income or allowance of the respondents	28
4.3 Perception towards advertisements with music.....	31
4.4 Reaction of students and young working adults after exposed to advertisement with music	34
4.5 The ability to recall of students and young working adults on the jingle of music of the brand.....	38
4.6 Reaction of students and young working adults after exposed to Pizza Hut's advertisement.....	41
4.7 Reaction of students and young working adults after exposed to McDonald's advertisement	44
4.8 Ranking of different statements based on music in advertising.....	48

CHAPTER I

INTRODUCTION

1.1 History of Music

Tracing back the history of music, music had a very long, complex and captivating history. Its emergence could predate language, and most certainly predates the written words. The development of music occurred against the backdrop of natural sounds like the lapping of ocean waves, the rippling of water, the singing of birds, sounds created by other animals and so forth. Prehistoric music which is the most ancient music was given to all music produced by preliterate cultures that began somewhere in the late geographical history. This period was ended with the creation of writing (Music Archive, 2009).

The eras of music history started with the Middle Ages, followed by the Renaissance, Baroque Age, Classical Period, Romantic Era and lastly, the Twentieth Century (Sherrane. R, 2009).

1.2 How can music adapted to Advertising

Historically, advertising was first introduced in print media. Early newspaper was filled with news text contains only words but nothing else. Advertising came in later on and benefits both subscribers and advertisers. (David Huron, 1989)

But how can music is adapted to advertising? Well, advertisements in print media like newspapers and magazines are definitely not accompanied by sound, but music appears in all mass electronic media nowadays.

Music in advertising which used in electronic medias like television advertisements, radio advertisements, cinema advertisements and so forth are divided into two different forms which is background music and jingles. Background music defined as live or recorded music played behind the spoken dialogue or announcements to establish mood or to influence the emotional impact of a scene in the broadcast production. It comes without lyrics and also with lyrics sometimes. However jingles are tunes with lyrics written for specific product advertising, and are broadcast on television and radio. The music is usually original (Rutherford. P, 2006).

In this day and age, almost each and every advertisement in mass electronic media was accompanied by music, either jingles, or the score, which is commonly known as the background music or both. Advertisements without music are dull and unattractive. As competition is getting more and more stronger, advertisers putting more efforts in each and every aspect of an advertisement to make sure it stand out among the competitors and get the attention on their targeted target market. It is important to choose suitable background music or to create unique and easily recognizable jingles to catch the consumers' attention. Appropriate use of music in advertising can actually helps to deliver a message better, helps to persuade the consumers to purchase the product or service and even helps to build brand recall and brand recognition.

1.3 Statement of Problem

Advertisers scratched their head in order to choose the right music to suit the product advertised, the target market, and also the brand. Different target market of different

demographic groups' preferences of music can be different. Moreover, different people perceive music differently.

Although most commercials use music, but music might be distractive in the process of message processing. Inappropriate use of music might cause misinterpretation of the message in an advertisement. Besides, listeners sometimes attend to the music so closely and the message might not be processed.

Advertisers nowadays spend large amount of money on the production of each and single advertisement with music. Creative fees for an original composition can cost more than two million ringgit Malaysia (Karmen, 1989). To use famous songs in the advertisement will cost much more.

Industry is taking great risk by spending millions of dollars on the belief that music helps advertisements sell and create better awareness. However, is it really worth to spend that much on using music in an advertisement?

1.4 Research Objectives

The specific objectives of this study are

- To find out the differences between advertisements with music and advertisements without music
- To investigate how does music influence consumers' attitude or buying behavior
- To find out if music will affect in brand recognition

1.5 Research Questions

The research question for this study are listed as followed,

- What is the difference between advertisements with music and advertisements without music
- How does music influence consumers' attitude or buying behavior.
- How does music helps to build brand recognition.

1.6 Hypothesis

The hypotheses of this study are,

- Advertisements with music will gain more attention and is more memorable compared to advertisements without music
- As music with advertisements will grab the attention of the consumers', it will ultimately persuade them to purchase the advertised product.
- Advertisements with music are more effective in the transmission the message by the advertiser thus helping to build better brand recognition.

1.7 Scope of Study

This study focuses on the students and young working adults. A total of one hundred sets of survey questionnaires will be distributed to students of Kolej Tunku Abdul Rahman Perak Campus, thirty sets, Universiti Tunku Abdul Rahman Perak Campus, fifty sets and working adults in Kuala Lumpur, twenty sets. The main reason this target audience is chosen is due to

the age group which is eighteen to twenty-five years old because people of this age will tend to have stronger preference on certain genres of music. Different taste of music will enable them to differentiate different genre of music and they will pay more attention based on the genre on music that they prefer. Another reason for this convenience sampling is because of the time and budget constrain. Target audience of the stated are more easily accessible compared to other target audience. The survey questionnaires will be distributed in forms of online and offline, which is fifty sets each. This was decided because it enables the researcher to distribute a larger amount of questionnaire in a shorter amount of time.

On top of that, in-depth interviews will be conducted to strengthen the results tabulated from the questionnaire. Ten respondents will be selected to be asked few questions in order to get more in depth opinions and viewpoints. They are students from University Tunku Abdul Rahamn and aged around eighteen to twenty five as well. Each of them will be asked ten different open ended questions. Four different videos will be shown to help guide them in the answering of the questions.

1.8 Methodology Framework

To gain a precise and accurate result for this study, both qualitative and quantitative research will be conducted. The core method in conducting this research will be survey questionnaire when a total of one hundred sets of questionnaire will be distributed to respondents aged around eighteen to twenty-five. This age group of respondents was selected because people of this age will tend to have stronger preference on certain genres of music. The main purpose to use survey questionnaire in this study is to gain statistic and data in numbers as it will be way easier to analyze. The questionnaire will introduce questions to

testify various viewpoints of the respondent regarding the use of music in advertisement and its influences towards their buying behavior.

On top of that, ten respondents aged around eighteen to twenty-five will be selected for an in-depth interview in order to get more details answers on what triggers the students to purchase the product. Whether the music able to build better brand recognition and the genres able to get their attention to urge them to purchase the products. All information gained during the interview will be remarked, further results will be shown in findings.

CHAPTER II

LITERATURE REVIEW

2.1 Different Perceptions of Music.

Some people might think that music is something huge, something complex, and even something that connects peoples and cultures around the world. Some people always thought of music as a universal language, even the listeners do not understand the lyrics, but the melody might be able to make them understand the song and feel the emotions. But some people might describe music as noise, noise that sounds good and but may be distracting sometimes, and it could be noise that is crafted in a way that can stir the listeners' soul. Some people even defined music as a story, a mixture of how the artists feel and also the experiences the artists had and messages they want to convey.

Definition of music varies with the cultural differences, for instance, Ancient Indian and Greek philosophers defined music as tones ordered horizontally as melodies and vertically as harmonies. However, the twentieth century composer John Cage explained music as any form of noise- "There is no noise, but only sound". On the other hand, Musicologist Jean-Jacques Nattiez said that "The border between music and noise is always culturally defined, there is rarely a consensus on the definition between both. (James Pritchett, 2009)

In short, there is no single and intercultural universal concept defining on what music is. It highly depends on individuals based on their cultural background, education background, thinking, and so forth. Everyone has different perceptions towards music, some of the people might like music a lot but some of them might think that music is just a distraction.

Besides, there is no right or wrong way of defining the music; it is something huge and abstract.

2.2 Roles Assigned to Music in Advertising

“Music composed with the purpose of selling consumer goods and services make up a fair proportion of the songs, jingles, and melodies encountered by the public on a daily basis”.

We are exposed to tonnes of music that is crafted with the purpose of supporting sales every single day whenever we shops in the shopping malls and hypermarkets, listen to the radio, watch television and even when we surf the Internet. (Jantzen and Graakjaer, 2009)

2.2.1 Brand Differencing

According to a research done by Stewart and Furse (1986), they found out that the most important factor for building advertising recall and persuasion is to build a brand-differentiating message. On top of that, purchase intent was higher with advertisements that had music in it, and generally, subjects had more negative attitudes towards advertisements without music.

2.2.2 Influent the Consumers

According to the study by Stout and Leckenby (1988) on the relationship of emotional and cognitive viewer response to specific musical variables, they found out that music in advertisement can actually influence the information retrieved by consumers and also, the purchase intention of the consumers was higher with the advertisement with music in it.

2.2.3 Cognitive or Affective Advertisement

The effectiveness of music in an advertisement depends on whether the advertisement is to serve as cognitive or affective purpose. The target market and communication goal is also important to fit the advertisement with the music used. If the music was assigned to serve a dominant role where it will be noticed, be distinctive, and used in the foreground, it will more likely to be part of an affect-based advertisement. On the other hand, if the music was used in the background and less attention getting which is to carry a less dominant role, the advertisement will be more of cognitive-based (Alpert et al., 1991).

Since many advertisements have combination of both cognitive and affective components, with the degree of emphasis on one or another, the role of music might need to be relevant with this degree of emphasis in the advertisement. In a nutshell, the more important the role music has in an advertisement, the more affect-based the advertisement is likely to be, the less significant the role music has, the more cognitive-based the advertisement will be (Alpert et al., 1991).

There are few different viewpoints from different scholars where the viewpoint of Jantzen and Graakjaer (2009) is almost similar with Stewart and Furse's (1988) opinion. According to these scholars, music is used everywhere and it is extremely important in advertising. The two forms of music in advertisements which is jingle and background music are used in most of the mass electronic media and it actually playing the role which is to persuade the audiences, urge them to purchase or get more information about the product or brand advertised. It also differentiates brands with the competitors. Besides that, using music in mass electronic advertisements had already become a norm; people will feel weird and boring if there is advertisement that created without using any music.

However scholars Stout and Leckenby (1988) and Alpert et al. (1991) said that the role of music varied according to how the advertisers place it. Some music was used in the foreground and some was used in the background, and it is highly depends on the role that they are playing in an advertisement, whether it is important or not. There are two important roles of music in advertisement, which is to influence the information retrieved by the consumers or to affect the emotions of them.

2.3 Various Uses of Music in Advertising.

2.3.1 Entertain the Audiences

Music plays an important role to entertain the audiences; a good music can make an advertisement more lively and attractive and directly making it an effective piece of commercial. Good advertisements served to engage listeners' attention and render the advertisement less of an unwanted intrusion, the most straightforward way of achieving this is to create an appeal which is entertaining. The music need not necessarily manifest any special affinity with a particular product or service in order to play an effective and useful function. (David Huron, 1989).

2.3.2 Create Continuity

Music also employed in various structural roles and served as the function of continuity. It was always tied together with a sequence of visual images, narrative voice-over or a list of product appeals. The second structural function is the use of music to highlights the dramatic moments (David Huron, 1989).

2.3.3 Increase Memorability

Music is also important to increase the memorability of a product or the product's name. Consumers will normally choose those products which obtain some degree of recognition or familiarity, even if it's just the product's name. With the association of music along with the identity of certain product may helps to create product recall. Jingle is one of the most common and effective musical technique for aiding memorability of its products and brand. (David Huron, 1989)

2.3.4 Convey Message in a Non-Spoken Way

On top of that, vocal music enables the conveyance of verbal message in a non-spoken way. Mixture of speech and song provide advertisers with opportunities for both logical, factual appeals and emotive, poetic appeals. It is easy to recognize which passages of an ad copy are intended to be spoken and which passages are intended to be sung. Also, musical lyrics are useful as an authoritative frame. Statements which are sung elicit less critical reflection than spoken statements. (David Huron, 1989)

2.3.5 Targeting

Music is a great way for targeting according to David Huron (1989) as well; musical styles are always identified with various social and demographic groups. Therefore, it always assists in targeting a specific market. It also functioned as a socioeconomic identifier which is a device for addressing a specific audience.

2.3.6 Establish Authority

Closely related to the targeting function is the use of music to enhance an advertisement's credibility, to establish its authority. The so-called musical "hook" is just a species of jingle, oriented toward the achievement of the same purpose: increasing memorability and product recall. Through quotation, reference, or plagiarism, musical gestures such as riffs, instrumental timbres, rhythms, and so forth are used both to target audiences and to establish musical authority. (David Huron, 1989)

With music, it will be way easier to communicate. It is faster and more effective. Some of us hum tunes that come with advertisement. People always said that music able to appeal to our right brain and create resonance; and this resonance is important as it can stick the brand name in the mind of listeners. In advertisement, music primarily carries the entire message and meaning. It not only reinforce brand message and enhances brand recall for a product of an advertisement through an evoked image, but it may also evoke feelings, mood, emotions and even behaviors.

2.4 Ways of Using Music in Advertising.

2.4.1 Carry Verbal Message and Meaning

Music with lyrics can be use in advertisements to carry the advertisement's verbal message and meaning. It can provide an atmosphere, create an image, set a mood, and even influencing affect throughout the advertisement. (Judy I. Alpert and Mark I. Alpert, 1991)

2.4.2 Foreground Music

Music with lyrics that do not carry the advertisement's message directly was commonly used in the commercial nowadays as well. In these advertisements, the words are not about the product and it is not contributing to the mood or atmosphere, but the music is in the foreground throughout the advertisement, and is the primary form of communication. Besides that, there are advertisements which use only instrumental or electrical music without lyrics is in the foreground, there is almost no voice-over, and the verbal message is brief and in written form. (Judy I. Alpert and Mark I. Alpert, 1991)

2.4.3 "Elevator Music"

According to Judy I. Alpert and Mark I. Alpert (1991), in some of the advertisements, music is used only in the background, quietly and not distinctive generally, it resembles "elevator music", and the voice over continues throughout the advertisement. Besides, music can be used to emphasize a phrase as in a key brand attribute, or logo in an advertisement. The music background normally lasts for the duration of the phrase they wish to emphasize on. (Judy I. Alpert and Mark I. Alpert, 1991)

2.4.4 No Music

There are also advertisements that do not use music at all, in these advertisements, narrators will be fully utilize throughout the whole advertisement and this kind of advertisements are usually more formal. (Judy I. Alpert and Mark I. Alpert, 1991)

There is no right or wrong ways of using music in an advertisement. But the music used should always suit the whole advertisement, the product or the brand well in order to stay away from any misinterpretation. Sometimes, even just a simple piece of music can make an advertisement attractive and memorable.

2.5 The Effect of Emotional Responses to Music on Brand

Familiarity and liking of the music actually brings a great influence on the effectiveness of the music in advertising. Some consumers like the advertisement because the music used bring forth pleasant thoughts and associations, memories, and imagery to the particular consumer, or may be the consumer like the melody, rhythm and genre of the music and so forth. The singers or composers of the music may also bring great influence on affecting the liking of the music and directly affect the consumer behavior towards the product being advertised. However the preference of the music is perceived depends on the complex interaction of internal (biological) and external (social, cultural influences) factors which also affect when and how musical taste is developed (Alpert & Alpert, 1991).

According to Stout and Leckenby (1988), the information retrieved by consumers from the advertisements was highly related with the liking of the music used as well. If the consumer like the music used in the advertisement, they will definitely pay more attention when they exposed to the advertisement and they will surely able to retrieve more information from the advertisement (Alpert & Alpert, 1991).

Therefore, in my opinion, advertisers need to be careful in selecting an appropriate music that can gain more attention of their target market. Advertisers need to understand the target markets' demographic as well as the music they want to use in an advertisement well.

They can actually predict with some accuracy on their musical preference and taste of the target market with their demographic profile. Besides, they also need to study about the music that they planning to use in an advertisement, to make sure it is not against the music preference of the target market.

2.6 Elements of Brand Communication

Brand communication defined as the process of the interaction between a corporation and the marketplace. If the brand communication is delivered effectively, a company gets to express what it stands for and the special value proposition. Brand communication covers public relations, advertising, and even investor relations. Effective brand communication enables the company to achieve its business objectives (Byrum. K, 2010).

2.6.1 Three “C”

According to Sharon Lim (2010), there are three “C” to ensure a better brand communication. Music is closely related with three of them as it can be use to strengthen these three approaches.

First and foremost, the first “C”- clarity, can be fulfilled by a strong brand message which is clear, valid, and reliable about what it is and what it is not. By using suitable music, it will definitely help to improve and strengthen the clarity of an advertisement. For instance, music helps to highlight the important stuffs in the advertisement, repeat the important information in a rhythmic form, tells stories by using the music and so forth (Lim. S, 2010).

Next, consistency helps in building a better brand communication as well. It happens whereby then contents of brand communication are tailored for each medium. Music comes into picture as it was used in all the mass electronic advertising. By using the related or same

jingle and background music in all the advertisements of different mediums, it will directly bring out the consistency (Lim. S, 2010).

And lastly, constancy is also important when it comes to ensuring a better brand communication. Constancy is about repeating the same brand message frequently to ensure that these messages can be remembered, but not only be heard. By using unique and outstanding music, it helps the consumers to recall the advertisement and the brand better. Eventually, when everyone is familiar with the music, they will remember about the brand (Lim. S, 2010).

2.6.2 Link between Organization and Target Audience

Creating brand communications is an important step as it is crucial for bringing the target audience and organization together. There was a saying that “a brand is only a brand when it is communicated effectively”, it showed how important to ensure that everyone knows about the brand, not just the existing customers (Hunt. N, 2005).

A good company should always remember the three approaches by Sharon Lim (2010) as it is always useful to build a good brand communication. Clarity and consistency are important in order to make sure that the consumers do not misinterpret the advertising message whereas constancy is important to ensure that the target market is exposed more than once to the advertisement to create familiarity and also to make the consumers remember the brand well.

2.7 Impact of Music towards Consumers

2.7.1 Jingles Effectiveness

According to The Secret Weapon of Advertising, (n.d.), music and lyrics are 90 times more unforgettable than the spoken words; it is the main reason why a jingle has been an awfully effective tool in increasing advertising recall and also to get attention. Jingles even work when the consumers are not paying attention or doing something else, this is why people sometimes find themselves stuck with a stupid song in their head and walk around singing the song that stuck in their head.

“A good jingle will make unwilling listeners to remember your message” (The Secret Weapon of Advertising, n.d.). As consumers nowadays live in an over-communicated society where they are bombarded with thousands of advertisement per day, it is important for the advertisers, the marketers to be extra creative and savvy (The Secret Weapon of Advertising, n.d.).

In short, consumers can even receive your advertising message even when they are not paying attention if the advertisement is accompanied by nice and attractive jingle. By creating a nice jingle, it will be easier to get the consumers’ attention and make them remember the advertisement and the advertising message better.

2.7.2 Impact of Background Music

Some people might think that background music is distracting, and disturbed the process of receiving media message by the consumers. But the research by Olsen and Johnson (2002) stated that background music and lyrics can actually enhance awareness and attention to the advertisement and directly make the consumers to remember the advertisement’s message better, it was never observed to harm recall.

But music's ability to engage listener's attention highly depends on the type of music used. For instance, slow and soft music tend to have a lower attention-gaining value, whereas fast and loud music can be expected to achieve a higher level of attention. (Hecker, 1984) Attention getting music attracts attention to an advertisement and thereby enhanced message reception.

In my point of view, background music needs to be consistent with the product advertised and brand. For example, if the advertisers chose hard rock music to advertise the natural air freshener, the music will have distracting effect in the advertising context and it will even caused misinterpretation of the advertising message.

2.8 Theories

2.8.1 Selective Retention

According to Media Dictionary (2011), selective retention defined as the process whereby people remember only some of information but not everything they hear from the media. It is the ability to review all stimuli and thoughts and retain only useful information in the subconscious mind and this information can be retrieved as and when required by the mind. People tend to remember things that are meaningful and attractive to them.

When someone has set their mind on something, the mind power begins to act. It rejects all other work and focuses only on the set priority, absorbs all information and directs the thought only the subject. By such power of concentration they can realize their goals.

The power of concentration of the mind on the goal, gives a mental clarity on the detailed action plan and tasks that need to be carried out to reach the goal. If the music used

in an advertisement is attractive enough to catch the consumers' attention, they will definitely remember the advertisement, the brand and also the product being advertised better. However, retention varied accordingly to individual, some people prefer advertisement with soft music but some of them might find it boring. People manage their mood by selecting certain kind of entertainment to expose themselves to. That is why advertisers need to be really careful in selecting the right music to suit the target market and able to make them remember the advertisement well.

2.8.2 Selective Exposure

Selective exposure defined as the tendency to stay away from information or stuffs that is conflicting with individual's preferences, beliefs, and attitudes (University of Colorado, 2011). It is a process whereby consumers choose whether or not to make themselves available to media and message information. It is a selection of inputs which the consumers exposed their awareness (Mimi.hu, 2011).

People don't want to be told that they are wrong and they do not want their ideas to be challenged either. Therefore, they select different media outlets that agree with their opinions so they do not come in contact with this form of dissonance. Furthermore, these people will select the media sources that agree with their opinions and attitudes on different subjects and then only follow those programs.

One of the simplest examples of selective exposure is whereby consumers only pay attention on advertisement with music that do not against their cultural, belief, norms and interest. Some of them only pay attention to the different taste of music base on their age range. Take the example of an elderly people. An advertisement with oldies will tend to cause

higher retention of concentration compared to the current trend of music; taking the examples of techno, rap and rock. They tend to give more attention because they can relate to the music. Some of them tend to fancy groups like The Beatles as they grew up along side of the band.

On the other hand, younger generation might not like older music because they feel it is too slow and boring. They cannot feel any relation to the music as the world nowadays tends to move faster. Faster beat of music will grab their attention compared to old and slow music.

CHAPTER III

METHODOLOGY

This research is conducted in order to measure the effectiveness of music in advertising and how music could affects consumers' buying behavior. The advantages and disadvantages of music used in advertisements as well as how well people can remember the jingles in the advertisements were also part of the objectives.

3.1 Research Methods

In order to answer these research goals, quantitative and qualitative methods were fully utilized to testify various viewpoints of the respondent regarding the use of music in advertisement and its influences towards their buying behavior. Along with primary data, secondary sources in form of published articles, literatures and journals were used to support the survey result as well.

For the quantitative stage, fifty sets of survey questionnaire will be distributed to students of University Tunku Abdul Rahman and thirty sets will be given to students of Tunku Abdul Rahman College while the remaining twenty sets will be distributed to the young working adults in Kuala Lumpur. A total of one hundred respondents aged around eighteen to twenty-five were selected randomly to make up the sample because people of this age will tend to have stronger preference on certain genres of music. Another reason for this convenience sampling is because of the time and budget constrain. This survey was conducted in both online and offline which is fifty sets were done through face-to-face while another fifty sets were sent out and completed via Internet. Selected participants were asked

to answer a set of survey questionnaire. Data collected from this research instrument were then interpreted. This method is the most relevant instrument as it is more focused on the collection and analysis of numerical data and statistics in order to best estimate and measure the effectiveness.

To further strengthen the result of questionnaire, ten respondents with a stronger taste of music and able to represent the entire community of target market were selected for an in-depth interview. Respondents are students from Universiti Tunku Abdul Rahman with the age of eighteen to twenty-five as well. They were required to answer a total of ten questions and researcher showed them four videos of advertisements with background music, jingles and also advertisement without music before asking them questions. Some of the questions are based on the videos while some of them are open-ended questions in order to encourage them to give more opinions and to respond openly.

3.2 Questionnaire Design

3.2.1 Quantitative Research

For quantitative research, a set of questions had been structured with combination of few types of questions which is demographic, filter, specific, general and also questions with Likert scale. The Likert Scale is an ordered, one-dimensional scale from which respondents choose one option that best aligns with their view (Likert. R, 1932).

Filter questions are used to divide respondents into different categories based on their opinion and lead to more in-depth and open-ended questions. However Likert scale questions are questions which enquire the respondents to rank the statement from the scale of one to

five. Respondents were asked to write out the contact number of few famous corporate which came out with nice jingles in order to test the effectiveness of jingles in advertisement.

Generally, the questionnaire consists of both open-ended and close-ended questions. Majority of the questions will be close ended which the respondents were provided with limited options. This type of question is easier to calculate and tabulate, it provides uniformity and standardization as well. On the other hand, few open-ended questions were asked in order to provide the respondents with more freedom so that they will be able to give more in-depth answers and also to provide the researcher with good opinions.

The questionnaire was divided into three sections. For the first section, respondents were asked to provide their personal information like gender, race, age and also their monthly income in order to help the researcher to categorize the respondents. In section two, respondents will be asked their opinion regarding the music effectiveness in advertising and how much it affects them. And lastly, for section three, respondents will be given few brands from the same category to test whether they can remember the jingles of the brand. On top of that, two brand examples which used to advertise with jingles (to sing their contact number in rhythmic form) were used to check how much the respondents can remember their number, and directly showed how effective a jingle can be. Respondents were asked to answer a general question which asked them to give their opinion to build brand recognition and there were also few statements regarding music in advertising for the respondent to rank whether they agree or disagree with the statement in a scale of one to five.

All questions are designed carefully in order to fulfill the objective of this study. Each and every answer provided by the respondents was important to improve the reliability and accuracy of this study.

3.2.2 Qualitative Research

For qualitative stage, in-depth interview was performed in order to enrich and strengthen the findings and also to obtain qualitative data regarding on the effectiveness of music in advertising and how well it can affect the consumers' buying behavior.

Another set of questionnaire will be used along with four videos downloaded through Internet. Videos with nice and attractive background music and jingles as well as advertisement without music were used to test how much the respondents can recall the advertisement as well as the jingles. The respondents were asked to answer a set of questions which contains mostly open-ended questions in order to get more in-depth opinions and viewpoints of the respondents.

CHAPTER IV

FINDINGS AND ANALYSIS

4.1 Personal Information

Table 4.0

Number of respondents with their race and gender.

Race	Male	Female	Total
Chinese	41	49	90
Indian	6	2	8
Malay	1	1	2
Total	48	52	100

Table 4.0 shows the number of respondents of different races and genders. Most of the respondents are Chinese, which is 90% of the total respondents, because majority of students studying in University Tunku Abdul Rahman and Tunku Abdul Rahman College are Chinese. Followed by the Indian, 8% and the remaining 2% goes to Malay. Out of ninety Chinese respondents, there are forty-one male and forty-nine female respondents. However for Indian, there are six male and two female respondents, and for Malay, there is only one male and one female respondent were selected to complete the survey questionnaire.

Table 4.1

Age group of the respondents.

Age Group	Number of respondents
18-20	60
21-23	34
24-25	6

Survey questionnaire were distributed to one hundred respondents aged around eighteen to twenty-five. Researcher categorized the respondents into three different age groups which are eighteen to twenty, twenty-one to twenty-three, and also twenty-four to twenty-five. The highest percentage goes to respondents aged eighteen to twenty, which is 60%, followed by respondents aged twenty-one to twenty-three, 34% and the remaining 6% goes to the respondents age twenty-four to twenty-five. More than half of the respondents are in the age group of eighteen to twenty because questionnaires were distributed mostly to the students.

Table 4.2

Level of income or allowance of the respondents.

Monthly Income or allowance	Number of respondents
Less than RM500	74
RM500-RM1000	12
RM1001-RM2000	4
RM2001-RM3000	2
More than RM3001	8

According to Table 4.2, out of one hundred respondents, seventy-four of them have less than RM500 monthly allowance. Twelve of the respondents reported to have monthly allowance or income in the range of RM501 to RM1000 and another four students reported to have monthly allowance or income in the range of RM1001 to RM2000, because most of them are working part time jobs whilst studying. There are only two respondents that earn monthly income in the range of RM2001 to RM3000. Lastly, eight respondents reported to have steady monthly income of RM3001 and above as they are working fulltime.

4.2 What is the difference between advertisements with music and advertisements without music?

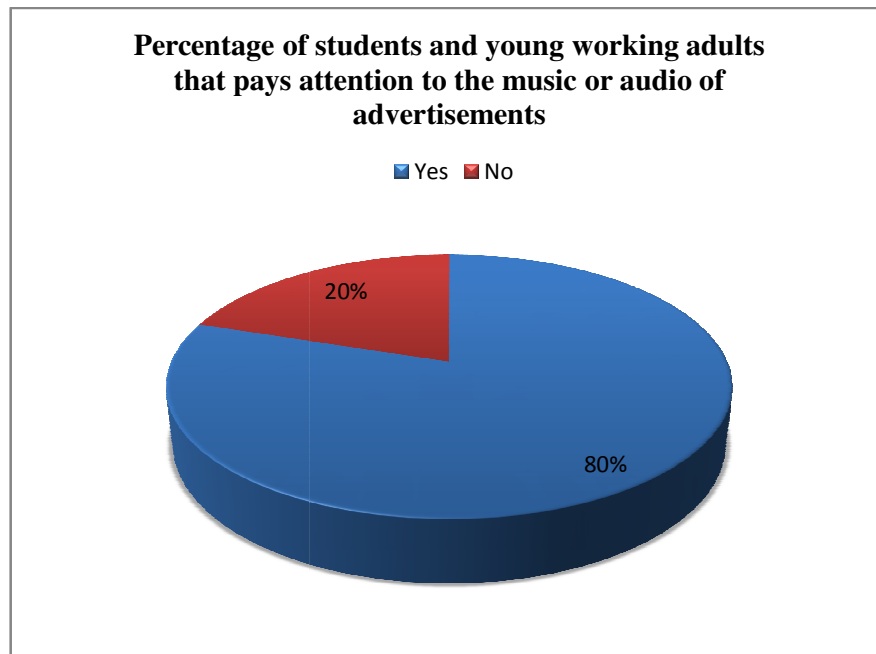


Figure 4.0 Percentage of students and young working adults that pays attention to the music or audio of advertisements.

Figure 4.0 shows the percentage of students and young working adults that pays attention to the music or audio of advertisements. Out of one hundred respondents, there is only 20% of them do not pay attention to the music or audio of the advertisements, mainly mass electronic media's advertisements. However, the remaining 80% of the respondents are paying attention to the music or audio or the advertisements they exposed to.

Reasons of why students and young working adults prefer advertisements with music.

According to most of the respondents which is students and young working adults, one of the main reason they prefer advertisements with music is because it is more interesting, attention getting, impressive, and easier to remember. On top of that, some of the respondents think that advertisements with music create passion, set the mood, and even help to convey message better. Some of them prefer advertisements with music plainly just because they like music and they think that everything in their life should relate with music.

Table 4.3

Perception towards advertisements with music.

Perception towards advertisements with music	Number of respondents
Interesting	66
Easy to be recognized	50
Boring	4
Annoying	4
Relaxing	42
Others	1

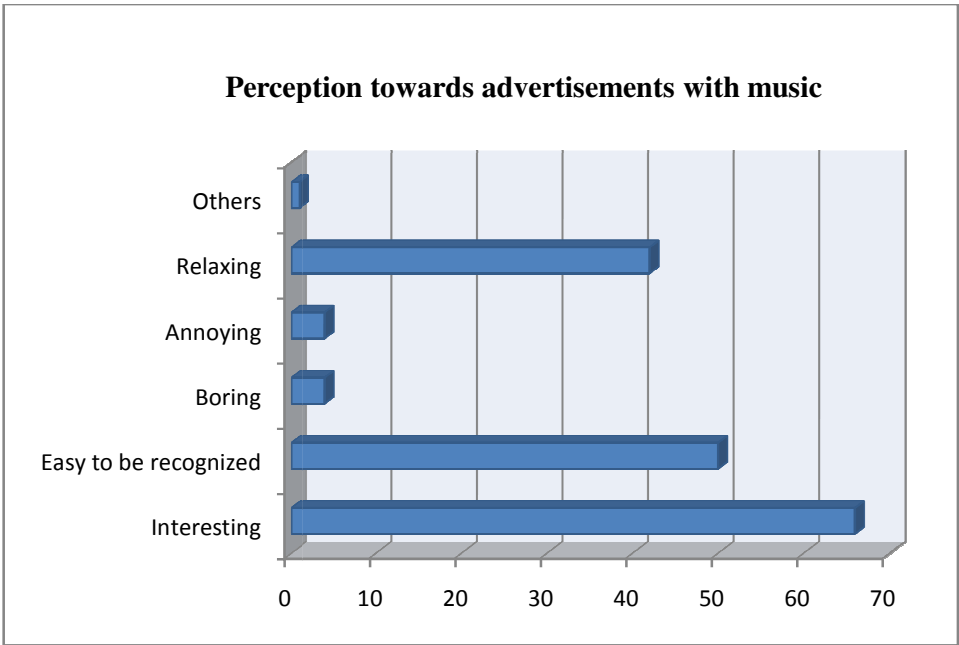


Figure 4.1 Perception towards advertisements with music.

Base on the result shown above, sixty-six respondents think that advertisements will become more interesting with the help of music; forty-two respondents think that it is more relaxing and fifty respondents think that it is way easier to be recognized with the help of background music and jingles. Out of one hundred respondents, only four of them think that advertisements with music are boring and another four respondents think that advertisements with music are quite annoying. One of the respondent said that it is depends on the type of music used in the advertisement, some of the music might be distractive and some of them might be attractive.

4.3 How does music influence consumers' attitude or buying behavior?

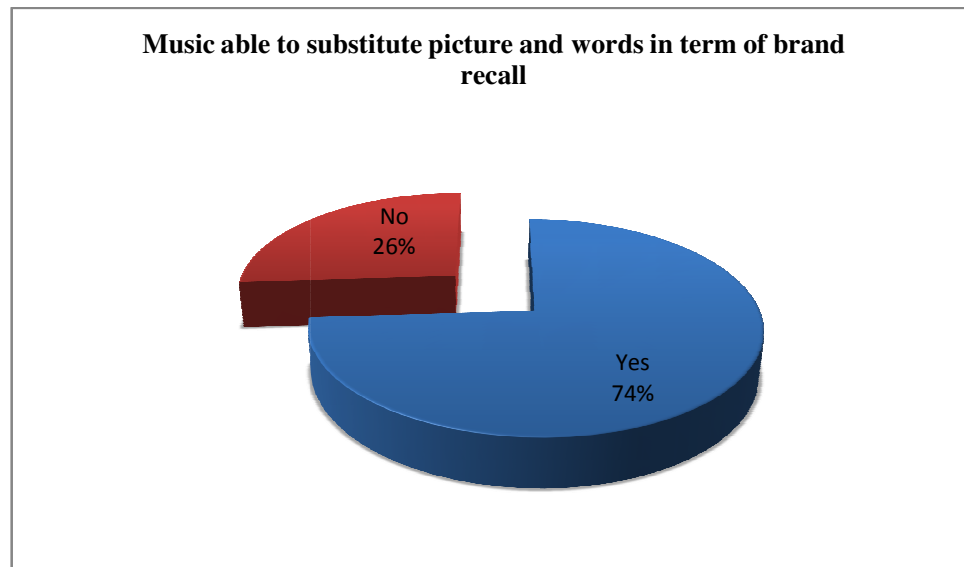


Figure 4.2 Music able to substitute picture and words in term of brand recall

As shown in Figure 4.2, 74% of the students and young working adults agree that music is able to substitute picture and words in term if brand recall. According to them, music able to tell stories and help in conveying message to the audiences. Appropriate use of music will helps the consumers remember the advertisements and the brand better. On the other hand, the remaining 26% do not agree with the statement above.

Table 4.4

Reaction of students and young working adults after exposed to advertisement with music.

Reaction after exposed to an advertisement	Number of respondents
Purchase the product	12
Seek for more information about the product	46
Talk about the product with other friends	50
Try the product by visiting the nearest outlet	14
Ignore it	6

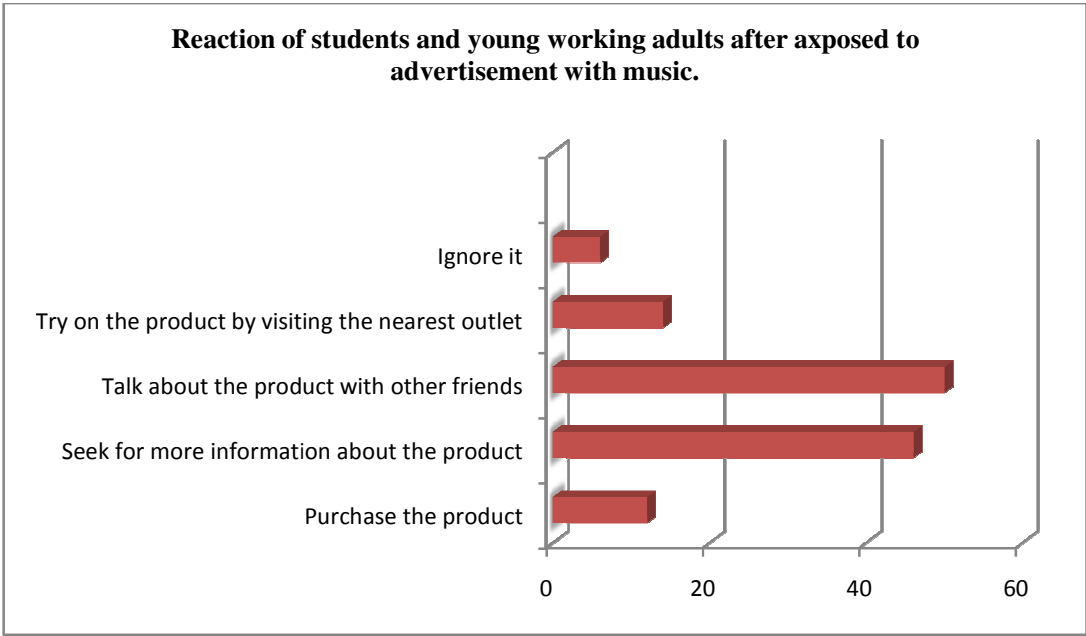


Figure 4.3 Reaction of students and young working adults after exposed to advertisement with music.

With the help of music in advertisements, it can actually create great effects on influencing the students and young working adults' buying behavior. Twelve of the respondents will purchase the product and forty-six of them will seek for more information about the product, fifty of them will talk about the product with other friends and fourteen of them will try on the product by visiting the nearest outlet after being exposed with advertisement with music of the product or brand. On the other hand, six of the respondents will choose to ignore the advertisement even though it comes with nice and attractive music.

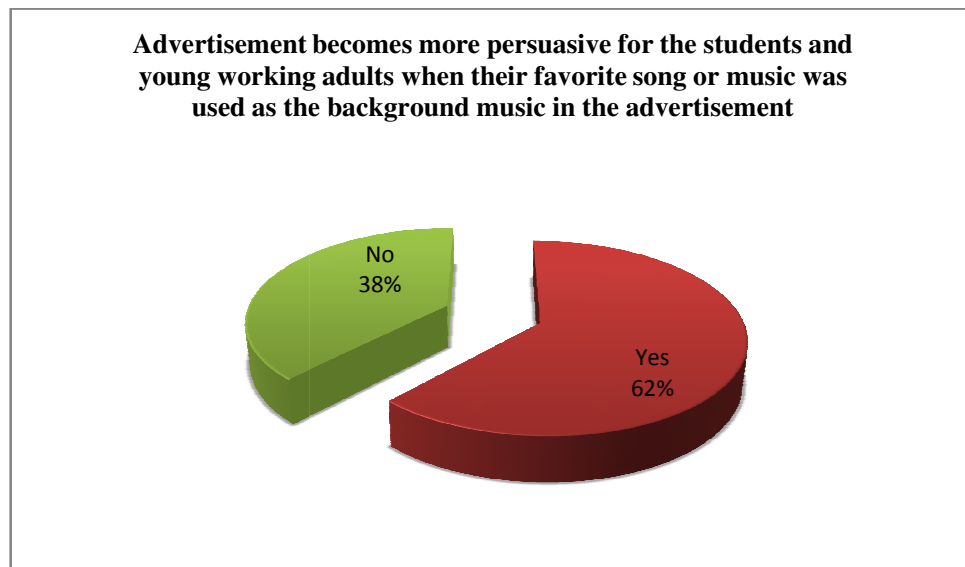


Figure 4.4 Advertisement becomes more persuasive for the students and young working adults when their favorite song or music was used as the background music in the advertisement.

According to 62% of the respondents, when their favorite song or music was used as the background music of an advertisement, it will be more persuasive for them and they will definitely pay more attention to the advertisement. According to some of them, they will just ignore advertisements that used music or song that they are not familiar with. When the advertisements used music or songs they like, they will directly think that the product is nice

and associates with them as well. However the remaining 38% said that it makes no difference eventhough their favorite music was being used as the background music of the advertisement. According to some of them, music and product or brand advertised are different and not related, even if the music is nice, it does not mean that the product is good.

4.4 How does music helps to build brand recognition?

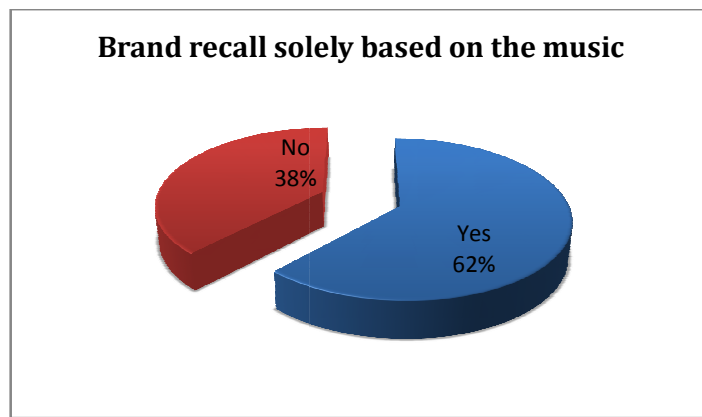


Figure 4.5 Brand recall solely based on the music

This question is created in order to investigate the credibility of the statement that says that music helps to build brand recognition. Respondents were asked whether they can recall a brand by just listening to the music used in an advertisement. According to more than half of the students and young working adults, they can recall the brand by just listening to the music. However the remaining 38% do not agree with it.

Table 4.5

The ability to recall of students and young working adults on the jingle or music of the brand.

Brand	Yes	No
McDonald	86	14
The Chicken Rice Shop	62	38
Pizza Hut	86	14
KFC	60	40

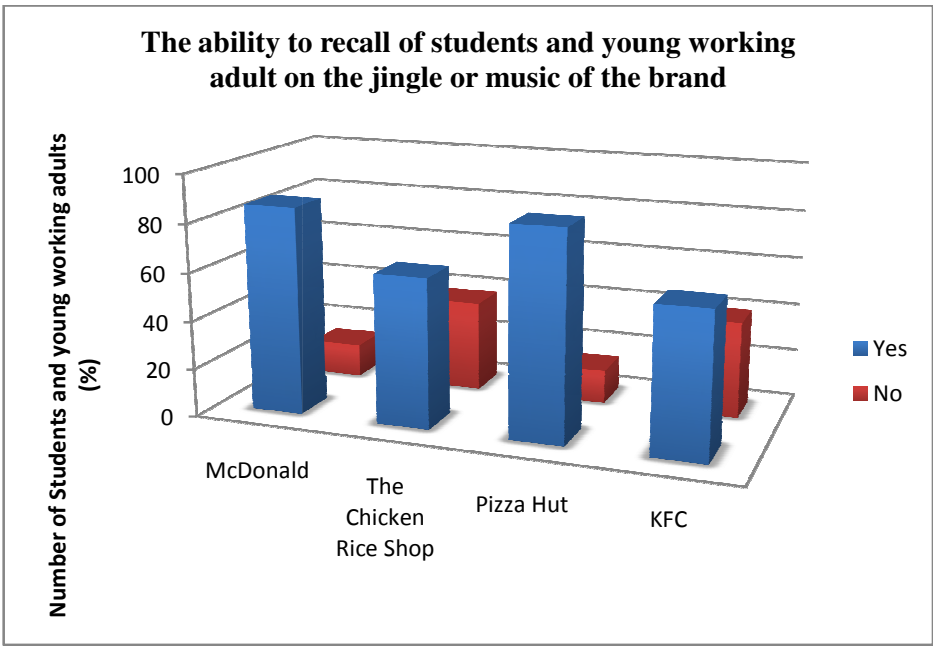


Figure 4.6 The ability to recall of students and young working adult on the jingle or music of the brand.

Few brands with nice jingles and background music are used to investigate how much the music helps in fulfilling the role of making the respondents remember the advertising message and the brand better. As presented, eighty-six respondents able to recall on the

background music or jingle of McDonald and fourteen of them could not recall them. For Chicken Rice Shop, there are sixty-two respondents that able to recall its background music or jingle and thirty-eight of them could not recall them. For Pizza Hut, there are eighty-six of them able to recall on the music and only fourteen of them could not recall them. Finally for KFC, the number of students and young working adults that able to recall the jingle or background music with the respondents that could not recall them are divided equally to 60% and 40%, which is 60% for those who could recall and 40% for those who could not recall them.

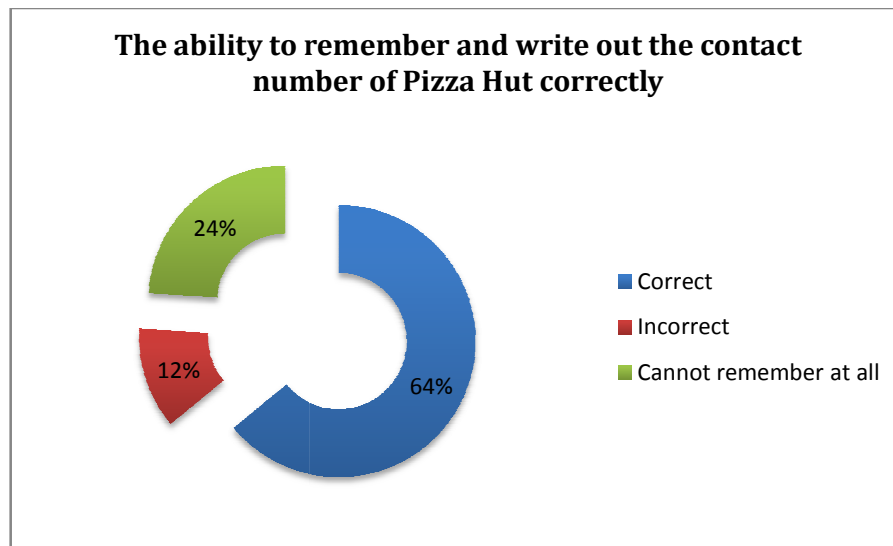


Figure 4.7 Students and young working adults' ability to remember and write out the contact number of Pizza Hut correctly.

Pizza Hut was chose as a brand example to further investigate how well music can make the audiences remember the advertising message better. Respondents were asked to write out the contact number of Pizza Hut as it used to advertise with jingle, which is to sing their contact number in a rhythmic form. 64% of the students and young working adults able to write out the exact contact number of Pizza Hut and 12% of them wrote the contact number incorrectly,

some of them could not remember the number exactly, but they could still hum out the rhythm of the jingle. However the remaining 24% of the respondents could not remember the number at all.

Table 4.6

Reaction of the students and young working adults after exposed to Pizza Hut's advertisement.

Reaction after exposed to the advertisement	Number of respondents
Purchase the product	10
Seek for more information about the product	22
Talk about the product with other friends	30
Try the product by visiting the nearest outlet	26
Ignore it	14

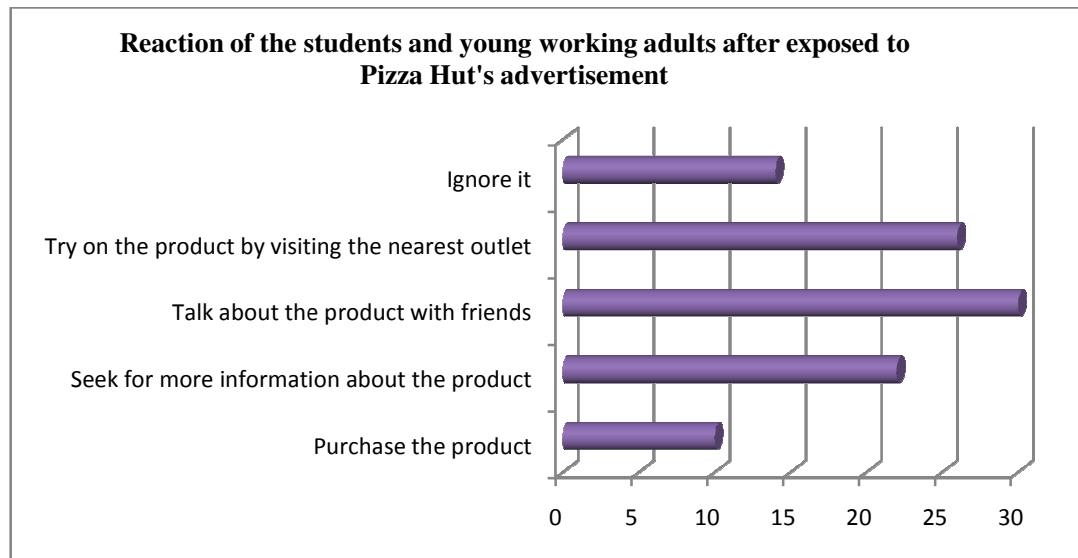


Figure 4.8 Reaction of the students and young working adults after exposed to Pizza Hut's advertisement.

This question was created in order to find out how well the Pizza Hut advertisement affects the students and young working adults. As shown in the bar chart above, ten of the respondents will directly purchase the product after exposed to their advertisement, they think that Pizza Hut advertisement is nice and it able to urge them to do so. Twenty-two of them will seek for more information about the product and thirty of them will talk about the product with friends. On top of that, twenty-six respondents will try on the product by visiting the nearest outlet as well. Only fourteen of the respondents will ignore the advertisement eventhough they think that the advertisement and music used is nice and attractive.

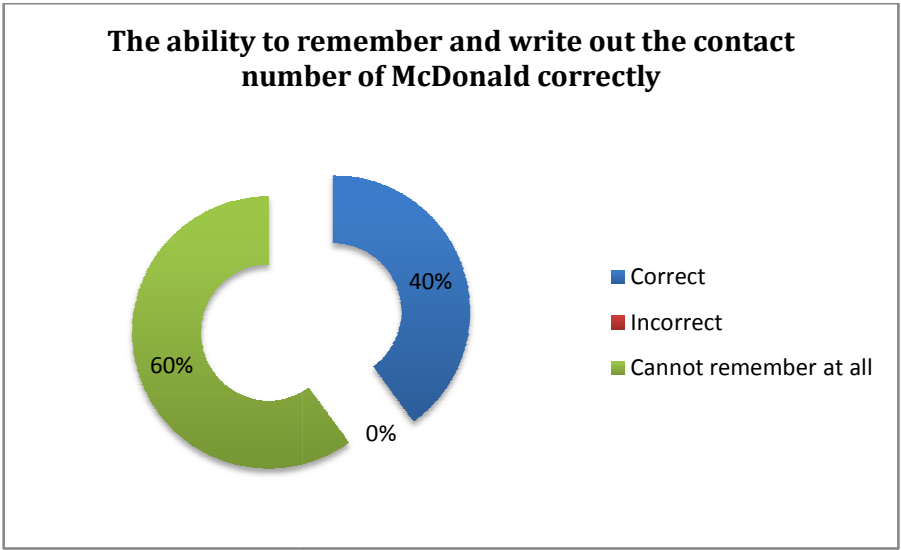


Figure 4.9 The ability to remember and write out the contact number of McDonald correctly.

In order to strengthen the prove that music really helps in attracting and delivering a message better, McDonald was used as another brand example to test how well the respondents can remember the jingle. Students and young working adults were asked to write out the

McDonald contact number as McDonald also came out with jingle that sings their contact number in rhythmic form as well. 60% of the respondents able to write out McDonald’s contact number correctly whereas 40% of them could not even remember the contact number of McDonald at all.

Table 4.7

Reaction of the students and young working adults after exposed to McDonald’s advertisement.

Reaction after exposed to the advertisement	Number of respondents
Purchase the product	8
Seek for more information about the product	14
Talk about the product with other friends	16
Try the product by visiting the nearest outlet	14
Ignore it	8

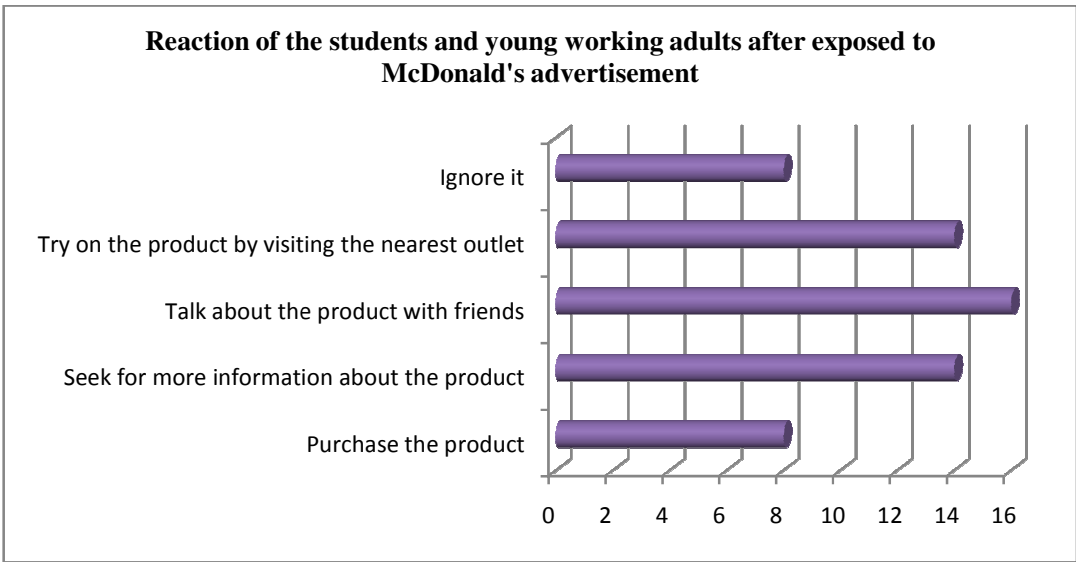


Figure 4.10 Reaction of the students and young working adults after exposed to McDonald’s advertisement.

Similar with what had asked earlier, respondents were asked about how well McDonald advertisement affects them and what is their reactions after exposed to McDonald's advertisement. According to eight of the respondents, they will purchase the products after expose to the advertisement. Fourteen of them will seek for more information about the product, sixteen of them will talk about the product with friends and fourteen of them will try on the product by visiting the nearest outlet. However, there are eight respondents do not think that McDonald's advertisement will affect them and they will ignore it after they exposed to it.

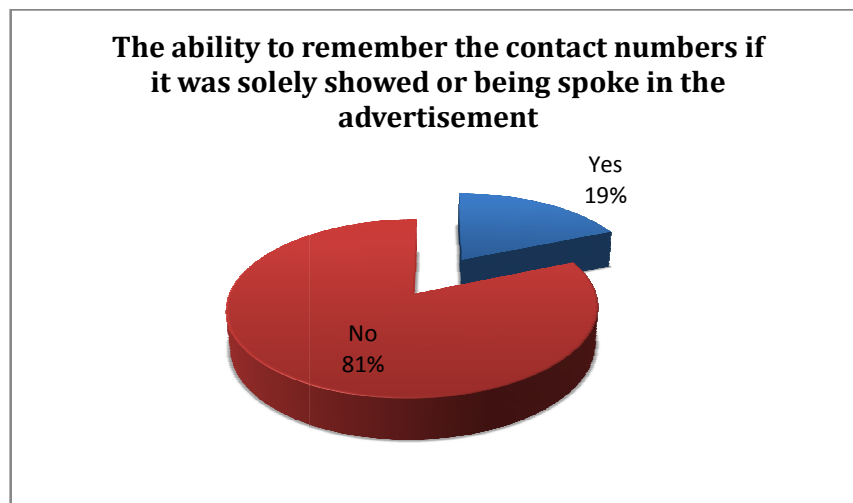


Figure 4.11 The ability to remember the contact numbers if it was solely showed or being spoke in the advertisement.

Evidently, the result gotten from Figure 4.11 supported the fact that music really helps to make advertisement more memorable, attractive and also deliver advertising messages better. This question was created in order to further investigate whether respondents remember the contact numbers of the brands asked earlier solely just because the advertisers came out with nice jingles that sing their contact numbers in rhythmic form or they can actually remember their contact numbers no matter what way the advertisers chose to inform them about their

contact numbers. Only seventy-eight respondents were answering this question as only those who can remember both Pizza Hut and McDonald's contact numbers or either one of them were asked to answer this question. Sixty-four respondents, which is 81% of the respondents agreed that the jingles effectively inform and enable them to remember the brands' contact numbers better. However fourteen of them think that they can remember their contact numbers well no matter how the advertisers chose to inform them about it.

Best approach to build brand recognition

According to most of the respondents, the best approach to build brand recognition is by creating nice and memorable music that suits the product and the brand well. Besides, some of them think that it will be way easier to recognize a brand if the brand have nice and significant logo. According to one of the respondent, a brand should comes out with unique and outstanding symbol so that it can stands out among the competitors and makes the consumer remember them better. Next, by putting more efforts on creating nice campaigns and promotions, a brand can gains brand recognition as well according to some of the students and young working adults. One of the student even suggested that a brand should adopt famous celebrities as the ambassador in order to create a better brand recognition. In short, most of the respondents think that advertisers should put more efforts in creating an attention getting and memorable advertisements to create better brand recognition. In order to achieve this, the advertisements should always accompany by nice music, unique storyline, along with good ideas that suit the product or the brand well.

Table 4.8

Ranking of different statements based on music in advertising

Statements	1	2	3	4	5
Advertisement without music is weird	18%	8%	26%	18%	30%
Jingles help to gain brand recall	10%	10%	18%	22%	40%
Background music helps to make the advertisement more attractive	14%	6%	20%	22%	38%
Music is the most important element in an advertisement	18%	16%	26%	22%	18%
Music is distractive in advertisements	36%	20%	26%	12%	6%
Music helps to deliver a message better in advertisement	14%	14%	16%	22%	34%

(1- Strongly disagree; 5- Strongly agree)

Based in the result shown above, 30% of the students and young working adults strongly agree that advertisement without music is weird. Since most of the mass electronic advertisements came with music, it actually turns into a norm and makes advertisements without music weird and unattractive. Many of them do agree that jingles playing an important role in creating brand recall. Besides, 38% of the respondents strongly agree that background music helps to make the advertisement more attractive. When jingles and background music become so effective in all the mass electronic advertisements, students and young working adults tend to remember and understand the advertising message better. It can be proof in the result of the sixth statement as 34% of the respondents strongly agree that music helps to deliver advertising message better. The respondents is neutral about the forth statement- music is the most important element in an advertisement. Some of them think that music is important but there are few others elements that are more important than it like the storyline, models, images, and so forth. Lastly, 36% respondents strongly disagree that music is distractive in advertisements.

IN-DEPTH INTERVIEW ANALYSIS

In depth interview was conducted in order to strengthen the results tabulated from the questionnaire. A total of ten random respondents were selected for this research. Each of them will be asked ten different questions, mostly open-ended questions. Four video were shown before they answering the questions and some of the questions were based on the video. The first video is McDonald's advertisement that came with jingle and background music, the second advertisement is from Pizza Hut and there is also jingle and background music in the advertisement. The third video is KFC's advertisements with nice background music and the last video is from Jerky Treats Dog Snacks which do not use any jingle and background music in the whole advertisement.

4.5 In-depth Interview Questions

4.5.1 Did the students notice any differences between the first, second and third advertisement with the forth advertisement?

This question was asked to investigate whether the respondents notice any difference between advertisement with music and advertisement without music. All respondents noticed that there are differences between these advertisements and one of the biggest difference is that the last advertisement do not use any jingle and background music, just plainly used narration in the whole advertisement and some of the respondents cannot even understand the message that the forth advertisement trying to convey.

4.5.2 Did the respondents able to write out the contact numbers of McDonald and Pizza Hut correctly after they watched their advertisements?

This question was asked in order to find out how well the jingles able to make the audiences remember the advertising message better. Respondents were asked to write out the contact numbers of both McDonald and Pizza Hut as they used to advertise with jingles that sing their contact number in rhythmic form. All respondents able to write out the contact number of McDonald and Pizza Hut correctly.

4.5.3 Can the respondents still able to write out the contact numbers of both McDonald and Pizza Hut if the commercials did not included any jingle, but just solely showed the contact numbers or the contact numbers being spoken in the advertisement?

In order to strengthen the fact that jingles help in conveying advertising message better, this question was asked. According to all the respondents, they would not able to write out the contact numbers of both Pizza Hut and McDonald if it was just solely showed or being spoken in the advertisements.

4.5.4 How do the respondents perceive advertisements with jingles?

According to most of the respondents, advertisements with jingles are definitely more attractive than advertisement without any jingles. By using jingles, they can remember the advertising message better and it enable the brand to stand out among the competitors. According to some of the respondents, advertisements with jingles always sound cheerful, entertaining, and relaxing, yet it effectively gets the message through.

4.5.5 What are the motives or intentions behind the use of jingles in the respondents' point of view?

According to most of the respondents, the motives or intentions behind the use of jingles in the advertisements is to make the audiences remember the advertising message better. Most of the respondents think that jingles effectively created better brand recall and also brand recognition. It makes them recognize and familiar with the brands when they are able to remember their jingle.

4.5.6 What the respondents think about the fourth advertisement which does not use any background music and jingle?

All respondents think that the fourth advertisement which came without any background music and jingle is boring and unattractive. Some of the respondents think that this advertisement is not able to deliver the message through as they do not understand what it is trying to convey. According to one of the respondents, this advertisement is weird and she will choose to ignore it because it is not attractive at all.

4.5.7 Between the third advertisement and the fourth advertisement, which one do the respondents prefer?

All respondents prefer the third advertisement more, which is the KFC advertisement that came with nice background music. Most of the respondents prefer this advertisement more because it also came with catchy music and nice storyline that suits the brand well. Two of

the respondents prefer this advertisement more because it came with nice background music that makes them feel very comfortable.

4.5.8 Did the respondents ever see advertisement without music?

This question was asked to investigate how well the respondents are able to remember advertisements that came without music. Respondents were asked whether they ever exposed to any advertisement that came without jingle and background music. Most of the respondents said that they cannot remember whether they ever exposed to advertisement like this and some of them said that they never see any advertisement that used only narration and no music at all.

4.5.9 Which elements in advertisement are more important?

Respondents were given three elements of advertisements and asked to rate the importance of each element. For the first element, which is the storyline of the advertisement, most of the respondents think that it is very important to decide the attractiveness of an advertisement. Next, most of the respondents think that music is also important in advertisements as effective use of music helps in every aspect of an advertisement. Lastly, for the third element, which is the model used in the advertisement, half of the respondents think that they are neutral about it where the remaining half of them think that it is not important.

4.5.10 In reference to the previous questions, why would the respondents ranked this way?

Most of the respondents think that models are not important as looks does not attract as much as storyline and music. Storyline is important as it was always the main way of delivering the message to the audiences; it decides how attractive an advertisement can be and how well the advertising message gets through. Music is important as it able to enhance the whole feeling of the advertisement. According to them, appropriate use of music can even helps in conveying the message and makes the consumers remember the advertisement better. On top of that, one of the respondent said that it is highly depends on the objectives and the type of product being advertised. Some of the brand does not come out with nice storyline but it can still deliver the message to the consumers effectively.

CHAPTER V

DISCUSSION AND CONCLUSION

5.1 The Difference between Advertisement with Music and Advertisement without Music.

5.1.1 Attention getting.

Advertisements with background music and jingles are always more attention getting than advertisements without any music. It helps to attract the audiences and make them remember the advertising message better.

This was supported by the result shown in Figure 4.0 as most of the respondents were actually paying attention to the music and audio of the advertisements. According to them, one of the main reason they prefer advertisement with music is because it attracts them and even helps to get the advertising message through. It was further supported by the result gotten from the in-depth interview as well. As shown in 4.5.1, when respondents were showed few advertisements with nice jingles and background music with one advertisement without using any music, they immediately able to differentiate them and they think that advertisement without music is weird and boring.

Advertisement without music were found weird as almost all and every mass electronic media advertisements came with nice music as one of the important element to attract the consumers nowadays. Advertisements without music will definitely more boring compared to advertisements with music as consumers love advertisements that came with both visual and sound attraction. It can be further supported by Table 4.8 as 30% of the respondents strongly agree on the statement that an advertisement without music is weird.

5.1.2 Mood setter and story teller.

Music in advertising carried a crucial role which is to set the mood of the whole advertisement. It also used to tell and enhance the story of the advertisement. For instance, comfortable and cheerful music was used in fast food advertisement which trying to deliver the message of the importance of family reunion. Slow and sad music was being used in fitness center music which showed how bad it is to be fat.

According to most of the respondents of the survey done, they agreed that music is important in setting the mood and telling story as well. Some of the respondents even think that advertisements without music cannot get the advertising message through and they could not understand what the advertisement trying to convey. It can be proved in Figure 4.2.

This can also be proves by the research done by scholar David Huron (1989) as well. According to him, vocal music enables the conveyance of verbal message in a non-spoken way. One of the biggest example of vocal music that effectively deliver the message through is Pizza Hut's advertisement where most of the respondents able to write out their contact number correctly as they used to advertise with jingles that sing their contact number in rhythmic form.

Next, according to Judy I. Alpert and Mark I. Alpert, (1991), music with lyrics can be used in advertisements to carry the advertisement's verbal message and meaning. It can provide an atmosphere, create an image, set a mood, and even influencing affect throughout the advertisement. It strengthens the fact that music really helps as a mood setter and story teller in an advertisement.

5.2 The Way Music Influences Consumers' Attitude and Buying Behavior.

5.2.1 Persuasive

Music helps to persuade the consumer to get further information about the product or even to purchase the product.

This statement was supported by the result shown in the Table 4.4 and Figure 4.3 as well, when the respondents were asked about their reaction after exposed to advertisement with music. About half of the respondents will seek for more information about the product and also talk about the product with friends. Some of them even agreed that advertisement with music able to urge them to purchase the product. It would be more persuasive if their favorite song or music was used in the advertisement.

It can be further supported by the research done by Stewart and Furse (1986) as they found out that purchase intent was higher with advertisements that had music in it and consumers will tend to have more negative attitudes towards advertisements without music.

On top of that, according to the study by Stout and Leckenby (1988), they also found out that music in advertisement can influence the purchase intention of the consumers. The purchase intention was always higher with the advertisement with music in it.

5.2.2 Targeting

Music was used to target on the right consumer. One of the main concerns when considering music to be used in an advertisement is the target market's music preference. By using the right music that is consistence with their music taste, it can effectively affects on the attitude and buying behavior of the target market.

This can be supported by the result shown in Figure 4.4 when more than half of the respondents will just ignore advertisements that used music or song that they are not familiar with. When the advertisements used music or songs they like, they will directly think that the product is nice and associates with them as well.

On top of that, it was also supported by a research done by David Huron (1989), according to him, musical styles are always identified with various social and demographic groups and that is why, music always assists in targeting a specific market. It also functioned as a socioeconomic identifier which is a device for addressing a specific audience.

5.3 The Way Music Helps to build Brand Recognition.

5.3.1 Music builds brand recall and creates familiarity with a brand.

By using attractive background music and jingles in the advertisement, it can actually help to create familiarity. Some people will directly recognize a brand when they listen to the jingle of it. Consistent use of music in the advertisements of the same brand and frequent exposure to the same advertisement by the consumers can make them remember the advertisement, the product, and also the brand well. By fulfilling these criteria, it would definitely influence the attitudes and buying behavior of the consumers.

This can also be further supported by the result shown in Figure 4.5. More than half of the students and young working adults said that they can recall the brand by just listening to the music.

Furthermore, according to David Huron, (1989), with the association of music along with the identity of certain product may helps to create product recall and consumers will normally choose those products that obtained some degree of familiarity to them. This can be

used as a evidence to further support that music does help in creating familiarity with a brand and also important to build brand recall.

5.3.2 Memorability

Consumers can remember advertising message better with the help of music in the advertisement. Advertisers can convey the advertising message in a creative way by using music. The advertising message can even stay in the consumers' mind without their knowledge.

This can be proved when the respondents were asked to write out the contact numbers of Pizza Hut and McDonald that used to advertised with jingles which creatively sang their contact numbers out in rhythmic form in the in-depth interview. According to 4.5.2, more than half of them able to write out the contact number of Pizza Hut correctly when 40% of them able to write out McDonald's contact number correctly. When they were asked whether they can still remember the contact numbers of these brands if their contact numbers just solely showed or being spoken in the advertisement, almost everyone said that they will not remember. This can be proved in 4.5.3 as well.

5.3.3 Great way to replace picture and words.

Music is a great tool to replace words and picture when it comes to advertising. It can even functions better than them and make the consumers recognize the brand better

This can be supported by the result of the survey questionnaire as well. As shown in Figure 4.2, when respondents were asked whether music able to substitute words and picture in term of brand recall. More than half of them agreed that music can replace picture and words and it is also a great tool to tell stories and help in conveying message to the audiences.

According to them, appropriate use of music will help the consumers remember the advertisements and the brand better.

Moreover, according to David Huron (1989), it will be way easier to be understood and recognized when a copy is being sung. It can be further supported by a study of Judy I. Alpert and Mark I. Alpert (1991) as well, they found out that music with lyrics was used in advertisements to carry the advertisement's verbal message and meaning as it can provide an atmosphere, create an image, set a mood, and even influencing affect throughout the advertisement.

5.4 Summary & Conclusion

The results obtained from this study are consistent with the researcher's assumptions and expectation. There are many studies about music in advertising that have been carried out in the previous time, examining on the same or different aspects of it. The results gotten from all the researches and studies were always positive and proved that music is playing a crucial role in advertising.

In answering the research question of "The difference between advertisement with music and advertisement without music", most of the respondents of in-depth interview provided very in-depth answer. Everyone can easily differentiate advertisement with music and advertisement without music. The perceptions towards advertisement with music are interesting, easy to be recognized and relaxing.

For the investigation on "The way music influences consumers' attitude and buying behavior", this study showed that music in advertising is able to urge the consumers to seek for more information on the product and talk about the product with other friends.

Finally, for the research question of “The way music helps to build brand recognition”, this study showed that jingle can effectively deliver the advertising message to the consumers. It is powerful enough to make consumers remember the advertising message even when they are not paying attention

In a nutshell, it is safe to say that music is playing many different roles in different advertisement, and it affects a lot on the consumers’ buying behavior.

5.5 Limitations and Suggestions

There are few problems and limitation existed during the completion of this thesis. One of the main limitations of this study is the research might not be able to generalize the whole student and young working adult populations in Malaysia, it is hard to reveal accurate result as only few random students and young working adult from Kuala Lumpur were selected to be the sample due to limited time and budget.

The questionnaire is considered as self-reporting form and might have the risk of respondents lied or provided answers without thoroughly understand the questions. Besides, this result can have better results if the samples chosen cover a wider area instead of being done in Kampar. There is only few respondents are working adults in Kuala Lumpur

Lastly, this research should be done with few other research methods like focus group or case study in order to get more accurate answer. Not only that, researcher should hold an in-depth interview with experienced people from the advertising industry to get a more precise answer on the reason behind the use of music in advertising and also how much it can affects on the consumers.

REFERENCES

- A Brief History of Music . (2009, August 7). *Live Music Archive*. Retrieved from <http://live-music-archive.com/a-brief-history-of-music-2/>
- A (very) Brief History of Music. (2011). *WoznyMusic*. Retrieved from <http://www.woznymusic.com/histryof.htm>
- Active Audience Theory . (2008, April 19). *Mass Media 101* . Retrieved from <http://www.mordantbelle.com/?p=22>
- Anderson, A. (2008, March 28). The importance of music in our lives. *Journal of Musics*. Retrieved from <http://www.helium.com/items/1060277-the-importance-of-music-in-our-lives>
- Alpert, J. I., & Alpert, M. I. (1991). Contributions From A Musical Perspective On Advertising And Consumer Behavior. *Advances in Consumer Research*, 18, 232-238 . Retrieved from <http://www.acrwebsite.org/volumes/display.asp?id=7166>
- Alpert, J. L., St. Edwards University., & Alpert, M. I., The University of Texas at Austin. (1989). Background Music As An Influence In Consumer Mood And Advertising Responses. *Advances in Consumer Research* , 16, 485-491 . Retrieved from <http://www.acrwebsite.org/volumes/display.asp?id=6949>
- Baez, J. (2002). Importance of Music [Special section]. *The Art of Perfect Music*. Retrieved from <http://www.directessays.com/viewpaper/85771.html>
- Brown, S. (n.d.). History of Music. *Oracle Think Quest*. Retrieved from <http://library.thinkquest.org/C0130641/HISTORY%20OF%20MUSIC.htm>
- Brown, S., & Volgsten, U. (2006). On The Social Uses And Social Control of Music. *Music and manipulation*. Retrieved from <http://www.berghahnbooks.com>

Bryrum, K. (2010, August 11). Advertising Brand Messages . *Corporate Brand Communication* .

Retrieved from

http://www.ehow.com/facts_6835496_corporate-brandcommunication.html#ixzz1CcXkIoCV

Caldwell, C., University of Strathclyde, Scotland., & Hibbert, S. A., University of Strathclyde, Scotland. (1999). Play That One Again: The Effect of Music Tempo On Consumer Behaviour In A Restaurant. *European Advances in Consumer Research*, 4, 58-62 .

Retrieved from

<http://www.acrwebsite.org/volumes/display.asp?id=11116>

Donnell, L. O. (1999). Music and the Brain . *Music Power*. Retrieved from

<http://www.cerebromente.org.br/n15/mente/musica.html>

Durant, J. (2007, December 31). The importance of music in our lives. *Journal of Musics*.

Retrieved from

<http://www.helium.com/items/768214-the-importance-of-music-in-our-lives>

Estrella, E. (2011). Introduction to Music Education . *Music History 101*. Retrieved from

<http://musiced.about.com/od/beginnersguide/a/intro.htm>

Galindo, G. (2003, November). The Importance of Music in Our Society . *Compositional Philosophy* . Retrieved from

<http://www.gilbertgalindo.com/importanceofmusic.htm>

Gorn, G. J. (1982). The Effect of Music In Advertising On Choice Behavior: A Classical Conditioning Approach. *Journal of Marketing*, 46(1), 94-101 . Retrieved from

<http://www.jstor.org/stable/1251163>

How Music Effects People . (2011). *Journal of Sports*. Retrieved from

<http://www.oppapers.com/essays/Music-Effects-People/126650?topic>

Hunt, N. (2005, April 2). The basics of employer brand reputation. *Management Issues*.

Retrieved from

<http://www.management-issues.com/2006/5/25/opinion/the-basics-of-employer-brand-reputation.asp>

- Huron, D. (n.d.). An Analytic Paradigm . *Music in Advertising*, 557. Retrieved from <http://mq.oxfordjournals.org/content/73/4/557.extract>
- Huron, D. (1989). An Analytic Paradigm . *Music in Advertising*, 73(4), 557-574. Retrieved from <http://www.musiccog.ohiostate.edu/huron/publications/huron.advertising.text.html>
- Kelaris, J. J., Anthony, C. D., & Dena, C. (1993, October 1). The Effect of Background Music On Advertising Processing: A Contingency Explanation. . *Journal of Marketing*. Retrieved from <http://business.highbeam.com/138375/article-1G1-14522964/effect-background-music-ad-processing-contingency-explanation>
- Kelaris, J. J., & Cox, A. D. (1989). The Effects of Background Music In Advertising: A Reassessment. *The Journal of Consumer Research*. Retrieved from <http://www.jstor.org/pss/2489307>
- Lingling, X., Haur, K. C., & Chuan, C. H. (2008). Title The Effect of Background Music-Induced Arousal on Online Consumer Search Behavior: Evaluating Search Performance and Experience. *AMCIS 2008 Proceedings*, 260. Retrieved from <http://aisel.aisnet.org/amcis2008/260>
- Lingling, Xu; Haur, Koh Chung; and Chuan, Chan Hock, "The Effect of Background Music-Induced Arousal on Online Consumer Search Behavior: Evaluating Search Performance and Experience" (2008). *AMCIS 2008 Proceedings*. Paper 260. <http://aisel.aisnet.org/amcis2008/260>
- Olsen, G. D., University of Alberta., & Johnson, R. D., University of Alberta. (2002). The Impact of Background Lyrics On Recall of Concurrently Presented Verbal Information In An Advertising Context. *Advances in Consumer Research* , 29, 147-148 . Retrieved from <http://www.acrwebsite.org/volumes/display.asp?id=8579>
- Pritchett, J. (2009). What silence taught John Cage: The story of 4' 33" . *Journal of Music*. Retrieved from <http://www.rosewhitemusic.com/cage/texts/WhatSilenceTaughtCage.html>
- Rutherford, P. (2006, October 27). About Music in Advertising and Production . *Music in Advertising and Production*. Retrieved from <http://jazz.unt.edu/node/410>

Scott, L. M. (1990). Understanding Jingles and Needledrop: A Rhetorical Approach to Music in Advertising. *The Journal of Consumer Research* . Retrieved from <http://www.jstor.org/pss/2626814>

Sharon, L. (2010, August 5). Three essentials to brand communication . *B2B Marketing In Asia*. Retrieved from <http://www.b2bento.com/2010/08/three-essentials-to-brand-communication/>

Sherrane, R. (1995). a Guide to Western Composers and their Music from the Middle Ages to the Present . *Music History 102*. Retrieved from <http://www.ipl.org/div/mushist/>

Stricker, K. (2008, August 15). The importance of music in our lives. *Journal of Music*. Retrieved from <http://www.helium.com/items/1150463-why-music-will-always-be-relevant>

Tagg, P., University of Liverpool, (2002, March). Towards a definition of 'Music'. '*A Short Prehistory of Popular Music*'. Retrieved from <http://www.tagg.org/teaching/musdef.pdf>

APPENDIX A



I am a year three undergraduate Advertising student from the Faculty of Arts & Social Science, Universiti Tunku Abdul Rahman (UTAR). I am currently conducting a research on the topic **“An Analysis on the Effectiveness of Music in Advertising towards Consumers’ Buying Behavior.”**

The information and opinion provided will be kept private and confidential, and will only serve for education purposes. Thank you for spending your precious time to complete the following questionnaire. Your contribution for the research is highly appreciated.

(Definition of jingle: A short tune used in advertising and other commercial uses. The jingle contains one or more hooks and lyrics that explicitly promote the product being advertised, usually through the use of one or more advertising slogans)

Section One

(Please tick (✓) the answer)

Q1. Gender: ☐ Female ☐ Male

Q2. Race: ☐ Malay ☐ Indian
☐ Chinese ☐ Others _____

Q3. Age: ☐ 18-20 ☐ 21-23
☐ 24-25

Q4. Monthly income or allowance (in RM):

☐ Less than RM 500 ☐ 1001-2000 ☐ 3001 & above
☐ 501-1000 ☐ 2001-3000

Section Two

(Please tick (√) the answer that you agree with.)

Q5. Have you ever paid any slightest attention to the music or audio of an advertisement?

☐ Yes

☐ No

Q6. Do you prefer advertisement with music? Please state why.

Q7. How do you perceive advertisements with music? (Can tick more than one)

☐ Interesting

☐ Boring

☐ Relaxing

☐ Easy to be recognized

☐ Annoying

☐ Others:

Q8. Do you think that music is able to substitute pictures and words in terms of brand recall? (Brand Recall is the extent to which a brand name is recalled as a member of a brand, product or service class)

☐ Yes

☐ No

Q9. In your opinion, to what extent the music of an advertisement will affect your buying behavior? (Can tick more than one)

☐ Purchase the product

☐ Seek for more information about the product

☐ Talk about the product with other friends

☐ Try on the product by visiting the nearest outlet

☐ Ignore it

Q10. If your favourite song or music was being used as the background music for one particular advertisement, will it be more persuasive for you to buy the product or to get more information about the product being advertised?

☐ Yes

☐ No

Q11. Based on Q10, why did you answer so?

Section Three

Q12. Will you recall a brand based solely on the music?

☐ Yes

☐ No

For Q13, please tick Yes or No based upon the brand recall on the jingle/music of the brand.

Q13	Brands	Yes	No
	Mc Donald		
	The Chicken Rice Shop		
	Pizza Hut		
	KFC		

Brand example: Pizza Hut

Q14. Pizza Hut used to advertise with a jingle, which is to sing their contact number in a rhythmic form. Can you remember Pizza Hut's contact number? If yes, please state the number. If no, skip to question 16.

Q15. After seeing the Pizza Hut's advertisements, what action will you take? (Can tick more than one)

☐ Purchase the product

☐ Seek for more information about the product

☐ Talk about the product with other friends

☐ Try on the product by visiting the nearest Pizza Hut's outlet

☐ Ignore it

Brand example: McDonald

Q16. McDonald is another brand that always advertised with their jingle, which is to sing their contact number in a rhythmic form as well. Can you remember McDonald's contact number? If yes, please state the number. If no, skip to question 18.

Q17. After seeing the McDonald's advertisements, what action will you take? (Can tick more than one)

- ☐ Purchase the product
- ☐ Seek for more information about the product
- ☐ Talk about the product with other friends
- ☐ Try on the product by visiting the nearest McDonald's outlet
- ☐ Ignore it

Q18. If the commercial did not include any jingle, but just solely showed the contact number or the contact number being spoke in the advertisements, will you still able to remember the number? (For those who can answer question Q14 or Q16 or both)

- ☐ Yes ☐ No

Q19. In your opinion, what would be the best approach to build brand recognition?

(Brand recognition is the consumers' awareness on the existence of a particular brand.)

For question 20 to 25, rank the statements below in a scale of 1 to 5 (1- strongly disagree; 5- strongly agree)

		Ranking
Q20	Advertisement without music is weird	
Q21	<i>Jingles helps to gain brand recall</i>	
Q22	Background music helps to make the advertisements more attractive	
Q23	Music is the most important element in an advertisement	
Q24	Music is distractive in advertisements	
Q25	Music helps to deliver a message better in advertisements	

APPENDIX B

In-Depth Interview Questions

Advertisement number 1- McDonald

Advertisement number 2- Pizza Hut

Advertisement number 3- KFC

Advertisement number 4- Jerky Treats Dog Snacks

Q1. Do you notice any difference between advertisement number 1, 2, and 3 with advertisement number 4?

Q2. Can you remember the contact numbers of McDonald and Pizza Hut? If yes, please state.

Q3. In reference to Question 2, if the contact number were not in jingle form but just a voice over by the narrator, will you still remember?

Q4. How do you perceive advertisement with jingle?

Q5. In your opinion, what are the motives or intention behind the use of jingle? (eg. Brand recall, brand recognition and etc)

Q6. What do you think about advertisement number 4? Why?

Q7. Between advertisement number 3 and advertisement number 4, which one do you prefer? Why?

Q8. Do you ever see advertisement without music? If yes, please state.

Q9. Kindly tick at the relevant column rate from 1-3. Which the numbers are representing:

1- Not important at all 2- Least important 3- Neutral 4-Important

5- Very important

	Elements in advertisements	1	2	3	4	5
1	Storyline					
2	Music					
3	Models					

Q10. In reference to Question 9, why would you rate this way?

APPENDIX C

In-Depth Interview Respondents

Name	Age	Gender	Occupation	Course/Field
Michael Moo	23	Male	Student	Faculty of Arts and Social Science (FAS)
Hero Lee	21	Male	Student	Faculty of Arts and Social Science (FAS)
Tommy Chong	22	Male	Student	Faculty of Arts and Social Science (FAS)
Leeda Mok	21	Female	Student	Faculty of Business and Finance (FBF)
Jonny Boy	13	Male	Student	Faculty of Arts and Social Science (FAS)
Raynor	18	Male	Student	Faculty of Foundation Studies.
Pinky Chia	22	Male	Student	Faculty of Business and Finance (FBF)
Jessica	23	Female	Student	Faculty of Arts and Social Science (FAS)
Jennifer	22	Female	Student	Faculty of Arts and Social Science (FAS)
Emily Tan	21	Female	Student	Faculty of Arts and Social Science (FAS)

*Please take note that the name stated above are not their real names. This is protect their privacy from being invaded

APPENDIX D

Proposal

Title: The use of music in advertising and how it affects consumers' buying behavior.

Abstract:

-Music is widely used in advertisements nowadays. The main objective is definitely to help the consumers, the audiences to recall or remember the advertising message better, not about the artist or composer.

- Music can be appears only in mass electronic media, but not in print media like newspapers and magazines.

-The main purpose of this study is to develop a summary on how effective is the use of music in advertisement, how it affects the consumers' buying behaviors.

Introduction:

-According to Huron. D (1989), music can serve the overall promotional goals in one or more of several capacities. For the purpose of this, some basic ways are identified in which music can contribute to an effective broadcast advertisement like entertainment, structure or continuity, memorability, lyrical language, targeting, and also authority establishment.

-Music able to transfer specific characteristics connoted to certain musical types to their products,

capturing a feeling, setting a mood, recalling past experiences and playing them back on behalf of the company.

-Music in advertisement might even helps to appeal to the life world or lifestyle of the target consumers.

Research Question:

1. What is the difference between advertisements with music and advertisements without music.
2. How does music influence consumers' attitude or buying behavior.
3. How does music helps to build brand recognition.

Literature Review:

-What is music? (1)

-Importance of music. (1)

-Various uses of music in advertising (1)

Music plays a crucial role in advertisements. It is important to create structure and continuity, to entertain the audiences, as a lyrical language, targeting and even for authority establishment.

-Music and the brain (2)

- Liked or disliked music influence product preference (2)

-How can music affects service environment (2)

- Music as part of the brand communication (3)

-Impact of music towards consumers (3)

→ Jingles effectiveness

→ Impact of background music

Methodology:

-Quantitative: Questionnaire -Offline and online

-100 Respondents

-College/Universities students/young working adults

-Qualitative: Focus Group -Mixture of college and University students with young working adults

-10 respondents