

# HOW JINGLES IN ADVERTISING AFFECT RETENTION AND RECALL OF THE PRODUCT

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**Abstract:** The purpose of this study is to find out how jingles used in advertisement plays a role in retention of the product. A questionnaire was developed to acknowledge people about retention and recall of jingles. This survey is carried out in Karachi and about 100 responses were received from the subsequent questionnaire. The analysis includes reliability analysis, regression analysis and anova. The results have shown that people living in Karachi were all influenced by jingles. Moreover, among the two factors, music of jingles have a significant and positive affect on product retention and recall as compared to lyrics whose effect seems to be insignificant. This suggested that 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. Hence this result revealed 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 effect on consumers' buying behavior.

**Keywords:** jingles, retention, recall, advertisement, consumer purchasing power.

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## 1. INTRODUCTION

The essence of going into business by any business outfit is to produce goods and services for sale and ultimately maximize profit. The organizations used different strategies to maximize profit which includes the good human resource, maximum capital and good marketing and advertising strategies. As we see in our corporate environment and the growth of the organization people use different marketing strategies and techniques to impress or creating the need among the final customers (Karailieyova, 2012). Advertising is a marketing concept which aims to influence the buying behavior of customers. Whereas consumer behavior is the process and activity by which people select, purchase, evaluate and consume the product or service to satisfy the need or want (Hassan, 2015). Use of different marketing promotional strategies has been identified as an effective tool of creating awareness among the consumer population. Among them is popular celebrity attachment with the particular brand. In developing countries where majority of the population live in remote areas; the effects of Television (TV) advertisement are very much high. In these areas TV advertisement enhances the satisfaction level of those products and they prefer to buy that one. (Bishnoi & Sharma, 2009)

There are different advertisement strategies which can help to trigger the need of the customer by using the technique of celebrity endorsement, by putting jingles in the advertisement, use of slogans, are the common and most effective examples of the good marketing techniques. In this research we focus on the use of jingles in the advertisement which plays a significant role in the retention and recall of the product. Using of jingles is a psychological method to memorize the product to the final customer to maximize the profit (Johnson, 2011). Through the jingle when customer listen the song again and again the person or a child remember that product and when go for shopping buy that product which ultimately increases the sales of the marketer (Blecha, 2015). The other aspect of the using jingles is the association of the product with the words of the song which ultimately triggers the mind of the customer to visualize that product and then feel happy to visualize their selves in this which ultimately results in the purchasing of that product (Gerber, Terblanche-Smit, & Crommelin, 2014). The jingles possess the long lasting impact on the minds of the customer and they remember the jingle sometimes for forever which ultimately increase in the purchasing of that product (Yue, 2011). Music in jingles

is also an 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. Advertisers enhance the memorability of their advertising slogans by presenting them in the form of musical jingles. Musical jingles are simply music with lyrics. The musical lyrics and melodies in jingles interact and help listeners retain lyrical information about the advertised product in their long-term memory (Wallace, 1994).

The usage of music and jingles in marketing has proven to be of importance. It helps to create the products or brands image and it also helps together with all of the other marketing tools to promote the product and to make it memorable for the consumers. (Karailieva, 2012) showed that there is a tendency of women being more sensitive to jingles associated with products or brands designed for women and the same is true for men and jingles promoting “men” products or brands. The preference of a certain type of music does not show to have an impact on the capacity of identifying jingles nor slogans.

The jingle is encoded into the listener’s brain where it can be later retrieved through memory recall (Wallace, 1994). If the individual were to sing along with the song it would produce a powerful effect on their emotions, grabbing their attention, and further causing them to identify the product with the message being conveyed. Therefore, songs are an effective way to communicate a concept or idea in a memorable way (Yalch, 1991).

Roehm (2001) tested the effects of using a vocal versus an instrumental version of a popular song on recall of an advertisement. Recall was measured by the number of specific lyrics from the song that were applied to the product. Roehm found that participants who were not familiar with the song scored higher on recall when they listened to a vocal version of the song. In another study Michelle (Heaton & Paris, 2006) utilized 76 students from the University of Wisconsin LaCrosse. Each participant listened to an advertisement and was asked to recall the advertisement immediately and one week later. Results show immediate recall was greater than delayed recall; however, there was no significant difference in recall between the conditions. On the other hand (Karailieva, 2012) concluded that not all kinds of jingles are automatically leading to better memorability of the product. It is advisable combining jingles with slogans as this leads to even higher probability of remembering the product or brand that is being promoted. The preference of a certain type of music does not show to have an impact on the capacity of identifying jingles nor slogans.

The following research paper is based on a similar thought but with a different perspective. Here we also focus on the impact of the importance of jingles in retention and recall of the product. The focus of this study is based on the two variables lyrics and music and is first attempt to do the similar analysis for Pakistan, as the gap of the above mentioned studies is that they take the sample of western country. The other main focus of my study is that I took the sample size of 100 participants and they all belong to different backgrounds. The conclusion of my study is that music used in the jingle of the advertisement has a significant impact on consumer’s retention of the product as compare to lyrics used in the advertisement.

## **2. LITERATURE REVIEW**

In the experiments conducted by (North, 2012) in service settings, as well as the study carried out by Hung (2000), the effects may be due to the variations between the stereotypical associations of different musical genres used in the experiments rather than the differences between the country of origin of music, because it is not clear whether the musical stimuli used in these studies were consistent in various conditions. Various genres of music differ based on their degree of complexity. For example, jazz and classical music are technically more complex than pop music. In addition, different countries (e.g., China, India, Italy, France, Germany etc.) have their own classical, pop etc. music and thus it is important to explore the effects of musical congruity on consumers’ purchase intent, recall, and attitude towards the advertisement and the brand, when the selected advertising genre remains constant for different treatments and the only manipulation is to select the music from different country of origins. It would indeed be interesting to examine the effects of congruity of country of origin of music with the brand and the advertising message on consumers’ cognitive and behavioural responses in the context of radio advertising to see the impact of this type of congruity in the conditions where there is a lack of visual imagery.

Andersson et al. (2012) examine the effects of presence and absence of music in a service store and found that consumers in the music condition spent more time and money in the store compared to those in the no-music condition. This confirms the findings of research by Turley and Milliman (2000) which suggests that background music makes consumers feel better and hence, makes them spend more time and in turn spend more in the retail store. Research found that music in service settings may affect consumers’ consumption behaviour/purchase decisions, product choice, and evaluation of service.

In an experiment by Broekemier et al. (2008), subjects exposed to videos of an unfamiliar store accompanied by several musical treatments showed greater level of purchase intention when hearing happy and liked pieces of music. Similarly, (Mattila & Wirtz, 2001) reveal how liked music played in a retail environment positively influenced shopping intention of the customers.

(Heaton & Paris, 2006)utilized 76 students from the University of Wisconsin LaCrosse. Each participant listened to an advertisement and was asked to recall the advertisement immediately and one week later. Results show immediate recall was greater than delayed recall; however, there was no significant difference in recall between the conditions.

According to the (Karailieva, 2012) the usage of music and jingles in marketing has proven to be of importance. It helps to create the products or brands image and it also helps together with all of the other marketing tools to promote the product and to make it memorable for the consumers. However, it has to be concluded, that not all kinds of jingles are automatically leading to better memorability of the product. It is advisable combining jingles with slogans as this leads to even higher probability of remembering the product or brand that is being promoted. The study showed that there is a tendency of women being more sensitive to jingles associated with products or brands designed for women and the same is true for men and jingles promoting “men” products or brands. The preference of a certain type of music does not show to have an impact on the capacity of identifying jingles nor slogans.

(Heaton & Paris, 2006) concluded in his study that that NTA uses jingles most times in their commercial; jingles are effective in achieving retention and recall in advertising; audience rely on jingle for advert retention; Age and memory threshold affect retention and recall of jingles; Jingles influence the ability of the audience to retain television commercial; apart from jingle, drama can also influence advertising retention and recall. However, recommendations were made and the researcher suggested that further study should be made using more refined tools, larger sample size and another geographical area that will give the study a wider scope and empirical lift.

Over last decades, using jingles in advertisement has considered extraordinary attention in academic investigations and numerous researches. Most of the researchers conclude that factors like celebrity endorsement, effect on purchase of product, memory threshold influence, putting consumer in positive mood, making audience more receptive to message, help people to remember the commercial, and customer creates the association with the product plays a significant role in customer choices to purchase that particular product (Hassan, 2015) .

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 defines, there is rarely a consensus on the definition between both (Rotterdam, 2012).

The cultural based music influences the people more and it will impose the long lasting effect on the mind of the listener. The other thing which impose the effect on the mind of the customer in such a way that people feel more attraction towards the cultural music and influence from the sound of that music (Rotterdam, 2012). He states that the influence of background music is greatest when there is low cognitive involvement and high affective involvement. Products such as jewelry, cosmetics, sportswear and beer fit this description.

Now we comes towards the major point which is the music used in the making of the advertising. That advertising imposes the major effect on the retention and recall of the product, purchasing power of that product with reference of the some researches (Khuong, 2015).

“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”(Rotterdam, 2012). We are exposed to tones 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 (Stockfelt, 2010).

Music in advertising can be used to attract the listener’s attention, carry the advertised product’s message, and act as a mnemonic device. Music also creates excitement and adds energy to the message being conveyed in an advertisement. Clearly, advertisers view music as having sales potential.(Stewart & Koslow, 1989) reported that music was present in 42% of the 1,000 television advertisements they examined. Presumably, music is used so often in advertising because it serves to enhance memory – serving as a mnemonic device. Music in advertising is used to help consumers remember information about the target product in the advertisement.

Advertisers enhance the memorability of their advertising slogans by presenting them in the form of jingles. Musical jingles are simply music with lyrics. The musical lyrics and melodies in jingles interact and help listeners retain lyrical information about the advertised product in their long-term memory (Wallace, 1994). The jingle is encoded into the listener's brain where it can be later retrieved through memory recall. If the individual were to sing along with the song it would produce a powerful effect on their emotions, grabbing their attention, and further causing them to identify the product with the message being conveyed. Therefore, songs are an effective way to communicate a concept or idea in a memorable way. (Yalch, 1991)

According to a research done by (Stewart & Koslow, 1989), 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.

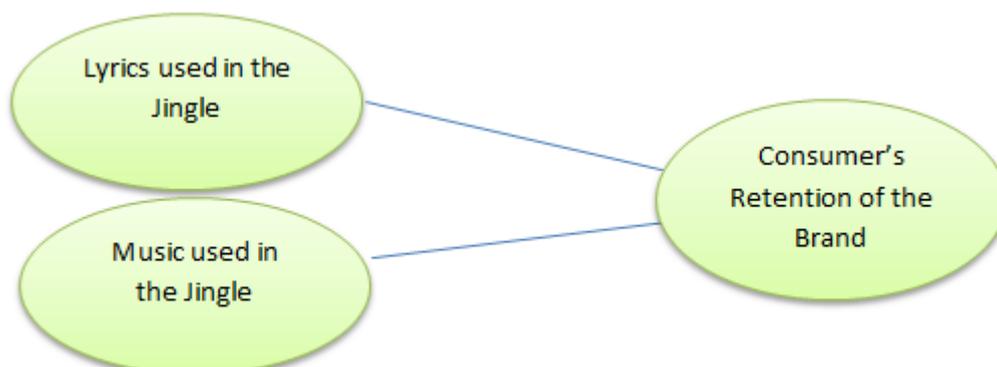
### 3. THEORETICAL FRAMEWORK

In different researches people focus on the retention of product based on the usage of the lyrics which means that the influence of language impose the drastic effect on the mind of the customer which ultimately gives the benefit to the organization. On the other hand the more people use their own language while making the lyrics of the jingles or the slogans of the product in advertisement it also effect the positive influence on the minds of the customer.

People use to retain the product in their minds for the long time period due to the usage of the jingles. The other thing is the increasing of the purchasing power of that particular product which ultimately increasing the profit of the organization. There are different features of using jingles in the advertisement which includes the easy to remember. You get a song stuck in your head and all day long you're singing it. Just imagine when a potential customer is singing about your business all day long! A good ad campaign involves repetition so that the consumer will associate the product with the company. Jingles take repetition a step further. After hearing a jingle several times as part of a marketing campaign, consumers will often create their own repetition, humming the tune or singing the words in their head. Sometimes the mere sight of the product can trigger the words of the corresponding jingle. Jingles can take on a life of their own, showing up in popular media such as songs, movies and in online social networks. The result is additional product promotion at no cost to the company.

The other feature is the build branding for your company nothing reinforces your image like a consistent, quality message. Jingles make a quality, catchy tune that'll have your customers singing happily as they walk in your store. The other factor is the cost effective in the long run; jingles can prove its value. Instead of paying huge sums of money every month for a new commercial, your jingle stands the test of time and continues to impress months after it first hits the airwaves. With a simple update in copy, you can keep it fresh all the while keeping your audience updated as to what your company is promoting that particular month or week.

The advantage is the audience is already segmented for you the different programming formats at radio stations appeal to vastly different audiences. This makes it easier to cherry pick the people you want to receive your advertising message. You simply buy the stations that reach your target's demographics and psychographics.



H1: Music used in the jingle of the advertisement has a significant impact on consumer's retention of the product

H2: Lyrics used in the jingle of the advertisement has a significant impact on consumer's retention of the product

#### 4. METHODOLOGY

In this survey, questionnaire has been used as the only mechanism for data collection. The questionnaire contains resourceful determinants categorized as retention of the product, recall of the product; urge the buying of the product. The respondents were asked to rank according to their own understanding and clarity the factors that encourage them to buy the product. The questionnaire was based on a Likert Scale ranging from “1” Strongly Agree, “2” Agree, “3” Neutral, “4” Disagree and “5” Strongly Disagree.

A part of the questionnaire is based on the general information of the respondents such as Gender, Education and Professional Status.

Moreover, a pilot test study was also conducted in order to eliminate the shortcomings to provide accurate results. The questionnaire consisted of 11 statements out of which 9 statements were finalized to compile accurate results.

At an average of about 150 questionnaire were distributed, all were filled manually. Only 100 questionnaires were considered for analysis while excluding others due to incomplete and invalid responses. Based on these answers, results are generalized. After collecting the data, valid responses were entered into SPSS for analyzing the data.

The respondents of the study are categorized between male and female where out of 100 respondents, 50 were male and 50 were females. Most of them were either graduate (55.40%) or postgraduate (44.60%) working as private sector employee (67.90%) or have their own business (17.90%). A minimum number of respondents were public sector employed (14.30%).

#### Quantitative Technique

##### Reliability Analysis

Reliability analysis is known as the consistency of the estimations and it is also used as a measure of information acquired from the instrument that is the questionnaire, keeping in mind the end goal to see whether measure a similar way every time it is utilized under a similar condition with the same subject. We have applied Cronbach’s Alpha in our study in order to find out the reliability and consistency. Cronbach’s Alpha ordinarily extends between 0 and 1 and it is accepted that the nearer Cronbach’s Alpha Coefficient the more is the internal consistency of the items in the scale.

##### RELIABILITY

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .800             | 9          |

According to Cronbach’s alpha coefficient, the reliability of the data is acceptable if Cronbach’s alpha is above 0.7 (Zikmund, 2002) Cronbach’s alpha coefficient used to evaluate and check the reliability of the measures. Q1, Q2, Q3, Q4, Q5, Q6, Q7, Q8, Q9 used to evaluate the reliability. The gathered data analyze by using SPSS software where descriptive and multiple linear regression statistics used to analyze the data. And from my reliability statistics Cronbach’s Alpha is 0.800 which is greater than 0.7. Hence my reliability is accepted.

##### Regression Analysis

| Descriptive Statistics   |      |                |
|--|------|----------------|
|  | Mean | Std. Deviation |
| Q1) Meaningful lyrics used in advertisement of a product attract the audience more                           | 4.19 | 0.692          |
| Q2) Understandable Lyrics are liked more than those of difficult ones  | 4.2  | 0.651          |
| Q3) Memorable lyrics used in advertisement of a product manage to find place in consumer’s heart more easily | 4.74 | 0.543          |
| Q4) Traditional music used in advertisement of a product attracts the audience more                          | 4.85 | 0.458          |
| Q5) Music of a known or famous song used in advertisement of a product is easy to relate to                  | 4.86 | 0.377          |
| Q6) Music that matches product’s attribute more is more acceptable by consumers                              | 4    | 0.376          |
| Q7) Jingle that can be memorized easily helps consumer retain the product or brand more                      | 4.04 | 0.243          |
| Q8) Consumer is likely to retain the product more if the lyrics used in the jingle are meaningful            | 4.88 | 0.356          |
| Q9) Consumer is likely to retain the product more if the music used in the jingle is pleasant                | 4.89 | 0.399          |

From the above table we can be concluded that most of the respondent choose strongly agree or agree option when filling out the questionnaire . As all the means computed are above 4.

For instance Question no 1 has the mean equal to 4.19 which is subjecting that the responses are positive and respondent in agreement with the question ask positively. Question no 2 has the mean equal to 4.20 which is subjecting that the responses are positive and respondent in agreement with the question ask positively. Question no 3 has the mean equal to 4.74 which is subjecting that the responses are positive and respondent in strong agreement with the question ask positively. Question no 4 has the mean equal to 4.85 which is subjecting that the responses are positive and respondent in strong agreement with the question ask positively. Question no 5 has the mean equal to 4.86 which is subjecting that the responses are positive and respondent in strong agreement with the question ask positively. Question no 6 has the mean equal to 4.00 which is subjecting that the responses are positive and respondent in agreement with the question ask positively. Question no 7 has the mean equal to 4.04 which is subjecting that the responses are positive and respondent in agreement with the question ask positively. Question no 8 has the mean equal to 4.88 which is subjecting that the responses are positive and respondent in strong agreement with the question ask positively. Question no 9 has the mean equal to 4.89 which is subjecting that the responses are positive and respondent in strong agreement with the question ask positively.

**Frequency Table**

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

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | SDA   | 1         | 1.0     | 1.0           | 1.0                |
|       | DA    | 1         | 1.0     | 1.0           | 2.0                |
|       | N     | 7         | 7.0     | 7.0           | 9.0                |
|       | A     | 60        | 60.0    | 60.0          | 69.0               |
|       | SA    | 31        | 31.0    | 31.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

Out of 100 respondent 1% choose strongly disagree,1% choose disagree , 7% choose neutral , 60% choose agree and 31% choose strongly agree option.

**Q2) Understandable Lyrics are liked more than those of difficult ones**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | DA    | 2         | 2.0     | 2.0           | 2.0                |
|       | N     | 7         | 7.0     | 7.0           | 9.0                |
|       | A     | 60        | 60.0    | 60.0          | 69.0               |
|       | SA    | 31        | 31.0    | 31.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

Out of 10 respondent 2% choose disagree option, 7% choose neutral option , 60% choose agree and 31% choose agree option.

**Q3) Memorisable lyrics used in advertisement of a product manage to find place in consumer's heart more easily**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | DA    | 1         | 1.0     | 1.0           | 1.0                |
|       | N     | 2         | 2.0     | 2.0           | 3.0                |
|       | A     | 19        | 19.0    | 19.0          | 22.0               |
|       | SA    | 78        | 78.0    | 78.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

Out of 100% respondent 1% choose disagree option , 2% choose neutral ,19% choose agree , 78% choose strongly agree option.

**Q4) Traditional music used in advertisement of a product attracts the audience more**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | N     | 4         | 4.0     | 4.0           | 4.0                |
|       | A     | 7         | 7.0     | 7.0           | 11.0               |
|       | SA    | 89        | 89.0    | 89.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

Out of 100 respondent 4% choose neutral ,7% choose agree option, 89% choose strongly agree option.

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

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | N     | 1         | 1.0     | 1.0           | 1.0                |
|       | A     | 12        | 12.0    | 12.0          | 13.0               |
|       | SA    | 87        | 87.0    | 87.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

Out of 100 respondent 1% choose neutral option , 12% choose agree , and 87% choose strongly agree option.

**Q6) Music that matches product's attribute more is more acceptable by consumers**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | DA    | 2         | 2.0     | 2.0           | 2.0                |
|       | N     | 1         | 1.0     | 1.0           | 3.0                |
|       | A     | 92        | 92.0    | 92.0          | 95.0               |
|       | SA    | 5         | 5.0     | 5.0           | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

Out of 100 respondent 2% choose disagree , 1% choose neutral,92% agree and 5% choose strongly agree option.

**Q7) Jingle that can be memorized easily helps consumer retain the product or brand more**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | N     | 1         | 1.0     | 1.0           | 1.0                |
|       | A     | 94        | 94.0    | 94.0          | 95.0               |
|       | SA    | 5         | 5.0     | 5.0           | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

Out of 100 respondent 1% choose neutral option , 94% agree and 5% choose strongly agree option.

**Q8) Consumer is likely to retain the product more if the lyrics used in the jingle are meaningful**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | N     | 1         | 1.0     | 1.0           | 1.0                |
|       | A     | 10        | 10.0    | 10.0          | 11.0               |
|       | SA    | 89        | 89.0    | 89.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

Out of 100 respondent 1% choose neutral ,10% choose agree and 89% choose strongly agree option.

**Q9) Consumer is likely to retain the product more if the music used in the jingle is pleasant**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | DA    | 1         | 1.0     | 1.0           | 1.0                |
|       | A     | 8         | 8.0     | 8.0           | 9.0                |
|       | SA    | 91        | 91.0    | 91.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

Out of 100 respondent 1% choose disagree ,8% choose agree and 91% chose strongly agree option.

Regression investigation has been done to investigate the impact of independent variables (Lyrics of the jingle & Music of the Jingle ) on Consumer’s retention (i.e dependent variable) in order to purchase the product.

$$B = \alpha + \beta_1 + \beta_2 + e$$

Where:

$\alpha$  = constant

$B$  = Consumer’s retention of the product

$\beta_1$  = lyrics of the Jingle

$\beta_2$  = Music of the Jingle

$e$  = error

Retention of the product is characterized as the act of keeping something or the product in the mind of the customer.

**Model Summary**

| Model | R                 | R Square | Adjusted Square | R | Std. Error of the Estimate |
|-------|-------------------|----------|-----------------|---|----------------------------|
| 1     | .858 <sup>a</sup> | .736     | .730            |   | .10922                     |

a. Predictors: (Constant), Mean\_IV1, Mean\_IV2

The strength of correlation is 85.8 %. We find that the adjusted R2 of our model is 0.736 with R2 0.858 that means the included exogenous variables in the linear regression explains the endogenous variable that is brand retention by 85.8% at 14.2% variations in the data.

There is a strong relationship between the independent and dependent variables. Here we find out the adjusted R square because we have two independent variables. Dependent variables are the retention and recall of consumers about the product and the urge the buying of the product.

**Coefficients<sup>a</sup>**

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
|       |            | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant) | 1.755                       | .174       |                           | 10.102 | .000 |
|       | Lyrics     | .002                        | .024       | .005                      | .079   | .937 |
|       | Music      | .622                        | .044       | .855                      | 14.122 | .000 |

a. Dependent Variable: Lyrics, Music\_Retention

In the regression analysis the t values shows individual significance of the exogenous variables. Here as it is found that one of the included exogenous variables in the model is highly significant except lyrics and also the included intercept.

**ANOVA**

This test is useful in finding the relationship between buying of the product due to the impact of the jingles based on gender, education and profession.

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df | Mean Square | F       | Sig.              |
|-------|------------|----------------|----|-------------|---------|-------------------|
| 1     | Regression | 3.220          | 2  | 1.610       | 134.959 | .000 <sup>b</sup> |
|       | Residual   | 1.157          | 97 | .012        |         |                   |
|       | Total      | 4.377          | 99 |             |         |                   |

a. Dependent Variable: Mean\_DV

b. Predictors: (Constant), Mean\_IV2, Mean\_IV1

Here the F value is greater than 3.75 that is 134.95 showing overall model is highly significant. One of the exogenous variables included in the model significantly affects the product retention.

## **5. DISCUSSION ON RESULTS**

One of the purposes of this research was to examine the impact of jingles in advertising on retention and recall of the product in Karachi. In this research we took the data of 100 respondents and these respondents are from the different background different families and both genders are included. The two main variables of this study are lyrics and the music and we analyze the impact of both the variables on the retention and recall of the product.

In the introduction of this research we analyze the different researches about the impact of lyrics and music on the retention and recall of the product and we saw the different conclusions which creates the gap and this article fills the gap. In this research it is concluded that one of the variable has the significant effect on the retention of the product and that is the music of the advertisement and they normally ignore their lyrics due to their involvement in the music on the other hand advertiser took a long time to put consideration on the lyrics of the advertisement so if there is no effects of lyrics on the retention of the advertised product why they are wasting time and money on the arrangement of appropriate lyrics for the advertisement. Some lyrics are not the compliance with the social norms so why they are adopted to discussion more if they don't have any effect on the retention. The answer is that it has a very low effect but it should be according to the need of the target market as well as their social value and norms otherwise they have a very bad impact on the product and some time the advertiser have to pay the penalty amount for it. They should put attention on the lyrics of the advertisement but work more on the music that have a high impact on human brain and they totally forget the lyrics and start to enjoy the music behind it that have a mental attachments.

## **6. CONCLUSION AND RECOMMENDATION**

After analyzing the data through SPSS, it has been concluded that multiple factors can be done through the jingles. The components of reliability and regression analysis have been used to formulate the results. All the independent variables give the significant impact on the dependent variable which means that there is the significant impact on the impact of the jingles on the retention of the product.

Thus, according to the result derived through this research it can be concluded that the jingles play a significant role in the advertisement, it's very important tool for the advertisement. Jingles are very helpful in retention of the product which ultimately gives the benefit to the organization. Retention of the product through jingles impose the long lasting effects in the minds of the customer and results also shows us that people bought product in majority cases due to the retention of the jingle. The hypotheses of the research focus on the two variables music and lyrics. The result shows us that the effect of music is imposing the long lasting effect on the minds of the customers for remembering the product. People positively respond towards the retention of the product due to music. On the other hand the lyrics do not impose the positive impact on the minds of the customer for remembering the product which ultimately rejects the hypothesis of the research. In short we can say that the lyrics do not play the significance role in the retention of the product.

Hence, it is recommended from our findings that good jingles can make the product more attractive and persuade the people to buy that product so organizations should make the products with good advertisement strategy including the attractive and catchy jingles. Further, the results obtained by this research can be helpful in other studies that are likely to develop in future within Pakistan to attract more people.

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