

THE IMPACT OF JINGLES ADVERTISING ON BRAND AWARENESS
TOWARDS CONSUMER IN MELAKA FOOD AND BEVERAGE INDUSTRY

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The thesis was submitted in partial fulfilment of the requirements for the award of
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DECLARATION

“I admit that this report is the end result of my own work that excluded certain explanation and passages where every of it is cited with sources clearly

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DEDICATION

I would like to dedicate the appreciation to my beloved family who always provide the support and encouragement to me. Next, I also would like to dedicate my supervisor and panel who give valuable suggestion throughout the research, friends and course mates for the assistance during completing of research.

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ABSTRACT

The increasing of brand awareness in Malaysia food and beverage industry has made organizations adopted jingles element in their advertising. Jingles advertising was the advertising that addressed the relationship between brand awareness and the impact towards customers, encourage customers to support our local food and beverage brands. This research aimed to determined the criteria of jingles advertising that influence the brand awareness in Malaysia food and beverage industry. This study had been mainly adopted from AIDA Model. Attention, interest, desire and action were the focused criteria. Quantitative data had been collected through the questionnaire that answered by target respondents. A total of 384 respondents who lived in Melaka were participated in this research by using random sampling techniques. Software Package for Social Science (SPSS) was used by researcher to analyse the collected data. The data analysis techniques that conducted in this research were descriptive analysis, pearson correlation and regression analysis to describe the variables numerically and found out the relationship between independent variables and dependent variable. The finding would contributes for consumer to encourage them support our local food and beverage brands. Besides, marketers and advertisers should include attention, interest, desire and action elements into jingles advertisements to disseminate the advertising messages.

Keywords: Jingles advertising, brand awareness, AIDA Model, Melaka, Malaysia.

ABSTRAK

Peningkatan kesedaran jenama dalam organisasi industri makanan dan minuman Malaysia telah menerima elemen 'gerincing' dalam pengiklanan mereka. 'gerincing' merupakan pengiklanan yang ditujukan hubungan antara kesedaran jenama dan kesan terhadap pelanggan, menggalakkan pelanggan untuk menyokong makanan dan minuman jenama tempatan. Kajian ini bertujuan untuk menentukan kriteria pengiklanan 'gerincing' yang mempengaruhi kesedaran jenama dalam industri makanan dan minuman Malaysia. Kajian ini telah diambil terutamanya daripada AIDA Model. Perhatian, minat, keinginan dan tindakan adalah kriteria yang difokuskan. Data kuantitatif telah dikumpul melalui soal selidik yang dijawab oleh responden yang disasarkan. Seramai 384 responden yang tinggal di Melaka telah mengambil bahagian dalam kajian ini dengan menggunakan teknik persampelan rawak. Software Package for Social Science (SPSS) telah digunakan oleh penyelidik untuk menganalisis data yang dikumpul. Teknik-teknik analisis data yang dijalankan dalam kajian ini ialah analisis deskriptif, korelasi pearson dan analisis regresi untuk menerangkan pembolehubah berangka dan mendapati hubungan antara pembolehubah bebas dan pembolehubah bersandar. Hasil kajian akan menyumbang untuk pengguna untuk menggalakkan mereka menyokong makanan dan minuman jenama tempatan kita. Selain itu, pemasar dan pengiklan harus merangkumi perhatian, minat, keinginan dan unsur-unsur tindakan ke pengiklanan 'gerincing' untuk menyebarkan mesej iklan.

Kata kunci: Jingles pengiklanan, kesedaran jenama, AIDA Model, Melaka, Malaysia.

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LIST OF ABBREVIATION

AIDA	= Attention, Interest, Desire and Action Model
IMC	= Integrated Marketing Communication
JA	= Jingles Advertisement

LIST OF SYMBOL

H_0	= Null Hypothesis
H_a	= Alternative Hypothesis
β	Beta
α	Constant

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CHAPTER 1

INTRODUCTION

1.1 Background of Study

Nowadays, most of food and beverage industry used jingles advertising to build brand awareness for customers. In Malaysian food industry, there were lot of brands in the same product category. Therefore, consumer felt difficult to chose a brand while purchasing a product. A successful brand was a brand with the strong brand recognition and brand recall which have the attractiveness elements to create brand awareness among consumers in food and beverage industry. Jingle advertising was one of way for marketers to make sure their consumers aware with brand advertising that involve various brand of same product category in the market.

Marketing communication sent messages to consumers through the elements of marketing mix. Marketing communication also to build brand awareness for the new brand and existing brand to differs it from the competitors. There were four Ps in marketing mix which were product, price, place and promotion. These four elements were very important in advertising to make sure the messages reach to consumers. Brand communicate with consumers by advertised their product in television or radio.

The key elements for a success brand were the image, quality, design and performance of the product in advertisement. The advertisement of the brand also must had the point of differentiation from other brands to help consumer easy differentiate the brand. Promotion of brand was support by the other key elements of four Ps in marketing mix. The sellers should determined the promotion strategy that used to advertise the brand. The company should plan good strategy for advertisement of the brand. For the advertisement on mass media, the video must had the elements of attractiveness such as jingles to reach brand awareness of the product.

Brand awareness was one of the strategy to create brand recognition and recall in consumer mind. Therefore, brand awareness would kept the brand in consumers' mind. Brand recognition help consumers to recognized brand names to provide more sensitive assessments. Besides, (Kevin Lane Keller, 2013) stated recall that brand awareness was related to the strength of the brand in memory, as reflected by consumers' ability to identify various brand elements like the brand name, logo, symbol, character, packaging and slogan under different conditions. Recent times are an era of 'sonic branding' or in other words, a time that has seen an increase in the use of sounds in advertising in order to build brands (Gustafson, 2015).

Nowadays there were a lots of food and beverage brands in Malaysia that have to compete with international brands. Consumers need to make choices in choosing a brand among various brands available in the food and beverage market. This industry was chosen by the researcher because the food and beverages industry were one of the most important sector in the manufacturing industry (Kamaruddin & Jusoff, 2009). Indeed, one does not need to look very hard for good examples of highly successful jingles from the last decade, including McDonalds' 'I'm Lovin It,' Subway's jingle for its five dollar foot long (Taylor, 2015).

Jingle was single or simple tune and one type of element that used in food and beverage advertising on television and radio to attract consumers. Belch and Belch (2015, 325) define jingles as '...catchy songs about a product or service that usually

carry the advertising theme and a simple message'. Based on previous research stated by (Simran R Kalyani, 2014), jingles advertising was the effective strategy in advertising because humans are able to remember music they have heard for a lifetime, as well as the emotions it triggered. Jingles advertising would create brand awareness and indirectly encouraged consumers to support our local brand. Jingles advertising created brand awareness and highly help consumers to differentiate their favourite food and beverage product with its competitors. A good jingle was a simple and catchy song that catch consumers mind and also help consumers in purchasing a product with lots of brand in the same product category.

This research would identified the most effective impact of jingle advertising to create brand awareness towards consumer in Malaysia food and beverage industry. Previous study stated that, one way to catch the attention of potential consumers was through used of emotional appeals in television advertisements (Jillson, 2014). According to (Chou & Lien, 2010), many advertisers' use popular music in their ads in order to resonate with consumers, get them to attend to the ads, help differentiate their brand, and boost sales.

1.8 Problem Statement

There were some problems in creating brand awareness towards consumer. According to (Stocchi, Wright, & Driesener, 2016), familiar brands are harder to remember when consumers know more about the product category. Nowadays, there were many of brands most familiar by their name, logo, and design with its competitors. Most of familiar brands were hard to differentiate by customers.

According to the Monthly Labour Force Survey, Department of Statistics Malaysia, there are 67.6% labour force in Malaysia. These statistics make clear that

Malaysian consumers had a quite busy lifestyle with working on weekdays and not too take an effort in choosing a brand. Consumers with busy lifestyle will spend minimum time for purchasing a brand. Based on the previous study, Hoyer (1984) found in many purchase situations, the consumer is a passive recipient of product information who spends minimal time and cognitive effort choosing brands.

Some of consumers purchase a brand of product regarding to their habits. East points out that there was contradiction in this inclusion: if choice is habitual, than there is no decision in the sense of conscious cognitive processing before action, habits, if they account for much of consumption, need a better explanation than absence of thought (East, 1996).

1.9 Research Objectives

The advertising using music or jingle was an effective marketing communication tool to promote food and beverage products and indirectly created brand awareness of the product. This study focus on examined the consumer awareness toward Malaysia food and beverage brand that advertise using jingles in Melaka, Malaysia. The specific objectives were set up to achieve the goal and deep understanding of this study as below:

- 1) To determine the criteria of jingles advertising that influence the brand awareness in Melaka food and beverage industry.
- 2) To identify the factors that influence the brand awareness through jingles advertising in Melaka food and beverage industry.
- 3) To investigate that most significant factor that influence the brand awareness through jingles advertising in Melaka food and beverage industry.

1.10 Research Questions

There were following research question in this study:

- 1) What are the criteria of jingles advertising that influence the brand awareness in Melaka food and beverage industry?
- 2) What are the factors that influence the brand awareness through jingles advertising in Melaka food and beverage industry?
- 3) What are that most significant factor that influence the brand awareness through jingles advertising in Melaka food and beverage industry?

1.11 Scope and Limitation of Study

This research focused on the impact of jingles advertising on brand awareness in food and beverage industry in Melaka, Malaysia. This research also would identified the relationship of jingles used in advertising and brand awareness in food and beverage industry. The scope of research focused in Melaka to obtain complete information.

There were some of limitations in this research. The limitation of this study was hard determined the target respondents. The researcher must assumed that the questionnaires had answered honestly by the respondents. Second, the limitation during conducted this research was the researcher felt difficult to attract people about this research. This was because the respondents might not fully understand about the topic or the word of 'jingles', so they will not give full commitment in answering the questionnaire.

1.12 Importance of Research

In a company, marketers and advertisers should clearly understand the impact of jingles advertising toward consumers in food and beverage industry. This research encouraged consumers to support our local product. Furthermore, the improvement of consumer exposure about jingles advertisement was needed in food and beverage industry since there were lots of competitor in the same product category. The study would provide the new vision to local marketers and advertisers to measure the technique for using jingles advertising in food and beverage industry through television and radio. This study aims to investigate the impact of jingle advertising toward brand awareness of food and beverage industry in Melaka, Malaysia.

1.13 Summary

This chapter explained the introduction for research topic by provide background of study, problem statements, research question and research objective. Besides, this chapter also cover the scope, limitations and importance of research. Researcher would discussed the part of literature review based on the introduction that has discussed.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter discussed about the definition and relevant theories of advertising using songs and jingles and brand awareness. The researcher carried out the understanding of study through the support of existing secondary data such as journals, articles and reference books. To provide a clear understanding, the researcher would explain the relevant terms, concepts and theories for research topic. Section 2.2 would explain the background of marketing communication. In section 2.3 the researcher would brief explain overview about the promotion and the needed promotion in business. Researcher would explain the advertising and the important element in advertising in Section 2.4 and also deeply explain about jingles advertising and the traditional tools that used for advertising. Then, section 2.5 will explain the overview of brand awareness and the important elements in brand awareness. The researcher briefly explain the overview of the food and beverage industry and the reason of choosing that industry in section 2.6. Section 2.7 will discussing the impact of jingles advertising on brand awareness and model that used in this research. Researcher develop theoretical framework in section 2.8 and hypothesis in 2.9 will be develop to test in this study. Lastly, section 2.10 will present the summary of the chapter two.