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## Effect of Jingles in Advertising

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### Introduction

The goal of this research is to determine how jingles used in advertisements affect product retention. To gauge people's retention and memory of jingles, a questionnaire was created. The survey was conducted in Karachi, and the follow-up questionnaire garnered roughly 100 replies. Regression analysis and reliability analysis are included in the analysis. The findings revealed that jingles had an impact on everyone in Karachi. Furthermore, of the two components, jingle music has a strong and favorable impact on product retention and memory, whereas lyrics appear to have a little impact. This suggests that an incorrect match of music in an advertisement with the brand or product being sold might lead to a misunderstanding of the advertising message and, at times, can be distracting. As a result, this finding highlighted the importance of music in advertising and the extent to which it may influence consumers. According to the findings of the study, music in advertising is quite essential and has an impact on customer purchasing behavior. Jingles, retention, memory, advertising, and consumer purchasing power are some of the terms used in this study. The goal of every business venture is to provide goods and services for sale to maximize profit. To maximize profit, the companies employed a variety of techniques, including solid human resources, ample capital, and effective marketing and advertising strategies.

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### FRAMEWORK: -

Due to the utilization of jingles, people can remember the product for a longer amount of time. The other factor is that the purchasing power of that particular product increases, increasing the organization's profit. There are several advantages to employing jingles in advertising, including the fact that they are simple to recall. You get a tune stuck in your brain and can't stop singing it all day. Consider what it'll be like if a potential buyer sings your praises all day! A good marketing campaign incorporates repetition for the customer to link the product with the business. Jingles take repetition to the next level. Consumers frequently construct their repetition after hearing a jingle numerous times as part of a marketing effort, humming the melody or chanting the lyrics in their heads. The words of the appropriate jingle can sometimes be triggered just by looking at the product. Jingles may take on a life of their own, appearing in popular media such as music, films, and social networking sites. As a result, the firm receives more product marketing at no expense.

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### METHODOLOGY:-

The only method of data collecting employed in this study was a questionnaire. The questionnaire includes useful factors such as product retention, recollection, and impulse to acquire the product. The respondents were asked to rate the characteristics that urge them to buy the goods based on their comprehension and clarity. The survey used a Likert Scale with responses ranging from "1" Strongly Agree to "2" Agree to "3" Neutral to "4" Disagree to "5" Strongly Disagree. A portion of the inquiry is based on the respondents' general information, such as gender, education, and job status. In addition, a pilot test study was carried out to minimize flaws and offer reliable data. The questionnaire had 11 statements, 9 of which were completed to gather reliable data. A total of 150 questionnaires were issued, all of which were filled out manually. Only 100 surveys were accepted for analysis, with the remaining questionnaires being discarded owing to missing or incorrect replies. The findings are generalized based on these responses. Valid replies were input into SPSS once the data was collected and analyzed. The study's respondents were divided into two groups: males and females, with 50 males and 50 females out of a total of 100. The majority of them were either graduates (55.40%) or postgraduates (44.60%), working in the private sector (67.90%) or running their own business (17.90 percent). A minimal number of responders worked in the public sector (14.30 percent).

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**CONCLUSION AND RECOMMENDATION: -**

Impose a favorable influence on the customer's mind for them to remember the product, hence rejecting the research premise. In a nutshell, the lyrics don't match the music. After analyzing the data with SPSS, it was determined that the jingles may be used to accomplish numerous goals. The results were formulated using the components of reliability and regression analysis. All the independent factors have a substantial influence on the dependent variable, implying that the jingles have a considerable impact on the product's retention. As a result of this study, it can be stated that jingles have a big part in advertising and are a highly useful instrument for advertising. Jingles are incredibly effective at keeping customers interested in a product, which benefits the company. The retention of the product through jingles has a long-term influence on the customer's mind, and the findings reveal that customers bought the product in the majority of situations as a result of the jingle's retention. The research hypotheses are centered on the two variables of music and lyrics. The outcome demonstrates that music has a long-lasting influence on buyers' thoughts, causing them to recall the goods. People respond favorably to the product's retention due to music.

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