

## **Influence of Jingles in Retention and Recall of Advertisement: A Survey of Some Selected NTA Adverts.**

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### **Abstract**

*The aim of the study was to ascertain the influence of jingle in advertising retention and recall using some selected television commercial as a study. The aim of the study was to know how effective are jingles in eliciting audience memory to retain and recall a given commercial. The study adopted, survey research method with a sample size of 399 respondents. Stratified and systematic sampling techniques were used in selecting the respondents out of the total estimated population of Owerri municipal, Imo State. A structured questionnaire was constructed to provide answer to the research questions. The major findings showed 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.*

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**Keywords:** *influence; jingles; advertisement; retention and recall.*

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### **INTRODUCTION**

The essence of going into business by any business outfit is to produce goods and services for sale and ultimately maximize profit. In order to remain in business every organization strives to generate enough sales from its product and services to cover operating cost and post reasonable profit. However taking decision on sales is the most difficult task facing many business executives, this is because it is difficult to predict, estimate or determine with accuracy, potential customers demand as they are uncontrollable factors external to an organization.

Considering, therefore, the importance of sales on business survival and the connection between customers and sales, it is expedient for organizations to consciously engage in programmes that can favourably influence consumer's decision to purchase its product. One of the promotional programmes generally deployed by organizations is advertising.

Hence, advertisers even go a step further to embark on advertising effectiveness, to appraise how effective their message is and the total success of the campaign on the target audience. The whole essence of advertising message is to help the audience of the advert to identify products and differentiate them from others; to communicate information about the products, its feature and its location for sale, to induce consumer to try new products. The

effectiveness of advert message on consumer could be ascertained on the memorability and recall of the given advertising by the audience which in-turn will greatly influence their decision to purchase a product.

According to Osunbiyi (1991, p.10), advertising is a “vital marketing tool helping to sell goods, services, images and ideas through channels of information and persuasion. To achieve the above assertion certain variables are included in commercials which enable the particular message to create product awareness and induce purchase.” In view of this advert campaign managers combine a variety of creative elements like vivid images, music, videos, animations e.t.c to achieve their aim. Consequently advertisers enhance the memorability of their advertising slogans by presenting them in the form of musical jingles.

Jingles are simply music lyrics cued in advertising. The musical lyrics and melodies in jingles help listeners retain lyrical information about the advertised product in their long term memory (Wallace, 1994).

Recall and retention of advertising messages are crucial considerations for advertisers. The success of a given advertisement depends largely on how messages are recalled and retained by the potential audience which may eventually lead to product purchase. Research has shown that advertising messages that are easily recalled and retained by the audience are most likely to induce patronage for the product and service being advertised. That is why advert designers always deploy various strategies to facilitate recall and retention. It is to the end that this study investigates jingle influence in retention and recall of advertising on NTA.

### **STATEMENT OF THE PROBLEM**

Due to change in the global market and increase in competition embarking on an effective advertising campaign has been the top most priority of many organizations but attaining this objective is not always an easy task. The fact that the advertiser seeks to induce selling and win patronage; it is a great challenge because he has profitability at the back of his mind and he must go for the best medium that can suitably deliver his advert in other to attract buyers and enhance sales. From observation most products last the test of time on the competitive market and some fizzle out due to lack of patronage

On this note, the study seeks to find out if longevity of a product is as a result of its jingle retention and recall.

Furthermore, several impediments could affect the effectiveness of recall and retention of advert. According to Singh, Rothschild and Churchill (2008, p.27) a conceptual argument holds that there is a hypothetical memory threshold for retention and recall that declines with age and sometimes the audience daily routine. While this factor have potential to impair retention and recall of jingles, it is yet to be seen if those jingle used on NTA commercials facilitates recall and retention.

### **OBJECTIVES OF THE STUDY**

The objectives of this research were to:

1. Examine the extent of use of jingles in advertisements on NTA.
2. Determine the effectiveness of jingles in influencing retention and recall of advertising on NTA.
3. Find out factors that facilitate recall and retention of advertisement on NTA other than jingles.

4. Find out if jingles eventually induce purchase of products advertised on NTA.

### **RESEARCH QUESTIONS**

The research provides answers to the following questions:

1. To what extent are jingles used in advertisements on NTA?
2. How effective are jingles in influencing recall and retention of advert on NTA?
3. What other factors facilitate recall and retention of advert on NTA other than jingles?
4. Do jingles eventually induce purchase of products advertised on NTA?.

### **1.5 HYPOTHESES**

We tested the following propositions:

H1: There is a considerable reliance of jingles for advertising message retention and recall by the NTA audience.

HO<sub>1</sub>: NTA audiences do not rely on jingles for advertising message retention and recall.

H2: age and memory threshold influence retention and recall of jingles in advertising.

HO<sub>2</sub>: age and memory threshold does not influence retention and recall of jingles in advertisement.

### **SCOPE OF THE STUDY**

The interests of this study particularly are NTA commercials containing jingles precisely; that is to say, such said selected jingles are drawn from Nigerian Television Authority (NTA), Channel 12, Owerri. The scope is limited to the audience of three NTA commercials: vinal aluminum, honey-well noodles and chivita fruit juice.

### **THEORETICAL FRAMEWORK**

This study is anchored on two theories: The Elaboration Likelihood Model of Persuasion and the Media Influenced Diffusion of Innovation which are relevant to the study of this nature.

#### **ELABORATION LIKELIHOOD MODEL OF PERSUASION (ELM)**

The ELM is based on the idea that attitudes are important because attitudes guide decision and other behaviours. According to Petty and Cacioppo (1979) the ELM describes the cognitive processing that occurs when a person is presented with a persuasive message, whether the message is presented one on one (as in business relationship) or through a medium (such as a television advertisement) the theory claims we all process those message either cognitively or peripherally.

The theory can be applied to understanding both goods and service industries, because persuasive attempts are looking to induce a change of opinion or behaviour. In their proposition, the ELM accounts for the differences in persuasive impact produced by argument that contains ample information and cogent reason as compared to message that rely on simplistic associations of negative and positive attributes to some object, actions or situations. When people are motivated and able to think about the content of the message elaboration is high.

Elaboration involves cognitive process such as evaluation, recall, critical judgment and inferential judgment. The ELM can be very useful in understanding why certain messages and strategies work in some situations and not in others. Again understanding the best way to sell to

any group or individual, regardless of industry, is to first examine and understand the customer and then strategize from there how best to reach them..

### **MEDIA-INFLUENCE DIFFUSION OF INNOVATION THEORY**

This theory suggests that the media play a significant role in promoting the adoption of new ideas, forms of behaviour and material goods. Members of audience are said to often unwittingly adopt artifacts, ideas, beliefs and form of behaviour that are depicted in media content. Some conservatives view this as a deliberate imposition of ideas and behaviour patterns using different strategies (Defleur, 2010, p. 28).

Roger and Shoemaker (1971, p. 11) assert that as consumers of mass communication. We are constantly exposed to information that are both informs and persuades information about products designed to make our life easier, inventions and other innovative procedures. In other words, the ways in which product awareness is adopted by the media is of interest and of significant importance to a number of practitioners, researchers and scholars. In so far, as it is a basic process leading to both social and cultural change and economic decision.

## **METHODOLOGY**

### **RESEARCH DESIGN**

The research design adopted is survey. The reason for the researcher's choice of survey is that it is used to scientifically examine socio-psychological variable or phenomena in their natural settings; describe objectively the relationship that exist among the variables or phenomena, examine within their actual environment and at a defined time frame; allow the researcher to measure characteristics, option or behavior of a population by studying a small sample from the group, which is used to generalize.

### **AREA OF STUDY**

The area of study for this work is Owerri Municipal, the capital of Imo state in South East area of Nigeria. The area is estimated approximately around 58 square miles in area.

### **RELIABILITY AND VALIDITY OF THE MEASURING INSTRUMENT**

in order to determine the reliability of the instrument, a pretest and post-test was carried out by the researcher within a period of three (3) weeks whereby few copies of questionnaire were distributed to target respondents

The researcher's supervisor assisted in ensuring validity of the test instrument, through vetting/corrections of the copies of the measuring instrument used in the pretest by the researcher as approved by the supervisor.

## **RESULTS AND DISCUSSION**

**Table 1: Are you of the opinion that jingles influence your ability to recall any advert on NTA?**

<i>Response</i>	<i>Frequency</i>	<i>Percentage</i>
Yes	209	53.5%
No	100	25.6%

Not sure	81	20.7%
<b>Total</b>	<b>390</b>	<b>100</b>

Table 1: shows that out of 390 respondent 209 (53.5%) agreed that jingles influence their ability to recall an advert on NTA, 100 (25.6%) does not agree while 81 (20.70%) are undecided.

**Table 2: Do you think that jingles influence your ability to retain any television commercial?**

<i>Response</i>	<i>Frequency</i>	<i>Percentage</i>
Yes	199	51.0%
No	77	19.7%
No idea	114	21.2%
<b>Total</b>	<b>390</b>	<b>100</b>

Table 2 above shows that 199 (51%) agreed that jingle influence their ability to retain a television commercial 77 (19.7%) said, No that it does not influence ability to retain television commercial while 114 (29.2) said not sure

**Table 3 Do you think jingles improves your retention and recall of a particular advert?**

<i>Response</i>	<i>Frequency</i>	<i>Percentage</i>
Yes	205	52.5%
No	65	16.6%
No idea	120	30.7%
<b>Total</b>	<b>390</b>	<b>100</b>

The table above shows that 205 (52.5%) of the said yes that jingles improves their retention and recall of adverts on NTA, 65 representing (16.6%) said no, while 120 (30.7) said no idea.

**Table 4: what other factor do you think help in recall and retention of adverts on NTA?**

<i>Response</i>	<i>Frequency</i>	<i>Percentage</i>
Drama	152	38.9 %
testimonial	-	-
Celebrity endorsement	97	24.8 %
Slogan	119	30.5 %
No idea	24	6 %
<b>Total</b>	<b>390</b>	<b>100</b>

Table 4 above shows that 152 of the respondent representing (38.9%) said that apart from jingle drama can help in retention and recall of adverts on NTA 97 (24.8) mentioned celebrity endorsement, while 199 (30.5%) of the respondents said its slogan, 24 (6.1%) said they have no idea while no respondent mentioned testimonial.

**Table 5: Does exposure to jingle induce you to purchase the advertised product?**

<i>Response</i>	<i>Frequency</i>	<i>Percentage</i>
True	180	46.1 %

False	24	6.6.%
Not sure	178	45.6 %
<b>Total</b>	<b>390</b>	<b>100</b>

Table 5 above shows that 180 (46.1%) of the respondent agreed that jingle truly induce their purchase of the advertised product, 24 (6.6%) said false, while 178 (45.6%) are undecided

**Table 6: Do you rely on jingle for advert recall and retention?**

<i>Response</i>	<i>Frequency</i>	<i>Percentage</i>
Yes	177	45.3%
No	93	23.8 %
No idea	120	30.7 %
<b>Total</b>	<b>390</b>	<b>100</b>

Data in table 6 shows that 177 (45.3%) agreed that they rely on jingle for advertising recall and retention, 93 (23.8%) said that they don't rely on jingle for advertising retention while 120(30.7%) remained undecided.

**Table 7: In your own opinion, do you think you are able to retain any jingle you ever watched on NTA?**

<i>Response</i>	<i>Frequency</i>	<i>Percentage</i>
Yes	277	71.0%
No	-	-
Not sure	113	28.9%
<b>Total</b>	<b>390</b>	<b>100</b>

The table above shows that out of 390 respondents 277 (71.0%) said that they were able to retain the jingles they have watched, 113 (28.9%) said that they have not sure, if they retained the jingle.

**Table 8: to what extent do you think jingles improves your level of retention and recall of advert?**

<i>Response</i>	<i>Frequency</i>	<i>Percentage</i>
High	155	39.7%
Moderate	120	30.7%
Low	15	3.8%
Not sure	100	25.6%
<b>Total</b>	<b>390</b>	<b>100</b>

The table above shows that respondents representing 155(39.7%) said there is high level of improvement on the retention and recall of adverts which bears jingles, 120 (30.7%) said it's moderate, while 15 (3.8%) said it's low, 100 (25.6%) remained undecided.

### TEST OF HYPOTHESIS

Here the researcher will analyze and test the hypothesis using chi-square.

$$X^2 = \sum (f_o - f_e)^2/e_i$$

Where

$\Sigma$  = total/summation

Fo = observed frequency

Fe = expected frequency

X<sup>2</sup> = chi square calculated value.

Decision rule: if X<sup>2</sup> calculated value  $\geq$  X<sup>2</sup> table value, accept the alternate and reject the null.

X<sup>2</sup> table value.

df (c- 1)

Margin of error

H1: there is a considerable reliance of jingles for advertising retention and recall by NTA audience.

HO<sub>1</sub>: NTA audiences do not rely on jingles for advertising message retention and recall.

<i>Response</i>	<i>Fo</i>	<i>fe</i>	<i>(fo - fe)</i>	<i>(fo - fe)<sup>2</sup></i>
Yes	177	130	47	2209
No	93	130	-37	1369
Not sure	120	130	-10	100
<b>Total</b>	<b>390</b>			<b>36978</b>

3678/ 130 = 28.2

X<sup>2</sup> cal value = 28.2

df (c -1) (3 -1) = 2

margin of error = 5.991

since x<sup>2</sup> cal value (28.2) is greater than x<sup>2</sup> table value (5.991) the researcher rejects the null hypothesis and accepts the alternate hypothesis that there is a considerable reliance on jingle for advert retention and recall by NTA audience.

H2: there is a significant relationship between age and memory threshold

For retention and recall of advertising message.

HO<sub>1</sub>: NTA audiences do not rely on jingles for advertising message retention and recall.

<i>Response</i>	<i>Fo</i>	<i>fe</i>	<i>(fo - fe)</i>	<i>(fo - fe)<sup>2</sup></i>
Yes	205	130	75	5625
No	65	130	-65	4225
Not sure	120	130	-10	100
<b>Total</b>	<b>390</b>			<b>9950</b>

9950/130 = 76.5

X<sup>2</sup> cal value = 76.5

df (c -1) (3 -1) = 2

margin of error = 5.991

since the cal x<sup>2</sup> value is greater than x<sup>2</sup> table value, observing the decision rule, the alternate hypothesis that there is significant relationship between age and memory threshold for retention and recall of jingles in advertising is accepted.

### SUMMARY OF FINDINGS.

The findings of the study showed that:

- 1) NTA most times uses jingles in their television commercials as audience who watch the television observed.
- 2) Jingles are effective in achieving audience retain and recall of adverts on NTA. Furthermore, it helps members of the audience to remember a particular television commercial watched.
- 3) Age sometimes affects retention and recall of advertising jingles on NTA and more so, there is significantly relationship between age and memory in retaining of jingles.
- 4) Apart from jingle, drama can also facilitate retention and recall of NTA television commercials.

### **CONCLUSION**

This study has shown that jingles can contribute a lot towards advertising retention and recall. Furthermore, from the analysis of this study it can be deduced that jingle plays a significant role in advertising retention and recall which can go a long way to induce audience to purchase the particular product advertised.

However age and memory threshold forms the major impediment on the effectiveness to retain and recall of jingle by audience members

Also, majority of the respondents agreed that they rely on jingles to retain a particular commercial this was also validated with the test of hypothesis.

Finally, this study have been able to demonstrate the extent of jingles effective in retention and recall of television commercial, which can produce a successful advertising campaign for desired result.

### **RECOMMENDATION**

Based on the findings and conclusion, the following recommendations are hereby suggested.

- 1) There is need for advertisers to design appropriate background music appropriate background music suitable for the advertised product which must be aired on television consistently for audience consumption.
- 2) Jingles should be taking serious because the wrong use of background music can distort the message the advertiser wants to pass to the audience thereby defeating the aim of the commercial.
- 3) Jingles can be intertwined with drama to effectively enhance audience memorability of an advert to surmount age and memory impediments.
- 4) Since audience rely on jingles in other to recall television commercial, advertisers should embark more on strategies that can elicit and catch audience attention, for the advert campaign to be effective and achieve desired result.
- 5) To get the audience to be familiar with a commercial, advert strategist should include jingles most times in their strategic campaign since it improves retention and recall.

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