

Music and Teens in Advertising: Influence of Music in Always Sanitary Pad Television Advertisement among Teens in Ikeja Nigeria

Oluwafisayo F. Abdul &
Damilola Labake Bamigboye

Abstract

The study examined the influence of music in Always Sanitary Pad or Towel Television advertisement on buying behavior of teenagers in Ikeja Lagos. The major objective is to determine if music in Always Sanitary pad advert influenced the buying behavior of teenagers in Ikeja Lagos. It formulated five research questions to guide the study. It was a qualitative and quantitative study that involved the use of survey research method and in-depth interview which required designing a well-structured questionnaire and in-depth interview guide as the instruments for data collection. Teenagers residing in Ikeja Lagos acted as the respondents for this study, with a sample size of 394 teens. The study found that female teenagers in Ikeja Lagos were of the perception that music in Always Sanitary pad TV advert makes an advert interesting and in the long run influence buying behavior positively. The study also found that there were other factors that influenced teenagers buying behavior apart from music. These factors are price, availability, quality, quantity and models. However, it was concluded that music in Always Sanitary Towel TV advert is one major factor that influenced the buying behavior of teenagers in Ikeja Lagos State. The researchers recommended that advertisers should work more on their music ability concepts since it influence buying behavior so as to improve sales.

Keywords: *.Always Sanitary pad .Advertising .Buying behaviour .Television*

Introduction

Music has come to be a vital aspect of teenage life. This is because it literarily appeals to their senses. Jilson (2014) in her work asserts that music is one of the various ways to attract viewership and acceptance by prospective consumers. The most popular music element used in an advert copy is "jingle". While good background music in advert copies would draw attention, adverts copies with poor music might turn consumers off such product.

The relationship between music and life cannot be underestimated; it is an important part of every society, culture, lifestyle, and nation at large. Over the years, music has played crucial role in entertainment, education, culture, intellectual interest, sharpening imagination, as well as evoking imagination and feelings. Sacks (2007) as cited in Hoeberichts (2012), asserts that music can bring many different emotional responses out of people. This effectiveness of music has been perceived by advertisers over the years and has caused advertisers to employ the use of music in television advertising. To advertisers, merging music and television advertisements is a great idea in getting the involvement and attention of audiences, the teenagers in this context.

Morris and Boone (1998) proffer that music has the ability to improve viewers' arousal as well as affect their arousal. Without all the words and drama in an advert copy, simple background music can explain what the product advert is all about and also lure these teenagers to purchase the said product. Creators of television advertisements and other forms of advertising frequently purchase licensing rights to popular music. In these media, it is important for music to balance, not compete with, the visual elements of an advert. Songs and background tunes can be more remarkable than pictures and words in creating a mood or bringing a brand image to life.

Brokes (2017) in her work argues that any advert message that has stuck in the memory of viewers would definitely be as a result of the musicals in the advert content. Television advertising involves transmission of messages in an audiovisual manner to grab attention of consumers and induce sales. Television advertisement has long had a reputation of being the main advertising channel to the masses; therefore advertisers are devising ways to attach the feelings of consumers to advert messages. Television advertisement is a short television program commonly produced and paid for by an organization. It typically communicates a message to the public to market and promote their product(s) and service(s). Huron (1989) contributed to this field of study and explains the fact that music can only be used in mass electronic media like television and radio.

However, there is no doubt that other factors like brand quality, brand position in the market, competition could influence buying behavior of teens alongside music. Music is used in advertising formats to sharpening buying behavior of consumers.

However, a study on how music in Always Sanitary Towel television advertising influences buying behavior of female teenagers in Ikeja Lagos has not been pinpointed. It is uncertain if music in Always Sanitary towel adverts would influence female teenagers' behaviour in the purchase of Always Sanitary Towel in Ikeja Lagos. Therefore, this study seeks to bring to light the influence of the use of music in Always Sanitary towel adverts over the purchasing behaviour of female teenagers towards the product.

Statement of Problem

The "influence of Music in Advertising" has over the years become a field of study for many researchers. Most of these researchers revolve their studies only around how music makes an advert copy interesting and accepted by viewers. However, a study on how music in Always Sanitary Towel television advertising influences buying behavior of female teenagers in Ikeja Lagos has not been pinpointed. It is uncertain if music in Always sanitary towel adverts would influence female teenagers' behaviour in the purchase of Always Sanitary Towel in Ikeja Lagos. Therefore, this study seeks to bring to light the influence of the use of music in Always Sanitary towel adverts over the purchasing behaviour of female teenagers towards the product.

Research Questions

The research questions include:

1. To what extent do female teenagers in Ikeja Lagos expose themselves to Always Sanitary towel advert?
2. What is the perception of female teenagers in Ikeja Lagos on the use of music in Always Sanitary towel advert?
3. To what extent does the use of music in Always Sanitary towel advert engineers' female teenagers' loyalty to the product?
4. To what extent does music in Always Sanitary towel advert influence buying behavior of female teenagers in Ikeja Lagos?
5. What are the other factors that influence female teenagers buying behavior apart from music?

Literature Review

Music as an Element of Advertising

Music is a multifaceted concept; ordinarily it is seen as any pleasing or interesting sound but today has become a very important element to advertisers. Music has maintained a symbiotic relationship with advertising thereby becoming the most important element of advertising and leading other elements like picture quality, graphics, models, words etc.

Music is scientifically linked to human memory, music attached to an ad copy can evoke emotions to make or mar the advert message. Music as an element in advertising also creates the ad story in the mind of viewers which is the major factor that determines the success of an ad. Ponder about an ad copy you've seen on TV, whether or not the audience pay attention, the musical element in such advert gives an insight of what the whole advert is all about. This means that without the whole acting in an ad copy, advertisers can still pass across their intended messages through background music in the ad copy.

Jeremy (2009) asserts that music can trigger great recollections, and that a certain brain scan study that was carried out revealed that a part of the brain known as the Medical Pre-frontal Cortex behind the forehead performs the function of linking music to memory. Memory is one of the numerous advantages of music in advertising. This study carried out has revealed that music is part of humans (adults, teens, children) therefore adding background music to an advert copy would boost the effectiveness of such advert copy.

The behavior of a consumer towards a product that has been advertised can either be positive or negative as the case may be. This solely depends on the drive they get from viewing an advert message. Scholars have proffered that music plays the major role in earning a positive buying behavior for a product in which its advert copy contained music. An example of such scholar is Hoeberichts (2012) in her work titled "*The effect of music in television commercials on consumer attitudes*". The review investigated the five attitude properties that are evoked by music in advertising. The first one is attitude valence; which refers to whether the attitude towards something is positive, neutral or negative, the second one is attitude extremity which refers to the strength of the liking or the disliking, the third one is attitude resistance which reflects the extent to which an attitude is resistant to change this means that some attitudes towards products or brands are very immune to change, while others are more easily modified, the fourth one is attitude confidence which is a person's conviction that her or his attitude is correct, the last one is attitude accessibility which refers to how easily the attitude can be recovered from memory. An attitude will only influence people if it can be retrieved from memory. Therefore, attitudes that are easily recovered from memory affect consumer behavior more than those that are not easily recovered. This study employed the use survey method; questionnaire to generate valid data for its argument. (Hoeberichts 2012)

Studying critically the works of Tarch and Spangerberg (2000), they clearly assert in their argument that environmental music influences how long a consumer spend on shopping in such environment, (Tarch and Spangerberg 2000), this study made use of observational method to generate data on how long a consumer stays in a store when music is played and when music is not played.

However, a new set of scholars like Brokes in her work "The power of music in advertising" (2017) and Huron, Professor School of Music Ohio State University (1989) have come up to proffer that an advert that might have stocked in the mind of audience must be as a result of the music played in such advert enabling memorability. This study used survey and in-depth interview method to generate valid data for its argument.

There are some experimental evidence to support the notion that music can improve brand recall Wallace, (1991). Kellarix and Anthony focuses on another related topic "*the effect of background music in advertising: a reassessment*". They focused on an experiment by

Gerald Gorn in 1982, they proffer that a consumer is likely to select a specific color of book if the book has been paired with a pleasant rather than unpleasant music in its advert. (Kellarix and Anthony, no date).

Influence of Music in Always Sanitary Towel TV Adverts on Female Teens

Teenagers are considered as one of the most important demographics for advertisers. In the work of Sarwar (2014), she asserts that teenagers are considered a target market for different fast moving consumer goods because they are exploring their needs and they become attached to those who can satisfy them accordingly. It is difficult to understand values and preference at this level, then researchers focus on identifying and understanding the buying behavior of such important market segment. According to common sense media, teenagers brand preference is still forming, they have money to spend, and they have great influence on their parents spending. However, advertisers have devised ways to attract these set of consumers to their products. Background music added to an advert copy performs this function. According to Norman (2017) music and teenagers go hand in hand. Teenagers today have their moods, emotions, academics, and interests enhanced by music. This explains why in secondary school, the periodic table of hydrogen, helium, boron... was formed into music. These helped to evoke their interests and also helped them to study.

Theoretical Framework

Musical Fit Theory

This theory was propounded by MacInnis and Park in 1991 and generally accepted for explaining and understanding advertising effect on consumer behaviour. The theory further suggests that music activates information and evokes associations based on previous knowledge or familiarity, and when the music fits the advertised product the product becomes more persuasive.

According to MacInnis and Park, the Musical Fit theory is an extension of the elaboration of Likelihood model theory. The further defined FIT as a contemporary role of music with other advertising stimuli that could affect advertising processing, stating specifically that music could influence consumer behavior if it corresponds or fit into consumers' perceptions.

Therefore, this theory is appropriate for this study "influence of music in Always Sanitary Towel TV advert on female teenagers" because it explains how music that corresponds with an advert can influence consumers' perceptions about such products. This perception can either be negative or positive as the case may be.

Methodology

This study adopted the survey research method and In-depth interview method in order to meet the research objectives.

The projected population of female teenagers in Ikeja, Lagos according to the National Population Commission of Nigeria (2017), 35,839.

The sample size was determined using Taro Yamane formula. The study arrived at 394 sample size. The study adopted purposive sampling technique and random sampling method. The researchers used purposive sampling technique because the study focused on just female teenagers in Ikeja Lagos for the purpose of determining how music influences their buying behavior on the other hand random sampling it is the purest form of probability sampling method. The method is suitable when working with segmented or homogenous population such as teenagers. It will allow the researchers to select sample randomly and each member has equal and known chance of being selected. The researchers used questionnaire and in-depth interview guide to arrive to collect the necessary data at both quantitative and qualitative.

Discussion of Findings

Research Question One: To what extent do female teenagers in Ikeja Lagos expose themselves to Always Sanitary pad advert?

Findings show that 117 (29.5) respondents expose themselves to Always Sanitary towel TV advert sometimes, while 74 (18.6%) respondents said rarely, 177 (44.6%) respondents said often and finally 29 (7.3%) said never. Therefore, from the above information, we can deduce that majority of teenagers in Ikeja Lagos expose themselves to Always Sanitary towel TV adverts often. From the interview conducted, it was found that majority of respondents exposed themselves to Always Sanitary towel TV. Twelve teenagers were interviewed, 7 respondents expose themselves to the advert to a large extent (58%), while 5 respondents are rarely exposed to the advert (42%).

Research question two: What is the perception of female teenagers in Ikeja Lagos on the use of music in Always Sanitary Towel advert?

Findings from 56.2% (223) of the respondents showed that music in Always sanitary towel TV adverts makes the advert interesting and attracts audiences, while 29% (115) of the sample size perceived the use of music in Always sanitary towel TV advert as irrelevant in influencing consumer's buying behavior while 14.9% (59) of respondents can't say what their perception is about the use of music in always sanitary towel TV advert. From the in-depth interview conducted, it was found that all the 12 (100%) respondents interviewed were of the perception that the use of music in always sanitary towel TV advert is effective in attracting attention of viewers, attracts interest, and evokes emotions and memorability.

Research question three: To what extent does the use of music in Always Sanitary pad advert engineers' female teenagers' loyalty to the product?

Question 12 and 14 in the questionnaire and question 3 in the In-depth interview guide were used to answer this research question and the table below was used to present the information. From the data, the researchers are certain that the use of music in Always sanitary towel TV adverts makes female teenagers in Ikeja Lagos loyal to purchasing the product.

Again, from the information presented, the researchers were able to know the extent to which music in Always sanitary towel advert engineers' teens' loyalty to the product. From the data obtained, 176 (44.3%) respondents are to a very large extent loyal to purchasing Always sanitary towel TV advert due to music in the advert copy, 55 (13.9%) respondents are to a large extent loyal, 85 (21.4%) respondents moderately, 37 (9.3%) are loyal to a little extent and respondents that aren't loyal at all 44 (11.1%). This shows that teenagers in Ikeja Lagos are loyal to Always sanitary towel to a very large extent due to music in the advert copy. From the in-depth interview conducted to answer this research question, the researchers were able to find out that majority of respondents expose themselves to Always sanitary towel TV advert to a very large extent.

Research Question four: To what extent does music in always sanitary pad advert influence buying behavior of female teenagers in Ikeja Lagos?

From the data obtained, 186 (46.9%) respondents are to a very large extent influenced to purchase Always sanitary towel TV advert due to music in the advert copy, 52 (13.1%) respondents are to a large extent influenced by music in the advert copy to purchase the product, 80 (20.2%) respondents are influenced by music moderately, 51 (12.8%) to a little extent influenced, and respondents that aren't loyal at all 28 (7.1%). This shows that teenagers in Ikeja Lagos are influenced to purchase Always sanitary towel to a very large extent due to music in the advert copy. Majority of the respondents interviewed said music in always sanitary towel TV adverts influence their purchase of the product say

92% while lesser amount of respondents said music in always sanitary towel TV advert does not influence their purchase of the product say 8%.

Research Question five: What are the other factors that influence female teenagers buying behavior apart from music?

The findings indicates that 85 respondents representing 21.4% strongly agreed that other factors apart from musical elements in Always sanitary towel TV advert influence them to purchase the products , 31respondents representing 7.8% agreed , followed by 24.2% (96) of respondents were indifferent. 95 respondents representing 23.9% disagreed and finally 22.7 % (90) strongly disagreed with the statement. This shows that since majority of respondents disagreed and some undecided about this assertion and quite a number of people also agreed we can conclude that other factors apart from music in Always sanitary towel TV advert influences teenagers to purchase the product. In the in-depth interview conducted, respondents highlighted price, packaging, quality, quantity, brand, models advert messages as the other factors that influence their purchase of the product apart from music.

Conclusion and Recommendations

From the findings of this study, it was concluded that most of the respondents were exposed to television adverts. More so, the use of music in Always sanitary towel TV advert attracts and influenced their buying behavior. Thus, the researchers recommend that;

1. Always sanitary towel advertisers should adopt the use of musical elements in TV adverts in order to increase sales.
2. Always Ultra should be readily available in all supermarkets and available at affordable prices since the findings shows that these are parts of the factors that influence the purchase decisions.

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ABDUL, OLUWAFISAYO F. is a Lecturer in the Department of Mass Communication, Samuel Adegboyega University, Owo Edo State. abdulfizzy@gmail.com 08058412716

BAMIGBOYE, DAMILOLA LABAKE is with the Department of Mass Communication, Samuel Adegboyega University, Owo Edo State bamigboyedamilola72@gmail.com; 09054925124