



اَوْنَهْوَرَسِيَّتِي تَتِيكِنُو لَوِي كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

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Muzik

RESEARCH PROJECT

THE EFFECTIVENESS OF JINGLES MUSIC TOWARDS PRODUCTS'

ADVERTISEMENT

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ABSTRACT

Music is one of the most 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. 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. The primary focus of this study is to find out if music in advertising effective towards product and consumer.

It is to develop a path model to explain how music works on the advertising and the effectiveness measures including attitude toward the advertisement. Sixty sets of survey questionnaires were distributed concerning on the effectiveness of jingle music in advertisement to the Degree student in UiTM Shah Alam. In-depth interviews were conducted in order to enhance the findings and also to get a more accurate result for this study. The result of this study will be able to reveal the impact of jingle music in advertisement 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 affect on consumer's attitude. But however, the results from the research might not be fully accurate as the target audiences are only students of University Teknologi Mara in Shah Alam. It could not generalize the entire population of Malaysia. This research will be more accurate if it was done with wider group of respondents of different ages and places.

DECLARATION

We declare that the material contained in this paper is the result of our own work and that due acknowledgement has been given in the bibliography and references to all sources be they printed, electronic or personal.

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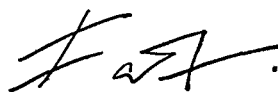


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