

THE INFLUENCE OF JINGLE IN RADIO ADVERTISING TOWARDS BRAND
RECALL AND BUYING BEHAVIOR

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ABSTRACT

In radio media, the influx of brands and advertisements may cause consumers to no longer pay as much attention to advertisements broadcasted. Radio stations try to solve this problem by using jingle. Jingle is one of the creative techniques that is used in radio advertising to attract listeners as well as advertisers. It is a win-win situation for radio station and advertisers as it adds value to the radio station and at the same time creates brand identification towards advertised product. This is due to the fact that catchy tunes of jingle can ultimately be stuck into consumer's minds. In addition, jingle can also affect the buying behavior of consumers. This study seeks to focus whether jingle in radio advertising can affect brand recall and buying behavior of consumers. This study is beneficial to radio stations, advertisers and listeners in understanding the importance of jingle used in radio advertising. This study uses quantitative research method, with a total number of 186 respondents aged between 18 to 26 years old. A Drop and Pick method is applied in this study whereby the researcher leaves survey questionnaire to respondents and later picks up completed questionnaires after a period of time. The result of this study concluded that jingle in advertising does create brand recall, and can affect consumer's buying behavior. The study also found that women and men have similar tendency in recalling a brand, but women tend to purchase the product more than men. However, there is a weak relationship between brand recall and buying behavior. This indicates that it requires more than brand recall to initiate buying behavior. Radio stations and advertisers are encouraged to be creative in using jingles in radio advertising as this will result in brand recall.

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