

THE EFFECT OF JINGLE EXPOSURE IN TELEVISION ADVERTISING ON BRAND AWARENESS IN THE ELABORATION LIKELIHOOD MODEL

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ABSTRACT (CAMBRIA 1 2, BOLD)

Article history

Received : September 12,
2023

Revised : September 28,
2023

Accepted : September 30,
2023

Keywords

Elaboration Likelihood
Model
Brand Awareness
Jingles

Message processing is a very important part of the communication process. The Elaboration Likelihood Model (ELM) is a communication theory that is in the sociopsychological tradition and focuses on message processing. ELM sees that messages are processed by individuals through two routes, namely central and peripheral. This theory is used to analyze the information processing of respondents to exposure to Oreo advertising jingles on brand awareness. Brand awareness has four important indicators they are brand recognition, brand recall, brand dominance, and brand knowledge. This research was conducted from a quantitative perspective by using an experimental method. There were two groups, the first group was the control group, and the second one was the experimental group. The result of the two group's questionnaire answers will be analyzed and compared to see the message management process. The results of the hypothesis test show that there is a significant influence between jingles and brand awareness. Most of the respondents knew the jingle better than the main information. The path used by respondents in processing the information in this jingle is the peripheral route. Respondents feel the perception of music fits in Oreo jingles. The respondents agree that the jingle of Oreo fit the brand's personality.

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1. Introduction

The meaning of messages in communication has a very important role. The process of interpreting this message is very dependent on the processing of information that occurs in each individual recipient of the message. Information processing within the individual is discussed in one of the traditions in communication science, namely sociopsychology. Craig (2007) describes the socio-psychological tradition concerned with information processing and

describes complex whole systems, living or not, macro or micro, that may or may not function at any one time. This tradition will look for causation in a relationship which results can be predicted when communication takes place.

This sociopsychological tradition then gave rise to a theory that specifically looks at the information processing process in individuals, namely *the Elaboration Likelihood Model* (ELM). The central figures in this theory are Petty and Cacioppo. Petty and Cacioppo (in Griffin, 2011) explain that there are two mental routes to behaviour change, namely the central route and the peripheral route. The central route involves expanding the elaboration of messages. Individuals who process information in a central route will think carefully about the arguments on a particular issue that contains persuasive communication. The peripheral route offers a faster route for accepting or rejecting a message. This route does not involve active thinking. Information processing depends on a variety of cues present in information to make decisions quickly.

Ability and motivation are the basic requirements for individuals to process information in a central route. Individual ability to process messages will be influenced by *argument strength* (Andrews & Shimp, 1990). The strength of the message conveyed will have an impact on individuals to think about the message. The strength of the argument will affect the change in individual cognition of the recipient of the message. Bitner & Obermiller (1985) explained that in marketing, there are three main things that affect the motivation and ability of individuals to process the messages they receive. These influencing factors consist of *situational variables*, *person variables*, and *product category variables*. *Situational variables* can be seen from the level of involvement, buying orientation, *time pressure*, *irreversibility of the decision*, and *personal accountability*. Andrew and Shimp (1990) also use *involvement* to look at message-processing routes within individuals. The results of this study indicate that *involvement* plays a role in generating motivation in processing information from advertisements. The existence of consistent *involvement in the central route shows that involvement* can be used as an indicator in the central route.

The peripheral route offers a fast route to receive or reject messages, does not involve active thinking about the issue or object under consideration (Griffin, 2011). When there is no motivation or ability to process information, the individual will process it via the peripheral route. Rader (1994) states that the peripheral route focuses on the non-content elements inherent in persuasive communication.

The most attractive cue for students in the peripheral route, according to Griffin (2011), is the credibility of the source. Andrews & Shimp (1990) showed source indicators as peripheral cues to be three, namely *attractiveness*, *expertise*, and *trustworthiness*. Some of the ELM studies above also show music as one of the peripheral cues. Rader (1994) states that music is considered a peripheral cue.

The use of ELM in research has been widely carried out. Among them is research conducted by Shevy and Hung (2013), which looked at music in television clans and other persuasive media. This study states that in the US, music is a form the meaning of love, political messages and commercial advertisements. ELM in this study is used to examine the effect of music in increasing the number of elaborations and as an influence in the central and peripheral routes. Other findings in this study say that a good mix between music and messages can reduce cognitive load, create a pleasant attitude and help construct messages consistently.

The second research is that of Rader (1994). This study understands that the peripheral route in ELM focuses on non-content elements inherent in persuasive communication, one of which is music. Rader saw that music without words or lyrics was a form of peripheral cues in advertising. Peripheral cues elicited by music will only cause emotional reactions without eliciting cognitive activity in the recipient of the message.

Subsequent research discussing ELM belongs to Ibanez, Zander and Hartman (2010). This research is still focused on music in advertisements. The method used is experimental. The results of this study indicate that the association between *brands* and music specifically

will hit the audience more compared to those who only use one exposure in advertisements. These two studies see that music will affect the perceptions of *brand* endorsers. Finally, as was found in previous studies, music can build the emotional side of the audience by generating a feeling of happiness and positive emotions.

Subsequent research that is used as a reference in this study belongs to Sukma N. Hanifani (2015) with the title *Effect of Jingle Exposure in Video Public Service Advertising on Brand Commitment Based on the Elaboration Likelihood Model* (Experimental Study of Public Service Advertising "I Love Banyuwangi" at the University of 17 August 1945 Banyuwangi Regency). The results of this study indicate that there is an influence of jingles on *brand commitment*. Jingles in this study were accessed via central and peripheral routes. Sukma's research will be used as a reference in this study. The indicators proposed by various figures in the research will be adapted according to the needs of this research.

Some of the research above shows that music and jingles have a positive value when applied to advertising or persuasive communication. The power of music and jingles is investigated through ELM theory experimentally and through surveys. Karailievova's (2012) research related to jingles and songs and their effect on *brand awareness*. This research is a dissertation conducted using a survey method. This research raises several advertisements that use jingles and songs in them. The results show that the use of jingles is more effective than slogans. In addition, it is stated that a relationship exists between favourite music and the capacity to recognize jingles. Karailievova's research (2012) then became the idea of this research. This research will try to see the information processing route from jingles to individuals through central and peripheral routes in the *Elaboration Likelihood Model theory*.

Music is one part of television commercials. Music in television commercials can be of two types. The first is music that does not contain lyrics or words and music with lyrics or words. Rader (1994) argues that music without words is a form of peripheral cues which only evokes emotional reactions without affecting the listener's cognitive activity. But on the other hand, Huron (in Ibanez, Zander & Hartman, 2010) states that music can contribute to advertising through memory. The music that accompanies the advertisement may be helpful in *brand recall*.

Shevy & Hung (2013) agree with the two opinions above. They argue that music in advertising plays two roles. First, music elevates *mood* and may increase motivation or the ability to think about arguments in advertisements. Both music may increase cognitive load, reducing the ability to centrally-process messages. This controversy about music will then be interesting to study. The results of this study can bring up two possibilities, namely, music as a support for the central message or as a distraction.

The second form of music in television advertising is jingles. According to Hung and Rice (in Shevy and Hung, 2013), jingle is a type of audio *branding* defined as an audio or musical fragment associated with a brand name in different advertisements with the same brand. Jingles are similar to *theme songs* except with short jingles that don't contain the message of an ad, are attention-grabbing and easy to remember. Karailievova (2012) states that classic jingles are the most common technique for increasing *brand recall* (part of *brand awareness*). In addition, the study's results also explain that jingles are more effective than slogans. Jingle in advertising, according to Gupta (2013), can be measured by several indicators such as duration, uniqueness, consumer anticipation, and the relation of the jingle to the product and characters in the ad. In ELM, music as a peripheral signal can be seen through the *music fit indicator*.

Jingle is part of the ad, or is the ad itself? Jingles are a part of audio *branding*. Hung and Rice (in Shevy and Hung, 2013) stated that jingle is a type of audio *branding* defined as an audio or musical fragment associated with a brand name in different advertisements with the same brand. Jingles are similar to *theme songs* except with short jingles that don't contain the message of an ad, are attention-grabbing and easy to remember. The definition of jingles shows

that jingles and advertisements convey product information from producers to consumers. Norvis (in Usman, Hussain and Qureshi, 2010) states that advertising is essential as a provider of information and leads consumers to a broad market and a positive image, through advertising consumers can better fulfil their needs and desires by offering products that have a variety of this information.

This research will focus on jingles in television commercials. Following what was written in several studies above, the music component in a video or advertisement will positively impact the route of the *audience's message*. Jingle, as one of the components in advertising, is certainly expected to contribute to the effectiveness of advertising in creating a positive impact. Information as part of the message in the communication process can be obtained from various sources, including advertising.

The television ad jingle that will be taken in this study is the jingle from the Oreo commercial. The first reason for taking this jingle was the change in Oreo's advertising style. In the past, Oreo has always packed its ads with *the tagline* "diputer, dijilat, dicelupin". The *tagline* appears in almost every version of the Oreo ad. There is no typical music in the *background*. However, now Oreo has started to change its advertising style. Oreo no longer features its signature *tagline* in all of its new ads. This signature *tagline* has now been replaced by a jingle titled "Dunia Penuh Keajaiban", which is unique in each ad version. The second reason is that this new Oreo jingle has just won an award at the *Bright Awards* held by MNC as the jury's choice of the best advertising jingle. As the winner of the jury's choice of the best jingle, it can be predicted that it has advantages compared to other advertising jingles. So that there is a separate positive value that can be generated. These two things then underlie the importance of this research to be carried out. It's important to note the role of Oreo's new ad with its award-winning jingle has had on its *brand awareness*

Conraide, Lombard and Klopper (2014) explain *brand awareness* as the power to present a *brand* in the minds of consumers. A person's ability to recognize a product (*brand awareness*) will undoubtedly bring its benefits to the product or service concerned. *Brand awareness* consists of *brand recognition* and *brand recall*. *Brand awareness* of Oreo is important to know, considering that this will affect an individual's ability to recognize the product in the new advertisement. In line with Tuominen's statement that *brand awareness* is the ability of *potential buyers* to recognize or recall *brands* from certain product categories (1999).

Oreo television commercial with some of its newest jingles that will see its impact on *brand awareness*. In more detail, this research will look at individual processes in processing information exposure in the form of the Oreo television commercial jingle "Dunia Full of Wonders" through central and peripheral routes within the framework of the Elaboration Likelihood Model theory of *brand awareness*. This research will be conducted using an experimental method for children of elementary to high school age. The economic category of respondents is middle and above. Following the segmentation and *potential buyers* of Oreo.

The research hypothesis is as follows:

H0 : There is no difference in cognitive processing of information in receiving exposure to Oreo television advertising jingles on *brand awareness* between the control group and the experimental group.

H1 : There are differences in the cognitive processing of information in receiving exposure to Oreo television advertising jingles on *brand awareness* between the control group and the experimental group.

2.Method

The methodology in this research is a quantitative methodology with a positivistic paradigm. Positivists view a reality or phenomenon as relatively fixed, classifiable, concrete, observable, and measurable, and the relationship of symptoms is causal. The research process

is deductive, so to answer the problem formulation, a concept or theory is used, generating a hypothesis. (Sugiyono, 2013, p. 7).

This type of research is experimental research. Experimental study, according to Isac and Michael (in Aan, 1986, p. 4) states that experimental research aims to research possible causes and effects by applying one or more treatments to one or more treatment conditions in one or more experimental groups and comparing the results with one or more control group that was not given treatment. Neuman (2013, p. 308) states that this type of experimental research can vigorously test and focus evidence on causal relationships.

The type of experimental research used is *a true experimental design*. Specifically, what is used is the type of *posttest-only control design*. The following is the research design notation from *the posttest-only control design* :

R	X	O₁
R		O₁

Source: Adapted from Sugiyono (2012, p. 76)

The population in the study was selected randomly (R). The experimental group is the group that will be given treatment (X). In comparison, the *control group* will be studied without treatment. Furthermore, the study will discuss the effect of the *treatment* (O₁) given to the two groups.

After calculating the population, the next step is to test the validity and reliability. Before conducting further research, it must be ascertained that *this study's tools* (questionnaires) are valid and reliable. Following are the results of the validity of some respondents calculated via *Excel*. The results of the validity of the 28 questions with a critical standard for the validity of 3.61 were obtained from the r table of Sugiyono's book (2013).

The validity of this study was carried out using the Alpha Cronbach formula. Kriyantono (2012, p. 144) states that reliability is being trusted with relatively consistent measurements if the same researcher and others use the measuring tool.

$$\alpha = \left[\frac{k}{k-1} \right] \left[1 - \frac{\sum \sigma_b^a}{\sigma_b^a} \right]$$

Information :

- α : instrument reliability
- k : the number of questions or questions
- $\sum \sigma_b^a$: total variance of the items
- σ_b^a : total variance

Following are the results of the reliability test on the two variables

Variable reliability x

Reliability y

Reliability Statistics

Cronbach's Alpha	N of Items
.940	18

Reliability Statistics

Cronbach's Alpha	N of Items
.876	10

3.Results and Discussion

Tests of Normality

	group	Kolmogorov-Smirnov(a)			Shapiro-Wilk		
		Statistics	Df	Sig.	Statistics	df	Sig.
AMOUNT	control	.239	5	.200(*)	.904	5	.431
	experiment	.246	5	.200(*)	.872	5	.274

* This is a lower bound of the true significance.

A Lilliefors Significance Correction

Source: Data processed by researchers, 2023

The results of the normality test show that the data is normally distributed. This is indicated by the significant number of both the control and experimental groups, which is greater than 0.05. So the statistical test used is parametric statistics.

5.3.2 Homogeneity Test Results

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					
		F	Sig.	t	Df	Sig. (2-tailed)	Mean Differences	std. Error Difference	95% Confidence Interval of the Difference

									Lower	Upper
amount	Equal variances assumed	2,280	.170	2,416	8	.042	-23.40	9,685	-45,734	-1,066
t	Equal variances not assumed			2,416	6,561	.049	-23.40	9,685	-46,615	-.185

Source: Data processed by researchers, 2023

A homogeneity test is a test carried out to know the feasibility of data to be analyzed with certain statistical tests. This test is related to parametric statistical tests, such as comparative analysis (use of Anova), sample t-test, and so on (Misbahuddin & Hasan, 2013, p. 289). Levene's Test carried out *the homogeneity test*. The table below shows the results of SPSS calculations for the homogeneity test. The data is said to be homogeneous if the significance value is > 0.05 . The results show a significant number of the homogeneity test of 0.170, meaning that the data is homogeneous.

The t value of the SPSS 16 calculation is 2.41, and the significant t is 0.042. Once the t count is known, the number of t tables must also be determined. Phopan (in Sugiyono, 2013) states that if $n_1 = n_2$ and the variance is homogeneous, then the T-test formula can be used to find the T table, dk can be used, which is $dk = n_1 + n_2 - 2$. It is known that the t table for $dk = 8$ is 0.706. If T count $>$ from the t table and T is significant < 0.05 , then H_a is accepted, H_o is rejected, and vice versa. In the calculation results, it is known that T count $>$ T table ($2.41 > 0.706$) and significant T < 0.05 ($0.042 < 0.05$), then H_a from this study is declared accepted, and H_o is rejected so that it was stated that there was an influence of exposure to the Oreo advertising jingle version of "A World Full of Wonders" on *brand awareness*.

Interpretation and Analysis of *Elaboration Likelihood Model* in Oreo Ad Jingles

The hypothesis test results show that jingles significantly affect *brand awareness in the experimental group*. Jingle specifically helps respondents to remember information through the peripheral route. Respondents tend to process more jingle messages with the peripheral route. This is under the opinion of Rader (1994), who mentions music as an element in the peripheral route.

The nature of messages processed through peripheral routers tends to be weaker and does not significantly affect cognition. Likewise, advertising jingles will be remembered as a form of music, but the respondents did not carefully remember the music's message. Peripheral routers are also an easy way for respondents to accept or reject a message (Griffin, 2011).

The calculation results show that respondents receive messages in the Oreo jingle. This shows the respondents' interest in jingles. A jingle that is considered by the personality of the product will undoubtedly facilitate the acceptance of respondents. Thus the Oreo jingle is considered to match the brand's personality.

<i>Elaboration Likelihood Model</i>		Control Group				Experiment Group			
		Means	%	Means	%	Means	%	Means	%
Central Route	IV	15,25	61%	13,6	54.5%	17	68%	15.75	63%
	US	12	48%			14.5	58%		
Peripheral Route	ATT	13.5	54%	14,4	57.6%	16	64%	18,1	72.6%
	EXP	13	52%			16	64%		
	FAM	14	56%			19	76%		

	PM	17	68%			18	72%		
	ME	13	52%			22	88%		
	EM	16	64%			18	72%		

Source: Data processed by researchers, 2023

The mean results of each indicator showed a significant difference between the control and experimental groups. On the central route, the most striking difference is shown by *the argument strength* (as) the percentage difference is 10%. Whereas in *involvement* (IV), the difference is only 7%. This shows that when the respondent processes the message, the strength of the argument is taken into account. The strength of this message will then affect individual cognition.

The peripheral router showed that among the indicators in the control group, the highest mean value was indicated by the *perception of music fit* (pm), which was 68%. This data shows that respondents see Oreo ad jingles according to Oreo products. Rader (1994) states that when messages are processed through the peripheral route, this will show an emotional reaction without affecting cognitive activity. But Huron (in Ibanez, Zander, & Hartman, 2010) states that music in advertisements contributes to helping remember *the brand*. The proof of these two contradictory statements can be seen in the following discussion regarding the influence of jingles on *brand awareness*.

The two routes indicate that incoming messages go through different paths for individuals. Jingle Oreo is mostly processed via the peripheral route by respondents. The data showed that the highest mean in the control group was in the peripheral route indicator, *perception of music fit*. In the experimental group, the highest mean was also on the peripheral route but with a different indicator, namely *memory* (me). This fact is starting to lead to Huron's statement (in Ibanez, Zander, & Hartman, 2010), although they have yet to see the effect on *brand awareness*.

The findings in the control and experimental groups suggest that jingles are primarily interpreted via the peripheral route and drive the effects evoked by advertisements. Karailieva (2012) and Gupta (2013) stated that jingles can improve individual memory by achieving product *recall*. Apart from that, Apaolaza, Ibanez and Zander (2010) also mentioned that music could help connect *brands* with consumers.

Brand Awareness	Control Group		Experiment Group	
	Means	%	Means	%
Brand recognition	20.5	82%	21.5	86%
Brand recalls	17	68%	19	76%
Brand dominance	14,6	58.6%	19	76%
brand knowledge	16	64%	18	72%

Source: Data processed by researchers, 2023

The table above shows the mean and descriptive data for each indicator of *brand awareness*. The results show that in the control group, the highest mean is *brand recognition*. *Brand recognition* is an individual's ability to recognize a *brand* when the *brand* is presented verbally or visually among other *brands* (Percy, 2008, p. 94). Tuominen (1999) stated that *recognition* is the lowest level of *brand awareness*, but it is essential if a consumer is at the point of purchase. This shows that the control group also has a good level of recognition of the Oreo *brand*.

Without any prior stimulus, respondents even remembered the Oreo ad *jingle*, reminding them of the Oreo brand.

Memory in the realm of *brands* is closely related to *brand awareness*. *Brand Awareness* is one of the dimensions supporting *brand equity formation*. (Shimp, 2000, p.7). *Brand awareness* is the ability of *potential buyers* to recognize or recall *brands* from specific product categories (Tuominen, 1999). The consumer's ability to recognize and know a *brand* will greatly influence efforts to build a *brand* to purchase intention for that *brand*. Aaker (in Chernatony, McDonald and Wallace, 2011, p. 455) states that aspects of *brand awareness* can be measured by looking at four aspects, *brand recognition*, *brand recall*, *brand dominance* and *brand knowledge*.

The experimental group clearly shows that exposure to Oreo's advertising jingles impacts changes in *brand awareness*. The most significant difference between the control and experimental groups is shown by *brand dominance*. The difference between the control and experimental groups is 17.4%. This change shows that advertising exposure can significantly change respondents' attitudes towards *brand dominance*. Aaker (in Chernatony, McDonald and Wallace, 2011, p. 455) states that *brand dominance* can be seen to identify the most critical *brand in each product category*. This statement shows that one of the respondents considered Oreo a biscuit *brand* that should be used as one of the dominant *brands among other biscuit brands*.

4. Conclusion

In conclusion, Oreo advertising jingle exposure has a significant effect on *brand awareness*. According to the *elaboration likelihood model*, this influence can be seen through two channels: central and peripheral. Between the two routes, the Oreo ad jingle is processed more through the peripheral route by the respondents. More specifically, respondents felt the fit of the jingle (*perception of music fit*) and were able to bring up pleasant memories (*memory*) of the Oreo *brand*. In this case, the music in the jingle does not become a distraction but instead becomes a reinforcement in bringing up the *brand name* Oreo in the respondents' minds.

Brand awareness has four specific indicators: *brand recall*, *brand recognition*, *brand knowledge*, and *brand dominance*. In this study, brand recognition was the most different indicator after the treatment. Respondents' *brand recognition* increased with the Oreo jingle. The findings in this study show compatibility with research other research held before, which also states that music can help connect *brands* with consumers. In addition, this research proves that jingle is a type of audio *branding* defined as an audio or musical fragment associated with a brand name in different advertisements with the same brand. Respondents' ability to associate Oreo ad jingles gave rise to a positive value for *brand recognition*.

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