

IMPACT OF MUSIC IN INDOMIE AND AIRTEL TELEVISION ADVERTISEMENT.

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A RESEARCH PROJECT SUBMITTED TO THE

DEPARTMENT OF MASS COMMUNICATION,

COLLEGE OF HUMANITIES MANAGEMENT AND SOCIAL SCIENCES,

MOUNTAIN TOP UNIVERSITY, OGUN STATE

**IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE DEGREE OF
BACHELOR OF SCIENCE (B.Sc.) IN MASS COMMUNICATION**

AUGUST, 2022.

DECLARATION

I, **Ubah Gift Onyinyechi** hereby declare that this research work was written by me and has not been submitted or received any where for the purpose of acquiring a degree in Mass Communication.

Ubah Gift Onyinyechi

Date:

CERTIFICATION

I certify that this work was carried out by Ubah Gift Onyinyechi at the Department of Mass Communication, Mountain Top University, Ogun State, Nigeria under my supervision.

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(Head of Department)

DEDICATION

This work is modestly dedicated to God Almighty God for his divine guidance, support and strength to this work. I also dedicate this work to my wonderful parents for their support, struggle and encouragement and to all lecturers of the department of Mass communication in Mountain Top University who have impacted me with knowledge

ACKNOWLEDGMENT

I am most grateful to the almighty God for his guidance and divine protection for the success of this course and for his sustenance throughout the period of my stay in school. I would not have gone this far but for him . My sincere appreciation goes to my affable project supervisor, Dr. Chioma Naboth Njoku for her excellent supervision and for always taking out time to go through this work to go through this work to make necessary corrections and making sure i pull through. God bless you immensely ma

I also appreciate my Head Of Department; Dr. Chinyere Azuka Mbaka, who hasn't relent for once, always making sure everything is in good shape, ma you've played your role perfectly, thanks for acting like a mother to my colleagues and I and impacting to both my personal and career development, I'm also grateful to all the lectures in my department who had taught me- Prof Babatunde Oni, Prof Anaeto, Dr Udeh, Mrs Richard, Dr Oriola, Dr Odulami, Dr Nwamba, Mrs Wellington , for your grooming and for all the knowledge you've impacted in me, for these have helped me achieve academic success. The good Lord shall bless you. My profound and humble gratitude goes to my father and mother; pastor and mrs Ubah for their encouragement , financial support, emotional and spiritual support, you will live to reap the fruits of your labour

I also appreciate my friends, colleagues , co- supervisee; Tolu David Olawumi, Olatunji Deborah , Moyinoluwa Jesuloba, Ajayi Glory, Ologundudu Oreoluwa, Kolapo Olaronke, Orukpe Emmanuel, Favour Sam, Bamigbaye Gloria, Apeji Andrew, Judah. I want to say thank you for your support and for always being there for me, may God in heaven bless you, you shall fully all endeavor.

To those who contributed directly or indirectly to the accomplishment of this work, I say thank you. You all are great and I wish you all God's blessings.

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ABSTRACT

This project tends to find out the impact of music on indomies and airtel television advertisement. Television advertisements can be effective only if the audience understands the message correctly and remember them when needed. More television commercials are adopting the use of music, especially when such advertisements are aimed for brand remembrance which in turn creates a need to examine the impact of music to television commercials and a measurement of how music in TV commercials help people remember the brand and thus influence product brand preference it was anchored on the elaboration likelihood model of persuasion and the ideal of musical fit theory . the population size of the study was made up of 1267 people, the sample size of 90 was used in the study as generated by a sample size calculator. Questionnaire was used to collect data from 90 respondents using the clustered sample technique The collected data was analysed and the results presented through tables, frequencies and percentages using spss software, the findings of this study revealed that most people enjoyed music in adverts, most people can recall advert with music in it, most people tends to participate when music comes up, adverts with music in it tends to affect customer buying decision at the point of purchase . the study provides recommendations and suggestions for future researchers

KEYWORDS: *music, television advertisement , commercials, indomie, airtel.*

CHAPTER ONE

INTRODUCTION

1.1. BACKGROUND OF STUDY

Advertising is becoming more and more popular as a subject of research, areas of professional practice, and indicators of modern business. Therefore, advertising is the dissemination of sales messages throughout the time and space of purchase, Fletcher (1979). It is also a form of media communication about products, services or ideas paid by a particular sponsor, Ozor (1998: p.1).

Advertising is an exciting, dynamic and rewarding profession. It's often compelling, interesting and materialistic nature makes it subject to criticism and misunderstanding, Benson-Eluwa (2004, p.3). This is a non-personal transmission of information about a product, service, or idea, usually paid by a particular sponsor through various media, Bovee and Aron (1986), and usually compelling. However, advertising serves functions such as marketing communications, education, and socializing. Today, it is a tradition for all business organizations to communicate with a diverse audience, including: Governments, consumers, shareholders, vendors, employees, suppliers, and the general public talk about new products and policies. Consumer behavior, on the other hand, is as diverse as consumers themselves, and in the sense that there is a direct connection between consumers and consumers, consumer behavior when advertising in the media and purchasing products. There is no direct connection with. Purchase of products and removal from the factory. Consumer reactions to product advertising range from a desire to buy a product to complete indifference. However, advertising in the media is a form of communication that tends to buy some long-distance behavior into behavior that has a significant impact on subsequent product sales.

Television has been a staple of the average home for decades. People use it as entertainment, news, and even as educational tools. But, another common use of television is advertising. Advertisers have long used television commercials to sell their products and services to consumers. These ads can take many forms, but they all have one goal; It's about persuading viewers to buy what they are selling, called television advertising.

Television advertising refers to the process of creating and broadcasting television commercials for the purpose of promoting products or services. Television advertising is one of the most popular and effective means of reaching consumers. Indeed, it offers a widely range to audience in frequency and impact. Although digital contents are now competing with the television industry, TV is still the dominant advertising medium. In fact, the average person spends about 4 hours watching TV every day,(Aashish, 2022).This gives advertisers many opportunities to get their messages out to their potential customers.

Television commercials work by interrupting the major programs the audience is trying to watch, especially relevant broadcast just to arrest and draw audience interest, through unique appeals. Most commercials are between 15 to 60 seconds long, which mean they can be quite confusing since many ads are often shown during a TV show; therefore, product advertising time on TV is short and requires a strong marketing strategy. TV ads come in variety of ways, including short video clips, skits, music, and storytelling, but the advertising messages are powerful, memorable, and compelling to drive action to the target audience. With the development of competitiveness in the modern market of today, there is an increasing need to look for more and more effective advertising communication tools, while making the content of messages more attractive (Wiażewicz, Zatwarnicka-Madura 2016, Zatwarnicka- Madura 2017, Wittek 2016). As the number of distractions that appeal to today's generation grows, marketing companies are forced to use tools that differentiate their advertising campaigns from other campaigns. As a result, the use of music in the marketing

industry is steadily increasing. Music, commonly referred to as a "universal language," can appeal to a wide range of people or target a specific market. Depending on the song selection, music can also be used to bridge the generational gap between young and old consumers. The impact of music on purchasing decisions has been studied for years, and the answer lies in the brain. Neuroscientists have analyzed the brain mechanisms associated with memory and found that the words set in music are the easiest to remember. This is because the memory of music is stored in several different parts of the brain. Therefore, music can remind you of ads, improve your mood, and increase your chances of buying. Music is featured in over 90% of television advertisements (Kellaris et al., 1993). There is no doubt that music can evoke people's emotions.

Music can calm, excite, emotionally move, sad, calm, and even adjust us at work. There is no doubt that we are quite a musical type (Sacks, 2007). People can remember the music they heard and the emotions it caused throughout their lives. We can memorize thousands of music throughout our lives, including song elements such as lyrics, melody, tempo, rhythm, and even pitch. Throughout the ages, people make music everywhere, and the music we play ranges from the simplest melody played on the piano to complex orchestral symphonies with dozens of instruments. Music is part of our lifestyle, culture, and society. Television advertising has long been reputed as the best advertising channel for the masses. No wonder companies are willing to spend hugely to create high quality TV commercials. In addition to the visual and linguistic content of commercials, music feature accompanies the visual and linguistic parts. Many researchers have discovered that the musical elements of television commercials play an important role in consumer attitudes towards brand promotion. Some brands are easily remembered through their theme songs. Music has shared close partnership with advertising throughout history. One of the most popular uses of music in advertising is jingles. This is a catchy song that promotes a product or brand. Another example of music in advertising is the use of popular music in television and radio advertising. Music is used in

advertising to add an additional dimension to the existing verbal or visual story of the advertising. Binet, Müllensiefen, Edwards (2013) said :). Shevy and Hung (2013) proposed that music be combined with other elements such as images, behaviors, words, and sounds to "convince influence through cognitive and emotional processes" (p.311). In some cases, music may even get the attention to become the focus of successful advertising through emotional storytelling. The music itself can do the job of storytelling

Advertising music has always been effective, research shows that most ads made with music have always left a long-term impact on consumers, For example, the infamous indomie ad "Mama do good" This study assesses the impact of music on TV on consumers.

Music is a good marketing strategy for television advertisement, many advertisers are making use of music in that advertisement in order to sell product faster. this study shows the impact of music used in indomie and airtel advertisement to show how impactful music has been to brands and product through television advertisements

1.2. STATEMENT OF PROBLEM

The ability to remember an advert is called recall , Recalling advertisements is only possible when the advertisement catches the mind of viewer. According to Hoerberichts (2012), that is the main purpose of advertisement to use persuasive message to draw people to buying your product, not just persuasive but messages that people can still recall even at the point of sales. People today tend to react negatively or positively to the ads they see on TV, referring to seeing the ads they see on TV whenever they want to buy a product or service, which makes advertisers use strong and effective strategies in order to affect their buying or purchase behaviour

music seems to be an effective strategy used in TV advertising, So many TV adverts have been done using these strategy and have been quite memorable More television commercials are adopting the use of music, most especially when the goal is create a brand remembrance in the mind of the audience

Hence, this study tends to examine how best music has been impactful on television advertisements, using indomie and airtel advertisement

1.3. OBJECTIVES OF THE STUDY

The specific objectives of the study are;

1. To determine the perception of consumers to music in TV commercials.
2. To examine the effects of music in TV adverts on audience buying behaviour of indomie and airtel product .
3. To determine the extents to which music affects customer buying behaviour of indomie and airtel product.

1.4. RESEARCH QUESTIONS

Below are the research questions formed to guide this research?

1. What are consumer's perception of music in TV commercials?
2. To what extent did music affect the buying decision of consumers on airtel and indomie product

3. How does music in Tv adverts affects audience buying behaviour of indomie and airtel product?

1.5. SIGNIFICANCE OF STUDY

This study examines the impact of music as used in indomie and airtel TV advertising. It will also be beneficial to the advertorial bodies, as it is a greater tool to use in advertising in order to affect the decision making of consumer faster, with a long lasting effect. Interested companies who want to increase their sales volume would leverage more on the tools discussed about music. This research is very important because if the results of the research are known, then we can take decisions according to the results with consumer interest in the foreground, it serves an eye-opening role for a good advertising sensation.

The findings of this research will also add to the plethora of existing literatures on the subject matter and act as a handy material for students who may have interest in researching further on the topic.

1.6. SCOPE OF STUDY

This study centers on the impact of music in airtel and indomie Television advertisement, Therefore the scope of this research is limited to students in Mountain Top University, Ogun state. However, the principles cited therein certainly apply to other communities and population in Nigeria.

1.7. DEFINITION OF TERMS

To establish a common understanding, keywords or concepts in this study are defined operationally:

Advertising: a form of communication whose purpose is to influence potential customers about products and services especially by paid announcements

Impact: consequences and effect of music on indomie and airtel television advertisement

Buying or Purchasing Behavior: This is the decision-making process of the people involved in purchasing a product.

Marketing: The act or business of promoting and selling a product or service, including market research and advertising.

Indomie: These are noodles for instant breakfast on meal

Airtel: a telecommunication brand

CHAPTER TWO

LITERATURE REVIEW

2.0. INTRODUCTION

This chapter reviews the relevant literature to the study to form the conceptual framework for the study. This review analysis the impact of music in indomie and airtel Television advertisement, the reviews are done in relative to the objective of the study .It also discusses the relevant theoretical framework on which the research study finds its base and serves as a backup to the study. Finally, this chapter also looks at various works done by other researchers and scholars in relation to the research study under the empirical review.. The sources of the literature used in this work are revealed. The chapter is organized in the following headings.

1. Conceptual Review
2. Theoretical framework
3. Empirical Review
4. Summary

2.1 CONCEPTUAL REVIEW

This chapter provides an overview of various sources of research. To substantiate this study scientifically and empirically and to make this study comprehensive, the literature can be found in the following terms:

- Nature of advertising
- History of advertising
- Nigeria advertising history
- Birth of television
- Concept of television advertisement
- Music in advertisement
- Indomie as a brand
- Music as a brand

2.1.1 Nature of Advertising

Etymology-The word advertising comes from the Latin word "advertere". This means turning your mind or paying attention to something. It also has a French background from the word "advertir / advertis", which means to attract, or arouse attention. The concise Oxford Dictionary describes the verb "advertising" to create general or public knowledge. This root word fully explains why advertising as a concept has the ability to attract and increase customer numbers (Daymette & Montenegro, 2017).

According to Merriam-Webster (2010) dictionary, advertising refers to the act or practice of calling public attention to one's products, service, need, etc., especially by a paid announcement in newspapers and magazines, over the radio or TV, or on billboards. That is, people are made to know about a producer's products, a worker's service, and a consumer's desired needs, in a structured and designed manner, via channels that are been paid for.

Another definition is by the American Marketing Association (2007); they defined advertising as: "the non-personal communication of information usually paid for and usually persuasive in nature, about products, services or ideas by identified sponsors through the various media." Going by this

definition, advertising as a non-personal communication implies that messages are directed to concerned people, thereby targeting a specific audience. Also, payment in advertising is meant for two things which are time (on broadcast media) and space (internet and print media). These messages are designed to convince and move the audience to be persuaded to patronize what is being advertised.

Advertising is a marketing feature aimed at selling goods and services to consumers. These products and services are "articles" and are presented to meet human needs. Therefore, advertising is one of the various marketing strategies that organizations employ to achieve their marketing goals (Wright and Warner, 1966; Bovee and Arens, 1992; Shimp, 2000).

According to Wright J.S. et al (1978) "The main reasons for using advertising technology were the same in ancient and medieval times as they are today. Information to groups of people to change and strengthen their attitudes. Give an idea. In order for an ad to be a wash, it must be recognized and its adaptability communicated to potential buyers. This is made possible by advertising agencies. The first agent was a newspaper and magazine space broker. They signed a contract with the publisher to promote the space at a bulk price and resold the space at a high price. As ads became more sophisticated, the size of the advertising budget increased and other services were added, resulting in a larger market size (Aneme, 2013). Today, advertising has become a lifeline and an indispensable tool in marketing, products and services. Advertising is a powerful tool that businesses use to perform advertising tasks. There are different views on advertising from different intellectuals and authors who have come up with different definitions of advertising.

According to McCarthy (1984), advertising is "a paid form of non-personal presentation of ideas, products and services by identified sponsors. It is the main form of mass sales. Further definition, advertising is identified. It states that it is a form of media communication about products, services, ideas, personalities, or organizations paid by sponsors. It is also a group of experts involved in the conception, planning, creation and placement of advertising in the media.

Gillian Dyer states that the word "advertisement" in the simplest sense means to draw attention to, notify or notify someone or something. Bovee and Arens provided a practical definition of advertising: "Advertising is a non-personal transmission of information, usually paid to a sponsor through various media and usually identified by the sponsor." The American Marketing Association gives the following definition: "Advertising is a paid form of advertising for non-personal presentations, ideas, products and services by identifiable sponsors. Wright and Zeigler (1982) pointed out that not all ads are paid (for example, safe driving and forest protection) and provided the following definition

Advertising as defined by the Advertising Practitioner Council (APCON) in Nigeria includes "a form of media communication about a product, service, or idea paid by a particular sponsor

.2.1.2 History of Advertising

The Egyptians used papyrus to make advertising messages and wall posters. The advertising message is a display of political campaigns seen in the rain of Promperi and ancient Arabia. Lsot and advertisements found on papyrus were common in ancient Greece and Rome. Wall or rock paintings for commercial advertising are another manifestation of ancient advertising forms that still exist today in many parts of Asia, Africa and South America (Aneme,2013). The mural tradition can be traced back to 4000 BC paintings. On the rocks of India. History has shown that outdoor advertising and billboards are the oldest form of advertising. In today, shoemakers, flour millers, tailors, blacksmiths boots, shirts, and town squares, hats, watches, as medieval cities and towns began to grow and became unreadable to the general public. , Diamonds, horseshoe shapes, candles, and even bags of flour, fruits, and vegetables were sold from carts and wagons, and owners used street callers (town screams) to announce their whereabouts(Aneme, 2013). Customer convenience. In the 18th

century, advertisements began to appear in British weekly newspapers. These early print ads were primarily used to promote books and newspapers, but advances in the printing press have made them more affordable. And medicines; they were increasingly sought after as the disease devastated Europe. (Aneme,2013)

However, false advertisements, etc. So-called "quack" advertising is becoming a problem in the regulation of advertising content.

20th and 20th centuries, there were few opportunities for women's careers in business. But advertising was one of the few. Advertisers and agencies were aware of the value of women's insights in the creative process, as women are responsible for most of the 4,444 purchases and advertisements made at home. In fact, the first American ad to use sexual sales was created by women for soap products (Aneme, 2013). The ad was tamed by today's standards, but the ad featured a couple with the message "skin you want to touch." Modern advertising was created using the innovative technology of tobacco advertising in the 1920s, especially the Edward Bernays campaign. As the founder of modern Madison Avenue advertising, the tobacco industry was one of the first companies to embrace mass production with the introduction of Bonsac's tobacco mills. Bonsack machines have enabled the production of cigarettes for the mass market, and the tobacco industry needed to balance this increase in supply with the creation of mass demand through advertising(Aneme, 2013).

Commercial Television in the 1950s This practice was carried over to commercial television in the late 1940s and early 1950s. There was a fierce battle between those who wanted to commercialize the radio and those who insisted that the radio spectrum should be considered(Aneme,2013).

Types of Advertising

1) Newspaper Advertising: This is to display your product, product or service on a newspaper page. To display your own brand of advertising in the newspaper, you need to purchase a certain amount of space. This determines how much your ad will appear on newspaper pages. Your ad may occupy a full page, half page, watermark page, or multiple pages. Newspapers are a good medium for introducing your company to a wide range of customers. Display ads are placed throughout the newspaper, and job ads appear under the topic headlines in specific sections (Business Queensland, 2017).

2) Magazine advertising: magazines are a colourful and entertaining product of the print media. There are usually classified according to interests and specialisations. Adverts placed in a specialist magazine can reach your target market quickly and easily. The readers of such magazine, who are your target audience have a tendency to continually read the magazine and keep them for some other time, thereby increasing the possibility for them to be fascinated by your advert and give it better consideration (Business Queensland, 2017).

3) Radio advertising: the radio is an interesting medium that brings life into the presentation of new/updated products and services. It is a medium for the ears, as there is no visual representation during the broadcast. To advertise on this medium, the advertiser must pay for the entire duration of the ad. Radio is also an excellent advertising medium (Business Queensland, 2017).

4) Television Advertising: Television is another advertising medium that can reach a huge number of viewers. Television media contains elements such as images, sounds, movements, and colors. It makes it informative and compelling enough for people to be patronized. The problem with

TVs is that it is generally expensive to create ads and buy space for them (Business Queensland, 2017).

Ads are sold in units (eg 20, 30, 60 seconds) and costs vary as follows:

1) Time slot.

2) TV shows,

3) Metro or regional,

4) If you want to buy spots on multiple networks.

5) Outdoor and short-distance advertising: Outdoor advertising includes billboards. Today, signs are placed almost everywhere and you can't drive all day without encountering them. Signs usually attract the attention of drivers and pedestrians. As a result, it reaches a significant number of people (Business Queensland, 2017).

6) Online Advertising: Online advertising is a trend-based advertisement that is related to the posting of products and information on online platforms by companies and business owners.

Meanwhile, brands dealing with classic advertising media are also bringing advertising to the Internet. Websites and social media are now popular advertising channels (Business Queensland, 2017).

2.1.3 Nigerian Advertising History

Advertising is as old as humanity. Nigeria's advertising business has grown tremendously, especially recently. You can do that in Nigeria In Nigeria, the reintroduction of Iwe Ironyin by Rev. Henry Townsend of Church Missionary Services in 1859 laid the foundation for what is known as advertising in Nigeria. Newspapers featured advertisements for childbirth, weddings, deaths, and social events. In addition, a newspaper founded after Iwe Ironyin devoted many pages to advertising. To meet the needs of the colonial rulers of Nigeria and West Africa, West African Publicity Limited,

a branch of the United African Company, was created in 1928. Other agencies and companies such as DJ Keyner and Company, Rosabell, Goldman, Sunrise and Unit as are in a hurry. At that time, the federal government owned the National Broadcasting Corporation (NBC), which operated the only television stations in four regions: east, west, north, and later the Midwest. These areas later established private stations developed by the western part of Ibadan before independence (Aneme, 2013). This was a television station called the West Nigerian Broadcasting Service, which was founded in 1959 by the late Obafemi Awolowo.

This is the first media in the country to operate a commercial service in Nigeria. However, with the enactment of the Nigerian Corporate Promotion Ordinance in 1972, the advertising business could only be owned by Nigerians. Due to the increase in domestic advertising agencies, it was necessary to regulate advertising agencies.

AAPN was officially established, but was relocated in 1988 with the advent of APCON (Nigeria Advertiser Practitioners Council) in 1988 by Decree 55 as the pinnacle of advertising practice in Nigeria. I did. The first meeting of the association was held somewhere in Epe, Lagos. APCON started operation in 1990 by appointing Pioneer Registrar as a Dr. person. Charles Okigbo Up. With a focus on creativity, the industry has experienced many innovations and creative ideas. Today, the Nigerian advertising industry is striving to keep up with global industry practices. With the increase in foreign direct investment in the country, the industry is expected to continue to participate heavily in advertising results over the next few years (Aneme, 2013)

2.1.4 Birth of Television in Nigeria

Television broadcasting throughout Nigeria and Africa began on October 31, 1959 with the establishment of the West Nigeria Service. WNTV was founded in 1959 by the law of the Western

Regional Parliament. Widely known as "First in Africa," the show was a commercial television business with broadcasters in Ibadan and Avafon (near Ibadan's metropolitan area and Ikorodu, which covers Lagos). The establishment of WNTV reflected the political atmosphere of Nigeria at the time. It explains why television broadcasts like radio when the loyalty and ties of an individual region are stronger than the association. It was the involvement of regional competition that led East Nigeria at the time to establish its own television station, the Eastern Nigerian Television Station, on October 2, 1960. WNTV and ENTV have one thing in common. They were manufactured by the same company, Overseas Radiffusion. The company owned shares in two channels, which influenced policymaking and program content. (80% of the program content was in a foreign language). It didn't take long for the company to receive payment from the region due to tensions between the re-spreading of foreign countries and the relationship between the two regions. The successful launch of television in the west and east created the desire to start federal-owned television, as some federal authorities regarded television as a luxury of entertainment and therefore money to spend on its development. This desire has suffered a lot of political indignation and filibuster. It should flow into maximizing the profits of the radio. In the end, the Federal Council of Economic Ministers ordered Lagos to finally approve the construction of a federal television studio.

NBC-International, a company owned by the American Network, was commissioned to build a federal television service planned in April 1962 and broadcast as Nigerian Television Service (NTS) jointly owned by the federal government and NBC-International. It was started. Common ownership as a result of the five-year inter-company treaty:

1. Ownership arises exclusively with the federal government at the end of four⁴⁴⁴ for five years.
2. NBC – International trains Nigerians to take charge of television services.

At the end of the contract on April 2, 1907, NTS was integrated into the Nigerian Broadcasting Corporation (NBC). The latter is now NBC-TV.

Meanwhile, regional development of television continued. The above is an excerpt from Ebo (1994)

2.1.5 Concepts Of TV in Advertising

. There is no doubt that TV commercials will influence the viewer's food preferences. Especially when it is packed with special charms that make their spirits graceful. Television advertising is the delivery of advertising messages or media content to one or more potential program viewers. Viewers are affected by the message, resulting in actions that benefit the advertiser. Advertisers need to send a message to people who are interested in a product or service. Advertisers pay media companies to deliver advertising messages. Advertisers coordinate channel selection and the delivery of advertising messages through advertising campaigns (Harte, 2010).

Commercial TV ads are short TV shows, usually created and paid by your organization. It usually conveys a message to the general public to market and promote their products and services. The main purpose of commercials is to show and explain what a product is and what its main features and benefits are. To do this, they can use different forms of visual, linguistic, and acoustic impressions to creatively convince the audience of the competitive benefits of the product. TV commercials typically run between seconds and seconds up to a few minutes, depending on the content and purpose of the ad. The purpose of television advertising ranges from raising awareness of the existence of (new) products and services to political advertising. Schellenberg (2011) states that there are five types of television advertising: political advertising, commercial advertising, infomercials, television commercials, and sponsorship advertising. The goal of political advertising is to reach a local audience for voting. The more money raised from the party's campaign, the greater

the national reach of political television commercials. In some countries, for example France, this type of advertising is banned.

The TV commercial represents the maximum amount of commercials displayed on television broadcast media. These commercials sell and promote the products and services of various companies. Infomercials, also known as teleshopping advertising or paid programs, are a bit different from other types of commercials. They are about 30-60 minutes long and usually appear during unusual times, such as early morning or late night. Infomercials provide complete and detailed talk show-style information and explanations about a particular product, and regularly refer you to experts and celebrities using the product. Viewers can usually order the advertised product by calling the phone number displayed on the screen during the infomercial. 9 TV commercial donuts are a type of commercial that contains all the components needed for a regular commercial, but has no actual product to be advertised. Companies that do not have the resources, skills, or need for full-scale commercial production use these types of commercial donuts.

Last but not least, sponsorship advertising aims to connect brands and businesses to upcoming events such as the McDonald's Olympics. Humor, anime characters, and surprise effects are often used in television commercials to attract the attention and interest of viewers. Commercial animated characters are often more useful than real actors, especially for children, because they can draw a variety of, sometimes more attractive depictions. For example, Kellogg's cereal commercials feature a variety of cereal characters to appeal to children who are familiar with the characters in the cereal box. Emotional displays such as humor and surprise effects are valuable because they draw the viewer's attention by making them laugh or surprise. As expected, the cost of running commercials on television networks increases with the popularity of the programs being shown at the time, which is significantly higher during peak hours when many people are watching television. Therefore, it is important for businesses to know the types of programs that their target customers tend to watch, as

TV broadcast time prices are so high. Expertise in the production and broadcasting standards of television programs is also essential for the acceptance of corporate commercials by television stations.

For businesses, television advertising are becoming a crucial medium for mass-market promotion. Companies need to create television commercials that will capture viewers' attention and interest, adhere to broadcasting standards, and target certain television networks that will reach the intended customer category if they want their ads to be successful.

2.1.6. Music in Advertising

Every society needs music to function. It is a potent language that has the ability to break down barriers and unite people. One explanation for this is that music connects with people on a variety of emotional levels. Songs' words can frequently make an emotional connection with listeners, but music's technical elements can also do this. For instance, music in higher or major keys conjures up brighter and more optimistic compared to those played in lower or minor keys, pleasant emotions (Coloma & Kleiner, 2005). The extremes of other musical elements like pace, timbre, pitch, and texture may all convey opposing feelings (Bruner, 1990). Anyone who shares music with others in a way that is vulnerable to criticism, as through advertising, should take into account the various ways that music may affect the people who will be listening to it. Because it adds a new depth to the verbal or visual story that is already present in commercials, music is employed in advertising. "Music may assist to grab attention, establish desirable emotions, shift the speed of an advertising story, facilitate brand and message memory, improve attitudes toward brands, and, ultimately, affect purchase behaviour," claimed Binet, Müllensiefen, and Edwards in 2013. (p. 10).. Shevy and Hung (2013) proposed that music combines with other factors like visuals, storyline, words and sounds to exert "a persuasive influence through cognitive and affective processes" (p. 311). On certain occasions, music

has even taken center stage to become the focal point of successful advertisements through emotional storytelling.

Music helped to carry narratives in advertisements as well as impact viewers in ways that would be impossible in the absence of this crucial ingredient. Binet et al. (2013) estimated that “getting the music right can increase sales effectiveness by as much as 30%” (p. 13). Both these adverts are wonderful instances of how the correct music can have a direct impact on the success of an advertising. Music not only increases sales effectiveness, but it also helps to promote brand image. "Corporations employ music to impact customer experience and purchasing patterns, to develop emotional connections with consumers, and to enhance the corporate brand image," according to Lang (2015). (p. 1). According to Shevy and Hung (2013), music in advertising is akin to ambient music in that it creates an atmosphere and "portrays a venue, event, activity, or type of person" (p. 321). Shevy and Hung observed that music is employed "as a form of persuasion in love, political messaging, and commercial advertising" because of these benefits (p. 311). Music has the ability to become inextricably linked to a brand and provide consumers with a deeper connection to the brand's story. Despite the obvious influence of music, advertisers fail to recognise its significance, and they frequently pay little attention to the subject. According to Binet et al. (2013), "conventional advertising research probably underestimates the effects of music, because some operate below the radar of consciousness and some only emerge at the social level" (p. 13). A lot of previous research on music in advertising has focused on how well advertisement messages are remembered, while ignoring how advertisements make people feel. Because emotions are subjective and difficult to measure, advertising academics frequently avoid investigating the emotive effect of music in advertising. However, in order to progress, advertisers must look beyond the quantitative impacts of music in advertising to get qualitative insights into how music influences emotions, which in turn

affects brand image and purchasing patterns. Music has a memory-stimulating aspect that might elicit nostalgia for former occurrences (Holbrook and Schindler, 2003; Kerrigan et al., 2014).

When examining how musical indexicality in advertising may evoke associations with prior emotional experiences for consumers, MacInnis and Park (1991: 162) describe musical indexicality as "the extent to which music arouses emotion-laden memories." When a piece of music is connected to a significant previous experience in a listener's life, the music may bring back memories and feelings connected to the original episode (Dowling and Harwood, 1986). In this situation, musical meaning is referential and context-specific (Sawyer, 2005). Music may bring back positive or negative memories, affecting the "feelings and attitudes" of customers (MacInnis and Park, 1991: 162). Despite the fact that consumers' identities may alter over time, music with an autobiographical resonance may allow for a brief recall of one of their previous identities, for instance, by purposefully listening to an old, treasured record collection that serves as a metaphor for earlier selves (Shankar et al., 2009).

A Synopsis of the History of Music in Advertising

Advertisers often chose music for ads from three major categories: instrumental background music, jingles, and popular music.

1. **Instrumental background music:** Any musical compositions, whether already existent or expressly created for the commercial, without voice or words, are considered instrumental background music. The compositions might be as complex as a full symphony orchestra or as simple as synthesised tunes. When the vocal (or even visual) content of the advertising is crucial, such in ads for drugs like aspirin where it is required by law that information such as advantages and side-effects of the treatment is presented, this style of background music is most frequently employed. Additionally, this style of music is employed by advertisers to draw viewers' attention to a certain aspect of the advertisement, such as the arrival of a celebrity.

2. **Popular hit songs** –Popular music is a notion that has many distinct definitions since it is difficult to describe. For the sake of this study, popular music is outlined as being created for a large audience commercially. This indicates that the music is produced in a studio and released through a number of platforms, including radio, music retailers, and the internet (Wilson, 2013). Most listeners are drawn to popular music as well. These songs could be current radio hits or songs in genres that are popular with a lot of listeners. When it is released, popular music is marketed to listeners who are between the ages of 15 and 25. Finally, it is possible to tell popular music apart from the folk, opera, and classical genres. Opera and classical music are ancient genres that are not frequently heard nowadays. Another aspect of popular music is that these genres frequently do not have lyrics that listeners can sing along to. Folk music has a stronger cultural foundation and is less frequently commercially recorded. The term "popular" is quite arbitrary, since everyone has different musical preferences. Simply said, any well-known songs that are well-liked by the general public and were performed by well-known artists or bands. Any musical style may be used for the songs, provided that it complements the tone and goal of the television ad. When an advertiser wishes to " build a link between the song and the [advertised] product or service," they use this style of music (Allan, 2006).

3. **Jingles** – Short musical compositions that are often created expressly for the marketed brand or product. In order to enhance customer awareness and retention, they often contain catchy tunes and lyrics and are used repeatedly in numerous ads and corporate promotions. Jingles have historically been the music of choice for radio and television commercials because they can convey information about the product in a way that will linger in the minds

of listeners. However, as time has gone on, companies have improved their level of recognition, there are more brands and commercials out there, and people are paying less attention to them. These reasons have all helped to draw more attention to the emotional appeals in advertisements, It might explain why there has been a rise in the usage of popular music in television commercials in recent years (Lindstrom, 2010, p.9)

It's unfortunate that most businesses don't understand the value of music in advertising, abuse it, or most likely don't acknowledge it. The words and rhythm of music have the ability to stick in one's memory for a very long time. The appropriate sort of music in an advertisement helps the message get over and makes it memorable, increasing audience awareness of the product and encouraging them to take action.

Voice and music are both included in the audio, or sound, that is a crucial component of radio and television advertising. A significant portion of the scope of the marketing tool now includes music. Music and jingles cannot be ignored with the growing use of television and radio as a medium for interacting with consumers. In a number of different ways, music can support overarching promotional objectives. We can be soothed, excited, moved to tears, saddened, and calmed by music. Furthermore, there is no denying that humans are a musical species. People can recall the feelings that were evoked by music that they had heard their entire lives. We are perfectly capable of learning thousands of musical parts throughout our lives, if not more, with song components including lyrics, melody, pace, rhythm, and even pitch. Humans have created music all across the world throughout history, and the types of music we play range from the simplest basic tune on a piano to a complicated orchestra symphony with dozens of musical instruments. Our civilization, culture, and way of life are all influenced by music. We can therefore say with certainty that music plays a significant role in how we perceive the world around us. The traditional "jingle" is the most popular musical strategy for promoting memorability and thus enhancing product recall. Customers' liking of

a specific jingle in an advertisement also contributes to the success of some of the biggest brands and businesses in the world. A strong jingle grabs the customer's attention and prompts him or her to consider a product; a weak jingle could damage a company's reputation or discourage consumers from considering a certain brand. A jingle is a short, repeating song or phrase of catchy lyrics set to a captivating melody. In the listener's or viewer's subconscious, a good jingle instantly brings to mind the product visualization, its brand name, and the entire video advertising. The "mama do well" advertisement for Indomie is one well-known music jingle. Anyone who was a parent back then would agree that this vintage advertisement for Indomie was a fascinating one for youngsters. Its objective was to win the hearts of children and inspire their mothers to take action. The Airtel "444 is a metaphor" advertisement is another popular music ad. The pop song has received a lot of praise from listeners who say it motivated them to take action around the nation. The role of music in television advertising is both fascinating and significant.

Merits of music in advertising

1. **Entertainment:** The use of music simply makes a commercial more appealing and aesthetically pleasing, which draws in more viewers. In this instance, the music serves more as a link between the spectator and the advertisement.
2. **Structure and Continuity :** is another fundamental component of music that supports or mediates between fragmented pictures and highlights important points in the commercial by using standard musical figures, harmonies, or melodies.
3. **Memorability:** "Music has a way of staying in the listener's thoughts." Jingles or singing advertising are a separate genre.
4. **Identifier for the Target Different musical genres** can serve as a "nonverbal identifier" of characteristics connected to particular groups or lifestyles, making it possible to appeal to

these groups through the use of particular musical genres. Perhaps the best weapon available to advertising for illustrating and highlighting different types is music..

2.1.7. Indomie as a brand

In 1958, Japan became the first country to offer instant noodles. Instant noodles were well-liked and accepted in Japan due to their usefulness and delectable flavour. Soon after, Indonesia joined the list of countries where it gained popularity.

The brand of Indomie instant noodles was initially introduced in 1972 with the flavour of Indomie Chicken. Mi Goreng, the first dry noodles variety (consumed without broth), was introduced by Indomie in 1982 and was modelled after the traditional Indonesian fried noodles meal. Indomie Mi Goreng soon overtook the market for instant noodles and gained enormous popularity. Since then, Indomie has established itself as a well-known brand name in Indonesia and currently controls the bulk of the market.

In 1969, instant noodles were first made available in Indonesia. Sudono Salima, a "Chinese-Indonesian" who also controlled Boga Sari flour mills, launched Indo Food, one of Indonesia's major prepackaged food firms. First revealed to the Indonesian market on September 9, 1970, Indomie was officially released in 1972. When Indomie was imported into Nigeria in 1988, the country's first and biggest noodle factory was established there. The biggest instant noodle pocket from Indomie, which was prepared with the same ingredients as a standard pack and was approved for human consumption, broke the Guinness World Records category in 2005.

Both Indomie and INdoMIE can be used to describe the brand. Indo refers for Indonesia and mie stands for noodles in the Indonesian language, hence Indomie stands for noodles from Indonesia or Indonesian noodles. There are now about 38 kinds of Indomie noodles supplied throughout Australia, Asia, Africa, New Zealand, the United States, and nations in Europe and the Middle East. However, certain versions' manufacturing has been halted. Special chicken taste, karry flavour, onion flavour, and spicy are Indomies' most popular flavours. It also makes the claim that it is created with premium ingredients and supplemented with vitamins A, B1, B6, B12, niacin, folic acid, and iron. However, like many instant noodles, it is heavy in carbs, salt, and fat.

The Lausanne Index Prize (L.I.P.), Indonesia Best Brand Award (IBBA), Most Effective Ad Award, Indonesia Consumer Satisfaction Award (ICSA), and Indonesia Best Packaging Award were among the several honours Indomie received. Indomie is renowned for its imaginative, captivating, and amusing advertising. One well-known advertisement from Indomie is "mama do good," which incorporated music technique in its television advertisement. With their fantastic songs, they won the hearts of children in Nigeria. The "Mama do good" advertisement portrays a little child whose mother is affectionately known by the nearby children as "Mama do good" because she always makes Indomie for them.

The "To me, to you" advertisement by TBWA Concept, Nigeria is also engrossing thanks to excellent production value and a compelling narrative. While they wait for Indomie, the amusing children in the advertisement sing a motivational song. The solution? The idea and the music, to name two! The music was lovely, and the concept is really relevant. Making the world a better place was the main focus, not even Indomie. Many children and adults who downloaded the jingle purely for fun were motivated by it the sound of classic music still evokes pleasant memories of bygone eras.

2.1.8. Airtel as a brand

The Bharti Group was established by Sunil Bharti Mittal. Mittal and Siemens of Germany entered into an arrangement in 1983 to produce push-button telephone models for the Indian market. Mittal founded Bharti Telecom Limited (BTL) in 1986, and his business was the first in India to sell push-button phones, laying the groundwork for Bharti Enterprises. Sunil Mittal also introduced the nation's first fax machines and cordless phones in the early 1990s. In 1992, Mittal was chosen to establish Delhi's mobile phone network. Mittal incorporated the mobile business as Bharti Tele-Ventures in 1995 and began offering service in Delhi. Cellular service was introduced to Himachal Pradesh in 1996. When Bharti Enterprises took over JT Holdings in 1999, they expanded its cellular service across the states of Karnataka and Andhra Pradesh. Bharti took up Skycell Communications in Chennai in 2000. The business took over Spice Cell in Calcutta in 2001. The firm was listed on the Bombay Stock Exchange and the National Stock Exchange of India when Bharti Enterprises went public in 2002. The mobile phone businesses were renamed in 2003 under the unified Airtel brand. In 2004, Bharti entered Rajasthan after acquiring Hexacom. Bharti expanded its network to the Andaman and Nicobar Islands in 2005. It was able to provide voice services all throughout India because to its growth. Airtel introduced its first global mobile network in Sri Lanka in 2009. 2010 saw Airtel purchase Zain Telecom's African operations from their base in Kuwait. Airtel began operating a mobile network in Rwanda in March 2012.

As the first operator in India, Airtel introduced "Hello Tunes," a Caller ring back tone service (CRBT), in July 2004. The most well-known song that year was A.R. Rahman's Airtel theme song.

In order to manage the network infrastructure for the tele-media company, Bharti negotiated with its strategic partner Alcatel-Lucent throughout the 2009–2010 fiscal year. Alcatel-Lucent was given a three-year contract by Bharti Airtel on May 31, 2012, to build a nationwide Internet Protocol access

network (mobile backhaul). Customers may then browse the internet on their mobile devices more quickly and with higher quality thanks to this.

The Mobile Broadband Charging (MBC) solution from Ericsson had been implemented, and on February 26, 2013, Airtel declared that it had entirely modernised its prepaid services for its consumers in India. In accordance with the agreement, prepaid consumers can have customised profile-based data billing plans thanks to Ericsson's multi-service MBC suite. By cross bundling across several domains (2G, 3G, 4G/LTE & Wi-Fi), prepaid consumers will be able to tailor their data bundles across mobility, fixed line and broadband. The flexible multi-service pricing in geographical redundant mode will also be available, making Airtel the first operator to fully adopt geographical redundancy. Additionally, Airtel is renowned for its imaginative, captivating, and amusing advertising. One well-known Airtel commercial is "4 Meta Is A Metaphor," in which they included music into their television commercial. Nigerians embraced Airtel's sing-along commercial "444 is a metaphor" right away, and it ended up on many top commercial lists for the year. A single dial of the mobile channel code *444# enables Airtel customers to recharge from several bank accounts. The clever commercial jingle served as a reminder of Airtel's USSD shortcode and a means of increasing awareness. The song is a hit because it is upbeat, catchy, simple to sing along to, and clear.

2.2. THEORETICAL FRAMEWORK

Theories are required in research because they serve as the foundation for explaining the occurrences observed. As a result, the theories that will be employed for the purposes of this study will be Elaboration Likelihood Model (ELM) of Persuasion and The Idea of Musical Fit

2.2.1 Elaboration Likelihood Model (ELM) of Persuasion

Petty and Cacioppo (1986) established the Elaboration Likelihood Model, which effectively summarizes the many cognitive processes discovered in previous studies and research. The ELM is "a comprehensive framework for organizing, classifying, and comprehending the basic processes underlying the success of persuasive communications," according to the creators. Advertisements, such as television commercials, shall be characterized as "persuasive communications" in the context of this study.

According to the approach, there are two ways to shape or modify attitudes. The first path is referred to as the core route. When a person has the chance, skill, and motivation to thoroughly process product or brand information, attitudes are often impacted through the central channel. This includes scenarios in which a customer has a high level of involvement with a product, such as autos, where one must examine and consider numerous facets of the product before purchasing it. The second way is referred to as the outer route. Attitudes are influenced less by active thinking and more by indirect, subconscious forces. This is more common with minimal involvement items, such as bottled water, when little product knowledge is required.

Petty and Cacioppo also defined a high participation scenario as one with a high possibility of elaboration and a low involvement situation as one with a low likelihood of elaboration.

The ELM posits that the first step of persuasion is awareness, which is achieved by advertisement exposure. When one has the motivation, opportunity, and capacity to thoroughly digest information about a product, one's attitudes are impacted via the central channel. The chance of elaboration is great at this point, and the individual is deeply involved with the product. The peripheral pathway denotes attitude formation based on non-argument factors such as mood, source attractiveness, and so on. Attitudes are formed more by positive or negative associations with the thing created by music

than by active thought about the object and its attributes. In this instance, the consumer has less engagement with the product, therefore conditioning effects are more likely (Apaolaza-Ibáez, Zander, and Hartmann, 2010). According to the Elaboration probability model's assumptions, infants experience things through the Peripheral route due to their limited capacity to understand advertising messages. According to Apaolaza-Ibáez, Zander, and Hartmann (2010) [4], the ELM predicts that music influences subjects best in a state of low engagement and disturbs individuals in a state of high involvement.

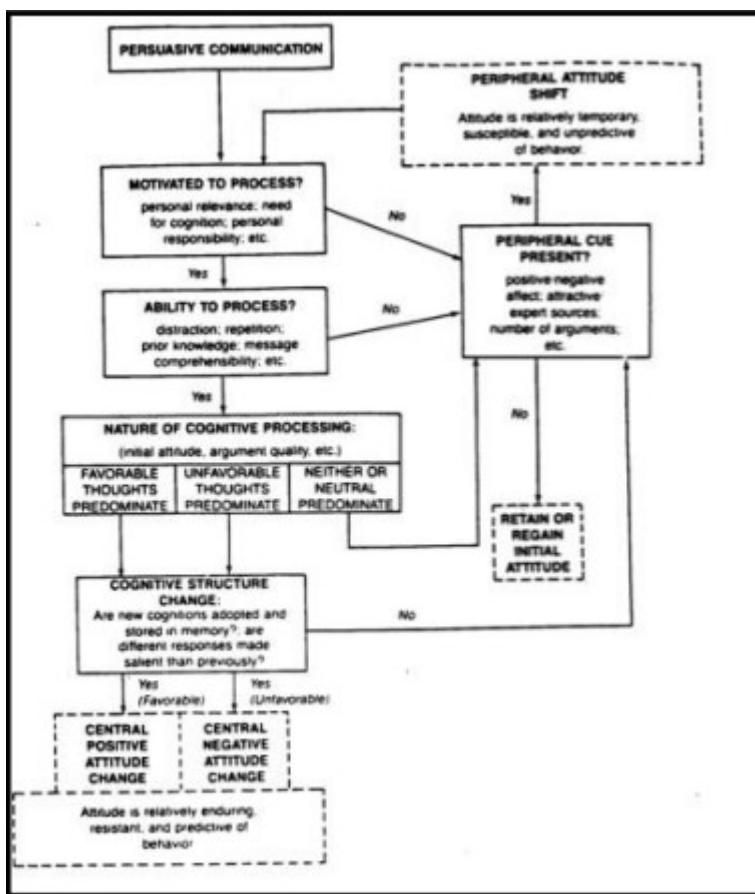


Figure 1 depicts the processes of the Elaboration Likelihood Model's central and peripheral routes, as well as their impact on attitude. (adapted from Petty, 1977; Petty and Cacioppo 1978, 1981a)

The diagram above is a graphic illustration of the ELM. When someone sees a television advertisement, for example, some form of persuasive communication occurs beforehand. A person's attitude may alter, either positively or negatively, depending on how motivated they are and how well-equipped they are to receive the information. When someone sees a commercial, a positive attitude shift may take place if "favorable ideas prevail," while a negative attitude change may take place if "unfavorable thoughts predominate." It all depends on the supplementary signals offered in the advertisement as to whether the viewer thinks anything at all or merely neutrally while viewing the commercial. People are assumed to perceive things through a peripheral route according to the assumptions of the Elaboration Likelihood Model since they have little to no ability to understand advertising messages. According to Apaolaza-citation Ibáez's from Zander and Hartmann (2010) [4], music influences individuals most effectively when they are less engaged and disturbs them when they are more engaged. According to Apaolaza-Ibáez, Zander, and Hartmann (2010) [4], greater positive emotional responses to the ad's music result in consumers having a more favourable perception of the brand. From the standpoint of advertising efficacy, recall is crucial. In order to establish lasting connections with the product, we as advertisers want people to be engaged by an advertisement (Maher, Hu, and Kolbe, 2006) [9]. There are numerous major cues that help people remember the promoted goods, including aspects of the advertisement that are not intended to be sold. From this angle, the current study investigates how music influenced Airtel and Indomie advertisements.

The Idea of Musical Fit

MacInnis and Park suggested this theory (1991). By claiming that music may also have a favorable impact on customer attitudes at a state of high involvement if the music suits the commercial, it further enhances the Elaboration Likelihood Model. The idea of "Musical Fit" is comparable to that

of "Musical Congruity" (Oakes, 2007), which contends that the success of an advertisement depends on the choice of music, which must be congruent with its content.

In their paradigm, MacInnis and Park established two ideas: "indexicality" and "musical fit." The quantity of emotional memories that music evokes is what defines its indexicality. Strong emotions connected to the past are sparked by music that has a high indexicality. These strong feelings may increase low participation consumers' interest in an advertisement and affect their views and feelings about it. The subjective assessment of whether the music in an advertisement is appropriate and pertinent to the message of the advertisement is known as the musical fit. Low-involvement consumers may process more of the material and feel more pleasant feelings when the music complements the advertising' message than if it did not.

The various impacts of indexicality and musical fit on low- and high-involved customers discovered by MacInnis and Park are compiled in the table below. The phrase "message-based processing" refers to the degree to which the commercial's informative content is consciously assessed and processed .Non-message-based processing refers to how emotive cues like music are processed.

	High Indexicality	High Musical Fit
Low Involvement	<u>Message-based processing</u> - Attention to the message is enhanced	<u>Message-based processing</u> - Positive effects on attention to the message
	<u>Non-Message-based processing</u> - Positive effects on emotions	<u>Non-Message-based processing</u> - effects on emotions and attitude towards the ad
		<u>Lack of Fit</u> - More negative emotions than in the case of high involvement
High Involvement	<u>Message-based processing</u> - Distraction effect, although very weak	<u>Message-based processing</u> - Positive effects on attention to the message and consumer beliefs
	<u>Non-message-based processing</u> - Effects on positive emotions	<u>Non-message-based processing</u> - Positive effects on emotions
		<u>Lack of Fit</u> - Less negative emotions than in the case of low involvement

Fig.2 Summary of the effects of indexicality and musical fit on situation with low- and high-involvement as found by MacInnis and Park (MacInnis and Park, 1991)

2.3.EMPRICAL REVIEW

Okeke, N. (2011). The Impact Of Aitel Television Advertising On Subscribers Consumption Level In Enugu South L.G.A. The researcher claims that television has the ability and creative capability to reach a large audience. Television now has a unique capacity for creativity that no other medium does. The capacity to explain the goods and services supplied, the chance to employ spectacular effects, the viewers' empathy, and the ability to watch everything unfold in front of one's eyes are all significant and distinctive characteristics of television advertising. The study found that middle-class individuals, high school students, and their families are the biggest viewers of broadcast television. Thus, this demographic is the target audience for the majority of TV shows.

The researcher hypothesized that the average number of viewing hours varied from as low as twenty three (23) hours per week to as high as thirty six (36) hours in the analysis on the efficacy of television advertising. The researcher also held the view that television advertisements had a significant influence on customer demand and choice for a company's goods and services. But both the previous research and the current one focused on how advertising affects its target audience. Therefore, the examined study omitted to provide the issue statement and theories that served as the foundation for the research efforts.

Ikechukwu & Agu (2018) conducted research on **undergraduate students' perceptions of how television advertisements affected their purchases of Indomie noodles at Abia State University.**

A total of 392 respondents from Abia State University's business administration department participated in the study. The research results showed that students' demand for, patronage of, and repeat purchases of Indomie noodles are significantly influenced by TV advertising. The study advises that marketing messages need to be precise, credible, and clear so that the target market won't assign unique meanings to them. It also suggests that entrepreneurs view TV advertising as a long-term investment in the longevity of their products rather than being deterred by the early, disappointingly low returns of advertisements. A medium allows for effective marketing and marketing (Okpara & Agu, 2016).

In their study, "**Recall Efficacy of Television Advertising,**" **Ussaima and Kalaivanan(2013) [11]** concentrated on the recall effectiveness of television advertisements on children in Madurai city. The research's goal was to determine the degree to which youngsters in the study region could recall TV commercials. Method of a survey was employed. In order to evaluate the memory efficacy of the sampled respondents, the researchers employed 50 adverts that were discovered to be popular among youngsters. Using the convenience sampling method, 354 schoolchildren from Madurai city were chosen as a sample. The chosen kids ranged in age from 5 to 14. They were asked to recollect

watching the TV commercials for the items when they were shown the product adverts on laptops. The researchers provided some hints when any of the kids exhibited a lack of response. The researchers discovered that the recall efficacy varies by age group and is based on the child's age. The efficacy of recall varies by gender. Effectiveness of recall is unaffected by the child's TV viewing habits. According to the research, advertisers' efforts to reach youngsters with information about their products through television commercials would never be ineffective and will always provide the desired outcome.

2.4. SUMMARY / CONCLUSION

This chapter covered indomie and airtel as a brand as well as the history of advertising and the history of Nigerian advertising. It also reviewed television and television advertising. The study's theoretical framework was built on the The elaboration of likelihood model and The Idea of Musical Fit. It reviewed similar works as well.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0. INTRODUCTION

According to Haralambos and Holborn (2004), research methods as a systematic way to generate knowledge through either acceptance or rejection of research results. This chapter describes how the investigation was conducted. Introducing topics such as research methods, populations, sample sizes, and sampling methods.

3.1. RESEARCH DESIGN

Nworgu (2001) defines research design as a plan or blue print which specifies how data relating to a given problem should be collected and analyzed. It provides the procedure for the conduct of any given investigation. The research design used for this inquiry is a descriptive survey design. It was chosen based on the researcher's interest in making it accessible only to undergraduate.

3.2. POPULATION OF THE STUDY

The researcher has chosen Mountain Top University (MTU) as the studied population in order to find possible solution to which involves 1267 Mountain top university students, According to the mountain top university administrator

3.3 SAMPLE SIZE

A sample is a smaller representation of the larger population. It allows the researcher to choose in such a way that all the elements in a population are well represented. The proposed sample size for this study is 90. it was generated using a sample size calculator, This means 90 or more

measurements/surveys are needed to have a confidence level of 95% that the real value is within $\pm 10\%$ of the measured/surveyed value.

3.4 SAMPLING TECHNIQUE

Sampling Technique is a means of selecting respondents to extract relevant data to investigation. This is the process by which respondents are selected for the survey. The Researcher selected respondents using a clustered sampling method. The population mentioned belongs to the student population of mountain top University. Population size was constrained to determine the sample size. The researcher used a statistical formula to determine the sample size. There are two colleges in mountain top university, the college of basic and applied art (cbas) and college of humanities, management and social science (chms). there are a total of 17 department from both colleges, and there are list below

.COLLEGE OF HUMANITIES, MANAGEMENT AND SOCIAL SCIENCE

Department of mass communication

Department of bussiness administration

Department of philosophy and religious studies

Department of accounting and finance

Department of languages

Department economics

Department of music

Department of fine and applied arts

COLLEGE OF BASIC AND APPLIED SCIENCES

Department of biochemistry

Department of chemical sciences

Department of physics

Department of biological sciences

Department of food science and technology

Department of Geo-sciences

Department of computer science and mathematics

A random selection of department was made, choosing from two department interval, from here we have the department of mass communication, department of accounting and finance and the department of music, for CHMS, while for CBAS we have department of biochemistry, department of biological sciences and the department of computer sciences and mathematics, 15 respondents will be selected from the six department making the sample size 90.

To avoid research distortion, the researcher used simple random sampling to distribute the questionnaire to 90 students across five levels. This method was chosen because each respondent is equally likely to be selected for the survey.

3.5. RESEARCH INSTRUMENT

The means used to collect data for this survey is a structured questionnaire. A questionnaire is a collection of data tool which uses various questions to achieve the research objectives. It is used to ascertain facts, opinions, beliefs, attitudes, ideas practices and other demographic information (Obas, 2012). A total of 27 items questionnaire were drawn and administered to the respondents, the 19 items questionnaire was divided into two parts. Part A contained item on the demographic of the respondents while Part B items answered the research question posed by the study.

Item 1 – 7 answered question on the demography of the respondent.

Item 8 – 13 answered research question one

Item 14 – 17 answered research question two

Item 18 – 21 answered research question three.

Item 22 - 28 answered research question four.

3.6. VALIDITY AND RELIABILITY OF RESEARCH INSTRUMENT

(Allen & Yen, 1979) as cited in Rosemary (2013), defined validity as the level to which the instrument measures what it is meant to measure. Validity refers to the degree to which the instrument completely measures the study of interest. Validity is the extent to which the measuring device measures the object to be measured. To verify the equipment, the equipment was tested by my supervisor and other lecturers in the department, to ensure that the instrument meet the validity standard of the material and the reliability of the work is guaranteed.

3.7. METHOD OF DATA COLLECTION

The research adopted self administering questionnaire as a data collection tool. 90 copies of questionnaire was distributed to respondents in mountain top university ranging from 100-5001 , and was collected and analyse by the researcher.

3.8. METHOD OF DATA ANALYSIS

The data collected was coded in numeric values (as it is shown in the questionnaire which made it easy to analyse using SPSS version software for statistical analysis, the result for the analysis will be presented in tables showing frequencies and percentages as well as mean scores, standard deviation scores based on the objectives of the study

CHAPTER FOUR

DATA ANALYSES AND INTERPRETATIONS

4.1 Preamble

This chapter focused on presentation, analysis and interpretation of data collected through the use of questionnaire that was filled by the student of Mountain Top University. The data analysis is needed to show the results of the research carried out and also make comments on data collected and get to a conclusion based on the data collected.

4.2. Socio-Demographic Characteristics of the Respondents

Table 4:2:1 Sex

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	43	47.8	47.8	47.8
Female	47	52.2	52.2	100.0
Total	90	100.0	100.0	

Source: Field Survey 2022.

The table shows that 47.8% of the respondents are male while 52.2% are female. This implies that majority of the respondents are female.

Table 4:2:2: Marital status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Single	90	100.0	100.0	100.0

Source: Field Survey 2022.

The table shows that 100% of the respondents are single.

Table 4:2:3: Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0-16 years	4	4.4	4.4	4.4
Valid 16-25 years	81	90.0	90.0	94.4
Valid 26-35 year	5	5.6	5.6	100.0
Valid Total	90	100.0	100.0	

Source: Field Survey 2022.

The table shows that 4.4% of the respondents are between 0-16 years, 90% between 16-25 years and 5.6% are between 26-35 years.

Table 4:2:4: Level

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1001	4	4.4	4.4	4.4
Valid 3001	11	12.2	12.2	16.7
Valid 4001	75	83.3	83.3	100.0

Total	90	100.0	100.0	
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Source: Field Survey 2022.

The table shows that 4.4% of the respondents are in 100 Level, 12.2% in 300 Level and 83.3% in 400 Level.

Table 4:2:5: Religion

	Frequency	Percent	Valid Percent	Cumulative Percent
Christianity	87	96.7	96.7	96.7
Valid Islam	3	3.3	3.3	100.0
Total	90	100.0	100.0	

Source: Field Survey 2022.

The table shows that 96.7% of the respondents practice Christianity while 3.3% practice Islam.

Table 4:2:6: Department

	Frequency	Percent	Valid Percent	Cumulative Percent
Accounting and Finance	15	16.7	16.7	16.7
Valid Biochemistry	15	16.7	16.7	33.3
Biological Sciences	15	16.7	16.7	50.0

Computer Sciences and Mathematics	15	16.7	16.7	66.7
Mass Communication	15	16.7	16.7	83.3
Music	15	16.7	16.7	100.0
Total	90	100.0	100.0	

Source: Field Survey 2022.

The table shows that 16.7% of the respondents are equally in Accounting and Finance Department, Biochemistry, Biological Sciences, Computer sciences and Mathematics, Mass Communication and Music.

Table 4:2:7: Are you a computer literate

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	90	100.0	100.0	100.0

Source: Field Survey 2022.

The table shows that 100% of the respondents are computer literate.

Table 4:2:8: Do you have a television set

	Frequency	Percent	Valid Percent	Cumulative Percent
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	Yes	85	94.4	94.4	94.4
Valid	no	5	5.6	5.6	100.0
	Total	90	100.0	100.0	

Source: Field Survey 2022.

The table shows that 94.4% of the respondents have TV while 5.6% do not

Table 4:2:9: How often do you watch the television

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	46	51.1	51.1
	Quite frequent	31	34.4	85.6
	Once a while	8	8.9	94.4
	I don't watch tv	5	5.6	100.0
	Total	90	100.0	

Source: Field Survey 2022.

The table shows that 51.1% of the respondents watch the TV daily, 34.4% watch quite frequent, 8.9% watch once a while and 5.6% don't watch.

4.3 Respondents View on advertisements

Table 4:3:1: What is your reaction when an advertisement interrupts your TV programme

	Frequency	Percent	Valid Percent	Cumulative Percent
Stay quietly and watch	39	43.3	43.3	43.3
Change the station	33	36.7	36.7	80.0
Valid Its depends	8	8.9	8.9	88.9
I don't know	10	11.1	11.1	100.0
Total	90	100.0	100.0	

Source: Field Survey 2022.

The table shows that 43.3% of the respondents stay quietly and watch when an advertisement interrupts the TV programme, 36.7% change the station, 8.9% admit it depends on the advertisement and 11.1% don't know.

Table 4:3:2: What kind of advertisement do you prefer?

	Frequency	Percent	Valid Percent	Cumulative Percent
Musical advertisement	62	68.9	68.9	68.9
Valid Storytelling advertisement	23	25.6	25.6	94.4
others	5	5.6	5.6	100.0

Total	90	100.0	100.0	
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Source: Field Survey 2022.

The table shows that 68.9% of the respondents prefer music advertisement, 25.6% prefer storytelling advertisement while 5.6% prefer others.

Table 4:3:3: What do you remember from the advertisements you have watched

	Frequency	Percent	Valid Percent	Cumulative Percent
The storytelling	10	11.1	11.1	11.1
The drama	12	13.3	13.3	24.4
Valid The song	63	70.0	70.0	94.4
The cartoon characters	5	5.6	5.6	100.0
Total	90	100.0	100.0	

Source: Field Survey 2022.

The table shows that 11.1% of the respondents remember the storytelling of the advertisement they watched, 13.3% remember the drama, 70% remember the song and 5.6% remember the cartoon characters.

Table 4:3:4: When do you always enjoy an advert?

	Frequency	Percent	Valid Percent	Cumulative Percent

	When there is music in the advert	57	63.3	63.3	63.3
Valid	When there is a strong storytelling in the advert	20	22.2	22.2	85.6
	Both	13	14.4	14.4	100.0
	Total	90	100.0	100.0	

Source: Field Survey 2022.

The table shows that 63.3% of the respondents enjoy the advert when there is music, 22.2% enjoy when there is a strong storytelling in the advert while 14.4% enjoy both.

Table 4:3:5: It is easy to remember an advert with music during point of purchase

	Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly agree	34	37.8	37.8
	Agree	47	52.2	90.0
Valid	Disagree	2	2.2	92.2
	Undecided	7	7.8	100.0
	Total	90	100.0	

Source: Field Survey 2022.

The table shows that 37.8% of the respondents strongly agree that it is easy to remember an advert with music during the point of purchase, 52.2% agree, 2.2% disagree, 7.8% remain undecided.

Table 4:3:6: Any time an advert with music comes up,I participate(e.g., sing along, dance etc.)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	21	23.3	23.3	23.3
Agree	53	58.9	58.9	82.2
Disagree	5	5.6	5.6	87.8
Strongly disagree	2	2.2	2.2	90.0
Undecided	9	10.0	10.0	100.0
Total	90	100.0	100.0	

Source: Field Survey 2022.

The table shows that 23.3% of the respondents strongly agree that anytime an advert with music comes up, they participate, 58.9% agree, 5.6% disagree, 2.2% strongly disagree, 10% remain undecided.

Table 4:3:7: Anytime I watch an advert with music I end up buying their product or interested in their product

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	31	34.4	34.4	34.4
Agree	43	47.8	47.8	82.2

Disagree	8	8.9	8.9	91.1
Strongly disagree	4	4.4	4.4	95.6
Undecided	4	4.4	4.4	100.0
Total	90	100.0	100.0	

Source: Field Survey 2022.

The table shows that 34.4% of the respondents strongly agree that anytime they watch an advert with music, they end up buying the product or have interest in the product, 47.8% agree, 8.9% disagree, 4.4% strongly disagree and 4.4% remain undecided.

Table 4:3:8: I can still remember adverts containing music from years ago

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	49	54.4	54.4	54.4
Agree	20	22.2	22.2	76.7
Disagree	6	6.7	6.7	83.3
Strongly disagree	4	4.4	4.4	87.8
Undecided	11	12.2	12.2	100.0
Total	90	100.0	100.0	

Source: Field Survey 2022.

The table shows that 54.4% of the respondents strongly agree they can still remember adverts containing music from years ago, 22.2% agree, 6.7% disagree, 12.2% remain undecided..

Table 4:3:9: I remember the infamous indomie’s advert “mama do good”

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	62	68.9	68.9	68.9
Agree	22	24.4	24.4	93.3
Disagree	4	4.4	4.4	97.8
Undecided	2	2.2	2.2	100.0
Total	90	100.0	100.0	

Source: Field Survey 2022.

The table shows that 68.9% of the respondents strongly agree they remember the indomie’s advert, 24.4% agree, 4.4% disagree, 2.2% remain undecided.

Table 4:3:10: After watching “mama do good” advert I bought or got interested in indomie

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	38	42.2	42.2	42.2
Agree	40	44.4	44.4	86.7
Disagree	6	6.7	6.7	93.3
Undecided	6	6.7	6.7	100.0
Total	90	100.0	100.0	

Source: Field Survey 2022.

The table shows that 42.2% of the respondents strongly agree they bought or were interested in the product after watching the advert, 44.4% agree, 6.7% disagree and 6.7% remain undecided.

Table 4:3:11: I’m familiar with the infamous airtel’s advert “444 is a metaphor”

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	39	43.3	43.3	43.3
Agree	45	50.0	50.0	93.3
Valid Disagree	3	3.3	3.3	96.7
Undecided	3	3.3	3.3	100.0
Total	90	100.0	100.0	

Source: Field Survey 2022.

The table shows that 43.3% of the respondents strongly agree they are familiar with the airtel’s advert, 50% agree, 3.3% disagree and 3.3% remain undecided.

Table 4:3:12: After watching “444 is a metaphor” advert I brought or got interested in airtel

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	19	21.1	21.1	21.1
Agree	53	58.9	58.9	80.0
Valid Disagree	12	13.3	13.3	93.3
Undecided	6	6.7	6.7	100.0
Total	90	100.0	100.0	

Source: Field Survey 2022.

The table shows that 21.1% of the respondents strongly agree they bought or were interested after watching the airtel advert, 58.9% agree, 13.3% disagree while 6.7% remain undecided.

Table 4:3:13: Which of the adverts to you remember clearly

	Frequency	Percent	Valid Percent	Cumulative Percent
Mama do good	41	45.6	45.6	45.6
444 is a metaphor	45	50.0	50.0	95.6
The rainmaker	4	4.4	4.4	100.0
Total	90	100.0	100.0	

Source: Field Survey 2022.

The table shows that 45.6% of the respondents remember “Mama do good” clearly, 50% remember “444 is a metaphor” clearly and 4.4% remember “The rainmaker” clearly.

4.4 Discussion of Findings

The findings of the study revealed that majority of the respondents are female, 400 level, single and mostly Christians aged between 16-25 years all distributed between various departments such as Accounting and Finance, Biochemistry, Mass Communication etc., all of which are computer literate and also have a television set.

Research Question 1

What are consumer's perception of music in TV commercials?

The first research question was to find out customer perception of music in tv commercial according to table 4.2.8 The table shows that 94.4% of the respondents , table 4.2.9 shows that 51.1% of the respondents watch the TV daily, also table 4.3.1.shows that 43.3% of the respondents stay quietly and watch when an advertisement interrupts the TV programme , also in table 4.3.2 shows that 68.9% of the respondents prefer music advertisement, in table 4.3.3 it shows that, 70% remember the song of the advert the have watched, while table 4.3.4 shows that 63.3% of the respondents enjoy the advert when there is music.

Research Question 2

To what extent did music affect the buying decision of consumers on airtel and indomie product?

The second research question was to know the extent to which music affected the buying decision of consumers on airtel and indomie product, from table 4.3.5 it shows that, 52.2% agrees to remember an advert with music during the point of purchase, table 4.3.6 shows that 58.9% agree that anytime an advert with music comes up, they participate, table 4.3.7 shows that 47.8% of the respondents agree that anytime they watch an advert with music, they end up buying the product or have interest in the product, also table 4.3.8 shows that 54.4% of the respondents strongly agree they can still remember adverts containing music from years ago.

Research Question 3

How does music and storytelling in Tv adverts affects audience buying behaviour of indomie and airtel product?

The third research question was to know how music in television advert affect audience buying behaviour of indomie and airtel product, according to table 4.3.9, the table shows that 68.9% of the respondents strongly agree they remember the indomie's advert, "mama do good", table 4.3.10 shows that, 44.4% agrees that they bought or were interested in indomie product after watching the "mama do good" advert, table 4.3.11 , 50% agree they are familiar with the airtel's advert "444 is a metaphor,also tables 4.3.12 shows 58.9% agrees that they bought or were interested in airtel's product after watching the "444 is a metaphor" , while table 4.3.13 shows that 50% remember "444 is a metaphor" clearly.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 SUMMARY

The impact of music in Indomie and Airtel television advertisements was the focus of the research study. For the purposes of this study, the Elaboration Likelihood Model (ELM) of persuasion and the ideal of musical fit both were studied. The major method of data collection was employed, and the research instrument used was a questionnaire, in order to accomplish the goal and provide answers to all study questions. SPSS was used in this study to analyze the data. The findings drawn from this research are as follows;

- music has a deep effect to inspire audience emotion and affect the customer's purchasing choice when used effectively.
- Music is more effective on television advertisements and also has a lasting effect.
- Music advertisements have the power to stick around in listeners' memories for a very long period, which might affect their choices every time the song is recalled.
- Music is a more persuasive strategy than any other strategy used in television advertisements

5.2 CONCLUSION

This study has shown that the use of music in television commercials has a favorable effect on their target audience and market. It is appropriate to assert unequivocally that incorporating music more frequently in television commercials has a greater potential to alter customer purchasing habits. However, most brands out there pay for slots, and will do anything to produce the best advertisement that will worth the money paid and also draw in traffic to their product. It's business, and this study has demonstrated that using music in television advertisements allows you to clearly and successfully

reach the target demographic. The most effective advertising plan must be employed because television, the king of the advertising media, is thought to be the most authoritative, influential, and exciting advertising medium (Goldmen, 2005)...

5.3 RECOMMENDATION

Based on the aforementioned facts and conclusions, this study formulates a number of recommendations for television advertising.

The following guidelines should be followed when creating television advertisements:

- Television advertisements using music should ensure that the music being used is the type of music that flows with the theme of the message.
- People that employ television commercials with jingles should be aware that catchy songs in the commercials are not merely for producing rhyme, but also for creatively and memorably conveying the commercial message to audience.
- Advertisers should learn how to use music on television advertising as it help create brand remembrance in the mind of consumer

5.4 LIMITATION OF THE STUDY

Researcher experienced difficulties in combining lectures and projects.

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APPENDIX

Dear Respondent,

My name is Ubah Gift Onyinyechi, a final year student of the Department of Mass Communication, Mountain Top University. I am carrying out a research on “Comparative Analysis of the influence of music and storytelling in indomie and airtel television advertisement” in partial requirement for the award of a Bachelor of Science (B.Sc.) degree in Mass Communication. Please kindly tick and fix in your sincere response. All answers will be treated in strict confidence and used only for academic purposes. Thank You.

SECTION A (Please tick the appropriate option)

1. **Sex:** Male Female
2. **Marital Status:** Single Married Separated/Divorced Widowed
3. **Age:** 0-16 years 16-25 years 26-35 years 36-45 years 46 years and above
4. **Level:** 1001 2001 3001 4001 5001
5. **Religion:** Christianity Islam Traditional Other
6. **DEPARTMENT:** _____
7. **Are you a computer literate?:** yes No

SECTION B

Research Question 1: What are consumer’s perception of music in TV commercials?

8. Do you have a television set?

A) Yes B) No

9. How often do you watch the television?

- A) Daily
- B) Quite frequent
- C) Once a while
- D) I don't watch Tv

10. What is your reaction when an advertisement interrupts your TV programme?

- A) stay quietly and watch
- B) Change the station
- C) Its depends
- D) I don't known

11. What kind of advertisement do you prefer?

- A) Musical advertisement
- B) Storytelling advertisement
- C) Others

12. What do you remember from the advertisements you have watched?

- A) The storytelling
- B) The drama
- C) The song

D) The cartoon characters

13. When do you always enjoy an advert?

A) When there is music in the advert

B) When there is a strong story telling in the advert

C) Both

D) None of the above

SECTION C

RESEARCH QUESTION 2: To what extent did music and storytelling affect the buying decision of consumers.

Please respond by ticking the appropriate response for each item: Please respond by ticking the appropriate response for each item: SA= Strongly Agree, A=Agree, D=Disagree, SD=Strongly Disagree, U=Undecided

	To what extent did music and storytelling affect the buying decision of consumers on airtel and indomie as a product.	SA	A	D	SD	U
14	it is easy to remember an advert with music during point of purchase					
15	Any time an advert with music comes up, I participate(eg sing alone, dance etc					

16	Anytime I watch an advert with music I end up buying their product or interested in their product					
17	I can still remember adverts containing music from years ago					

SECTION D

RESEARCH QUESTION 3 : How does music and storytelling in Tv adverts affects audience buying behaviour of indomie and airtel product.

Please respond by ticking the appropriate response for each item: SA= Strongly Agree, A=Agree, D=Disagree, SD=Strongly Disagree, U=Undecided

	How does music and storytelling in Tv adverts affects audience buying behaviour of indomie and airtel product?	SA	A	D	SD	U
18	I'm remember the infamous indomie's advert "mama do good"					
19	After watching "mama do good" advert I brought or got interested in indomie					
20	I'm familiar with the infamous airtel's advert "444 is a metaphor"					

21	After watching “444 is a metaphor” advert I brought or got interested in airtel					
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22. Which of the adverts do you remember clearly

- A) Mama do good
- B) 444 is a metaphor
- C) The rainmaker
- D) None