Thesis Proposal

The Effect of Jingles on Brand Awareness and Purchase Intention: A Study of Susu Murni XYZ in the Jabodetabek Area

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Research Background & Gap

The continuous growth of the FMCG industry worldwide, and in Indonesia

The use of jingles as one of the techniques of modern marketing, also used by Susu Murni XYZ

Empirical & Population Gap



Key difference in the way they sell their products:

Not available in store shelves



Research Questions

How do jingles affect brand awareness of Susu Murni XYZ in the Greater Jakarta area?

How does brand awareness affect the **purchase intention** toward Susu Murni XYZ in the Greater Jakarta area?



How do **jingles** affect the **purchase** intention toward Susu Murni XYZ in the Greater Jakarta area?

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Research **Objectives**

- To analyze the effects of
 - jingles on brand awareness
 - brand awareness on purchase intention
 - jingles on purchase intention
- toward Susu Murni XYZ in the Jabodetabek area

Literature Review

Jingles

A musical message written for a brand **(Keller, 2013)**

Helps create brand image to promote the product and to make it memorable for consumers (Karailievová, 2012)

Brand Awareness

An asset affecting perceptions, likes, and even consumer behavior **(Aaker, 2015)**

One of the four dimensions of consumer-based brand equity (CBBE) along with **brand loyalty, brand associations,** and **perceived quality.**

Purchase Intention

A kind of decision-making that studies the reason for a consumer to buy a particular brand (**Shah et al., 2012**)

Many factors affect the consumer's purchase intention while selecting a product (Keller, 2001)

List of Previous Research

Research Title	Author and Year	Variables	
How Jingle Can Drive Brand Awareness	Achyarsyah, M., Hendrayati, H., & Amalia, F. (2020)	Jingle, Brand Awareness	
The Effect of Jingle Exposure in Television Advertising on Brand Awareness in the Elaboration Likelihood Model	Mustikasari, R. P., Rahmawati, D. H., & Arviani, H. (2023)	Jingle, Brand Awareness	Th
The Influence of Lazada's Jingle Towards Purchase Intention with Brand Awareness as the Mediating Variable	Halim, A., & Qastharin, A. R. (2024)	Jingle, Brand Awareness, Purchase Intention	La

Relevant Results

Pegipegi.com's **jingle** has a **positive and significant effect on brand awareness**

he exposure to Oreo's television **jingle** has a **positive and significant effect on brand awareness**

azada's **jingle** has a **positive and significant effect on both brand awareness and purchase intention**

List of Previous Research

Research Title	Author and Year	Variables	
Neuromarketing Study: The Effect of Jingle on Consumer Behavior	Fauzi, H., Rizqullah, R., Ariyanti, M., & Hadyningtyas, I. A. (2022)	Jingle, Consumer Behavior	p
The Impact of Brand Awareness on the Consumers' Purchase Intention	Shahid, Z., Hussain, T., & Zafar, F. (2017).	Brand Awareness, Purchase Intention	B pe kı
Does Brand Awareness influences Purchase Intention? The Mediation Role of Brand Equity Dimensions	Azzari, V., & Pelissari, A. (2021)	Brand Awareness, Brand Loyalty, Brand Associations, Perceived Quality, Purchase Intention	Br p b

Relevant Results

Jingles stimulate short-term memory, positively influencing consumer behavior

Brand awareness has a **positive effect on purchase intention**, further stating that a erson is more likely to buy a product if they know of the product prior to the purchase

Brand awareness has an indirect effect on purchase intention, where brand loyalty, brand associations, and perceived quality acts as the mediator

List of Previous Research

Research Title	Author and Year	Variables	
The Impact of User Interactions in Social Media on Brand Awareness and Purchase Intention: the Case of MINI on Facebook	Hutter, K., Hautz, J., Dennhardt, S., & Füller, J. (2013)	Social Media Interaction, Brand Awareness, Purchase Intention	COI
The Relationship of Brand Equity to Purchase Intention	Senthilnathan, S. (2012).	Brand Equity, Purchase Intention	Th

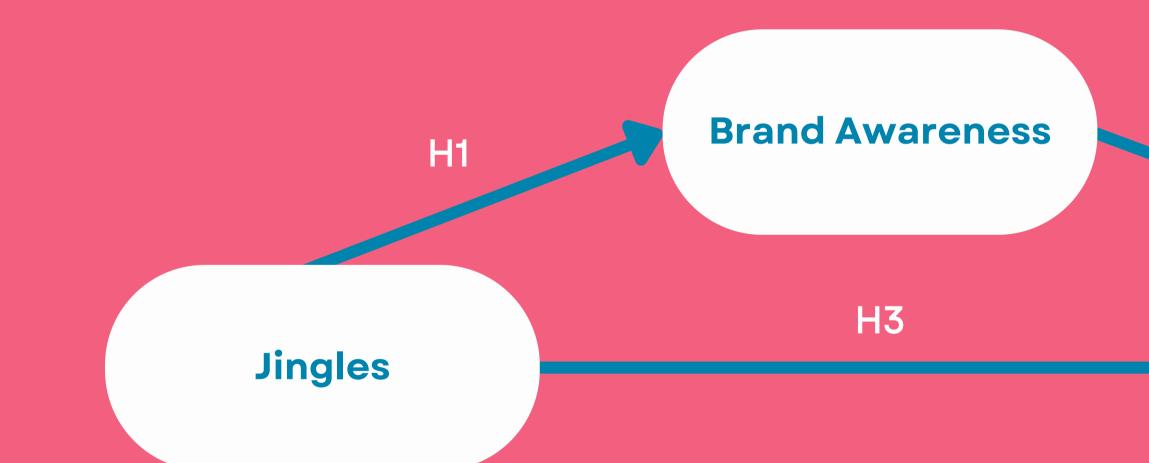
Relevant Results

Brand awareness has a positive ontribution with purchase intention, where

brand awareness acts as a mediator between social media interaction and purchase intention

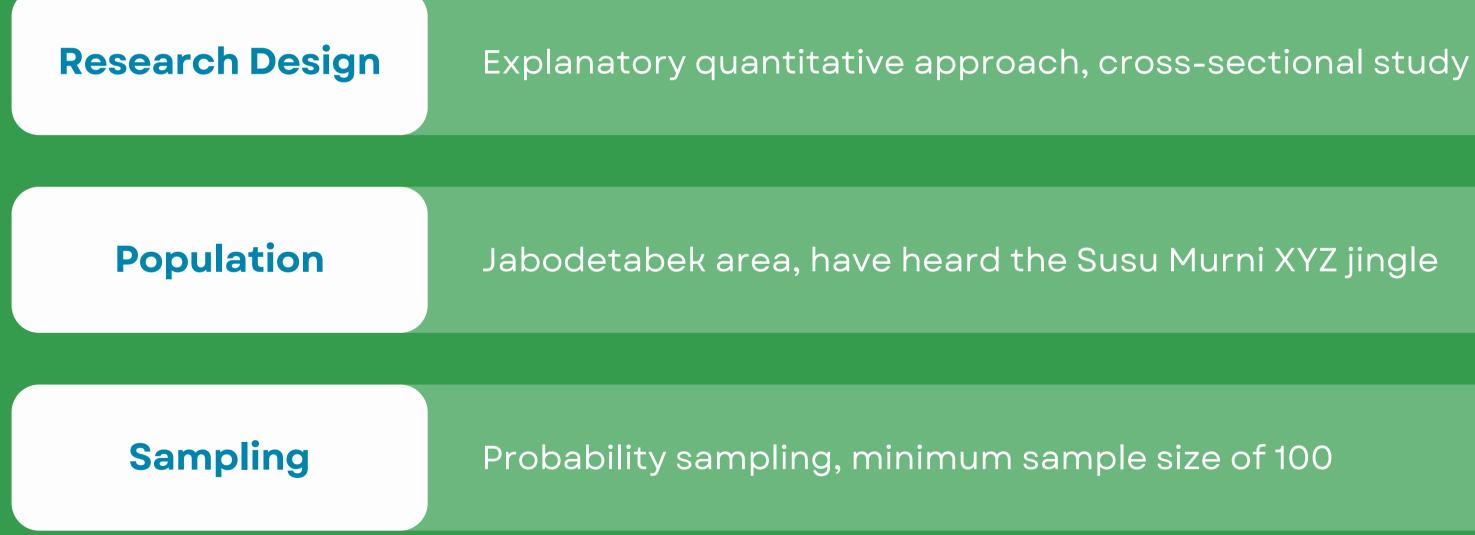
he brand equity of a baby soap brand has a positively significant relationship with purchase intention

Theoretical Framework

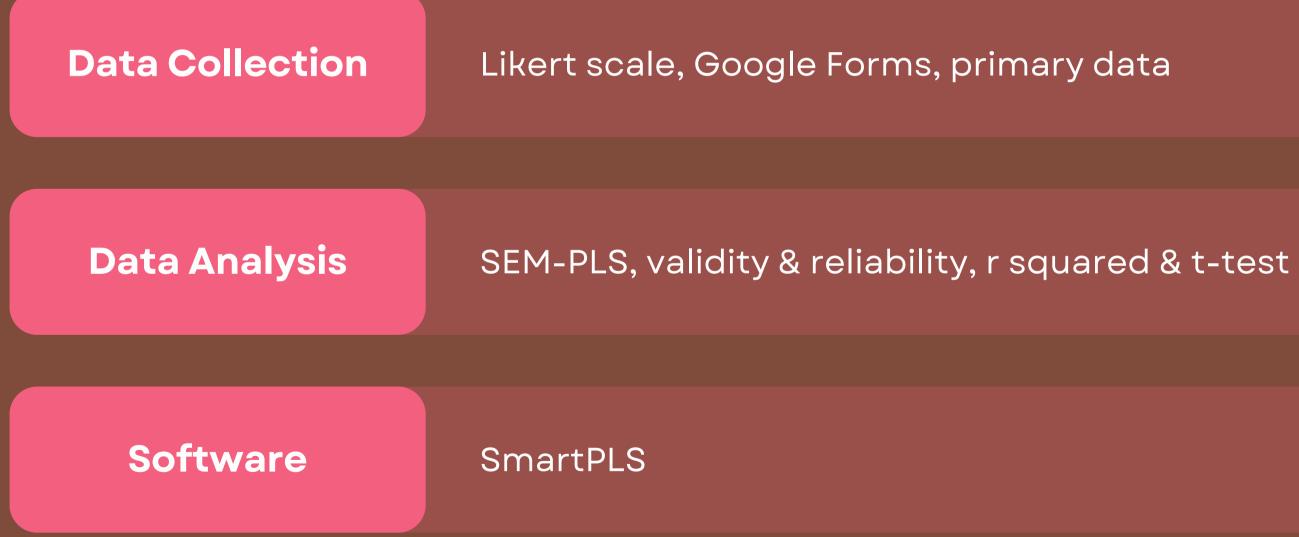




Research Method



Research Method



Thank you!

