

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

Key difference in the way they sell their products:

Not available in store shelves

Empirical & Population Gap

Research Questions

1

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

2

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

3

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

Research Objectives

To analyze the effects of

1

jingles on brand awareness

2

brand awareness on purchase intention

3

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	Relevant Results
How Jingle Can Drive Brand Awareness	Achyarsyah, M., Hendrayati, H., & Amalia, F. (2020)	Jingle, Brand Awareness	Pegipegi.com's jingle has a positive and significant effect on 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	The exposure to Oreo's television jingle has a positive and significant effect on brand awareness
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	Lazada's jingle has a positive and significant effect on both brand awareness and purchase intention

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Research Title	Author and Year	Variables	Relevant Results
Neuromarketing Study: The Effect of Jingle on Consumer Behavior	Fauzi, H., Rizqullah, R., Ariyanti, M., & Hadyningtyas, I. A. (2022)	Jingle, Consumer Behavior	Jingles stimulate short-term memory, positively influencing consumer behavior
The Impact of Brand Awareness on the Consumers' Purchase Intention	Shahid, Z., Hussain, T., & Zafar, F. (2017).	Brand Awareness, Purchase Intention	Brand awareness has a positive effect on purchase intention , further stating that a person is more likely to buy a product if they know of the product prior to the purchase
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	Brand awareness has an indirect effect on purchase intention , where brand loyalty, brand associations, and perceived quality acts as the mediator

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Research Title	Author and Year	Variables	Relevant Results
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	Brand awareness has a positive contribution with purchase intention , where brand awareness acts as a mediator between social media interaction and purchase intention
The Relationship of Brand Equity to Purchase Intention	Senthilnathan, S. (2012).	Brand Equity, Purchase Intention	The brand equity of a baby soap brand has a positively significant relationship with purchase intention

Theoretical Framework



Research Method

Research Design

Explanatory quantitative approach, cross-sectional study

Population

Jabodetabek area, have heard the Susu Murni XYZ jingle

Sampling

Probability sampling, minimum sample size of 100

Research Method

Data Collection

Likert scale, Google Forms, primary data

Data Analysis

SEM-PLS, validity & reliability, r squared & t-test

Software

SmartPLS



Thank you!