

Final Thesis Defense

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

Thesis Supervisor: **Ir. Sasotya Pratama, MTE**

Chandra Sanityo Naratantra
21111001



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

A power that reflects the consumers' ability to recognize a brand in various conditions
(Keller, 2013)

One of the four dimensions of consumer-based brand equity, along with **brand loyalty, brand associations**, and **perceived quality**. **(Aaker, 1996)**

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

Resides in Jakarta, know the Susu Murni XYZ jingle

Sampling

Cluster sampling, 5 clusters, sample size of 100

Research Method

Data Collection

Google Forms, Likert scale, primary data

Data Analysis

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

Software

SmartPLS 4

Descriptive Analysis

Data Collection

3 days total (3-5 Dec 2024) using Google Forms, cluster

Initial Screening

Resides in Jakarta, know the Susu Murni XYZ jingle

Domicile

North, South, Central, East, West Jakarta

Indicators of Jingle (J)

Code	Indicator	Mean	Std. Dev.	Notes
J1	Susu Murni XYZ's jingle catches my attention.	4.35	0.770	Respondents tend to strongly agree , with relatively small deviations
J2	Susu Murni XYZ's jingle is easy to remember.	4.68	0.649	Respondents tend to strongly agree , with relatively small deviations
J3	Susu Murni XYZ's jingle is easier to remember compared to jingles of other products.	4.32	0.827	Respondents tend to strongly agree , with relatively small deviations

Indicators of Brand Awareness (BA)

Code	Indicator	Mean	Std. Dev.	Notes
BA1	I know Susu Murni XYZ and its products.	4.30	1.000	Respondents tend to strongly agree , with relatively average deviations
BA2	I remember Susu Murni XYZ when I consider buying milk products.	3.06	1.135	Respondents tend to be neutral , with relatively average deviations
BA3	I remember Susu Murni XYZ whenever I hear their jingle.	4.45	0.809	Respondents tend to strongly agree , with relatively small deviations

Indicators of Purchase Intention (PI)

Code	Indicator	Mean	Std. Dev.	Notes
PI1	I am interested in purchasing Susu Murni XYZ products.	3.63	1.089	Respondents tend to agree , with relatively average deviations
PI2	I intend to purchase Susu Murni XYZ's products whenever I hear their jingle.	3.61	1.136	Respondents tend to agree , with relatively average deviations
PI3	I purchase Susu Murni XYZ's products because of hearing their jingle.	3.24	1.164	Respondents tend to be neutral , with relatively average deviations
PI4	I purchase Susu Murni XYZ's products because I know the brand and their products.	3.92	1.220	Respondents tend to agree , with relatively average deviations

Outer Model: Reliability Test

Variable	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Notes
Jingle	0.812	0.815	0.888	Acceptable
Brand Awareness	0.666	0.690	0.818	Acceptable
Purchase Intention	0.885	0.889	0.920	Acceptable

Outer Model: Convergent Validity Test

Variable	Indicator	Outer Loadings	Notes
Jingle	J1	0.860	Valid
	J2	0.855	Valid
	J3	0.842	Valid

Outer Model: Convergent Validity Test

Variable	Indicator	Outer Loadings	Notes
Brand Awareness	BA1	0.874	Valid
	BA2	0.711	Valid
	BA3	0.734	Valid

Outer Model: Convergent Validity Test

Variable	Indicator	Outer Loadings	Notes
Purchase Intention	PI1	0.905	Valid
	PI2	0.835	Valid
	PI3	0.839	Valid

Outer Model: Discriminant Validity Test (HTMT)

	Brand Awareness	Jingle	Purchase Intention
Brand Awareness			
Jingle	0.739		
Purchase Intention	0.870	0.481	

Inner Model: R squared

Variable	R squared
Brand Awareness	0.309
Purchase Intention	0.453

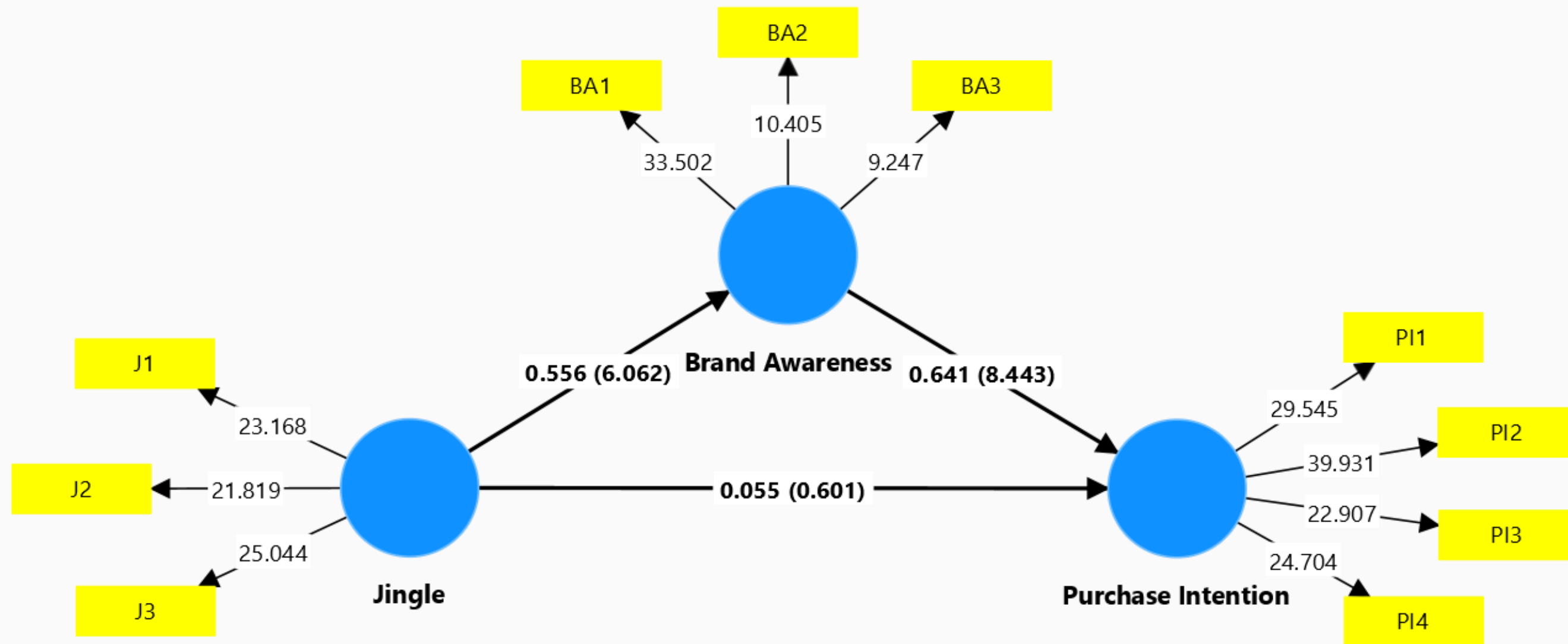
Notes:

Small R squared numbers, meaning that more factors outside of this research are also at play.

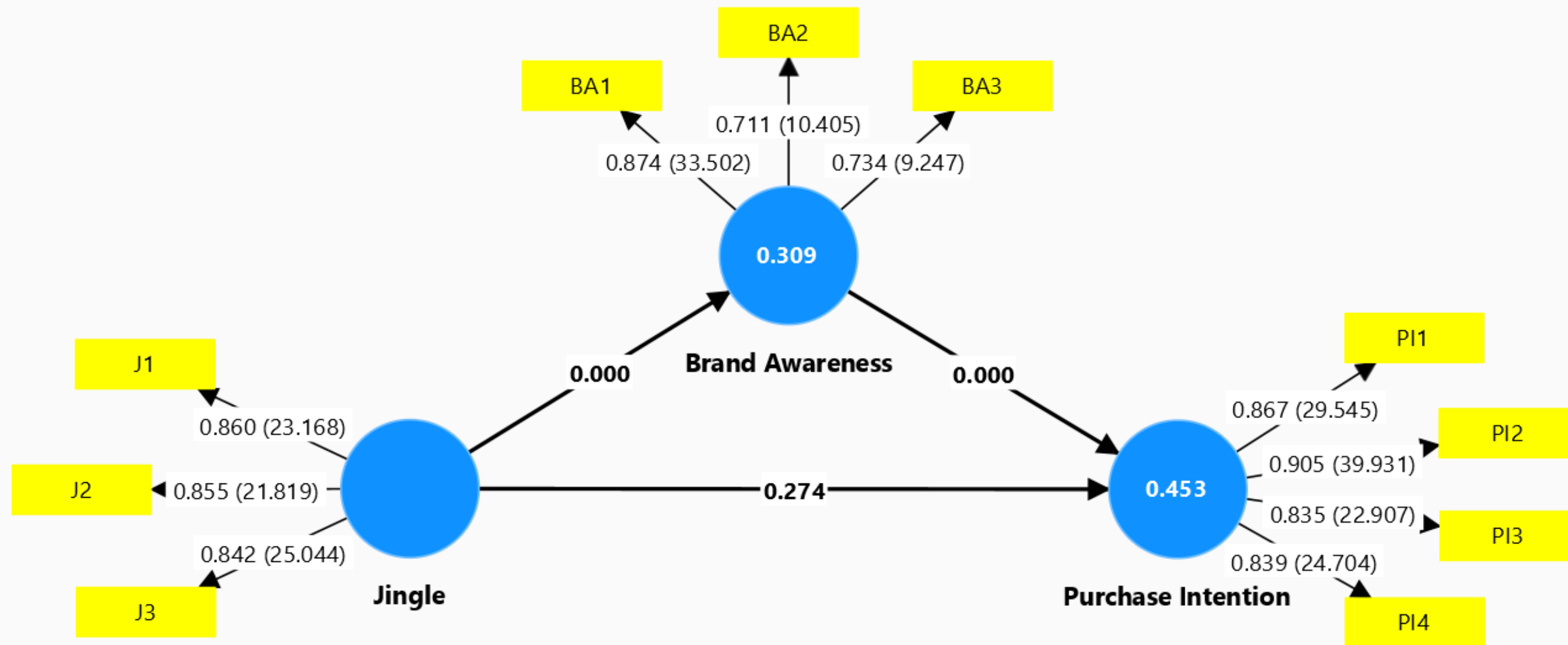
Hypothesis Test Results

Hypothesis	Original Sample (O)	T Statistics (O/STDEV)	P Value	Notes
Jingles have a positive and significant effect on brand awareness	0.556	6.062	0.000	Positive, significant, accepted
Brand awareness has a positive and significant effect on purchase intention	0.641	8.443	0.000	Positive, significant, accepted
Jingles have a positive and significant effect on purchase intention	0.356	4.248	0.000	Positive, significant, accepted

Path Coefficient Results



Hypothesis Test Results



Conclusion

- 1** Susu Murni XYZ's jingle has a **positive and significant effect** on brand awareness.
- 2** Brand awareness has a **positive and significant effect on purchase intention** toward Susu Murni XYZ.
- 3** Susu Murni XYZ's jingle has a **positive and significant effect** on purchase intention.

Implications

- 1** **Implementing jingles can lead to a potential purchase**, specifically for brands that sell their products through **traveling carts**.
- 2** **A catchier jingle has better chances** of improving brand awareness and purchase intention, specifically in a **street-selling setting**.
- 3** **Susu Murni XYZ's jingle is not the fault of their downtrend**, other factors are most likely at play.

Limitations

A larger sample size would provide a better representation of the population

The choice of using clusters due to the difficulty of achieving completely random samples

Findings of this research only applies to the **dairy industry** and with the unique case of **cart-selling**



Thank you!