

The Effect of Music on Social Media Advertising: A Research on Brand Awareness



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Submission: August 10, 2024; **Published:** August 27, 2024

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Abstract

Marketing science has reached its current position by adapting to developing technology. Social media platforms have also become an important tool for marketing. Consumers can obtain information about brands, share their experiences and make purchasing decisions through social media. In this study, the effect of music used in social media advertisements on brand awareness and purchase intention was investigated. It is thought that music increases brand awareness by evoking and reminding the product or brand, and brand awareness affects the purchase intention. In the study, data was collected from 400 participants. The data were analyzed by frequency analysis, descriptive analysis method and cross-tabulation analysis using SPSS Statistics version 26 program. According to the research results, it was found that the music used in social media advertisements significantly affects brand awareness and purchase intention. Music helps consumers remember the brand, experience positive emotions and increase the likelihood of purchasing. These results show that music is an effective tool in social media advertising. Brands can increase brand awareness and purchase intention by using music effectively in their advertisements.

Key words: Marketing; Advertising; Social Media; Music; E-Commerce

Introduction

In the first section of this study, concepts such as brand value, brand loyalty, brand awareness, brand association, and perceived quality are examined. The second section delves into advertising and advertising music, the history of advertising, the concept of music, the relationship between advertising and music, the reasons for using music in advertisements, types of advertising music, the history of social media, and the concept of social media advertising. In the second section, major brands that effectively utilize social media in the marketing process are identified. The relationships of these leading brands in various industries with social media are analyzed. The effects of advertising music used in social media advertisements on the target audience are concretely observed. It has been determined that the music used in social media advertisements is successful in influencing the target audience. These findings demonstrate the impact of advertising music used in social media on marketing. Social media is a rapidly growing platform, and brands can effectively influence their target audiences by utilizing this platform efficiently. The analysis data are explained using frequency analysis, descriptive analysis, and cross-tabulation analysis conducted with SPSS Statistics version 26.

Chapter 1. The Concept of Brand Value

Brand value refers to the value that consumers attribute to a brand. High brand value leads consumers to find a brand more attractive and reliable, resulting in more frequent purchases, higher spending, and greater brand loyalty. Brand value consists of three main elements: financial value, commercial value, and emotional value Aaker [1] Kapferer[2] Keller, Kevin L [3]. Brand value expresses the value that consumers place on a brand. This value influences the likelihood of consumers repeatedly purchasing, using, and remaining loyal to the brand. Brand value is comprised of brand loyalty, brand awareness, perceived quality, and brand associations. Brand loyalty is one of the most important assets of a brand. Brands can enhance brand loyalty by offering consumers quality products and services that meet their needs and expectations Aaker [1] Dick and Basu [3] Keller [4]. Brand awareness, which is the level at which consumers recognize and recall a brand, directly affects the likelihood of consumers purchasing that brand. It is difficult for competitors to alter the brand awareness of a brand that is highly recognized in the minds of consumers. Brand awareness conveys messages that inspire confidence and is generally associated with factors

such as good price, high quality, reliability, and easy accessibility Aaker and McLoughlin [5]. Brand awareness is the degree to which consumers recognize and recall a brand. This level directly influences the likelihood of consumers purchasing that brand. Brand awareness conveys messages that inspire confidence and is generally associated with factors such as good price, high quality, reliability, and easy accessibility Kapferer [2].

Perceived quality refers to the process by which the target audience forms a perception of a brand's quality in their minds. This process involves the organization of information about the brand that the target audience has acquired, structured within the consumer's logic through internal connections, and ranked according to the consumer's own priorities Franzen [6]. The characteristics of perceived quality are distinct from objective or actual quality. It is more abstract than the specific features that constitute a product or service. Sometimes it is a global evaluation that echoes under different conditions. It is an assessment made within the consciousness of the consumer, encompassing the pool of all brands when purchasing a product or service Zeithaml [7]. Brand associations refer to the perceptions that a brand seeks to create in the minds of consumers. These associations can be used to highlight the benefits that the brand offers to consumers, to position the brand, to extend the brand, and to create a positive image of the brand in the consumer's mind Low and Lamb Jr [8]. Brand awareness is the degree to which the target audience recognizes and recalls a brand. When consumers consider purchasing a product, they must first recognize the brand of that product. If a brand fails to establish awareness among the target audience, consumers will not choose that brand. Brand awareness is a key objective that has a direct impact on purchasing decisions and brand value. Products and services with high brand awareness are more likely to achieve higher sales and possess greater brand value. To create brand awareness, companies can engage in various marketing activities such as advertising, promotions, public relations, and sponsorships. Advertising is one of the most effective ways to convey brand messages to the target audience and increase brand awareness. Promotions offer consumers the opportunity to interact with the brand and learn more about it. Public relations help create a positive image of the brand. Sponsorships can create brand awareness by involving the brand in events or organizations that attract the interest of the target audience Deniz [9].

Chapter 2: Advertising and Advertising Music

Advertising has existed since the Neolithic Age and has been used as a communication tool to persuade consumers to make purchases Goddard [10] Balta Peltekog̃ lu [11]. The history of advertising began with word-of-mouth communication. Over time, with the invention of the printing press and the rise in literacy, written advertisements emerged. With the Industrial Revolution, the shift to mass production and the diversification of products increased the importance of advertising. Advertisements

have been used both to enhance brand visibility and to provide consumers with information about products and services Balta Peltekog̃ lu [11]. In the 20th century, significant developments occurred in the advertising industry. The proliferation of advertising agencies, the advent of radio and television, and the widespread adoption of advertising education contributed to making advertising a more effective communication tool. Today, advertising has become a global industry. The emergence of new communication channels, such as the internet and social media, has enabled advertisers to reach their target audiences more effectively Balta Peltekog̃ lu [11]. The primary goal of advertisers is to persuade consumers to purchase. To achieve this, advertisers design their messages to be attention-grabbing and memorable Arens [12] Gu'z, Nu' khet [13] Sullivan Luke [14].

Advertisements typically use popular music genres because popular music appeals to a broad audience and is highly memorable. Advertisements are usually crafted to align with their objectives. For example, a product advertisement might use music that evokes a desire to purchase, while a service advertisement might choose music that instills a sense of trust. Advertising music enhances the impact of the advertisement. Effective advertising music makes the advertisement more engaging, memorable, and impactful Gu' lmez [15]. In the 20th century, advertising became a significant industry with the advent of mass communication tools and technological advancements McDonald and Scott [16], Rutherford [17]. In the early 20th century, the Great Depression prompted advertisers to develop new strategies. Advertisers began creating more effective advertisements by researching the purchasing behaviors of their target audience McDonald and Scott [16]. In the 1950s, the widespread adoption of television further expanded the advertising industry Rutherford [17]. In the 1960s, Claude C. Hopkins and Rouser Reeves developed the concept of "Unique Selling Proposition" (USP) in advertising. USP is the benefit offered to consumers that distinguishes a product from its competitors. Lee and Johnson [18] In the 1970s, David Ogilvy and Leo Burnett emphasized the concept of "brand image" in advertising. Brand image refers to the set of emotional and cognitive associations that a brand creates in the minds of consumers Roman [19], Serttaş Ertike [20]. In the 1980s, William Bill Bernbach introduced the concept of "creative advertising," which aims to make advertisements attention-grabbing and memorable. (Aydın Aslaner, 2019; Aydın, Aydın Aslaner, and Aslaner, 2005). In the 1990s, the widespread use of the internet digitalized the advertising industry. The internet offers advertisers more effective and measurable advertisements Aydın Aslaner [21], Aydın G, Aydın Aslaner D, Aslaner AG [22]. In Turkey, advertising began to develop with the start of the Republican era. In 1927, the first advertising campaign, using visual narrative techniques, was carried out by İ'hap Hulusi Go'rey, marking a significant milestone in the use of visual elements in advertising Merter E [23]. In 1957, the Press Advertisement Institution's consolidation of the right to publish advertisements in magazines and

newspapers slowed the development of advertising. Topsu`mer F, Elden M [24] In the 1960s, private companies increased their investments in advertising, and the advertising industry began to grow significantly. The popularity of cartoons and animated films in 1964-65 contributed to the advertising sector. In 1944, Faal Advertising Agency was established and worked with Koç Holding. In the 1970s, various advertising agencies were founded, and in the 1980s, partnerships with international agencies were established, adopting global advertising standards U`nsal [2],(Yılmaz, 2001). The use of music in advertising is an effective tool to capture the target audience's attention, evoke emotions, and increase the memorability of a product or service. Music used in advertisements can create positive effects on human psychology through elements such as rhythm, melody, and harmony. For instance, cheerful music can evoke feelings of happiness and excitement in the target audience, while melancholic music can evoke empathy and sympathy. Allaç [27] Gorn GJ [28], Hecker S [29] Kellaris JJ, Cox AD [30], Scott LM [31] Music can also help enhance the brand value of a product or service.

For example, music that aligns with the brand's personality and message can create a positive image in the target audience. Huron D [32] Music used in advertisements, such as catchy jingles, can make the advertisement more effective. Scott LM [31] The primary goal of using music in advertising is to reach the target audience and convey the desired message effectively. To achieve this, advertisers must consider the emotional, physical, moral, and intellectual impacts of music Button B[33], Sonnenschein D [34]. Advertising music is an effective tool used to emotionally and behaviorally influence the target audience, reflect the brand's personality, and increase the memorability of the advertisement. Techniques for using music in advertising can help advertisers reach their target audiences. For example, a catchy jingle used in an advertisement can increase brand awareness. Kallinen K [35] Social media and social networking websites have led to a transition in the advertising industry from traditional advertising platforms to new digital platforms. Wells WD, dig`erleri [36] Kutsal A[37] Kırbaş I [38] Social media advertisements are more effective than traditional advertisements. Evans D [39] Weinberg Tamar [40] Evans D, McKee J [41] Social media advertisements can more easily capture users' attention and engage them. Hacıfendiog`lu Ş [42] Social media advertisements can increase brand awareness through word-of-mouth marketing. Evans D [39] Weinberg Tamar [40] Evans D, McKee J [41] Social media advertisements can support all elements of the marketing promotion mix. Hacıfendiog`lu Ş [42] Social media is a platform that allows people to connect and share content online. Cook [43] Aytakin Nihan [44] There are several reasons why social media has become an important tool for marketing: Direct reach to the target audience: Social media platforms allow businesses to target their audiences based on demographic characteristics, interests, and behaviors Ryan D [45] Khan M[46] Kazançog`lu, I`pek, U`stu`ndag`lı, Elif, Baybars Miray [47]. Creating personalized messages: Social media platforms enable businesses to create engaging and

personalized messages for their target audiences Weinberg Tamar [40], Bayram AT 48]. Encouraging word-of-mouth marketing: Social media allows businesses to encourage users to share their products or services with others Akkaya Duygu Talih [49] Alikılıç, O`A, Onat F [50], [51].

Chapter 3. A Study on Brand Awareness

Research Objective: This study aims to investigate the impact of advertising music used in social media on brand awareness and consumer purchase intention. It is hypothesized that music's ability to evoke associations and remind consumers of a product or brand will influence brand awareness, which in turn is expected to impact consumer purchase intention.

Research Scope: The research was conducted with a sample of 400 individuals selected through a simple random sampling method using an online survey.

Research Methodology: The analysis data were explained using SPSS Statistics version 26, employing Frequency Analysis, Descriptive Analysis, and Cross-Tabulation Analysis methods.

Research Findings: Data were collected using a Google Forms online survey application. The survey consisted of two main sections. The first section examined the demographic characteristics of the sample group. In the second section, participants were exposed to the music, visuals, and a combination of both from Nescafe, Pepsi, and Coca-Cola advertisements to assess their contribution to brand recall. Additionally, the degree of influence from the advertisements was rated on a scale of 1 to 10.

Of the participants, 37.8% were male, and 62.3% were female. Participants' ages were distributed as follows: 46% were between 18-24 years old, 21.5% were between 25-34 years old, 23% were between 35- 44 years old, and 9.5% were 45 years and older. Regarding education levels, 4.8% were elementary school graduates, 25.5% were high school graduates, 16.5% held an associate degree, 45% held a bachelor's degree, 6.8% held a master's degree, and 1.5% held a doctoral degree. In terms of monthly income, 37% of participants reported earning less than 4000 TL, 20% earned between 4000-6000 TL, 12% earned between 5000-7000 TL, 13% earned between 8000-10000 TL, and 17.3% earned over 10000 TL. Employment-wise, 22% of participants were public sector employees, 29.3% were private sector employees, 43% were students, and 5.8% worked in other sectors(Table 3.1). When examining the most frequently used social media platforms among the study participants, it was found that Facebook ranked first with a usage rate of 32.8%, Instagram ranked second with a usage rate of 86%, and YouTube ranked third with a usage rate of 79%. Additionally, 53% of participants reported using other social media platforms (Table 3.2). When examining the participants' behavior regarding following the social media pages of brands they are interested in, it was found that 78.5% of the participants follow the social media pages of brands that interest them, while 21.5% do not (Table 3.3).

Table 3.1: Demographic characteristics.

What is Your Gender?		
	N	%
Woman	249	62,3
Male	151	37,8
Total	400	100
What is Your Age?		
18-24	184	46
25-34	86	21,5
35-44	92	23
45 and above	38	9,5
Total	400	100
Please indicate Your Level of Education		
Primary school	19	4,8
High school	102	25,5
Associate Degree	66	16,5
Bachelor degree	180	45
Master's degree	27	6,8
PhD degree	6	1,5
Total	400	100
Please Indicate Your Monthly Income		
Under 4000 TL	148	37
4000-6000 TL	83	20,8
6000-8000 TL	48	12
8000-10000 TL	52	13
Above 10000 TL	69	17,3
Total	400	100
What is Your Profession?		
Government institution (Public institution)	88	22
Private Sector	117	29,3
Student	172	43
Other	23	5,8
Total	400	100

Table 3.2: Most preferred social media platforms.

	N	%
	269	67,3
Facebook	131	32,8
Total	400	100
	N	%
	56	14
Instagram	344	86
Total	400	100
	N	%

YouTube	316	79
	84	21
Total	400	100
	N	%
	185	46,3
Other	215	53,8
Total	400	100

Table 3.3: Do you follow the social media pages of the brands that interest you?

	N	%
Yes	314	78,5
No	86	21,5
Total	400	100

An examination of the participants' social media usage duration revealed that 9% of the participants use social media for less than 1 hour per day, 25.3% use it for 1-2 hours, 40.8% for 3-4 hours, 20.3% for 5-6 hours, and 4.8% for 7 hours or more (Table 3.4). When participants were asked about their thoughts on whether a brand's advertising music is effective in aiding recall, 80.3% of them stated that the music is effective in recalling the brand, 6.3% believed it has no effect, and 13.5% indicated that they had no opinion on the matter (Table 3.5). When participants were asked about the impact of advertising music used in social media advertisements on reaching the target audience, 80.5% stated that it is effective, 6.5% indicated that it is not effective, and 13% reported having no opinion on the matter (Table 3.6). When participants were asked whether they have ever watched a social media advertisement without music, 33.3% stated that they never watch them, 35% said they do not watch them, 22% indicated that they might watch them, 4.8% reported that they do watch them, and 5% said they definitely watch them (Table 3.7). When participants were asked whether they believe music is important in influencing brand image, 42.8% stated that it is very effective, 36.8% said it is effective, 12% indicated that it is somewhat effective, 4.3% believed it is not effective, and 4.3% said it is not effective at all (Table 3.8). When participants were asked whether the advertisements, they encounter on social media capture their interest, 63.3% responded yes, 11.5% said no, and 25.3% indicated that they sometimes do (Table 3.9).

Table 3.4: How much time do you spend on Social Media on average per day?

	N	%
Less than 1 hour	36	9
1-2 hours	101	25,3
3-4 hours	163	40,8
5-6 hours	81	20,3
7 hours and above	19	4,8
Total	400	100

Table 3.5: What do you think about remembering a brand through its advertising music?

	N	%
It is effective	321	80,3
It is not effective	25	6,3
I have no idea	54	13,5
Total	400	100

Table 3.6: Do you think the advertising music used in social media advertisements is effective in reaching the target audience?

	N	%
It is effective	322	80,5
It is not effective	26	6,5
I have no idea	52	13
Total	400	100

Table 3.7: Would you watch a social media ad without music?

	N	%
I never watch it	133	33,3
I don't watch	140	35
Maybe I'll watch	88	22
I watch	19	4,8
I will definitely watch it	20	5
Total	400	100

Table 3.8: Do you think music is important in influencing brand image?

	N	%
Very effective	171	42,8
Effective	147	36,8
Partially effective	48	12
Not effective	17	4,3
Not effective at all	17	4,3
Total	400	100

Table 3.9: Do the advertisements you see on social media interest you?

	N	%
Yes	253	63,3
No	46	11,5
Sometimes	101	25,3
Total	400	100

When participants were asked about their thoughts on how important music is in recalling a brand, 42.3% stated that it is very effective, 39% said it is effective, 11% indicated that it is somewhat effective, 3.5% believed it is not effective, and 4.3% said it is not effective at all (Table 3.10). When participants were asked about their thoughts on the importance of music in a social media advertisement, 45% stated that it is very important, 36.3% said it is important, 10.5% indicated that it is neither important

nor unimportant, and 4% responded that it is not important at all (Table 3.11). When participants were asked about the importance of a social media advertisement in terms of brand awareness, 39.8% stated that it is very important, 43.3% said it is important, 8.8% indicated that it is neither important nor unimportant, 4.5% believed it is not important, and 3.8% responded that it is not important at all (Table 3.12). Participants in the study were shown a Nescafe advertisement in three different formats and were asked to identify the brand of the advertisement. First, the advertisement was played without visuals, allowing participants to listen only to the audio. 95% of the participants correctly identified it as a Nescafe advertisement, while 5% recalled the names of brands other than Nescafe. Second, the same advertisement was shown with the audio removed, allowing participants to view only the visuals in silence. 84% of the participants correctly identified it as a Nescafe advertisement, while 16% recalled the names of brands other than Nescafe. Third, the advertisement was shown with both audio and visuals simultaneously. 92% of the participants correctly identified it as a Nescafe advertisement, while 8% recalled the names of brands other than Nescafe.

Table 3.10: Do you think music is important in reminding the brand?

	N	%
Very effective	169	42,3
Effective	156	39
Partially effective	44	11
Not effective	14	3,5
Not effective at all	17	4,3
Total	400	100

Table 3.11: How effective do you think music is for a social media commercial?

	N	%
Very important	180	45
Important	145	36,3
Neither important nor not	42	10,5
Not important	17	4,3
Not important at all	16	4
Total	400	100

Table 3.12: Do you think the advertising film used in social media is important in terms of brand awareness?

	N	%
Very important	159	39,8
Important	173	43,3
Neither important nor not	35	8,8
Not important	18	4,5
Not important at all	15	3,8
Total	400	100

In conclusion, it was observed that when the music was removed from the advertisement, the participants' recall rate decreased (Table 3.13). Participants in the study were shown a Nescafe advertisement in three different formats and were asked to rate the degree to which they were influenced by the advertisement. First, the advertisement was played without visuals, allowing participants to listen only to the audio. 56.9% of the participants indicated that they were influenced by the advertisement and gave a score of 6 or higher, while 43.1% stated that they were not influenced and gave a score of 5 or lower. On average, the degree of influence from the advertisement was found to be 5.77. Second, the same advertisement was shown

with the audio removed, allowing participants to view only the visuals in silence. 20.1% of the participants indicated that they were influenced by the advertisement and gave a score of 6 or higher, while 79.9% stated that they were not influenced and gave a score of 5 or lower. On average, the degree of influence from the advertisement was found to be 4.01. Third, the advertisement was shown with both audio and visuals simultaneously. 83% of the participants indicated that they were influenced by the advertisement and gave a score of 6 or higher, while 17% stated that they were not influenced and gave a score of 5 or lower. On average, the degree of influence from the advertisement was found to be 7.42.

Table 3.13: Recall Rate of the Advertisement Shown in the Survey Nescafe.

Audio Only	N	%	Video Only	N	%	Audio and Video	N	%
Coca-Cola	2	0,5	Coca-Cola	0	0	Coca-Cola	12	3
Pepsi	6	1,5	Pepsi	1	0,3	Pepsi	3	0,8
Nescafe	380	95	Nescafe	337	84,3	Nescafe	371	92,8
Sprite	5	1,3	Sprite	22	5,5	Sprite	3	0,8
Fanta	5	1,3	Fanta	13	3,3	Fanta	4	1
Lipton	2	0,5	Lipton	15	3,8	Lipton	3	0,8
Burn Energy	0	0	Burn Energy	12	3	Burn Energy	4	1
Total	400	100	Total	400	100	Total	400	100

In conclusion, it was observed that when the music was removed from the advertisement, the degree to which participants were influenced by the advertisement decreased (Table 3.14). Participants in the study were shown a Coca-Cola advertisement in three different formats and were asked to identify the brand of the advertisement. First, the advertisement was played without visuals, allowing participants to listen only to the audio.

95.8% of the participants correctly identified it as a Coca-Cola advertisement, while 4.2% recalled the names of brands other than Coca-Cola. Second, the same advertisement was shown with the audio removed, allowing participants to view only the visuals in silence. 88% of the participants correctly identified it as a Coca-Cola advertisement, while 12% recalled the names of brands other than Coca-Cola.

Table 3.14: The Degree of Influence of the Advertisement Shown in the Survey: Nescafe.

	Audio Only			Video Only			Audio and Video		
	N	%	Mean	N	%	Mean	N	%	Mean
1	9	2,3	5,77	32	8	4,01	8	2	7,42
2	17	4,3		54	13,5		5	1,3	
3	31	7,8		80	20		13	3,3	
4	53	13,3		95	23,8		16	4	
5	63	15,8		59	14,8		26	6,5	
6	83	20,8		42	10,5		60	15	
7	66	16,5		20	5		54	13,5	
8	35	8,8		10	2,5		66	16,5	
9	27	6,8		3	0,8		68	17	
10	16	4		5	1,3		84	21	
Total	400	100		400	100		400	100	

Third, the advertisement was shown with both audio and visuals simultaneously. 96% of the participants correctly identified it as a Coca-Cola advertisement, while 4% recalled the names of brands other than Coca-Cola. In conclusion, it was observed that when the music was removed from the advertisement, the recall rate among participants decreased (Table 3.15). Participants in the study were shown a Coca-Cola advertisement in three different formats and were asked to rate the degree to which they were influenced by the advertisement. First, the advertisement was played without visuals, allowing participants to listen only to the audio. 55.1% of the participants indicated that they were influenced by the advertisement and gave a score of 6 or higher, while 44.9% stated that they were not influenced and gave a score of 5 or lower. On average, the degree

of influence from the advertisement was found to be 5.66. Second, the same advertisement was shown with the audio removed, allowing participants to view only the visuals in silence. 20.7% of the participants indicated that they were influenced by the advertisement and gave a score of 6 or higher, while 79.3% stated that they were not influenced and gave a score of 5 or lower. On average, the degree of influence from the advertisement was found to be 3.97. Third, the advertisement was shown with both audio and visuals simultaneously. 82.7% of the participants indicated that they were influenced by the advertisement and gave a score of 6 or higher, while 17.3% stated that they were not influenced and gave a score of 5 or lower. On average, the degree of influence from the advertisement was found to be 7.39.

Table 3.15: Recall Rate of the Advertisement Shown in the Survey: Coca-Cola.

Audio Only	N	%	Video Only	N	%	Audio and Video	N	%
Coca-Cola	383	95,8	Coca-Cola	352	88	Coca-Cola	384	96
Pepsi	3	0,8	Pepsi	9	2,3	Pepsi	2	0,5
Nesface	1	0,3	Nescafe	12	3	Nescafe	5	1,3
Sprite	5	1,3	Sprite	15	3,8	Sprite	3	0,8
Fanta	2	0,5	Fanta	6	1,5	Fanta	2	0,5
Lipton	2	0,5	Lipton	1	0,3	Lipton	2	0,5
Burn Energy	4	1	Burn Energy	5	1,3	Burn Energy	2	0,5
Total	400	100	Total	400	100	Total	400	100

In conclusion, it was observed that when the music was removed from the advertisement, the degree to which participants were influenced by the advertisement decreased (Table 3.16). Participants in the study were shown a Pepsi advertisement in three different formats and were asked to identify the brand of the advertisement. First, the advertisement was played without

visuals, allowing participants to listen only to the audio. 94.8% of the participants correctly identified it as a Pepsi advertisement, while 5.2% recalled the names of brands other than Pepsi. On average, the recall rate for the advertisement was found to be 94.8%.

Table 3.16: The Degree of Influence of the Advertisement Shown in the Survey: Coca-Cola.

	Audio Only			Video Only			Audio and Video		
	N	%	Mean	N	%	Mean	N	%	Mean
1	9	2,3	5,66	37	9,3	3,97	10	2,5	7,39
2	20	5		61	15,3		8	2	
3	27	6,8		78	19,5		12	3	
4	56	14		84	21		16	4	
5	68	17		58	14,5		24	6	
6	87	21,8		41	10,3		57	14,3	
7	64	16		21	5,3		57	14,3	
8	34	8,5		11	2,8		64	16	
9	21	5,3		3	0,8		65	16,3	
10	14	3,5		6	1,5		87	21,8	
Total	400	100		400	100		400	100	

Table 3.17: Recall Rate of the Advertisement Shown in the Survey Pepsi.

Audio Only	N	%	Video Only	N	%	Audio and Video	N	%
Coca-Cola	5	1,3	Coca-Cola	3	0,8	Coca-Cola	2	0,5
Pepsi	379	94,8	Pepsi	325	81,3	Pepsi	365	91,3
Nescafe	1	0,3	Nescafe	22	5,5	Nesface	24	6
Sprite	6	1,5	Sprite	20	5	Sprite	1	0,3
Fanta	1	0,3	Fanta	19	4,8	Fanta	1	0,3
Lipton	3	0,8	Lipton	9	2,3	Lipton	4	1
Burn Energy	5	1,3	Burn Energy	2	0,5	Burn Energy	3	0,8
Total	400	100	Total	400	100	Total	400	100

Table 3.18: Recall Rate of the Advertisement Shown in the Survey Pepsi.

	Audio Only			Video Only			Audio and Video		
	N	%	Mean	N	%	Mean	N	%	Mean
1	7	1,8	5,68	31	7,8	3,97	8	2	7,33
2	23	5,8		60	15		7	1,8	
3	28	7		76	19		12	3	
4	54	13,5		92	23		16	4	
5	63	15,8		59	14,8		26	6,5	
6	92	23		40	10		63	15,8	
7	61	15,3		21	5,3		62	15,5	
8	36	9		12	3		64	16	
9	25	6,3		4	1		65	16,3	
10	11	2,8		5	1,3		77	19,3	
Total	400	100		400	100		400	100	

Table 3.19: Cross-tabulation analysis values regarding the degree of influence from Nescafe advertisement.

The Impact Level of the Advertisement Shown in the Survey: Nescafe (Audio Only)												
		1	2	3	4	5	6	7	8	9	10	Total
Woman	Count	5	13	20	27	43	45	45	22	19	10	249
	%	2,00%	5,20%	8,00%	10,80%	17,30%	18,10%	18,10%	8,80%	7,60%	4,00%	100,00%
Male	Count	4	4	11	26	20	38	21	13	8	6	151
	%	2,60%	2,60%	7,30%	17,20%	13,20%	25,20%	13,90%	8,60%	5,30%	4,00%	100,00%
Total	Count	9	17	31	53	63	83	66	35	27	16	400
	%	2,30%	4,30%	7,80%	13,30%	15,80%	20,80%	16,50%	8,80%	6,80%	4,00%	100,00%
The Impact Level of the Advertisement Shown in the Survey: Nescafe (Video Only)												
		1	2	3	4	5	6	7	8	9	10	Total
Woman	Count	19	36	46	53	42	27	12	10	2	2	249
	%	7,60%	14,50%	18,50%	21,30%	16,90%	10,80%	4,80%	4,00%	0,80%	0,80%	100,00%
Male	Count	13	18	34	42	17	15	8	0	1	3	151
	%	8,60%	11,90%	22,50%	27,80%	11,30%	9,90%	5,30%	0,00%	0,70%	2,00%	100,00%
Total	Count	32	54	80	95	59	42	20	10	3	5	400
	%	8,00%	13,50%	20,00%	23,80%	14,80%	10,50%	5,00%	2,50%	0,80%	1,30%	100,00%
The Level of Influence of the Advertisement Shown in the Survey: Nescafe (Music and Video Together)												
		1	2	3	4	5	6	7	8	9	10	Total

Woman	Count	5	4	8	11	15	34	28	41	41	62	249
	%	2,00%	1,60%	3,20%	4,40%	6,00%	13,70%	11,20%	16,50%	16,50%	24,90%	100,00%
Male	Count	3	1	5	5	11	26	26	25	27	22	151
	%	2,00%	0,70%	3,30%	3,30%	7,30%	17,20%	17,20%	16,60%	17,90%	14,60%	100,00%
Total	Count	8	5	13	16	26	60	54	66	68	84	400
	%	2,00%	1,30%	3,30%	4,00%	6,50%	15,00%	13,50%	16,50%	17,00%	21,00%	100,00%

Table 3.20: Cross-tabulation analysis values regarding the degree of influence from Pepsi advertisement.

The Impact Level of the Advertisement Shown in the Survey: Pepsi (Audio Only)												
		1	2	3	4	5	6	7	8	9	10	Total
Woman	Count	4	17	19	27	44	51	39	24	19	5	249
	%	1,60%	6,80%	7,60%	10,80%	17,70%	20,50%	15,70%	9,60%	7,60%	2,00%	100,00%
Male	Count	3	6	9	27	19	41	22	12	6	6	151
	%	2,00%	4,00%	6,00%	17,90%	12,60%	27,20%	14,60%	7,90%	4,00%	4,00%	100,00%
Total	Count	7	23	28	54	63	92	61	36	25	11	400
	%	1,80%	5,80%	7,00%	13,50%	15,80%	23,00%	15,30%	9,00%	6,30%	2,80%	100,00%
The Impact Level of the Advertisement Shown in the Survey: Pepsi (Video Only)												
		1	2	3	4	5	6	7	8	9	10	Total
Woman	Count	19	39	45	50	43	23	14	11	3	2	249
	%	7,60%	15,70%	18,10%	20,10%	17,30%	9,20%	5,60%	4,40%	1,20%	0,80%	100,00%
Male	Count	12	21	31	42	16	17	7	1	1	3	151
	%	7,90%	13,90%	20,50%	27,80%	10,60%	11,30%	4,60%	0,70%	0,70%	2,00%	100,00%
Total	Count	31	60	76	92	59	40	21	12	4	5	400
	%	7,80%	15,00%	19,00%	23,00%	14,80%	10,00%	5,30%	3,00%	1,00%	1,30%	100,00%
The Level of Influence of the Advertisement Shown in the Survey: Pepsi (Music and Video Together)												
		1	2	3	4	5	6	7	8	9	10	Total
Woman	Count	5	6	7	10	14	38	34	41	39	55	249
	%	2,00%	2,40%	2,80%	4,00%	5,60%	15,30%	13,70%	16,50%	15,70%	22,10%	100,00%
Male	Count	3	1	5	6	12	25	28	23	26	22	151
	%	2,00%	0,70%	3,30%	4,00%	7,90%	16,60%	18,50%	15,20%	17,20%	14,60%	100,00%
Total	Count	8	7	12	16	26	63	62	64	65	77	400
	%	2,00%	1,80%	3,00%	4,00%	6,50%	15,80%	15,50%	16,00%	16,30%	19,30%	100,00%

Table 3.21: Cross-tabulation analysis values regarding the degree of influence from Coca-Cola advertisement.

The Impact Level of the Advertisement Shown in the Survey: Coca-Cola (Audio Only)												
		1	2	3	4	5	6	7	8	9	10	Total
Woman	Count	5	15	18	30	46	47	41	24	16	7	249
	%	2,00%	6,00%	7,20%	12,00%	18,50%	18,90%	16,50%	9,60%	6,40%	2,80%	100,00%
Male	Count	4	5	9	26	22	40	23	10	5	7	151
	%	2,60%	3,30%	6,00%	17,20%	14,60%	26,50%	15,20%	6,60%	3,30%	4,60%	100,00%
Total	Count	9	20	27	56	68	87	64	34	21	14	400
	%	2,30%	5,00%	6,80%	14,00%	17,00%	21,80%	16,00%	8,50%	5,30%	3,50%	100,00%
The Impact Level of the Advertisement Shown in the Survey: Coca-Cola (Video Only)												
		1	2	3	4	5	6	7	8	9	10	Total
Woman	Count	20	41	49	45	41	24	13	11	2	3	249

	%	8,00%	16,50%	19,70%	18,10%	16,50%	9,60%	5,20%	4,40%	0,80%	1,20%	100,00%
Male	Count	17	20	29	39	17	17	8	0	1	3	151
	%	11,30%	13,20%	19,20%	25,80%	11,30%	11,30%	5,30%	0,00%	0,70%	2,00%	100,00%
Total	Count	37	61	78	84	58	41	21	11	3	6	400
	%	9,30%	15,30%	19,50%	21,00%	14,50%	10,30%	5,30%	2,80%	0,80%	1,50%	100,00%
The Level of Influence of the Advertisement Shown in the Survey: Coca-Cola (Music and Video Together)												
		1	2	3	4	5	6	7	8	9	10	Total
Woman	Count	6	7	7	10	14	33	30	40	39	63	249
	%	2,40%	2,80%	2,80%	4,00%	5,60%	13,30%	12,00%	16,10%	15,70%	25,30%	100,00%
Male	Count	4	1	5	6	10	24	27	24	26	24	151
	%	2,60%	0,70%	3,30%	4,00%	6,60%	15,90%	17,90%	15,90%	17,20%	15,90%	100,00%
Total	Count	10	8	12	16	24	57	57	64	65	87	400
	%	2,50%	2,00%	3,00%	4,00%	6,00%	14,30%	14,30%	16,00%	16,30%	21,80%	100,00%

Second, the same advertisement was shown with the audio removed, allowing participants to view only the visuals in silence. 81.3% of the participants correctly identified it as a Pepsi advertisement, while 18.7% recalled the names of brands other than Pepsi. On average, the recall rate for the advertisement was found to be 81.3%. Third, the advertisement was shown with both audio and visuals simultaneously. 91.3% of the participants correctly identified it as a Pepsi advertisement, while 8.7% recalled the names of brands other than Pepsi. On average, the recall rate for the advertisement was found to be 91.3%.

In conclusion, it was observed that when the music was removed from the advertisement, the recall rate among participants decreased. Participants in the study were shown a Pepsi advertisement in three different formats and were asked to rate the degree to which they were influenced by the advertisement.

First, the advertisement was played without visuals, allowing participants to listen only to the audio. 56.4% of the participants indicated that they were influenced by the advertisement and gave a score of 6 or higher, while 43.6% stated that they were not influenced and gave a score of 5 or lower. On average, the degree of influence from the advertisement was found to be 5.68. Second, the same advertisement was shown with the audio removed, allowing participants to view only the visuals in silence. 20.6% of the participants indicated that they were influenced by the advertisement and gave a score of 6 or higher, while 79.4% stated that they were not influenced and gave a score of 5 or lower. On average, the degree of influence from the advertisement was found to be 3.97. Third, the advertisement was shown with both audio and visuals simultaneously. 82.9% of the participants indicated that they were influenced by the advertisement and gave a score of 6 or higher, while 17.1% stated that they were not influenced and gave a score of 5 or lower. On average, the degree of influence from the advertisement was found to be 7.33.

In conclusion, it was observed that when the music was removed from the advertisement, the degree to which participants were influenced by the advertisement decreased (Table 3.16). Participants in the study were shown a Nescafe advertisement in three different formats and were asked to rate the degree to which they were influenced by the advertisement. First, the advertisement was played without visuals, allowing participants to listen only to the audio. 73.9% of the participants indicated that they were influenced by the advertisement and gave a score of 5 or higher, while 26.1% stated that they were not influenced and gave a score of 4 or lower. Second, the same advertisement was shown with the audio removed, allowing participants to view only the visuals in silence. 38.1% of the participants indicated that they were influenced by the advertisement and gave a score of 5 or higher, while 61.9% stated that they were not influenced and gave a score of 4 or lower. Third, the advertisement was shown with both audio and visuals simultaneously. 88.8% of the participants indicated that they were influenced by the advertisement and gave a score of 5 or higher, while 11.2% stated that they were not influenced and gave a score of 4 or lower.

In conclusion, the level of influence from the advertisement was lowest when only visuals were used. Although the influence increased when only music was used, the highest level of influence was achieved when both visuals and music were combined. In this context, it can be said that the use of advertising music in social media positively contributes to brand awareness. Participants in the study were shown a Pepsi advertisement in three different formats and were asked to rate the degree to which they were influenced by the advertisement. First, the advertisement was played without visuals, allowing participants to listen only to the audio. 73.1% of the participants indicated that they were influenced by the advertisement and gave a score of 5 or higher, while 26.9% stated that they were not influenced and gave a score of 4 or lower.

Second, the same advertisement was shown with the audio removed, allowing participants to view only the visuals in silence. 38.5% of the participants indicated that they were influenced by the advertisement and gave a score of 5 or higher, while 61.5% stated that they were not influenced and gave a score of 4 or lower.

Third, the advertisement was shown with both audio and visuals simultaneously. 88.9% of the participants indicated that they were influenced by the advertisement and gave a score of 5 or higher, while 11.1% stated that they were not influenced and gave a score of 4 or lower.

In conclusion, the level of influence from the advertisement was lowest when only visuals were used. Although the influence increased when only music was used, the highest level of influence was achieved when both visuals and music were combined. In this context, it can be said that the use of advertising music in social media positively contributes to brand awareness. Participants in the study were shown a Coca-Cola advertisement in three different formats and were asked to rate the degree to which they were influenced by the advertisement. First, the advertisement was played without visuals, allowing participants to listen only to the audio. 72.1% of the participants indicated that they were influenced by the advertisement and gave a score of 5 or higher, while 27.9% stated that they were not influenced and gave a score of 4 or lower. Second, the same advertisement was shown with the audio removed, allowing participants to view only the visuals in silence. 37.7% of the participants indicated that they were influenced by the advertisement and gave a score of 5 or higher, while 62.3% stated that they were not influenced and gave a score of 4 or lower. Third, the advertisement was shown with both audio and visuals simultaneously. 88.7% of the participants indicated that they were influenced by the advertisement and gave a score of 5 or higher, while 11.3% stated that they were not influenced and gave a score of 4 or lower.

In conclusion, the level of influence from the advertisement was lowest when only visuals were used. Although the influence increased when only music was used, the highest level of influence was achieved when both visuals and music were combined. In this context, it can be said that the use of advertising music in social media positively contributes to brand awareness.

Conclusion

Music has been an integral part of human life from the earliest times of humanity to the present day. Throughout all periods of human history, music has successfully influenced individuals and societies. Today, people continue to be sociologically, physiologically, and psychologically affected by music. The profound influence of music on both individuals and society has led to its use by those who advertise and promote products or services. Within the realm of marketing, music used in

advertisements-one of the most effective tools in brand creation and influencing brand image-should be crafted in a way that aligns with marketing strategies and positively contributes to the advertised brand's image. This study measured the impact of advertising music on brand awareness in social media. The development of brand awareness within a target audience does not happen instantly. Since brand image is a concept that exists in the minds of the target audience, businesses aim to shape this image by influencing the perceptions of the audience in a way that aligns with their desired brand image. When businesses seek to create an image for their brand, they tailor their marketing strategies accordingly. Social media advertisements are a crucial part of this strategy. It is clear that advertisements on social media, particularly in today's context, are a highly effective means of promotion. Undoubtedly, visual and auditory advertisements take the largest share of the advertising market. This research has demonstrated the significance of music, often perceived as a minor detail in social media advertisements, for the brand. The findings of this study indicate that the research has achieved its objective. The results show that the use of advertising music in social media has a significant impact on brand awareness.

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DOI: [10.19080/PBSIJ.2024.22.556081](https://doi.org/10.19080/PBSIJ.2024.22.556081)

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