



The Effects on Young Consumers of Music Style Used Advertisements in Turkey



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Abstract

Music has special artistic communication way. Music and communication benefit each other. In this study, the relations between the advertisements music and young consumer's persuasion are investigated. It is tried to measure the effects of music that are used in advertisements for young consumer's products. Young persons from 18 to 28 ages are chosen by simple random method. 8 different advertisement music are changed with the new ones and composed new music in another music styles that are composed these product before by company of advertisements. It was used Turkish Music style in new music. This new advertisement music is listened to the young consumers. Then they answer the survey about the music are listened. The obtained data are evaluated by SPSS software program. The results shows that music used in the advertisements has effects on persuading the young people and products selling's and young consumers would like to listen popular songs in advertisement.

Key Words: Advertisements, music, young consumers

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Türkiye’de Reklamlarda Kullanılan Müzik Türlerinin Genç Tüketicilere Etkileri

Özet

Müzik, özel bir iletişim yoludur. İletişim ve müzik bir birinden yararlanmaktadır. Bu çalışmada reklam müziklerinin genç tüketicilerin iknasına etkileri araştırılmıştır. Genç tüketicilere yönelik ürünlerin reklam müziklerinin etkileri ölçülmeye çalışılmıştır. 18 ve 28 yaş arasındaki genç tüketiciler tesadüfi örnekleme modeliyle seçilmiştir. 8 farklı reklam müziği, onlar için yapılmış yeni müzikler ile değiştirilmiştir. Yeni müziklerde Türk müziği çeşitleri kullanılmıştır. Bu yeni reklam müzikleri genç tüketicilere dinletilmiştir. Ardından genç tüketiciler müziklerle ilgili anket sorularını cevaplamışlardır. Elde edilen veriler SPSS programında analiz edilmiştir. Sonuçlar reklamlarda kullanılan müziğin genç tüketicileri iknada ve ürün satışında etkili olduğunu göstermiş ve genç tüketicilerin pop müziği reklamlarda dinlemekten hoşlandığını ortaya koymuştur.

Introduction

There are a lot of definitions about music subject. Pinker describes music as no more than auditory cheesecake - a pseudo-communicative and non-adaptive activity that merely tickles senses and capacities that evolved as a result of other, more survival-oriented, evolutionary pressures, in particular, language (Bispham, 2003, 58). Music with its structure gets people in more than other arts and physical the most magically effective art (Lasserre, 1997, 9). Music is an art for expressing our emotions and it shows a profuse affective world to us by combining different basic elements (Mao, Zhang, Sun and Cheng, 2005, 685). Music is one of the most highly developed and structured of the auditory media and communicates information in parallels streams (Vickers and Alty, 2002, 437). Communication calls to mind most readily the sending or receipt of a letter, or a conversation between two friends; some may think of newspapers issued daily from a central office to thousand of subscribers, or of radio broadcasting, other may think of telephones, linking one speaker and one listener (Cherry, 1993, 13).

In everyday life, music provides a great deal of tacit information about ‘what’s going on’ in the situation; about what feelings, emotions and even social structures, are engaged at that moment (Tota, 2001, 112). In effect, music has access to emotions at a physiologically



grounded level that are either not accessible or are less accessible in other forms of communication (Bispham, 2003, 589). Listening to music may help facilitate a relaxation response in part because of the integrated ways that it is processed by the brain and body (Krout, 2007, 138).

Music usually uses no linguistic signs but is said to communicate emotional and aesthetic meanings (Kalınak, 1992, 8). As a communication device, people benefit from music in many fields. Especially messages in music are met to crowd of people by mass media. Sometimes it can be positive and sometimes can be negative (Adlim, 1994, 55). Using music at the right places and time is the most important subject for example on films. Emotional pictures evoke a more cognitive emotional perception process, whereas combined presentations of congruent visual and musical emotional stimuli rather automatically evoke (strong) emotional feelings and experiences (Baumgartner, Lutz, Schmidt and Jäncke, 2006, 160). Right and timely used music will affect communication positive but if not it will cause bad result; besides the emotional responses music important for memory. Music increases to remember of advertisements (Hecker, 1984, 3-8).

They are some researches that similar this study. But they are limited. One of them is studied by Mark I. Alpert, Judy I. Alpert and Elliot N. Maltz in 2005 in USA. They used 75 students in this study. They found that “variations in the formal music structure of background music in commercials may have significant influence over the emotional responses of an audience. The present article extends the discussion concerning the effect of musical content that may lead to emotional and affective responses among consumers. It does so by determining whether congruity between musical advertisement “messages” and nonmusical variables that are part of the communications context but outside the advertisement itself (e.g. occasion) increases or blocks affect and behavior” (Alpert, Alpert and Maltz, 2005, 374). David Huron is researched uses of music in advertising in 1989 in USA. He explained uses of music in advertisement. Pei-Luen Patrick Rau, Duye Chen are claimed in their study that published in 2006 in China about music on mobile message advertisements, music and vocal/instrumental music versions were effective in mobile advertisements (Rau and Chen, 2006, 913). Hroar Klempe is researched music, text and image in commercials for Coca Cola and found that music is the most important factor in achieving the Coca Cola’s advertisement in his study (Klempe, 1993, 245). Gerald J. Gorn is researched the effects of background music in



advertising in 1982 (Gorn, 1982, 94-101). After Gorn research Chris Allan and Thomas Madden are studied about consumer. They affected Gorn's research but they used humor rather than music (Allen and Madden, 1985, 301-315). In 2001 James J. Kelaris and Antony D. Cox are reassessment the effects of background music in advertising. They found that product preferences can be conditioned through a single exposure to appealing or unappealing music in their study (Kelaris and Cox, 1989, 113-118).

“Consumer research is the collecting and interpretation of data from consumers about what they do and why they do it, in relation to brands, products, services, advertising, and any other aspect of marketing activity” (Baxter, 2005). In this study is researched the effects on young consumers of music style used advertisements in Turkey. During adolescence, music becomes increasingly important in the personal and social lives of young (Shelfhout et.all., 2009; Arnett, 1991; Ter Bogt et.all., 2003). Music is a powerful stimulus for affecting mood (Demoulin, 2010; Bruner, 1990) Music influences customers emotional response, which in turn affect their behavior (Demoulin, 2010, 2). So this study is about advertising music too but there is an interesting point that effects on young consumers of music style used advertisements. And this research is applied in Turkey. It is tried to find out the effect of music used in advertisement for young's and persuade level. Also it is made music at six different formats for chosen eight different products and try to find out which advertisement music is being liked by young consumers.

Music in Advertisement

There are two kinds of advertisement one of them is printed, the other is visual and auditory advertisement. Pressed advertisement can be examined more because they are in front of the people long time. But visual and auditory advertisement address to optic memory so people can remember it easily. Also remembering them depends on music used in visual and auditory or only auditory advertisement. According to Hettinger music has been a prominent feature in advertising since the first network radio broadcast aired in 1923 and Tharp said that in his article in 1989 According to a Video Storyboard Test report, music is used as the main creative ingredient in one-third of 500 new TV advertisements. When the advertisers spend large sums of money on the production of musical advertisements, some investigators have



suggested that music can influence listeners mainly through their feelings (Rau and Chen, 2006, 907).

Music can serve the overall promotional goals in one or more of several capacities. For the purposes of this essay, six basic ways are identified in which music can contribute to an effective broadcast advertisement: 1) entertainment, 2) structure/continuity, 3) memorability, 4) lyrical language, 5) targeting, and 6) authority establishment. The following discussion of these six features is ordered in more or less historical order -- according to their chronological introduction as marketing strategies (Huron, 1989, 558). Especially advertiser should be careful to music used in auditory and visual, auditory advertisement. To remember advertisement easily, a kind of message is loaded to product with the music used in advertisement (Avşar and Elden, 2004, 58).

Different kinds of techniques are used for tunes especially made for products. One of them is Leitmotiv Technique on cinema (Konuralp, 2004, 97). A link is tried to make between product and music because advertisement can transfer the objects language to human language and can do opposite too (Williamson, 2000, 12). Thus when you hear the music you remember the product and when you see the product you remember the music used in advertisement.

Persuasion has recognized that emotion plays a role of in attitude change (Buck, Chaudhuri and Ray, 2004, 648). Music speaks to emotion. So we can say that music can be used for persuasion. Music has been used in stores, offices, and as a background in advertisements and has been reported to influence listeners' emotions and behaviors. Music is a very useful tool for persuasion and exploring (Alpert, Alpert and Maltz, 2005, 369).

Elements and music used in an advertisement should be in a meaningful order to make an unforgettable advertisement (Sehultz, 1997, 8). Product image can be formed by right and correct used advertisement music so it can be remembered easily and you can see a rise at sale level. Music is an art branch. Also advertisement has art dimension. These two fields which needed creativity and study benefit each other.

Method and Hypothesis

This study is put into practice by unchecked experimental study method on young from 18 to 28 ages and 26 of them are female 24 of them are male totally 50 person that are chosen by



simple random method. The area of the study is Elazığ in Turkey. In this study, 8 different advertisements original music, beside 6 different reformed music formats were listened to 50 person test group then 2400 inquires are practiced on them to find out how music in advertisements effect on young. 6 different production for each advertisement were made (Rock, Jazz, Classical, Pop, Turkish Folk, Turkish Art) format so 48 different advertisements were obtained. Each advertisement format was practiced on 50 person test group and asked about effects by inquiries. Obtained data's were evaluated by PC program SPSS.

In this study, it is tried to measure the effects of music that are used in advertisements for young consumer's products or services.

To summarize, the current study intend to measure:

- How the music used in advertisement effect the young consumers,
- Which features should be in a good advertisement music,
- How is the effect of music used in advertisements for young consumers and the ability of music persuasion to make people buy something more?

The study tests the following hypotheses:

Hypothesis 1: The music used in advertisement is effective on target mass and persuade them.

Hypothesis 2: Music which has tempo is more effective in advertisements for young consumers.

Hypothesis 3: Music is one of most important element on the success of an advertisement.

Hypothesis 4: Young consumers mostly prefer western music than Turkish music in advertisements.

Data Analysis

This study was done on 18-28 age university students.

Table 1

Ages of the Young Consumers

Age	Frequency	%
18-23	30	60
23-28	20	40
Total	50	100

26 percent of them are female, 74 percent are male.



Table 2

Sexuality of Young Consumers

Sexuality	Frequency	%
Female	13	26
Male	37	74
Total	50	100

People willy-nilly pay attention to the music of the advertisement they watch on TV. Nowadays people are singing many of the advertisements refrain melody. And %58 of the test group pay attention to the advertisement music and the others didn't be aware of it. This proves the importance of advertisement music.

Table 3

Interest of Young Consumers to the Advertisement Music

Interest	Frequency	%
Some	14	28
Much	29	58
Little	7	14
Any	0	0
Don't know	0	0
Total	50	100

Good advertisement music is recognizable one and so this also means the product told in the advertisement known well. The success of the advertisement is how often it is remembered. Certainly music selection is changing from person to person. Here if you use Rap Music for 60 aged people product advertisement, you can't get success. So choosing right music for right aged people is very important. And here is a question 'According to you how should be a good advertisement?' Asked and wanted them enumerate three different alternatives for answer. When we examined the answer, we saw; Young consumers mostly state that; A good advertisement music should reflect the product(17%), should be rhythmic (10%), should be interesting (8%), Should fit the text of advertisement and fit everybody (7.3%). This row is important to summarize the young expectation from advertisement music



Table 4

Good Advertisement Music for the Young Consumers

Answers	Frequency	%
Should reflect the product	17	12
Should be short	3	2
Should fit to everybody	11	7,3
Should be rhythmic	15	10
Should be interesting	12	8
Should affect	3	2
Should amuse	6	4
Should fit the text	11	7,3
Should reflect the target mass	8	5,3
Should fit the sort of advertisement	7	4,6
Unanswered and others	57	38
Total	150	100

In certain ages the society has an esthetic approach at popular art trend and get delight from this popular work of art is known as a reality. So we can explain why they like one and doesn't like other. And another reality is technical opportunities that both help communication language and have big roles on success of the advertisement. So we have to evaluate the work of art in its technical opportunity time. Young people should answer the question of 'How should be a good advertisement?' in three different ways. When we examined the answers of young consumers we found out that a good advertisement should be interesting (14%), should be true (10.6%), should reflect the product (10.6) and the music should be good (10%). Many investigation is done about advertisement, has big similarities. The study result emphasized



the music should be good and this conclusion is very important for us however the test group focused on music.

Table 5

Feature of a Good Advertisement

Answers	Frequency	%
Should be true	16	10,6
Music should be good	15	10
Should be interesting	21	14
Should reflect the product	16	10,6
Should be short	13	8,6
Should explain clearly	6	4
Should make great interest	4	2,6
Fit the music to target message	5	3,3
Should amuse	4	2,6
Should have a story	5	3,3
Should tie listener	5	3,3
Unanswered and others	39	26
Total	150	100

At this phase of study the questions about composed new music in another music style were asked to test group. 50 people joined the inquiry but for each music style and each product, different inquiry is practiced to test group. So for 8(eight) products, 6(six) different inquiries are formed. 48 inquiries are practiced to each test subject by listening one by one the music made for each product. So in this study 2400 inquiries had been practiced. The results, It has obtained from these inquiries are below:

Most of the test subject stated that they rarely buy the products or never (24.7% + 28.3% = 53%).



Table 6

If The Customers Buy These Product Before or Not

Answers	Frequency	%
Any	592	24,7
Rarely	678	28,3
Sometimes	769	32
Often	237	9,9
Always	124	5,2
Total	2400	100

Some of the test subject doesn't like the music (46%). The others generally like the music (54%).

Table 7

The Situation of Customers About Enjoy Of Music That Listened

Answers	Frequency	%
Hate it	541	22,5
Don't like it	565	23,5
Little like it	814	33,9
Like it	355	14,8
Like it so much	125	5,2
Total	2400	100

More than half of the test subject (55.9%) stated if they need it, they can buy the products that they listened to. The other part (44%) stated that they will not buy products. We found out that new composed music style for products persuaded (3%) extra test subjects to buy the products.



Table 8

The Situation of Customers about Buying These Products If They Need

Answers	Frequency	%
Definitely not	488	20,3
I don't buy	570	23,8
May be	1040	43,3
Surely I will buy	215	9
I would like to buy it	87	3,6
Total	2400	100

Which style: Turkish Folk Music, Turkish Art Music, Rock Music, Jazz Music, Pop or Classical Music do you like most from 48 different sorts of music except its original in 8 different advertisements? When this question asked to test group, they were answered at the end of 6 (six) different kinds of music advertisements have been listened. Pop music was chosen first by young consumers with (33.25%). Rock is second with (21.5%). Turkish Folk is third with (16.8%) and Turkish Art and Jazz Music followed them. Classical Music has chosen from 5 people. Rock and Pop Music success isn't a surprise chosen by young. They are popular and they are liked in this period. They have an art wind. So they are going to be used in nowadays advertisement music to get success.

Table 9

The Best of Advertisement Music That Consumers Chosen

Answers	Frequency	%
Turkish folk music	67	16,8
Turkish art music	63	15,75
Rock music	86	21,5
Jazz music	46	11,5
Pop music	133	33,25
Classical Music	5	1,2
Total	400	100



Results

The following conclusions were drawn from this investigation:

- Advertisement music's are taken into consideration by young population.
- Young thought that good advertisement music should first reflect the product then should be rhythmic, should be interesting, fit the text and target mass and should be amusing and fit the type of advertisement.
- According to the result obtained from test subjects, a good advertisement should be first interesting then should be true and reflect the products. Test group decided music should be good. Then these two features in a good advertisement. Although there are many factors that effect the advertisement, music is one of most important one for a young consumer. This proves the importance of music.
- After listening to advertisement music, if you have enough money and need it, do you buy these products? Asked to young consumers. From 56 percent of test subject answered 'Yes I do'. This situation shows extra 3 percent then original music. This is meaningful about the effect of advertisement music on young consumers. Young would like to buy products of which advertisement music is liked by young consumers.
- In this study Turkish Folk, Turkish Art, Rock, Classical, Jazz and Pop advertisement music formats were used. After each six questionnaire, which music do you like? Asked to the test subject. First one is Pop Music, second one is Rock Music, Third is Turkish Folk Music. Then Turkish Art music and Jazz Music came. Young consumers prefer western music instead of Turkish Music. Especially Pop and Rock Music.
- Young would like to listen popular songs and this music's stars in advertisement. And advertisement which preferred for young consumers should have Pop and Rock Music because young consumers like them all. If the advertiser uses Pop and Rock Music in young consumer's advertisement, they get an important advantage.



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