



**ASSESSING THE IMPACT OF USING POPULAR  
MELODIES & JINGLES IN ADVERTISING ON  
BRAND IMAGE  
WITH SPECIAL REFERENCE TO FOOD & BEVERAGES**

*This dissertation is submitted as a partial fulfillment of the degree of Bachelor of  
Business Management in Entrepreneurship and Management*

Index Number: UWU/EX/12/0211

Name of the Candidate: K. R. D. N. Jayakody

Year 2016

## ABSTRACT

Organizations use advertising as an effective way of promoting products and services in mass media. Present competitive market place let the organizations to concern more on advertising strategy to memorize the product often in consumers' minds as desperate ways of advertising are used with the collaboration of numerous elements. Music is considered as a highly preferred element which is used in majority of advertisements and used mainly in getting the viewers' attention. The objective of the study is to assess the impact of popular melodies & jingles in advertising strategy in Food and Beverage sector (F&B). Sample of 192 respondents was investigated with the main aim of identifying the impact of popular melodies and jingles in advertisements on brand image and to find the relationship of the two variables. An online and offline questionnaire survey has been conducted to collect primary data from consumers in Western province. Popular melodies and jingles in advertisements and brand image were considered as independent and dependent variables respectively. Data were analyzed by Regression and correlation coefficient analysis techniques. The findings indicate the positive relationship between the popular melodies and jingles in advertisements and brand image and out of the three brand image dimensions, perceive benefits identified as the most influencing dimension which effects on popular melodies and jingles. Study revealed the advertisers should concern on specifying the brand name and the product name in order to avoid confusions and misidentification of brands among consumers as the brand name of the product play a significant role. As managerial implications, the advertising strategy should align with the popular melodies and jingles with the target group of consumers for the effectiveness of the message of the advertisement to maintain customer loyalty.

**Keywords:** *Advertising, Melodies and Jingles, Brand Image, Perceive Benefits, Marketing*