

SENSORY BRANDING: MUSIC DOMINANCE AS AN ENHANCEMENT OF BRAND IMAGE AND CUSTOMERS POSITIVE ATTITUDE ON COSMETICS COMMERCIAL VIDEO

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Abstract

The development of the internet as an information and entertainment source has created major change in business nowadays, not to mention in cosmetics industry. Many in the cosmetics industry start to invest more to the development of interesting and effective video advertisement. One of the ways which they recently used was to put lot more attention in the music in the video advertisement. Even though the use of music in cosmetics industry is very rich and vary, there is no specific research that explain what kind of music dominance that could positively affect the customers attitude and the customer's perspective toward the brand, this phenomenon leads to the ineffective use of the commercial video. Which is why it is important for the researcher to make the research to help the brand and company create the right music strategy that could enhance their brand image and create positive customer attitudes toward the brand. To answer those questions, the experimental method was used. From those experiments, the research found out that Music does enhancing the effect of bring out positive customer attitude, especially toward the feelings. Music domination brings the positive customer attitude. However, the music plays as an ambient play a bigger role in enhancing customer positive attitude. Music does enhance how the customer perceives the brand and the understanding of the brand image. However, the music used as the medium to build the emotional ambience does play a bigger role than the music that use as the company to the explicit message in enhancing the brand image. The best sequence combination for the video commercial might be either E2 (Ambient – Company) or E4 (Ambient – Ambient). However, if we relate the experiment result to the Branding Strategy Timeline theory, the sequence E2 (Ambient – Company) might be the best sequence for branding strategy

Keywords: Sensory Branding, Music, Audio Stimuli, Brand Image, Customer Attitude.

1. Introduction

A. Background

The development of the internet as the information and entertainment source has created major change in business nowadays, not to mention in cosmetics industry. According to research done by Pixability, one of the information & entertainment portal, YouTube, has become a dominant source of referral for “most wanted” cosmetic brands. According to Pixability, in 2014, there are 14.9 billion beauty-related video views on YouTube with the number of those beauty related video growing every month. According to the same source, YouTube registers more than 700 million views of beauty-related content that lead to the beauty trends. Aware of this phenomenon, many in the cosmetics industry start to invest more to the development of interesting and effective video advertisement. One of the ways that is recently used is to put more attention in the music in the video advertisement.

The fact of how people can really relate to music is what makes business people, especially business people in cosmetics industry start to emphasize the use of music in their business. According to the research done by Heartbeats International, 68 % of big brand feel that the use of music in their advertising and branding strategy could make them stand out and strengthen their brand by making them unique and easy to recall. Some people also believe that music helps to build positive feelings that lead to the positive attitudes from the customers. This phenomenon proved in the paper which was written all the way back in 1989

by Huron. In that paper, Huron said that when it comes to the use of music in advertising and branding strategy, music can serve overall goals in one or even more of several capacities.

As the advertising and branding strategy, music can be used implicit and explicitly. According to Krishna (2013), there are three ways to use music in branding strategy. Company can use music as a jingle (music directly promoting the brand), as the background music to company the explanation of the product, or playing in the background as an ambient sound that build the emotional ambience. This way to use music could also be referred as music dominance in commercial video, because how the music uses determine how the music would dominate or not dominate the commercial video.

Most of those in the cosmetics industry use music just as the background music in their video commercial. However, recently, there is so many big cosmetics brand that start to emphasize the use of music in their video advertisement. L'Oreal for example, creates collaboration with John Legend for L'Oreal Paris La Vie En Rose Collection 2016. In the other hand, M.A.C that is well known for collaborating with fierce singer, in 2016, create a new concept of commercial video, which emphasizing on the music and the singer act rather than just talking about the product. M.A.C collaborate with four female singers, Halsey, Tinashe, Lion Babe, and Dej Loaf create an edgy commercial video to promote M.A.C most recent collection "Future Forward". In this Collaboration, each of this singers will debuting one product, with each of their own song. Earlier in 2014, the super model Tyra Banks also use a music video called "Bootyful" as the video advertisement jingle for her new make-up line "Tyra". In the same year, Etude House, the cosmetics company from South Korea also created a collaboration with boyband name SHINee to create a jingle "Wanna be Sweet". This phenomenon shows how rich and vary the use of music in cosmetics industry are and how big cosmetics industry willing to invest in music. It is a proved that the cosmetics industry is the part of the industry that believe music could help them enhancing the brand image.

However, in relation to how rich and how vary the cosmetics industry use music as an auditory cue that could strengthen the brand image and creating customers positive attitude, unfortunately, there are no specific research that explained what kind of music dominance that could positively affect the customers attitude and enhance the customers perspective toward the brand image best.

B. Problem Identification

It is true, that music as an auditory cue and it has the big potential to enhance the brand image and the customers' attitude toward the brand. However, it will only work if the brand put the right music strategy. According to Frith (2008), music might make the listener excited about the thought of being in a negative emotional state. It makes the listener become more aggressive and tend to be destructive. Imagine how bad it would be for the brand if the way they use the music or the music they choose put the customer to be in a negative emotional state rather than enhancing the brand image and positive customer attitude toward them.

As have been stated in previous section, even though the use of music in cosmetics industry is very rich and vary, there is no specific research that explains what kind of music dominance that could positively affect the customers attitude and the customers perspective toward the brand, this phenomenon leads to the ineffective use of the commercial videos. Which is why it is important for the researcher to make the research about this music dominance to help the brand and company create the right music strategy that could enhance their brand image and create positive customer attitudes toward the brand.

C. Research Objective

The purpose of this research is to find out the effect of music dominance, as an auditory cue in video advertisement, have toward the customers' attitude, brand image and the relationship of those elements to help the company create the right music strategy. From the scientific perspectives, the purpose of the research is to fill the gap in the brand theory of how music dominance in video advertisement could affect the brand image and customers attitude. For the cosmetics industry, this research could help the cosmetics industry to create the advertisement that engages with the customers most and could help the cosmetics industry to enhance the brand image and customers positive attitude toward the brand.

D. Research Questions

From the problem that is identified, purpose of the research and the questions that need to be solved through this research are:

1. What kind of music dominance in cosmetics brand video advertisement that could help the commercial video to create positive customers attitude toward the brand?
2. What kind of music dominance in cosmetics brand video advertisement could help the commercial video to enhance the cosmetics brand image from customer perspectives?
3. What kind of combination and sequential order of music dominance that works best to enhance both customers attitude and brand image?

E. Research Limitation

This research will be focusing on dominance in the use of music as an auditory cue in cosmetics industry video advertisement. The future research can either change the industry, the auditory cue other than music, or the other aspects other than dominance such as congruence. For the limitation, this research will be scoped to observe the effect of dominance in the use of music that used implicitly (as an ambient and background that emphasize the music not as the jingle) as an auditory cue in cosmetics industry video advertisement in Indonesia, especially in Urban area on women, around 16 – 24 years old.

F. Research Method

The methods used to collect data in this research are experimental methods. The experimental method will be done to answer what kind of music dominance in cosmetics brand video advertisement that could play a significant role in creating positive customers attitude toward the brand and what kind of music dominance in cosmetics brand video advertisement that could play a significant role in enhancing the cosmetics brand image from customer perspectives.

2. Literature Review

A. Brand Image and Customers Attitude

To understand the relationship between brand image and customer attitude, it would be better to understand the definition of brand image in the first place. Kotler defines brand image as 'the set of beliefs held about a particular brand' (p. 197) or in the other word, customers perception toward the brand. In the other hand, Herzog, define brand image as the sum of impressions that consumers receive about the brand from many sources, which combined to form a brand personality. To sum up, Brand Image could be define as how the consumer perceives the product (brand). Those perceptions of the product (brand) that come from customer's subjective perceptions of a set of associations that they have toward the brand set the judgment which is one of the component that form the customers' attitude toward the brand . The relationship between brand image and customers attitude explained from Keller Customer Based Brand Equity Model:



Figure 1.1: Keller Strategic Brand Equity

Based on Keller Strategic Brand Equity Model seen above, the customers' attitude that lead to the responses of the customers, are formed from two components which are judgments and feelings of the customers. On the other hand, judgments and feelings according to the theory developed by Chang & Chang is also the aspects that influence brand image that customer perceive. These two aspects, judgments and feeling are something that could be affected from the physical or sensory association, or on the other hand, music as an auditory cue.

B. Brand Image and Sensory Association

As stated above, since the theory of culture, environment and other factors that affect the customer perception have evolved over time, the concept of brand image also evolved over time. From the era of 80 (Dichter, 1985; Durgee & Stuart, 1987) the marketers mainly emphasized cognition-focused or knowledge based dimension of brand image. In the other hand, the 2000s marketing scholars such as Chang and Chieng (2006); Low and Lamb (2000) start to emphasize emotional and sensory associations in a process of building brand image. According to those theories, we can conclude that there are three aspects that could define the brand image: Cognitive association, Emotional associations and Sensory association.

a. Cognitive associations

According to Keller, Cognitive associations are the consumer's personal beliefs, thoughts and evaluations of product attributes, service attributes, performance and meaning of the brand (Keller, 2001). Cognitive associations are formed by direct and indirect interactions with the brand that shows non-product-related attributes such as price, user or usage imagery, functional benefits such as problem solving, consultation, and safety benefits, and symbolic benefits such as prestige and social approval. When the customers feel satisfied with those aspects, they start to form a positive association that lead to the positive perception of the brand image.

b. Emotional associations

While Cognitive Association emphasizes the beliefs, thoughts and evaluation of the product, according to Keller, emotional associations more emphasizing on subjective feelings, such as excitement, happiness and joy (Keller, 2001). Emotional associations are formed by product-related and non-product-related attributes that customers perceived through direct and indirect interactions with the brand.

c. Sensory associations

While the cognitive association and emotional association emphasizes more on non-physical aspects of the brand, the sensory associations reflect the engagement of the consumer's physical senses through their vision, smell, sound, touch and taste. (Hultén, 2011; Schmitt,

2011). Sensory associations could be implemented through the direct experiences with product and retail environment attributes or indirect experiences such as advertisements (Lindstrom, 2005). According to Pavlov's classical conditioning theory, related to advertising, positive attitudes towards an advertised product might develop through its association with the sensory stimuli, such as music, celebrities or color.

C. Music as The Stimuli

The ancient Greco-Roman culture believed music penetrated both the body and mind, bringing them into equilibrium. Music is the element that has the potential to enhance attention, stimulate awareness and recall memory has been widely speculated and researched over time by various researcher (Rubin, 1977; Schulkind et al., 1999;).

Schulkind, Hennis, and Rubin (1999) has observed a correlation between music, emotion and autobiographical, long-term memory of older adults and songs from their youth when testing the Top 20 from 1935 ("On Treasure Island") to 1994 ("That's The Way Love Goes") that proves how music works as the memory recall. The other researchers from the late 200 have also observed the enhancement of recall by music that makes music as the way to remember and learn a subject. In addition to that, Rubin (1977) also found that recall of information is improved when that information is cued with the melody of a well-known song ("Star Spangled Banner"). Those research results show that music in video advertisement has the potential to stimulate emotion, attention and even the memory recall. This theory comes from the science of classic conditioning that is proven through Ivan Pavlov late research with dogs and bell sound that makes the dogs expecting a reward, as can be seen from the picture below.

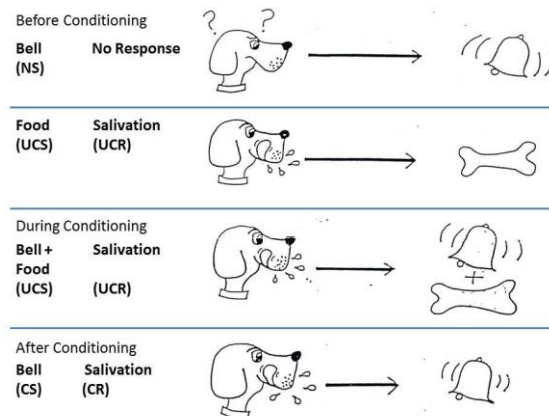


Figure 2.1: Ivan Pavlov Research Framework

From the research, it is proven that the sound of the bell works as the stimuli for the dog to react producing saliva and come to the bell sound. This experiment proves the theory from Mohana, that music (and any sound mark) has a natural potential to plant a mark in the mind of the listener, helping the listener to build on primitive process that conjure up pictures and feelings subconsciously (Mohana, 2013). In conclusion, this experiment proves that music affects the dog cognitive (coming to the bell sound) and physical/sensory (producing saliva).

Music doesn't only affect us cognitively and physically, as the stimuli, but music is also proven to build up the emotional effect on human. According to PET scan study by Blood and Zatorre (2001), music triggers the same neural processes that create feelings of euphoria that are commonly associated with food, sex and drugs. Blood and Zatorre stated that brain convert musical auditory information into stimuli that associated with emotion, attention and feelings of euphoria.

In conclusion, music as the stimuli has a proven potential to affect cognitive, physical/sensory and emotion.

D. Music as Brand Image Sensory Association

According to Oxford Dictionary, auditory means something that is related to the sense of hearing. Music is one of those auditory cues. Just like the other auditory cue, music has the same components and characteristic of the auditory cue that will be explained below.

Sound waves are one of the auditory components that have many physical properties that can be sensed by the ear (Krishna, 2013). According to Krishna, the physical property of sound waves that could be sensed by the ear is the amplitude, frequency, and harmonics (Krishna, 2013). Amplitude is the maximum difference of an alternating electric potential from the average value (Oxford Dictionary), While frequency means the rate per second of a vibration constituting a wave (Oxford Dictionary) and harmonics means an overtone accompanying a fundamental tone at a fixed interval (Oxford Dictionary).

Those three properties directly created the perceptions of sound waves. The amplitude of a sound wave is what brain perceived as the loudness or softness of the sound wave. The frequency is what the brain perceived as a sound wave pitch. While the harmonics of a wave is, what brain perceived as the timbre of a sound. (Krishna, 2013). This is what differentiates the sound of music instruments even though they were play at the same notes.

As the technology developed and scientists begin to better understand the sense of auditory cue, several implications of their research emerge for marketers and business people, one of which is what is identified as sonic branding.

a. Sonic Branding

According to Krishna, sonic branding is a specific type of sensory signature that appeals to the sense of hearing. There are many different types of auditory sensory signatures, such as sound logos, jingles, slogans, and ambient music that the customers could be associated with the products to enhance their brand image through sonic branding (Krishna, 2013).

b. Musical Musings

It is not a secret that today, most of the people cannot live without music. According to The *Millward Brown Brandamp Study* from 2007, music is the medium that people would least like to live without. Music can awake memories that sleeping deep in human subconscious mind. Music is the medium that could connect to human emotions and affects human feelings (Sounds Like Branding, Heartbeats International, 2008). Since Music is something that people cannot live without, many marketers use music as the medium in their advertising.

Most marketers use music in their advertising as a tune that enhances the message of the video advertisement (as the medium that constituting the central message of the video advertisement itself), in this type of usage the music would not dominate the commercial video. In this type of usage, the congruence between the music used and the nature of the commercial is very important (Krishna, 2013). Studies show that when the congruence between the music used and the nature of the commercial are achieved, music could helps the viewers of the video advertisement to understand the commercial message better. Some marketers even enhance the domination of the music by creating the jingle that directly promoted the product.

According to Krishna, another common use of music is as an ambient sound in stores or commercial video. Ambient sounds mean the background sounds that present the situation or build the situation in a scene or location. (Mediacollege.com). Ambient sounds can influence people's perception of the passage of time (Krishna, 2013). Studies show that playing slower music in the store could lead people to spend more time shopping in a store

than when music with a faster pace is played. According to Krishna, what is particularly interesting about background music as the ambient music is that the effects it creates are completely proceed in subconscious mind, most people do not realize the existence of the music (because they not dominate the commercial video scene or the location) but unconsciously they start to feel affected by the music. For example, they spent more or less time in a store because of the pace of the background music and many cannot even recall the existence of the background music after leaving the store.

In relation to how important choosing the right music that could emphasize the video advertisement message or leading the subconscious mind of the customers to do what marketers want them to do, it is important to understand the target audience and what kind of music that they like when considering what kind of music they loved to hear at the video advertisement or as the ambient music (Krishna, 2013).

In conclusion, the explanation above shows that music have an important role in sonic branding, whether as the jingle that directly promote the product, as the medium that enhance the message of the commercial video, or just play in the background as an ambient sound. (Krishna, 2013).

E. Cosmetics Industry

According to the research done by YWCA, women can spend a total of \$7 billion per years on cosmetics, from head to toe, from skin care to nail care. No wonder, many companies play a big number for this industry. Since the early twentieth century, cosmetics production has been controlled by a handful of multi-national corporations. The United States contributes the biggest production and distribution for cosmetic market in the world. According to research done by Statistia, It is estimated that United States cosmetics company total revenue will exceed more or less 62 billion U.S. dollars and employ about 63,816 people by 2016.

Time over time, the cosmetic industry continuously develops. According to ta research, about 17.3 billion U.S. dollars was generated by online and offline cosmetics distribution channel (including household sales) in 2013. While, in 2014, the growth rising significantly as one of the leading beauty cosmetic company from the United States, Procter & Gamble, generated 29.4 billion U.S. dollars for net sales. The significant growth in cosmetics industry estimated to continue, not only United States but also other global markets, such as South Korea, China, India and Indonesia. One of the factors that contribute to this growth is the needs of cosmetics consumers to look pretty to achieve their social and economic goals, and how they feel cosmetics products help them in achieving those. The other factor that helps contribute to the rising is the rising in income and changing in lifestyles. According to the latest market research from Lucintel, the cosmetics industry growth is forecasted to reach around \$265 billion by 2017. Nowadays, with the competitiveness that keep growing, brand in cosmetics industry have an urge to stand out. One of the ways is by creating the right music strategy for the commercial video.

F. Music as Auditory Cue in Business and Cosmetics Industry Nowadays

Heartbeats International in the lead of their CEO, Jakob Lusensky, has done research regarding how the use of music as the enhancement of brand image going on. It turns out that many big brands (such as Pepsi, BMW) believe in the importance of music in their business.

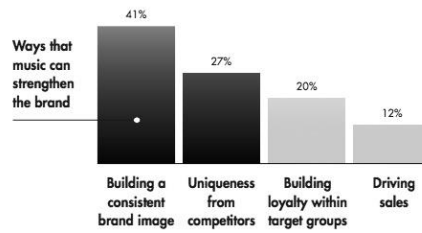


Figure 2.2: Heartbeats Research 1

According to the research, 97% of the big brand that being the respondent of this research believe that music can help them strengthen out their brand, 68 % of those big brands believe that the way music can help them strengthen out their brand image is through building consistent and unique brand image to their customers, 12% of them believe that music can help them driving their sales (most likely from the use of music as the ambient sound). Even more, 20% of those respondents even believe that music can help them building the loyalty to their customers.

Even from the customers' perspective, according to the research done by Heartbeats International, music plays a significant role in building the how they recall and perceive the brand. According to the research, 35 % say that if the music they appreciate play in the public place, it could make them stay longer in those public place, 31% of them even said that those phenomenon could make them re-visit the public place. In addition, 21 % of the respondent said that they will recommend the places to other, while 14 %, other said that those phenomenon could help them buy more. The percentage went out even more from the research done to the customers at the age of 16-24.

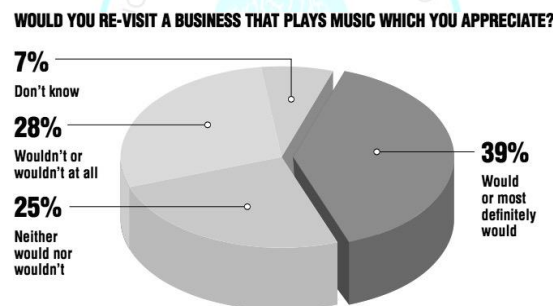


Figure 2.2: Heartbeats Research 2

As can be seen from the diagram, 39% of the respondent said that they would or most definitely would re-visit business that plays music that they appreciate. However, according to the same research, it is not only the music that the customer can appreciate that is important in choosing the right music for the business. According to the research, it is also important for the business to have the music that suit the business personality and play it in the right volume as can be seen from the graph below.

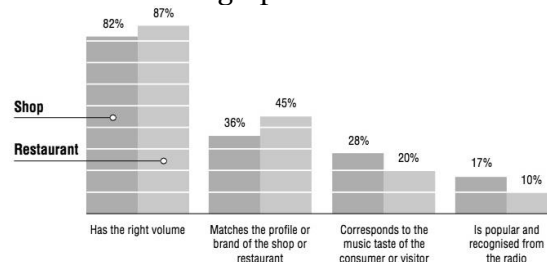


Figure 2.3: Heartbeats Research 3

This research proved that not only the use of music that is matter, the choice of the music, and even the volume also play an important role.

Aware of the effect of music in business, cosmetics industries recently start to emphasize the use of music in their video advertisement. L’Oreal for example, creates collaboration with John Legend for L’Oreal Paris La Vie En Rose Collection 2016. In this video, John Legend playing the piano of the song “La Vie en Rose” surrounded by the exquisite beauties of Hollywood and Bollywood. It is the first time, for L’Oreal, hiring the brand ambassador that did not use the product, being hired for playing the music for “La Vie en Rose” collection.

Earlier in 2014, the super model Tyra Banks also use a music video called “Bootyful” as the video advertisement for her new make-up line “Tyra”. The video “Bootyful” were also said to be the jingle of Tyra make-up line. This move (creating a jingle), is also done by Etude House the well-known cosmetics product from South Korea, in 2012, by creating a contract with SHINee South Korea boy band to create a jingle “Wanna be Sweet” for Etude.

On the other hand, the cosmetics brand that is well known to collaborate with fierce singer, M.A.C. bring the new concept of commercial video, which emphasizes the music chosen for the video advertisement, rather than the artist talking about the product. This video advertisement created to promote M.A.C new collection in 2016, “Future Forward”. For this collection, M.A.C collaborated with four female singers, Halsey, Tinashe, Lion Babe, and Dej Loaf. Each of these singers will debut one product, with each of their own song.

This example proved that cosmetics industry use the music in video advertisement not only as the background to build ambient, but also as the medium that represent the brand and even as the jingle. The main audio touchpoint below describe where the customer could experience the audio strategy, according to research done by Jarpan Dain:

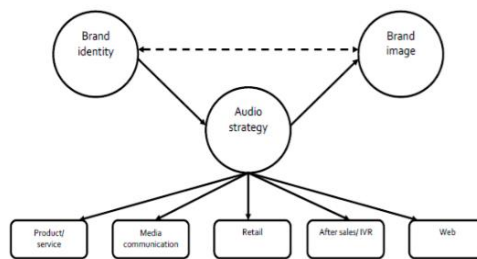


Figure 1.2: MainAudi Touchpoint Framework

*Source: Darpan, Jain. 2009. A Review of the concept “SONIC BRANDING” and techniques to measure its impact on Emotions, Brand Recall, Brand Recognition and Purchase Intention. ICFAI Business School. India

The Conceptual Framework for Main Audi Touch Point above explain that the audio strategy that created from the brand identity and spread from the product/service, media communication, retail, after sales and web affect the brand image of the company. However, this framework has a gap that it did not really state how the audio strategy could affect the brand image is it because the auditory strategy and also affects the customers attitude, which this research attempts to prove, or other factors.

3. Research methodology

A. Research Method

The methods used to collect data in this research are experimental method. The experimental method will be done to find out what kind of music dominance in cosmetics brand video advertisement that could play a significant role in creating positive customers attitude toward the brand and what kind of music dominance in cosmetics brand video advertisement that could play a significant role in enhancing the cosmetics brand image from

customer perspectives. In this case, the experimental variable would be the music in video advertisement.

B. Research Design

To conduct this research, there are several steps that the researcher will do, which are stated in the picture below:

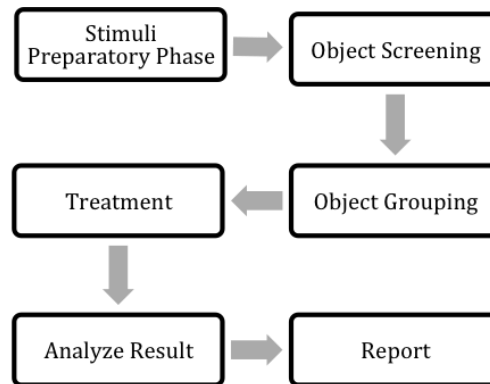


Figure 3.1: Research Design

a. Stimuli Preparatory Phase

The video that would be used as the stimuli in this research is the video that use the music to promote the product implicitly. There are two type of implicit music using that will be used in this experiment, the first one is the music that used to build the ambient in the video and the second is the music that used to emphasize the explicit message of the commercial video. The music that used to build the ambient is more emphasizing in the use of music as a media to build the emotional feeling of the video, while the music that used to emphasize the message of the commercial video emphasizes the use of music as the stimuli of cognitive aspects from human.

Based on those criteria, the researcher will use the commercial video from one make-up brand, with the same theme and same concept but different music using concept. Researcher took each one of the video that used music to build the emotional feeling of the video and the video that use music as the stimuli of cognitive aspects from human.

b. Object Screening

In object screening stage, the researcher would need to find the sample which likely has the identical characteristics, background and behavior, to do so, the researcher would use judgment sampling techniques.

The judgment sampling techniques is the extension of convenience sampling in which the sample will be selected based on the judgment criterion made by the researcher. In this research, the researcher will set the judgment criterion based on the respondent characteristics, which shared the identic behavioral characteristics and would highly likely be the target market of the cosmetics brand. The respondent need to share the identic behavioral characteristics to minimize the probability the control group did not work, as it should. On the other hand, the respondent needs to have the characteristics of the cosmetics brand target market (at least secondary target market) because the commercial video highly likely made to be understood by the target market and to do this research, the researcher would need the respondent that could understand the meanings of the commercial video.

To be specific, the sample judgment criteria will be:

1. Woman.
2. Age: 16-24.
3. Receive the same level of education.
4. Live in the identic area of demographic (Urban area).
5. Use cosmetics product, not only skin care product but also make up (for example lipstick, lip tint, eye shadow, eyebrow) at least weekly.
6. Cosmetics spending expenditure more than 100.000 IDR per month.

This criteria will be examined through the set of questions that will be given to choose the object (experiment respondent) . Other than the criteria that have been mentioned above, at the screening stage, the respondents will also be asked the question regarding their familiarity with the brand that will be tested and their brand preferences:

1. What do they know about the brand that will be tested
2. Their perspective about the brand that will be tested
3. Have they ever watched the video advertisement of the brand that being tested
4. The make-up brand that they like
5. The make-up brand that they usually use

It is important to make sure that the respondents didn't have a preferences, judgment, and feelings toward the brand that will be tested beforehand so the result of the experiment will highly likely comes from the stimulus and treatment given at the experiment, not biased from the judgment, feelings, and preferences the respondents have beforehand.

c. Object grouping

After screening the sample based on the criterion that will be explained further in experiment object, the researcher will divide the respondents into four groups based on the age distribution:

1. Experimental Group 1 (E1) : 10 people : watch video with sequence : Company-Ambient.
2. Experimental Group 2 (E2) : 10 people : watch video with sequence : Ambient- Company.
3. Experimental Group 3 (E3) : 10 people : watch video with sequence : Company-Company
4. Experimental Group 4 (E4) 10 people : watch video with sequence : - Ambient-Ambient

Company means the respondent are exposed to the video commercial that use music to company the explicit message of the video commercial, the use of music in this kind of video commercial is more subtle than the ambient. Ambient means the music in the commercial video is use to build the emotional ambience and enhance the implicit message of the video commercial.

Each of the groups will watch two videos from the same brand with different sequence to check whether the sequence of the video make the different results and if it is, which sequence works best to enhance the customer attitude and brand image.

d. Treatment stage

The treatment stage will be divided into several stages that can be explained from diagram below:

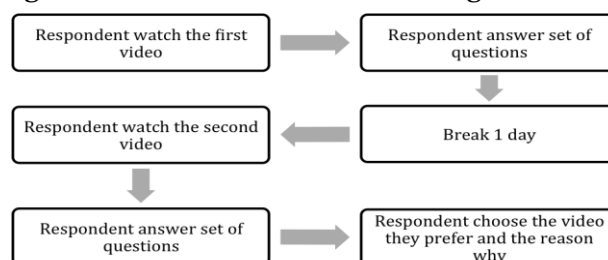


Figure 3.2: Treatment Stage

As have been stated in the previous section, the respondent will watch two videos from the same brand with different sequence of music dominance. The respondent will watch the first video, either the video that use music as the stimuli to build the emotional feeling of the video or the video that use music as the stimuli of cognitive aspects from human. After watching the first video, the respondent will answer the questions that will examine:

1. Do they remember the presence of the music in the advertisement?
2. Do they think the music presence affect their feelings and likeness toward the advertisement?
3. How does they feel after watching the video?
4. Their feelings and likeness of the music on the video advertisement
5. Their feelings and likeness of the music dominance on the video advertisement
6. Their feelings and likeness of the video advertisement
7. Will they watch the video again?
8. Will they skip the video if it was on youtube ads
9. Their judgment about the brand based on the video
10. The knowledge that they got from the video about the brand
11. Their feelings and likeness of the brand toward the brand that being tested after watching the video advertisement.
12. The brand image that they perceive of the brand that being tested after watching the video advertisement.

After watching the two videos and answering the questions regarding their attitude toward the music use, the commercial video, and the brand image again. The respondent will be asked to choose which of the commercial video they like and the reason why. The result of this experiment will be used to answer the research question that have been stated in the previous chapter.

4. Data Analysis

A. Experiment Overview

As have been stated in the previous section, this research is an experimental research that examines the effect of music dominance as the stimuli that enhance brand image and customer positive attitude in commercial video. To do so, this research use two different kinds of music dominance in commercial video from the same brand. The objectives of this research are woman from age 16-24 that lives in urban area and has several identic criteria. To get those respondent, the researcher done some screening questions for 11-12 grade senior high school and class 1-2 from academy in Jakarta and to get a total of ten respondent for each of the group, or forty at total.

There are three questions that this research focus on answering, the first question is what kind of music dominance in cosmetics brand video advertisement that could help the commercial video to create positive customers attitude toward the brand , the second question is what kind of music dominance in cosmetics brand video advertisement that could help the commercial video to enhance the cosmetics brand image from customer perspectives, and the third question is what kind of combination and sequential order of those music dominance that works best to enhance both customers attitude and brand image. The research result analysis and explanation to answer each of the research questions will be explained in the next section.

B. Music Dominance and Customer Attitude

To analyze the effect of music dominance in enhancing the positive customer attitude on commercial videos, there are two aspects the researcher examined, the knowledge that the respondent get from the commercial video and the feeling the respondent has toward the brand. Based on the observation on the experiment site, the researcher found that music

clearly has a great effect in both of the video. From the answer of the interview, the researcher found that the respondent aware that music does enhance the effect of the commercial video. The respondent said that the commercial video would be bland without the existence of the music.

Even though the respondent said that music play an important role in both of the videos, the respondent said that the music used as the medium to build an ambient does have more effect than the music play as the company of the explicit message. The respondent said that it gave them a tingly and happy sensation listening to the music played as the ambient. Some of them even humming the song on their way out of the room and most of them ask whether they can re-watch the commercial video again or not because the commercial video was so good.

On the other hand, the researcher also asked the respondent would they like to look more or find out more about the brand or the product and almost all of the respondent said yes, they would love to find out more about the product. It can be seen from here that both concept of music dominance is attractive enough for the respondent to bring out the curiosity for the product.

The respondent that watched the music as the medium to build emotional ambience also stated that they are highly likely to watch the video without skipping it if the video that uses music as the medium to build emotional ambience play on the YouTube. Most of the respondents even mentioned that they would watch the video without skipping it because they like the music and they can enjoy it.

Based on the observation and interview result above, we can conclude that music does enhancing the effect of bring out positive customer attitude, especially toward the feelings. Both music dominations bring positive customer attitude. However, the music plays as an ambient play a bigger role in enhancing the positive customer attitude. For the cosmetic industry, it means if they aim their commercial video to enhance the positive customer attitude they should create a commercial video where the music dominated as the medium to build the ambience.

C. Music Dominance and Brand Image

The second research question that the researcher needed to answer is what kind of music dominance in cosmetics brand video advertisement that could help the commercial video to enhance the cosmetics brand image from customer perspectives. Based on the interview after seeing both video, the researcher found out that the respondent has both good feedback of the brand regardless of how they use the music on the commercial video. However, the respondent that watch the video that uses music as the company of explicit message cannot explain what image the music creates. While the respondent that watches the video that uses music as the medium to build emotional ambience definitely said what image does the music sounds like and matches how the music image to how they think the brand image is. Some of the respondent also mention the reason why they think the brand image is because the lyrics of the music in the video.

Regarding the respondent, curiosity on the brand and the product, the respondent said they are interested to find out more about the product and the brand after watching both kinds of the videos. However, there is a slight different word using after watch the video that use music as the company to the explicit message and after watching the video that use music as the medium to build emotional ambience. After watching the video that uses music as the company to the explicit message, the respondent said that they want to find out more because the product seems nice and have a high quality. On the contrary, after watching the video that use music as the medium to build the emotional ambience, the respondent said

that they want to find out more about the brand, because they feel that the brand is “elegant”, “luxurious” and “sexy” and they want to feel that way.

Based on the observation and interview result above, we can conclude that music does enhance how the customer perceives the brand and the understanding of the brand image. However, to answer the second research question of what kind of music dominance in cosmetics brand video advertisement that could help the commercial video to enhance the cosmetics brand image, the music using as the medium to build the emotional ambience does play a bigger role than the music that uses as the company to the explicit message.

D. Music Dominance Sequence Combination

To answer the third research question, what kind of combination and sequential order of those music dominance that works best to enhance both customers attitude and brand image, the researcher divide the respondent into four possible sequence combination:

1. Experimental Group 1 (E1) : 10 people : watch video with sequence : Company-Ambient.
2. Experimental Group 2 (E2) : 10 people : watch video with sequence : Ambient-Company.
3. Experimental Group 3 (E3) : 10 people : watch video with sequence : Company-Company
4. Experimental Group 4 (E4) 10 people : watch video with sequence : - Ambient-Ambient

Company means that the respondents are exposed to the video commercial that uses music to company the explicit message of the video commercial, the use of music in this kind of video commercial is more subtle than the ambient. Ambient means the music in the commercial video is use to build the emotional ambience and enhance the implicit message of the video commercial.

The respond from each of the experimental group did not show significant different, which means the sequence combination did not really affect the effect of music as the enhancement of video commercial. However, the respondent from the experimental group 4 (E4) clearly remember that they have watched the video day before. Some of them confess that they do remember because they watch it again back home and some of them said that they remember because they remember the music and the lyrics. While the respondent from the experimental group 3 (E3) not really sure that they already watch the video before. They said that they think it was the video with the same concept, but different video. Based on that situation, the researcher also asks group E1 and E2 do they really find out more about the brand or re-watch the video, some of the group in E1 does googling about the product but none of them re-watch the video, while most of the respondent in E2 re-watch the video and find out more about the brand. This means the respondent that watch the ambient video first does find out more about the brand and re-watch the video commercial with just one day spare. Based on those situation, we can conclude that the best sequence combination might be either E2 (Ambient – Company) or E4 (Ambient – Ambient).

However, if we relate the result of the experiment with Branding Strategy Timeline theory that consisted of three stages:

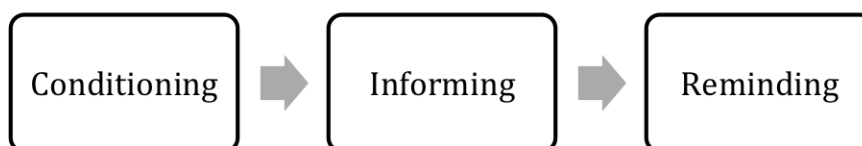


Figure 4.1: Branding Strategy Timeline

The sequence E2 (Ambient – Company) might be the best sequence for branding strategy. The video commercial that used the music as the medium to build the emotional ambience might be the bait to attract the customers and make them curious and even done some research about the brand. When they do the research, the company may release the video commercial that use the music as the company for the explicit message to tell the customers more about the product as the strategy in informing stage.

5. Conclusion & Recommendations

A. Conclusion

From the result analysis of the experiment there are several things the researcher can conclude:

1. Music does enhance the effect of bringing out positive customer attitudes, especially toward feelings. Both music dominations bring the positive customer attitude. However, music plays as an ambient play a bigger role in enhancing customer positive attitude.
2. Music does enhance how the customer perceives the brand and the understanding of the brand image. However, the music using as the medium to build the emotional ambience does play a bigger role than the music that use as the company to the explicit message in enhancing the brand image.
3. The best sequence combination for the video commercial might be either E2 (Ambient – Company) or E4 (Ambient – Ambient). However, if we relate the experiment result to the Branding Strategy Timeline theory, The sequence E2 (Ambient – Company) might be the best sequence for branding strategy

B. Recommendations

For the cosmetics industry, recommendation the researcher could gave is to definitely use music as the medium that could bring out the emotional ambience when the cosmetics brand aim to bring out the positive customers attitude and enhance the understanding for the brand image. If the cosmetics industry aims for a different direction or purpose the cosmetics brand might need another type of music using or commercial video concept that need further researcher to make sure.

For the fellow researcher, this research only experiments the aspect of music dominance as a part of auditory stimuli in sensory branding. There are many aspects from the auditory stimuli in sensory branding that the fellow researcher can examine, such as vocals, volume, and harmony. Even a further research on how the music dominance affects the customer attitude in relation to personality trait or different gender, ages and demographical factors can also be a next research to be developed by a fellow researcher.

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