

The Effect of Music Promotions on Quality of Nigerian Adverts

Thliza, E. B.

Production Department, NTA TV College, Jos, Plateau State

Abstract: The study investigated the effect of music industry on the advertising industry in terms of improving general quality of advertisements in Nigeria. It aimed at finding out if music promotion adverts have influenced other Nigerian product or service adverts to improve in quality. The research used the survey method and data from 92 respondents are analyzed. Data was presented in tables and charts. Using the Chi-square “Goodness of Fit” test, the hypothesis were tested. The study revealed that music industry has influenced the quality of other adverts and to a great extent other Nigerian adverts have been improved by the influence of music promotion adverts. The recommendations of this study include that similar studies should be replicated in other cities and countries to compare findings with the result of this research. In future studies, the researchers should focus their studies on other media of advertising. This study provides a platform for subsequent researches, as well as provides a framework for music promoters to further use advertising to promote musical artistes.

Keywords: Advertisement, Music Artistes, Music Promotions, Nigerian Music Industry, Quality Adverts.

1. INTRODUCTION

It is an observed notion that advertisements of today are more appealing than those of yester-years. The elements, such as pictures, graphics and accompanying music are crafted to better entice its targets. This is particularly true in Nigeria. As the number of musical stars have increased, advertisers and agencies have also reverted to a more frequent use of famous musical artistes, or their music, to appeal to their fan bases and the public at large. Because of the ‘glitz and glamour’ often associated with modern day music, nothing short of qualitative is permissible. This includes musical adverts in any medium. Also, promoters of music also utilize the advertising medium to reach and increase their fan base. Hence, the advertising and music industry are strongly linked.

From a non-empirical standpoint, it can somewhat be said that the Music Industry has its effects on the quality of Adverts now produced and placed. Record Companies and Individual musical artistes spend heavily to produce qualitative adverts that would easily grab the attention of its reach in tandem with the AIDA (Attention, Interest, Desire, and Action) formula. Since it is known that the quality of a product, especially that which carries a visual image of aestheticism, draws attention and creates loyalty to a brand, the music industry has followed suit in employing this measure. The AIDA formula is often attributed to Elias St. Elmo Lewis back in 1903. In 1921, C. P Russell was the first to use these principles and turned them into the AIDA acronym (Gas, 2013).

Advertising in Nigeria draws in revenue from almost all sectors of the economy and industries within the country. Over the years, it is apparent that there is improvement in the quality of adverts produced and published or broadcasted across the country. The position of this research is that the music industry, which is a highly creative one, has aided the improvement of adverts.

The Nigerian Music industry, being one of those industries that heavily rely on advertising for promotions and publicity, has an overbearing impact on Advertising. Generally, the power of music to effect change is not questionable, as it has severally been used all over the world for social change. Moisola and Diamond (2000) posit that as deep structural and technological changes in society have reshaped livelihoods, music has been the ‘soundtrack’ for many of these changes.

2. LITERATURE REVIEW

This work researches into how music has influenced advert quality in Nigeria. While there are many researches on music industry and the advertising industry, what makes this study different is the focus on advert quality improvement as a result of the direct influence of the Nigerian music industry. While the researcher has searched and understudied many empirical works, not much has been done in the direction of this study. This makes this research work an interesting and noteworthy one.

Researches by Areni and Kim (1993) and North et al (1999) have examined the use of popular music, classical music, and top-40 music in marketing settings, and have shown that the style of music can influence purchase choice.

Dunbar (1990) mentions three main levels (sensual, emotional and intellectual) on which music in adverts have impacts on people. He says the manner or effect advert with music has on consumers varies greatly from commercials void of the music element. Alpert and Alpert (1991) suggest that music could be in the foreground carrying lyrical messages or in the background supporting the voiced-over or written messages. In whatever form they take, music plays major roles in advertisements.

Baxter and Taylor (1978) say that the Identification theory suggests that the property of person A must be in alignment with the property of person B for identification to occur. These 'properties' go beyond just physical products. They include the products, images, ideas/ideologies, concepts and attitudes.

This means a music promotion must have an image (or element) with properties that the target audience identifies with when viewing or listening. Music promoters use this approach in their advertising practices. The target audience will purchase their products or want to be associated with the said artistes or their music, because they identify with the messages and symbols advertised.

3. MATERIALS AND METHOD

The survey method is used in this research. The Population of the study is Nigeria's Music Industry. This includes song writers, studio engineers and producers, musical artistes, personnel in the music promotion outfits and record companies and music marketers in Nigeria.

The study area is Lagos Metropolis. The major concentration of the music industry players are in Lagos. Most prominent musicians are also based in Lagos. This informs the choice of this town. Lagos, a state with 16 Local Government Areas, is the former political and current commercial capital of Nigeria, with a population of above 16 million people (http://en.wikipedia.org/wiki/Lagos_State).

SAMPLE AND SAMPLING PROCEDURE:

The sample of this study is 92 music industry personnel. The sampling procedure employed is the purposive random sampling.

RELIABILITY/VALIDITY OF INSTRUMENT:

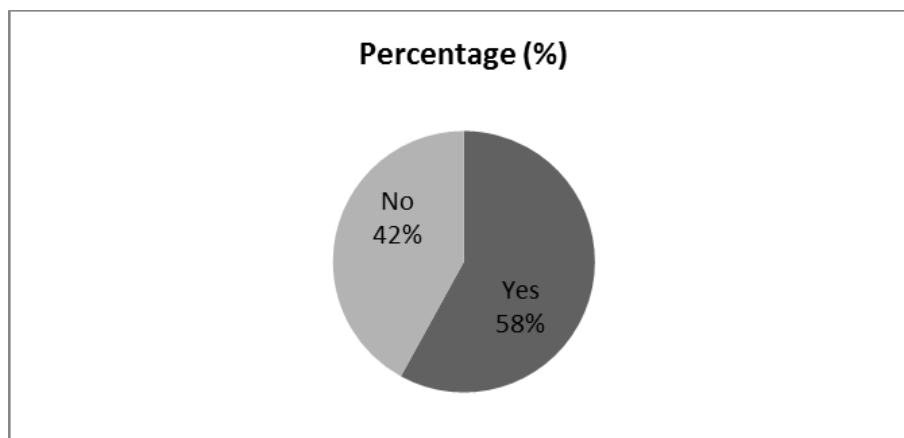
The instrument used to collect data is the questionnaire. The questionnaire has been used as a choice instrument in survey methods over the years, and has always proven to be valid and reliable. The questionnaire has been pretested on a small sample of people, and has proven to be a valid instrument.

The drafts of the questionnaire were ratified with the project supervisor, who is an expert in the field.

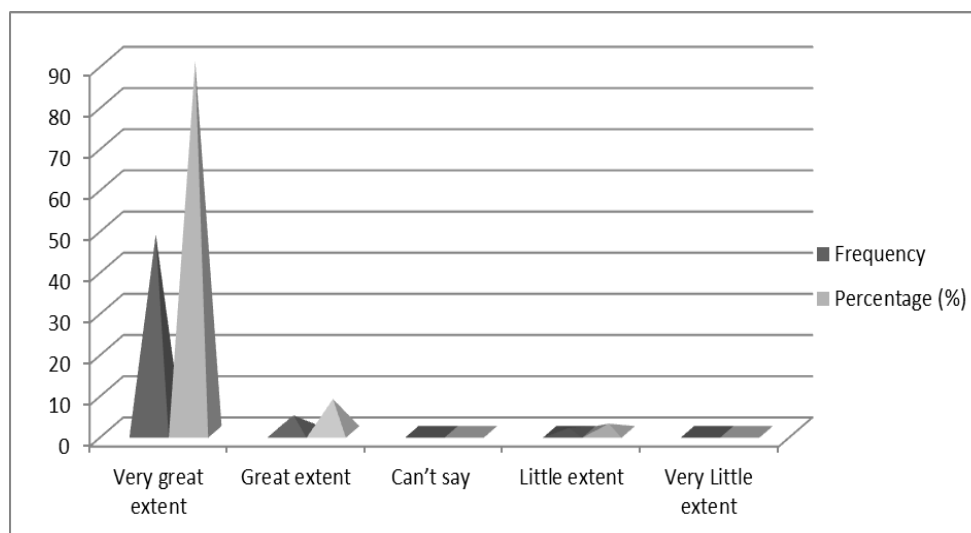
4. DATA ANALYSIS

Table 1: Respondents' considering the Quality of Nigerian adverts to have improved because of music promotions

	Frequency	Percentage (%)
Yes	53	58
No	39	42
Total	92	100

Chart 1: Respondents' considering the Quality of Nigerian adverts to have improved because of music promotions**Table 2: Extent the music promotions has improved the quality of Nigerian adverts**

	Frequency	Percentage (%)
Very great extent	48	90
Great extent	4	8
Can't say	0	0
Little extent	1	2
Very Little extent	0	0
Total	53	100

Chart 2: Extent the music promotions has improved the quality of Nigerian adverts

In table 2 and chart 2 above, of the 53 (100%) that say music promotions has improved the quality of Nigerian adverts 48 (90%) say music promotions has improved Nigerian adverts quality to a very great extent; 4 (8%) say to a great extent; none (0%) can't say if music promotions has improved advert quality; 1 (2%) say music promotions has improved the quality of Nigerian adverts to a little extent; and none say to a very little extent.

5. TEST OF HYPOTHESES

This research uses the Chi-square test to analyze the two hypotheses of this study. The goodness of fit Chi square test was used. Both hypotheses were tested at 0.05 α confidence level. The proportional expected (PE) frequency is used for the goodness of fit test.

HYPOTHESIS 1

H₀: Music promotions have not improved the quality of other Nigerian adverts

H₁: Music promotions have improved the quality of other Nigerian adverts

Table 3: Showing Chi- square test for table 1

	Observed (<i>o</i>)	Expected (<i>e</i>)	Deviation $d = (o - e)$	d^2	$x^2 = d^2/e$
Yes	53	62	-9	81	1.31
No	39	30	9	81	2.70
	92	92	0		4.01

$$\Sigma x^2 = 4.01$$

The critical value ($\alpha = 0.05$, $df = 1$) is **3.841**.

Since the computed x^2 value of 4.01 is greater than the critical value of 3.841, we declare the chi-square value significant. Therefore we reject the null hypothesis, and accept the reversal H₁: Music promotions have improved the quality of other Nigerian adverts.

HYPOTHESIS 2

H₀: Music promotions have not largely improved the quality of other Nigerian adverts

H₁: Music promotions have largely improved the quality of other Nigerian adverts

Table 4: Showing Chi- square test for table 2

	Observed (<i>o</i>)	Expected (<i>e</i>)	Deviation $d = (o - e)$	d^2	$x^2 = d^2/e$
Very great extent	48	35	13	169	4.83
Great extent	4	18	- 14	196	10.89
Can't say	0	0	0	0	0
Little extent	1	0	1	1	0
Very Little extent	0	0	0	0	0
	53	53	0		15.72

$$\Sigma x^2 = 15.72$$

The critical value ($\alpha = 0.05$, $df = 4$) is 9.488

Since the computed x^2 value of 15.72 is greater than the critical value of 9.488, we declare the chi-square value significant. Therefore, we reject the null hypothesis, and accept the reversal H₁: Music promotions have largely improved the quality of other Nigerian adverts

6. CONCLUSIONS

Based on the analysis and interpretation of the data, the summary of the findings are as follows:

A great percentage of respondents say music promotions have generally improved the quality of Nigerian adverts produced. Most of these respondents say music promotions have greatly influenced advert quality in Nigerian Advertising industry. The implication of the findings from this study is that music promotion have generally improved on the general quality of Nigerian adverts. It implies that because of the glamour of music, that requires high end products and adverts, other product adverts have taken cue and imbibed the concept of ensuring quality adverts to increase sale or patronage. This will reduce the rate of tacky or inferior advert productions. According to Baxter and Taylor (1978), Burke's theory claims in order for the persuasion to be effective the persuader must make itself the answer to the identification. Thus, Burke's Identification theory shows consumers of products find some form of identity through the quality of advert produced or music in the advert. This fosters a sense of belonging or ownership of the product, or desire for the product or service.

Findings from this study will reinforce the production and placement of quality adverts in/on our media. It will help advertisers to utilize music more in their advertisings. Adverts will be carefully crafted to meet the sensibilities of target audience through the art of carefully choosing appealing music. The findings will also provide a framework for music promoters to further use advertising to promote musical artistes in Nigeria.

7. RECOMMENDATIONS

This work has examined the effect of music promotions on the quality of Nigerian adverts. Khan (2006) says, "Our perception of the stimuli and the situation plays an important role on our behaviour." This work reveals that the stimuli created by the quality of music promotion adverts motivates patronage, thus other product adverts have employed similar quality stimuli in their adverts. Based on the conclusions of this study, the following recommendations are suggested for the purpose of further study:

- Similar studies should be replicated in other countries to compare findings with the result of this research. This will help find the absolute impact of the music industry on the advertising around the globe.
- Future researchers might as well embark on similar studies employing different research designs. A recommended method will be open ended interviewing of respondents and using a triangulation of quantitative as well as qualitative methods.
- Advertisers and advertising agencies of various products should carry out research on better types and quality of adverts to improve on the quality of their adverts, thereby producing better impact on their target reach.
- Future studies should also be carried out on the harmonious working of advertisers and music promoters to have better effect on the target audience.

REFERENCES

- [1] Alpert, J. L. and Alpert, M. I. (1991). "Contributions from a Musical Perspective on Advertising and Consumer Behavior." *Advances in Consumer Research*, 18, 232
- [2] Areni, C.S. & Kim, D. (1993). "The Influence of Background Music on Shopping Behavior: Classical Versus Top-Forty Music in a Wine Store." *Advances in Consumer Research*, 20, 336-340.
- [3] Baxter, G. D. and Taylor, P. M. (1978) "Burke's Theory of Consubstantiality and Whitehead's Concept of Concrescence." *Communication Monographs*, 45, 173-181.
- [4] Dunbar, D. S. (1990) "Music and advertising" *International Journal of Advertising*, 9(3), 197-203.
- [5] Gas, M. (2013) "A 4-step writing formula for ad agency new business." [Accessed online] from www.fuelingnewbusiness.com
- [6] http://en.wikipedia.org/wiki/Lagos_State
- [7] Khan, M. (2006) *Consumer Behaviour and Advertising Management*. New Delhi: New Age International Ltd
- [8] Moisala, P. and Diamond, B. (2000) "Introduction: Music and Gender - Negotiating Shifting Worlds", in Moisala, P. and Diamond, B. (eds.) *Music and Gender*. Urbana: University of Illinois Press.
- [9] North, A.C., Hargreaves, D.J., & McKendrick, J. (1999). "The Effect of Music on in-store Wine Selections. *Journal of Applied Psychology*, 84, 271-276.