

Music Appeal in Advertising and Product Recall in Children

**Abibat Bello, Olusola S. Oyero, Ph.D.,
Kehinde Oyesomi, Ph.D., Lanre Amodu, Ph.D.**

Abstract: This study investigated the possible influence of music appeal in advertising on children's recall of products. Two products' advertisements, Indomie and Honeywell noodles, were used for the study. Survey research method and recall test were adopted for the investigation with a sample size of 206 drawn from primary schools in Lagos State, Nigeria. The findings show that there was a high level of awareness of the use of music appeal in advertising; the children paid attention to the music adverts. The findings also confirm that there was a relationship between the children's ability to recall product and the use of music appeal in advertising. This study recommends that advertisers and producers should use good English Language instead of Pidgin English for music adverts targeted at children and should include a graphical representation of the lyrics in the TV commercial in order to aid further recall.

Introduction

The use of music in advertising originated in early Vaudeville where music served to soften up a spoken narrative sales pitch (Huron, 1989, p.560). The purposes of the music were to engage the listeners' attention and to make the advertising message less of an unwanted intrusion. Jackson, as cited by Dahl (n.d. p.3), was specific that the earliest example of a piece of music being used for the advertising and promotion of a company was in 1908. Advertising holds up a mirror to our social history and catches glimpses of the value and aspiration of our culture (Dave, 1999, p.7). Consumers usually do not make brand purchase choices at the time of advertising exposure; rather, it is the