

Research topic: **Impact of Songs and Jingles Used in Advertising
on Brand and Product Awareness**

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Introduction

Music has become an important part of the marketing tool's scope. With the intensifying usage of TV and radio as the mean of communicating with the consumers, music and jingles cannot be neglected. Music can serve the overall promotional goals in one or more of several capacities. The classic "jingle" is the most common musical technique for aiding memorability and hence product recall. Some of the biggest products and companies in the world are successful not just because of customer satisfaction, but because customers like a particular jingle in an advertisement. A good jingle catches the customer's attention and makes him (or her) think twice about a product; a bad jingle might make a company famous for the wrong reasons, or dissuade people from looking at a certain brand. In our research project, we focus our attention at determining the relations between memorability of a certain product and the use of music or jingles in its advertising. We also aim at discovering the relations between different factors that have effect on the consumers' behavior in relation to songs and jingles used in TV, radio and internet commercials.

Methodology and goals

The method used in order to give answers to the research problem is a survey used in online internet field. The questionnaire was prepared using modern technology offered by the internet, namely using the web server www.surveygizmo.com which provides the possibility of creating a structured survey with the option to use images and sound files. The online survey was distributed via emails and social networks to more than one hundred respondents. The number of viable responds is 102. Audio media was used in the survey; the examples of jingles used in Slovak commercials were added to the survey form. The responses were analyzed using special statistical software – „SPSS“. The hypotheses were tested using the mentioned software. The software Microsoft Excel was used to create charts which help to visualize the results of the survey.

The tested hypotheses were as follows:

1. The usage of jingles in advertisements is more effective than the usage of slogans (the use of verbal cues).
2. Women remember jingles which promoted products or brands aimed mainly at women better than men.
3. Men remember better jingles which promoted products or brands aimed mainly at men better than women.
4. There is a relation between consumer's preference in music and their capacity of recognizing jingles.

Moreover, answers to the following questions were sought:

5. What is the top of mind jingle?
6. Do consumers consider jingles effective? And why?
7. Do some of the respondents actually remember names of products or brand by remembering the jingle that promoted them?
8. What were the most successful slogans?
9. What were the least successful slogans?
10. What were the most successful jingles?
11. What were the least successful jingles?
12. What slogans caused the most confusion? (Meaning they were often identified as other brands or products.)
13. What jingles caused the most confusion? (Meaning they were often identified as other brands or products.)

Results

Upon evaluating the answers from all of the 102 respondents, the following can be concluded:

From the 102 respondents, 53 were female and 49 were male.

1. The usage of jingles in advertisements is more effective than the usage of slogans (the use of verbal cues).

All fifteen of the verbal cues (slogans) were identified correctly 838 times, as opposed to the 785 times when jingles were identified correctly. Slogans were not identified at all in 481 cases and jingles in 634 cases. This shows that slogans can be more effective than jingles.

There were cases when the respondent identified at least the product category correctly, meaning for example he or she guessed the slogan or jingle is promoting Volvo when it was promoting BMW. This kind of confusion occurred 211 times with the slogans and 111 with jingles.

2. Women remember jingles which promoted products or brands aimed mainly at women better than men.

There were three jingles that promote product rather for women than men included in the survey – C&A (clothes retailer), Kinder Bueno (chocolate bar) and Garnier (cosmetics). The C&A jingle was one of the overall least successful with 100% of men and 91% of women not recognizing it at all. It is of interest that 9% of women recognized the jingle and correctly assigned to C&A. This shows that although the jingle was not particularly effective, if a consumer recognized it, the consumer was a woman. When it comes to the results for Kinder Bueno, 57% of women and 29% of men recognized it correctly; only 17% of women did not recognize it at all as opposed to 47% of men. This shows that the jingle did work better with women. The Garnier results show something different, with only 9% of women recognizing it as opposed to 20% to men. This can be due to the fact, that the music Garnier used in their jingle is a popular song by a young rock band, which is better known among men. This would mean that Garnier should have used a different song if it wanted to promote a product for female consumers.

3. Men remember better jingles which promoted products or brands aimed mainly at men better than women.

Among the jingles included in the survey, there were four that can be described as promoting products or brands closer to the male consumer. Those were: BMW (car manufacturer), Microsoft Windows (operating software developer), Intel (PC components manufacturer) and Nokia (mobile phone manufacturer). The results show the following: the BMW jingle appears to be of similar effectiveness by both genders, it was correctly recognized by 8% of women and by 12% of men. The Microsoft Windows jingle was very effective in both cases – it was recognized by 85% of women and 86% of men. Significant differences between the two genders can be observed when it comes to the Intel jingle – it was identified by 29% of men as opposed to 11% of women. A similar significant difference can be observed in case of the Nokia jingle – 88% of men and 64% of women recognized it.

4. There is a relation between consumer’s preference in music and their capacity of recognizing jingles.

Another topic was the music preference of the respondents, the results show that the most favorite music genres are: pop (68 respondents), rock (65 respondents), radio music (55 respondents) and Czech and Slovak production (52 respondents). The least preferred music genres were: techno (5 respondents), metal (10 respondents) and electro (22 respondents).

There is no relation between the musical genre that the respondents marked as their preferred genre and their capacity of recognizing a jingle. This is demonstrated in the following table:

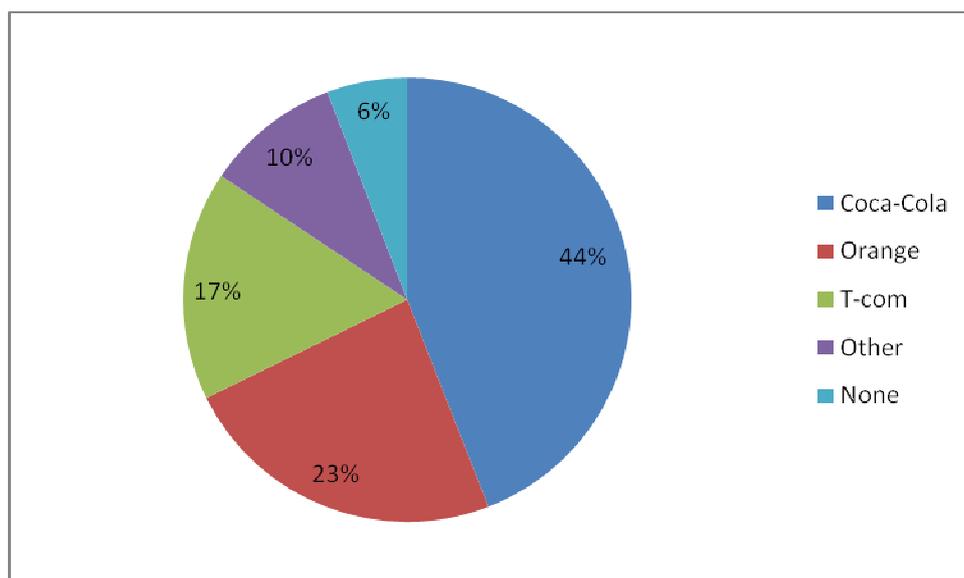
	0	1	2		SUM	0	1	2
Rock	382	539	54		975	39%	55%	6%

Metal	53	93	4		150	35%	62%	3%
Pop	385	557	78		1020	38%	55%	8%
Hip-hop	203	307	45		555	37%	55%	8%
Classical	195	283	32		510	38%	55%	6%
Radio	341	418	66		825	41%	51%	8%
Oldies	272	286	42		600	45%	48%	7%
Czech-Slovak	308	403	69		780	39%	52%	9%
Dance	247	302	51		600	41%	50%	9%
Techno	21	52	2		75	28%	69%	3%
Electro	107	200	23		330	32%	61%	7%

Explanation: 0 – means the subject did not recognize the product/brand at all, 1 – the subject recognized the product/brand exactly, 2 – the subject recognized only the product category

The ratio between the three different alternatives (0, 1, and 2) is in all the different musical genres similar – 30-40% to 50-60% to 3-9% respectively.

5. What is the top of mind jingle?

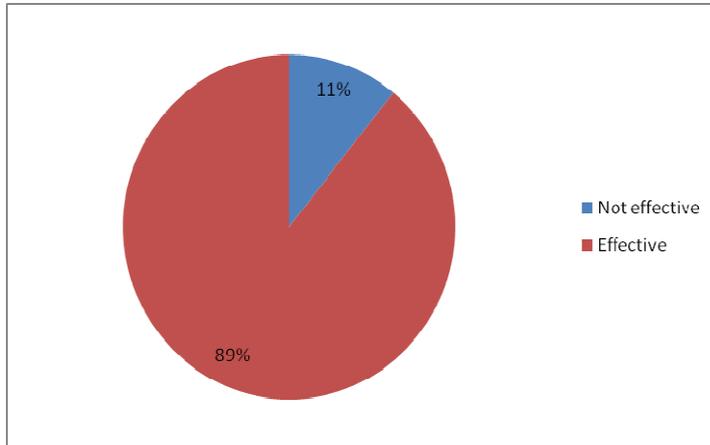


Out of the 102 responses, the most frequently mentioned top-of-mind jingles were:

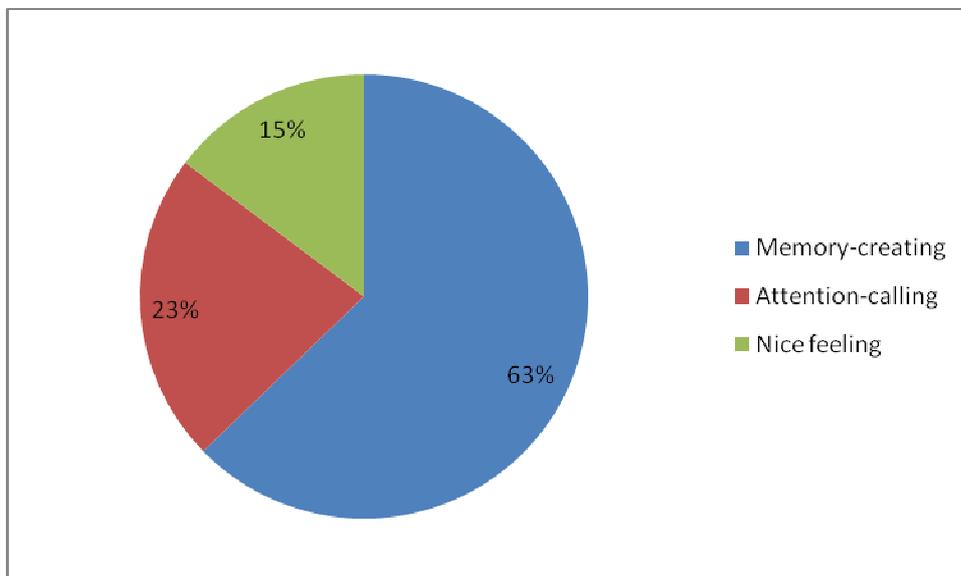
- Coca-Cola - 45 respondents
- Orange (mobile operator) - 24 respondents
- T-com (mobile operator) - 17 respondents
- Other – 10 respondents

➤ None (the respondents do not remember any single jingle) – 6 respondents

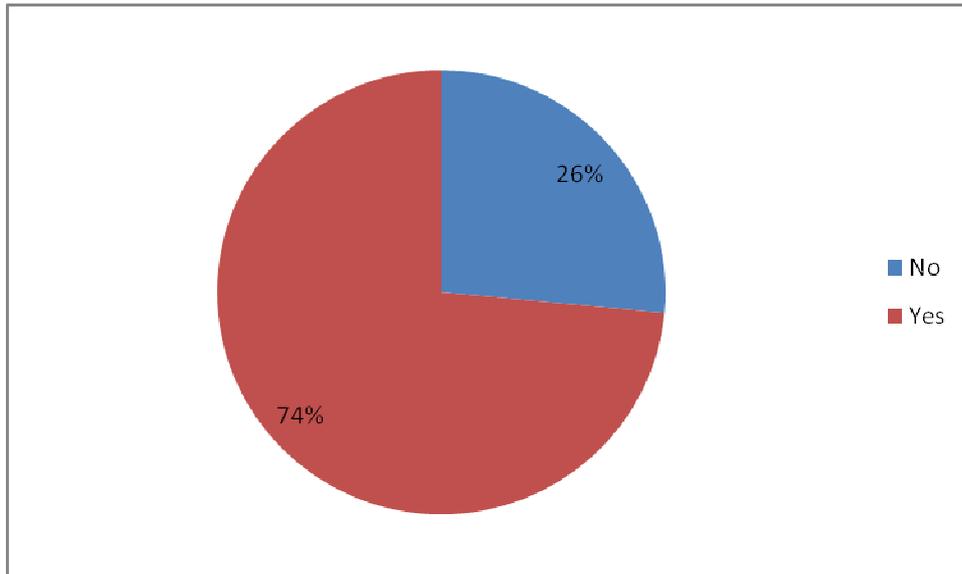
6. Do consumers consider jingles effective? And why?



89% of the respondents consider jingles effective, as opposed to 11% who regard them as not working. Out of the 89% respondents who observed the effect of the jingles – 63% attribute this to the memory creating effect, 23% to the fact that jingles attract attention and 15% think that jingles are working because they create a pleasant atmosphere and thus a “nice feeling“ when being heard.



7. Do some of the respondents actually remember names of products or brand by remembering the jingle that promoted them?



74% of the respondents reported that they were helped by a jingle when they were trying to remember the name of a certain product or brand.

8. What were the most successful slogans?

The four most successful slogans by means of times the product they promote was identified correctly were: Calgon (a water softener) – 99 times, RedBull (an energy drink) – 99 times, Kofola (a nonalcoholic beverage) -93 times and Vanish (a stains removing product) – 91 times.

9. What were the least successful slogans?

The three most unsuccessful slogans by means of times the product they promote was not identified at all were: Hellmann’s (a mayonnaise) – 6 times, Potrubia (a pipe manufacturer) – 8 times, UPS (a delivery service) – 17 times.

10. What were the most successful jingles?

The three most successful jingles by means of times the product they promote was identified correctly were: TV Markiza (a Slovak TV station) – it was identified correctly 100 times, Coca-Cola (Christmas edition) – 93 times and Microsoft Windows – 87 times.

11. What were the least successful jingles?

The three most unsuccessful jingles by means of times the product they promote was not identified at all were: C&A (clothes retail) – 5 times, BMW (car manufacturer) – 10 times, Coca Cola (normal version) – 13 times.

12. What slogans caused the most confusion? (Meaning they were often identified as other brands or products.)

The three most confusing slogans by means of times the product category was guessed right, but the exact brand or product not were: L’Oreal (cosmetics manufacturer) – it was 50 times confused with another cosmetics brand – like Avon, Oriflame, and Garnier. Also the „Tatra Banka“(Slovak bank) slogan was 44 times wrongly identified as another financial institution. UPS (delivery service) was 33 times confused with other similar services.

13. What jingles caused the most confusion? (Meaning they were often identified as other brands or products.)

The three most confusing jingles by means of times the product category was guessed right, but the exact brand or product not were: TV TA3 (Slovak TV station) – it was confused with other TV stations 26 times, Kinder Bueno (a chocolate bar) – it was confused with other sweets 26 times and Coca Cola (normal version) – 22 times it was confused with another nonalcoholic beverage brand, mainly the brand Kofola.

Conclusion

The usage of music and jingles in marketing has proven to be of importance. It helps to create the products or brands image and it also helps together with all of the other marketing tools to promote the product and to make it memorable for the consumers. However, it has to be concluded, that not all kinds of jingles are automatically leading to better memorability of the product. It is advisable combining jingles with slogans as this leads to even higher probability of remembering the product or brand that is being promoted. The study showed that there is a tendency of women being more sensitive to jingles associated with products or brands designed for women and the same is true for men and jingles promoting “men” products or brands. The preference of a certain type of music does not show to have an impact on the capacity of identifying jingles nor slogans.

Annex

1. Online survey questionnaire template
2. Output from the SPSS statistical software:
 - 2.1 Frequency tables for slogans
 - 2.2 Frequency tables for jingles
 - 2.3 Frequency tables for preferred music genre
 - 2.4 Cross tabulations gender vs. jingles

1. Impact of Songs and Jingles Used in Advertising on Brand and Product Awareness

Dear respondent,

We would like to kindly ask you to fill out the following anonymous questionnaire that deals with the Impact of Songs and Jingles Used in Advertising on Brand and Product Awareness. The questionnaire will take at most 15 minutes of your time.

There are sound tracks used in the questionnaire, so it is essential that you turn on your speakers.

The results will be used in Master's thesis at the Faculty of Commerce at the University of Economics in Bratislava.

*The questions marked * are obligatory.*

Relationship to music

What is your relationship to music? *

- Positive – in my free time I listen to music
 - Rather positive - music does not bother me, but I do not listen to it in my free time
 - Neutral – it does not matter to me whether I am exposed to music, or not
 - Rather negative – I do not like music but it does not bother me
 - Negative – music bothers me
-

Preferences in music

What genres of music do you like? (It is possible to select multiple answers) *

- Rock
- Metal
- Pop
- Hip-Hop
- Classical
- I listen to the radio

- Oldies
 - Czech and Slovak production
 - Dance
 - Techno
 - Electric
-

Top of mind jingle

Which products or brands that have been promoted using jingles, songs and music will come spontaneously to your mind?

Do you consider the use of jingles and songs in advertising effective? *

- Yes
- No

Why?*

Has a memory of a jingle ever helped you with remembering the name of a product or a company? *

- Yes
 - No
-

Verbal Cue Test

Could you complete the missing parts of the following slogans?

Dlhý život pre Vašu práčku...

Text missing: _____

Brand or company: _____

Ak ju miluješ, nie je ...

Text missing: _____

Brand or company: _____

Farebný svet v ...

Text missing: _____

Brand or company: _____

Oži v ...

Text missing: _____

Brand or company: _____

Najlepší idú ...

Text missing: _____

Brand or company: _____

Považujte za ...

Text missing: _____

Brand or company: _____

Pretože Vy za to ...

Text missing: _____

Brand or company: _____

Imidž je nanič. Počúvaj ...

Text missing: _____

Brand or company: _____

Možno sa taká narodila, možno ...

Text missing: _____

Brand or company: _____

Niektoré veci sa nedajú kúpiť, na všetko ostatné ...

Text missing: _____

Brand or company: _____

... Vám dáva krííídla!

Text missing: _____

Brand or company: _____

... - Škvŕn a špiny sa zbavíš.

Text missing: _____

Brand or company: _____

... – Aby Vám nič nevytieklo.

Text missing: _____

Brand or company: _____

... – Keď musíš, tak musíš.

Text missing: _____

Brand or company: _____

... – Jednoducho to najlepšie.

Text missing: _____

Brand or company: _____

Audio test 1

After listening to the jingle, please try to type in the box below the player, what brand, product or company the jingle promotes. If you cannot remember or do not know, leave the box blank.

How many times have you had to replay the audio clip until you recognized the company or the brand which it promoted?

- once
 - twice
 - three times or more
 - I did not recognize it
-

Answer no. 1

TV Markíza - úvodná zvučka televíznych novín



Audio test 2

After listening to the jingle, please try to type in the box below the player, what brand, product or company the jingle promotes. If you cannot remember or do not know, leave the box blank.

How many times have you had to replay the audio clip until you recognized the company or the brand which it promoted?

- once
 - twice
 - three times or more
 - I did not recognize it
-

Answer no. 2

Coca-Cola



Audio test 3

After listening to the jingle, please try to type in the box below the player, what brand, product or company the jingle promotes. If you cannot remember or do not know, leave the box blank.

How many times have you had to replay the audio clip until you recognized the company or the brand which it promoted?

- once
 - twice
 - three times or more
 - I did not recognize it
-

Answer no. 3

BMW



Audio test 4

After listening to the jingle, please try to type in the box below the player, what brand, product or company the jingle promotes. If you cannot remember or do not know, leave the box blank.

How many times have you had to replay the audio clip until you recognized the company or the brand which it promoted?

- once
 - twice
 - three times or more
 - I did not recognize it
-

Answer no. 4

The Simpsons



Audio test 5

After listening to the jingle, please try to type in the box below the player, what brand, product or company the jingle promotes. If you cannot remember or do not know, leave the box blank.

How many times have you had to replay the audio clip until you recognized the company or the brand which it promoted?

- once
 - twice
 - three times or more
 - I did not recognize it
-

Answer no. 5

McDonald's



Audio test 6

After listening to the jingle, please try to type in the box below the player, what brand, product or company the jingle promotes. If you cannot remember or do not know, leave the box blank.

How many times have you had to replay the audio clip until you recognized the company or the brand which it promoted?

- once
 - twice
 - three times or more
 - I did not recognize it
-

Answer no. 6

Coca-Cola



Audio test 7

After listening to the jingle, please try to type in the box below the player, what brand, product or company the jingle promotes. If you cannot remember or do not know, leave the box blank.

How many times have you had to replay the audio clip until you recognized the company or the brand which it promoted?

- once
- twice
- three times or more
- I did not recognize it

Answer no. 7

TV TA3 - Téma Dňa



Audio test 8

After listening to the jingle, please try to type in the box below the player, what brand, product or company the jingle promotes. If you cannot remember or do not know, leave the box blank.

How many times have you had to replay the audio clip until you recognized the company or the brand which it promoted?

- once
 - twice
 - three times or more
 - I did not recognize it
-

Answer no. 8

C&A



Audio test 9

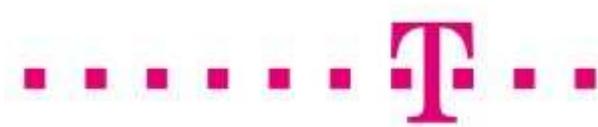
After listening to the jingle, please try to type in the box below the player, what brand, product or company the jingle promotes. If you cannot remember or do not know, leave the box blank.

How many times have you had to replay the audio clip until you recognized the company or the brand which it promoted?

- once
 - twice
 - three times or more
 - I did not recognize it
-

Answer no. 9

T-com (T-mobile)



Audio test 10

After listening to the jingle, please try to type in the box below the player, what brand, product or company the jingle promotes. If you cannot remember or do not know, leave the box blank.

How many times have you had to replay the audio clip until you recognized the company or the brand which it promoted?

- once
- twice
- three times or more
- I did not recognize it

Answer no. 10

James Bond

007

Audio test 11

After listening to the jingle, please try to type in the box below the player, what brand, product or company the jingle promotes. If you cannot remember or do not know, leave the box blank.

How many times have you had to replay the audio clip until you recognized the company or the brand which it promoted?

- once
 - twice
 - three times or more
 - I did not recognize it
-

Answer no. 11

Kinder Bueno



Audio test 12

After listening to the jingle, please try to type in the box below the player, what brand, product or company the jingle promotes. If you cannot remember or do not know, leave the box blank.

How many times have you had to replay the audio clip until you recognized the company or the brand which it promoted?

- once
 - twice
 - three times or more
 - I did not recognize it
-

Answer no. 12

Microsoft Windows



Audio test 13

After listening to the jingle, please try to type in the box below the player, what brand, product or company the jingle promotes. If you cannot remember or do not know, leave the box blank.

How many times have you had to replay the audio clip until you recognized the company or the brand which it promoted?

- once
 - twice
 - three times or more
 - I did not recognize it
-

Answer no. 13

Intel



Audio test 14

After listening to the jingle, please try to type in the box below the player, what brand, product or company the jingle promotes. If you cannot remember or do not know, leave the box blank.

How many times have you had to replay the audio clip until you recognized the company or the brand which it promoted?

- once
- twice
- three times or more

I did not recognize it

Answer no. 14

Garnier



Audio test 15

After listening to the jingle, please try to type in the box below the player, what brand, product or company the jingle promotes. If you cannot remember or do not know, leave the box blank.

How many times have you had to replay the audio clip until you recognized the company or the brand which it promoted?

- once
 - twice
 - three times or more
 - I did not recognize it
-

Answer no. 15

NOKIA



What is your age?* _____

Your gender:*

- Female

() Male

Thank you for your time!

Your answers are very important to us!

2.1 Slogans

Frequency Tables

Calgon

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	3	2,9	2,9	2,9
1	99	97,1	97,1	100,0
Total	102	100,0	100,0	

Kofola

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	4	3,9	3,9	3,9
1	93	91,2	91,2	95,1
2	5	4,9	4,9	100,0
Total	102	100,0	100,0	

Lentilky

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	58	56,9	56,9	56,9
	1	33	32,4	32,4	89,2
	2	11	10,8	10,8	100,0
	Total	102	100,0	100,0	

Kcero

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	4	3,9	3,9	3,9
	1	80	78,4	78,4	82,4
	2	18	17,6	17,6	100,0
	Total	102	100,0	100,0	

Tatra Banka

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	8	7,8	7,8	7,8
	1	50	49,0	49,0	56,9
	2	44	43,1	43,1	100,0

Tatra Banka

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	8	7,8	7,8	7,8
1	50	49,0	49,0	56,9
2	44	43,1	43,1	100,0
Total	102	100,0	100,0	

UPS

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	52	51,0	51,0	51,0
1	17	16,7	16,7	67,6
2	33	32,4	32,4	100,0
Total	102	100,0	100,0	

L'oreal

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	5	4,9	4,9	4,9
1	47	46,1	46,1	51,0

2	50	49,0	49,0	100,0
Total	102	100,0	100,0	

Sprite

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	19	18,6	18,6	18,6
1	56	54,9	54,9	73,5
2	27	26,5	26,5	100,0
Total	102	100,0	100,0	

Maybelinne

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	27	26,5	26,5	26,5
1	75	73,5	73,5	100,0
Total	102	100,0	100,0	

Mastercard

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	52	51,0	51,0	51,0
	1	48	47,1	47,1	98,0
	2	2	2,0	2,0	100,0
	Total	102	100,0	100,0	

Redbull

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	2	2,0	2,0	2,0
	1	99	97,1	97,1	99,0
	2	1	1,0	1,0	100,0
	Total	102	100,0	100,0	

Vanish

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	10	9,8	9,8	9,8
	1	91	89,2	89,2	99,0
	2	1	1,0	1,0	100,0

Vanish

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	10	9,8	9,8	9,8
	1	91	89,2	89,2	99,0
	2	1	1,0	1,0	100,0
	Total	102	100,0	100,0	

Potrubia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	94	92,2	92,2	92,2
	1	8	7,8	7,8	100,0
	Total	102	100,0	100,0	

Fidorka

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	52	51,0	51,0	51,0
	1	36	35,3	35,3	86,3
	2	14	13,7	13,7	100,0

Fidorka

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	52	51,0	51,0	51,0
	1	36	35,3	35,3	86,3
	2	14	13,7	13,7	100,0
	Total	102	100,0	100,0	

Hellman's

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	91	89,2	89,2	89,2
	1	6	5,9	5,9	95,1
	2	5	4,9	4,9	100,0
	Total	102	100,0	100,0	

2.2 Jingles

Frequency Tables

Tv Markiza

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1	1,0	1,0	1,0
	1	100	98,0	98,0	99,0
	2	1	1,0	1,0	100,0
	Total	102	100,0	100,0	

Cola – xmas edition

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	7	6,9	6,9	6,9
	1	93	91,2	91,2	98,0
	2	2	2,0	2,0	100,0
	Total	102	100,0	100,0	

BMW

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	86	84,3	84,3	84,3
	1	10	9,8	9,8	94,1
	2	6	5,9	5,9	100,0
	Total	102	100,0	100,0	

Simpsons

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	21	20,6	20,6	20,6
	1	77	75,5	75,5	96,1
	2	4	3,9	3,9	100,0
	Total	102	100,0	100,0	

McDonald

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	21	20,6	20,6	20,6
	1	81	79,4	79,4	100,0
	Total	102	100,0	100,0	

Cola –normal edition

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	67	65,7	65,7	65,7
	1	13	12,7	12,7	78,4
	2	22	21,6	21,6	100,0
	Total	102	100,0	100,0	

TV TA3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	47	46,1	46,1	46,1
	1	29	28,4	28,4	74,5
	2	26	25,5	25,5	100,0
	Total	102	100,0	100,0	

C&A

		Frequency	Percent	Valid Percent	Cumulative Percent
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C&A

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	102	100,0	100,0	100,0

T-com

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	32	31,4	31,4	31,4
1	70	68,6	68,6	100,0
Total	102	100,0	100,0	

James Bond

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	30	29,4	29,4	29,4
1	69	67,6	67,6	97,1
2	3	2,9	2,9	100,0
Total	102	100,0	100,0	

Kinder Bueno

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	32	31,4	31,4	31,4
	1	44	43,1	43,1	74,5
	2	26	25,5	25,5	100,0
	Total	102	100,0	100,0	

MS Windows

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	11	10,8	10,8	10,8
	1	87	85,3	85,3	96,1
	2	4	3,9	3,9	100,0
	Total	102	100,0	100,0	

Intel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	68	66,7	66,7	66,7
	1	20	19,6	19,6	86,3

2	14	13,7	13,7	100,0
Total	102	100,0	100,0	

Garnier

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	87	85,3	85,3	85,3
1	15	14,7	14,7	100,0
Total	102	100,0	100,0	

Nokia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	22	21,6	21,6	21,6
1	77	75,5	75,5	97,1
2	3	2,9	2,9	100,0
Total	102	100,0	100,0	

2.3 Music preference

Frequency Table

Rock

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	37	36,3	36,3	36,3
1	65	63,7	63,7	100,0
Total	102	100,0	100,0	

Metal

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	92	90,2	90,2	90,2
1	10	9,8	9,8	100,0
Total	102	100,0	100,0	

Pop

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	34	33,3	33,3	33,3
	1	68	66,7	66,7	100,0
	Total	102	100,0	100,0	

Hip Hop

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	65	63,7	63,7	63,7
	1	37	36,3	36,3	100,0
	Total	102	100,0	100,0	

Classical Music

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	68	66,7	66,7	66,7
	1	34	33,3	33,3	100,0
	Total	102	100,0	100,0	

Radio

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	47	46,1	46,1	46,1
1	55	53,9	53,9	100,0
Total	102	100,0	100,0	

Oldies

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	62	60,8	60,8	60,8
1	40	39,2	39,2	100,0
Total	102	100,0	100,0	

Czech and Slovak production

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	50	49,0	49,0	49,0
1	52	51,0	51,0	100,0
Total	102	100,0	100,0	

Dance

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	62	60,8	60,8	60,8
1	40	39,2	39,2	100,0
Total	102	100,0	100,0	

Techno

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	97	95,1	95,1	95,1
1	5	4,9	4,9	100,0
Total	102	100,0	100,0	

Elektro

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	80	78,4	78,4	78,4
1	22	21,6	21,6	100,0
Total	102	100,0	100,0	

2.4 Gender vs. jingles

Crosstabulations

gender * BMW Crosstabulation

Count

		BMW			Total
		0	1	2	
gender	0	45	4	4	53
	1	41	6	2	49
Total		86	10	6	102

gender * MS Windows Crosstabulation

Count

		MS Windows			Total
		0	1	2	
gender	0	6	45	2	53
	1	5	42	2	49
Total		11	87	4	102

gender * Intel Crosstabulation

Count

		Intel			Total
		0	1	2	
gender	0	43	6	4	53
	1	25	14	10	49
Total		68	20	14	102

gender * Nokia Crosstabulation

Count

		Nokia			Total
		0	1	2	

gender	0	17	34	2	53
	1	5	43	1	49
Total		22	77	3	102

gender * C&A Crosstabulation

Count

		C&A		Total
		0	1	
gender	0	48	5	53
	1	49	0	49
Total		97	5	102

gender * Kinder Bueno Crosstabulation

Count

		Kinder Bueno			Total
		0	1	2	
gender	0	9	30	14	53
	1	23	14	12	49
Total		32	44	26	102

gender * Garnier Crosstabulation

Count

		Garnier		Total
		0	1	
gender	0	48	5	53
	1	39	10	49
Total		87	15	102