CHAPTER 1

This chapter describes the research background to provide a base of understanding upon the analysis of Shopee's advertisements that utilize jingles as a form of communicating their advertisement message. The problem statement and research questions will also be included in this chapter as well as the scope, aim, benefit and the structure of this thesis paper.

1.1 Background

This research is going to discuss the effects of musical congruity in e-commerce advertising in Indonesia. The study is going to focus on one particular e-commerce called Shopee that has been prominent in their presence as well as their utilization of musical congruity in their advertisements. Considering that this research is a replication study, there will be a lot of similarities in terms of the theoretical framework and the independent variables of the study. In other words, there will be four musical congruity groups that are readopted in this study, these musical congruity groups will determine the types and characteristics of the advertisements that Shopee utilize to capture the attention of the listeners. The previous research has analyzed four different types of musical congruity based advertisements in terms of restaurant advertising, this is where the differences of this journal will be when compared to the previous study.

The rise of E-commerce platforms in Indonesia has been undeniably visible and vivid through the eyes of the public. With the amount of current users reaching up to 158 million users, and the total revenue across all product categories reaching up to US$38 billion and expected to reach US$56 billion in 2025 (Monks, 2021). There is also a shift or change that affects the rise of E-commerce platforms in Indonesia, one aspect is the "mobile-first" market. In other words, almost three quarters of online shoppers in Indonesia shop through their mobile devices. (McKinsey, 2018).
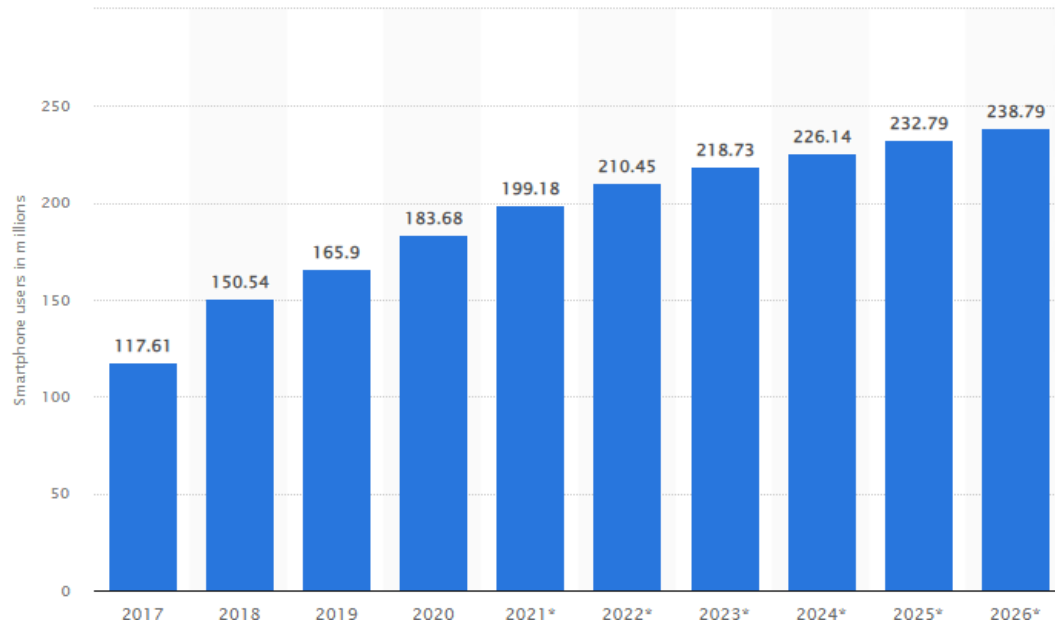
Figure 1.1
Indonesian Smartphone User chart
Source: statista

This chart shows the steadily increasing rate of smartphone users back in Indonesia at the year of 2017 and its projection to 2026. As seen on the chart above, there are approximately 199.2 million smartphone users in Indonesia, with projections of future users that may reach up to 238.79 million users in 2026. Indonesia is the fourth largest smartphone market in the world following up from China, India and the United States (Statista, 2022). There are many aspects of what makes Indonesia a strong market in the digital industry. One aspect is how young tech savvy consumers are hopping in the market. Indonesia marks up to the fourth largest Facebook user in 2017, holds one of the biggest populations in Instagram and makes them the largest Instagram Story producer in the world (McKinsey, 2018).

With the relevance of E-commerce users and a digitizing social lifestyle, Indonesia has then created not only a market but also a segmentation of the platforms that are used to facilitate different types of purchases. For example, the figure below shows a division of two major categories, which are E-tailing and Social Commerce users. E-tailing is defined as platforms that facilitate transactions, including payments and delivery, via a common online marketplace while Social Commerce is the activity of buying and selling goods through social media platforms (McKinsey, 2018). These two platforms have been estimated to accumulate to up to 55 to 65 billion USD in the year of 2022.

Figure 1.2 Indonesian e-commerce population
Source: mckinsey.com

Another consumer behavior changing event was the 2020 CoVid-19 lockdown . Where Indonesia's consumption through E-commerce platforms hit an all time high. The growth in 2020 created 20% of the total retail sales, this number is substantially huge when compared to the retailing market in Indonesia as this number exceeds other countries such as the US, France, Denmark, Norway, Sweden, and Spain (Pratama,2021). Marketplaces like Tokopedia and Shopee still hold the major market, exceeding their competitors such as Lazada,Bli Bli, Bukalapak etc.

Exhibit 3

Accounting for social commerce, the total online commerce market will rise to $55 billion–$65 billion by 2022.

Online commerce projections, GMV,[1] $ billion

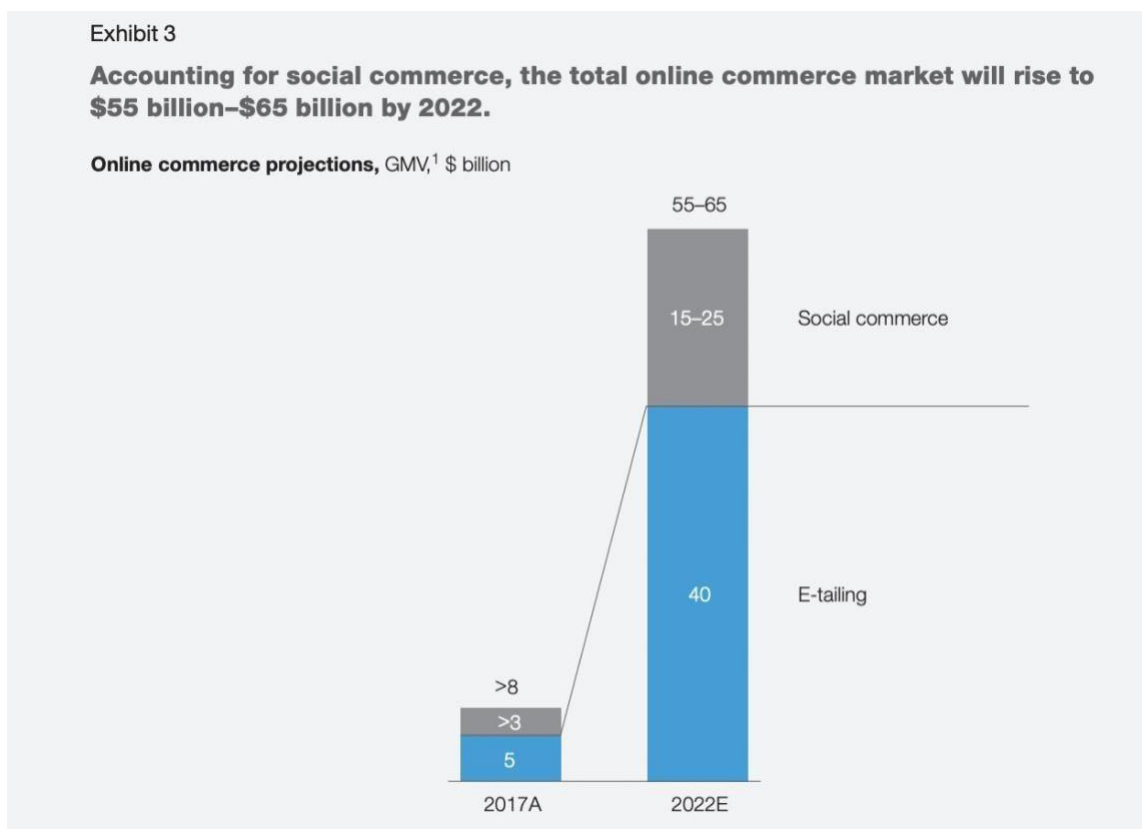|	2017A	2022E
Total	>8	55–65
Social commerce	>3	15–25
E-tailing	5	40

Figure 1.3 Indonesian online commerce projections

Source: mckinsey.com

The presence of E-commerce also has a complementary effect on Indonesia's growing middle class. According to the Worldbank, "over the past 50 years, Indonesia has sustained an average annual growth rate of 5.6 percent in GDP, with strong economic growth and substantial decreases in extreme poverty, which as a result enabled the country to achieve a middle-income status (Katrina & Benedict, 2018). 45% of Indonesians are no longer vulnerable to poverty and household consumption rose 5.5% in 2018, up from 4.9% in 2017. This is reflected in what We Are Social and Hootsuite reported in 2019 – Indonesians spent 23 per cent more on online consumer goods in 2018 compared to 2017 (Katrina & Benedict, 2018). This is also backed up with supportive government policies.

Policies such as the construction of the "Palapa Ring" in 2019, a high priority infrastructure that increases broadband connections in Indonesia. The 2016's foreign direct investment policy, that if investments exceed 100 billion Rupiah in online marketplaces, the foreign direct investment policy would be 100 percent open for such investments . The implementation of e-procurements in the Government Procurement of Goods and Services Agency. Several revamps towards government agencies to support the growth of the digital economy and a roadmap development for online commerce services in 2017 (McKinsey, 2018).

The utilization of music through advertisements has also been a "bread and butter effect". In other words, the sole purpose of advertisements is to deliver a clear concise message about a product or service. To achieve that, there are multiple elements that are visible and crucial to help assist the delivery of the advertisement message. Music is used by advertisers to attract potential consumers to enhance and help create attention that the brand has a positive image (Bruner, 1990). This reflects a lot to the effectiveness of music as a tool to help deliver the message, studies of the utilization of background music through advertisements suggest that the adoption of music in an advertisement will help magnify the advertisement (Stout et al., 1990). This is also backed up by Hahn and Hwang's statement where a greater level of audience attention may lead to positive feelings, create enhancements towards the evaluations of a product and help facilitate message acceptance (Hahn and Hwang, 1999). The positive feeling may also create an impact towards the consumer's purchase intent. They also stated that music is an important background feature that is utilized in multiple media such as television and radio with the aim of creating effectiveness and efficiency through the enhancements of the advertisements. (Hahn and Hwang, 1999).

Musical usage in advertising also has created buzz and influence around the industry. There are many examples of musical utilization in advertisements. Lady Gaga, for example, generated 108 million pounds from her one millionth stream in Spotify in 2009 (Brown, 2010). There are many cases where musicians are portrayed as the protagonist in a music equipped advertisement, this can be beneficial for both ends as the product may also be promoted or endorsed to the musicians which may create brand image and personality (Stevens, 2011).

One of the clearest aspects of why music is constantly used to promote an advertisement is its effect on memory. As mentioned by a research done by Snyder. In the perception of advertising, music is considered as one of the memory stimulating factors that may play a part in terms of the memorization of an advertisement (Snyder, 2000). This is also backed up by a statement from Huron in which he mentions that one of the biggest contributions that music can impact an advertisement is through the power of its memorability (Huron, 1989). The impact of music in advertising has not only been utilized to create buzz as mentioned before, but the elements of music are proven to be beneficial for an advertisement to be easily memorized. Another correlation of music in the advertising agenda is the assistance that it gives towards the branding process of a brand. It may assist in the terms of making a difference from one brand to another, this is seen through how Coca Cola, McDonalds and other big ventures have their own jingles when it comes to their advertisements. This is explainable as 96% of brands that may have their own certain type of music are much more easier for consumers to distinguish (North et al, 2004).

Shopee's Presence in Indonesia

As mentioned before, the presence of e-commerce platforms has dominantly impacted the Indonesian market, as both infrastructure wise and the digitalization era is starting to become more and more visible. Familiar names such as Tokopedia, Shopee, Blibli, Bukalapak, Bhinneka have proved its presence in the eyes of the public both nationally and internationally. This is reflected through SEA's GMV or Gross Merchandise Value that is expected to reach up to $82 billion dollars by 2025 (Surur, 2021). Indonesia has also a visible impact from the e-commerce sector as from the previous three years, Indonesia has experienced a competitive landscape in their e-commerce industry (Surur, 2021). Tokopedia, for example, holds the top position as an e-commerce platform that has the most monthly visitors of 132 million visitors in the period of June until January of 2021. This is followed by Shopee with 116 million and Bukalapak with 28.9 million visitors in that time span (Surur, 2021).

One of the most undeniably superior e-commerce companies in Indonesia and the runner up of the data above is a platform called Shopee. This platform is one of the most interesting platforms as it is not based in Indonesia, however its expansion and domination in South East Asia made the platform the number one most visited platform in the South East Asian market (Mulia, 2022). Shopee was first established in 2015 by Chris Feng an entrepreneur from Singapore and in 7 Asian countries. However, their first establishment in Indonesia was during December of 2015 (Ginee, 2021). When Shopee first started in Singapore, they were first focused upon a platform that facilitates as a marketplace for C2C (Consumer to Consumer) business. This later on changed as soon as they launched their Shopee Mall in 2017, where they facilitate big brands to officially sell through their platform making them a B2C (Business to Consumer) company as well (Suhendra & Kristandi, 2020). As mentioned in the paragraph above, Shopee stands as the second most used site in Indonesia. Although it dominated before 2020, Shopee dropped to second place but still retains up to 124.40 million monthly website visits (Surur, 2021). Despite going down to the second place, the traffic of Shopee is still growing day by day, monthly visitors may reach up to 73.91% year by year (Surur, 2021).

Figure 1.4 Indonesia top downloaded shopping apps

Source:mobileaddiction.com

One aspect that creates the rise of Shopee is their usability and features. Shopee is a "marketplace for all" (Sofian, 2021). The utilization of both their C2C business and B2B business is what makes the platform a substantial and huge marketplace, as it is far reaching for both different types of sales. One that is from consumers to one another such as platforms like Ebay or an online marketplace that facilitates businesses to sell their products through an online platform such as Amazon. Shopee also utilizes multiple value chains that makes them one of the most dominant in the market (Sofian, 2021):

- The marketplace
- Aggressive marketing campaigns
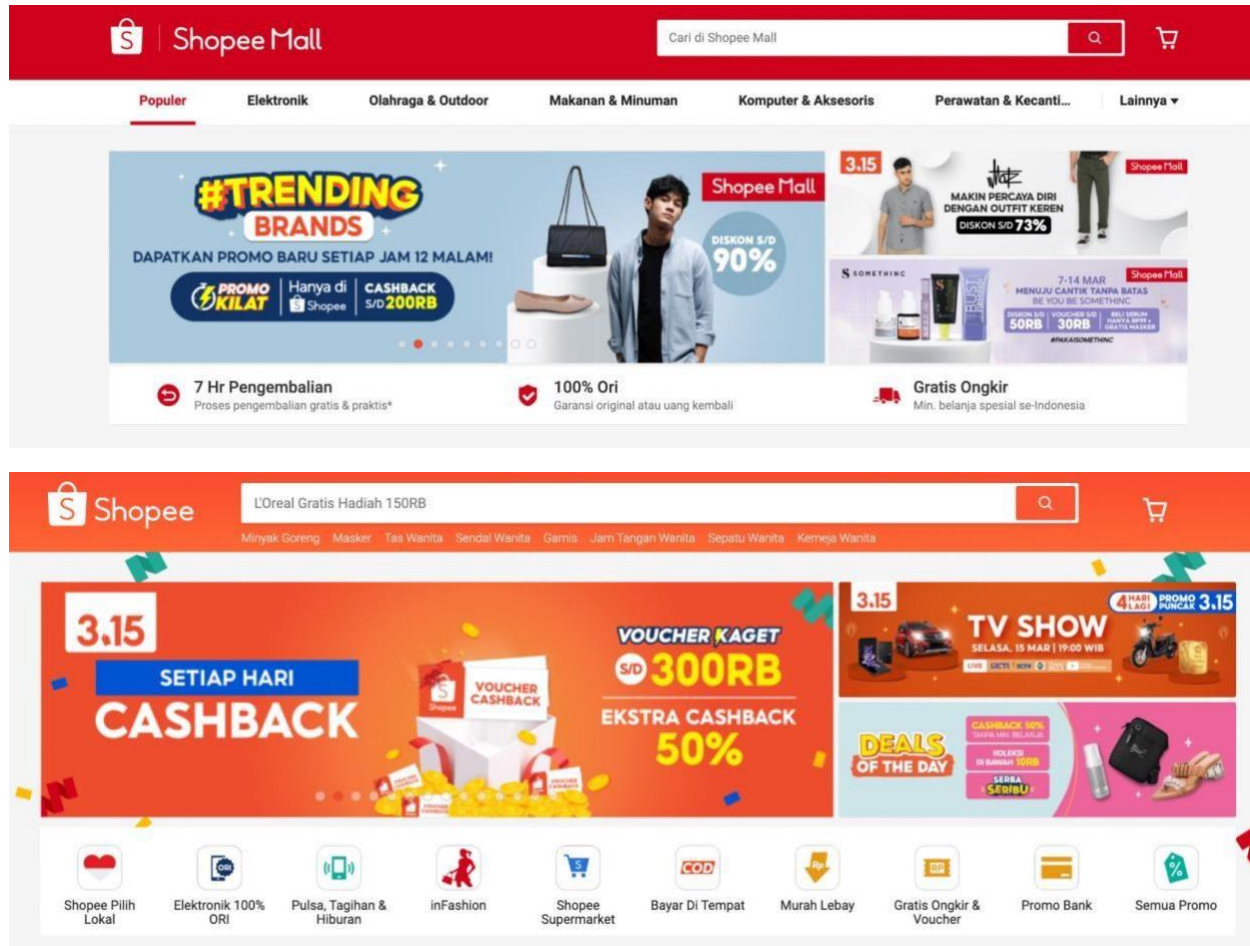- E-wallet Offerings
- Seamless logistics

Figure 1.5 Shopee Website and Shopee Mall

Source:shopee.com

With the capacity and usability that Shopee is providing, the platform is also a big foundation for the Indonesian economy. One event that could reflect this was the pandemic, where a lot of micro businesses shut down due to limited capacity while the cost of their operations were still being accounted for. This is when such businesses move to Shopee to create their digital presence and create online sales (Sofian, 2021). If being counted these micro businesses who flock to Shopee would create a major amount of traffic as 99% of Indonesian businesses are categorized as small to medium enterprises (Sofian, 2021).

Shopee Advertising in Indonesia

With the fast growing digital industry, the competitive E-commerce industry competes from one another to advertise their usability and features as well as promotions. One tool that has been repetitively used is social media. Many companies in Indonesia will utilize social media as a tool to interact with their consumers (Permatasari & Kuswadi, 2017). Social Media can affect the purchase decisions and attitudes among their consumption patterns (Permatasari & Kuswadi, 2017). Shopee's usability and overall presence did not come without a cost. To build the presence and accountability, Shopee had to market and advertise their platform in an already competitive market. This area of competition is very tight and a head to head battle with Shopee's competitors such as Tokopedia, Lazada and Bli Bli who also utilize social media and other digital platforms to "spread their word".

One of the most repetitive but yet effective ways of advertising and traffic gaining strategies that Shopee use is their 9.9, 10.10, 11.11 promotional events. It is during these dates where Shopee would create a huge promotional sale to attract users to shop through their marketplace. During 2020's Shopee 11.11 Sale, the platform reached up to 200 million items sold during that single day (EcommEye, 2021). Shopee also utilizes their platform to run live streams called "Shoppertainment", this feature is composed of live streams that are hosted by local influencers, online give-aways through in app interactive games and also a chance for viewers to ask about the products that are being highlighted. This made a rise in the traffic of the website, Singapore had a rise of 40% of time spent in app and Indonesia also reached up to 30 million viewing hours (EcommEye, 2021).

Out of the promotional events that Shopee runs with price cut-offs to gain traction, Shopee also has to utilize that such events are given the proper treatment to gain attention. This is when their "in-house" marketing plays a role as it is important as such events have to be discoverable by the public, and that the event would "create buzz" before and when the event would run. To achieve this, Shopee utilizes their collection and selected public relations to run such events, this consists of KOLs , celebrities, endorsers (Boxme,2020). They also target the market with local influencers

who are very noticeable by the eyes of the public. This is also packaged with their distribution of the ads that those influencers take part in, through "out of home" advertisements such as billboards, posters on public areas and transportation (Boxme, 2020).

With the combination of both promotional events and the proper distribution of ads that is already utilized by Shopee, one question that lies unanswered is what are the types of ads that Shopee uses to make sure it remains memorable and recallable. If we take a closer analysis to Shopee's most famous ads there are multiple elements that they use to make sure such ads remain memorable and recallable. Some of Shopee's ads are known to go viral because the advertisement message itself is delivered in such unique ways. Examples of Shopee's most viral advertisements would be Cristiano Ronaldo's Super Shopee sale "Baby Shark" ad, "BlackPink's Shopee DDU DU DDU DU ad" or the newest ad released from Shopee that features Tukul's Shopee COD dance. These ads are a combination of the featured celebrity performing over a background jingle or music that is "remixed" to deliver the message.

1.2 Exploratory Study

To get a better understanding upon the effects of music towards today's society, the researcher conducted an exploratory study to find out whether such impacts and effects truly are valid upon the basis of advertising in today's environments. A qualitative approach was implemented to this exploratory study to find out the results of the study. The interview that was conducted online and was delivered to 7 respondents, the age and demographics of the respondents are from 18 to 21. The reason why this age group was selected is because the researcher needs to ensure that those taking the preliminary survey are individuals who are aware of the presence of such ads.

Question 1:Do you shop in any e-commerce platforms?

The first question is whether the respondents shop in any sort of E-commerce platform. The main reason for this is because the researcher needs respondents who are aware of the presence of E-commerce platforms. By acknowledging that they shop in e-commerce platforms, the possibility for them to see such ads will increase, as algorithmically these types of ads will pop up to those who access those platforms more than those who do not . The result shows that six out of the seven respondents shop on e-commerce platforms. This shows that of the age group, a majority of the population shop online, this also means that the respondents acknowledge the presence of e-commerce in their daily lives.

Question 2: What is your go to e-commerce platform?

The second question is what platforms would be their "go-to" platforms, This is so that the researcher could get a better understanding of which platforms stand out the most, which are well known to the respondents as well as the gaps in between one platform to another. According to the results of the interview, the top dominant platform is Tokopedia with four respondents followed by Shopee with two respondents and finally one Gojek. We can also conclude that Shopee holds the second top ecommerce, this approves the analysis on the background of their presence in Indonesia as from the seven subjects that are interviewed, two of them finds the platform as their go-to e-commerce.

Question 3: How often do you shop through e-commerce platforms?

The third question asks about the frequency of the respondents who shop online. The goal for this is to see their purchase decisions and the application of e-commerce platforms in their daily lives. This question could also be a reflection as to how relevant are ecommerce in the lives of the population. According to the results, the interview is dominated by three types of answers . four people of the population answer "often" as to their habit of shopping online. Two respondents answer sometimes or occasionally and finally one respondent answers very often. By this we can see that the population has a frequency of shopping online. The average answer confirms that all respondents agree that they all do shop online but the differences are only the frequency of them shopping through online platforms.

Question 4: Do e-commerce event promotions attract your purchase decision?

The fourth question asks whether online promotion events attract the purchase decisions of those who shop online. By asking this, the researcher aims to see whether price changes may affect the population's purchase decision, this would be relevant as to those ads that utilize jingles are usually ads that spreads the awareness of those price promotion events. The result shows that six of the respondents answered yes and are attracted to such promotional events, while one answers no. Therefore, we can conclude that the majority of the respondents are attracted to promotional events that may alter the price towards their purchase decision.

Question 5: Are you aware that music/jingles are being used in E-commerce ads

The fifth question would be the question to ask the awareness and whether the presence of jingles proves that it is a relevant element in advertising. It also shows that the awareness of the respondents towards the element of music or jingles is valid. According to the results, 6 answers yes, while one answers no. Therefore, we can conclude that the majority of the population does recognize the presence of jingles or music that are used in advertisements to promote e-commerce today. This also shows the relevance of the applications of jingles as a tool to bring advertisement messages in a more effective and efficient manner in today's advertising world.

Question 6: Do E-commerce advertisements that utilizes music or jingles makes the advertisements more memorable?

The sixth question is the continuation of the fifth, in terms of approving that the application of jingles is a valid and useful tool to deliver advertisement messages. In this case, the researcher asks whether advertisements that utilize jingles are more memorable or easy to remember. By asking this the researcher gains an insight into whether the utilization of the elements of music that is compiled into an advertising direction works as an instrument to deliver a message through

digital platforms. According to the results, six out of seven of the respondents acknowledge that the utilization of music creates a more memorable advertisement. This confirms the utilization of the jingles as an impactful source that makes such advertisements more memorable.

Question 7: If so, what part of the advertisement makes it memorable?

On the seventh question, we can see that this category shows what makes such music more memorable than normal advertisements that do not utilize jingles as a tool to speak their advertisement message. This category also breaks down the elements of why or how the jingles that are used can play a part in the memorization of the ad. According to the results, three respondents claim that the lyrics are the winning point of making the advertisements memorable, in other words the words that are altered to fit in with the "remixed" tune is what makes the ad memorable. The second following factor that holds would be the tune or melody of the ad, this is seen as two respondents claim such elements are the playing part of making it memorable and finally two respondents also claim that the beat or pattern of the music is what makes it memorable. Through this, it can be concluded that each respondent claims different parts of a song or jingle element that makes it memorable. This could later on be proven with the fact that most of these advertisements use old jingles or tunes especially from the respondents childhood to be renewed and altered as an nostalgic but firm reminder of the ad.

Question 8: Are jingles that utilize music or jingles an effective way of delivering the message?

Finally, the final question is whether the respondents think that by utilizing jingles, the ad could be delivered in a more effective manner. This answers the question that asks whether an ad is much more easy to remember if it is fitted into music rather than simply being script based or information based. According to the results, all of the respondents claim that an ad would be much more effective if it utilizes music as its tool to deliver the message. Conclusion, from this preliminary study we can conclude that the majority of the population could agree that an ad that utilizes music as a form to communicate and deliver their message is more appealing and even more memorable. This is backed up by the fact that different respondents may even break down

the elements of using music as a form of communication, this shows that it is a valid point to further research upon.

1.3 Problem Statement

With Shopee's emergence to the market and their utilization of their advertisements, this research is conducted to find out what sort of advertisements that Shopee creates that utilizes the element of jingles to ensure that such advertisements remain memorable. When we take into account the growth of the digital industry in Indonesia or big events such as the COVID 19 lockdown that resulted in 79% of local businesses focusing on digital marketing (Eloksari, 2020), It is safe to say that this method of marketing will continue to prevail and be adopted as a base structure of business running here in Indonesia.

However, this does not mean that this method of marketing is an "open lane", many if not most businesses whether small or giant corporates, incorporate digital marketing as a way to fight and spread their brand in the digital industry. Multiple platforms are also used as a way to advertise from Youtube, a platform where in 2017, 54% of Indonesians use to find tutorial videos (Uy, 2021), WhatsApp, Instagram where in 2020 Indonesia has 62 million users and is expected to rise (NapoleonCat, 2020), Facebook where 40% of Indonesians access to look for product information (Uy, 2021) and also more rising platforms such as TikTok that are taking the public's attention. Therefore, making the "right ad" would be essential as to just simply creating an ineffective ad and spreading it in these already crowded areas of advertising.

Taking into account the rise of these new digital platforms and overall the competitive digital market that is present in Indonesia, it is important that this research may break into the elements of Shopee's digital advertising technique and focus on the audio effect of utilizing jingles in a way to communicate their advertisement message. The previous research is made as a path to finding the relationship and effects between restaurants and the type of music used to advertise

their business. This research aims to find whether an advertisement message that is "remixed" or incorporated with the tunes or melody of a certain jingle may create a more memorable and significant ad. The previous research also utilizes four variables which are Relevant/ Irrelevant and also to Expected/ Unexpected. Relevant/ Irrelevant was used as a form to see whether the music used has any relevance with the type of food they were selling. For example, it is relevant for an italian restaurant to have italian music as their background audio in their advertisements.

Expected/ Unexpected is the effect of whether the listeners expected that such music is used as an advertising tool or if it makes sense. For example, Does it make sense for an Italian restaurant to use Reggae for their background music. This research will look into the effect of the listeners and whether they expect the tunes from the jingle, considering most of the jingles used by Shopee were famous jingles from a certain time and also if they find the final ad relevant or memorable. In other words, does the jingle give out the advertisement message properly. This can be viewed from Cristiano Ronaldo's Baby Shark remix where the tune was Baby Shark but the lyrics were altered to fit the advertisement message. This will also be compared to Shopee's other way of advertising where they simply select a background music and speak over the instruments and not as a remixed song. Another aspect of the purpose of this research is to reflect the current situation where there are limited studies regarding music in advertisement that have been conducted in Indonesia, and this research will fill in the gap.

1.4 Scope

To get a better idea of what kind of ads and the elements used to push their advertisement message, this research is conducted to dig into Shopee's advertisement and analyze the effect of "jingles"or the music used on the advertisement. The aim of conducting this research is to see the impact and the effectiveness of Shopee's ads that are utilizing music as a way to deliver an ad message. This research will use online questionnaires as a way to survey the market. The market itself will be fully Indonesians as to where this research is being conducted. The validity and accountability of this research is based on the fact that the survey will be filled with individuals

who are active on their social media platforms, individuals who are active on digital platforms and also avid online shoppers who shop in Shopee or other E-commerce platforms. By filtering this out, most of the survey takers will be in the age range of 15-25 or Millenials and Gen Zs (individuals who are born in 1981 to 2012) (Kasasa, 2021). This research will also only focus on Shopee advertisements that are advertised in Indonesia, therefore similar ads that are also from Shopee that contain similar ad messages or even the same features of the ad but are in a different language or distributed to different regions are not taken into this research.

The reason for this research to be conducted in Indonesia and also through the selected age range is because the population of such individuals is the most reachable and accessible to where and how this research will be conducted, the population also makes up a major amount of number as GenZ's make up to 27% of the indonesian population and Millenials make up to 25% (BPS, 2020) .

1.5 Aims and Benefits

This research is intended to examine advertisements from Shopee and their jingle element as a way to advertise and deliver their advertising message. It will show whether utilizing jingles as a way to advertise is a new form of effective communication in today's advertising conditions, with hopes that if it proves its effectiveness, jingles can be utilized to further push and be implemented on advertisements.

In a more specific perspective the aim of this research is to:
- Analyze the impacts of advertising with jingles in today's society.
- Analyze the elements of what makes a good advertisement through the utilization of jingles

This research will be beneficial to the following categories of people:

To Online Business owners:
- Get insight to what jingles may bring to the ground of advertising online
- Give a concise understanding of how it may be applicable to using jingles in their advertisement
- Give ideas for businesses to start utilizing such elements in their advertisements

To Academics:
- Gain ideas to what makes a good advertisement
- Give a base of understanding on what are the elements of today's online advertising conditions are like
- Give a base framework to further researches in the future

To Online Shoppers:
- Improve the future effectiveness of advertisements to online shoppers
- Create a more targeted and efficient environment for online shoppers to receive personalized ads

In conclusion, this research aims to find the results of such effects; the results are also implemented into the variables to see whether the measurements of the experiment may be taken into an advertising perspective. This research may be beneficial for the future of advertising, with hopes that an advertisement may deliver their message in the most effective way by utilizing jingles and music as a new and effective form of communication.

1.6 Research Questions

These research questions are formulated to compose and find the effectiveness of utilizing jingles as a form of communicating in today's advertising conditions. It also separates and finds the differences through the types of Shopee's advertisements with those that only utilize background music or the ones that remix well known songs to turn them into jingles. This research attempts to answer these following questions:

RQ1: Does musical congruity in e-commerce advertisement influence the ad recall?

RQ2: Does musical congruity in e-commerce advertisement influence the ad attitude?

RQ3: Does musical congruity in e-commerce advertisement influence the perceived image of the e-commerce?

RQ4: Does musical congruity in e-commerce advertisement influence the service quality expectation of the e-commerce?

RQ5: Does musical congruity in e-commerce advertisements influence the intention to purchase?

1.7 Structures

This research paper will analyze and give proper information regarding the impacts of musical incongruity in Shopee's advertisement. The paper also will find the effects of musical incongruity towards the variables that are going to be discussed in the second chapter. This paper will also be divided into five parts which are Introduction, Literature Review, Methodology, Results and Analysis and finally Conclusions and Recommendations.

Chapter 1-Introduction

This chapter will act as the base of the background of this research. It will look upon the current situation of musical incongruities and the utilization of music in e-commerce advertising. This chapter also discusses the adoption of e-commerce in today's digital industry, which also reflects the importance of e-commerce advertising in the already competitive industry. An exploratory study, scope, aims and benefits, problem statement and research questions are also discussed in this chapter.

Chapter 2-Literature review

In this chapter, the journal will discuss the variables that create musical incongruity and the detailed explanation of what defines the incongruities in music. It also describes the effects of musical incongruities from congruent, mildly incongruent, incongruent and severely incongruent and the impacts towards the consumer's mind. This chapter also provides a theoretical framework which can be a shortcut to support and understand the overall variables of the research.

Chapter 3-Research Methodology

This chapter will discuss the element of the methodologies of the research and what is going to be utilized in this research. The chapter also includes the research design, research objectives, data collecting method, questionnaires and data analysis. Sampling methods, unit of

analysis as well as the number of samples will be included in the research design. Furthermore the data collecting section will include the primary and secondary data, pilot testings as well as a manipulation check considering this research is experimental. The chapter will also end in reliability, validity and hypothesis testing.

Chapter 4-Results and Analysis

This chapter will show the result of the research with the statistical data that is needed to find the accurate final outcome of the research. 2-way ANOVA through SPSS will be utilized to find the final results and this chapter will also be the chapter where the reliability and validity of the research will be tested.

Chapter 5-Conclusion and Recommendation

The final chapter will show the conclusions and final outcomes of this research with hopes of it being beneficial for future researchers as well as educators to view and take advantage of the information that is in this research. This chapter will also provide information regarding the limitations of this research and the further recommendations of similar researches like this that may be conducted in the future.