

CHAPTER 2

LITERATURE REVIEW

The second chapter will analyze the theoretical foundations that are utilized in this research. It is also in this chapter where each variable is broken down to find the understanding of this research. Those variables include Recall, Ad attitude, Quality expectation, Perceived image and Purchase intent. This chapter will also cover the definitions of musical congruities as well as the hypothesis development and the framework on the end of the chapter.

2.1 Musical Congruity in Advertising

Musical congruity is a term that is formulated to describe the application of musical fit Macinnis and Park (1991). It is an idea that focuses on which type or style of music that is used in an advertisement, which may compliment or even de-compliment/ clash with the advertisement message and brand image. Macinnis and Park explains that if a certain type of music or jingle is used for an advertisement and that if the listeners' perception find relevancy that the music fits or compliments the advertisement or brand image, it may affect the consumer's engagement towards the advertisement. Kellaris and Kent (1993) suggest that high "congruity" or compatibility between music and advertising message may enhance or compliment the brand name or even advertisement recall than compared with advertisement that has low music congruity or compatibility.

Oakes (2007) also stated that musical congruity may create an impact towards the effectiveness of communications and may also complement purchasing intent or decision, create response and even facilitate or push the effects of advertisement recall. This is also backed up with the research where a high music congruity effect in advertisements may cause an effect where an increase of advertisement memorization and information recall, this is also through the

assistance of “positive feelings” that is induced by the effect of such advertisements. Although the effects of musical congruity have already been researched multiple times and effects of such stimulation have been proven to impact advertisement recall, an amount of research needs to be conducted to find the incongruity side of the effect. Incongruous information may appear to be more complicated as to congruent ones as the stimulus that refers to the incongruence is harder to resolve or understand its exposure.

Congruous information on the other hand is easier to understand and integrate with a prior expectation of what the information could be. As a result, an absence of incongruous information may assist or help the need for accessing memories in the hopes of finding meaning through an advertisement. In other words, with the utilization of congruous information a respondent or individual may already expect the idea of what an ad is than if the information is delivered incongruently.

2.2 Twin Component Congruity Framework

A framework that was proposed by Heckler and Childers (1992) is suggesting two components which are, *expectancy and relevancy*. Expectancy is the meaning of how a degree of information would fall into an expected pattern or cycle of delivery that is brought through a determined theme. Meanwhile relevancy defines the material that contains a meaning of a certain theme that might contribute to a clear identification of the theme. This framework came out of a research done by Heckler and Childers (1992) that looked upon two different types of posters. They measure the congruity or the incongruity of a certain poster based on the components of the picture imagery and design of the poster. The research finds that posters that contain relevant but unexpected information would create an effect in which respondents would need more effort to digest or understand the advertisement than compared to advertisements that contain relevant but expected materials. One of the main goals of this research is to find such effects on Shopee’s digital advertisements that utilize jingles and its melodies. The research aims to find whether advertisements that utilize jingles create an unexpected or expected effect, hence does it give any sort of relevance or irrelevance to the message by finding both elements and aspects of advertisement, this will show the advertisement’s congruity or incongruity. This research will also be a continuation of the Heckler and Childers study in which their research is re-implemented to this current research to find out new results in the new grounds of this area of study.

2.3 Conceptualizing the incongruity quadrants

| | Expected | Unexpected |
|-------------|--|---|
| Relevancy | Congruent (expected/relevant) | Mildly Incongruent (unexpected/relevant) |
| Irrelevancy | Incongruent (expected/irrelevant) | Severely Incongruent (unexpected/irrelevant) |

Table 2.1 Musical Congruity Grouping

Mild Musical Incongruity and Recall

A study done by Ballouli and Heere (2015) explains that advertising music helps consumers identify characteristics of a brand. The research also found an association between the music used by the brand and its impact on brand recall. Going back to the research done by Heckler and Childers (1992), the study shows that there is an effect on congruity when it comes to the poster case. However the impact was that if the advertisement poster had an unexpected piece of information, the side of the recall rises rather than if the advertisement poster was delivered in a way where the information was expected. This case on the other hand, has not yet been implemented in the aspects of music considering the study to find the congruity factor was done through visual stimulus.

Meyers-Levy and Peracchio (1995) explains that the attitudes of the consumer could be a point of reflection of the individual's overall assessment of the advertisement stimulus. However a positive effect in the consumer's attitudes may even create an effect of enhancement through the attitudes of the consumers who are watching or consuming the advertisement (Craton and Lantos, 2016) this is also backed up with a research in which consumers would like advertisements that have background music that are predictable. However a different research also finds that consumers are also in favor in terms of liking advertisements that are mildly incongruent or slightly unexpected as it creates distinctiveness (Venkatesan 1973). With both researches combined, background music that hones an unexpected but relevant element has a higher chance to create a positive response to those who consume the advertisement. This can also be related with a research conducted by Mandler (1982) in which it is safe to say that individuals enjoy mild incongruity as it gives them a chance to resolve such incongruities, but extreme congruity may inflict a sense of frustration if they are unable to resolve the incongruity.

It is proposed by (Craton, Lantos and Leventhal 2017) that musical expectancy may create an effect where it draws attention, depth of processing and imagery. The presence of music in advertisements isn't something new anymore as more and more advertisements utilize the element. However, different types or elements in music may create different effects to the consumers. Classical music for example, is known to be considered as a sophisticated art form or classy while dance music could mean something trendy and new (North and Hargreaves 1998). The need to further look into these effects as well as the further research towards incongruency/ congruency that may impact the relevance or irrelevance of an advertisement is a valid component towards the goal of this research which is to see the impact of the variables into the area of today's e-commerce advertising

Continuing the impact of incongruity and congruency, as well as its factors that may impact an unexpected or expectancy, this research follows up the research before that contains four situational conditions.

- Mild Incongruity conditions: Unexpected/ relevant
- Severe incongruity condition: Unexpected/ irrelevant
- Incongruent condition: Expected/ irrelevant
- Congruent condition: Expected/relevant

Mild Incongruity conditions refer to how consumers may trigger the cognitive functions of the consumer's mind to try to resolve the incongruity. Meanwhile a level of incongruity above that may trigger frustration and may create a different effect. However, musical incongruity may only be considered as a mild effect if there is a clear base of information that underlines the advertisement. Therefore, playing around the unfamiliarity of how that information is being delivered, might attract or even captivate attention from the consumers. This is how a clear base of information is considered as an essential component as it helps identify the main message of the ad (Lee and Mason, 1999). While irrelevant ones do the opposite. There is also a comprehensive review that utilizes nonmusical stimuli that shows that ad attitudes will increase when the advertisement's information is relevant (Muehling and McCann, 1993). In conclusion, Unexpected but relevant information may form an incongruity that is likable or may create attraction as to how it could be decoded by the consumers, this quadrant is called *mildly incongruent quadrant*. This form of incongruity may help ads be more interesting and trigger information receivers to try to solve the problem.

Severe Incongruity conditions: Unexpected and Irrelevant

A second condition is when an incongruity condition contains irrelevant information. In this situation, the difficulty for respondents or consumers to dissect and get the intended information that is delivered is increased. With the combination of unexpectedness and irrelevancy together, the result may reduce consumer response as it creates bigger confusion as to what the advertising message is. This makes decoding the advertisement message harder as it is irrelevant to the nature of the consumers. Through the need of expectancy, the irrelevant information would already destroy the consumer's response and combining the factor of the lack of a connection with the advertising message, both factors would completely create frustration rather than resolution. The extreme need of relevancy through the information delivered may also be undesirable as it lacks effectiveness in the incongruity, making the advertisement un-captivating or inviting to resolve. This is also backed up by the research from Heckler and Childers who mentions that irrelevant information does not create recallable effects as to relevant information.

Lee and Mason (1999) mentions that irrelevant information may lead to advertisements ending up unevaluated or incomplete which may impact the advertisement being less memorable and makes a bad taste or downgrade on the brand image that may also affect the future recall of the brand. The previous journal explains that this quadrant might be simplified as to, expectancy might only be advantageous in the presence of relevancy while unexpectedness combined with irrelevance will create a negative response. As a result, the consumer's perception towards information that is delivered in an unexpected way and yet contains irrelevant contents is considered as a *severely incongruent* condition.

Incongruent condition: Expected/Irrelevant

The greatest situation where incongruity plays its part is the unexpected/irrelevant quadrant, it is in this aspect that the unexpected/irrelevant information creates the biggest negative effect or response from the respondents. A study from Lee and Mason (1999) explains that for respondents to try and break down unexpected/irrelevant information, it would require them more effort or energy rather than to break down or understand expected/irrelevant information. By this unexpected/irrelevant will create a more undesirable and unfavorable thought rather than expected/irrelevant information. By this the previous research signifies such impacts and effects in this situation as the expected/irrelevant quadrant.

Congruent condition: Expected/relevant

For this variable, the previous research examines the existing variables and its components through the expectancy and relevancy levels. The previous research explains that the contrasting quadrant from the expected/irrelevant quadrant would be the expected/relevant quadrant. In this condition or situation the information is delivered in an expected manner of how the advertisement is going to be or is being delivered. The relevancy aspect of the advertisement is also complementary as to it being supportive to the main message of the advertisement. Therefore, this quadrant will be called the expected/relevant quadrant where the way the information is being delivered is expected and the relevancy of the information checks the box of making an effective and efficient delivery of the advertising message.

2.3.1 Ad attitude

Shimp (1981) as well as Mitchell and Olson (1981) finds that the consumer's choice of brand behavior is likely to be under the influence of an attitude that may come from an ad and its advertising stimulus. This counter's a theory from Fishbein that assumes that only the aspect of human belief is the mediator to the formation of an attitude or change. However both studies could agree that there is a need for multiple explanations through the attitudinal representation of an ad. Shimp (1981) explains that attitude towards an ad could be viewed as a part or component of a brand attitude. Mitchell and Olson (1981) also recognize that attitude towards ad could also be a representation of salient beliefs towards the attributes of a product without the need of having an experimental questionnaire. However, such ideas and thoughts on attitude towards ad are still abstract as finding the main cause of what makes an advertisement message appealing may differ from one individual to another (Moore, Harris and Chen 1995).

There are also research from Yoo and Macinnis (2005) that says that when an ad projects an emotional way of delivering their message, individuals will respond towards that with their feelings or use their emotional standard to dissect the message, Responses like such may create positive feelings, which may also play a part into the ad being memorable and credible. On the other hand, ads that are informational might educate or give the viewers insights that might be beneficial for their life, this makes the ad evaluation strong as it gives the viewers credibility which also passively gives them positive feelings towards the ad. A combination of research from Dens and De Pelsmacker (2010), Oslo and Zanna (1993) as well as Stayman and Acker (1988), explains that the effectiveness of an ad depends a lot on whether an individual has prior knowledge upon the information that is being delivered. The research finds that when people have already known a certain information prior to the delivery of the same information that is about to be delivered, they tend to be less intrigued or motivated to process the advertisement. This research has similar effect to the congruity/expectancy aspect of music in advertisement but in completely different spectrums, in this case information that is about to be delivered. This is why emotional ads may be more appealing towards individuals as it gives out the “feel good” feeling, while informative

ads that may give information that viewers might not know yet prior to watching the ad may be more persuasive towards the viewers as it may bring more knowledge that could be acquired by the viewers.

2.3.2 Perceived image

Perceived image can be considered as a form of perception. However, a deeper research from Ahlemoud and Armstrong 1996 claims that perceived image is a mental representation of what a destination could/ would be. It could also be defined as a conceptual form of attitudinal beliefs, ideas and sensation which individuals hold of a certain place or destination. Perceived image is broken into two components which are cognitive and affective. Cognitive image is built through the perception of structural or materialistic features of a certain place such as for example, the statue of liberty in New York while affective focuses more on the psychological and emotional aspect of what an individual feels about a certain destination. The reason why perceived image is included in this study is because the original journal speaks upon the connection between a certain location and the music used as a way to communicate the stereotype or perception of the place as a way to brand restaurants, in this case perceived image can also be looked upon the overall imagery of the e-commerce platform.

2.3.3 Quality expectation

Quality expectation is what continues after perceived image, the basis of quality expectation comes from two bases which are the expectations of customers and the actual service/ product quality. Olson and Dover (1979) Customer expectations could come from a pre assumed belief of what a product or service could be. However, there are several aspects that may already create a presumption of a product/ service such as word of mouth, testimonials, public view and even brand image (Zeithaml, Berry and Parasuraman, 1993). Before the purchase is done, expectation may influence the decision making of consumers to a certain brand that sells their product/ service. Tse and Wilton (1988) explains that there are many types of expectation that go through their satisfaction evaluation process. However, the expectation aspect can be divided into two parts which are predictive expectation and normative expectation. Predictive expectations are

defined from the beliefs that a consumer has towards the offers that a service/product would provide. Normative expectations are the basic desires that consumers have towards a service/product

The second base of quality expectation is the service quality itself. The reason this research takes service as the main study point is because e-commerce could be defined as a service that is underneath a brand or name. Gronroos (1984) explains that there is a term of technical quality in which the focus is on how a service is being delivered, for example how fast or slow a restaurant serves their food. With both bases working parallel one to another, it creates quality expectation which combines both the consumer's expectation as well as how the quality of the service is running.

2.3.4 Purchase Intent

Shah et al (2012) explains that purchase intention is a form of a decision making process that studies the background motive to purchase a certain brand by consumers. It could also be defined as to how a situation or condition creates a tendency for consumers to buy a certain brand Morinez et al (2007). Purchase intention is usually related to behaviors that could be broken down into a consumer's perception or their attitudes. This complexity however is a major point to access and create evaluations about a specific product. As mentioned by Ghosh (1990) purchase intention is an effective instrument to forecast a process of purchase. There are many factors that may affect purchase intention, factors such as price or perceived quality or the value that the product/service brings. In this case for Shopee, this variable may stand as to the ROI's (Return of Investment) of the ad, as to if it creates intent to purchase or use Shopee's service rather than when compared to other e-commerce platforms who also advertises their services online . The purchase intention aspect can also be broken down to six stages, which are the stage of awareness, the stage of knowledge, interest, preference, persuasion and then the process Kotler & Armstrong, (2010) & Kawa et al, (2013). Therefore, there are many but complex factors that may affect purchase intention including the internal or external motivation that a consumer has during the process of buying the product/ service Gogoi, (2013).

2.4 Hypothesis Development

2.4.1 Musical Congruity and Ad Recall

The utilization of music in advertisements might differ from one another but (Hoyer, Srivasta & Jacoby, 1984) mentions that the presence of music itself may enhance the advertisement message as it assists in understanding the verbal aspect of the advertisement . Recollecting the research from Venkatesan (1973) in which mildly incongruent or slightly unexpected advertisements will create a positive effect on consumers as they like advertisements that may create distinctiveness or stand out differently than other advertisements. As mentioned before, Mandler (1982) explained that a mild amount of incongruity is good for individuals as it intrigues them to solve the issue which also affects on making the advertisement more memorable. Therefore, through the compiled researches above we can conclude that the first hypothesis will be:

H1:Unexpected/Relevant music enhances recall of information.

2.4.2 Musical Congruity and Ad Attitude

Continuing the mild incongruity or in other words Unexpected/Relevant music, the second effect that it may bring is that it creates favorable attitudes that may support or impact the advertisement results and outcomes. Lee and Mason (1999) also mentions that through an experiment that uses pictorial and textual experiments that unexpected/relevant information will result in more positive attitude than expected/relevant information. A research done by Hecklers and Childers (1992) also has parallel results regarding the unexpected/relevant as respondents have a more positive effect through a mild sense of novelty or a moderate but controlled level of incongruity, this is seen through their inverted “U-shaped” connection between congruity and attitudes experiment. With this information we can conclude that the second hypothesis in which:

H2: Unexpected/Relevant music in advertising will create favorable attitudes

2.4.3 Musical Congruity and Perceived Image

The previous journal mentions that there is a possible need of research for the twin congruity framework as there are impacts that a certain type of music (country of origin in the case of the previous journal) towards the relevancy and expectations which also creates an impression of a certain brand image. Jurca and Madleberger (2015) also mentioned that the presence of mild incongruity (which may be received from different stimuli, but in this case music) can result in positive feelings and perceptions from the individual who is exposed to the stimulus. It is through this research that we can conclude that advertisements that are mildly incongruent or unexpected/relevant may boost or compliment a certain brand image as consumers find resolutions to resolve in the mild incongruity, in which the incongruity does not exceed the level of it being severe. Through this research, the effect of the mild incongruity will come from the music that is used for the e-commerce advertisement, regarding if the unexpected song that still remains relevant could boost the brand image of the service. Therefore, we can find the third hypothesis:

H3: Unexpected/Relevant music will enhance perceived image of service

2.4.4 Musical Congruity and Quality Expectation

As mentioned by Moore, Stammerjohan and Coulter (2005), a certain level of incongruity may create discordance for consumers to try to resolve the information. However, there is a need to find whether such effects are true in terms of music. When we simply take the impacts of mild incongruity, there is an undeniable fact that it could result in interest for consumers to try to resolve it. The previous journal uses this fact to find whether music can also deliver that mild incongruity as a form to enhance the advertisement and by creating that enhancement the consumer's attitude may also be affected through the advertisement. Through the attitudinal effects of resolving the

advertisement, consumers may have expectations of the brand that is advertising towards their service or product. In this case, the question raised is whether unexpected/relevant music may bring expectations from consumers towards Shopee's service.

H4: Unexpected/relevant advertisement music will enhance consumer's expectation of the e-commerce service

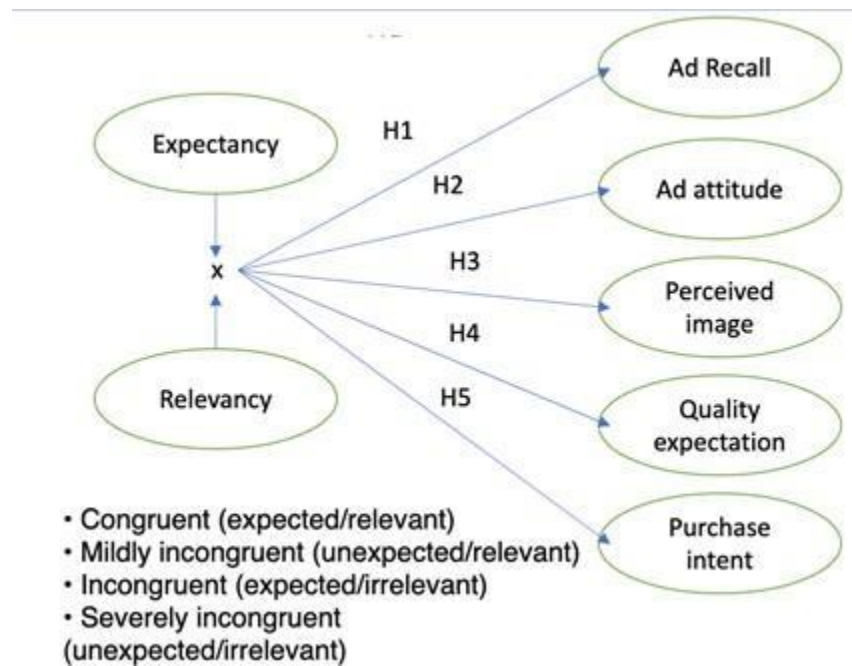
2.4.5 Musical Congruity and Purchase Intent

A research from Areni and Kim (1993) finds that when classical music is played in wine stores, consumers create a tendency to purchase more expensive wines rather than when other genres of music are being played. From this we can conclude that different types of music may bring different ambiance that may affect the consumer's mind or attitudes. However, contrasting the research before a research from Abolhasani and Oakes (2017) mentions that the utilization of mildly incongruent music may also create similar effects. This goes back to the theory in which consumers like resolving the incongruity. With both researches combined, there is a high possibility that the stimulus of music (and in this case mildly incongruent ones) may impact purchase intent. Through this journal, we will find out whether the mildly incongruent music may affect purchase intent for consumers to use and utilize Shopee as their online shopping platform. Therefore, we can conclude the fifth and final hypothesis which is:

H5: Unexpected/relevant music will enhance purchase intent

2.5 Theoretical Framework

Figure 2.1



The framework above shows the mind map of this research, the “x” represents the interaction of the musical congruity. A musical congruity will consist of two factors which are expectancy and relevancy. In other words the X represents interaction between those two factors and the X also determines the ad that is being analyzed, it represents if the advertisement sides with what type of expectancy and relevancy. The amount of expectancy and relevancy will result into a four different types of “musical congruity” which are congruent, mildly incongruent, incongruent or a severely incongruent stimulus, these congruities will act as the independent variables. Through the result of the different stimulus, each advertisements will have a different character that differentiates on one to another resulting in different results when respondents are exposed to the ad. This is why the ad will also be factored into the five hypotheses which are Ad Recall, Ad Attitude, Perceived Image, Quality Expectation and Purchase Intent to find each different musical advertisements impacts, these five different variables will act as the dependent variables.