
Gender Effect on the Behavior Modification of Listeners to Radio Jingles

By

EKONG, Xavier Moses, *Ph.D*
Department of Educational Technology and Library Science
University of Uyo, Uyo

ABSTRACT

This study sought to examine the gender effect on the Behavior Modification of listeners to radio jingles in Akwa Ibom State, Nigeria. The incorporation of jingles in radio advertisement and message delivery can to some extent, cause a modification in behaviors of adult listeners. The population of this study consisted of all male and female adults of 21 years and above residing in Uyo and Uruan Local Government Areas of Akwa Ibom State under the twenty (20) communities that make up the two Local Government Areas under study. The sample size comprised of six hundred (600) respondent chosen from that population. (Behavior modifications of the subject in Uyo and Uruan communities and AKBC Broadcasters) serve as the instrument for data collection. The statistical techniques utilized for data analysis used for the hypothesis was simple Percentage (%) for test for difference. From the findings obtained, it was observed that a significant relationship exist between peoples brand preferences of the message in radio jingles and the customer behavior to message in Uyo and Uruan Local Government Areas and that male adult of the society listens to radio jingles more than their female counterpart. The researcher recommended among others that more radio jingles should be made in our local language for proper understanding and the use of radio in communicating should be heightened.

KEY WORDS: Radio Jingles, Behavior Modifications, Attention, Adults

Introduction

Radio is an ideal media for marketing fast moving consumer goods because it can reach wide targeted listener demographics in urban habitat. A large number of people listen to radio while commuting in urban areas and respond to the broadcast of various commercial messages. According to Day et al. (2009), a jingle is a short musical tune used in advertisements to create association of the consumers with the brand. The jingle contains musical phrases and meaning that exclusively promotes and positions the product being advertised, usually through advertising slogans to reinforce brand identity. These jingles can also be used in non-advertising contexts to establish and maintain a brand image. Jingles create sensory branding through sound.

Stated in Binet (2015), an exposure to radio jingles of some product brands, or even message delivery will definitely strike the attention of discerning listeners, particularly the analysts of language and music, who are keen at probing into the ‘what’, the ‘why’ and the ‘how’ of choice of words in conveying certain messages. Radio is considered to be popular as an advertising medium among urban. Therefore, the incorporation of jingles in radio advertisement can cause to some extent, a modification in behaviors of listeners. Different levels of emotions such as warmth, love, longing and desire, happiness and amusement are felt by different

individuals who listen to radio jingles. This is capable of causing behavioral modifications to adult listeners.

Aim/purpose of the study

1. To examine the difference in the level of behavior modifications between male and female listeners of radio jingles.

Research question

1. What is the difference in the level of behavior modifications between male and female listeners of radio jingles?

Hypotheses

H₀1: There is no significant difference in the level of behavior modifications between male and female listeners of radio jingles.

Concept of Radio Jingles

Wolfert (2012) observed that radio jingles are those short, catchy songs that tell you the name of the station you are listening to. Today, artfully crafted pieces of music, which sing the praises of a station's "call letters", are an accepted part of most radio stations. Jingles or "call letters" as it was called initially, dates back to a time when the idea of sending messages through the air without wires was introduced.

Jingles are "short tunes that explicitly promote a product or a brand" (Lang, 2015, p. 2). Axelord S. (1997), found that jingles used in radio ads improved implicit learning and increased a viewer's recall of words and images. Jingles can become engraved in people's minds without them realizing it. This can lead to earworms, which are tunes that repeat involuntarily in a person's mind. If a jingle has a positive connotation, this spontaneous recall may encourage people to buy a product, which is the goal of most advertisers. The intents of jingles, like advertisements, are to promote sales, achieve publicity and draw attention to goods and services available to the public or various audiences, which causes a modification in the behavioral pattern of individuals (Olateju, 2007). Preference for radio jingles is more in demand in the Nigerian society because it is cheaper to produce and the messages can reach citizens both in rural and urban centers in the country. It is the cheapest and most accessible mass medium. The importance of jingles is revealed through the efficacy of message transmission across different publics. The bottom line is that jingles must be entertaining and not annoying in order to make an impact and leave an impression on the behavior of an individual.

Concept of Behavior Modification

Do you remember being punished as a child? Why do you think your parents did that? Despite what we thought back then, it wasn't because they hated us and enjoyed watching us suffer through a week without television. They merely disapproved of our actions and were hoping to prevent us from repeating them in the future. This is an excellent example of behavior modification. Behavior modification refers to the techniques used to try and decrease or increase a particular type of behavior or reaction.

According to Martin & Pear (2003), behavior modification relies on the concept of conditioning. Conditioning is a form of learning. There are two major types of conditioning; classical conditioning and operant conditioning. Classical conditioning relies on a particular stimulus or signal. An example of this would be if a family member came to the kitchen every time you baked cookies because of the delicious smell. The second type is known as operant conditioning, which involves using a system of rewards and/or punishments. Behavior modification was developed from these theories because they supported the idea that just as behaviors can be learned, they also can be unlearned. As a result, many different techniques were developed to either assist in eliciting a behavior or stopping it. This is how behavior modification was formed.

Skinner (1938), in his original book on “a system of behavior” opines that the purpose behind behavior modification is not to understand why or how a particular behavior started. Instead, it only focuses on changing the behavior, and there are various different methods used to accomplish it. This includes: Positive reinforcement, negative reinforcement, punishment, flooding, systematic desensitization, aversion therapy and extinction. The goal of behavior modification is to reduce or eliminate undesirable behaviors and teach or increase acceptable behaviors.

The Effect of Radio Jingles on Behavior Modifications of Adult

The perception of radio as an intimate medium of communication during the non-availability of visual media profoundly affects the way people consider listening to radio programs including commercials, perform information analysis, and make applied decisions. The incorporation of jingles in radio advertisement and message delivery can to some extent, cause a modification in behaviors of listeners. Different levels of emotions such as warmth, love, longing and desire, happiness and amusement are felt by different individuals who listen to radio jingles. This is capable of causing behavioral modifications to adult listeners. Beck (2015) asserts that music brightens the soul, therefore the addition of “short, catchy songs” can capture the heart and attention of individuals and change their perception and behaviors. Jingles can become engraved in people’s minds without them realizing it. This can lead to earworms, which are tunes that repeat involuntarily in a person’s mind. If a jingle has a positive connotation, this spontaneous recall may encourage people to buy a product, which is the goal of most advertisers.

Jefkin (1996) categorically stated that the objectives of advertising through radio jingle are as follows: To attract attention of customers, compel interest, create desire and awareness, introduce new product, inspire confidence in the customers, promote actions, and persuade customers, and to introduce a change in an old products.

Rajagopal (2010) in his study on “the role of radio advertisements through jingles as behavioral driver among urban consumers”, discovered that radio jingles is an ideal media for marketing fast moving consumer goods because it can reach wide targeted listener, having a firm hold of emotions and feelings. In analyzing the relationship between message effectiveness and behavioral modification, he discovered that listeners of radio are attracted towards advertisements which are more entertaining while disseminating the message.

Gender and Behavior Modification via Radio Jingles

Hornby (2000) defined gender as the fact of being male or female. Here emphasis is laid on masculine and feminine nature of man. The issue of gender and behavior modification forms the basis of this research. Jefkin (1996) also pointed out that gender and behavior modification should be linked together since they involve human tendencies and natural realities. As no two individuals are the same, the marks of thinking/ behavior vary specifically in male and female adult. Male members of the society listen to radio jingles more than their female counterparts, although this is attributed to the time, work, family, and disposition. Mkpa (1996) defined media audience as those adult who receives and are regular listeners of radio broadcasts.

According to Ekpo (1995), broadcast media which utilizes radio jingles basically perform three basic functions through which an individual can develop a satisfactory relationship with others.

- a) They act as channels for circulating information to target audience.
- b) They act as sources to educate the public for a positive change in behavior.
- c) They act as platforms of recreational activities.

Methodology

Research Design

Expost-facto research design was used for this study.

Population of the study

The population for this study involved all the male and female adults of 21 years and above residing in Uyo and Uruan Local Government areas of Akwa Ibom State.

The Sample and Sampling Technique

The sample for this study consisted of six hundred (600) subjects randomly selected from twenty (20) urban communities in Uyo and Uruan Local Government Areas. This consisted of three hundred (300) male and three hundred (300) female adult. The use of simple random sampling technique for the selection of the required number for this study is considered the most appropriate because it guaranteed a fair representation of the communities for Rural and Urban Areas of Akwa Ibom State.

Instrumentation

The instrument for data collection were designed by the researcher, these are: Questionnaire for Akwa Ibom Broadcasting Corporation (AKBC) Radio Broadcaster (QAB) and questionnaire on Behaviour Modification of the subject in Uyo and Uruan communities (QBM). The instrument for the study was administered to the communities of the Urban and Rural Areas of Uyo and Uruan by the researcher.

Validity and Reliability

The face, construct and content validation of the instrument were done by a team of specialist in the field, the reliability of the instrument was determined using Pearson product moment and

Kuder-Richardson Formula 21. The coefficient reliability of instruments was calculated as 0.91, 0.97 and 0.94 for people brand preferences, objectives of the radio jingles and consumers behavior using Pearson Product moment.

Method of Data Analysis

Data generated were analyzed using Pearson Product Moment Correlation (PPMC) for the hypothesis at 0.05 level of significance.

Results

Hypothesis: The null hypothesis states that there are no significant differences in the level of behavior Modifications between male and female listeners of radio jingles

In order to test the hypothesis, two variables were identified as follows

- a. Gender of the respondents as the independent variables.
- b. Level of behavior modification as the dependent variables.

Independent t-test analysis was then used in comparing the means of the behavior modification of the male respondents and that of their female counterparts. The obtained t-value was 25.47. This value was tested for significant by comparing it with the critical t-value at 0.05 level with 598 degree of freedom. The obtained t-value (25.47) was found greater than the critical t-value. Hence, the result was found to be significant at 0.05 level.

Table 1: Independent t-test Analysis of the different in the test level of Behavior Modification Between male and female listeners of the radio jingles.

VARIABLES	N	X	SD	t
Behavior Modification of the Male listeners of radio jingles	300	51.80	0.81	25.47*
Behavior Modification of the Female listeners of radio jingles	300	50.19	0.79	
TOTAL	600	50.997	0.817	

***Significant at 0.05 level df = 598; Critical t-value = 1.96**

The result therefore means that there is significant difference in the level of behavior Modification between male and female listeners of the radio jingles.

Discussion of Findings

From the data analysis in table 2.1, the result was found to be significant due to the fact that the obtained t-value (25.47) was found greater than the Critical t-value (1.96) at 0.05 level with 598 degree of freedom. The significant of the result signifies a remarkable difference in the behavior modification of the male listeners was found higher than that of the female counterpart. This may be attributed to the fact that male respondent are more attentive to radio jingles than the female respondent. The findings is in support of the opinion of Hornby (2000) who stated that male adult of the society listen to radio jingles more than their female counterpart. The significance of the study caused the null hypothesis to be rejected while the alternative one retained.

Conclusion

Based on the following of the study, it was concluded that the incorporation of jingles in radio advertisement and message delivery can to some extent, cause a modification in behaviors of listeners. Also, the brand preferences of the message in radio jingles have significantly positive relationship with the consumer's behavior, meaning that the brand preferences of the messages determine the behavior of the consumers. There is significant difference in the level of behavior modifications between male and female listeners of radio jingles. Lastly, based on the findings, there is remarkable difference in the behavior modification of the male listeners, which was found to be higher than that of the female counterpart.

Recommendations

Based on the result of the study, the researcher therefore made the following recommendations.

1. More radio jingles should be made in our local languages for proper understanding.
2. The persuasive power of radio jingles should be impacted on the receiver's lifestyle and choice.
3. The use of radio in communicating with the rural communities should be heightened.
4. More Educative and Informative program should be done on the radio in order to attract both the younger and adult listeners.

REFERENCES

- Axelord S. (1997). *History of Behavior Modifications* (5th Ed.). New York: Macgraw Book Company Inc.
- Beck, M. (2015, Oct. 26). Why you can't get that song out of your head. *The Wall Street Journal*. Retrieved from <http://www.wsj.com/articles/why-you-cant-get-that-song-our-of-your-head-1445886681?alg=y>
- Binet, L., Müllensiefen, D., & Morrison, G. (2015). *Marketing to the senses: Music gets under your skin*. Admap, 1-6. Retrieved from <http://www.doc.gold.ac.uk/~mas03dm/papers/BinetMullensiefenMorrisonAdmap2015.pdf>
- Day, R.-F., Lin, C.-H., & Huang, W.-H. (2009). *Effects of music tempo and task difficulty on multi-attribute decision-making: An eye-tracking approach*. *Computers in Human Behavior*, 25(1), 130–143.
- Ekpo C. M. (1995) “*The Broadcast Media as Agents of Socialization*”. In O. E. Ekpo (ed.) *Sociology of Education*. Calabar: Edigraph Communication vol 2, 134-139.
- Hornby, A. S. (2000) *Oxford Advanced Learners Dictionary of Current English*, 6th ed. Oxford: Oxford University Press.
- Jefkins, F. (1996). *Advertisement Writing* (5th Ed.) London. Macdonald and Evans Ltd.
- Lang, J. T. (2015). *Music and consumer experience*. *The Wiley Blackwell Encyclopedia of Consumption and Consumer Studies*. Retrieved from doi:10.1002/9781118989463.wbeccs177
- Martin, G., & Pear, J. (2003). *Behavior modification: What it is and how to do it* (7th Ed.). Upper Saddle River, NJ: Pearson.
- Mkpa, M. A. (1996). *Curriculum Development and Implementation*. Owerri: Totan Publishers.
- Olateju, M.A. *The structure of Yoruba local drug advertisement*. Dele Adeyanju (ed.) *Sociolinguistics in the Nigerian Context*. Ile-Ife: Obafemi Awolowo University Press Ltd. pp. 121-143.
- Rajagopal O. (2019). *The role of radio advertisements through jingles as behavioral driver among urban consumers*. Monterrey Institute of Technology and Higher Education, ITESM Mexico City, Calle del Puente, Col. Ejidos de Huipulco Tlalpan, 14380 DF Mexico
- Skinner, B. F. (1938). “*A system of behaviour*.” In *A History of Psychology: Original Sources and Contemporary Research*, Ed. Ludy T. Benjamin. New York: McGraw-Hill.
- Wolfert, J. (2012). *Jingle History*. Dallas: PAMS Productions Inc.