

**EFFECTIVENESS OF TV ADVERTISEMENT JINGLES TOWARDS
PRODUCT RECALL AS PERCEIVED BY THE COLLEGE STUDENTS
OF CENTRAL PHILIPPINE UNIVERSITY**

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by

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ABSTRACT

This study aimed at the analysis of the effectiveness of TV advertisement jingles towards product recall as perceived by AB English and AB Mass Communication students of Central Philippine University. The study was anchored on the Classical Conditioning Theory of Pavlov and the Music theory. Using the Slovin's formula, 92 respondents were determined from the total population of 120. Representatives from each group were chosen using the stratified random sampling with systematic random start. A questionnaire-checklist as the instrument was utilized to gather data. Results show that the catchiest jingles on ads are those with beautiful lyrics with taglines or catchy phrase on the ads and sang by famous TV personalities; the behavior of the respondents towards ads jingle is considerably influenced by the language, music style, and originality of jingle composition, and that their familiarity and loyalty with the product affect the effectiveness of the ads jingles; The ads that elicited product recall are usually those that consumers are already using personally and which are just reinforced or strengthened by the beauty of the jingles of the said products being advertised.