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Examining the Impact of Sonic Branding in Creating Brand Equity

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Abstract:

In today's competitive advertising world, organizations struggle to stand out and make genuine relationships with customers among the cluttered media. Sonic branding, which includes sound logos, jingles, and music, emerges as a strategic tool for breaking through the clutter and establishing distinct brand identities. This study examines the effects of sonic branding on brand equity indicators such as brand salience, perceived quality, brand associations, and brand resonance, shedding light on the usefulness of audio stimuli in improving recognition of a brand, associations, and ultimately brand resonance. The study uses historical and contemporary views and provides useful insights into the role of sonic branding in molding consumer perceptions and fostering brand equity in a cluttered advertising landscape.The main objective of the study was to determine the impact sonic branding has on brand equity. The impact on brand salience, brand associations, perceived quality, and the ultimate outcome on brand resonance. The study also aimed to predict brand resonance with respect to brand salience, brand associations, and perceived quality. Additionally, the study's objective was to identify the influence of the demographic characteristics of the respondents on the elements of sonic branding. SEM Analysis was performed to test the developed hypotheses to meet the objectives of the study. Other tools include the Chi-Square test, ANOVA, and Correlation analysis to meet the objectives. According to the findings, brand salience, brand associations, and perceived quality all have a favorable effect on brand resonance. Brand associations are the most effective predictors of brand resonance, whereas brand salience predicts the least. Among the findings of the study, the most prominent finding we can conclude is that sonic branding indirectly has a positive impact on brand resonance by influencing brand associations and perceived quality, in turn creating brand equity.

Keywords: Sonic Branding, Jingles, Sound Logos, Music, Brand Equity, Brand Salience, Brand Associations, Perceived Quality, Brand Resonance.

1. Introduction

1.1 Background on Sonic Branding

Strong brands have prioritized Sonic branding in recent years (Graakjaer & Jantzen, 2009). According to Jackson (2003), "sonic branding" refers to branding using sound, such as music. Music immediately impacts customers, and it can be a potent marketing tool due to its capacity to arouse strong emotions and nostalgic recollections. Sonic branding, also referred to as audio branding, is a strategic approach aimed at crafting memorable auditory experiences associated with a brand. This involves leveraging elements such as jingles, sound logos, and music to reinforce brand recognition and evoke specific emotions among consumers. In an increasingly cluttered advertising landscape, where consumers are bombarded with messages from various brands, sonic branding emerges as a powerful tool to cut through the noise and establish a unique identity (Fulberg, 2003; Jackson, 2003; Kilian, 2009).

The literature now mainly emphasizes in-store experiences, and sonic branding is largely practitioner-oriented. The current paper looks for the wider effects of the study on sonic branding strategies in relation to consumer research in order to offer managerial guidance and suggest future theoretical directions for this field of study. Consumer psychology dominated the field of music in marketing in the 1990s, when the field was only starting to take shape (Brüner, 1990). The main focus here will be research concerning the interface between music and brand from a combined consumer perspective and strategic branding perspective, although the present review will attempt to start filling this vacuum in the literature by

focusing on the development of sonic branding as a research area since then. In order to unify this as a research field, the current article will contribute with a proposal. This literature review begins by reviewing the primary labels and concepts used on the subject to start identifying some common features in this dispersed field of study. The framework below summarizes the current consumer research-focused overview of the literature on sonic branding in marketing. The research aims to explore the dimensions and impact of sonic branding on various brand attributes such as salience, associations, perceived quality, and resonance. It seeks to predict brand resonance based on these attributes and analyze the outcomes of sonic branding for selected brands across different sectors. Additionally, the study examines how target respondents' demographic characteristics influence sonic branding elements and proposes a model to validate and test the effects of sonic branding on the aforementioned brand attributes and outcomes. The study aims to determine how effective Sonic branding features are in various contexts and cover a wide range of businesses, such as FMCG, FMCD, QSR, ICT, and Media & Entertainment. The study aims to give brand managers and marketers practical insights by examining how acoustic branding contributes to the development of brand salience, associations, perceived quality, and resonance. Furthermore, each business can better understand how these factors affect consumer perception by concentrating on particular Sonic branding components like music, sound logos, and jingles.

2. Literature Review

2.1 Music in Marketing

Music is a powerful tool for conveying emotions and nonverbal communication, making it crucial in consumer marketing at points of purchase and in advertising. Studies, including a large one by Stewart and Furse analyzing over 1000 ads, show that music significantly enhances recall and understanding, especially for new products. Marketers face decisions on whether to use music in retail and ads, as it is more impactful when consumers are emotionally or cognitively engaged. Music is effective for products like jewelry, sportswear, and cosmetics but less so for highly cognitive purchases like vehicles and appliances. Marketing managers can choose to create new music, use existing music, or incorporate popular songs in their strategies (Bruner, 1990).

2.2 Sonic Branding/Audio Branding

Sonic branding involves using unique sounds and music to convey a brand's essence and values, creating a memorable audio identity that enhances brand recall and loyalty (Nufer & Moser, 2019). Evolving from the concept of 'Atmospherics,' it includes sound logos, jingles, and background music to influence consumer behavior and perception, with sound logos, or 'sogos,' serving mnemonic purposes for faster brand recognition (Gustafsson, 2015). Despite the cost of creating these elements, they are essential for consistent brand identity across various touchpoints and are becoming more integrated with other sensory branding practices, emphasizing a cohesive multisensory strategy (Vidal-Mestre et al., 2022). Audio branding, using logos, songs, and voices, influences brand memory, recognition, and emotional response, helping brands differentiate themselves amidst advertising saturation (Bronner & Hirt, 2009). However, the discipline lacks comprehensive management perspectives on effectively building and using these auditory elements, requiring further research (Jensen Guy & Lindegaard Hjorth, 2020). Effective sonic branding involves ensuring that consumers can identify and associate the sound with the brand, integrating sounds into brand communication to enhance emotional and cognitive engagement (Zips & Riedl, 2017). Elements like sound logos and jingles serve as memory aids, promoting brand recall through consistent use across all touchpoints, influencing consumer perceptions, and building a strong brand identity (Alexander & Heyd, 2014). The advent of voice-activated technologies has shifted marketing strategies from visual to sonic, providing personalized experiences and enhancing the overall brand experience in the digital age (Khamis & Keogh, 2021; Gupta, 2022)

2.3 Jingles

Jingles are catchy musical statements used in advertising to enhance brand recall and consumer engagement by embedding short advertising messages into memorable tunes (Achyarsyah et al., 2020). They function as sound symbolisms, reinforcing brand identity through repetition and appealing to emotional and cognitive responses. Effective jingles are memorable, meaningful, likable, transferable, adaptable, and legally protectable (Achyarsyah et al., 2020). They improve consumer recall and purchasing behavior by associating the product with the lyrics, evoking positive emotions, and making the advertising phrases more memorable (Shakil & Siddiqui, 2019). Historically significant since the 1920s, jingles remain

vital in modern advertising, particularly for targeting specific demographics, with lower-income groups showing the most significant impact on sales (Jain & Jain, 2016).

2.4 Sound Logos

The integration of sonic logos, or sound logos, into branding strategies has gained prominence as a crucial component of sensory branding, contributing significantly to brand image and consumer awareness (Wazir & Wazir, 2015). These succinct auditory elements, exemplified by notable examples such as Intel's 5-tone sogo and Windows Vista's 4-tone start-up chime, play a pivotal role in shaping consumer perceptions and fostering brand recognition (Krishnan et al., 2012). Research indicates that sonic logos can influence consumers' willingness to pay for a brand, with design attributes such as pitch and tempo impacting perceived value (Krishnan et al., 2012). Moreover, acoustic qualities like intensity and pitch contribute to emotional responses and shape brand perception, underscoring the significance of sonic branding in consumer engagement (Manchón et al., 2020). Despite being relatively less utilized compared to visual branding elements, sonic logos have been found to enhance brand identity, evoke a sense of familiarity, and exert influence on consumer behavior, demonstrating their potential as a powerful tool in shaping brand equity (Scott et al., 2022). Embracing sonic branding strategies can thus offer businesses a valuable means to shape consumer perceptions and strengthen their brand presence in an increasingly competitive market landscape.

2.5 Theoretical Framework

David Aaker's Brand Equity Model outlines five key components: brand loyalty, brand awareness, perceived quality, brand associations, and additional proprietary assets, all contributing to a brand's overall value (Aaker, 2009). Brand loyalty reflects the degree of customer allegiance, reducing marketing costs and providing a consistent revenue stream (Aaker, 2009). Brand awareness measures the brand's recognition and customer preference, highlighting its importance in influencing consumer behavior (Aaker, 2009). Perceived quality plays a crucial role in shaping purchase decisions, emphasizing the significance of product differentiation and accessibility in maintaining competitive advantage (Aaker, 2009). Brand associations are vital in influencing consumer perceptions, differentiation from competitors, and overall brand equity (Aaker, 2009). On the other hand, Keller's Customer-Based Brand Equity Model follows a step-by-step approach, focusing on brand identity, meaning, responses, and relationships (Keller, 2001). Brand salience serves as the foundation, esta=-blishing category recognition and inclusion in the consumer's consideration set (Keller, 2001). Brand performance and imagery address functional and psychological needs, respectively, contributing to consumer perceptions of the brand (Keller, 2001). Brand responses encompass consumer judgments and feelings towards the brand, reflecting their overall attitude and perception (Keller, 2001). Finally, brand relationships measure the level of customer engagement and resonance with the brand, indicating the strength of their emotional connection and loyalty (Keller, 2001).

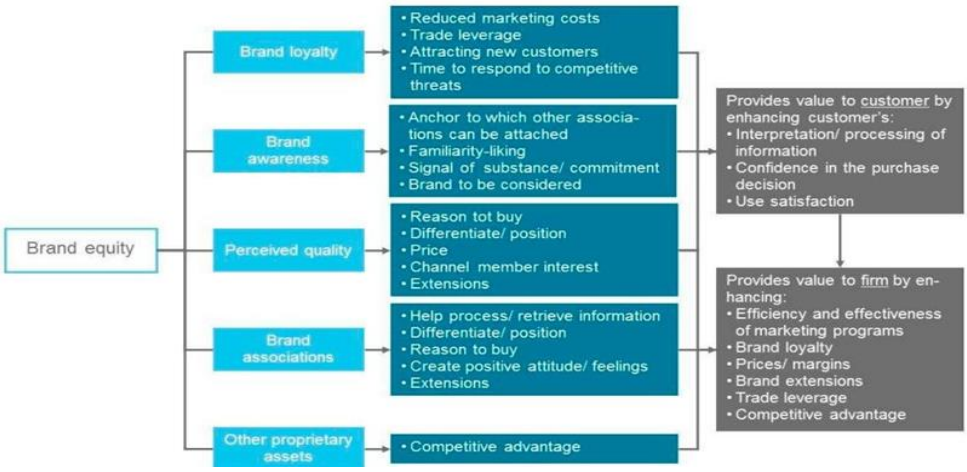


Figure 2.1 *Brand Equity Model*

Source. (Aaker, 2009)

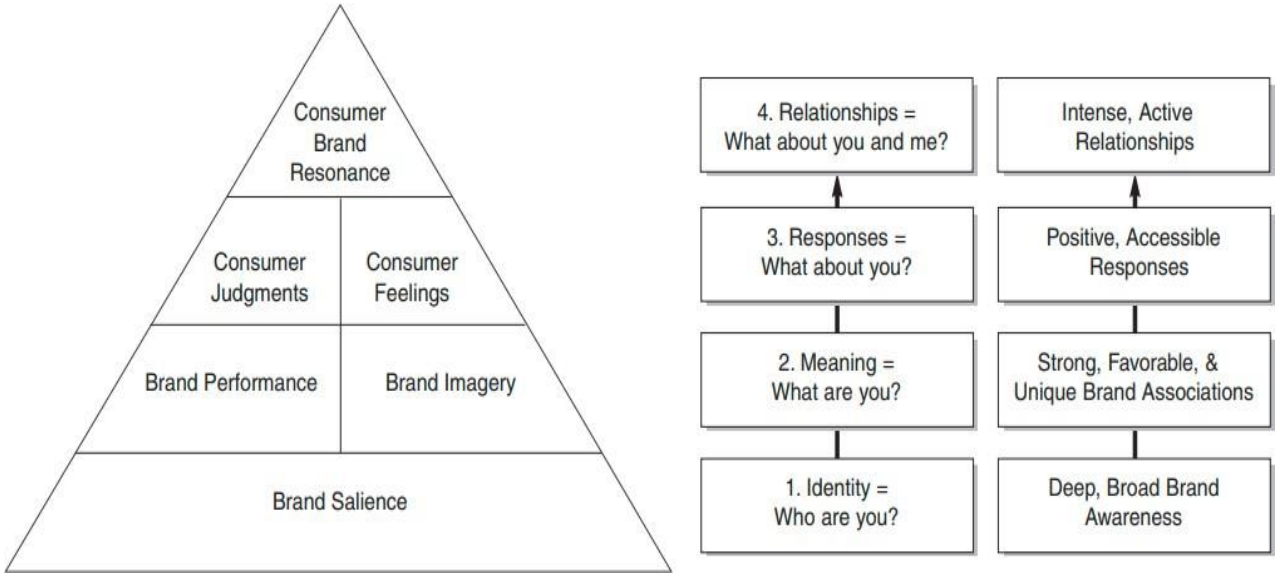


Figure 2.2 *Customer-Based Brand Equity Model*

Source. (Keller, 2001)

2.6 Conceptual Framework and Hypotheses Development

Implementing Sonic Branding in marketing can impact consumer perception and the image of the brand. Sonic branding influences consumers' perceptions and images of a brand, whereas brand identity forms a strong Sonic Branding technique that is frequently deployed at multiple touch-points (Alexander & Heyd, 2014). Music may strengthen emotional connections between customers and brands, improving their brand experience (Alexander & Heyd, 2014).

Relationship between Sonic Branding and Brand Salience:

Sonic branding, particularly the usage of sonic logos, has been demonstrated to have a substantial impact on customer attitudes and emotions, which in turn influences brand salience (Scott et al., 2022). This is reinforced by the significance of popular music in audio branding, which can influence how consumers perceive brands (Khamis & Keogh, 2021).

H1: Sonic Branding has a significant relationship with Brand Salience

Relationship between Sonic Branding and Brand Associations:

Sonic Branding can foster emotional connections between brands and consumers, resulting in a positive brand image. Consumers who have positive associations with a brand see it in a more positive light. Positive brand associations lead to more positive perceptions of a brand's products and services (Alexander & Heyd, 2014).

H2: Sonic Branding has a significant relationship with Brand Associations

Relationship between Sonic Branding and Brand Perceived Quality:

Well-implemented Sonic Branding tactics aim to increase consumer relevance and loyalty. Successful acoustic techniques can positively influence customers' views about a brand, resulting in a higher sense of the brand's quality. This can lead to preference and brand loyalty. Positive brand perception is expected to lead to increased loyalty (Alexander & Heyd, 2014).

H3: Sonic Branding has a significant relationship with Perceived Quality.

Relationship between Brand Salience and Brand Resonance:

Brand salience, or how well a brand is recognized or recalled, has been shown to have a major impact on brand resonance (Abraham & Joseph, 2020). This is supported by (Alba & and Chattopadhyay, 1986), who discovered that improving the prominence of a particular brand reduces recall of competing brands. Abraham & Joseph (2020) expands on the relationship between brand salience and resonance, identifying many brand experience dynamics that can influence brand resonance.

H4: Brand Salience has a significant relationship with Brand Resonance.

Relationship between Brand Associations and Brand Resonance:

Several studies have found a strong relationship between brand associations and brand resonance. Abraham & Joseph (2020) discovered that multiple brand experience dynamics, including thinking, relating, and acting, affect brand resonance.

H5: Brand Associations have a significant relationship with Brand Resonance.

Relationship between Perceived Quality and Brand Resonance:

Hashim & Yasin (2012) and Akoglu & Özbek (2021) discovered that perceived quality mediates the relationship between brand equity and brand resonance. This shows that when consumers view a brand as good quality, they are more inclined to connect with it. According to Vazifehdoost & Negahdari (2018), perceived quality, brand awareness, and brand association all have a substantial impact on brand loyalty and repurchase intention.

H6: Perceived Quality has a significant relationship with Brand Resonance.

The conceptual model developed as a result of the hypotheses framed above is as follows:

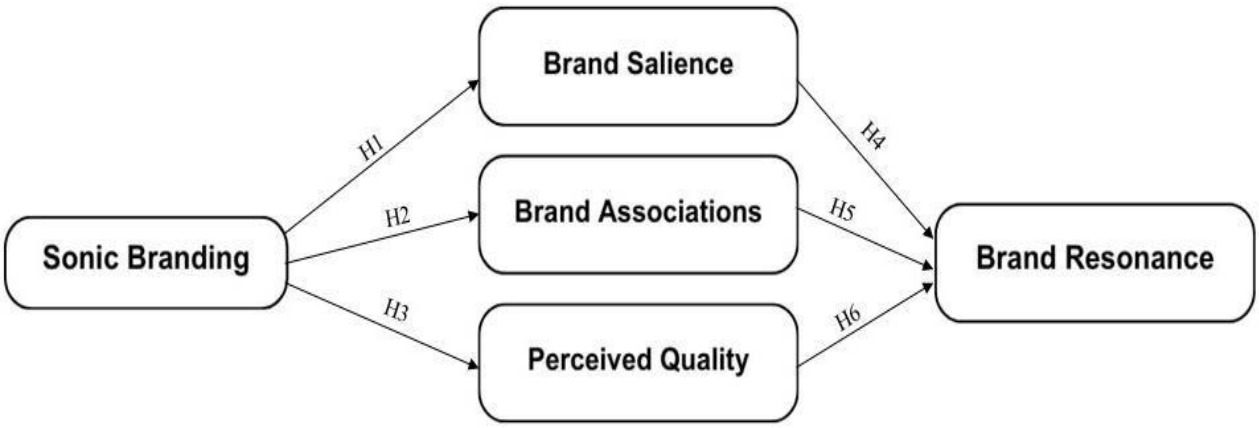


Figure 2.3 *Conceptual Model*

2.7 Variable Identification

S.No	Variable	Paper
1	**Independent Variable:**	
	Sonic Branding (Jingles, Sound Logo, Music)	(Alexander & Heyd, 2014) (Nufer & Moser, 2019)
2	**Intervening Variables:**	
	(i) Brand Salience	(Gupta, 2022)
	(ii) Brand Associations, Perceived Quality	(Alexander & Heyd, 2014)
3	**Dependent Variable:** **Brand Resonance**	(Gupta, 2022)

3. Research Methodology

3.1 Research Design

The study is conclusive in nature, aiming to produce knowledge for decision-making through quantitative analysis. It combines secondary data with primary research to comprehensively understand the population under study. Descriptive research methods are employed to offer a detailed description of the phenomenon. Variables are identified along with their measurement indicators. A pilot study was conducted to assess the reliability and normality of the instrument. The choice of non-probability sampling (purposive sampling) is justified, while data collection methods include a formal questionnaire and secondary data from academic sources. Likert scales are utilized in the questionnaire, with each item documented with references. Various statistical tests for data analysis are explained, alongside the software used for each. Power analysis was performed to identify the study sample size. The total sample size arrived at was 98. However, a total of 131 responses were collected upon circulating the Questionnaire. This study utilizes both primary and secondary data. The cross-sectional design allows for simultaneous data collection, providing insight into current consumer perceptions without tracking changes over time. A structured questionnaire covers demographic information and preferences related to music and sonic branding elements, utilizing Likert scales for measurement. Secondary data from academic journals and thesis papers supplements primary data collection.

3.2 Instrument Design

Table 3.1 Sources of Measurement of Variables

Measurement of Variable	**Source**
Sonic Branding (Jingles, Sound Logos, Music) a. Meaningful lyrics used in advertisements of a product attract me more. b. Memorisable lyrics used in advertisement of a product manage to find place in my heart more easily. c. Music of a known or famous song used in advertisement of a product is easy to relate to. d. Jingle that can be memorized easily helps me retain the product or brand more. e. I am likely to retain the product more if the music used in the jingle is pleasant. f. Sound logos should be easy for the average person to hum. **g.** Sound logos with distinct notes are memorable.	(Shakil & Siddiqui, 2019) (Krishnan et al., 2012)
Brand Salience a. The brand has a good name and reputation. b. The brand is easy to remember and recall. c. The brand is very famous. d. The brand is frequently being promoted. e. It is easier to recognize the brand than other brands in its respective industry.	(Lamlo & Selamat, 2020)
Brand Associations a. The brand matches with personality. b. The brand matches with self-image. c. The brand is recommended by others.	(Lamlo & Selamat, 2020)

d. Using the brand reflects personality. e. The brand is more memorable to use .	
Perceived Quality a. The brand elements are visually attractive. b. Products/services of the brand are worth its cost. c. Compared to other brands, the brand is of high quality. d. I can always count on the brand for consistent quality. e. The brand is the best in its product/service class.	(Ishrak & Al-Mamun, 2022)
Brand Resonance a. The brand is my first choice when considering brands in their respective industry. b. I am emotionally attached to the brand i.e.; it feels like a part of my life. c. I identify with other people who are users of the brand. d. I am committed to the brand. e. If someone makes a negative comment about the brand, I would defend it.	(Henriikka Varjonen, 2018) (Nagaprakash & Latha, 2018)

3.3 Tools used for Analysis

Various techniques and software tools were used for data analysis. Reliability analysis ensured measurement consistency, while descriptive statistics summarized dataset characteristics. Inferential statistics like Chi-Square, ANOVA, and correlation explored variable relationships. Structural Equation Modelling (SEM) elucidated complex variable interconnections. SPSS facilitated descriptive and inferential statistics, Warp PLS aided SEM, and GPower3 performed power analysis, enabling a comprehensive data understanding.

4. Analysis and Interpretation

4.1 Perception of the Respondents Towards Sonic Branding and its outcomes

Table 4.1 Frequency of contact with touchpoints by respondents

Touchpoints	Mean	Rank
How often do you come into contact with sound (music, jingles, sound logos) at any of these touchpoints? (TV Commercials)	3.6107	2
How often do you come into contact with sound (music, jingles, sound logos) at any of these touchpoints? (Digital/Online Ads)	3.8244	1
How often do you come into contact with sound (music, jingles, sound logos) at any of these touchpoints? (Radio)	3.0687	3
How often do you come into contact with sound (music, jingles, sound logos) at any of these touchpoints? (Offline Stores)	2.8931	4

Based on the above table we can observe that the respondents are most frequently in contact with sound (music/jingles) through the touchpoint Digital/Online Ads. Followed by TV commercials and Radio respectively. The least frequent touchpoint that respondents come in contact with is through Online stores.

Table 4.2 Preferences regarding music in advertisements

Preferences regarding Music	Frequency	Percentage	Valid Percentage
Music with meaningful lyrics	22	16.8	16.8
Music that is congruent with the visuals and music from the Ad	48	36.6	36.6
Music that resonates with my favorite music genres	35	26.7	26.7
Popular Music	20	15.3	15.3
None of the above	6	4.6	4.6
Total	131	100	100

The above table shows that majority of the respondents, i.e., 36.6% prefer Music which is congruent with the visuals and message from the ad. Followed by 26.7% of the respondents who prefer Music that resonates with their favourite music genres. 16.8% prefer Music with meaningful lyrics. 15.3% of the respondents prefer popular music whereas the remaining 4.6% of the respondents prefer none of the above.

Table 4.3 Effects of music/jingles used by brands on perception

Effects of Music/Jingles	Mean	Rank
Create Memory	4.2137	1
Trigger my emotion	3.4275	4
Capture my attention	4.1374	2
Convey a message	3.4656	3

The above table shows that the most common effect of music/jingles used by brands have on the respondents is ‘Create Memory’. This is followed by which ‘Capture Attention’ is the second most common effect that music/jingles have on the respondents. Followed by which the respondents feel that music/jingles convey a message or trigger emotions

Table 4.4 *Sectors that use Sonic Branding according to respondents*

Sectors	Frequency	Percent	Valid Percent
FMCG (Fast Moving Consumer Goods)	41	31.3	31.3
FMCD (Fast Moving Consumer Durables)	4	3.1	3.1
QSR (Quick Service Restaurants)	13	9.9	9.9
ICT(Information and Communication Technology)	8	6.1	6.1
Media & Entertainment	65	49.6	49.6
Total	131	100	100

The table above indicates that 49.6% of the respondents feel that the Media & Entertainment sector uses much of sonic branding, followed by 31.3% respondents who feel that the FMCG (Fast Moving Consumer Goods) sector uses much of sonic branding. The remaining 9.9% of respondents feel that the QSR sector uses much sonic branding followed by 6.1% for the ICT sector and 3.1% for the FMCD sector.

Table 4.5 *Brands that captured the respondents' attention in terms of sonic branding*

Brands	**Frequency**	**Percent**	**Valid Percent**
Britannia Industries Ltd	12	9.2	9.2
Coca Cola	22	16.8	16.8
Apple Inc.	10	7.6	7.6
LG	5	3.8	3.8
Mc Donalds	26	19.8	19.8
Burger King	5	3.8	3.8
Microsoft	6	4.6	4.6
Intel	4	3.1	3.1
Netflix	32	24.4	24.4
Universal Studios	9	6.9	6.9
Total	131	100	100

The above table shows that 24.4% of the respondents say that Netflix's sonic branding has captured their attention. Followed by 19.8% of respondents say that McDonald's has captured their attention the most. 16.8% say that Coca-Cola has captured their attention the most. These three brands are seen to have captured the respondents' attention the most among the list of ten brands given. Followed by Britannia Industries stands at 9.2%; Apple Inc. stands at 7.6%; Universal Studios at 6.9%; Microsoft at 4.6%; LG and Burger King at 3.8%; and Intel at 3.1%.

Table 4.6 *Element of sonic branding that captured the attention of respondents*

Elements of Sonic Branding	**Frequency**	**Percentage**	**Valid Percentage**
Jingles	44	33.6	33.6
Sound Logos	54	41.2	41.2
Music	33	25.2	25.2
Total	131	100	100

The above table shows that 41.2% of the respondents' attention is captured by the element 'Sound Logos'. Followed by 33.6% of respondents' attention is captured by 'Jingles' and 25.2% of the respondents' attention is captured by 'Music'.

Table 4.7 *Measurement of Sonic Branding*

Sonic Branding	Mean	Rank
Meaningful lyrics used in advertisements of a product attract me more.	3.6183	7
Memorisable lyrics used in the advertisement of a product manage to find a place in my heart more easily.	3.8244	4
Music of a known or famous song used in advertisement of a product is easy to relate to.	3.9389	1
A jingle that can be memorized easily helps me retain the product or brand more.	3.9084	2
I am likely to retain the product more if the music used in the jingle is pleasant	3.6565	6
Sound logos should be easy for the average person to hum	3.8381	2
Sound logos with distinct notes are memorable	3.7939	5

The above table shows that the majority of the respondents feel that the Music of a known or famous song used in advertisement of a product is easy to relate to (since the Mean value is the highest rank among all the statements). Followed by the second most common response was that Jingles that can be memorized easily helps to retain the product or brand more.

Table 4.8 *Measurement of Brand Salience*

Brand Salience	**Mean**	**Rank**
The brand has a good name and reputation.	4.1374	2
The brand is easy to remember and recall.	4.1603	1
The brand is very famous.	4.1231	3
The brand is frequently being promoted.	3.8855	5
It is easier to recognize the brand than other brands in its respective industry.	4.0687	4

The above table shows that the most common response in terms of brand salience is that the brand selected by the respondents is easy to remember and recall (since the Mean value is the highest rank among all the statements). Followed by the response that the brand has a good name and reputation.

Table 4.9 Measurement of Brand Associations

Brand Associations	**Mean**	**Rank**
The brand matches with personality.	3.5725	3
The brand matches with self-image.	3.5191	4
The brand is recommended by others.	3.8077	2
Characteristics of the brand come to my mind quickly.	3.9313	1
The brand is more memorable to use.	3.9313	1

The above table shows that in terms of Brand Associations most of the respondents feel that the Characteristics of the brand come to mind quickly and that the brand is more memorable to use (since the Mean value of both statements are highest rank among all the statements). Followed by the brand is recommended by others. The least common response is that the brand matches the self-image of the respondents.

Table 4.10 Measurement of Perceived Quality

Perceived Quality	**Mean**	**Rank**
The brand elements are visually attractive (Brand elements include logo, package, colour schemes, etc.)	4.0382	1
Products/services of the brand are worth its cost.	3.8015	2
Compared to other brands, the brand is of high quality.	3.7252	4
I can always count on the brand for consistent quality.	3.7405	3
The brand is the best in its product/service class.	3.6718	5

The above table shows that in terms of Perceived Quality the most common response is that the brand elements are visually attractive (since the Mean value is the highest rank among all the statements). Followed by the response that products/services of the brand are worth its cost and that the respondent can always count on the brand for consistent quality.

Table 4.11 *Measurement of Brand Resonance*

Brand Resonance	Mean	Rank
The brand is my first choice when considering brands in its respective industry.	3.5878	1
I am emotionally attached to the brand i.e.; it feels like a part of my life.	3.1985	3
I identify with other people who are users of the brand.	3.3817	2
I am committed to the brand.	3.1679	4
If someone makes a negative comment about the brand, I would defend it.	3.0611	5

The above table shows that the most common response is that the brand is the first choice for respondents when considering brands in its respective industry (since the Mean value is the highest rank among all the statements). Followed by the response that the respondents identify with other people who are users of the brand.

4.2 Relationship between the demographic characteristics and Sonic Branding

H0: The demographic characteristics of respondents do not have a significant influence on the element of sonic branding that captured their attention.

H1: The demographic characteristics of respondents have a significant influence on the element of sonic branding that captured their attention.

Table 4.12 *Cross Tabulation (Gender and Element of Sonic Branding)*

		Which element of the audio branding captured your attention based on the brand selected in the previous question?			Total
		Jingles	Sound Logos	Music	
Gender	Male	14	18	12	44
	Female	30	36	21	87
Total		44	54	33	131

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.308[a]	6	0.769
Likelihood Ratio	3.457	6	0.75
Linear-by-Linear Association	0.004	1	0.948
N of Valid Cases	131		

The above Table 4.12 shows that among the male respondents, 14 of them feel jingles have captured their attention, 18 feel sound logos have captured their attention, and 12 feel that music has captured their attention. Among the female respondents, 30 of them feel jingles have captured their attention, 36 feel sound logos have captured their attention and 21 feel music has captured their attention.

The above Table shows the significant value is 0.915>0.05. This shows that there is no statistically significant association between gender and the element of sonic branding that captured the respondents' attention.

Table 4.13 Cross Tabulation (Age and Element of Sonic Branding)

		Which element of the audio branding captured your attention based on the brand selected in the previous question?			Total
		Jingles	Sound Logos	Music	
Age Group	15-25	25	28	17	70
	26-35	8	15	10	33
	36-45	7	6	2	15
	Above 45	4	5	4	13
Total		44	54	33	131

Table 4.14 Chi-Square Test Output (Age Group and Element of Sonic Branding)

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.308[a]	6	0.769
Likelihood Ratio	3.457	6	0.75
Linear-by-Linear Association	0.004	1	0.948
N of Valid Cases	131		

Table 4.14 reveals that among respondents aged 15-25, jingles captured the attention of 25 individuals, sound logos captured the attention of 28 individuals, and music captured the attention of 17 individuals. Among those aged 26-35, the majority (15 out of 33) felt that sound logos captured their attention, while among those aged 36-45, the majority (7 out of 15) indicated that jingles captured their attention. Similarly, among respondents above 45, the majority (5 out of 13) felt that sound logos captured their attention. However, the significant value in Table 4.18 is 0.769, exceeding 0.05, indicating no statistically significant association between respondents' age groups and the element of sonic branding that captured their attention. Thus, the null hypothesis is accepted, suggesting that age group does not significantly influence the element of sonic branding that captures respondents' attention

Table 4.15 Cross Tabulation (Occupation and Element of Sonic Branding)

		Which element of the audio branding captured your attention based on the brand selected in the previous question?			Total
		Jingles	Sound Logos	Music	
Occupation	Student	25	31	15	71
	Self-employed	2	3	1	6
	Salaried Employee	11	18	15	44
	Business Owner	3	1	2	6
	Homemaker	3	0	0	3
	Other	0	1	0	1
Total		44	54	33	131

Chi-Square Test Output (Occupation and Element of Sonic Branding)

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.134[a]	10	0.276
Likelihood Ratio	13.3	10	0.209
Linear-by-Linear Association	0.08	1	0.784
N of Valid Cases	131		

The data in Table 4.15 indicates that among students, jingles captured the attention of 25 respondents, sound logos captured the attention of 31 respondents, and music captured the attention of 15 respondents. Among self-employed individuals, a majority (3 out of 6) felt that sound logos captured their attention, while among salaried employees, the majority (18 out of 44) felt the same. Among business owners, a majority (3 out of 6) indicated that jingles captured their attention, and among homemakers, all 3 respondents felt that jingles captured their attention. However, the significant value in Table 4.20 is 0.276, which is greater than 0.05, indicating no statistically significant association between respondents' occupations and the element of sonic branding that captured their attention.

Thus, we accept the null hypothesis, suggesting that demographic characteristics do not significantly influence the element of sonic branding that captures respondents' attention

4.3 Impact of selected brands on sonic branding outcomes

H0: The selected brands in each sector do not have a significant influence on the outcomes of Sonic Branding namely; brand salience, brand associations, perceived quality, and brand resonance.

H1: The selected brands in each sector have a significant influence on the outcomes of Sonic Branding namely; brand salience, brand associations, perceived quality, and brand resonance.

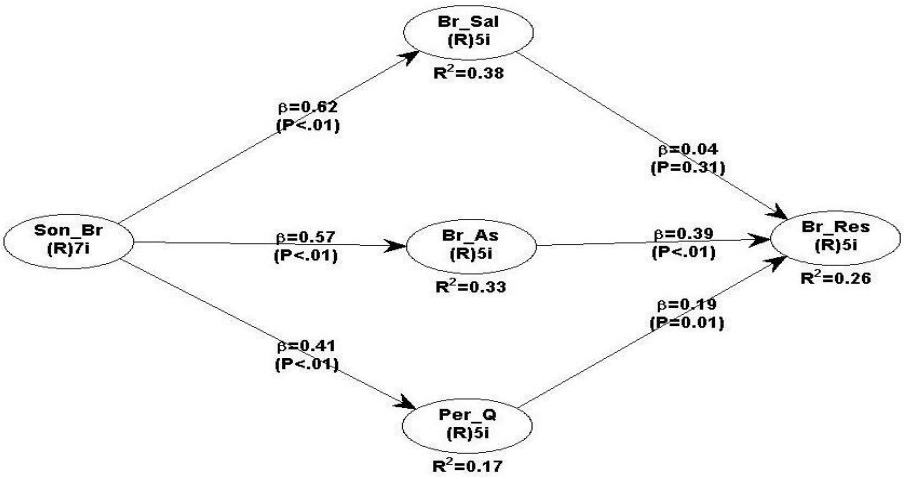
Table 4.16 ANOVA test Output (Measure influence of selected brands on the outcomes of Sonic Branding)

		Sum of Squares	df	Mean Square	F	Sig.
Brand Salience	Between Groups	4.305	9	0.478	0.892	0.536
	Within Groups	50.961	95	0.536		
	Total	55.266	104			
Brand Associations	Between Groups	6.642	9	0.738	2.01	**0.046***
	Within Groups	34.887	95	0.367		
	Total	41.53	104			
Perceived Quality	Between Groups	3.838	9	0.426	0.777	0.638
	Within Groups	52.171	95	0.549		
	Total	56.009	104			
Brand Resonance	Between Groups	8.6	9	0.956	1.679	0.105
	Within Groups	54.08	95	0.569		
	Total	62.68	104			

The above Table 4.16 shows the results of the ANOVA test done between the variables brand salience, brand associations, perceived quality, brand resonance and the brands from the selected sectors for the study. We can observe that the significant values for Brand Salience is 0.536>0.05, Perceived Quality is 0.638>0.05, and Brand Resonance is 0.105>0.05 hence there is no significant influence by the brands selected by the respondents on their Brand Salience, Perceived Quality and Brand Resonance. However, the significance value of Brand Associations is 0.046<0.05, which shows that the brands selected by the respondents do have a significant influence on their Brand Associations

Hence, we accept the null hypothesis in case of brand salience, perceived quality and brand resonance as the selected brands in each sector do not influence these outcomes of sonic branding. However, we reject the null hypothesis in case of brand associations since it indicates a significant influence

4.4 Hypothesis Testing through Structural Equation Modelling (SEM)



(Son_Br = Sonic Branding, Per_Q = Perceived Quality, Br_As = Arand Association, Br_Sal = Brand Salience, Br_Res = Brand Resonance)

Figure 4.1 SEM Model for Hypothesis

Table 4.17 *Path Coefficients Values*

Path coefficients

	Son_Br	Br_Sal	Br_As	Per_Q	Br_Res
Son_Br					
Br_Sal	0.616				
Br_As	0.574				
Per_Q	0.408				
Br_Res		0.043	0.389	0.192	

P values

	Son_Br	Br_Sal	Br_As	Per_Q	Br_Res
Son_Br					
Br_Sal	<0.001				
Br_As	<0.001				
Per_Q	<0.001				
Br_Res		0.308	<0.001	0.012	

Table 4.25 *Convergent Validity*

Correlations among l.vs. with sq. rts. of AVEs

	Son_Br	Br_Sal	Br_As	Per_Q	Br_Res
Son_Br	(0.728)	0.588	0.570	0.383	0.429
Br_Sal	0.588	(0.837)	0.644	0.504	0.280
Br_As	0.570	0.644	(0.742)	0.484	0.451
Per_Q	0.383	0.504	0.484	(0.800)	0.359
Br_Res	0.429	0.280	0.451	0.359	(0.794)

Note: Square roots of average variances extracted (AVEs) shown on diagonal.

P values for correlations

	Son_Br	Br_Sal	Br_As	Per_Q	Br_Res
Son_Br	1.000	<0.001	<0.001	<0.001	<0.001
Br_Sal	<0.001	1.000	<0.001	<0.001	0.001
Br_As	<0.001	<0.001	1.000	<0.001	<0.001
Per_Q	<0.001	<0.001	<0.001	1.000	<0.001
Br_Res	<0.001	0.001	<0.001	<0.001	1.000

The analysis indicates that sonic branding significantly enhances brand salience, brand associations, and perceived quality. Specifically, the positive path coefficients reveal that improvements in sonic branding are closely linked to increases in these constructs, with brand salience ($\beta = 0.616$), brand associations ($\beta = 0.574$), and perceived quality ($\beta = 0.408$) all showing strong positive relationships. However, brand salience does not have a significant impact on brand resonance ($p = 0.308$), suggesting that visibility alone is insufficient to strengthen emotional connections with the brand. In contrast, both brand associations ($\beta = 0.389$) and perceived quality ($\beta = 0.192$) positively influence brand resonance, highlighting their critical roles in fostering a deeper emotional engagement. Additionally, the model's goodness of fit is confirmed with a GoF value of 0.46, and the factor loading values establish the validity of the measurement instruments. The regression coefficients further illustrate the predictive power of sonic branding, accounting for substantial variances in brand salience (38%), brand associations (33%), and perceived quality (16.7%), while brand associations and perceived quality together predict 26% of brand resonance. These findings underscore the integral role of sonic branding in building a strong, resonant brand

5. Results and Discussion

The study explores the dimensions of sonic branding, focusing on jingles, sound logos, and music. Analysis reveals that sound logos capture the most attention among respondents, indicating their significance in initial brand recognition. Music and jingles also play vital roles in creating memory and capturing attention, emphasizing their relevance in brand recall and engagement.

Sonic branding significantly impacts brand salience, associations, perceived quality, and resonance, as evidenced by correlation and regression analyses. Brand associations have the most significant predictive power for brand resonance, followed by brand salience and perceived quality. This underscores the importance of fostering strong brand associations through sonic branding efforts.

Analyzing the outcome of sonic branding across different sectors, the study finds that brand associations are significantly influenced by the selected brands, while brand salience, perceived quality, and brand resonance show no significant differences. Additionally, a majority of respondents perceive the Media and Entertainment sector to heavily utilize sonic branding, suggesting stronger brand associations within this industry.

Demographic characteristics do not significantly influence respondents' preferences for sonic branding elements, highlighting the subjective nature of sound perception. However, sound logos are the most preferred sonic branding element among respondents.

Finally, the study proposes, validates, and tests a suitable model through SEM analysis, confirming the positive impact of sonic branding on brand salience, associations, and perceived quality. While brand salience does not directly impact brand resonance, brand associations and perceived quality play crucial roles, indicating indirect influences of sonic branding on brand resonance. Overall, the findings demonstrate the significant effect of sonic branding on brand equity components, with brand associations being the most influential.

6. Implications of the Study

The research on sonic branding highlights several critical implications for enhancing brand equity. Sonic branding elements like sound logos, jingles, and thematic music significantly boost brand recognition and emotional connection with consumers. These elements should align with the brand's identity and values to foster strong brand associations and loyalty. Additionally, sound logos are particularly effective for initial brand recognition, suggesting that brands should invest in creating unique and memorable auditory identities.

Although demographic characteristics show minimal influence, customization of sonic branding strategies based on audience analysis can still yield tailored and effective marketing approaches. Integrating sonic branding into the overall brand strategy can differentiate a brand in a competitive market and build lasting customer relationships. The research also suggests expanding future studies to include various audio elements and conducting comparative analyses across different industries to understand the broader impacts of sonic branding. Moreover, exploring the specific musical elements like pitch and melody could provide deeper insights into their psychological impacts on brand perception. Adopting an interdisciplinary approach could further enrich the understanding and application of sonic branding strategies.**7. Scope for further study**

Future research can expand by including additional audio elements like sound effects, voiceovers, and ambient sounds to examine their impact on brand perception and equity. Comparative analysis across industries could reveal how sonic branding techniques differ and succeed in various sectors. Studying more brands within each industry can provide a comprehensive understanding of sonic branding practices. Additionally, examining musical elements such as pitch, melody, pace, and instrumentation can show how these influence brand identification and consumer perceptions. Interdisciplinary approaches from marketing, psychology, and other fields can enhance insights into sonic branding's effects and implications.

8. Conclusion

In conclusion, the findings of this study underscore the significant impact of sonic branding on various dimensions of brand equity. Through a detailed analysis, it becomes visible that sonic elements such as sound logos, jingles, and music significantly enhance brand salience, associations, perceived quality, and resonance. Sound logos emerge as a powerful tool for capturing attention, highlighting the importance of creating distinct and memorable auditory identities for brands. Despite demographic characteristics exhibiting low influence on sound branding preferences, there's still value in understanding varied audiences that like to customize sonic branding activities efficiently. The study's findings provide actionable insights for firms seeking to harness sonic branding as a strategic advantage. Brands are expected to ensure that their acoustic features are consistent with their brand identity and values, establishing favorable associations and emotional connections with customers. Future studies could go deeper into demographic preferences, allowing for more refined acoustic branding techniques for certain audience groups. The findings of this study illustrate the transformative power of intentional acoustic branding in shaping brand equity and strengthening customer connections. Finally, incorporating sonic branding into overall brand strategy provides a tremendous chance for firms to identify themselves in a cluttered industry and create long-term relationships with customers.

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