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MARKET RESEARCH ABOUT USING MUSIC APPEAL IN TVC ON CONSUMER'S ATTITUDES TOWARDS PANTENE BRAND

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MARKET RESEARCH ABOUT USING MUSIC APPEAL IN TVC ON CONSUMER’S ATTITUDES TOWARDS PANTENE BRAND

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ABSTRACT

Advertising is one of the means of communication for companies to persuade their audience to purchase their products. Advertisements are delivered to the consumers through various forms of media, such as television, radio, printed ads, billboards, product placement, etc. In the mentioned forms of advertising, TV commercials – TVC is believed to be one of the most effective communication tool that can help one brand to reach millions of audience at the same time. Music has always been one of the most important elements that contribute to the success of a TVC. Using music appeal in the advertisement is a challenging work for all the advertisers; and recently, consumers have raised great attention and different opinions towards the issue. Therefore, understanding the impact of music appeal in the TVC on consumer's attitude is an interesting topic for different industries.

This paper is to study the impact of using music appeal in the TVC on the consumer's attitude and to discover the customer's opinions on the Pantene brand. The Tri-component attitude model, which explains that the attitude is composed by three interactive components that are cognition, affection, and conation, is applied into this research. The perfect combination of qualitative method and quantitative method in Triangulation approach helps raising the reliability through in-depth interviews and surveys. From the results, some applicable recommendations would be given to Pantene as well as other FMCG firms.

Despite the existence of limitation, the author hopes that the research is useful to enhance the advertisement's quality in Vietnam market.

CHAPTER 1

INTRODUCTION

I. BACKGROUND AND RATIONALE

1. About Pantene



(Source: Pantene)

Pantene is a brand of hair care products owned by Procter & Gamble. The product line was first introduced in Europe in 1947 by Hoffmann-La Roche of Switzerland, which branded the name based on panthenol as a shampoo ingredient. It was purchased by Procter & Gamble (P&G) in 1985 in order for P&G to compete in the "beauty product" market rather than only functional products.

The brand's best-known product became the conditioning shampoo Pantene Pro-V (Pantene Pro-Vitamin). The product became most noted due to an advertising campaign in the late 1980s in which fashion models said, "Don't hate me because I'm beautiful." Kelly LeBrock gained notoriety as the first television spokeswoman to speak the line.



Figure 1. Kelly LeBrock with slogan
 “Don’t hate me because I’m beautiful.”
 (Source: Standard & Pacific)

In 1990, Procter & Gamble decided to launch a new advertising campaign. Research results, compiled from markets around the world, led P&G to hypothesize that health positioning might provide the basis for a new worldwide hair care franchise. The research indicated that: Women believed the ideal standard for hair is "healthy". Women considered their own hair damaged. Women believed that shine signaled health. Pro-vitamin formulation provided real support for claims. Advertising was developed around the health positioning and was launched globally. The advertising was customized at the local level with the tag line, "Hair So Healthy It Shines." There were four lead countries in the 1990 launch. Each communicated a different piece of the strategy and execution elements, as follows:

- United States: a TV campaign was developed using an authoritative spokeswoman and showing the transformation of the model's hair;

- Taiwan: dramatized the end-result - the shine (a very powerful end benefit in this part of the world);

- France: dramatized the vitamin capsule ingredient story;

- United Kingdom: demonstrated product efficacy via the hair root demonstration.

By 1994, less than four years following its launch in 55 countries, Pantene was the #1 hair care brand around the world. Two years later it was still leading in 78 countries and by 1998, it was the leading shampoo in 90 countries with worldwide sales of well over \$1 billion.

In 2013, together with Head & Shoulders, another hair care product brand from Procter & Gamble, Pantene helped Procter & Gamble become the global market leader in the hair care market with over 20% market share (Procter & Gamble's Annual Report, 2013).

2. The Use of Background Music in Pantene's TV Commercials

In 2006, Grey London produced a campaign for Pantene hair care and styling products that focused on the positive impact that good hair has on a woman's day. The 30-second spot focused on various personal mantras such as "make a wish list, not a to do list", "buy flowers, not groceries" and "dance all day, not just at night." Each scene showed images of women sticking to these mantras and enjoying their day after using Pantene. The upbeat ad, set to Natasha Bedingfield's 'Unwritten', closed with a voiceover that said, "let the best of you shine through." The commercial after that caught a lot of attentions from the TV viewers. The song lyrics spoke the messages that Pantene wanted to deliver, "Feel the rain on your skin, no one else can feel it for you, only you can let it in. No one else can speak the words on your lips, drench yourself in words unspoken, live your life with arms wide open..."

In 2008, Pantene made a breakthrough with an extraordinary ad film in Thailand. The four-minute long ad film was scripted by Grey Worldwide. Interestingly, the ad was awarded a Silver World Medal in the Short Film sub-category at New York Festival 2009.

The film, titled “Chrysalis”, was in Thai with English subtitles. It opened on a dejected, deaf and mute girl, walking down a street with a violin in her hand. Her friend mocked her, saying that if the deaf and mute could play the violin, maybe ducks would fly someday. The jealous friend, who herself was a pianist, looked at her scornfully. The girl found solace in a street musician, who played the violin. As the two started conversing through sign language, she broke down and confessed to him that her friends kept mocking at her ability to play the instrument. The musician consoled her and asserted that music is a visible art form. He promised to help her in mastering the violin. However, in a stray incident, the girl's jealous friend spotted her practicing for a classical music concert. Out of sheer envy, she tipped off some goons to break her violin. Next, the film cut to the concert, where the jealous girl had finished playing her piano piece. Just when the announcer went to announce that she was the last performer, the deaf and mute girl, with a broken violin, stepped in. The film ended as she played her heart out and enthralled the audience with her performance, as the envious friend looked on. Then they showed flashbacks of the story thus far, with shots of a butterfly breaking out of its chrysalis as a visual metaphor. The film ended with the Pantene logo and a title that said, “You can shine”.

The title, “Chrysalis” was derived from a term that described the pupal stage of butterflies. A sequence in the film depicted through a time lapse, the different stages of a butterfly's life till it emerged from its cocoon and flew out in the open. This sequence in itself functioned as an innuendo for the girl's internal struggles and her final victory.

The piano solo that the jealous friend played was specially composed for the ad film. The background violin score is Johann Pachelbel's “Canon in D minor”, which has been redone by a Thai musician. The original composition was done around the 17th century, during the Baroque period. The use of the strong melody of “Canon in D” at the most dramatic part of the short film was totally catchy and touchy.



Figure 2. Still cut from Pantene's TVC "Chrysalis"

Recently, in November 2013, Pantene has released an ad in Philippines with the title "Labels Against Women". In 60 seconds, Pantene deftly broke down the double standards men and women face in the workplace. While a man is a "boss," a woman is seen as "bossy." Men are "persuasive," while women are "pushy." If a guy works late, he's "dedicated," but a woman is "selfish." A man who struts down the street is "smooth," but his female counterpart is "showy." The ad ends with the words, "Don't let labels hold you back... Be strong and shine." The ad is set to a cover of Tears For Fears' song "Mad World". The song lyrics express the anxiety and boredom of living in a world with cruel old prejudices and people's insensitivity that leaves no emotions towards the society they are living in.

According to the 2013 Global Gender Gap Report, the Philippines ranks number 5 in gender equality. But a survey by the social news network, Rappler, revealed that gender bias is still very much prevalent. One thought-provoking statistic showed that 77% of males and 66% of females believe that men deserve employment more than women - clearly reinforcing that bias exists in the workplace. Research findings show that both genders have prejudices and are prejudiced against. As a brand that stands for empowering women to shine boldly, highlighted the issue of double standards and the culture of inequality that people have come to accept as the norm. Although initially approached from a local standpoint, the campaign resonated to the global market, recognizing an idea that was inspired by a hard-hitting reality that every woman faces.

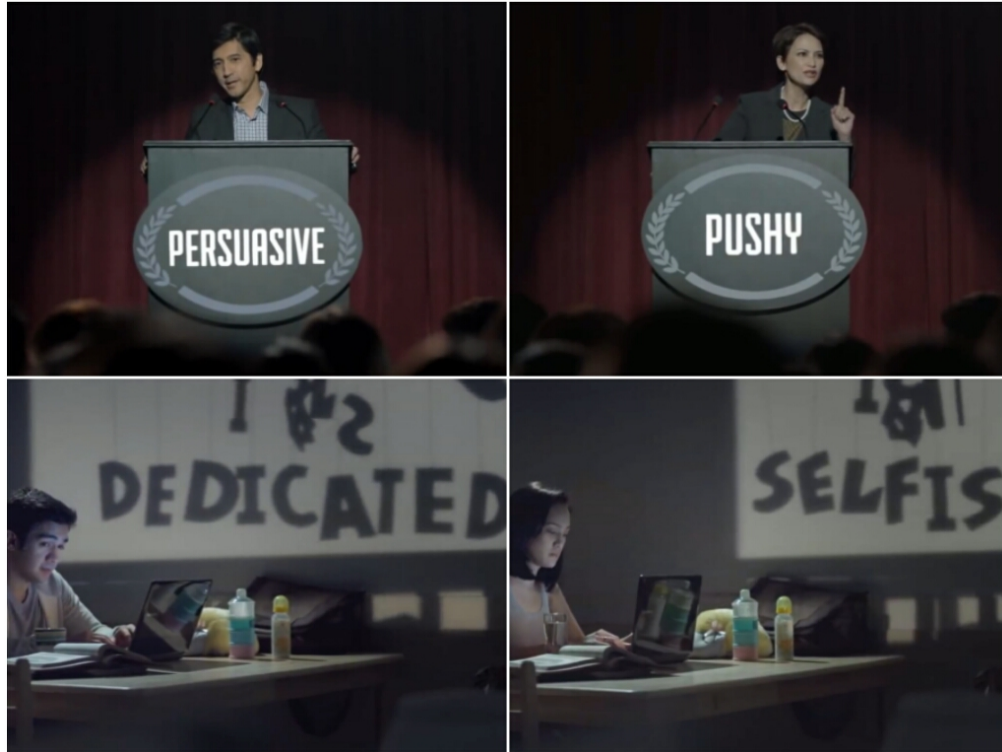


Figure 3. Still cuts from Pantene's TVC "Labels Against Women"

In the study, the author wants to conduct a market research to evaluate the impact of the music used in advertisements on consumer's attitudes towards hair care products as general and toward Pantene as specific to recommend a more effective advertising strategy for this hair care product brand in the near future.

II. RESEARCH OBJECTIVES

The following objectives are of the importance of the research:

- To examine overall performance of hair care product advertisements by shampoo brands in Vietnam market.
- To investigate whether the use of music in TV commercials influences consumer's attitude component towards Pantene brand.
- To understand customer's opinions on Pantene's TV commercials that use background music.
- To recommend applicable recommendations for Pantene as well as other Fast Moving Consumer Goods (FMCG) companies when using background music in its TV commercials.

In order to reach these objectives, the questions are shaped:

RQ1: How is the overall performance of hair care product's advertisements in Vietnam market?

RQ2: Does the use of background music influence consumer's attitude towards Pantene brand?

RQ3: How likely does the background music influence consumer's attitude towards Pantene brand?

RQ4: What are the current opinions of customers towards Pantene's TV commercials?

RQ5: Are there any aspects of Pantene's TV commercials that need to be improved?

III. SCOPE AND LIMITATION

This study is conducted to explore how background music effects on consumer's attitudes towards Pantene. And for the convenience, this study is narrow down to the female consumers in Ho Chi Minh City, who have already used Pantene hair care products or have the intentions to try them. Because the target audience of Pantene's

advertisements are females aged 18 to 44, the respondent of this research are females between the ages of 18 to 44 years old.

CHAPTER 2

LITERATURE REVIEW

I. ADVERTISING

Bovee (1992) said that, "Advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media." Nowadays, with the rapid improvement of the media, advertising not only plays the role of delivering the message of the products from fast moving consumer goods to luxury offerings but also is a mean to influence consumer's attitude and purchasing intentions. Advertising is therefore considered as an essential tool for the success of numerous brands and industries. Companies spend a large part of their budget to produce and run advertisements for promotions to communicate information about their company and products. Companies hope that consumers will purchase their products due to the advertisements, which deliver messages about a certain brand and its products (Lin, 2011). Thorson and Leavitt (1992) also stated that the best prophet for purchase is advertising.

In 1997, Kotler pointed out in his study that advertising appeal is the theme of an advertisement. In order to deliver a necessary message to the audiences, advertisers have to put some driving power into the message. That driving power is appeal. Every advertising appeal represents an attraction, which evoked consumers' desires or interest. Berkman and Gilson (1987) defined advertising appeal as an attempt at creativity that inspires consumers' motives for purchase and affects consumers' attitude towards a specific product or service. In another study in 2003, Kotler also divided advertising into two categories, rational appeal and emotional appeal.

1. Rational Appeal

To meet the varying demands of their target consumers, advertisers commonly use rational appeal and emotional appeal in their advertising in an attempt to influence consumer behavior (Chu, 1996). Stafford and Day (1995) defined rational appeals a

presentation of factual information in a straightforward way and characterized by objectivity. In another study in 1984, Puto and Wells referred to this rational approach as informational advertising. According to Kotler and Armstrong (1991, 426), rational appeals “relate to the audience’s self-interest. They show that the product will produce the desired benefits. Examples are messages showing a product’s quality, economy, value, or performance.” Rational appeals rely on their persuasiveness, the power of arguments or reasons for brand attributes. By rational advertising appeal, the product can be emphasized by its benefits, in which consumers’ self-benefit is the key proposition, and the function or benefit requested by consumers of the product or service is articulately presented in advertising (Lin, 2011). Kotler (1991) also added that in an advertisement, it’s stressed that a product or service could achieve the function and benefits consumers’ desire.

2. Emotional Appeal

In contrast to rational appeal, Holbrook and Hirschman (1982) suggested that emotional appeals come from the emotional, experiential side of consumption. Kotler and Armstrong (1991) defined emotional appeal as an: “attempt to stir up either negative or positive emotions that can motivate purchase. These include fear, guilt, and shame appeals that get people to do things they should or stop doing things they shouldn’t. Communicators also use positive emotional appeals such as love, humor, pride and joy”. Emotional advertising appeal places stresses on meeting consumers’ psychological, social, or symbolic requirements, where many purchase motives come from. Emotional appeal advertisements seek also aim to make the consumer feel good about the product, by creating a likeable or friendly brand and they rely on feelings for effectiveness. Emotional appeal includes positive and negative emotional appeal. Positive emotional appeal covers humor, love, happiness, and so forth, while negative emotional appeal involves fear, a sense of guilt, and so on.

In summary, it is clearly that there are two main advertising message appeals, those are emotional and rational appeal and this is general proposed that these appeal should match the characteristics of goods or services and the purpose that producers expect

customers accept their delivered message. However, in order to support for this research, the emotional appeal will be more focused and especially humor appeal; one of the emotional appeal, and its effect will be studied thoroughly.

II. BACKGROUND MUSIC

Background music refers to various styles of music or soundscapes primarily intended to be passively listened to. It is not meant to be the main focus of an audience, but rather to supplement the details that are meant to be focused upon. Music that is played at a low volume and is not the main focus of an audience is also referred to as background music. Traditional examples of background music include music played at various social gatherings and music played in certain retail venues. It is also common to employ background music in various electronic media including film, television, and Internet videos such as video blogs.

Studies have pointed out that background music can affect performance on cognitive tasks (memory, attention, and comprehension), both positively and negatively. Annette M. B. de Groot (2006) concluded from her study that participants who memorized foreign language words while listening to Baroque music recalled an average of 8.7% more words than those who did not listen to music. The effect of music was stronger for less common words, and there was no effect of music on recall a week later. Used extensively as an advertising aid, music may also affect marketing strategies, ad comprehension, and consumer choices.

1. Music in Marketing

In both radio and television advertisements, music plays an integral role in content recall, intentions to buy the product, and attitudes toward the advertisement and brand itself. There are studies that were carried out to find out music's effect on marketing in radio ads, TV ads, and physical retail settings.

Steve Oakes (2007) said that, “One of the most important aspects of an advertisement’s music is the “musical fit,” or the degree of congruity between cues in the ad and song content.” Advertisements and music can be congruous or incongruous for both lyrical and instrumental music. According to Steve, for music to play a perfect part in the advertisements, the timbre, tempo, lyrics, genre, mood, as well as any positive or negative associations elicited by certain music should “fit” the nature of the advertisement and product.

While product involvement refers to the degree of personal relevance and perceived purchase risk regarding a given product, advertising involvement refers to the amount of attention directed toward the advertisement and its content. Both types can be more cognitively (content-focused) or affectively (emotion-focused) oriented, changing the way in which background music interacts with advertisement viewing or listening.

2. Recall

In a study to identify the effects of tempo and familiarity of background music on message processing in TV advertising carried out by Minhi Hahn and Insuk Hwang (1999), when viewing 30-second TV ads containing background classical music, recall was tested for brand name and message content. Participants viewed an original commercial (for a fictional brand of soap) embedded in an episode of America’s Funniest Home Videos. The same commercial was paired with either familiar or unfamiliar classical music of a slow or fast tempo. Results revealed an inverted-U relationship between tempo and recall (faster tempo correlated with higher recall to a certain point, then recall began to suffer). This was only found when the ad contained *familiar* music, suggesting that familiarity mediates advertisement involvement. This supports a resource-matching hypothesis: message processing is maximized when the cognitive resources demanded match those available. As music speed increases, information density in the ad increases. As long as cognitive resources are not exceeded, ad processing more equally matches an increased state of arousal through the music.

According to Steve Oakes (2007), in real radio commercials, data reveal a different relationship when the whole stimulus is auditory. Though a better match (higher congruity) between musical timbre and ad message led to higher recall, both slow and fast background music reduced content recall, with slower music leading to significantly lower performance than fast music.

C. Whan Park and S. Mark Young (1986) found out that background music could act as a peripheral persuasion cue, evoking emotional responses and positive attitudes toward both the advertisement and the brand. These emotional responses can also interfere with recall. Women were shown a TV commercial for a fictional brand of hair shampoo, and assigned either to a "cognitively involved" group (instructed to pay attention to the specifics of product quality and ratings), an "affectively involved" group (instructed to watch for the product's unique personality). Popular music played in the background and facilitated recall only in the affective involvement group; it had a distracting effect with cognitive involvement. This suggests a differential effect of background music in commercials based on product involvement and types of processing.

3. Intentions and Attitudes

Ashok K. Lalwani, May O. Lwin and Pee Beng Ling (2009) conducted a research in which attention paid to the ad and brand, attitudes toward each, and purchase intentions were measured in response to fictional TV commercials that contained either culturally appropriate or inappropriate music. They discussed that congruent product-music commercials (e.g., Asian music paired with Asian product) elicited significantly more favorable attitudes toward the product.

Radio commercials, when paired with congruent music (rated in another experiment as fitting the product being advertised), show similar trends (Anne M. Lavack, Mrugank V. Thakor and Ingrid Bottausci, 2008). Interestingly, congruent music elicits more positive attitudes toward the advertisement and brand in "high-cognition" ads (e.g., focuses on Rolex specifications) than in "low-cognition" ads (e.g., focuses on feelings

accompanying a Rolex). The musical fit differentially affected ad impact based on the type of commercial.

When background music fits radio ad content, but varies on tempo, style, and rhythm, participants formed different impressions of the brand and its endorser. With a slow piano ballad, for example, participants perceived the endorser as more diligent and orderly than when he endorsed a product with rock music. Mark F. Zander (2006) found out that even given these different impressions, participants did not significantly change their general evaluation of the product. In all conditions there was a high degree of musical fit, but perceptions of brand and endorser can change separate from views toward the ad.

4. Retail Environment

Sevgin A. Eroglu, Karen A. Machleit and Jean-Charles Chebat (2005) conducted a survey of shoppers at a suburban mall, both hedonic (pleasure) and utilitarian evaluations of a given shopping experience differed based on an interaction between retail density and the tempo of music playing in the mall. Retail density (number of shoppers) was determined by the time of day and day of the week, while slow and fast music were played. A shopping experience can influence browsing behaviors and evaluations were highest with slow music and high density *or* fast music and low density. This random survey lends support to a "schema incongruity theory" stating that more elaborate information processing occurs under mildly incongruous conditions. The incongruity between density and music tempo seems to create that condition.

In another study, Jean-Charles Chebat, Claire G  linas Chebat and Dominique Vaillant (2001) found out that when participants viewed videos of interactions between a sales clerk and a shopper, slow and soothing music led to more negative evaluations toward the store and salesperson, if the sales pitch was weaker. The type of music affected cognitive processing (slow music allowed for greater resources to be used in evaluating the sales pitch). Thus participants viewed a weaker sales pitch more critically, except when faster music drew more resources. Musical fit also applies to retail

situations. Regardless of the type of music, however, it needs to at least match the store environment and product to garner positive reactions.

III. ATTITUDES

One of the first researchers to provide the definition of attitude was Thurstone (1928), the developer of the Thurstone scale - the first formal technique to measure an attitude. According to him, attitudes are the sum of a person's feelings toward a given object. After Thurstone, Allport (1935, as cited in Peter & Olson, 2008) gave us a more general definition: "Attitude is a mental and neural state of readiness to respond, organized through experience, and exerting a directive and/or dynamic influence on behavior". The definition suggests that attitudes are affective responses to various objects where as the latter definition stresses the importance of the cognitive system.

Schiffman and Kanuk (2006) said that, "Attitude is a learned predisposition to behave in a consistently favorable or unfavorable way with respect to a given object". Eagly and Chaiken (1993) also defined in their study that attitude is a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor. Tri-Component Attitude model is used in this study to examine the Thai male consumer's attitude towards facial whitening products. According to the Tri-component Attitude Model developed by Fishbein (1975), attitude consists of three major components: a cognitive component, an affective component and a behavioral component:

- Cognition: the beliefs consumers have regarding the attitude object
- Affect: the feelings consumers have toward the attitude object
- Conation: the consumer's intentions and actual behavior with regard to the attitude object.

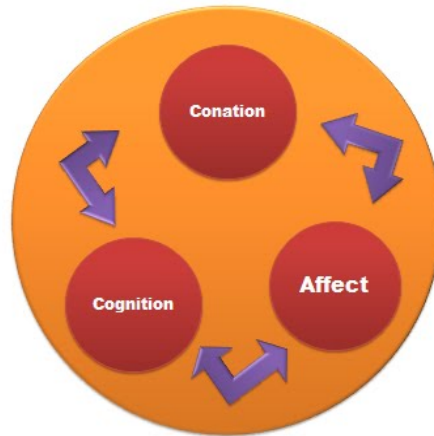


Figure 4. A Simple Representation of the Tri-component Attitude Model
(Source: Schiffman and Kanuk (2007). Consumer Behavior, 9th edition. Pearson Education International, Inc., p.235)

This study will apply the concepts of attitude formation theory (Eagly and Chaiken 1993), which was also developed based on the concept of Tri-component Attitude model of Fishbein (1975) to examine objectives as the following model.

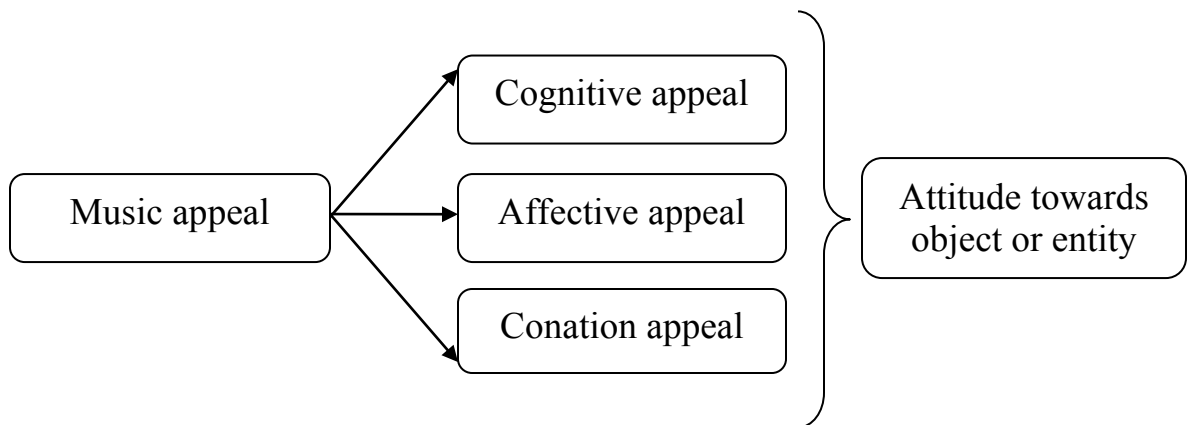


Figure 5. A model of attitude formation theory by Eagly and Chaiken, 1993
(Source: Kwon J & Vogt C., 2008, Identify the effect of cognitive, affective, and behavioral components on residents' attitude toward place marketing)

The three components were operationalized as follow:

- “Consumers’ belief/knowledge about Pantene’s TVC that use music” was accessed as a cognitive component proposed by Eagly and Chaiken (1993) and Pike and Ryan (2004).

- “Satisfaction with the use of music in Pantene’s TV commercials” was evaluated for the affective component as proposed by Westbrook (1987) and Oliver (1993).
- “Personal influence from and involvement in decision-making of the music used in Pantene’s TV commercials” was accessed as a behavioral component adopted from Eagly and Chaiken (1993) and Madrigal (1993).

1. The cognitive (or knowledge) component

According to idealistic view, represented by such thinkers as Plato (c. 427 – 347 B.C) and Rene Descartes (1596 – 1650), innate ideas are the crucial component in cognition; in other words, knowledge is determined by what has been in an individual’s mind since-or-before birth. Cognition is a complex mental process whereby an individual gains knowledge and understanding of the world. While cognition cannot be neatly dissected into constitutive process, psychologists point out that it reveals the interplay of such critical psychological mechanism as perception, attention, memory, imagery, verbal function, judgment, problem-solving and decision-making (LeBlanc).

The cognitive component refers to the knowledge, beliefs, and opinions the person has about the attitude object. A person’s cognition is the knowledge and perceptions that are acquired by a combination of direct experience with the attitude-object and related information from various sources. This knowledge and resulting perceptions commonly take the form of beliefs; that is, the consumer believes that the attitude-object possesses various attributes and that specific behaviors will lead to specific outcomes. Beliefs are the cognitive component of consumer attitude. Asch (1965) argues that attitudes are directed towards phenomena that are known to exist: an individual cannot have an attitude towards an object if this is missing in the natural or social milieu. The beliefs about an object tend to control the change that may take place in an attitude.

2. The affective (or feeling) component

The affect component of an attitude reflects feelings, evaluation, or emotions regarding the attitude object (Schiffman and Kanuk, 2007). Affect refers to the way a

consumer feels about an attitude object. It relates to the emotional content and arouses either likes or dislikes of a particular object (Eagly and Chaiken, 1993). Chisnall (1975) observes that these feelings may derive from personality traits, motives, social norms, etc. A consumer's emotions or feelings about a particular product or brand constitute the affective component of an attitude. Consumer researchers frequently treat these emotions and feelings as primarily evaluative in nature. That is, they capture an individual's direct or global assessment of the attitude-object (i.e., the extent) to which the individual rates the attitude-object as "favorable" or "unfavorable", "good" or "bad". However, both positive (e.g., delight) and negative affect (e.g., anger) can arise from experiences with the product or service attributes (Derbaix and Pham 1991).

3. The behavioral component

The behavioral component reflects behavioral tendencies toward the attitude object. Conation refers to the act of attempting something. Conation is concerned with the likelihood or tendency that an individual will undertake a specific action or behave in a particular way with regard to the attitude-object. This behavioral component of attitude may include the actual behavior itself. (Schiffman and Kanuk, 2007). Conation is frequently treated as an expression of the consumer's intention to buy in marketing and consumer research.

Behavior involves the person's intentions to do something with regard to an attitude object. The behavioral component of an attitude is one's tendency to respond in a certain manner toward an object or activity. Consumers are asked to make a subjective judgment on the likelihood of buying a product or brand or taking a specific action in the future (Hair et al, 2000). The behavioral component provides response tendencies or behavioral intentions. The actual behaviors reflect these intentions as they are modified by the situation in which the behavior will occur.

CHAPTER 3

METHODOLOGY

I. RESEARCH METHOD

Qualitative and quantitative methods are two main methods which are widely used by many researchers and scientists to conduct their study. In reality, each one has its own advantages and disadvantages.

The qualitative method is better used in revealing “complex textual description of how people experience of a given research issue” (Natasha, 2005). Additionally, it also is applied by many scientists to identify some intangible factors like social norms, socioeconomic status, gender roles, and ethnicity as well as religion more apparently. Within this method, there are three popular tools as following:

- Participation observation is an effective tool that collects data on “natural occurring behaviors in usual contexts” (Natasha, 2005).
- In-depth interview is another good one to collect data by interviewing “individual’s personal histories, perspectives and experiences” with sensitive issue (Natasha, 2005).
- Focus group is somehow appropriate for collecting data in the point of views of groups or subgroups.

The quantitative method is a kind of numerical method which is often applied to confirm the hypothesis about some phenomena, within it there are also a lot of tools such as surveys (mail-survey or phone survey). It is usually well designed with stability from the start till the end of the research.

Here the main difference between these two methods is raised: the qualitative one can be flexible in constructing opened questionnaires and processing during the progress of researching, while the quantitative one asks for a solid construction at the very first

beginning with closed questionnaires.

Based on the main purpose of the research, it is helpful to apply both of them, because according to Holbert and Speece (1993), qualitative and quantitative researches are complements. The qualitative research comes first to explore, then the quantitative research can be built on this investigation and measure it. Finally, the qualitative research will be conducted for the second time that based on the result from quantitative approach to get more insights and give more meaningful recommendations.

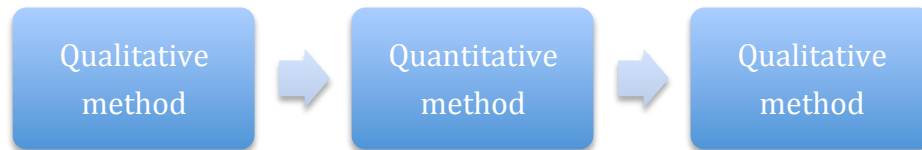


Figure 6. Research Method

II. DATA COLLECTION METHOD

This study will apply two data collection methods named primary data and secondary data. The combination of those two methods will help the researchers to find more clearly and deeply about their objectives (Bryman & Cramer, Quantitative Data Analysis for Social Scientists, 1990).

Primary data is collected in forms of in-depth interview and questionnaire. These methods are chosen since they assist each other. In-depth interview provides information for qualitative analysis before questionnaire is used to collect quantitative data.

Secondary data are collected from literature review for applying related concepts to create the framework for this study. Furthermore, some articles, books and past studies that relate to this study are applied to get insights to the problem of this study and become the support tool for designing interview and questionnaire.

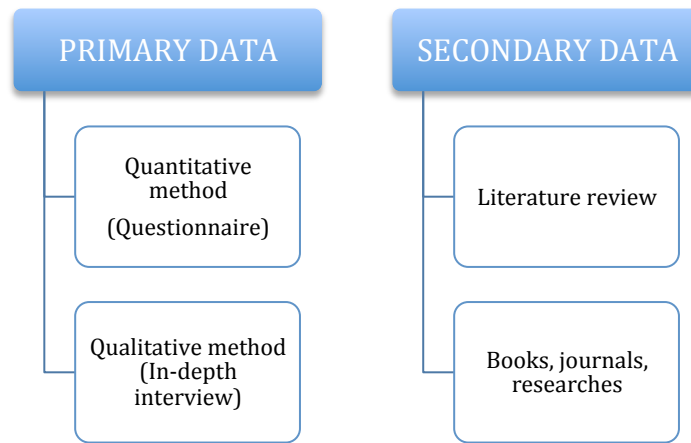


Figure 7. Data Collection Method

III. RESEARCH DESIGN

This study will apply the exploratory approach by qualitative method and the descriptive approach by quantitative method. Firstly, qualitative approach will be used to determine the relevant inputs for the questionnaire before conducting quantitative approach. After that, questionnaires will be designed at the stage of descriptive approach and the questionnaire will be reviewed by the pilot test before delivering to target respondents. Finally, after collecting data from the surveys, the qualitative data will be conducted for the second time, based on the result from a descriptive approach to get more insights and give more valuable recommendations.

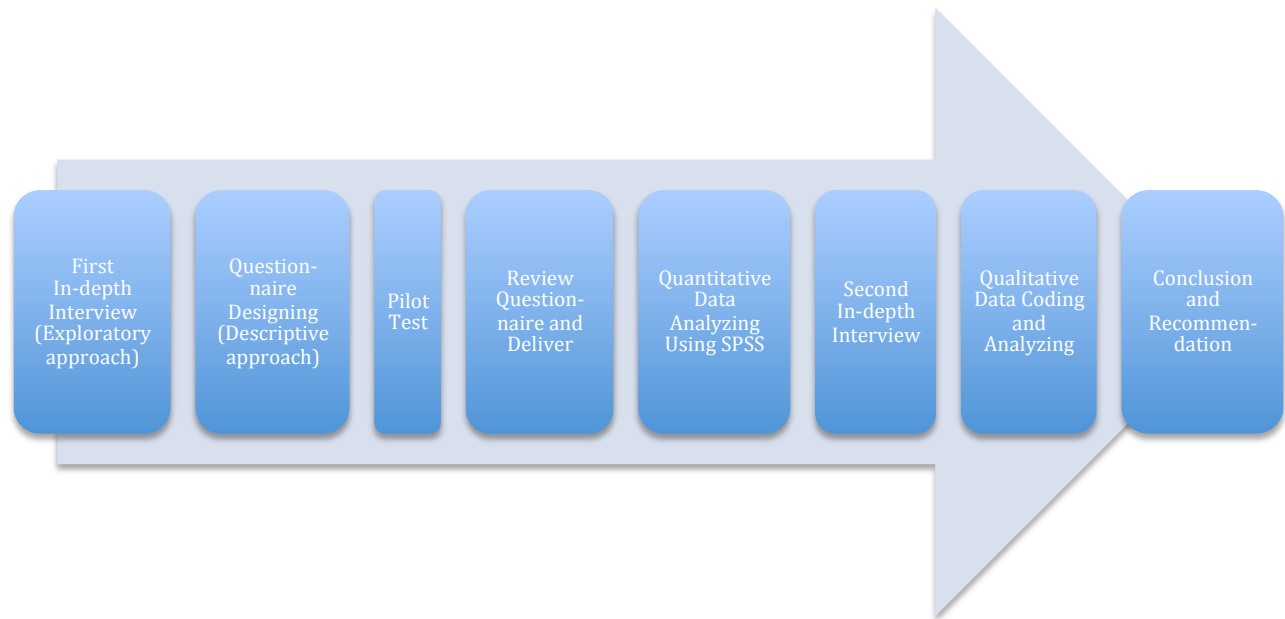


Figure 8. Research Design

IV. QUALITATIVE RESEARCH

In this study, in-depth interview will be used for qualitative approach, because the primary advantage of in-depth interviews is that they provide much more detailed information than what is available through other data collection methods (Boyce & Neale, 2006). In-depth interviews are usually conducted face-to-face and involve one interviewer and one participant (Mack, 2005).

1. First in-depth interview - Exploratory approach

The data collected from the first in-depth interview will be utilized for inputs to design questionnaires. This interview is a face-to-face interview with each of Pantene end-users. Five respondents of the age 18-44 with the willingness to participate are chosen to conduct the interview. The interview is a face-to-face conversation that lasts about 30 minutes. All information is written down by hand. Besides, one mobile phone supports the interviewer to show Pantene's "Don't Let Labels Hold You Back" TVC mentioned in Chapter 1.

The interviews were executed as following guideline:

Part 1: Before showing the “Don’t Let Labels Hold You Back” TVC

- To understand general opinions towards Pantene brand
- To explore customers’ thoughts about hair care product advertisements which exist in Vietnam market
- To experience general questions (will be displayed in questionnaire) about the impact towards knowledge, likability and behavior stage.

Part 2: After showing the “Don’t Let Labels Hold You Back” TVC

- To catch existed opinions towards the TVC
- To determine what elements have impressed the customers in the TVC
- To recommend any suggestions to improve later use of music in TVC.

2. Second in-depth interview – Exploratory approach

The second in-depth interview is conducted after analyzing quantitative data to get more insights into how the use of background music in TVC affects consumer’s attitudes towards the brand. Moreover, the results of this interview will help adjusting and fixing the problems that quantitative method cannot find out to reach the objectives.

Based on the secondary data and the results from quantitative research, a question set for this interview is developed. This in-depth interview is a face-to-face conversation conducted with five respondents with cross-demographics. To help the interviewees provide the valuable information to increase understanding about the results of the surveys, they are encouraged to answer “what”, “why” and “how” questions or questions that relate to their actions, thoughts or beliefs (Kemp, 2001). All information is transcribed by taking note manually.

The interview is processed by following the guideline:

Part 1: Examining the overall performance of hair care advertisements in Vietnam market

- Please list out your ranking of top 3 hair-care product brands advertisements that you are in favor of.
- Which characters in these advertisements appeal to you?
- Which is your most favorite character among varied advertisements?

Part 2: To investigate whether the use of background music in TVC influences target audience's attitude components towards Pantene brand.

- After watching the "Don't Let Labels Hold You Back" TVC, which kind of emotion that pops up first in your mind?
- Does the TVC affect your awareness and knowledge towards the Pantene brand?
- Followed by knowledge component, how does the use of music reach to your likability towards the Pantene brand?
- Does the "Don't Let Labels Hold You Back" TVC provoke you to try?

Assume that you are in the supermarket considering hair care products among alternatives; do you intend to try or buy the Pantene product?

Part 3: To understand customer's opinions towards the "Don't Let Labels Hold You Back" TVC of Pantene.

- In general, do you like or dislike the "Don't Let Labels Hold You Back" TVC of Pantene? Why?
- You have chosen these elements as your favorite characters in the TVC? Please explain why?
- Please choose one of chosen elements that you like most. Why? What makes it stand out from other elements?

Part 4: To recommend applicable recommendations for Pantene as well as other Fast Moving Consumer Goods (FMCG) companies when using background music in its TVC.

- What do you think about the “Don’t Let Labels Hold You Back” TVC?

Does the use of music in the TVC impact effectively to your intention to try? Which elements do the TVC lack of, upon to you?

- Do you recommend any suggestions to the TVC to make it better? Please indicate specifically?
- According to you, what should be the direction of advertising campaign for Pantene brand?
- To support other FMCG firms, if they want to add background music into their TVCs, which guidance do they should consider?

V. QUANTITATIVE RESEARCH

There are many ways to collect data in quantitative research: the historical, survey, analytical survey and experimental methods (Aaker, Kumar and Day, 2006). However, based on the objectives of this study and its exploratory and descriptive nature, survey was deemed the most appropriate data collection method. It was furthermore chosen because of its unique advantages. The first advantage is that “the method can accommodate a large sample”. The second is “survey method allows for making “generalized inferences” about the target population”. The third is that standardized common data can be collected which allows for “direct comparisons between responses”, and by means of statistical analysis, patterns and trends within the data can be determined (Hair, Bush and Ortinau, 2000). In this study, the survey was conducted by questionnaire design. Questionnaires are collected from the convenience method by email and handouts.

1. Questionnaire design

The questionnaire is conducted the form of an online survey on freeonlinesurveys.com that is delivered by mail and spread on social network like Facebook and Twitter. The questionnaire, which includes 19 questions, is designed to collect data from both consumers and non-consumers of Pantene in Vietnam. All questions in the questionnaire have to be short, easy to understand, un-bias and courtesy.

Other factors to consider when the questionnaire is designed and administered are the question type and format. Dependent on the type of information that is required, the content of the questions may vary. For the purpose of this study, 3 types of questions are used:

- Multiple-choice questions (nominal scale), which offer specific alternatives from which the respondent must choose one or more options that best suit them. Dichotomous questions, which allow for respondents who indicate an unmistakable division, such as yes or no (Aaker, et al., 2006).
- Likert scale questions, which allow the researcher to gauge the format of a statement. This type has a scale that allows the respondent to indicate the degree to which he/she agrees or disagrees with the statement. In this study, the participant is asked to rate the agreement with each statement among the 5 scale from “Strongly Disagree” to “Strongly Agree” as: (1) “Strongly Disagree”, (2) “Disagree”, (3) “Neutral”, (4) “Agree”, and (5) “Strongly Disagree” (Aaker et al., 2006).
- Open-ended questions, which give the respondents the opportunity to respond in their own words. This format is useful when the researcher requires further clarification (Aaker, Kumar, & Day, 2006).

Here is the measurement scale for the questionnaire:

Variables	Types	Measures	Values
General information	Nominal	Gender, age, occupation, marital status, income	

Elimination questions	Nominal	Hair care products consuming experience	[List of items]
		Hair care product advertisements memory	[Yes/No]
Frequency of watching TVC	Nominal	How frequent do you watch TVC?	[Number of times per week]
Elements of TVC affect attitudes	Nominal	Do you agree with these statements?	[Yes/No]
	Five-point Likert scale	Please indicate how strongly you agree/disagree with the following statements	1 = strongly disagree 2 = disagree 3 = neutral 4 = agree 5 = strongly agree
Impact of background music in Pantene TVC on attitudes	Five-point Likert scale	Please indicate how strongly you agree/disagree with the following statements	1 = strongly disagree 2 = disagree 3 = neutral 4 = agree 5 = strongly agree
Recommendations	Nominal	Do you have any suggestions to help improve TVC's quality and its elements as a consumer of Pantene?	

2. Pilot test

After drafting and developing the questionnaires, a pilot test was performed for necessary of this study. A small group of people who are representative of the study's population that is being targeted is used for the pre-test or pilot test (Aaker et al., 2006). According to Aaker et al. (2006), pilot testing has many functions. One function is to identify and eliminate variation in respondents' understanding and interpretation of the questionnaire. Pilot test also indicates how well the respondents understand the questions and which questions may be ambiguous and unclear. This feedback can be used to eliminate ambiguity in the wording and

design of the questionnaire. Moreover, it also assists the researcher in assessing the time involved in completing the questionnaire. This is an important issue that impacts on the response rate. Finally, it assists the researcher in identifying and rectifying any errors in the sequencing of questions and the instructions to the respondent on the method of completing the questionnaire.

After the pilot test, the questionnaire is reviewed carefully to fix the errors before officially delivered to respondents.

VI. SAMPLING

- **Target population:** Target population is based on the target audience of Pantene's advertisements, which are females between the ages of 18 and 44.
- **Sampling pool:** Females between the ages of 18 and 44, live in Ho Chi Minh City.
- **Sampling method:** Because of the limit of time and budget, it is actually impossible to carry on a probability sampling. So the convenience sampling method is used to select respondents, with refer to "a technique that goes for the sample that is available in the light of easy access" (Bryman & Bell, 2007).
- **Sample size:** 20 respondents for the pilot test and 250 respondents for the survey.

CHAPTER 4

DATA ANALYSIS AND MAIN FINDINGS

I. FINDINGS FROM QUANTITATIVE RESEARCH:

1. Response rate

Questionnaires were spread out in 4 weeks from March 3rd to March 30th, 2014. The number of respondents are 252, so that $n = 252$.

2. Demographics of respondents

a. Gender

Table 1. Frequency distribution by gender of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	34	13.5	13.5	13.5
Female	218	86.5	86.5	100
Total	252	100	100	

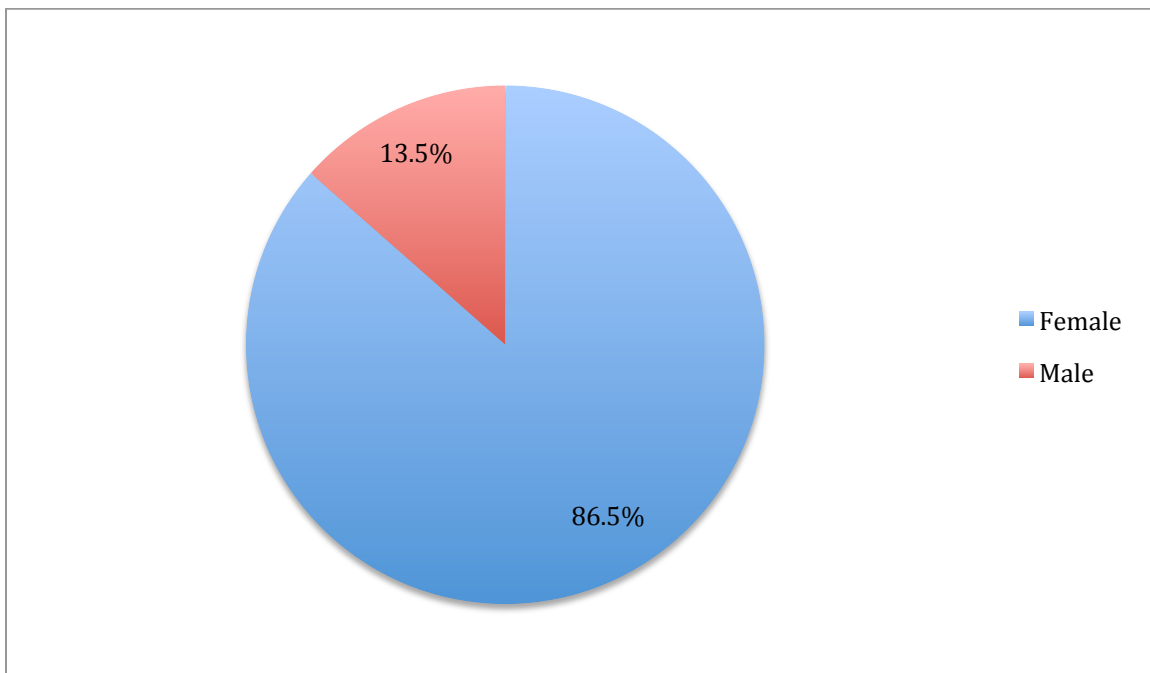


Figure 9. Percentage by gender of respondents

Out of 252 respondents, there are 218 females and 34 males. From the statistics of figure 9, the majority are female (account for 86.5%); meanwhile, male constitutes only 13.5%, which is much lower than female, approximately 6 times. It is understandable that the female usually pay more attention to their hair and the products they use to take care of the well-being of their hair.

b. Age

Table 2. Frequency distribution by age of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
18 – 22	123	48.8	48.8	48.8
23 – 35	116	46.0	46.0	94.8
36 – 50	13	5.2	5.2	100.0
Total	252	100.0	100.0	

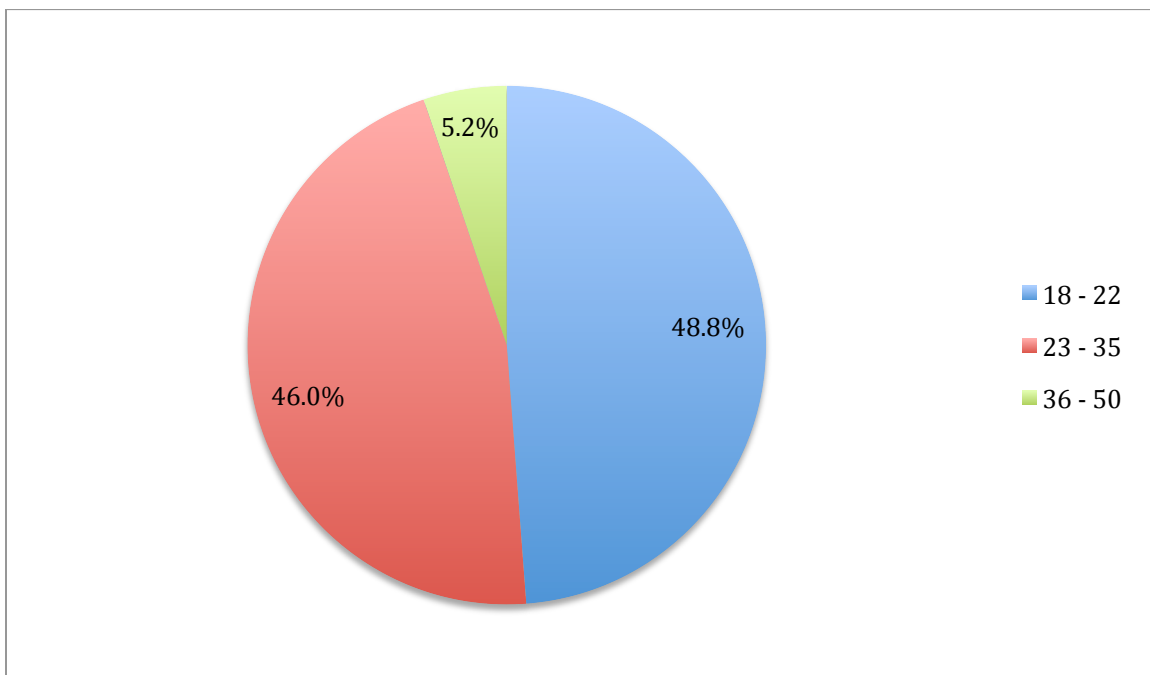


Figure 10. Percentage by age of respondents

The combination between the table and the chart indicates clearly the ratio of age among respondents. The range from 18 to 22 years old accounts for 48.8%; the range from 23 – 35 years old is right after with 46%. Meanwhile, the range from 36 to 50 years old takes only 5.2%, and there are no respondents who are over 50 years old. The proportions suggest that people who are older than 35 years old do not really pay much attention to the subject of the study.

c. Education

Table 3. Frequency distribution by education of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
High school	20	7.9	7.9	7.9
Bachelor/ College	204	81.0	81.0	88.9
Master/ Higher education	22	8.7	8.7	97.6
Other	6	2.4	2.4	100.0
Total	252	100.0	100.0	

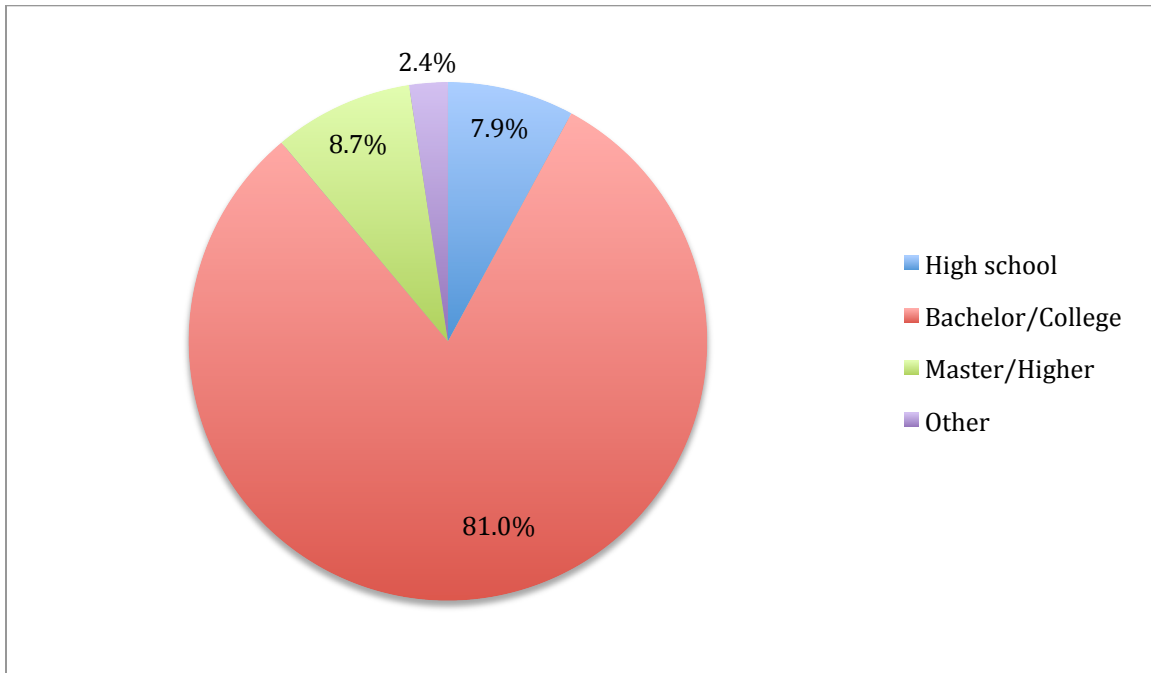


Figure 11. Percentage by education of respondents

The pie chart delivers the precise percentage of education of the sample. The chart points out that the percentage of bachelor/college degree is dominant with 81% corresponding with 7.9% of high school degree and 8.7% of master/higher degree and 2.4% of other options.

d. Occupation

Table 4. Frequency distribution by occupation of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Student	149	59.1	59.1	59.1
Employee	92	36.5	36.5	95.6
Housewife	6	2.4	2.4	98.0
Unemployed	5	2.0	2.0	100.0
Total	252	100.0	100.0	

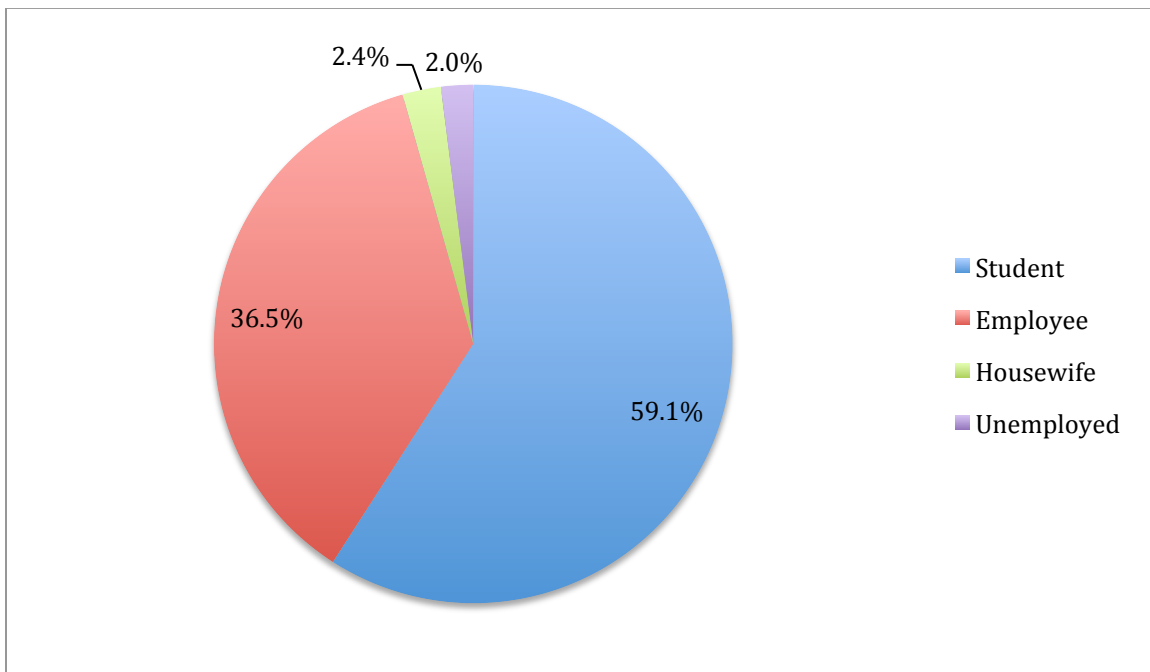


Figure 12. Percentage by occupation of respondents

The table of frequency distribution by occupation explains the career of participants. It is clearly to see that the number of attendants who are still students are the biggest number which occupies 59.1% in total and represents for 149 out of 252 respondents. There are 92 employees accounting for 36.5%. There are only 6 housewives and 5 unemployed people joined the study that account respectively for 2.4% and 2%.

e. Marital status

Table 5. Frequency distribution by marital status of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Single	217	86.1	86.1	86.1
Married	32	12.7	12.7	98.8
Divorced	3	1.2	1.2	100.0
Total	252	100.0	100.0	

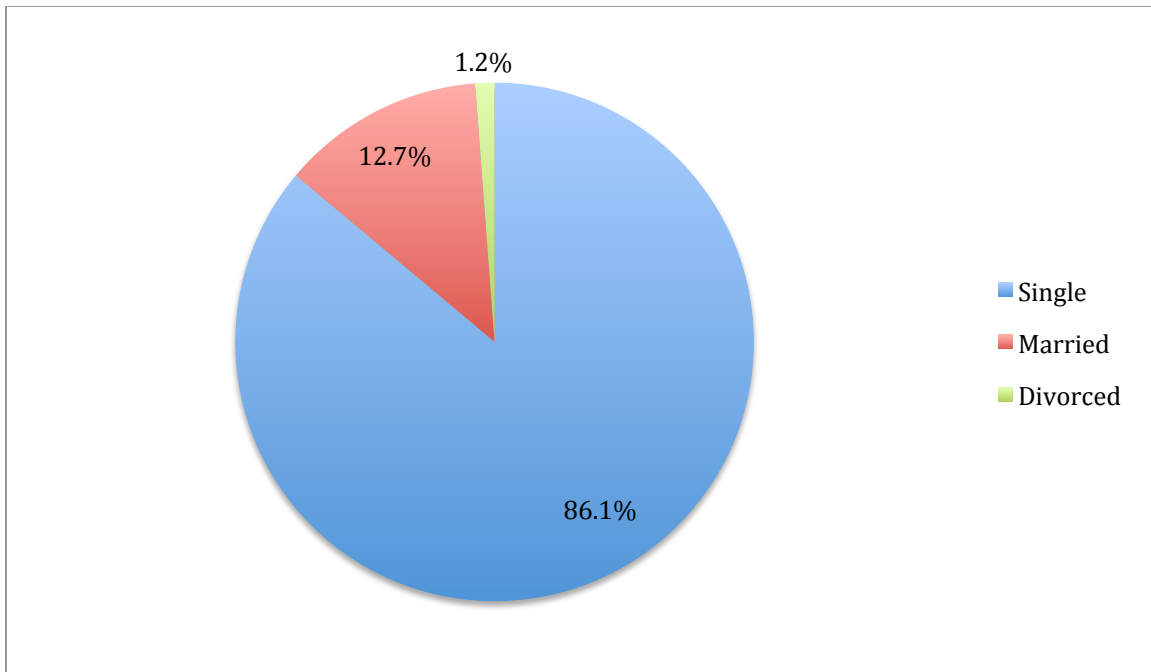


Figure 13. Percentage by marital status of respondents

According to figure 13, the percentage of single respondents has the highest value of 86.1%, which is almost as 7 times as the percentage of married respondents. The number of divorced respondents is very small, only 3 out of 252 respondents, and accounts for only 1.2%. It appears that singles are more willing to spend their time taking care of their hair.

f. Monthly income

Table 6. Frequency distribution by monthly income of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Under 5 million VND	150	59.5	59.5	59.5
5 – 10 million VND	83	32.9	32.9	92.5
11 – 20 million VND	13	5.2	5.2	97.6
Over 20 million VND	6	2.4	2.3	100.0
Total	252	100.0	100.0	

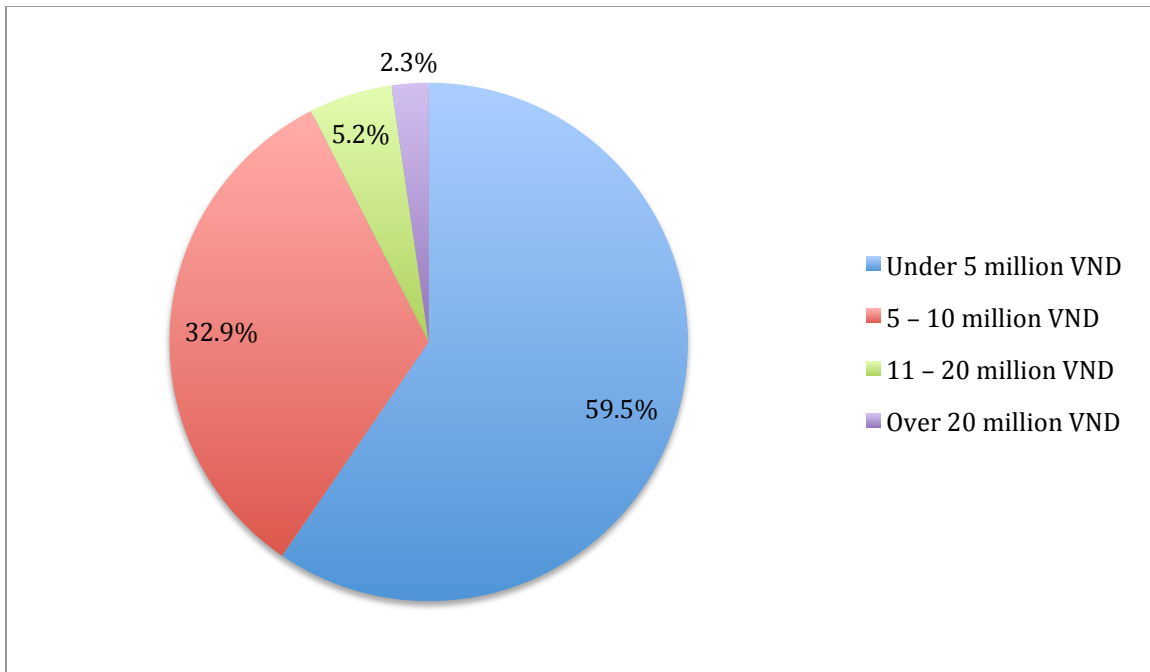


Figure 14. Percentage by monthly income of respondents

The table and figure illustrate the monthly income of respondent. In general, the amount of monthly income is different for various attendants. As can be clearly seen, the group of people who earn less than 5 million VND per month constitutes the biggest ratio, 59.5% representing for 150 out of 252 respondents. Next, the second ratio is 32.9% of respondents who get the range of income from 5 million to 10 million VND per month. Two groups of people who earn from 11 to 20 million and over 20 million VND every month share the percentages of 10% and 3% respectively. This percentage is matched with two tables above which show most of respondents are students, single and mostly from 18 to 22 years old.

g. Watching TV time

Table 7. Frequency distribution by watching TV time of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Over 7 times/week	65	25.8	25.8	25.8
2 – 7 times/week	141	56.0	56.0	81.7
Less than 2 times/week	42	16.7	16.7	98.4
Never	4	1.6	1.6	100.0
Total	252	100.0	100.0	

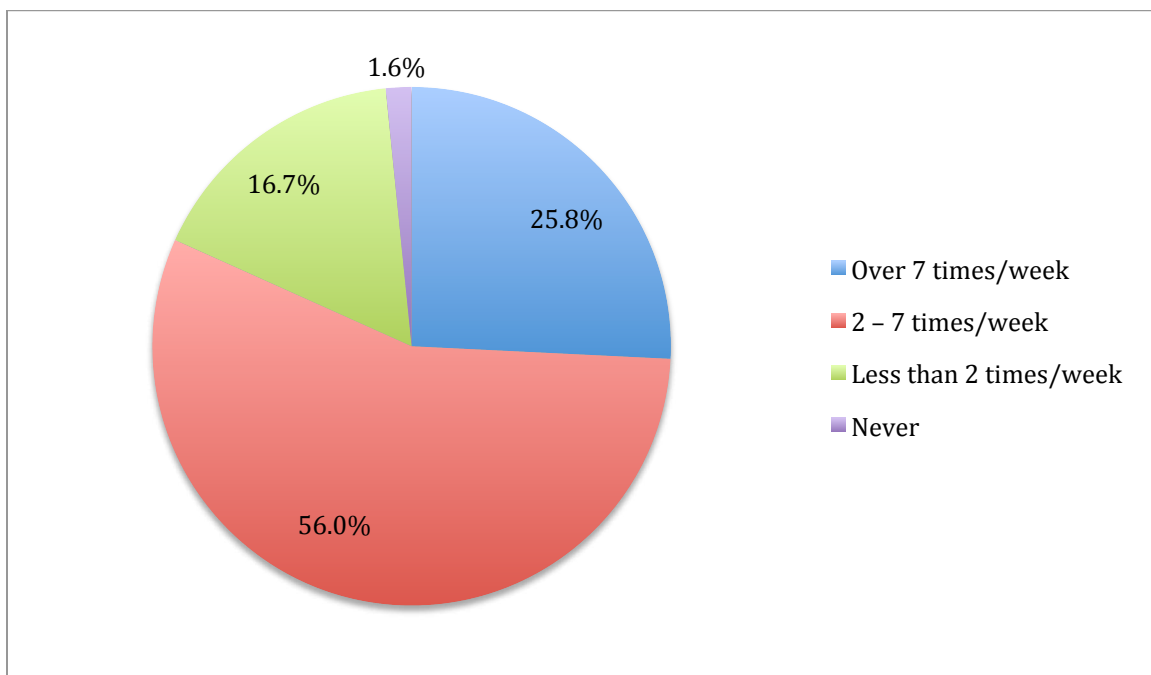


Figure 15. Percentage by watching TV time of respondents

The table shows the frequency rate of watching TVC per week of respondents. The frequency level is divided into 4 groups, varying from never watching TVC to watching more than 7 times a week. The group that watches TVC from 2 to 7 times a week takes domination with the number of respondents comes up to 141 out of 252, equal to 56%. The second majority is the group that watches TVC over 7 times a week, constitutes 25.8% in total. The group that watches TVC less than 2 times a week accounts for 16.7% and the group that never watches TVC only takes 1.6%.

Objective 1: To examine overall performance of hair care product advertisements by shampoo brands in Vietnam market.

1.1 General watched advertisements situation

Table 8. Frequency distribution by being watched hair-care product TVCs

	Respond		Percent of cases
	Number	Percent	
Pantene	237	23.5%	94%
Dove	219	21.7%	86.9%
Sunsilk	217	21.5%	86.1%
Clear	170	16.9%	67.5%
Head&Shoulders	164	16.3%	65.1%
Total	1007	100%	

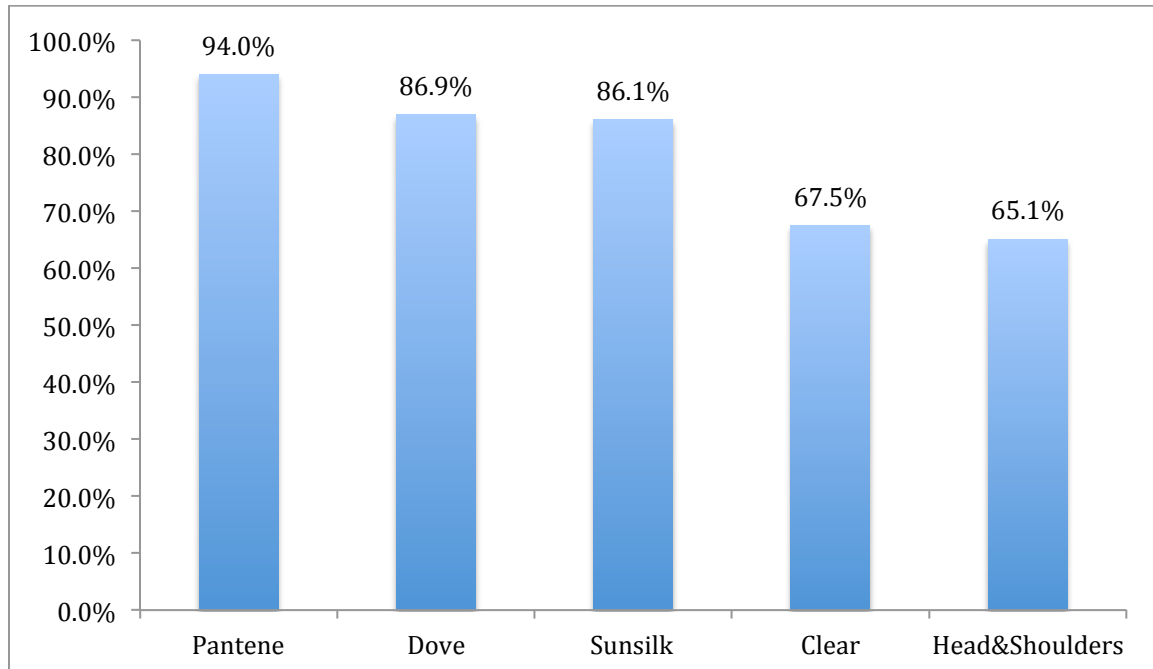


Figure 16. Percentage of hair-care product TVC watched by the respondents

The table and figure show us the percentage of hair-care product TVC that the

respondents used to watch on TV. The question asked the respondents to choose freely which hair-care product TVC they have watched without considering the quantity. As can be seen, Pantene's TVC reaches 94% awareness of respondents; in other words, 237 out of 252 respondents remember watching Pantene's TVC on TV. Dove's and Sunsilk's TVC reach respectively 86.9% and 86.1% awareness of respondents.

It can be seen that the top three hair-care brands that are widely aware by the customers are Pantene, Dove and Sunsilk.

1.2 General likability ranking advertisements

Table 9. Mean of general liking for each hair-care brand's TVC

	N	Minimum	Maximum	Mean	Std. Deviation
Like Pantene	252	1	5	<u>3.50</u>	.659
Like Dove	252	1	5	<u>3.23</u>	.701
Like Sunsilk	252	1	5	<u>3.31</u>	.774
Like Clear	252	1	5	3.09	.725
Like Head&Shoulders	252	1	5	2.88	.859
Valid N	252				

The table shows that Pantene, Sunsilk and Dove are the most favorite brands in Vietnam with the mean respectively value of 3.50, 3.31 and 3.23. It is assumed that the hair-care brands that aim to the general female consumers only could catch the public's attention better than hair-care brands with special treatment (like Clear and Head&Shoulders with their trade-mark anti-dandruff products).

To confirm that assumption, Ms. Tran Thi Thanh Hang (43 years old, housewife) expressed that although Clear and Head&Shoulder have interesting TVCs, they don't catch her attention like the brands for female consumers such as Pantene, Dove and Sunsilk. She indicated, *"If I don't have problems with my hair, I won't pay much attention to the advertisement for the products with treatment for that certain problem. Just like that, I don't have dandruff so I don't usually pay attention to advertisements"*

from Clear or Head&Shoulders.”

1.3 General attitude about advertisements that use music

Table 10. Mean of general consumer’s attitude towards music appeal

	N	Minimum	Maximum	Mean	Std. Deviation
I pay more attention to TVCs that use music appeal	252	1	5	4.05	.573
I’m fond of (support) TVCs that use music appeal	252	1	5	3.88	.702
I would try and buy products that have music appeal in their TVCs	252	1	5	2.83	.862
Valid N	252				

The table reveals that 252 respondents tend to pay more attention to TVCs that use music appeal to emphasize the message they deliver (the mean is 4.05). However, although the respondents pay more attention to TVCs that use music appeal, the table also suggests that it is not enough to make them be in favor of those TVCs to try and buy the products.

Some interviewees implied that there are many other concerns they have when purchasing a product than just a piece of music that they pay attention to.

Objective 2: To investigate whether the use of music in TV commercials influences consumer's attitude components towards Pantene brand.

To achieve this objective, participants were shown a TVC of Pantene, after that, they were asked to answer some 5-point Likert-scale questions. The collected data is measured by agreement degree of different statements about music appeal in TC for three components of attitude including cognitive component, affective component and behavioral component. By checking the average mean value, it will help explaining whether the music appeal has considerable impact on three components of attitude. At the same time One-way ANOVA and Correlation test are also applied to discover more about the difference between groups of respondents as well as relation between attitude components under the impact of music appeal. However, before analyzing data of three components, the reliability test is applied in order to measure the degree of consistency between multiple measurements of a variable.

2.1 Influence of TVC's music appeal on cognitive (or knowledge) component

Table 11. Reliability Statistics of cognitive component

Cronbach's Alpha	N of items
.667	4

The value of Cronbach's alpha is 0.667. That is the acceptable rate of internal consistency for a measurement set according to George D. and Mallery P. (2003).

Table 12. Item-Total Statistics of cognitive component

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item – Total Correlation	Alpha if Item Deleted
I pay more attention to Pantene brand due to the music appeal used in the TVC	10.52	3.366	.360	.658
Meaningful message along	10.56	2.988	.537	.540

with memorable lyric make me remember Pantene brand				
The music used in advertisement makes Pantene brand more recognizable	10.78	2.970	.523	.548
The music used in advertisement makes Pantene brand differentiated from others	10.80	3.294	.382	.644

As the table shows, there is no removal can increase the Cronbach's Alpha coefficient which is 0.667. Therefore, it means that the scale is well designed to be the representative to measure the reliability dimension of cognitive component of attitude.

Table 13. Descriptive Statistics of cognitive component

	N	Minimum	Maximum	Mean	Std. Deviation
I pay more attention to Pantene brand due to the music appeal used in the TVC	252	1	5	<u>3.70</u>	.795
Meaningful message along with memorable lyric make me remember Pantene brand	252	1	5	<u>3.65</u>	.781
The music used in advertisement makes Pantene brand more recognizable	252	1	5	3.44	.799
The music used in advertisement makes Pantene brand differentiated from others	252	1	5	3.42	.802
Valid N	252				
Average				3.55	.794

The average mean of 3.55 shows us that participants considered that music appeal in the TVC raises higher awareness about the brand and influences their knowledge towards Pantene brand.

To be more specific, the highest mean values (mean value = 3.70) for the statements that “I pay more attention to Pantene brand due to the music appeal used in the TVC” reveals that respondents in general agree that they pay more attention to Pantene brand due to the music appeal in the TVC. The mean value of 3.65 also indicates that music appeal can help the respondents remember more about Pantene brand. The high standard deviation of 0.794 implies that there are many points of view among respondents.

In the in-depth interview, Ngo Hoang Ha Linh (23 years old, Assistant Brand Manager at Food Empire Holdings Limited) said that she is not a consumer of Pantene but she has known of Pantene for years through their TVC. In her opinions, Pantene’s TVCs have been using good music as the background and it fits with the classic image they want to build. Even though she is not interested in the products, the music always catches her attention.

2.2 Influence of TVC’s music appeal on affective (or likability) component

Table 14. Reliability Statistics of Affective Component

Cronbach’s Alpha	N of items
.807	4

Similar to the other first factors, the Cronbach’s Alpha in this dimension is also high with value up to 0.807. So it is clear that these internal factors are well consistent.

Table 15. Item-total Statistics of Affective Component

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item – Total Correlation	Alpha if Item Deleted
I feel curious about Pantene brand when they use music appeal in their TVC	10.03	4.011	.541	.794

I prefer Pantene brand than other brands due to the music appeal in its TVC	10.27	3.598	.635	.752
I feel more interested in Pantene brand due to the music appeal in its TVC	10.51	3.398	.695	.722
After watching the TVC, I think Pantene brand is more appealing due to the music appeal in its TVC	10.47	3.326	.630	.757

The table also supports more for the consistence among factors where there is no possible removal items (compared to the mean of 0.807) that can help increase the Cronbach's Alpha coefficient. It is believed that the questions in the first two stages are well designed.

Table 16. Descriptive Statistics of Affective Component

	N	Minimum	Maximum	Mean	Std. Deviation
I feel curious about Pantene brand when they use music appeal in their TVC	252	1	5	<u>3.73</u>	.690
I prefer Pantene brand than other brands due to the music appeal in its TVC	252	1	5	<u>3.49</u>	.755
I feel more interested in Pantene brand due to the music appeal in its TVC	252	1	5	3.25	.775
After watching the TVC, I think Pantene brand is more appealing due to the music appeal in its TVC	252	1	5	3.29	.846
Valid N	252				
Average				3.44	.767

The mean values in this dimension range from 3.25 to 3.73 with the average mean value of 3.44. That indicates that respondents relatively agreed that music appeal in Pantene's TVC has a specific influence on their likability as well as positive feelings in general. "I feel curious about Pantene brand when they use music appeal in their TVC" has the highest mean of 3.73. "I prefer Pantene brand than other brands due to the music appeal in its TVC" has the second highest mean of 3.49. The results show that respondents seem to support the TVC due to the music appeal in it.

Tran Thi Tuyet Nhung (22 years old, student at HCMC University of Foreign Language and Information Technology) indicated that the TVC really made her curious about the real meaning hidden in it, and she realized the hidden message in the TVC, *"The music expressed the uneasy feelings that the women in the ad have to face everyday, they have to fight everyday to achieve their dream but in others' eyes, they are just selfish women who abandon their family to satisfy their personal wishes. It really makes me sympathize with them."*

Luu Hoang Yen Linh (24 years old, Marketer at Hoang Kim Co., Ltd) was also made curious by the music appeal in the TVC. She said, *"At first I don't really understand the meaning of this ad but the music and its lyrics make me wonder what the meaning of the ad might be."*

In conclusion, the ad comes to each individual with different viewpoints. Some respondents like the ad or even ready to support, but the others show their confusion in understanding and perceiving the implied message of the ad. However, it shows the curiosity and caring from the customers.

2.3 Influence of TVC's music appeal on behavioral component

Table 17. Reliability Statistics of Behavioral Component

Cronbach's Alpha	N of Items
.871	7

In the dimension of behavioral component, the Cronbach's Alpha coefficient is very good with value of 0.871. It indicates that the scale is well designed with internal consistence among factors.

Table 18. Item – Total Statistics of Behavioral Component

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item – Total Correlation	Alpha if Item Deleted
The music appeal in Pantene's TVC makes me intend to try its products	17.58	12.125	.414	.881
I put Pantene's products in priority when purchasing hair-care products after watching the TVC	17.90	11.344	.546	.866
I want to own Pantene's products after watching the TVC	18.10	10.955	.737	.841
I will buy Pantene's products in next hair-care purchasing after watching the TVC	18.19	10.497	.761	.836
I buy more Pantene's products after watching the TVC	18.46	10.472	.715	.842
I become Pantene's loyal customer after watching the TVC	18.44	10.964	.701	.845
I introduce (recommend) my relatives to buy Pantene's products after watching the TVC	18.39	10.510	.676	.848

However, it can be seen from the table that if the first element is deleted, the Cronbach's Alpha will be higher with the value of 0.881. Therefore, the first element which is "The music appeal in Pantene's TVC makes me intend to try its product" will be deleted from the table, the Cronbach's Alpha then is 0.881. However, after the first element is deleted, the statistics show that the Cronbach's Alpha will be even higher at 0.895 if the second element, which is "I put Pantene's products in priority when purchasing hair-care products after watching the TVC", is deleted. Then, the second elimination is conducted (See more in Appendix C). The results are better with no higher coefficient than the Cronbach's Alpha standard coefficient which is shown below.

Table 19. Reliability Statistics of Behavioral Component

Cronbach's Alpha	N of Items
.895	5

The two first items are deleted from the table that makes the standard coefficient raise higher with value of 0.895. The 5 factors left contribute to the perfect and well designed behavioral component in the survey.

Table 20. Item – Total Statistics of Behavioral Component

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item – Total Correlation	Alpha if Item Deleted
I want to own Pantene's products after watching the TVC	11.22	6.771	.636	.894
I will buy Pantene's products in next hair-care purchasing after watching the TVC	11.32	6.210	.732	.874
I buy more Pantene's products after watching the TVC	11.58	5.870	.789	.861
I become Pantene's loyal customer after watching the TVC	11.56	6.231	.787	.862
I introduce (recommend)	11.52	5.812	.772	.865

my relatives to buy Pantene's products after watching the TVC				
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As can be seen in the table, there is no removal can increase the Cronbach's Alpha. Therefore, it means that the fixed scale is well designed to be the representative to measure the reliability dimension of behavioral component of attitude.

Table 21. Descriptive Statistics of Behavioral Component

	N	Minimum	Maximum	Mean	Std. Deviation
I want to own Pantene's products after watching the TVC	252	1	5	3.08	.663
I will buy Pantene's products in next hair- care purchasing after watching the TVC	252	1	5	2.98	.730
I buy more Pantene's products after watching the TVC	252	1	5	2.72	.770
I become Pantene's loyal customer after watching the TVC	252	2	5	2.74	.688
I introduce (recommend) my relatives to buy Pantene's products after watching the TVC	252	2	5	2.78	.796
Valid N	252				
Average				2.86	.729

The mean values in this dimension range from 2.72 to 3.08 with the average value of 2.86 which shows that the respondent's behavior towards Pantene's products seems not to be affected by the music appeal used in the TVC.

To explain about this, Luu Hoang Yen Linh (24 years old, Marketer at Hoang Kim

Co., Ltd.), as a loyal customer of Pantene for years, said that she usually chooses the products base on their uses, not their TVCs so no matter how good a TVC is, it does not affect her decision much.

For other interviewees who do not use Pantene's products, they expressed that they need to be more convinced to decide to buy a product. Although the TVC is good, it is still not enough to pursue them into buying Pantene's products because there are many other factors that affect their decision such as price, uses, distribution channel..., not only just the music appeal used in the TVC.

2.4 Correlation

Correlation analysis is conducted to consider the relationship between the variables. To attain this objective, the relationship between 3 components (cognitive, affective and behavioral component) is tested to measure whether there are significant correlations.

Table 22. Correlations

		Cognitive component	Affective component	Behavioral component
Cognitive component	Pearson Correlation	1	.637**	.626**
	Sig. (1-tailed)		.000	.000
	N	252	252	252
Affective component	Pearson Correlation	.637**	1	.574**
	Sig. (1-tailed)	.000		.000
	N	252	252	252
Behavioral component	Pearson Correlation	.626**	.574**	1
	Sig. (1-tailed)	.000	.000	
	N	252	252	252

**. Correlation in significant at the 0.01 level (1-tailed).

The significant values between cognitive component and behavioral component, also affective component and behavioral component are 0.000, which is much less than the allowed 0.01. Thus, the positive relationships between cognitive component, affective component and behavioral component have been statistically proved to exist. Furthermore, the positive relationship between cognitive component and affective

component is identified through the significant value of 0.000.

It is assumed that there is a small correlation for the value from 0.1 to 0.29, medium for 0.3 to 0.49 and large correlation for the value from 0.5 to 1.0. According to this scale, the three components in this study establish significant positive correlations with one another. The Pearson correlation between cognitive component and affective component is the highest with value of 0.637, between cognitive component and behavioral component is 0.626, between affective component and behavioral component is 0.574. The statistics show that how customers perceive the value of the ad relates dramatically to their emotions and both of the knowledge and likability towards the subject have strong effect on their behavior; however, the expected outcome does not necessarily satisfy.

2.5 To find out if there is any significant difference between some groups of respondents: Using one-way ANOVA to test the mean difference amongst different occupations regarding to Behavioral component

To investigate whether there is a significant difference amongst different groups of occupations in behavioral component towards Pantene by music appeal used in the TVC, one-way ANOVA is applied. In the study, there are 4 groups of occupation that are tested to assess how it relates to behavioral component. These 4 groups are Student, Employee, Housewife, and Unemployed. The hypotheses are assigned as follow:

H0: There is no difference between occupation segmentation on behavioral component due to the impact of music appeal.

H1: There is a difference between occupation segmentation on behavioral component due to the impact of music appeal.

Table 23. Test of Homogeneity of Variances – Behavioral component

Levene Statistic	df1	df2	Sig.
1.565	3	248	.198

The Levene's test for homogeneity of variances is not significant with 0.198

(greater than 0.05), so it is confident that the population variances for each group are approximately equal. Thus, there is homogeneity in variance or similar variance.

Table 24. One-way ANOVA – Behavioral component

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.325	3	.108	.362	.781
Within Groups	74.226	248	.299		
Total	74.551	251			

Given sig. = 0.781 ($p > 0.05$), so H_0 is accepted and rejects alternative hypothesis which states that occupation segmentations are different on behavioral component of attitude regarding the impact of music appeal. Therefore, there is not enough evidence to show that among groups of occupation has statistically significant difference on behavioral component of attitude regarding the impact of music appeal in TVC.

Objective 3: To understand customer's opinions on Pantene's TV commercials that use background music.

3.1 Elements in the TVC that affect customer's opinions

From the first in-depth interview, 6 characteristics of a TVC that make the customer most impressed were noted and applied to the questionnaire. Then, the respondents were asked to choose how likely each element affects their feelings.

Table 25. Descriptive Statistics of Advertising Elements

	N	Minimum	Maximum	Mean	Std. Deviation
The TVC contains meaningful messages	252	1	5	4.00	.612
Effective method to deliver the messages	252	1	5	3.95	.690
Touchy melody consistent with the meaning of the ad	252	1	5	3.98	.835
Creative filming angles	252	1	5	3.67	.757
Interesting idea	252	1	5	3.85	.726
Good-looking casts	252	2	5	3.56	.709
Valid N	252				

According to the respondents, the 3 most important elements that make the TVC worth watching are the meaningful messages contained in the TVC, the method to deliver the messages to customers and the music melody used in the TVC with the means respectively are 4.00, 3.95 and 3.98.

Although the filming angles, idea and casts are not highly evaluated as the top 3 elements but their mean values are not small (3.67, 3.85 and 3.56).

In general, the TVC brings positive effect to consumer attitude with all the elements it provides. The mean range spreads from 3.56 (relatively high) to 4.00. The respondents consider the ad as an effective way to encourage the self-confidence in each of the women and a profound campaign to raise the awareness of sexism in the workplace.

Vu Vinh Vy (20, student at HCMC Aviation Academy) stated, *“I like the message and the way they deliver it. The idea of making comparison between how people at the workplace treat and think differently about a man and a woman makes the TVC more impressive and attractive. They don’t need many words to express the message.”*

Vinh Vy emphasized the significant of the implied message and how the TVC expresses the message. Besides, the idea caught her attention pretty well.

Unlike Vinh Vy, Luu Hoang Yen Linh (24 years old, Marketer at Hoang Kim Co., Ltd) expressed different thoughts that she appreciated the difference the TVC made, in compare to other TVCs which are being broadcasted. She said, *“Most of the TVC that are being broadcasted all have the same structure, around 90% of them are similar to one another; so I appreciate that different vibe the TVC brought along.* However, she expressed that the content of the ad is important as well, *“The idea is new. It carries a deep message too.”*

To sum up, content is determinant factor that attracts consumer the most. It is easy to say that the content decides the effectiveness of the TVC. If the TVC combines with other perfect factors, but without creativity and mild content that has been tested carefully and accepted by the consumers, it might not achieve the expected effect. Meaningful message also takes huge part in orientating the brand.

3.2 General likability towards “Don’t let labels hold you back” TVC

Table 26. Descriptive Statistics of General Liking

	N	Minimum	Maximum	Mean	Std. Deviation
General liking of the TVC	252	1	5	3.86	.768
Valid N	252				

252 respondents evaluate the TVC as relatively high ranking with mean of 3.86. According to the interviewees in the in-depth interviews, that was their first time watching the TVC yet it left a strong impression in their mind.

Vu Vinh Vy (20 years old, student at HCMC Aviation Academy) expressed her feelings about the TVC.

“The TVC is good in both the video part and audio part. The message is delivered in a subtle way. They did not try to force the idea into the viewer’s mind. The music is beautiful too. Somehow it makes me sympathize more with the difficulties those women are facing at the workplace.”

Tran Thi Tuyet Nhung (22 years old, student at HCMC University of Foreign Language and Information Technology) had some other opinions.

“The TVC is short yet delivering a strong message about sexism at the workplace. Its structure is new and unique. Besides, the images used in the TVC are the things that happen in everyday life that make people feel familiar. In addition, the music really makes me sympathize with the content of the TVC.”

CHAPTER 5

RECOMMENDATIONS

Based on the research's objective number 4 and the findings from the first three objectives, as well as insights from the qualitative phrase, this chapter is to propose applicable recommendations for not only Pantene brand but also other FMCG firms.

Objective 4: To recommend applicable recommendations for Pantene as well as other Fast Moving Consumer Goods (FMCG) companies when using music appeal in its TV commercials.

In-depth interviews provide more helpful insights to investigate the advantage and disadvantage of “Don’t Let Labels Hold You Back” campaign.

The interviewees are asked “What do you expect from the TVC?” and the answers are placed in the questionnaire. The table below reveals the overall look of what the consumers expect from Pantene’s TVC in the future.

Table 27. Descriptive Statistics of General Recommendation

	N	Minimum	Maximum	Mean	Std. Deviation
Should keep on using music appeal	252	1	5	<u>4.03</u>	.471
Should provide customers more product information	252	1	5	3.43	.773
Should apply more advertising styles	252	2	5	3.67	.678
No need to change anything	252	1	5	2.81	.849
Valid N	252				

The option that Pantene does not need to change anything in their advertisements only has the mean value of 2.81. That clearly suggests that the respondents require that changes need to be made in the future to meet with their expectation.

It can clearly be seen that the respondents took a great interest in the music appeal used in the TVC, so that they suggest that Pantene should keep on using music appeal in their TVC in the future (the mean is 4.03). However, the in-depth interviewees all indicate that there are still important caution to be taken in choosing and using music in an advertisement. One of the most important aspects to be considered is the suitability of the music.

Tran Thi Tuyet Nhung (22 years old, student at HCMC University of Foreign Language and Information Technology) emphasized that the music should be suitable with the product and familiar to the target audience.

About the “Don’t Let Labels Hold You Back” TVC, Ngo Hoang Ha Linh (23 years old, Assistant Brand Manager at Food Empire Holdings Limited) expressed her feelings, *“Personally I don’t really like the TVC because, in my opinion, the music doesn’t fit the message of the TVC. The TVC seems to deliver the message of encouraging women to be more confident in life, to live more freely and don’t let the prejudices affect them. However, the music used is sad and depressing.”* She also told us more about how brands should consider the suitability of the music, *“If they want to use music in their TVC in the future, the music should be catchy and give a refreshing feeling to catch the viewer’s attention. Besides, the music should fit the message the TVC delivers.”* To explain more about this, she gave out one example about the beverage brand Dr. Thanh using their own theme song that makes people remember about their products and makes them want to try drink that tea.

Luu Hoang Yen Linh (24 years old, Marketer at Hoang Kim Co., Ltd) suggested, *“They should use music that is widely known and liked to the public. I think it’s important because when people hear that piece of music, they will be reminded of the product.”*

However, the differences in the interviewees' opinions towards the music used in "Don't Let Labels Hold You Back" TVC suggest that how a person perceives the implied meaning of a piece of music is based on their taste, feelings, experience and understanding towards the music; the music that is considered suitable by one person might not be considered so by another person. That leads us to the definition of musical fit, or the degree of congruity between cues in the ad and the song content. Advertisements and music can be congruous or incongruous for both lyrical and instrumental music. The timbre, tempo, lyrics, genre, mood, as well as any positive or negative associations elicited by certain music should "fit" the nature of the advertisement and product (Steve Oakes, 2007). A study investigating the effect of music on two competing petrol brands found that participants demonstrated a preference for the brand advertised with the best musical fit. The authors concluded that if the consumer does not already have a clear preference of brand, musical fit can influence product choice (Yeoh & North, 2012).

The results also suggest that Pantene should try applying more advertising styles to diversify their method of approaching the consumers (the mean is second highest with 3.67). Yen Linh emphasized, *"I really like the new idea they apply in the TVC, so I think they should try using more advertising styles to get more attention from the consumers."*

In conclusion, advertising is an always changing world, the consumer's expectation in the TVCs is getting higher and higher as the days pass by. Therefore, the brands need to take action to meet with the consumer's high expectation.

CHAPTER 6

CONCLUSION

Pantene is one of the leading hair-care brands in Vietnam and also holds credibility among customers over ten years after entering Vietnamese market. The key points are not only about the product quality, price or distribution channel but also about their advertising campaigns which are highly appreciated. Therefore, every decision of advertising is noticeable. The research is conducted in order to explore the impact of music appeal in TVC on consumer's attitude towards Pantene brand. During given three months from January to April 2014, 252 respondents who are over 18 years old with varied occupation took part in the study in order to help the author find out the findings of the research.

The findings are supported by triangulation approach (Cooper D.R. and Schindler P.S., 2006) which is a perfect combination between quantitative and qualitative method. Through out the study, the in-depths interviews and questionnaire are conducted to seek for the answers for the research objectives. The data collected is analyzed by SPSS to process the main findings. The theory of attitude formation – Tri-component attitude model which is developed by Eagly and Chaiken (1993) is used as the theoretical model due to the applicable characteristics of the research.

For the first objective “to examine the overall performance of hair-care product advertisements by shampoo brands in Vietnam market”, the results point out that Pantene, Dove and Sunsilk succeed in raising brand awareness through high proportions of watched TVC. The order starts with Pantene, then Dove and Sunsilk.

In ranking for the most favorite advertisement positions, Pantene also takes the first place. However, there is change in position between Dove and Sunsilk. Sunsilk takes the second place to be the second brand with most favorite advertisements. Dove takes the third place. The interviewees think that Pantene's advertisements always give the audience the classical and luxury feelings since the brand first entered Vietnamese

market. Dove's advertisements usually take advantage of the images of experts proving the goodness of their products, so that it builds the belief in customer's mind. Sunsilk is favored because the brand's advertisements are directly aiming to Vietnamese female consumers so that they are very familiar in Vietnam market.

In the next step, using quantitative method, the author found out the impact of music appeal on consumer's attitude. Among three components of consumer's attitude model consisting of cognitive component, affective component and behavioral component, the music appeal used in Pantene's TVC influences partially to the first two components but does not provide strong evidence to prove that it has impact to the behavioral component. In-depth interviews reveal that although the music appeal affects their belief and feelings about Pantene's products but there are still other elements required for the consumers to take the action such as consuming habit, uses, quality, price, distribution channel, etc.

Correlation test also shows us the relationships between the three components of Tri-component Attitude Model. The significance value shows the cognitive component positively correlates to affective component. And there are significant correlations between cognitive component as well as affective component towards behavioral component.

In addition, one-way ANOVA test is conducted to measure the difference of impact level on behavioral component among various segmentation of occupation. The results indicate that there is no significant difference in attitude among four groups of occupation under the effects of music appeal, since the significance value among groups is greater than 0.05.

Next, the research also investigates the customer's opinions towards the TVC that they were shown. The "Don't Let Labels Hold You Back" TVC is favorable by 252 respondents. The descriptive statistics indicate that the meaningful messages implied in the TVC ranks as the first element that makes the respondents take interest in the TVC; at

the second and third position respectively are the touchy melody that is used in the TVC and the method to deliver the messages to the audience that Pantene applied.

Last but not least, the respondents highly evaluate the music appeal used in the TVC, so that they suggest that Pantene should keep on using suitable music in their TVC in the future; however, the importance of “musical fit” is strongly emphasized that the music should fit with the product and the content of the ad. Besides, the consumers also take great interest in the creative elements of the TVC so that they suggest Pantene as well as other FMCG brands to apply more advertising styles in their TVC.

In conclusion, the “Don’t Let Labels Hold You Back” TVC succeeds in using the music appeal that can make audience sympathize with the content and understand the messages that Pantene wanted to deliver. It once again confirms Pantene’s position as one of the leading brands in Vietnam hair-care product market.

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APPENDIX A

BẢNG KHẢO SÁT ẢNH HƯỞNG CỦA YẾU TỐ ÂM NHẠC TRONG QUẢNG CÁO TRUYỀN HÌNH ĐỐI VỚI THÁI ĐỘ KHÁCH HÀNG

Xin chào, tôi là Nguyễn Ngọc Thanh Trúc - hiện đang là sinh viên năm cuối của Đại học quốc tế - ĐH Quốc gia TP Hồ Chí Minh. Hiện tôi đang làm luận văn tốt nghiệp. Đây là bảng khảo sát của tôi về ẢNH HƯỞNG CỦA YẾU TỐ ÂM NHẠC TRONG QUẢNG CÁO TRUYỀN HÌNH ĐẾN THÁI ĐỘ KHÁCH HÀNG, giúp tôi lấy dữ liệu để phục vụ cho bài luận văn của mình. Xin các bạn hãy dành 1 ít phút để giúp tôi hoàn thành bảng khảo sát này, giúp tôi hoàn thành khóa luận tốt nghiệp. Chân thành cảm ơn sự đóng góp của các bạn.

Phần 1: Câu hỏi chung

- 1. Bạn đã bao giờ sử dụng sản phẩm chăm sóc tóc của Pantene chưa?**
 - ☐ Rồi
 - ☐ Chưa

- 2. Bạn đã từng xem quảng cáo của bất kỳ thương hiệu dầu gội nào chưa?**
 - ☐ Rồi
 - ☐ Chưa (Nếu chọn đáp án này, xin dừng khảo sát tại đây)

- 3. Bạn có thường xem quảng cáo trên TV không? (Chọn câu trả lời thích hợp nhất)**
 - ☐ Nhiều hơn 7 lần một tuần
 - ☐ 2 – 7 lần một tuần
 - ☐ Ít hơn 2 lần một tuần
 - ☐ Không bao giờ

- 4. Bạn đã từng xem qua quảng cáo truyền hình của những hãng dầu gội nào? (Chọn những đáp án phù hợp với bạn)**
 - ☐ Pantene
 - ☐ Dove
 - ☐ Sunsilk
 - ☐ Clear

☐ Head & Shoulder

5. Dựa vào sự lựa chọn ở trên, bạn vui lòng cho biết mức độ yêu thích của mình đối với những quảng cáo mà mình đã chọn, theo thang điểm:

1-Hoàn toàn không thích 2-Không thích 3-Bình thường 4-Thích 5-Rất thích
1 (Hoàn toàn không thích) --> 5 (Rất thích)

	1	2	3	4	5
Pantene					
Dove					
Sunsilk					
Clear					
Head&Shoulders					

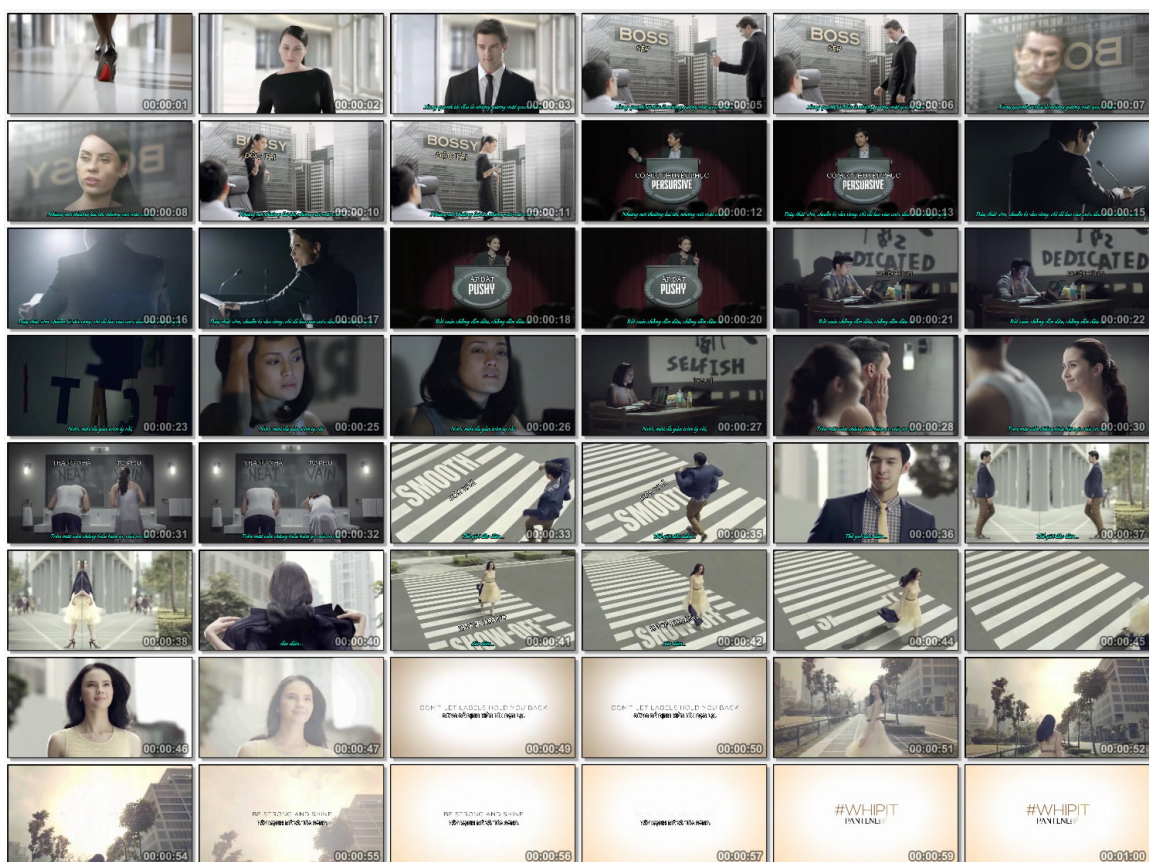
6. Bỏ qua các yếu tố về giá cả, chất lượng hay khuyến mãi của sản phẩm và kênh phân phối sản phẩm, xin hãy cho biết ý kiến của bạn VỀ TÁC ĐỘNG CỦA VIỆC SỬ DỤNG YẾU TỐ ÂM NHẠC trong quảng cáo truyền hình thông qua các nhận định sau:

1-Hoàn toàn không đồng ý 2-Không đồng ý 3-Bình thường
4-Đồng ý 5-Hoàn toàn đồng ý
1 (Hoàn toàn không đồng ý) --> 5 (Hoàn toàn đồng ý)

	1	2	3	4	5
Quảng cáo có sử dụng yếu tố âm nhạc THU HÚT sự chú ý của tôi hơn quảng cáo không sử dụng yếu tố này					
Tôi THÍCH (ƯNG HỘ) những quảng cáo có sử dụng yếu tố âm nhạc					
Tôi sẵn lòng MUA VÀ SỬ DỤNG THỬ sản phẩm có yếu tố âm nhạc trong quảng cáo.					

Phần 2: Câu hỏi chi tiết

Xin mời bạn xem qua clip quảng cáo dưới đây để tiếp tục trả lời câu hỏi:



7. Xin vui lòng cho biết ý kiến của bạn về các nhận định sau đây về THÁI ĐỘ của bạn về quảng cáo trên của Pantene theo thang điểm từ 1 đến 5

- 1-Hoàn toàn không đồng ý 2-Không đồng ý 3-Bình thường
4-Đồng ý 5-Hoàn toàn đồng ý
1 (Hoàn toàn không đồng ý) --> 5 (Hoàn toàn đồng ý)

	1	2	3	4	5
YẾU TỐ NHẬN THỨC					
Tôi CHÚ Ý nhiều hơn đến thương hiệu Pantene nhờ vào việc sử dụng âm nhạc trong quảng cáo trên					
Thông điệp ý nghĩa cùng với lời bài hát khiến tôi NHỚ ĐẾN thương hiệu Pantene nhiều hơn					
Phong cách quảng cáo riêng biệt khiến cho thương hiệu Pantene DỄ NHẬN BIẾT hơn					
Việc sử dụng âm nhạc trong các quảng cáo của mình khiến cho Pantene KHÁC BIỆT hơn					
YẾU TỐ CẢM XÚC					
Tôi cảm thấy TÒ MÒ về sản phẩm của Pantene khi họ					

đưa yếu tố âm nhạc vào quảng cáo					
Tôi cảm thấy THÍCH thương hiệu Pantene hơn những thương hiệu khác nhờ những quảng cáo sử dụng yếu tố âm nhạc					
Tôi QUAN TÂM đến thương hiệu Pantene nhiều hơn nhờ yếu tố âm nhạc trong quảng cáo trên					
Sau khi xem quảng cáo trên, tôi cảm thấy thương hiệu Pantene LÔI CUỐN hơn vì tôi cũng yêu thích âm nhạc					
YẾU TỐ HÀNH ĐỘNG					
Sau khi xem xong quảng cáo, tôi muốn DÙNG THỬ sản phẩm của Pantene					
Sau khi xem quảng cáo trên, tôi ƯU TIÊN MUA thương hiệu Pantene hơn những sản phẩm dầu gội khác khi mua hàng					
Tôi MONG MUỐN SỞ HỮU sản phẩm của Pantene sau khi xem quảng cáo trên					
Tôi SẼ MUA sản phẩm của Pantene sau khi xem quảng cáo					
Tôi MUA sản phẩm của Pantene NHIỀU HƠN sau khi xem quảng cáo					
Tôi trở thành KHÁCH HÀNG THÂN THIẾT của Pantene sau khi xem quảng cáo					
Tôi GIỚI THIỆU cho người thân mua sản phẩm của Pantene sau khi xem quảng cáo					

Những câu hỏi bên dưới nhằm giúp xác định *QUAN ĐIỂM HIỆN TẠI* của bạn đối với quảng cáo của thương hiệu Pantene

8. Hãy đánh giá mức độ đồng ý của bạn về những yếu tố khiến bạn cảm thấy thích và ấn tượng bởi quảng cáo trên của Pantene

Xin vui lòng đánh giá những nhận định dưới đây dựa theo thang điểm:

1-Hoàn toàn không đồng ý 2-Không đồng ý 3-Bình thường

4-Đồng ý 5-Hoàn toàn đồng ý

1 (Hoàn toàn không đồng ý) --> 5 (Hoàn toàn đồng ý)

	1	2	3	4	5
Quảng cáo chứa thông điệp ý nghĩa					
Cách truyền tải thông điệp nhẹ nhàng sâu lắng					
Âm nhạc sử dụng phù hợp, khiến người xem cảm động					
Góc quay nghệ thuật, khác lạ					

Ý tưởng đặc sắc					
Diễn viên đẹp					

9. Một cách tổng quát, bạn có thích quảng cáo trên của Pantene hay không?

- ☐ Hoàn toàn không thích
☐ Không thích
☐ Bình thường
☐ Thích
☐ Rất thích

10. Xin vui lòng đánh giá những nhận định dưới đây theo thang điểm:

1-Hoàn toàn không đồng ý 2-Không đồng ý 3-Bình thường
 4-Đồng ý 5-Hoàn toàn đồng ý
 1 (Hoàn toàn không đồng ý) --> 5 (Hoàn toàn đồng ý)

	1	2	3	4	5
Quảng cáo của Pantene nên tiếp tục sử dụng yếu tố âm nhạc					
Quảng cáo của Pantene nên chú trọng hơn việc giới thiệu thông tin sản phẩm					
Pantene nên triển khai nhiều phong cách quảng cáo hơn					
Pantene không cần thay đổi gì thêm trong quảng cáo của mình					

11. Bạn có đưa ra lời khuyên nào về quảng cáo truyền hình cho thương hiệu Pantene nói riêng hay các sản phẩm chăm sóc tóc khác nói chung để giúp quảng cáo thú vị hơn và có ích hơn cho bạn và những người tiêu dùng khác không?

Phần 3: Thông tin cá nhân

Xin hãy cho biết thông tin cá nhân của bạn

Giới tính		Tuổi		Trình độ học vấn	
Nam	<input type="checkbox"/>	18 - 22	<input type="checkbox"/>	Phổ thông	<input type="checkbox"/>

Nữ	<input type="checkbox"/>	23 - 35	<input type="checkbox"/>	Trung cấp/ Cao đẳng/ Đại học	<input type="checkbox"/>
	<input type="checkbox"/>	36 - 50	<input type="checkbox"/>	Sau Đại học	<input type="checkbox"/>
		Trên 50	<input type="checkbox"/>	Khác	<input type="checkbox"/>
Nghề nghiệp		Tình trạng hôn nhân		Thu nhập của bạn	
Sinh viên	<input type="checkbox"/>	Chưa lập gia đình	<input type="checkbox"/>	Dưới 5 triệu	<input type="checkbox"/>
Đang đi làm	<input type="checkbox"/>	Đã lập gia đình	<input type="checkbox"/>	5 – 10 triệu	<input type="checkbox"/>
Nội trợ	<input type="checkbox"/>	Từng lập gia đình	<input type="checkbox"/>	11 – 20 triệu	<input type="checkbox"/>
Thất nghiệp	<input type="checkbox"/>			Trên 20 triệu	<input type="checkbox"/>

THE IMPACT OF USING MUSIC APPEAL IN TVC ON CONSUMER'S ATTITUDE TOWARDS PANTENE

Part 1: Overview questions

12. Have you ever used Pantene's hair-care products?

- ☐ Yes
☐ Not yet

13. Have you ever seen any hair-care product TVC?

- ☐ Yes
☐ Not yet (If you choose this option, this survey is not for you. Thank you)

14. How often do you watch TVC?

- ☐ Over 7 times a week
☐ 2 – 7 times a week
☐ Less than 2 times a week
☐ Never

15. Which hair-care product TVC have you ever watched?

- ☐ Pantene
☐ Dove
☐ Sunsilk
☐ Clear
☐ Head & Shoulder

16. Based on your previous choices, how much do you like those TVCs?

1-Strongly dislike 2-Dislike 3-Neutral 4-Like 5-Strongly like
1 (Strongly dislike) --> 5 (Strongly like)

	1	2	3	4	5
Pantene					
Dove					
Sunsilk					
Clear					
Head&Shoulders					

17. Besides the price, quality or promotion as well as distribution channel, please indicate your opinion towards USING THE MUSIC APPEAL in TVC, through below arguments:

1-Strongly disagree 2-Disagree 3-Neutral 4-Agree 5-Strongly agree
1 (Strongly disagree) --> 5 (Strongly agree)

	1	2	3	4	5
I pay more attention to TVCs that use music appeal					
I'm fond of (support) TVCs that use music appeal					
I would try and buy products that have music appeal in their TVCs					

Part 2: Detailed questions

18. Please indicate how much you agree with the below statements about the shown TVC

1-Strongly disagree 2-Disagree 3-Neutral 4-Agree 5-Strongly agree
1 (Strongly disagree) --> 5 (Strongly agree)

	1	2	3	4	5
COGNITIVE COMPONENT					
I pay more attention to Pantene brand due to the music appeal used in the TVC					
Meaningful message along with memorable lyric make me remember Pantene brand					
The music used in advertisement makes Pantene brand more recognizable					
The music used in advertisement makes Pantene brand differentiated from others					
AFFECTIVE COMPONENT					
I feel curious about Pantene brand when they use music appeal in their TVC					
I prefer Pantene brand than other brands due to the music appeal in its TVC					
I feel more interested in Pantene brand due to the music appeal in its TVC					
After watching the TVC, I think Pantene brand is more appealing due to the music appeal in its TVC					

BEHAVIORAL COMPONENT					
The music appeal in Pantene's TVC makes me intend to try its products					
I put Pantene's products in priority when purchasing hair-care products after watching the TVC					
I want to own Pantene's products after watching the TVC					
I will buy Pantene's products in next hair-care purchasing after watching the TVC					
I buy more Pantene's products after watching the TVC					
I become Pantene's loyal customer after watching the TVC					
I introduce (recommend) my relatives to buy Pantene's products after watching the TVC					

19. Please indicate how much you agree with the below statements about the reasons why you're interested and impressed by the TVC

1-Strongly disagree 2-Disagree 3-Neutral 4-Agree 5-Strongly agree

1 (Strongly disagree) --> 5 (Strongly agree)

	1	2	3	4	5
The ad contains meaningful message					
Effective method to deliver the messages					
Touchy melody consistent with the meaning of the ad					
Creative filming angles					
Interesting idea					
Good-looking casts					

20. In general, do you like the TVC above?

- ☐ Strongly dislike
☐ Dislike
☐ Neutral
☐ Like
☐ Strongly like

21. Please indicate how much you agree with the below statements about the reasons why you're interested and impressed by the TVC

1-Strongly disagree 2-Disagree 3-Neutral 4-Agree 5-Strongly agree

1 (Strongly disagree) --> 5 (Strongly agree)

	1	2	3	4	5
Should keep on using music appeal					
Should provide customers more product information					
Should apply more advertising styles					
No need to change anything					

22. Do you have any recommendation or suggestion for Pantene or other hair-care brands so that they can improve their TVC's performance? Please specify:

Part 3: Respondent's information

Gender		Age		Education	
Male	<input type="checkbox"/>	18 - 22	<input type="checkbox"/>	High school	<input type="checkbox"/>
Female	<input type="checkbox"/>	23 - 35	<input type="checkbox"/>	College/ Bachelor	<input type="checkbox"/>
	<input type="checkbox"/>	36 - 50	<input type="checkbox"/>	Master/ Higher education	<input type="checkbox"/>
		Over 50	<input type="checkbox"/>	Other	<input type="checkbox"/>
Occupation		Marital status		Monthly income	
Student	<input type="checkbox"/>	Single	<input type="checkbox"/>	Under 3 mil VND	<input type="checkbox"/>
Employee	<input type="checkbox"/>	Married	<input type="checkbox"/>	5 – 10 mil VND	<input type="checkbox"/>
Housewife	<input type="checkbox"/>	Divorced	<input type="checkbox"/>	11 – 20 mil VND	<input type="checkbox"/>
Unemployed	<input type="checkbox"/>			Over 20 mil VND	<input type="checkbox"/>

APPENDIX B

SUMMARIZED IN-DEPTH INTERVIEW

Respondents:

1. Tran Thi Tuyet Nhung – 22 – Student at HCMC University of Foreign Language and Information Technology
2. Vu Vinh Vy – 20 – Student at HCMC Aviation Academy
3. Ngo Hoang Ha Linh – 23 – Assistant Brand Manager at Food Empire Holdings Limited
4. Luu Hoang Yen Linh – 24 – Marketer at Hoang Kim Co., Ltd.
5. Mrs. Tran Thi Thanh Hang – 43 – Housewife (Go Vap District, HCMC)

General opinions towards Pantene brand

1. I don't really pay much attention to the Pantene brand but in my opinions, Pantene is one of the most familiar brands in Vietnam.
2. I'm not using Pantene's products but I've known about Pantene since I was little. Personally I think Pantene is one of the most famous shampoo brands not only in Vietnam but also all over the world. Their TVCs have the own style that is displayed in the bright color of the videos; the unique camera angles that emphasize the beauty of the actress's hair; sometimes they have very interesting ideas too.
3. The impression about Pantene is quite vague because I don't use their products. All I can remember about them is one of their TVC where an actress turns her back and shows her long smooth silky hair.
4. I have been using Pantene for years. I can say that I'm personally a fan of their shampoo. Their products are good and sold at a reasonable price. However, I chose Pantene because of their products' good characteristics, not their TVC. I'm not the type who pays much attention to those regular TVC. Usually, Pantene's

- CFs focuses on the effectiveness of the products, such as beautiful hair after using the products. It's like a trademark for their marketing campaign (using 1 style for all products), but that does get bored as of time. Every time I watch a Pantene's CF, I know what will come next, but if I see a part of the CFs, I know it's Pantene. So I guess it has both pros and cons.
5. I've been using Pantene for 3 years and I'm very satisfied with what the products do to my hair. I usually spend my free time watching TV so I've seen many shampoo CFs. In my opinions, they all look the same.

Thoughts about hair care product advertisements which exist in Vietnam market

1. Head&Shoulders, Sunsilk and Clear Men are my favorite brands because their TVC are featured with famous beautiful/handsome actresses/actors.
2. My favorite TVCs are from Sunsilk, Dove and Head&Shoulders. Sunsilk has the most meaningful TVCs. They even put the experts' opinions into the TVC that helps increase the customer's belief in their products. Besides, Sunsilk is familiar to Vietnamese people. Dove's TVCs usually make a comparison between Dove's product and other hair care product. Head&Shoulders' TVCs always emphasize on the cool effect their products bring along. Cristiano Ronaldo, their brand ambassador, is handsome and famous too.
3. My favorites are Sunsilk, X-men and Pantene. Those TVCs are broadcasted many times on the TV with repeating messages so I am "forced" to remember them. Besides, the faces that are casted in the TVCs (brand ambassadors) are famous celebrities that make me pay more attention (ex. Sunsilk with Ho Ngoc Ha).
4. My favorite hair care product TVCs are mostly from Dove and Pantene. I think the most important elements of a TVC are the message they carry because it will be the factor that helps the TVC stay in the viewer's mind, the actors and actress because they are the faces of the product, the background music they use to help gain the attention; and their broadcasting frequency. (When asked why she doesn't like other brands like Clear, X-men or Head&Shoulders) I think that the brands that are only dedicated to female users are more appealing than other brands.

5. I think the CFs I remember the most are Sunsilk Pantene. Sunsilk's CFs are repeated many times a day so it is hard to forget about it. Pantene's CFs give me the feeling that it is something expensive, something for people at my age. Clear and Head&Shoulders have interesting advertisements too, but if I don't have problems with my hair, I won't pay much attention to the advertisement for the products with treatment for that certain problem. Just like that, I don't have dandruff so I don't usually pay attention to advertisements from Clear or Head&Shoulders

General questions about the impact of using music towards knowledge, likability and behavior

1. Music can be used to express the message the TVC wants to deliver well, no need to use too many words. I like the TVCs that use good music more than the TVCs that have nothing special. However, a good TVC is not enough to be the reason for me to choose to buy a product.
2. The TVCs will be more attractive if they use music. Imagine a TVC with just the narrator's voice introducing the product's characteristics, it would be boring and has nothing to be reminded later. I don't usually pay attention to the background music used in TVCs but I have to admit that music plays an important role in making a TVC more favorable in the consumer's eyes. If a product's TVC catches my attention, I might want to try using that product.
3. I like listening to music so I pay much attention to the music more than to the TVC itself. The music used in TVC if is used properly can help boosting the consumer's likability towards the brand. Like Dr. Thanh brand using their own theme song that makes people remember about their products and makes them want to try drink that tea.
4. Using music absolutely would help a commercial getting more attention, as right music, using at the right time and moment, as well as purpose, added with some trademarks (such as fun, sound effect, etc...) will stick the CF to people's mind longer. Everytime they hear that music, they will know what product is coming along. However, as I said before, I don't usually choose products based on their

TVC so I think it won't affect my buying decision much.

5. I think music can help attract more attention from the audience. Good and suitable music will help people to remember more about the ad and the product itself, and once they remember the product, it will be placed in priority than other products in the same field. Once people think it's better than the other products, they might want to try it.

Opinions towards “Don’t Let Labels Hold You Back” TVC

1. TVC is short yet delivering a strong message about sexism at the workplace. Its structure is new and unique. Besides, the images used in the TVC are the things that happen in everyday life that make people feel familiar. In addition, the music really makes me curious and sympathized with the content of the TVC.
2. The TVC is good in both the video part and audio part. The message is delivered in a subtle way. They did not try to force the idea into the viewer's mind. The music is beautiful too. Somehow it makes me sympathize more with the difficulties those women are facing at the workplace.
3. Personally I don't really like the TVC because in my opinion, the music doesn't fit the message of the TVC. The TVC seems to deliver the message of encouraging women to be more confident in life, to live more freely and don't let the prejudices affect them. However, the music used is sad and depressing.
4. The ad didn't mention anything about the product; I didn't even realize I was watching a TVC of Pantene. It makes me both surprised and confused at the same time. At first I don't really understand the meaning of this ad but the music and its lyrics make me wonder what the meaning of the ad might be.
5. I don't understand much about current trends in the music industry but I can feel that the music in the ad really attracts me. I can see that the music is really suitable to express the content of the ad. However, as I've said before, I don't usually choose the products based on their ad on the TV so it won't affect my decision much.

Elements in the TVC that impressed the respondents

1. I've explained that before. I like the music because it expressed the uneasy feelings that the women in the ad have to face everyday, they have to fight everyday to achieve their dream but in others' eyes, they are just selfish women who abandon their family to satisfy their personal wishes. It really makes me sympathize with them. But the element that impressed me the most is the message the TVC brings along.
2. I like the message and the way they deliver it. The idea of making comparison between how people at the workplace treat and think differently about a man and a woman makes the TVC more impressive and attractive. They don't need many words to express the message.
3. I like the TVC's message. The music is good too but it just doesn't go well with the message.
4. Most of the TVC that are being broadcasted all have the same structure, around 90% of them are similar to one another; so I appreciate that different vibe the TVC brought along. The idea is new. It carries a deep message too.
5. The ad is different to most of the ad I usually see on the TV. I like that different style, and the music too.

Recommendations

1. I think they should keep on using good music like that in their ad in the future. The music should be suitable with the product and familiar to the target audience. Besides, I think they do not need to change anything in their ad.
2. Using suitable music and don't forget to introduce more about the product's characteristics. The product information will help the audiences remember more about Pantene.
3. If they want to use music in their TVC in the future, the music should be catchy and give a refreshing feeling to catch the viewer's attention. Besides, the music should fit the message the TVC delivers.

4. They should use music that is widely known and liked to the public. I think it's important because when people hear that piece of music, they will be reminded of the product. I really like the new idea they apply in the TVC, so I think they should try using more advertising styles to get more attention from the consumers.
5. It'll be better if they can make their ad more and more different than other hair-care brands' TVCs.

APPENDIX C

Reliability test for behavioral component through 3 rounds:

Round 1:

Reliability Statistics of Behavioral Component

Cronbach's Alpha	N of Items
.871	7

Item – Total Statistics of Behavioral Component

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item – Total Correlation	Alpha if Item Deleted
The music appeal in Pantene's TVC makes me intend to try its products	17.58	12.125	.414	.881
I put Pantene's products in priority when purchasing hair-care products after watching the TVC	17.90	11.344	.546	.866
I want to own Pantene's products after watching the TVC	18.10	10.955	.737	.841
I will buy Pantene's products in next hair-care purchasing after watching the TVC	18.19	10.497	.761	.836
I buy more Pantene's products after watching the TVC	18.46	10.472	.715	.842
I become Pantene's loyal customer after watching the TVC	18.44	10.964	.701	.845
I introduce (recommend) my relatives to buy Pantene's products after watching the TVC	18.39	10.510	.676	.848

Round 2: After deleting “The music appeal in Pantene’s TVC makes me intend to try its products” item.

2nd Reliability Statistics of Behavioral Component

Cronbach’s Alpha	N of Items
.881	6

2nd Item – Total Statistics of Behavioral Component

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item – Total Correlation	Alpha if Item Deleted
I put Pantene’s products in priority when purchasing hair-care products after watching the TVC	14.30	9.407	.476	.895
I want to own Pantene’s products after watching the TVC	14.50	8.897	.705	.859
I will buy Pantene’s products in next hair-care purchasing after watching the TVC	14.60	8.377	.760	.848
I buy more Pantene’s products after watching the TVC	14.86	8.192	.757	.848
I become Pantene’s loyal customer after watching the TVC	14.84	8.636	.746	.852
I introduce (recommend) my relatives to buy Pantene’s products after watching the TVC	14.80	8.218	.717	.856

Round 3: After deleting “I put Pantene’s products in priority when purchasing hair-care products after watching the TVC” item.

3rd Reliability Statistics of Behavioral Component

Cronbach’s Alpha	N of Items
.895	5

3rd Item – Total Statistics of Behavioral Component

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item – Total Correlation	Alpha if Item Deleted
I want to own Pantene’s products after watching the TVC	11.22	6.771	.636	.894
I will buy Pantene’s products in next hair-care purchasing after watching the TVC	11.32	6.210	.732	.874
I buy more Pantene’s products after watching the TVC	11.58	5.870	.789	.861
I become Pantene’s loyal customer after watching the TVC	11.56	6.231	.787	.862
I introduce (recommend) my relatives to buy Pantene’s products after watching the TVC	11.52	5.812	.772	.865