SONIC BRANDING IN THE DIGITAL AGE ; IDENTIFYING THE POWER OF SOUND TO DRIVE CONSUMER ENGAGEMENT IN DIGITAL MARKETING

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Abstract
Sonic branding is the technique of using sound and music to create a distinct corporate identity. It is the deliberate and planned use of specific tones, melodies, jingles, and other auditory aspects in order to elicit emotions, convey messages, and reaffirm a brand's basic values and personality. Sonic branding recognizes that sound can be a useful tool for developing an emotional connection with customers. Some of the benefits of using sonic branding include increased brand identity, higher brand recall, increased consumer engagement, and the ability to build emotional relationships with customers The present study identified three variables of sonic branding (popularity, emotion and attitude) and its impact on recall of the sound.

Introduction :

Sonic branding, also known as audio branding or sound branding, is the technique of using sound and music to create a distinct and distinctive corporate identity. It is the deliberate and planned use of specific tones, melodies, jingles, and other auditory aspects in order to elicit emotions, convey messages, and reaffirm a brand's basic values and personality.

Sonic branding recognises that sound can be a useful tool for developing an emotional connection with customers. Sound elements can be utilised to communicate the brand identity to the target demographic in the same way that logos, colours, and images can be used to represent a brand. This enables the creation of a distinct aural identity for a product.

Some of the benefits of using sonic branding include increased brand identity, higher brand recall, increased consumer engagement, and the ability to build emotional relationships with customers. When used consistently across a variety of touchpoints, sonic branding can help to confirm a brand's identity and make it more recognisable in the eyes of consumers. Television and radio commercials, online videos, social media, and in-store encounters are examples of touchpoints.

Review of Literature

Nhon Tran (2020) The purpose of this thesis is to determine the impact of acoustic branding on consumer perceptions in Finland. The author conducts an empirical investigation with a questionnaire to obtain the information. The findings confirm the assumption that effective branding positively improves the attitudes of Finnish customers. A clear grasp of a brand's features, a better first impression, the guidance of positive emotions, and message comprehension are all outcomes of the intentional and consistent use of personalised sound at the desired touchpoints. The most frequent touchpoints for the target demographic were applications, the internet, television, and physical stores.

Shawn P. Scott, Daniel Sheinin, Lauren I. Labrecque (2022) This essay aims to demonstrate how, despite their brief exposure, sound logos can affect customers' emotions and attitudes in a way that has so far been attributed to only long background music in advertisements. Participants preferred advertisements with a cheery sound logo over those with a sad sound logo. The placement of the acoustic logo within the advertisement also assists to moderate these consumer views, which are

mediated by the emotion felt following exposure to the brand and advertisement. A sad sonic logo at the beginning of the campaign and a cheery sonic logo at the end of the campaign resulted in more positive customer attitudes.

Clara Gustafsson (2015) Because of its profound psychological influence and relatively direct effect on consumers, music has always been an intriguing medium for marketers. Although sonic branding, or branding through music and sound, has been heralded as "the next big thing" in consumer-facing branding for nearly a decade, it remains an unorganised field with little influence.

Hypothesis
- H1: There is a positive relationship between popularity and recollection of sonic branding.
- H2: There is a positive relationship between emotion and recollection of sonic branding.
- H3: There a positive relation between customer attitude and customer emotion towards sonic branding

Methodology
A structured questionnaire was distributed to collect data from the samples. The samples for the study constitute consumers of different products.100 samples were selected from the population using convenience sampling method. First section of the questionnaire was for collecting demographic details of respondents Like age,gender, income etc. The next part of the questionnaire consisting of certain constructs which respondents have to rate on a 5 point scale. Three variables of sonic branding were identified through literature review. They are popularity, emotion and consumer attitude. Correlation and Linear regression techniques was used to test the hypothesis. SPSS software was used for regression analysis.

Result and Discussion
Demographic Profile of the Respondents

PROFILE	CATEGORIES	PERCENTAGE
GENDER	Male	54
	Female	46
	Prefer not to say	0%
AGE	Under 18	7
	18 – 30	73
	31 – 40	11
	Over 40	9
EMPLOYMENT STATUS	**Student**	54
	Working	35
	Unemployed	11

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Hypothesis Testing
- H1: There is a positive relationship between popularity and recollection of sonic branding.

REGRESSION

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the stimate
1	.655[a]	.429	.424	.38919
a. Predictors: (Constant), Popularity				

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.171	1	11.171	73.751	.000[b]
	Residual	14.844	98	.151		
	Total	26.015	99			
a. Dependent Variable: Recollection						
b. Predictors: (Constant), Popularity						

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. rror	Beta		
1	(Constant)	.774	.183		4.231	.000
	Popularity	.704	.082	.655	8.588	.000
a. Dependent Variable: Recollection						

Interpretation
According to the findings of the regression analysis, the predictor variable "Popularity" significantly predicts the dependent variable "Recollection". Popularity has a moderate impact on remembrance, as shown by the model's ability to account for 42.9% of the variance in "Recollection". A positive standardised effect size is shown by the "Popularity" standardised coefficient (Beta) of 0.655. After accounting for other variables, it is predicted that "Recollection" will grow by 0.704 units for every unit increase in "Popularity".

- HYPOTHESIS 2: There is a positive relationship between emotion and recollection of sonic branding.

Regression

Model Summary				
Model	R	R Square	Adjusted R Square	l. Error of the Estimate
1	.373[a]	.139	.130	.47807
a. Predictors: (Constant), Emotion				

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.617	1	3.617	15.824	.000[b]
	Residual	22.398	98	.229		
	Total	26.015	99			
a. Dependent Variable: Recollection						
b. Predictors: (Constant), Emotion						

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.124	0.302		3.724	.000
	Emotion	0.304	0.077	.373	3.978	.000
a. Dependent Variable: Recollection						

Interpretation

Emotion can explain around 13.9% of the variance in Recollection, according to the R-squared value of 0.139. Emotion has a positive and significant impact on Recollection, according to the coefficient for emotion, which is 0.304 and p-value is less than 0.05. The data are statistically significant at a significance level of 0.05 and support the hypothesis that Emotion is a Significant Predictor of Recollection.

Hypothesis 3: There a positive relation between customer attitude and customer emotion towards sonic branding

Regression

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.120[a]	.014	.004	1.07485
a. Predictors: (Constant), attitude				

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.655	1	1.655	1.433	.234[b]
	Residual	113.220	98	1.155		
	Total	114.875	99			
a. Dependent Variable: recollection						
b. Predictors: (Constant), attitude						

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.398	0.679		3.533	.000
	Attitude	0.206	.172	.120	1.197	.234
a. Dependent Variable: Recollection						

Given that the model is not statistically significant (p > 0.05) and the effect size of attitude is minimal (R Square = 0.014), the regression analysis implies that attitude may not be a relevant predictor of recall of sonic branding. The standardised coefficient (Beta) for attitude in this analysis is also small (0.120) and not statistically significant (p > 0.05), suggesting that attitude may not have a substantial effect on recall..Therefore, we reject the hypothesis and there is no significant relationship between Emotion and Attitude.

Conclusion

It was found that majority of the population was aware of the concept of sonic branding, this indicates the rise in prevalence of sonic branding in our everyday life. Every major brand should get on this bandwagon to not be left out.Popular brands had an increased recollection rate of sonic branding. Around 75% of the users are able to recall the sonic branding of apps they use. This means that when these people are out in public and hear the sound or jingle, they are being reminded of presence of the brand. This acts as a cost free, effortless advertising to the brand. And best of all with the rise in use of smartphones, the touchpoints of these branding have risen by a lot. Also, sonic branding has the power to influence the emotions of the listeners, therefore the brands must be careful in designing its sonic identity. The song or sound must reflect the brand image they are trying to convey. These emotions also play a huge role in the recollection of the brand. Therefore, brands should plan and test the sonic identity on a sample group to make sure it invokes the intended emotions among customers.

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