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## Jingle Modification: Does Slogan Help?

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### ABSTRACT

In advertising, jingle modifications are often executed to inject freshness. Slogans on the other hand, are often included to improve consumers' memory of the brand and develop positive attitude. Although the effects of jingle modification and slogans have been studied in the past, the investigations focused on their independent effects. As such, the combined effects of the two variables remain unclear. This study seeks to determine the effects of jingle modification on brand attitude and brand recall, and whether the inclusion of a slogan influences that relationship. With classical conditioning as the theoretical lens, a between-subject experiment was conducted to test the effects of jingle modification (original versus modified) and slogan inclusion (without slogan vs with slogan) on brand attitude and brand recall. The results indicate that jingle modification induces positive and significant effects on brand attitude and brand recall. No main effects were found on slogan inclusion. Moreover, slogan inclusion did not moderate the relationship between jingle modification and brand attitude or brand recall. The implication is that in advertisements with modified jingles, slogan is not required in enhancing consumers' brand attitude or brand recall. The study provides a strong support for jingle modifications and shows that they can have substantial impact even without incorporating any slogans

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### Introduction

*"If you have nothing to say, sing it!"*, advised advertising guru, David Ogilvy. Within a limited advertisement slot, it is always a challenge to make a lasting impact on consumers. However, if you can make them sing your jingle all day, you have effectively optimised your media buy. A jingle can be so powerful that a consumer can recall a phone number or a slogan even years after the customer had last heard it. Those of us growing up in the 1990s in Malaysia may still remember the 1-300-88-25-25 advertisement by Pizza Hut Malaysia.

Psychologist, Bri Williams explained that as visual persuasions were becoming saturated in the 1990s, auditory forms of persuasion such as jingles started to become increasingly important in influencing consumer's mind and thus became prominent features in advertising campaigns of international brands (cited from White, 2020). Consumers tend to rehearse the catchy jingle after the commercial has ended, thus augmenting encoding possibilities and enhancing memorability (Keller, 2013). The benefits of using jingle in advertisement have also been linked to more efficient processing of information and improved user experience (Beyer & Meier, 2010). In turn, the use of jingles as one of the persuasive

cues influences consumers' attitude on a product and purchase intention (Emmanuel, 2016; Taylor, 2015).

Notably, past studies have yet to fully explain the effects of jingle modifications on brand responses. For brands using jingles as one of their key brand identity elements such as Airtel Vodafone in India (Gupta, 2013) and McDonald's 'I'm loving it' campaign (Cehan, 2012; Gerd & Horst, 2019; Hogan, 2016), the jingles are often used for years and even decades. Modifications of the jingle's musical structure are often introduced to keep current with contemporary musical predilections and sound technologies and techniques, without losing the jingles' identity elements. As previous studies only focused on the effects of jingles on recall at one point in time (e.g. Alba & Chattopadhyay, 1986; Alexomanolaki et al., 2007; Allan, 2006; Emmanuel, 2016; Gupta, 2013; Oakes, 2007; Rodero, 2015; Scott, 1990; Shevy & Hung, 2013), whether the modification of jingles can bring the same effects is still unclear. As such, the effects of the modification of original jingle on brand responses especially brand attitude and brand recall are investigated in this study.

Additionally, although there have been many studies on the effects of jingles on brand recall, these studies have not explained the effects of slogans in influencing the relationship (e.g. Alexomanolaki et al., 2007; Allan, 2006; Gupta, 2013; Nasution, 2015; Shevy & Hung, 2013). Past studies have explained the effects of jingles on slogans, but not the opposite effects. Nevertheless, some literature suggests that slogan can act as a mnemonic device for brands, suggesting a brand equity carryover effect (Duarte & Galvão, 2016; Lever & Abbas, 2018).

A good example of a successful jingle and slogan usage is the Gardenia bread advertisement in Malaysia, incorporating the slogan "*So good you can even eat it on its own*," rhyming with the jingle. It was a success, and the jingle became a household hit. The endearing signature jingle and the accompanying slogan have resulted in top-of-mind recall for the Gardenia brand in Malaysia. In just a decade, however, the Gardenia advertising jingle has gone through about twenty modifications from its original signature tune to keep afresh with the changing market segments. The question is whether the slogan has actually played a role in ensuring the jingle remains powerful in its modified form.

Following previous studies on jingles, this study attempts to extend the understanding on the operational mechanism of jingles and slogan by testing the moderating effect of slogan inclusion on the relationship between jingles modification and brand responses (i.e. brand attitude and recall). The specific objectives of the study are firstly to test for main effects by determining the significant effects of jingle modification and slogan inclusion on brand attitude, and the significant effects of jingle modification and slogan inclusion on brand recall. Secondly, the study will test for the moderating effects of slogan inclusion on the main effects.

## **Literature Review**

### ***Jingles in Advertising***

Jingle is defined as a tune that is often played alongside lyrics or narrative messages to express a slogan or act as background music (Beyer & Meier, 2010). It is used in advertising because it helps advertisements provide further dimensions of the existing verbal or visual descriptions (Keller, 2013; Stadelhofer et al., 2017; Taylor, 2015). Jingles become increasingly prevalent with the increasing popularity of television, radio and web advertising as means of communicating with customers (Guido et al., 2016; Karailievova, 2012).

A review of the literature indicates that musical sounds, including jingles, can draw interest, communicate the brand positioning and purposes, and serve as a mnemonic device in creating excitement or relaxation (Alexomanolaki et al., 2007; Rodero, 2015; Romaniuk & Sharp, 2002; Shevy & Hung, 2013). The sounds act as stimulus cues to access related information and activate the memory of the information (Oakes, 2007). A fit between the tempo and composition of the music helps to facilitate brand and message recall (Oakes, 2007). Additionally, the type of music genre and associations with the musical sounds can increase brand attitude when the musical elements evoke pleasant memories (Oakes, 2007).

### ***Slogan in Advertising***

Slogans have been used extensively as part of the components in advertising campaigns (Wang et al., 2016). The word slogan comes from a Scottish Gaelic word pronounced as ‘*Slogorm*’, meaning a *battle cry*. Slogans contain simple phrases of ordinary texts to express ideas and purposes and are used in trading and businesses to market products (Abdi & Irandoust, 2013; Duarte & Galvão, 2016). Slogans have been suggested to transfer positive impact to the brand and help promote qualities that could enhance the brand image (Dass et al., 2014). According to Kohli et al., (2013), an advertising slogan together with a brand name and logo are the three key brand identity elements that link corporations with the world around them.

Advertising slogans allow businesses to introduce themselves, products or services and are seen as an enticing means of offering a brand's novelty (Strutton & Roswinanto, 2014). Advertising slogans play an important role in preserving the image of the company and facilitate brands in influencing the mind of the consumers (Duarte & Galvão, 2016; Strutton & Roswinanto, 2014). It can also provide a link to the image of a brand with what consumers have in their mind (Dass et al., 2014; Kohli et al., 2013).

Boush (1993) discovered that slogan helps to prime attributes incorporated in it and improve the perceptions of the brand that are linked with these attributes. Pryor and Brodie (1998) provide further evidence in support of the enhancement of brand image by means of slogans. Past studies have concluded that advertising slogans with a twist or simplicity have a positive influence on free recall and attitudes towards advertisement (Dass et al., 2014; Duarte & Galvão, 2016; Kohli et al., 2013; Strutton & Roswinanto, 2014).

### ***Jingle Modification and Slogan Inclusion***

The influx of jingles in the media channel have been shown to increase consumers' annoyance and tedium, thus turning their attention away from jingles (Ng, 2016). Responding to the problem, brands tend to modify their jingles. For example, McDonald's modify their original jingle to a new version by incorporating a popular song into their jingle. The ‘I'm Loving it’ jingle in McDonald's advertising campaign is both a jingle and an original song by popular singer Justin Timberlake. Initially, using the “ba da pa pa pa” as a vocal hook and song title ‘I'm loving it’ as the slogan, the campaign managed to get the attention and positive attitude from customers (Cehan, 2012; Gerd & Horst, 2019; Passman, 2017).

Studies have found that slogans are able to improve advertising and brand recall when slogans are integrated in jingles (Dass et al., 2014; Duarte & Galvão, 2016). However, will the same effects of slogan hold when the jingle has been modified? In such situation, the slogan remains as the constant element and should hypothetically help consumers recall the brand, or any previous attitudes linked to the brand. The moderating effects of slogan on the relationship between jingle modification and brand attitude and recall have yet to be fully explained despite the prevalence of jingle modification and the persistent use of the same slogan with those modifications.

### ***Brand Attitude***

In their seminal book, Eagly and Chaiken (1993) offered an umbrella definition for attitude, explaining it as “a psychological tendency that is expressed by evaluating a particular entity with some degree of favour or disfavour”. In further explaining attitude, they emphasised three essential features: evaluation, attitude object, and tendency (Eagly & Chaiken, 2007). In their definition, evaluation refers to all classes of responding whether overt or covert, or cognitive, affective or behavioural; and none of the reactions need to be consciously experienced by the holder of the attitude. Anything that is discriminable, can be evaluated, even when it is below the level of conscious awareness (Eagly & Chaiken, 2007). Further, a first reaction to unfamiliar objects (including a newly introduced brand as used in this study), leaves an evaluative mental residue (i.e. the tendency), that influences the person's evaluation of the object (Eagly & Chaiken, 2007). Indeed, studies by Ruggieri and Boca (2013) and Yoo (2008) indicate that it is possible to develop positive attitude towards a brand in a single exposure albeit different levels of accessibility depending on level of involvement and type of processing.

Similarly, Phelps and Hoy (1996) define brand attitude as a tendency to react to a particular brand in a favourable or unfavourable manner after the advertisement stimulus has been presented. Contemporary research defines brand attitude as the overall assessment of a brand by a customer in a manner of favourable or unfavourable responses to stimuli connected to the brand (Craton et al., 2017; Sallam & Algammash, 2016; Strutton & Roswinanto, 2014). Jingle and slogan research have found a difference in brand attitudinal response between advertisements using a spoken message (narration) and advertisement messages sung in a musical form such as jingle (e.g. Abdi & Irandoust, 2013; Alexomanolaki et al., 2007; Gupta, 2013; Karailievova, 2012; Nasution, 2015).

The cognitive component involves the attitudinal process such as level of attention to the advertisement, referring to how well the customer takes note of the advertisement as a whole (Lantos & Craton, 2012), and whether the advertisement stimuli such as jingle and slogan have contributed to capturing and sustaining the attention of the customer. Additionally, attitude towards brand is also influenced by affective evaluation, and jingle in advertising is very much related to evoking emotions (Lantos & Craton, 2012). The affective component relates to how the music genuinely evokes emotions, how strong they are and whether the listener views these emotional sensations positively or unfavourably (Lantos & Craton, 2012). The affective component also relates to activating emotional memories that influence attitude towards brand. Emotional memories illustrate how these experiences take place and how well they are perceived by the user (Lantos & Craton, 2012). These emotions also play a part in determining whether the advertisement jingle contributes to a favourable or unfavourable mood and perceived fit with the message and slogan from the brand (Riley & Anderson, 2015).

### ***Brand Recall***

Brand recall denotes the unaided awareness of a brand whereby consumers are able to retrieve a brand in a product category, situation or any other probe or cue (Abdi & Irandoust, 2013; Keller, 2013). Slogan is believed to be especially important in brand construction, and recall is presumed as one of the most successful slogan performance indicators (Kohli et al., 2013). In order for a slogan to contribute towards brand recall, it needs proper structure such as length, uniqueness, frequency, or rhyme in order to turn from recall of slogan to brand recall (Abdi & Irandoust, 2013; Dass et al., 2014; Duarte & Galvão, 2016; Kohli et al., 2013; Rodero, 2015; Wang et al., 2016).

Jingles have been found to intensify the effect of slogan and become a mnemonic device that makes audience receptive towards brand message and convert recall of slogan to brand recall (Ng, 2016; Shevy & Hung, 2013). Therefore, jingles have been shown to moderate the effects of slogan on brand recall. What have yet to be explained is whether slogans can moderate the effects of jingles on brand recall. In the case of the aforementioned Gardenia brand that has modified its jingle more than twenty times, could the use of the same slogan throughout the years act as a mnemonic device to aid brand recall and brand attitude?

### ***Theoretical Lens***

This study focuses on examining the effect of jingle modification on consumers' response, and to find out whether the responses in terms of brand attitude and recall are moderated by the inclusion of slogans. Because this study involves behavioural responses towards a brand due to jingle and slogan stimuli, classical conditioning is used as a relevant theoretical lens in explaining the stimulation of brand attitude and recall. Fishbein and Ajzen (1975) mentioned that conditioning is one of the few frameworks that can adapt to the idea that preferences may develop via a certain non-cognitive automatic system (Allen & Madden, 1985; Gorn, 1982; Olson & Fazio, 2001; Petty & Cacioppo, 1986).

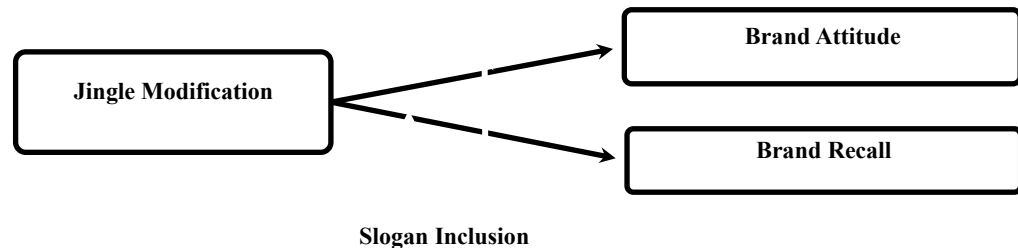
Conditioning refers to the elicitation of conditioning responses in an automatic or unconscious manner when the condition stimulus and unconditioned stimulus have been repeatedly put together in a situation (Allen & Madden, 1985). When subject has been exposed with both conditioned stimuli and unconditioned stimuli, the subject may form attitudes based on deliberation and expectancy value reasoning (Allen & Madden, 1985; Olson & Fazio, 2001). Formation of attitudes comes from how people evaluate objects either positively or negatively. In classical conditioning, attitudes are suggested

to be developed via repeated pairings of potential medium of attitude with positively and negatively valence stimuli (Olson & Fazio, 2001).

Brewer (1974) states that the conditioning paradigm revolves around the transfer of responses between stimuli. In this study, the transfer of responses refers to consumers' responses to the jingle (conditioned stimulus) and accompanying slogan (conditioned stimulus) which then translate into their responses to the brand (unconditioned stimulus). As indicated in past studies, both jingles and slogan have direct effects on brand attitude and brand recall (e.g. Abdi & Irandoust, 2013; Dass et al., 2014; Ng, 2016; Shevy & Hung, 2013). However, there have not been studies to investigate those effects when jingles as the conditioned stimulus are modified, and how that relationship is altered with the presence and absence of slogans as another conditioned stimulus. Therefore, in this study, the moderating effects of slogan on the relationship between jingle modification and brand responses (brand attitude and brand recall) will be investigated. The research design is depicted in Figure 1.

**Figure 1**

*The Moderating Effects of Slogan Inclusion on the Relationship between Jingle Modification and Brand Attitude and Recall*



### **Research Hypothesis**

Variation strategies in advertising have long been found to lead to positive attitude (Haugtvedt et al., 1994). One of the variations that is often included in advertising strategies is the modification of jingles. As a stimulus, musical elements such as jingles used in advertisement have been found to influence consumer's motivation or ability in information processing, hence changing their attitude towards a product and a brand (Lantos & Craton, 2012). Gorn (1982) experimented with choices of pen accompanied with musical tempo and found that music with an upbeat sound exposed in the second time to the test subject could enhance the impression of the particular colour of the pen as 'good colour,' and was evaluated as ideal for an active lifestyle compared with previously exposed musical with a slower beat (Gorn, 1982). Additionally, Yoo et al., (2009) found that stimuli variation (i.e., jingle variation and advertisement frequency) in consistent advertisement contributes to better consumer evaluation on attitude towards brand as opposed to inconsistent advertising. Drawing from the above literature, this study will test whether modified jingle will influence consumers' brand attitude.

H1: There is a significant effect of jingle modification on brand attitude

The inclusion of slogan in advertisement is believed to be able to improve product recognition, enhance brand perceptions and cultivate product beliefs (Duarte & Galvão, 2016; Lever & Abbas, 2018). Therefore, slogan could work as an additional stimulus paired with jingle to work together in strengthening perception and evaluation of attitude towards brand. In this study, the inclusion of slogan is hypothesised to have a significant effect on brand attitude.

H2: There is a significant effect of slogan inclusion on brand attitude

A study on slogan as an additional medium to carry brand equity shows a carry-over effect (Pryor & Brodie, 1998). Dahle and Rosengren (2005) explain that slogan carries brand equity and has a lasting

impact by reminding customers of their preference for the brand. Slogan can become the bond between consumer and brand. Therefore, although slogan appears in a different advertising campaign, it still carries the value of brand equity and increases at repeated exposures (Dahle & Rosengren, 2005). In this study, it is hypothesized that slogan helps to carry the brand equity of a brand and therefore, influences the attitudinal evaluation of a brand in modified advertisement as well. It alters the perception and orientation in evaluation and therefore, slogan inclusion would moderate the relationship between modified jingle and brand attitude.

H3: There is a moderating effect of slogan on the relationship between jingle modification and brand attitude.

A study on novelty sound in advertising finds advertising jingle creates an audible memory that helps to recall visual and emotional attributes of an advertisement (Toppano & Toppano, 2014). When a novel auditory stimulus is positioned in a sound context with constant advertising theme, it can attract listener's attention and induce an orientational response (Craton & Lantos, 2011). Therefore, a possible change in advertising stimuli such as applying a modified jingle is deemed reasonable in order to attract attention with a new sound that is more interesting from the previous (Lantos & Craton, 2012). Hypothetically, modified jingle will attract attention to the advertisement and its content including the brand for better brand recall compared to those with the original jingle.

H4: There is a significant effect of jingle modification on brand recall

Slogans frequently use different mnemonic methods like rhymes, rhythm or resonance to promote memorability and recall (Strutton & Roswinanto, 2014). Researchers suggest that combining likeable jingle with slogans is advisable as this leads to an increased possibility of conserving and recalling the promoted product or brand (Dass et al., 2014; Karailievova, 2012). Therefore, it is predicted that the inclusion of slogans would help to increase message appeals, increase memorability of advertisement information and conserve it to encourage brand recall.

H5: There is a significant effect of slogan inclusion on brand recall

The literature indicates that changing the brand identity elements of a brand, including its jingle may adversely affect consumers' brand recall (Duarte & Galvão, 2016; Kohli et al., 2013). In the case of jingle modification, the change of the musical structure of the jingle adversely affects brand recall because the strength of associations that has been built with the old jingle is weakened. However, past literature indicates that jingles work in tandem with other brand identity elements including slogans (Chou & Lien, 2010; Pryor & Brodie, 1998; Toppano & Toppano, 2014; Wang et al., 2016). Slogan has been shown to help form and retain the image of brands and help brand recall (Dass et al., 2014). Therefore, brand recall can be retained in the modified jingle condition if the same slogan of a brand is included in both the old jingle and the modified jingle. In the modified jingle condition where the slogan is not included, brand recall will be lower because the slogan is not available to facilitate recall. Hence, the following hypothesis is offered:

H6: There is a moderating effect of slogan on the relationship between jingle modification and brand recall.

## **Methods**

### ***Research Design***

A 2x2 between subject (original jingle; modified jingle) x (with slogan; without slogan) experimental design was used in this study. Participants were divided into four groups with each group assigned to a different condition. They were told that they would be listening to a radio segment, and that the experiment is about advertising jingles without fully disclosing the objectives of the study. Table 1 presents the four experiment groups assigned to the manipulated factors that were tested in this study.

**Table 1**

*Experimental Group Design*

	Original jingle	Modified jingle
Without slogan	[A] x 30 Listen to original jingle only (at T1 and T2) without slogan	[C] x 30 Listen to original jingle (at T1) and modified jingle (at T2) without slogan
With slogan	[B] x 30 Listen to original jingle only (at T1 and T2) with slogan	[D] x 30 Listen to original jingle (at T1) and modified jingle (at T2) with slogan

In the experiment group [A], participants at time 1 (T1) were exposed to an original jingle without slogan of a fictitious brand named ‘Ola Juice’. Using a fictitious brand is necessary in such experimental design to ensure no pre-existing brand associations that may bias participants’ attitude and recall. The forty-four (44) participants were conditioned with the ‘Ola Juice’ jingle while listening to a radio segment. After a memory clearance task, they were again exposed at time 2 (T2) to the same Ola Juice advertisement (without slogan) embedded in the second set of content with the same sequence. At each time, the jingle was embedded in the middle of the radio segment to preclude primacy or recency effects. After the second exposure, participants went for a second memory clearance task. In each of the memory clearance tasks, participants were asked to solve a puzzle on choosing the right design to build an indicated type of box. They were then asked to complete a survey that included questions on brand attitude and brand recall.

For participants in group [B], they were first (T1) exposed to an original jingle **with slogan** of the same fictitious brand named ‘Ola Juice’. Like group [A], the forty-four (44) participants were conditioned with the ‘Ola Juice’ jingle when listening to a radio segment. The content and structure of arrangement were similar as the first group [A]. Participants were then asked to do a memory clearance task. They were then again exposed to the original jingle **with slogan** and after a second memory clearance task, they were tested on their brand attitude and recall.

The third [C] and fourth [D] experimental groups followed the same structure of treatment. However, these two groups were exposed first (T1) to the original jingle and the modified jingle in the next sequence (T2). Group [C] was exposed to the Ola Juice advertisement **without slogan** and group [D] was exposed to the Ola Juice advertisement **with slogan** in both exposures, respectively. After the second memory clearance task, both group’s brand attitude and recall were tested. The design of the experiment is presented in Table 2.

The use of *memory clearance task* included in the experiment design research is common in the studies of consumer memory for advertising, and the use of it is suitable to investigate any behavioural effects induced by advertising stimulus on memory for the brand (Keller, 1993). The memory clearance tasks were introduced to ensure that the brand attitude and recall that were measured at the end of the experiment reflected the eventual memory and attitude at T2 (as a result of exposures at both T1 and T2). The first memory task was also introduced to allow time to pass, thus to some extent, mimicking the gap between the original and modified jingles in advertising.

**Table 2**

*Flow of Experiment*

	T1		T2		Self-evaluation Data
Original jingle	Listen to original jingle <b>without slogan</b>	Memory clearance task	[A] Listen to original jingle <b>without slogan</b>	Memory clearance task	Collect data on Brand attitude and Brand recall
	Listen to original jingle <b>with slogan</b>		[B] Listen to original jingle <b>with slogan</b>		
Modified jingle	Listen to original jingles <b>without slogan</b>		[C] Listen to modified jingles <b>without slogan</b>		
	Listen to original jingles <b>with slogan</b>		[D] Listen to modified jingles <b>with slogan</b>		

### **Research Instrument**

To collect the data systematically, two types of jingles were prepared. The first is the jingle in its original version, and the other was the modified version of the original. Both jingles used the same script and female voice to keep constant the tone and message of the advertisement (Allan, 2006). The same slogan was used in all the conditions that were designed to include a slogan. The advertisement commenced with the musical introduction of the jingle, followed by the insertion of the script describing the brand information, followed by the slogan at the end. The slogan was embedded at the end of the jingle, to enhance memorability via recency effect. Table 3 presents the narration script and slogan inserted in the jingle.

**Table 3**

*Jingle, Slogan, And Advertising Content*

Jingle	Script	Slogan	Voice Over (V/O)
<b>Group A</b> Original Jingle	Slurp, aaaah!	NIL	Voice of a young female
<b>Group B</b> Original Jingle	Strawberry, Raspberry, Blackberry Hah, Blueberry!	Get a juice with berry goodness!	



<b>Group C</b> Modified Jingle	Enjoy the fruitiest, tastiest mix berries anytime, anywhere!	NIL	
<b>Group D</b> Modified Jingle	Ola Juice!	Get a juice with berry goodness!	

In addition, to make the advertisement appear more realistic, the presentation of the advertisement was made to appear in a commercial slot of a radio segment. The Ola Juice advertisement was embedded within radio segments consisting of a news segment, traffic report and public service announcement. Participants first listened to the first radio segment; then, they were exposed to the jingle, after which they would again listen to another radio segment. After going through the first round of exposure, participants then did a memory clearance task. The participants would then go to the next round of exposure, ending with another memory clearance task.

The slogan in this study was created based on the most adopted approach, that is by using the brand's benefits and characteristics to create a clear sounding and low complexity slogan as suggested in previous research (Abdi & Irandoust, 2013; Kohli et al., 2013). To obtain the independent variables, the participants were given a form in which they were asked to respond to items on brand attitude and brand recall.

A pretest was conducted with 10 participants to ensure that the jingle and slogan manipulations appear realistic in their forms and their insertion in the radio station slots. The participants in the pretest affirmed that they recognised the differences in the original and modified jingle, and that they recognised the appearance of the inserted slogan or non-appearance of the slogan. Participants were also asked on the suitability of the brand name for the product category.

### ***Independent Variables***

#### ***Modification of Jingles***

One fictional brand was specifically created for this experiment. Past studies have shown that individuals often display signs that they have indirectly learned a concept or to have some associations stored in the memory (Keller, 1993; Olson & Fazio, 2001), even if they are unable to express some clear, conscious awareness of the relevant details. Therefore, it was important to have a fictional brand in this study to prevent active brand association and meanings of existing brands that could affect consumer's evaluation on the brand which later may involve a biased result on the brand attitude and brand recall (Guido et al., 2016). The advertisement that was created was for a juice drink called 'Ola Juice', a fast-moving and low-involvement consumer product. Similarly, an original jingle was composed for the 'Ola Juice' brand, and then modified for the purpose of this experiment. Participants in the non-modified group were only exposed to the original jingle. As for participants in the modified jingle manipulation, they were first exposed to the original jingle followed by exposure to the modified jingle.

#### ***Slogan Inclusion***

A slogan created for the experiment was included in both original and modified jingle respectively for groups in the with-slogan condition. The slogan was excluded from both original and modified jingle for the without-slogan condition.

### ***Dependent Variables***

#### ***Brand Attitude***

Brand attitude was conceptualised as consumers' predilection towards the brand. It was operationalised as a self-report measure captured after participants have been exposed to the advertisement and

completed the treatment. This variable was tested with the five-point scale asking to what extent the participants agreed with the brand (Sallam & Algammash, 2016). For example, “I feel positive about the brand”, “I am interested in the brand”, “The brand is appealing to me” and “The brand is favourable”.

### **Brand Recall**

Following Keller (2013), brand recall was conceptualised as the unaided ability to retrieve brand information from memory. Therefore, brand recall was operationalised based on respondents’ recall ability of the brand information including its name, characteristic of the brand and product category of the brand after exposure to the stimulus. It was operationalised as a self-report measure captured after the participants had been exposed to the advertisement and completed the whole treatment. First, they were asked to respond on a five-point Likert Scale to the statement, “I remember the brand name”, which allowed the strength of recall to be measured. To confirm that they recalled the right brand, they were asked to give the brand name, coded dichotomously as 1 (if other than Ola Juice) and 2 (Ola Juice) (adapted from Allan, 2006). Similarly, the respondents were asked to rate on the Likert Scale, two other statements - “I can recall the product category of the brand” and “I can remember the characteristic of the brand”, and were then asked to indicate what they were, coded dichotomously. The question items were adapted from Allan (2006) and Guido et al., (2016) with changes made to correspond to the recall of the information of the focal brand in the study, and the continuous measurements included to capture strength of recall.

### **Participants**

One hundred and seventy-six (176) participants were randomly allocated to the four conditions with each condition comprising of 44 participants. The participants were age 18 and above and were recruited through online platforms. Participants were made up of individuals from various backgrounds.

### **Data Analysis**

A two-way between subject analysis of variance (ANOVA) was conducted to examine the effects of jingle modification and slogan inclusion on brand recall and brand attitude. A standard significant level of  $p$  value  $<0.05$  was used to accept the significant effect for all analyses in this study. The analyses comprised of the main effect on jingle modification, main effect of slogan inclusion on brand recall and brand attitude and interaction effects of jingle modification and slogan inclusion on brand recall and brand attitude.

## **Results**

### **Jingle Modification and Slogan Inclusion on Brand Attitude**

The results of the two-way between subject analysis of variance (ANOVA) revealed that there is a significant main effect of jingle modification on brand attitude  $F(1, 172) = 11.104$ ;  $p < 0.05$  with  $M_{\text{original}}=3.267$ ,  $SD=0.59$  and  $M_{\text{modified}}=3.574$ ,  $SD=0.56$ , indicating that modified jingle has an effect on attitude towards brand compared to original jingle.

Therefore,  $H1$  was supported. Jingle modification significantly influences brand attitude.

Next,  $H2$  predicted that there is a main effect of slogan inclusion on brand attitude. The test revealed there is no main effect of slogan inclusion on brand attitude  $F(1, 172) = 3.253$ ;  $p > 0.05$  with  $M_{\text{original,slogan}}=3.432$ ,  $SD=0.79$   $M_{\text{modified,slogan}}=3.744$ ,  $SD=0.48$ .

Therefore,  $H2$  was not supported. Slogan inclusion does not significantly influence brand attitude.

$H3$  predicted that there is a moderating effect of slogan on the relationship between jingle modification and brand attitude. The test indicated that there is no significant interaction between slogan inclusion and jingle modification on brand attitude  $F(1, 172) = 0.001$ ;  $p > 0.05$ . The findings indicated that jingle modification is not affected differently with or without the inclusion of slogan.

Therefore, *H3* was not supported. Slogan inclusion does not moderate the relationship between jingle modification and brand attitude.

Table 4 presents the mean values for brand attitude in the original and modified jingle conditions. Table 5 presents the mean values for brand attitude in the original and modified jingles, with both containing the slogan. Table 6 presents the 2x2 between subject analysis of the effects of jingle modification and slogan inclusion on brand attitude, showing the main effects and interaction effects of the manipulated variables.

**Table 4**

*Mean of Original Jingle and Modified Jingle (Brand Attitude)*

Variables	Mean	Std Deviation	N
Original jingle	3.267	.59160	44
Modified jingle	3.574	.55922	44

**Table 5**

*Mean of Original Jingle and Modified Jingle Inclusive of Slogan (Brand Attitude)*

Variables	Mean	Std Deviation	N
Original jingle with slogan	3.432	.79124	44
Modified jingle with slogan	3.744	.48070	44

**Table 6**

*Test Between Subject Effects of Jingle and Slogan on Brand Attitude*

Dependent Variable: Attitude	df	F	Sig
Jingle	1	11.104	.001
Slogan	1	3.253	.073
Jingle*Slogan	1	.001	.976
Error	172		

### ***Jingle Modification and Slogan Inclusion on Brand Recall***

The test revealed that there is a main effect of modified jingle on brand recall  $F(1, 172)=7.440$ ;  $p<0.05$  with  $M_{original}=3.773$ ,  $SD=0.65$ ,  $M_{modified}=4.053$ ,  $SD=0.35$ , indicating that modified jingle leads to higher brand recall compared to the original jingle.

Therefore, *H4* was supported. Jingle modification has a significant effect on brand recall.

*H5* anticipated that there is a main effect of slogan inclusion on brand recall. The test indicated no significant main effect of slogan inclusion on brand recall  $F(1, 172)=0.433; p>0.05$  with  $M_{\text{original,slogan}}=3.780$ ,  $SD=0.57$ ,  $M_{\text{modified,slogan}}=3.939$ ,  $SD=0.51$  indicating jingle with slogan is causing lower brand recall compared to jingle without slogan.

Hence, *H5* was not supported. Slogan inclusion does not significantly influence brand recall.

*H6* posited that there is a moderating effect of slogan on the relationship between jingle modification on brand recall. The test indicated that there is no significant interaction between slogan inclusion and jingle modification on brand recall,  $F(1, 172) = 0.566; p > 0.05$ .

Therefore, *H6* was not supported. This indicates that jingle modification is not affected differently with or without slogan.

Table 7 presents the mean values for brand recall in the original and modified jingle conditions. Table 8 presents the mean values for brand recall in the original and modified jingles, with both containing the slogan. Table 9 presents the 2x2 between subject analysis of the effects of jingle modification and slogan inclusion on brand recall, showing the main effects and interaction effects of the manipulated variables.

**Table 7**

*Mean of Original Jingle and Modified Jingle (Brand Recall)*

Variables	Mean	Std Deviation	N
Original jingle	3.773	.65404	44
Modified jingle	4.053	.35176	44

**Table 8**

*Mean of Original Jingle and Modified Jingle Inclusive of Slogan (Brand Recall)*

Variables	Mean	Std Deviation	N
Original jingle with slogan	3.780	.57485	44
Modified jingle with slogan	3.939	.50971	44

**Table 9**

*Test Between Subject Effects of Jingle and Slogan on Brand Recall*

Dependent Variable: Attitude	df	F	Sig
Jingle	1	7.440	.007
Slogan	1	.433	.511
Jingle*Slogan	1	.566	.453
Error	172		

## **Discussion**

Past research on attitude and recall induced by jingle in brand advertising was based on unmodified versions. In real practice, at some point, marketers may want to extend the advertising campaign without totally turning to a new jingle, and jingle modification is part of the changes that is usually taken (Passman, 2017).

Prior research explains that slogan has some similar persuasion effects as jingle and is considered as an essential part of advertising in upholding the image of brands and distinguishing its positioning (Duarte & Galvão, 2016; Lever & Abbas, 2018; Strutton & Roswinanto, 2014). Similar to jingles, slogan is a mnemonic device that can enhance brand values, improve brand recall, and carry over brand equity. It has been found that that slogan effectiveness is enhanced when it is in a form of jingle (Abdi & Irandoust, 2013; Dahle & Rosengren, 2005). Nevertheless, these past studies have investigated the effects of jingle and slogan on consumer responses independently and have yet to investigate how jingle and slogan influence each other, and the potential role of slogan as a moderator in affecting brand attitude and recall. Therefore, to extend existing knowledge on how jingle and slogan influence consumer responses, this study investigated the effects of jingle modification and slogan inclusion when used in tandem, and the interactions between jingle modification and slogan inclusion on two dependent variables: brand attitude and brand recall.

In summary, the findings of this study indicate that jingle modification acts as a strong mnemonic device to improve attitude towards brand and induce brand recall. Compared to jingle modification, however, the inclusion of slogan does not have significant effects on brand attitude and brand recall. Furthermore, the study does not find significant interactions between jingle modification and slogan inclusion on brand attitude or brand recall. It can be concluded that jingle modification alone is sufficient to improve recall, and that slogan inclusion in modified jingle does not add additional benefits in improving brand attitude and brand recall.

The findings indicate that modified jingle contributes significantly towards consumer's attitudinal evaluation on brand as well as facilitate recall. This part of the findings supports findings from past studies on jingles such as those by Gupta (2013), Toppano & Toppano (2014) and Emmanuel (2016) but extended that knowledge by explaining the effects of modification. However, when it comes to slogan, the analysis did not find significant effect of slogan inclusion in jingle towards brand attitude and brand recall. The findings contradict several previous findings such as those in Abdi and Irandoust (2013), Dass et al., (2014) and Wang et al., (2016) in which they suggested that slogan linked to a form of musical, such as jingles, works to induce recall on advertisement attributes including brand name. In reference to theories on conditioning, the findings in this study indicate that while jingles exhibit strong conditioning effects to improve attitude and recall, slogan does not seem to exhibit strong conditioning effects, or its effects could have been possibly nullified by jingles when used in tandem. Future research is required to test those premises. Additionally, from the associative network of memory (Keller, 2013) theoretical standpoint, the study seems to suggest that jingles are more strongly encoded compared to slogans when used in tandem, or even possibly when used in isolation. As this premise was not hypothesised and tested in this study, it is suggested that future studies explore it further.

The study underscores the effectiveness of jingle in improving brand attitude and inducing brand recall. However, slogan is found not to be an effective mnemonic device to induce recall on brand especially when jingle is present. Although the study has found rather conflicting results from the majority of previous findings (e.g. Alba & Chattopadhyay, 1986; Alexomanolaki et al., 2007; Allan, 2006; Emmanuel, 2016; Gupta, 2013; Oakes, 2007; Rodero, 2015; Scott, 1990; Shevy & Hung, 2013), it important to note that those past studies tested slogans independently from jingles. Therefore, this study has provided additional understanding and different theoretical perspectives on how jingle and slogan play their roles in influencing consumers' brand responses.

## **Limitation**

There are some limitations to the study. Although the experiment was originally intended as a laboratory procedure, the social distancing restrictions in Malaysia due to the COVID-19 pandemics at the time

strictly prohibited any face-to-face meeting in the manner intended in the experiment. Therefore, the researcher resorted to conducting the experiment through an internet link provided to the participants and relied on the participants' full cooperation. A laboratory experiment would have provided a better listening condition and better administration of the study. The pandemic situation had also impeded the researcher in recruiting sufficient student samples, customary in similar experiments that allow better comparisons to be made. Instead, participants were recruited based on voluntarily participation of individuals in various social media and networking platforms. Unfortunately, the survey did not include comprehensive profiling questions to provide a clear picture on the demographic profile of the participants.

In addition, the study did not test other persuasive variables (such as the type of jingles and music rhythm) which in combination may have cognitive and affective influences. Past research suggests that such persuasive variables may influence the motivation and capacity of an individual to process information and level of participation (Craton & Lantos, 2011). Therefore, for future research, the cognitive and affective structure can be explored with regards to the participants' level of processing and participation.

### ***Implications***

The results from this study will help advertisers and integrated marketing communication strategists in understanding how jingle modification and slogan inclusion work in auditory advertisements. As this study shows, jingle modification may play more than one role. Jingle modification does not just function as a persuasive cue to retain customer's attention; it can evoke audible memory through a recurring auditory stimulus. Additionally, this study indicates that jingle modification functions as a strong orienting tool not only in addressing the decline of consumers' attention, but also in enhancing attitude towards the brand. Therefore, brand managers can opt for modifications rather than creating a new set of jingles for the follow up advertising campaign. In general, communication strategists can tailor the use of jingle with its attributes to suit the advertisement message, theme, and purpose accordingly in order to achieve the desired responses.

The study has also explained the extent of slogan persuasion effectiveness in an advertisement. As shown in the results, slogan presence is nullified and not strong enough to enhance attitude towards brand and induce brand recall when modified jingle attributes are dominant, especially in radio advertisements. With this input, marketers or brand strategists may consider focusing on modifying jingles to retain attention, improve attitude and enhance recall and not relying on slogans as a key mnemonic device in auditory advertisement.

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### **Conflict of Interest**

The author(s) have declared that no competing interests exist.

### **Author Contribution Statement**

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