EFFECTS OF BRAND NAME PLACEMENT IN POPULAR MUSIC ON PURCHASE INTENTION AND PERCEPTION OF QUALITY

By

CHELSEA METZGER

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The members of the committee approve the thesis of Chelsea Metzger presented on May 18, 2012

________________________________
Ki-Young Lee
Professor Directing Thesis

________________________________
Elizabeth Reeves O’Connor
Thesis Advisor

________________________________
Patrick Scanlon
Department Chair
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EFFECTS OF BRAND NAME PLACEMENT IN POPULAR MUSIC ON
PURCHASE INTENTION AND PERCEPTION OF QUALITY

Chelsea Metzger
Department of Communication
Professor Ki-Young Lee
Bachelor of Science in Advertising and Public Relations
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The purpose of this research was to identify if the use of a brand name in lyrics of music is an effective way to use product placement to influence an individual’s purchase intention or perception of a brand. Much research has been conducted on the use of product placement in traditional forms of media such as television and movies but not on the effects of brand mentions in popular music. The first step in this research had individuals listening to three 20-second clips of popular music, in which one of the clips included the vodka brand Grey Goose. The second step had each individual fill out a survey to determine if they recognized and were able to recall the brand name included in the lyrics. The survey conducted also was looking to see if there was a relationship between an individual’s ability to recall a brand name, their purchase intentions and perception of quality. This study found that subjects that recalled the name Grey Goose were more likely to perceive the brand as a higher quality vodka compared to other vodka brands.
Introduction

Product placement is a type of advertising where a brand’s name, product, or service is placed in a different context or media form, in order to have an individual exposed to the brand. The ultimate goal is to have the individual unaware that it is a strategic tactic and only see or hear the brand in a normal everyday context. Most individuals are aware of product placement when it is explicitly included in an overt manner (Wolfe, 2010). This awareness also holds true for individuals when the placement is in traditional product placement outlets like movies and TV (Wolfe, 2010). The existing evidence suggests that product placement is an effective form of advertising.

Recently, popular music has included brand names in the lyrics of songs as a form of product placement. These brand names are seamlessly included in the message on the songs through lyrics, and it is important to see how effective this type of brand and product name placement is. This use of brand placement in popular music is not specific to just one music genre but to all types of popular music. Studies have been conducted to look at the use of brands in music but not many have looked at the impact that these lyrics have on brand recall or brand attitudes for those listening to the music.

This study will look at how effective product placement with the use of brand mentions when used in the lyrics of popular music on individuals intent to purchase that product and their perception of the quality of that brand. This study will also look to see if gender is a significant factor with brand recall, purchase
intent and perception of quality. The study hopes to produce more data that supports the conclusion that using a brand name, as a form of product placement in the lyrics of popular music is a viable and effective medium.

**Literature Review**

**Product Placement**

Consumer media habits have been changing due to an increase of technology (Nelson & McLeod, 2005). Traditional forms of advertising and marketing are no longer as effective as they once were with an increase in clutter and overexposure to marketing techniques. These changes in media habits of consumers have created a need for marketers to use alternative methods to reach their target audience. Product placement has filled this need in the marketing and communication field by cutting through the clutter and noise created by these traditional advertising methods.

Product placement has several variations in its many definitions made by communication practitioners. Many factors that are common to this concept is that product placement occurs when a brand is incorporated and purposefully included in a message through an entertainment media platform. The term purposefully means that the inclusion of the brand is “deliberately integrated” in product placement (Reijmersdal, Neijens, Smit, 2009, p. 429). The goals of product placement are to increase brand consciousness and loyalty with the target audience (Nelson & McLeod, 2005). Using television, movies, video games
and music as entertainment media platform has increased product placement as a tactic for targeting adolescents (Nelson & McLeod, 2005).

Media habits have been changing for consumers due to technology. The changes in media habits have created a need for marketers to use alternative methods to reach their target audience. Product placement can be done in either implicit or explicit ways. Using mediums like television or movies, products and “brands may be placed in the background- offering information for character development or setting or in the foreground- advancing the plot and becoming visual or auditory parts of the script” that then shows the brand in its natural environment (Nelson & McLeod, 2005, p. 516). This natural environment makes the communication message seem unintentional.

Many communication theories have been used in research to support the effectiveness of product placement and the different communication contexts and media forms used. Theories like the “mere exposure effect, priming, assimilation, source credibility, affect infusion, meaning transfer, narrative persuasion and social learning”, have all been used in research to gain insight about how these newer formats of product placement work (Pelsmacker & Neijens, 2009, p. 205). While brand and product placement in movies and TV have received significant attention from researchers and practitioners, little information is known about the use of brand in songs as product placement. But what has been concluded shows that music is a “flexible tool of communication and very adaptable for
different messages” (Wolfe, 2010, p. 5) that marketers want to convey about a brand.

**Non-Traditional Product Placement**

Communication practitioners have clarified that there are two different types of media forms where product placement can occur. A traditional format that product placement is most commonly known for is movies and television and the new media forms and outlets are considered music, video games, books, video sharing and social networking sites (Delattre & Colovic, 2009). With more awareness about these new and non-traditional forms of product placement there is increasing evidence that these media forms are “very effective especially for specific target audiences” and that they should no longer be an “ignored placement form” (Delattre & Colovic, 2009, p. 807). A study looking at the impact of product placement in popular music on young individual’s attitudes and behaviors came to a crucial conclusion that an individual will listen to a song over and over again, whereas when a product placement is in a traditional media form like movies or television show, it may only be seen once or twice (Dempsey & Walsh, 2007). This longer life cycle of product placement creates the added benefit of providing repetitive exposure to the brands used in popular music product placement.

To combat the clutter and saturated market there has been an increase in use of non-traditional use of product placement. This use of non-traditional use of product placement has been essential to offset the skepticism of advertising that
consumers in society have. Consumers in society also avoid promotional materials and traditional forms of advertising (Ferguson, 2009). Non-traditional product placement is a “less intrusive method of reaching consumers” and the tactic of hybrid messages or “paid attempts to persuade consumers with communications that project a non-commercial tone” and has been found as effective ways to communicate a branded message that counteracts the negative attitudes of product placement and advertising (Ferguson, 2009, p. 9).

When done in an implicit way the brand name should be embedded along with fitting into the context of the lyrics and story of the medium (Ferguson, 2009). These hybrid messages and placements can also be called brand integrations. The use of brand integrations in non-traditional product placement platforms creates a mix between brands and branded message. The brand becomes an “intrinsic part of the story or plot” and facilitates the story in an organic way (Reijmersdal, Neijens, Smit, 2009, p. 430).

**Product Placement in Music**

Product placement in popular music has been increasing in the past few decades especially in the hip-hop genre. In this music genre, “rap lyrics’ reference of alcohol and brand names has increased 5 times from 1979-1997” and alcohol brand names also included the meaning of a glamorous, wealthy life, with positive consequences when using brands of alcohol (Heard, 2005, p.1258). Research supports the idea that product placement and brand marketing have affected the rap music industry. It is not always the corporation that is building the
relationship of embedded messages in pop or rap music but it is the actual artists
making this relationship (Kaikati & Kaikati, 2004). Many rap artists’ lyrics are
based on their life and their personal brand preferences, and this statement also
holds true to other genres of music (Kaikati & Kaikati, 2004).

The authenticity of the personal brand preferences in lyrics is also an
important factor when including a brand name in lyrics. When done in an implicit
way the brand name should be embedded along with fitting into the context of the
lyrics and story (Ferguson, 2009). When embedding the brand in the story line of
the lyrics it makes the brand seem like a natural fit and not like a corporate
marketing tactic but is still persuasive.

Music is a great media outlet for product placement and brand mentions
not only with the longer life cycle and the repetitive exposure to the brand, as
previously stated, but music also “offers a strong experiential context” (Delattre &
Colovic, 2009, p.813). Music and the lyrics used in the songs also “stimulate the
imagination through the emotional register, and enable the creation of a bond
with a brand” (Delattre & Colovic, 2009, p. 813). Creating an emotional message
and relationship with the target audience or market is essential to having a
successful branding and ultimately having strong brand loyalty. The emotional
aspect of branding also influences the attitudes and perception of the brand
along with purchase intent.

Research has found that the “average US adolescent is exposed to 34
references to alcohol in popular music daily” (Primack, Nuzzo, Rice, & Sargent,
2011, p. 557). This content analysis study looked at 793 songs that US adolescents were exposed to from the years 2005-2007 to determine how many alcoholic references were heard on a daily basis. These songs were based on Billboard Magazine results of popular songs of each year. Results of this analysis found that 169 out of 793 songs explicitly referred to alcohol in their lyrics (21.3%) and 41 out of 793 songs included an alcohol brand name (24.3%) with 41.5 % of the lyrics including a positive consequence and image from drinking the alcohol (Primack, Nuzzo, Rice, & Sargent, 2011, p.557).

Building a relationship between a music artist and a brand can be an innovative method of product placement within music lyrics. When a music artist includes a brand name in the lyrics of their music it begins an endorsement relationship, even if it was not a premeditated relationship. “Several studies have shown that the endorsement of a brand by a celebrity improves the memorization of an advertisement and the probability of choosing that brand” (Delattre & Colovic, 2009, p. 813). This endorsement with the music artist will increase recall of that brand and the purchase intent for that brand.

Recently with the use of popular music as a viable source and outlet for product placement, brand managers are becoming proactive and now “perusing artists to include a product mention” in their lyrics and songs (Kaikati & Kaikati, 2004, p.15). Being proactive on this topic gives the brand managers more control over who is representing their products and brands. This is the ideal, symbiotic relationship between a music artists and a corporate brand. When an artist does
not have an official relationship with a brand, an artist can be called “brand renegades” because they are using a “brand product out of affiliation” and creating a social meaning that is not consistent with the company image (Sheff, 2011, p.130). This could be a potential issue for corporations if they do not agree with the personal lifestyle or message the music artist is endorsing with their music or career.

It has been estimated that in 2007 companies had invested “approximately $30.4 million in the placement of brand names and products in songs” (Ferguson, 2009, p.13). Many music artists have admitted to being paid by a company and the use of a brand in their lyrics as a promotional tactic whereas others have stated that the use of a brand has purely been a “reflection of artistic power” (Ferguson, 2009, p. 13). Not all music with a brand name in it is a paid sponsorship relationship and it can be unclear to consumers if it is a paid brand mentioned or if it is a natural mention with the music artists.

Research has found that positive evaluations of a song lead to stronger positive consumer attitude towards the use of brand. Conclusions made from having a positive evaluation of a song or artist was that individual subjects were more interested in what was being said in the lyrics (Delattre & Colovic, 2009). When using product placement or a brand mention in lyrics of popular music it is key to have the audience engaged in the music. Brands were also judged more positively when the artists performing the song were appreciated (Delattre &
Colovic, 2009). This supports the idea that it is important to have a music artist that is favored by those in the target audience and market of a brand.

It has also been found that Americans feel that product placement is appropriate in hip-hop, rap, R&B, and pop genres but Americans feel that product placement should not occur in Christian/Gospel or classical music (“product placement as”). It is important for a company to understand their target market and what they feel is appropriate.

Product Placement on Brand Recall, Brand Perception, and Purchase Intent

Limited existing research has measured the effectiveness of brand mentions in music and how the use of a brand name positively impacts memory, attitudes and purchase intentions. Of the research that has been conducted on this subject, it was found that over half of the studies were completed in the past eight years (Reijmersdal, Neijens, Smit, 2009). This topic is a newer area of research for the communication field. Findings from studies included that the use of a brand mention is an effective tool when wanting to increase brand awareness. Eighty-seven percent of participants in a study conducted on recall of brands included in hip-hop music were able to recall at least one brand that was mentioned in the songs (Ferguson, 2009). Previous research has concluded many factors that influence how an individual responds to brand placement including attention, placement characteristics and audience characteristics (Reijmersdal, Neijens, Smit, 2009).
A content analysis study comparing many studies on product placement has concluded that brand placement has an effect on brand memory or recall, intentions and behavior (Reijmersdal, Neijens, Smit, 2009). The analysis also found that some studies saw an individual’s brand evaluation change due to product placement. Although only few studies have been conducted looking at these factors many studies on product placement have taken the focus of an individual’s attitudes and beliefs about product placement and not how their attitudes and beliefs about a brand has been influenced from the placement (Reijmersdal, Neijens, Smit, 2009). This analysis and review of studies on product placement also concluded that a “substantial part of the effects of brand placement” are still unknown and that future studies should look for insights on the different types of mediums used for product placement (Reijmersdal, Neijens, Smit, 2009, p. 440).

**Research Questions and Hypotheses**

A few research questions were developed to examine the effect that product placement in the lyrics of music has on an individual’s recall and explore if being able to recall a brand has an effect on what an individual’s attitude is of a brand. The third research question, of this study, posed to see if gender plays an integral role in the recall of a brand name.

**RQ1:** Does the use of a brand name in the lyrics of popular music influence an individual’s ability to recall that brand name?

**RQ2:** To what extent do those who recall differs from those who do not recall in their self-response attitude of that brand?
RQ3: Does gender impact whether an individual is able to recall a brand name in the lyrics of popular music?

To further test the research questions of this topic, two hypotheses were created in order to specifically look at product placement in popular music and its effect on an individual’s attitude towards the brand. When looking at an individual’s attitude of a brand, perception of brand quality and the likelihood of purchasing that brand were considered.

H1: Individuals who recall the brand name used in the lyrics of popular music will be more likely to purchase that brand than those who do not recall.

H2: Individuals who recall the brand name used in the lyrics of popular music will report that the brand is of higher quality than those who do not recall.

Methods

For the hypotheses, there is an independent variable and dependent variable that were monitored and measured. The independent variable when testing the hypothesis is if an individual can or cannot recall the brand name and the dependent variable is an individual’s attitude towards the brand. This individual’s attitude of the brand is comprised of the individuals purchase intent and perceived quality.

Variables

Independent Variable-
**Brand Recall**: when an individual remembers and brings back to their conscious mind a brand name

**Dependent Variable**-

**Attitude Toward the Brand**: self-response opinion towards a brand and if the individual would purchase the brand and their perception of quality of that product.

**Subjects**

A convenience sample of 50 hearing students, 25 males and 25 females approximately 18-25 years old from the Rochester Institute of Technology campus were asked to participate in this experiment. The RIT campus includes students from all different parts of the United States and even international students with diverse majors. This sample is representative of the larger population of male and females of the United States ages 18-25 that are currently in college and are continuing their education.

Subjects were recruited in a casual manner around campus. Individuals were asked to participate in the experiment. A brief explanation and overview of the experiment was stated and if they agreed to participate they were then given the consent form to review and fill out. The consent form outlined what the study was about, the expectations for each volunteer, risks and benefits along with the confidentiality of the study. Appendix 3 includes the consent form that each subject signed before the start of the experiment.
**Choice of Songs and Brand Name**

Each participant of the experiment listened to three 20-second clips of songs by the artist Fergie from the Black Eyed Peas. Between each music clip was a three-second break that allowed the subject time to differentiate between the end of one song and the start of the next song. The first song, “London Bridges” included the brand Grey Goose, the target brand name, and the two other songs, “Big Girls Don’t Cry” and “Glamorous” did not include a brand name in the lyrics. Each of the three songs used in the experiment ranked number one on the US Billboard Hot 100 List when they were released (“Fergie music, news,” 2012).

For this research, brand name has been defined as an arbitrarily adopted name that is given by a manufacturer or merchant to an article or service to distinguish it as produced or sold by that manufacturer or merchant and that may be used and protected as a trademark. Grey Goose vodka is the brand that was included in the experiment and in the lyrics. The Grey Goose brand is a premium priced vodka produced in France. The brand is considered to be high quality vodka in the American market (Stevenson, 2005).

These songs were selected for the experiment based on popularity in society and the use of the Vodka brand Grey Goose. Using a song with a brand from the vodka market was important because it allowed for the subjects to have multiple popular brands to choose from for the second part of the survey. For
example, if this experiment used the tequila brand, Patron, it would have confounded the data for the question about what brand an individual would be most likely to purchase and what brand they felt was of highest quality because only a couple brands of tequila are popular in society. The use of vodka brands allowed for subjects to choose from brand names that they are familiar with and allowed for the experiment to truly see if brand mentions in lyrics have an effect on purchase intent or perception of quality. Appendix 1 includes the lyrics of the three 20 second clips that each participant was exposed to.

**Administration of the Survey**

After each subject participated in the music part of the experiment they answer questions in a survey format, see appendix 2. The questions included were designed to see if the subject was able to recall a brand name being used and if they could what brand name was used in the lyrics. The second part of survey included questions used to see to what extent those who recall the brand name differs from those who do not recall the brand name and how it affects their self- response attitude of the brand. The first question asked if the subject has a preference in vodka brands when in a situation of having to choose between four vodka brands at a store. The second question on the survey asked the subject to choose, out of those same four vodka brands, which they feel is the highest quality vodka. The final part of the survey included demographic questions that asked the gender and age of the subject participating in the experiment.
Results

Of the 50 subjects that participated in the study 29 subjects heard a brand name (55.8%) and 21 subjects did not hear a brand name used (40.4%). 46.2% of subjects were able to recall and write down the brand name Grey Goose correctly on the survey. There is difference between the percent of subjects that recognized they heard a brand mentioned in question one of the survey and those subjects that were able to recall and write down the brand Grey Goose because some subjects thought that they heard another brand. The few subjects that did write another name as a brand for question two they thought they heard “Fox”, “GAP”, and “Frosty”.

Question three on the survey was looking to see what type of vodka the subject would be most likely to purchase. Again the four vodka brands listed on the survey were Grey Goose, Absolut, Three Olives, and Stolichnaya. Of the 50 subjects 20 individuals would likely purchase Grey Goose (38.5%), 12 would purchase Absolut (23.1%), 14 would purchase Three Olives (26.9%) and only 4 would purchase Stolichnaya (7.7%).

The fourth question of the survey was asking the subjects to self-report what brand of alcohol they felt was of the highest quality out of the same four vodka brands listed in the previous question. 38 out of the 50 participants (73.1%) selected Grey Goose as the vodka brand with the highest quality in their self-reported perception. 5 participants (9.6%) felt that Absolut was of the highest quality and 7 (13.5%) reported Stolichnaya as the vodka brand with the highest
quality. Surprisingly none of the 50 participants reported Three Olives as being the highest quality out of the four vodka brands listed on the survey.

To further explore the research questions and hypotheses of this study several chi-square tests and t-tests were run on the data collected. Four chi-square test were run to see if gender influenced if an individual was able to recall a brand name in the lyrics of popular music and also if gender played a role on purchase intent or perception of brand quality.

<table>
<thead>
<tr>
<th>Table 1: Results of chi-square test for Gender on Brand Name Recall, Attitude, and Perception of Brand Quality</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Chi-Square</strong></td>
</tr>
<tr>
<td>Test 1 (Gender and Brand Used)</td>
</tr>
<tr>
<td>Test 2 (Gender and Brand Recall)</td>
</tr>
<tr>
<td>Test 3 (Gender and Purchase Intent)</td>
</tr>
<tr>
<td>Test 4 (Gender and Quality)</td>
</tr>
</tbody>
</table>

For test 1 there is no significant difference between gender and if the subject knew if a brand was used in the lyrics. The level is 0.152 and greater than 0.05 therefore the two variables are not associated. With chi-square test 2 there is no significant difference between gender and if the subject could recall the brand name (Grey Goose) used in the lyrics. The level is 0.571 and greater than 0.05 therefore the two variables are not associated. Test 3 found that there was no significant difference between gender and purchase intent. The level is 0.733
and greater than 0.05 therefore the two variables are not associated. Finally, test 4 found that there was no significant difference between gender and perceived quality of the brand. The level is 0.359 and greater than 0.05 therefore the two variables are not associated.

The t-tests were conducted to see if individual’s that could recall the brand name used in the lyrics of popular music would report a higher quality of the brand, Grey Goose, included in the lyrics of the experiment and if they would also be more likely to purchase Grey Goose over the other vodka brands. The results of the t-test are included in the following table.

<table>
<thead>
<tr>
<th>T-Test</th>
<th>Levene’s Test for Equality of Variance</th>
<th>T-Value</th>
<th>P-Value</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 (Brand Recall and Purchase Intent)</td>
<td>0.487</td>
<td>0.546</td>
<td>0.588</td>
<td>No Significant Difference</td>
</tr>
<tr>
<td>2 (Brand Recall and Perception of Brand Quality)</td>
<td>0.000</td>
<td>2.075</td>
<td>0.043</td>
<td>Significant Difference</td>
</tr>
</tbody>
</table>

T-test 1 found that Levene’s Test for Equality of Variances is 0.487 and determines that there is no significant difference or variability between if an individual could recall the brand name that was used in the lyrics and their purchase intent. The p-value is 0.588 and also concludes that there is no statistically significant difference between these two factors. The second t-test
revealed that Levene’s Test for Equality of Variances is 0.000 and determines that there is a significant difference or variability between if an individual could recall the brand name that was used in the lyrics and their perception of brand quality. The p-value is 0.043 and also concludes that there is a statistically significant difference between these two factors.

**Discuss and Conclusion**

Not all results of this experiment supported the hypotheses predicted but the research did answer the research questions that were posed at the beginning of this paper. Research question one asked if the use of a brand name in the lyrics of popular music influence an individual’s ability to recall that brand name and based on the research results although a greater number of the participants of the study recognized that a brand name was mentioned in the lyrics of the music they heard, the data found that only 46.2% were able to recall and write the brand name Grey Goose on their survey.

The purpose of research question two was to determine to what extent is an individuals self-response attitude of Grey Goose would be influenced by the factor of being able to recall the brand name or not. It was found that there was a statistical difference on an individual’s perceived quality of a brand based on if they could recall the brand name or not. Subjects that recalled the name Grey Goose were more likely to perceive Grey Goose as higher quality vodka compared to the other brands.
Research question three asked if gender would have an impact on whether an individual would be able to recall a brand name mentioned in the lyrics of popular music. The data collected and analyzed through the chi-square tests showed that gender, as a variable, has no impact on if an individual is better apt to recall a brand name.

Hypothesis one predicted that individuals who recall the brand name used in the lyrics of popular music will report that the brand is of higher quality than those who do not recall and was proven true based on this experiment. Those participants that were able to recall Grey Goose also responded that Grey Goose was the highest quality vodka out of Absolut, Three Olives and Stolichnaya.

Hypothesis two predicted that individuals who recall the brand name used in the lyrics of popular music will be more likely to purchase that brand than those who do not recall. This second hypothesis was not proven to be true from the data collected in this study. Many other factors besides being able to hear and recognize along with being able to recall a brand influences if a person’s intent to purchase a brand’s product.

Limitations

Many limitations may have impacted this simple research study on brand name placement in popular music and its effects on purchase intention and perception of quality. 50 subjects is a small sample size that limits the data collected and has an impact of the significance level of the data. With a smaller sample size this can potentially exclude representation of the population and
affect the results of the study. Since Grey Goose is a real brand in the market, previous preconceived notions and experience with the brand can influence an individual’s thoughts and perception of the brand.

The use of a real brand is not the only possible confounding factor for this study. The popularity of the songs selected could be another confounding factor that could have skewed the data. Since the songs used in the experiment were all popular songs this could have distracted subjects from paying close attention to the lyrics they were listening to during the experiment. The popularity of the songs could have also lead subjects to already know that the brand Grey Goose was included in the lyrics of the first song of the experiment.

The placement of when the song with the brand name was played in the experiment could also be another possible confounding factor. Since the song with Grey Goose was played first and then was followed by the two other music clips, subjects of the experiment might not have been actively listening to the lyrics right away.

Final limitations could come from the survey that was given with the experiment. Each subject might not have known all the vodka brands that were listed on the survey. All these potential confounding factors might have become limitations to this study looking at the effects of brand name placement in popular music on an individual’s purchase intent and perception of quality. A question asking about each subject’s major should have been included on the survey for this experiment. An individual’s major could potentially influence their ability to
recall a brand name. For example, if a subject was a marketing student or communication student their knowledge about product placement may have given them an advantage when recalling the brand name in the survey. This could have confounded the data collected based on how they answered what brand they would be most likely to purchase and also what brand they felt was of highest quality.
Appendices

Appendix 1: Brand Quotations and Placement in Songs

London Bridge

Lyrics:

London London London, wanna go down like
London London London, we goin’ down like
Drinks start pourin’ and my speech start slurrin’
Everybody start lookin’ real good
(Oh snap!)
That Grey Goose got your girl feelin’ loose
Now I’m wishin’ that I didn’t wear these shoes
It’s like e’ry time I get up on the dude
Paparazzi put my business in the news

Big Girls Don’t Cry

Lyrics:

I hope you know, I hope you know
That this has nothing to do with you
It’s personal, myself and I
We’ve got some straightenin’ out to do

Glamorous

Lyrics:

G-L-A-M-O-R-O-U-S
We flying first class
Up in the sky
Poppin’ champagne
Livin’ the life
In the fast lane
And I won’t change
By the glamorous, oh the flossy flossy
Appendix 2: Survey

Survey

Effectiveness of Brand Name Placement in Popular Music Lyrics

1. Was a brand name used in the lyrics any of the three 20-second clips that you just heard? 
   YES / NO

2. If you circled YES to the previous questions please write what brand name you heard.

Page 2

3. Circle which brand of alcohol you would be most likely to purchase.
   Grey Goose    Absolut    Three Olives    Stolichnaya

4. Circle which brand of alcohol you feel is of the highest quality.
   Grey Goose    Absolut    Three Olives    Stolichnaya

5. Gender:
   _______ Male
   _______ Female

6. Age:

________________________________________________________________________
Appendix 3: Consent Form

Consent Form

Effectiveness of Brand Name Placement in Popular Music Lyrics

You have been invited to take part in a research study regarding product placement in popular music.

What the study is about: This study is designed to gain a better understanding of the effectiveness of brand names used in the lyrics of popular music.

What you will be asked to do: As a participant, you will be asked to participate in a 10 minute experiment where you will listen to 3, 20-second clips of music and then answer a few open and close ended survey questions.

Risks and Benefits: You are not expected to participate in any treatment that would incur the risk of physical or mental injury during your participation in the study.

Taking part is voluntary: Taking part of this study is completely voluntary. If you choose to be in the study you can withdraw at any time without consequences.

Your answers will be confidential: All responses will remain confidential. Your privacy will be protected to the maximum extent as allowable by law. Data gathered today will be analyzed only in the aggregate so that your name will not be associated with the answers you provide. Your name and signature at the bottom of this consent form will be kept separate from your responses.

If you have questions or concerns: Contact the researcher, Chelsea Metzger, at cxm7900@rit.edu. You will be given a copy of this form to keep for your records. If you have any questions about whether you have been treated in an unethical way, contact Heather Foti, HSRO, at hmfsrs@rit.edu.

Statement of Consent: I have read the above information and have received answers to any questions. I consent to voluntarily take part in the research study of effectiveness of brand name placement in popular music lyrics.

_____________________________________
Participant’s Name

_____________________________________
Participant’s Signature and Date
References


*Journal of Marketing Communications*, 15, 205-206.


*Journal of Advertising Research*, 49(4), 429-449.


