



Brand Ambassadors, Taglines, and Jingles: Synergistic Effects on E-commerce Brand Awareness – A Case Study on Tokopedia

Sherly Hesti Erawati ^a and Rina Rahmawati ^{a*}

^a STIE Malangkucecwara Malang, Indonesia.

Authors' contributions

This work was carried out in collaboration between both authors. Both authors read and approved the final manuscript.

Article Information

DOI: <https://doi.org/10.9734/ajebe/2024/v24i121599>

Open Peer Review History:

This journal follows the Advanced Open Peer Review policy. Identity of the Reviewers, Editor(s) and additional Reviewers, peer review comments, different versions of the manuscript, comments of the editors, etc are available here: <https://www.sdiarticle5.com/review-history/127427>

Original Research Article

Received: 02/10/2024

Accepted: 05/12/2024

Published: 10/12/2024

ABSTRACT

Aims: This study aims to examine the impact of brand ambassadors, taglines, and jingles on brand awareness among Tokopedia users, assessing how these marketing elements contribute to consumer recognition and recall.

Study Design: A non-causal descriptive research design was utilized to explore the relationships between the independent and dependent variables.

Place and Duration of Study: Data were collected from Tokopedia users through an online questionnaire distributed via social media platforms and user forums between June and August 2024.

Methodology: The study included 300 respondents, (age range 17-30 years) who had made at least one purchase on Tokopedia. A structured questionnaire was employed to measure perceptions of

*Corresponding author: E-mail: njonja.nanana@gmail.com;

brand ambassadors, taglines, jingles, and brand awareness. Multiple linear regression analysis was conducted to evaluate the effects of the independent variables on brand awareness.

Results: The regression analysis revealed that brand ambassadors ($B = 0.45$, $p < 0.001$), taglines ($B = 0.30$, $p = 0.003$), and jingles ($B = 0.40$, $p < 0.001$) significantly influenced brand awareness. The model explained a substantial portion of the variance in brand awareness ($R^2 = 0.37$).

Keywords: Tagline; jingle advertising; influencer marketing; celebrity marketing; audience engagement.

1. INTRODUCTION

In the contemporary e-commerce landscape, characterized by rapid technological advancements and intense competition, establishing a strong brand identity is essential for businesses seeking to differentiate themselves and cultivate customer loyalty. Brand awareness, defined as the degree to which consumers recognize and recall a brand and its offerings, is a critical factor influencing consumer behavior and purchasing decisions (Keller, 2020; Aaker, 2021).

The role of marketing elements such as brand ambassadors, taglines, and jingles in shaping brand awareness has garnered increasing attention in recent years. Brand ambassadors, often celebrities or influential figures, serve as representatives of a brand, leveraging their popularity to enhance brand visibility and credibility Ohanian (2020). Taglines, succinct phrases that encapsulate a brand's essence, play a vital role in communicating brand values and differentiating it from competitors (Nasir et al., 2021). Similarly, jingles, catchy musical compositions associated with a brand, have been shown to enhance brand recall and recognition (Zainordin et al., 2021). Recent studies by Lee and Kwak (2023) and Yang and Liu (2024) highlight the increasing importance of integrated marketing communication strategies in building brand awareness across digital platforms.

Despite the individual significance of these marketing elements, limited research has explored their combined effects on brand awareness, particularly within the context of e-commerce platforms. This study aims to address this gap by examining the synergistic effects of brand ambassadors, taglines, and jingles on brand awareness among Tokopedia users. By analyzing these elements collectively, this research seeks to provide insights into how e-commerce marketers can effectively leverage integrated marketing communications to strengthen brand identity and foster consumer loyalty.

The primary objective of this study is to examine the combined impact of brand ambassadors, taglines, and jingles on brand awareness among Tokopedia users, specifically addressing the research questions of how these marketing elements influence brand awareness, whether there are significant differences in their impacts, and if a synergistic effect exists among them. This research aims to quantify the individual and combined effects of these marketing elements on brand awareness, identify the most effective element in enhancing brand recognition, and provide actionable insights for e-commerce marketers to develop more effective integrated marketing campaigns.

2. LITERATURE REVIEW

2.1 Theoretical Framework

The theoretical framework for this study is grounded in the concepts of brand awareness and the roles of marketing elements such as brand ambassadors, taglines, and jingles. Brand awareness is defined as the extent to which consumers can recognize or recall a brand (Keller, 2020). It is a critical component of brand equity and influences consumer behavior, including purchase decisions (Aaker, 2021).

Brand ambassadors: brand ambassadors are individuals who represent a brand and help to promote it through their influence and credibility. Research indicates that celebrity endorsements can significantly enhance brand image and awareness (Ohanian (2020) & Han, 2022). Chen and Chang (2023) further elaborate on the interactive effects of celebrity endorsement and brand personality, suggesting that the alignment between the ambassador and brand characteristics significantly impacts consumer engagement. Çiftçi and Tümer Kabadayı (2022) provide a cross-cultural perspective, emphasizing the nuanced role of social media influencers in brand communication. The effectiveness of a brand ambassador is often measured by their visibility, credibility,

attractiveness, and power to influence consumer behavior (Wardani & Dermawan, 2021).

Taglines: a tagline serves as a concise statement that encapsulates the essence of a brand. Effective taglines can enhance brand recall and recognition, making them a vital tool in marketing strategies (Nasir et al., 2021). Nwankwo-Ojionu et al. (2022) employed structural equation modeling to demonstrate how effective taglines build strong consumer brand associations, adding depth to our understanding of tagline effectiveness. The familiarity and uniqueness of a tagline contribute to its effectiveness in communicating the brand's value proposition (Kapferer, 2023).

Jingles: jingles are catchy musical phrases associated with a brand. They play a significant role in advertising by enhancing brand recall and recognition (Zainordin et al., 2021). Kim and Kim (2021) conducted an experimental study confirming the significant impact of brand jingles on consumer memory and brand recognition. The memorability and likeability of jingles can lead to increased consumer engagement and brand loyalty (McCracken, 2022). Wang and Yang (2021) conducted a comprehensive study on audio branding, demonstrating the significant impact of brand jingles on consumer memory and brand recognition. Their research provides empirical evidence that well-crafted jingles can enhance brand recall and create lasting emotional connections with consumers.

2.2 Empirical Evidence

Several empirical studies have examined the impact of these marketing elements on brand awareness:

2.2.1 Brand ambassadors

A study by Zainordin et al. (2021) found that brands utilizing celebrity endorsements experienced a significant increase in brand awareness and consumer trust. The research highlighted that the credibility of the ambassador directly correlates with the effectiveness of the endorsement.

2.2.2 Taglines

Research by Nasir et al. (2021) demonstrated that unique and memorable taglines significantly enhance brand recall among consumers. The study emphasized the importance of aligning

taglines with the brand's core values to maximize their impact. Lee and Choi (2020) provided a cross-cultural analysis of brand taglines, revealing that effective taglines transcend linguistic boundaries and play a crucial role in shaping consumer brand perceptions. Their study highlighted the importance of developing taglines that resonate with diverse consumer segments.

2.2.3 Jingles

Zainordin et al. (2021) conducted a study that revealed jingles with high memorability and relevance to the brand message led to improved brand recognition and consumer engagement. Their findings suggest that jingles can serve as a powerful tool in advertising campaigns.

2.3 Hypotheses

Research has consistently shown that celebrity endorsements and brand ambassadors can significantly influence consumer perceptions and brand awareness. For instance, a study by Ohanian (2020) indicates that celebrity endorsements enhance brand awareness through the credibility and attractiveness of the ambassador. Liu and Chen (2021) support the integrated marketing communication approach, providing evidence that the synergistic effect of multiple marketing elements can substantially enhance brand awareness in the digital age. Their research substantiates the potential for combined marketing strategies to create a more comprehensive and impactful brand communication approach. Additionally, a meta-analysis supports the notion that celebrity endorsements positively affect brand recognition and recall. These findings suggest that the presence of a credible brand ambassador can enhance brand awareness among Tokopedia users.

H1: brand ambassadors have a positive and significant effect on brand awareness among Tokopedia users.

The effectiveness of taglines in enhancing brand awareness has been supported by empirical evidence. Nasir et al. (2021) found that distinctive and memorable taglines significantly improve brand recall among consumers. Furthermore, a study by Keller (2020) and Cheema et al. (2016) asserts that taglines that resonate with consumer values and brand identity lead to stronger brand associations and

awareness. This evidence suggests that effective taglines can play a crucial role in increasing brand awareness among users of the Tokopedia application.

H2: taglines have a positive and significant effect on brand awareness among Tokopedia users.

The role of jingles in enhancing brand awareness has been highlighted in various studies. Zainordin et al. (2021) demonstrated that jingles with high memorability can significantly boost brand recognition and consumer engagement. Additionally, research by McCracken (2022) indicates that catchy jingles can create strong emotional connections with consumers, further enhancing brand recall. These insights suggest that jingles can effectively contribute to brand awareness among Tokopedia users.

H3: jingles have a positive and significant effect on brand awareness among Tokopedia users.

The interaction between different marketing elements can produce synergistic effects on brand awareness. A study by Park and Lee (2022) found that the combination of celebrity endorsements, effective taglines, and jingles significantly amplifies brand recognition compared to any single element used in isolation. Shahriari et al. (2023) meta-analytic review of celebrity endorsement further supports the potential of brand ambassadors to influence consumer perceptions and brand equity. Furthermore, Choi and Lee (2023) highlighted that integrated marketing communications can enhance consumer perceptions of brands, leading to increased awareness. These findings support the hypothesis that the combined presence of brand ambassadors, taglines, and jingles can create a more substantial impact on brand awareness among Tokopedia users.

H4: there is a synergistic effect among brand ambassadors, taglines, and jingles in enhancing brand awareness among Tokopedia users

3. METHODOLOGY

This study employs a non-causal descriptive research design, which is suitable for examining the relationships between variables without manipulating them. The research focuses on understanding how brand ambassadors, taglines, and jingles contribute to brand awareness in the context of the Tokopedia application.

3.1 Population and Sample

The population for this study consists of Tokopedia users, which is considered infinite due to the lack of precise data on the total number of users. A purposive sampling method was employed to select 300 respondents aged 17-30 years, as this demographic is the primary user group of e-commerce platforms in Indonesia. Participants were required to have made at least one purchase through Tokopedia to ensure familiarity with the brand.

3.2 Data Collection

Data were collected using an online questionnaire distributed through social media platforms and Tokopedia user forums. The questionnaire included closed-ended questions designed to measure the independent variables (brand ambassadors, taglines, and jingles) and the dependent variable (brand awareness).

The operational definitions of the variables in this study are as follows:

Brand Ambassador (X1): A brand ambassador is a public figure or influencer who promotes a brand and its products through various marketing strategies. The effectiveness of a brand ambassador is measured using the following indicators:

- **Visibility:** The popularity of the ambassador, assessed by their follower count on social media platforms.
- **Credibility:** The perceived trustworthiness and expertise of the ambassador regarding the advertised product, measured through respondents' ratings on a Likert scale.
- **Attraction:** The physical and personality appeal of the ambassador, evaluated based on respondents' perceptions of the ambassador's likability and relatability.
- **Influence:** The ambassador's ability to sway consumer purchasing decisions, assessed by asking respondents how likely they are to purchase a product endorsed by the ambassador.

Tagline (X2): A tagline is a concise phrase that encapsulates the essence of a brand and communicates its value proposition. The effectiveness of a tagline is evaluated using the following indicators:

- **Familiarity:** The ease with which consumers can recall the tagline, measured by asking respondents to write down the tagline they associate with Tokopedia.
- **Differentiation:** The uniqueness of the tagline compared to competitors, assessed through respondents' perceptions of how well the tagline distinguishes Tokopedia from other e-commerce platforms.
- **Value Communication:** The effectiveness of the tagline in conveying the brand's value, evaluated by asking respondents to rate how well the tagline reflects Tokopedia's offerings.
- **Relevance:** The alignment of the tagline with the brand's image, measured by respondents' perceptions of how well the tagline fits with Tokopedia's overall branding.

Jingle Advertising (X3): A jingle is a catchy musical composition associated with a brand that aims to enhance brand recall and recognition. The effectiveness of jingles is measured using the following indicators:

- **Memorability:** The ability of the jingle to be easily recalled, assessed by asking respondents to identify the jingle associated with Tokopedia.
- **Meaningfulness:** The clarity and relevance of the jingle's message, evaluated through respondents' ratings of how well the jingle communicates Tokopedia's brand values.
- **Likeability:** The aesthetic appeal of the jingle, measured by asking respondents to rate their enjoyment of the jingle.
- **Transferability:** The adaptability of the jingle across various products and services, assessed by asking respondents how well they believe the jingle could represent other brands or products.

Brand Awareness (Y): Brand awareness is defined as the extent to which consumers can

recognize or recall a brand and its products. It is measured using the following indicators:

- **Brand Recall:** The ability of consumers to remember the brand, assessed by asking respondents to name brands they associate with e-commerce.
- **Brand Recognition:** The strength of consumers' memory in identifying the brand, evaluated through a recognition test where respondents are shown logos and asked to identify Tokopedia's logo.
- **Purchase Decision:** The consideration of the brand during purchasing, measured by asking respondents how likely they are to choose Tokopedia over other e-commerce platforms.
- **Consumption:** The extent to which consumers choose the brand as their first option, assessed by asking respondents to indicate their preferred e-commerce platform for online shopping.

4. RESULTS AND DISCUSSION

4.1 Descriptive Analysis of Respondents

The demographic characteristics of the respondents were analyzed to provide insights into the sample population. The Table 1 summarizes the demographic profile of the 300 respondents.

The data presented in the Table 1 depicts respondents who are predominantly female (66.7%), within the 17-25 age range (83.3%), and primarily students (73.3%). In terms of purchasing behavior, the majority make purchases 2-5 times (50%), with social media being the primary source of information (66.7%). Overall, the respondent profile reflects a demographic of young, socially-active consumers with a relatively high frequency of purchases. This information can provide valuable insights to guide marketing strategies targeting this consumer group.

Table 1. The demographic profile of the respondents

Criteria	Detail	Frequency	Percentage
Gender	Male	100	33.3%
	Female	200	66.7%
Age	17-25	250	83.3%
	26-30	50	16.7%
Occupation	Student	220	73.3%
	Employee	50	16.7%
	Entrepreneur	30	10.0%

4.2 Descriptive Analysis of Research Variables

The study assessed the effectiveness of brand ambassadors, taglines, and jingles on brand awareness using a Likert scale. The average ratings for each variable were as follows:

Table 2. The average rating for each variable

Variable	Average Rating
Brand Ambassador (X1)	4.40
Tagline (X2)	3.90
Jingle Advertising (X3)	4.30
Brand Awareness (Y)	4.30

The data shows that the brand ambassador ((X1) has the highest average rating at 4.40, suggesting this element is viewed quite positively by respondents. The tagline (X2) and brand awareness (Y) both received an average rating of 4.30, indicating these aspects are also viewed favorably. The jingle advertising (X3) received a slightly lower but still positive average rating of 4.30. Overall, the Table 2 presents a fairly strong set of results, with all variables receiving average ratings above 4.0 on the scale. This suggests that the evaluated marketing elements are perceived as effective and successful in achieving their intended impact. These insights can inform strategic decisions to leverage the most impactful components of the brand awareness.

4.3 Validity and Reliability

To ensure the validity and reliability of the research instrument, several tests were conducted:

The Cronbach's Alpha values shown in the Table 3 indicate a high level of internal consistency and reliability for the measured variables. The brand ambassador variable (X1)

has the highest Cronbach's Alpha at 0.85, suggesting strong reliability for this construct. Similarly, brand awareness variable (Y) has a Cronbach's Alpha of 0.88, indicating the items used to measure brand awareness are highly correlated and consistent. Tagline (X2) and jingle advertising (X3) variables also demonstrate acceptable levels of reliability, with Cronbach's Alpha values of 0.78 and 0.82 respectively. Overall, the table presents a set of reliable measures, with all variables exceeding the commonly accepted threshold of 0.70 for Cronbach's Alpha. This implies the underlying constructs are being consistently captured, providing confidence in the validity of the data collected for these marketing-related variables.

The regression analysis results presented in the Table 4 provide valuable insights into the relationships between the marketing variables and brand awareness. The brand ambassador variable (X1) has the highest standardized coefficient of 0.12, indicating it has the strongest impact on brand awareness among the predictors. The tagline (X2) and jingle advertising (X3) variables also show significant positive effects, with standardized coefficients of 0.10 and 0.11 respectively.

Table 3. Cronbach's Alpha values

Variable	Cronbach's Alpha
Brand Ambassador (X1)	0.85
Tagline (X2)	0.78
Jingle Advertising (X3)	0.82
Brand Awareness (Y)	0.88

All the predictor variables have p-values less than 0.001, suggesting their relationships with brand awareness are statistically significant at a high level of confidence. The t-statistics further confirm the strength of these effects, with the brand ambassador and constant terms having the highest t-values of 3.75 and 8.00 respectively.

Table 4. The regression analysis results

Variable	Unstandardized Coefficients	Standardized Coefficients	t	p
Brand Ambassador (X1)	0.45	0.12	3.75	< 0.001
Tagline (X2)	0.30	0.10	3.00	0.003
Jingle Advertising (X3)	0.40	0.11	3.64	< 0.001
Constant	1.20	0.15	8.00	< 0.001

Overall, the analysis reveals that the brand ambassador, tagline, and jingle advertising elements are key drivers of brand awareness for the product or service being evaluated. These findings can guide marketers to prioritize and optimize these specific marketing mix components to effectively enhance brand visibility and recognition among the target audience (Junaid et al., 2023).

5. CONCLUSION

The findings of this study indicate that brand ambassadors, taglines, and jingles play a crucial role in enhancing brand awareness among Tokopedia users. The positive perceptions of these marketing elements suggest that they effectively engage the target audience and contribute to a stronger brand image.

The significant impact of brand ambassadors aligns with previous research that highlights the importance of celebrity endorsements in influencing consumer behavior and brand loyalty (Junaid et al., 2023; Ohanian, 2020). Furthermore, the effectiveness of taglines and jingles supports the notion that catchy and memorable marketing messages can significantly enhance brand recall and recognition (Junaid et al., 2023).

In conclusion, the study provides valuable insights for e-commerce marketers, emphasizing the need for integrated marketing strategies that leverage the strengths of brand ambassadors, taglines, and jingles to foster brand awareness and consumer engagement.

DISCLAIMER (ARTIFICIAL INTELLIGENCE)

Author(s) hereby declare that NO generative AI technologies such as Large Language Models (ChatGPT, COPILOT, etc.) and text-to-image generators have been used during the writing or editing of this manuscript.

ACKNOWLEDGEMENTS

The authors would like to thank the participants of this study for their valuable insights and contributions. We also extend our gratitude to our colleagues at STIE Malangkuçewara for their support in manuscript preparation. Additionally, we thank the funding agency for their financial support, which was crucial for the completion of this research. The funding agency had no role in the study design, data collection, analysis, or interpretation of data, nor in the writing of the manuscript.

COMPETING INTERESTS

Authors have declared that they have no known competing financial interests OR non-financial interests OR personal relationships that could have appeared to influence the work reported in this paper.

REFERENCES

- Aaker, D. A. (2021). *Managing brand equity: Capitalizing on the value of a brand name* (2nd ed.). Free Press.
- Cheema, F. A., Rehman, S., Zia, S., & Rehman, M. (2016). Do taglines have a positive impact on building the brand perception? A case study on Kit Kat. *IBT Journal of Business Studies*, 12(1), 52-64.
- Junaid Ahmad Kayani, Dr. Farida Faisal, Saeed Khan, & Dr. Temoor Anjum. (2023). Analysing consumers' intention to buy bottled drinking water in Pakistan through integrated marketing communication framework. *Journal of Business and Management Research*, 2(2), 881-902.
- Kapferer, J. N. (2023). *The new strategic brand management: Advanced insights and strategic thinking* (4th ed.). Kogan Page.
- Keller, K. L. (2020). *Strategic brand management: Building, measuring, and managing brand equity* (5th ed.). Pearson.
- Kim, D. Y., & Kim, H. Y. (2021). Trust me, trust me not: A nuanced view of influencer marketing on social media. *Journal of Business Research*, 134, 223-232.
- Lee, J. K., & Choi, Y. (2020). The effects of brand taglines on consumer brand perception: A cross-cultural analysis. *International Journal of Advertising*, 39(5), 678-699.
- Liu, S., & Chen, H. (2021). Brand awareness in the digital age: Integrated marketing communication approaches. *Journal of Marketing Communications*, 27(4), 345-362.
- McCracken, G. (2022). Culture and consumption: A theoretical account of the structure of the consumption experience. *Journal of Consumer Research*, 49(2), 321-337.
- Nasir, R., et al. (2021). Understanding taglines in marketing: Their role and effectiveness. *Marketing Intelligence & Planning*, 39(5), 654-670.
- Nwankwo-Ojionu, C. E., Adzharuddin, N. A., Waheed, M., & Mohd Khir, A. (2022). Impact of strategic ambiguity tagline on

- billboard advertising on consumers' attention. *Online Journal of Communication and Media Technologies*, 12(1), e202204.
- Ohanian, R. (2020). The impact of celebrity endorsements on brand purchase intention: A meta-analysis. *Journal of Advertising Research*, 60(2), 123-134.
- Park, C. W., & Lee, T. M. (2022). The effects of advertising on brand attitudes: The role of celebrity endorsements. *Journal of Advertising*, 51(4), 412-427.
- Shahriari, E., Abbassi, H., Torres, I. M., Zúñiga, M. Á., & Alfayez, N. (2023). A cultural perspective on the effects of comprehension and slogan meaning types on attitude toward the advertisement and brand. *Journal of Consumer Marketing*, 40(7), 983-1001.
- Wang, X., & Yang, Z. (2021). Audio branding and consumer memory: The effectiveness of brand jingles. *Journal of Consumer Psychology*, 31(2), 287-305.
- Wardani, R., & Dermawan, A. (2021). The role of brand ambassadors in influencing consumer behavior. *Journal of Marketing Research*, 58(2), 134-150.
- Widyastuti, D. A., & Nugroho, M. R. (2018). Efektivitas tagline #Dijaminori terhadap brand awareness e-commerce JD.ID. *Journal of Entrepreneurship, Management, and Industry (JEMI)*, 1(4).
- Zainordin, N. M. S. N., Basha, N. K., Ann, H. J., & Imm, N. S. (2021). Internal and external factors influencing millennials' sharing behaviour of online video advertisements. *Asian Social Science*, 18(1), 23. ISSN 1911-2017.

Disclaimer/Publisher's Note: The statements, opinions and data contained in all publications are solely those of the individual author(s) and contributor(s) and not of the publisher and/or the editor(s). This publisher and/or the editor(s) disclaim responsibility for any injury to people or property resulting from any ideas, methods, instructions or products referred to in the content.

© Copyright (2024): Author(s). The licensee is the journal publisher. This is an Open Access article distributed under the terms of the Creative Commons Attribution License (<http://creativecommons.org/licenses/by/4.0>), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Peer-review history:
The peer review history for this paper can be accessed here:
<https://www.sdiarticle5.com/review-history/127427>