



South Asian Journal of Marketing & Management Research (SAJMMR)

(Double Blind Refereed & Peer Reviewed International Journal)



DOI: 10.5958/2249-877X.2021.00017.5

MAGIC OF MUSIC – MARKETING COMMUNICATIONS FOR SWACHHATA AT INDORE

Dr. Shilpa Bagdare*; **Anjali Nawle****

*Assistant Professor,
International Institute of Professional Studies,
Devi Ahilya Vishwavidyalaya, Indore, INDIA
Email id: shilpa_bagdare@rediffmail.com

**Student - MBA (MS) X Sem,
International Institute of Professional Studies,
Devi Ahilya Vishwavidyalaya, Indore, INDIA
Email id: nawle.anjali@gmail.com

ABSTRACT

The emergence of Indore as the cleanest city of India consecutively for the fourth time is an outcome of multidimensional strategy adopted by Indore Municipal Corporation (IMC). Behavioural change among citizens of Indore has been the catalyst for making the city clean. It is through people's engagement and participation, the corporation could successfully execute its solid and wet waste segregation, collection and management strategy. Amongst all the marketing communications tools used for this purpose, Music in the form of Swachhata Song has remained the key element in creating the awareness and bringing the behavioural change among the citizens. The present study was aimed at analysing effectiveness of marketing communications strategy used by Indore Municipal Corporation for Swachhata Campaign. The study found that though many tools of integrated marketing communications have played their role in this mission, but the Swachhata Song occupied the most popular rating by the respondents. This study establishes the effectiveness of music as a marketing communications tool through its magical power of emotional engagement.

KEYWORDS: *Marketing Communications, Music, Swachhata*

REFERENCES:

Alpert, J. I. and Alpert, M. I. (1990). Music influences on mood and purchase intentions. *Psychology and Marketing*, 7(2), pp.109-33.

- Areni, C.S. (2003). Exploring managers' implicit theories of atmospheric music: Comparing academic analysis to industry insight. *Journal of Services Marketing*, 17(2/3), pp.161-84.
- Bruner, G. C. (1990). Music, mood, and marketing. *Journal of Marketing*, 54 (4), pp. 94-104.
- Jain, R. and Bagdare, S. (2011). Music and Consumption Experience: A Review. *International Journal of Retail and Distribution Management*, 39 (4), pp. 289-302.
- Martin-Santana, J. D., Reinares-Lara, E. and Muela-Molina, C. (2015). Music in radio advertising: Effects on radio spokesperson credibility and advertising effectiveness. *Psychology of Music*, 43 (6), pp. 763-778.
- Morin, S., Dube, L. and Chebat, J-C. (2007). The role of pleasant music in servicescapes: A test of the dual model of environmental perception. *Journal of Retailing*, 83(1), pp.115-30.
- Morris, J. D. and Boone, M. A. (1998). The Effects of Music on Emotional Response, Brand Attitude, and Purchase Intent in an Emotional Advertising Condition. In Joseph W. Alba & J. Wesley Hutchinson, eds., *Advances in Consumer Research*, Volume 25, eds., Provo, UT : Association for Consumer Research, pp.518-526.
- Ruth, N. & Spangardt, B. (2017). Research trends on music and advertising. *Mediterranean Journal of Communication*, 8(2), pp. 13-23.
- Shakil, A. and Siddiqui, D. A. (2019). How Jingles in Advertising Affect Retention and Recall of the Product. *International Journal of Thesis Projects and Dissertations*, 7(2), pp. 20-29.
- Zander M.F., Apaolaza-Ibáñez V., Hartmann P. (2010). Music in Advertising: Effects on Brand and Endorser Perception. In: Terlutter R., Diehl S., Okazaki S., eds., *Advances in Advertising Research* (Vol. 1), Gabler, pp.127-140.