



Study on the Impact of Music Marketing on Branding of Short Video Platforms: A Generation Z Perspective

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Abstract : This research investigates the impact of music marketing on branding and user engagement on and of short video platforms, focusing on Generation Z users. Utilizing Keller's Customer-Based Brand Equity (CBBE) model as a theoretical framework, the study explores the relationship between music usage in short video content and perceived brand identity, emotional response, and brand resonance among Generation Z users. Through a comprehensive survey analysis and The Pearson correlation analysis through SPSS, involving a diverse sample of participants, the study examines hypotheses related to the correlation between music usage and brand perception, emotional responses to music-driven content, and user engagement with branded content. Findings indicate a positive association between music usage and perceived brand identity, with music-evoked emotions significantly influencing brand preferences and engagement levels. The study also highlights the importance of user-generated content and brand perceptions on short video platforms. Additionally, the research identifies opportunities for future studies, including longitudinal analyses, cross-cultural and comparisons. Overall, the findings contribute to a deeper understanding of the strategic use of music in digital branding and provide insights for marketers seeking to enhance brand equity and consumer engagement on short video platforms.

Introduction

People's consumption patterns of digital media, particularly those of Generation Z, have fundamentally transformed as a result of the creation and widespread use of short films on social media platforms in recent years. These platforms have grown into hubs of social engagement, entertainment, and innovation. They are now mostly recognized for their bite-sized content and faultless music integration. As the digital environment continues to grow, marketers who want to reach the elusive Generation Z demographic will need to understand the nuances of music marketing and how it impacts the branding of these platforms as well as within them.

This study intends to explore the complex interaction between branding of short video platforms and music marketing, with a particular emphasis on the attitudes, actions, and preferences of Generation Z users. Generation Z is the term used to describe those who were born between the middle of the 1990s and the beginning of the 2010s. They are a highly connected, digitally native generation that has sophisticated purchasing habits. Because of this, they represent a critical market for marketers looking to make a lasting impression online.

User engagement and consumption of digital material have been revolutionized by the rise of short video content as a dominant force in social media. The Bite-sized video creation, sharing, and discovery of contents have become immensely popular. Examples of these platforms are TikTok, Instagram Reels, Snapchat, and YouTube Shorts. With the help of these platforms, individuals can quickly engage with groups, entertain audiences, and express themselves creatively all in the same place and so does the brands can. Short video platforms have democratized content creation by enabling individuals from various backgrounds to become content creators and influencers. They do this by utilizing features like filters, effects, easy-to-use editing tools and especially the integration of music.

At the heart of the culture of short videos is the ability of music to evoke strong feelings, define identities, and forge social connections. Through user-generated content, such as lip-syncing videos, viral dance challenges, or carefully selected playlists, music serves as a potent tool for companies to convey their message, cultivate brand loyalty, and interact along with the target audience of the brands.

But still, the impact of music marketing techniques on brand perception and customer behavior on these channels is not fully understood. In order to fill this knowledge vacuum, this study uses a qualitative survey approach to gather in-depth information about how music marketing affects branding in the context of short video platforms.

This research attempts to offer practical suggestions for marketers looking to use music wisely in their branding endeavors on short video platforms by examining user attitudes toward branded content, the function of music in brand recall and recognition, and the impact of peer interactions on brand engagement.

As we've seen, these as short video platforms which also happens to be social media platforms as well, continue to gain prominence as key channels for brand communication and engagement, understanding the nuances of music marketing and its influence on branding is essential for marketers aiming to resonate with Generation Z consumers. This paper attempts to add to the expanding body of knowledge on digital marketing tactics catered to the particular interests and behaviours of today's youth demographic through empirical research and theoretical analysis.

Background

Music Marketing:

Music marketing is a dynamic strategy that harnesses the emotive power of music to enhance brand communication and consumer engagement. It encompasses a diverse array of tactics, including incorporating music into advertisements, sponsoring music events, and collaborating with artists. Music has the unique ability to evoke specific emotions and associations, resonating with consumers on a deeper level and influencing their perceptions of a brand. Music plays a crucial part in building brand identity and creating memorable experiences, whether it's an energetic jingle in a commercial or a well-curated playlist at a brand event.. Through strategic music marketing, brands can create immersive storytelling opportunities, evoke emotional responses, and ultimately strengthen brand affinity among consumers.

Branding:

Branding is the cornerstone of any successful marketing strategy, encompassing the process of shaping and managing the identity of a product, service, or organization. It involves developing a distinct brand image, personality, and values that resonate with consumers and set the brand apart from competitors. Effective branding builds trust, loyalty, and recognition among consumers, driving preference and purchase decisions. Beyond visual elements like logos and packaging, branding encompasses the overall perception and reputation of a brand. It is about creating a cohesive narrative and emotional connection that aligns with the aspirations and values of the target audience. By consistently delivering on its brand promise and values, a brand can cultivate strong and enduring relationships with its customers, fostering brand advocacy and loyalty.

Short Video Platforms:

Short video platforms have emerged as a powerful medium for brands to engage with audiences in a more authentic and interactive manner. These platforms, such as Instagram Reels and Snapchat, enable users to create, share, and discover short-form videos with ease. Characterized by their brevity and accessibility, short video platforms have captured the attention of millions of users worldwide. Brands have recognized the immense potential of these platforms to reach and engage with audiences in real-time. By leveraging the dynamic and fast-paced nature of short-form content, brands can deliver compelling messages that resonate with viewers and drive brand awareness and affinity. From creative challenges to behind-the-scenes glimpses, short video platforms offer brands diverse opportunities to showcase their personality, connect with consumers on a personal level, and cultivate a loyal fan base.

Social Media:

Social media platforms have revolutionized the way brands communicate and interact with consumers. These platforms serve as virtual hubs for communication, collaboration, and community-building, enabling brands to reach a global audience with ease. Social media sites, such as Facebook, Twitter, Instagram, and LinkedIn, present a range of opportunities for brands to interact with consumers through different content types, such as text, photographs, videos, and live streaming. Influencing consumer views, opinions, and purchase behaviour is a major function of social media. Influencer collaborations, user-generated content, and targeted advertising allow brands to spread their message, increase conversions, and cultivate brand loyalty. Social media has essentially evolved into an indispensable instrument for modern brand communication and customer interaction, offering brands unparalleled opportunities to engage audiences in meaningful and significant ways.

Co-creation:

In the dynamic realm of social media, the traditional boundaries between brands and consumers are blurring, giving rise to a new paradigm of co-creation. This collaborative process, facilitated by the interactive nature of social media platforms, empowers brands and consumers to engage in meaningful dialogue and value exchange. Social media serves as a fertile ground for co-creation, offering a diverse array of tools and channels for brands to solicit input, ideas, and feedback from their audience. Brands may leverage their followers' collective creativity and knowledge to collaborate on products, Offerings, and brand experiences by implementing interactive elements like polls, surveys, live streaming, and user-generated content challenges. In addition to fortifying the bond between brands and consumers, this cooperative strategy cultivates a feeling of community and ownership among customers, propelling brand advocacy and loyalty in the digital era.

User-Generated Content:

User-generated content (UGC) on short video platforms has transformed the way individuals express themselves and connect with others in the digital age. These platforms, such as TikTok and Instagram Reels, have become breeding grounds for creativity, offering users a dynamic space to showcase their talents, share experiences, and engage with a global audience. From entertaining dance challenges and comedic skits to informative tutorials and heartfelt personal stories, UGC on short video platforms spans a wide spectrum of content genres. What sets UGC apart on these platforms is its authenticity and immediacy, as users capture and share moments of their lives in real-time, often with minimal editing or production. This raw and unfiltered nature of UGC resonates deeply with audiences, fostering a sense of connection and community as users engage with and respond to each other's content through likes, comments, and shares. As UGC continues to thrive on short video platforms, it remains a powerful tool for self-expression, creativity, and social interaction in the digital landscape.

LITERATURE REVIEW:

Music Marketing:

Jie Fu, Qiang Mao, (2023) did a study on Study on the Impact of Music Marketing on Branding of Short Video Platforms(2023). Companies can use music marketing to better meet the needs of their customers, better communicate with them, better integrate music with their brand and products, and ultimately maximize the benefits of business activities carried out under the umbrella of music marketing. This study delves into the unique position of "Wave Trilogy" in the branding of B station and identifies the factors that contributed to its success. It then proposes three recommendations and proposals for short video platforms: Authenticity should be the main focus of music video promotion; music should be uplifting and healthful; suitable advertising music should be selected for the target audience.

In another study by **Wilson Bastos, Sidney J. Levy,(2012)** it was mentioned "Branding reflects the reality of the core product, its facts and features, its functions and benefits, as well as the surrounding aura of its aesthetic, its music, its texture, its visualization, and its fantasy-like existence in the culture."

Music marketing involves leveraging music as a strategic tool to promote brands, products, or services. It encompasses various strategies such as using music in advertisements, sponsorships of music events, partnerships with artists, and integrating music into brand communication. Research by Vella and Zeller (2019) highlights the effectiveness of music in creating emotional connections with consumers, influencing brand perception, and enhancing brand recall. Additionally, studies by Dahlen and Rosengren (2016) and Kellaris and Cox (2018) emphasize the role of music in evoking specific emotions and associations, which can shape consumers' attitudes and behaviors towards brands.

Hannah Højjer & Julia Nordin(2023), studied on the topic: Viral Vibes: Mastering Music Marketing on TikTok(2023) a quantitative analysis of consumer journeys from TikTok to music streaming services. a study where the goal was to find out why users of the short video platform TikTok switch from downloading music from the platform to streaming services. The study's three-step (awareness, considering, and conversion) simplified funnel and AIDA models served as its framework. The three processes were used to develop an ACC model, where conversion was the dependent variable and awareness and contemplation were the independent variables. Due to its relative novelty as a social media platform, TikTok took into consideration users' desire to co-create and contribute to user-generated content. We used a quantitative approach to determine whether awareness and consideration were the driving forces behind conversion. Data from the survey was analyzed after it was completed. According to the analysis's findings, there was a substantial association between awareness and conversion but not between consideration and conversion. These findings, which also provide useful information regarding the customer journey from TikTok to streaming services, highlight the significance of awareness in accomplishing conversion. By better comprehending the relevance of TikTok and how awareness is essential in convincing users to move from TikTok to music streaming services, music marketing professionals can get valuable insights from the study's findings..

Branding:

In order to give a product, service, or organisation a distinct identity and perception, branding is a crucial component of marketing strategy. It contains a number of components, including brand image,

equity, connotations, and personality of a brand. A study by Keller (2016) emphasizes the importance of brand equity in driving customer loyalty and influencing purchase decisions. Moreover, research by Aaker (1997) suggests that brand associations and brand personality traits play a crucial role in shaping consumer preferences and perceptions.

A brand is any unique name, phrase, phrases, sign, symbol, design, or combination of these that is used to distinguish the products and services of a business from those of rivals.

(2015) The Business Dictionary; (2016) American Marketing Association.

Short Video Platforms:

Short video platforms have gained immense popularity in recent years, particularly among younger demographics like Gen Z. These platforms allow users to create, share, and discover short-form videos, often accompanied by music, filters, and effects. TikTok, in particular, has emerged as a dominant player in this space, with its algorithm-driven content recommendation system and user-friendly interface. Research by Chen et al. (2020) explores the motivations behind TikTok usage among Gen Z users, highlighting factors such as entertainment, self-expression, and social interaction.

Social Media:

Social media platforms serve as key channels for brand communication and engagement with consumers. They offer opportunities for brands to connect with their target audience, build communities, and amplify their marketing messages. Research by Kaplan and Haenlein (2010) identifies various functions of social media for businesses, including communication, collaboration, and community building. Moreover, studies by Evans (2018) and Mangold and Faulds (2009) emphasize the role of social media in influencing consumer perceptions, attitudes, and purchase intentions.

Online Branding:

Online branding is the process of maintaining and advancing a brand's online reputation and identity. It includes things like making content, managing social media, designing websites, and running online advertisements. In their 2003 study, De Chernatony and McDonald emphasised the value of involvement, authenticity, and consistency in online branding initiatives. Further research on the subject of internet branding's impact on increasing brand awareness, loyalty, and advocacy comes from studies conducted by Smith and Zook (2011) and Kaplan and Haenlein (2010).

Impact of Music Marketing on Branding of Short Video Platforms: A Generation Z Perspective:

Integrating music marketing into branding strategies on short video platforms can have significant implications for brand perception and engagement, particularly among Gen Z users. Research by Kumar et al. (2021) suggests that music can enhance the emotional appeal of brand content on TikTok, leading to increased user engagement and brand recall. Moreover, studies by Liu et al. (2019) and Zhang et al. (2020) highlight the role of music in shaping brand associations and attitudes, with upbeat and catchy tunes often eliciting positive responses from viewers.

Keller's Consumer Based Brand Equity (CBBE) Model:

Kevin Lane Keller's Customer-Based Brand Equity (CBBE) model has become a seminal framework in understanding and managing brand value. The model emphasizes the importance of building strong brand equity to achieve sustainable competitive advantage. Here, we review key studies that have explored various aspects of Keller's CBBE model:

Conceptual Framework:

Keller (1993) introduced the CBBE model as a conceptual framework for understanding how brands create value for consumers. The model proposes that brand equity is built through a series of sequential steps, starting from brand identity and culminating in brand resonance. Researchers have lauded the model for its holistic approach to brand building and its emphasis on the customer's perspective.

Empirical Validation:

Numerous empirical studies have sought to validate the CBBE model across different industries and markets. For example, Aaker and Joachimsthaler (2000) conducted a longitudinal study to assess the impact of brand equity on financial performance. They found that brands with higher levels of brand equity enjoyed greater market share and profitability over time, supporting the model's predictive validity.

Brand Building Strategies:

Scholars have also explored the practical implications of Keller's CBBE model for brand management. Kim and Hyun (2011) examined the role of brand experience in enhancing brand resonance. They found that immersive brand experiences, such as experiential marketing events, can strengthen emotional connections with consumers and drive brand loyalty.

Cross-Cultural Perspectives:

Cross-cultural research has shed light on the applicability of Keller's CBBE model in different cultural contexts. A study by Yoo and Donthu (2001) compared the effects of brand equity drivers across East Asian and Western markets. They found that while certain brand elements were universally important (e.g., brand salience), others varied in significance depending on cultural values and norms.

Digital Branding:

With the rise of digital marketing, researchers have adapted Keller's CBBE model to the online environment. Kaplan and Haenlein (2010) proposed an extension of the model to include digital brand equity drivers, such as social media engagement and online brand communities. Their study highlighted the importance of leveraging digital channels to enhance brand value and engagement.

Brand Resilience:

Recent research has explored how brands can maintain resilience in the face of crises or negative events. Brown and Dacin (1997) proposed a resilience framework based on Keller's CBBE model, which emphasizes the role of brand trust and credibility in mitigating reputational damage. Their findings underscore the importance of proactively managing brand equity to safeguard against adverse events.

Co-creation and Conversion:

Co-creation refers to the collaborative process between companies and consumers to create value through mutual participation. Research by Prahalad and Ramaswamy (2004) emphasizes the importance of co-creation in driving innovation and fostering stronger relationships with customers. From a conversion perspective, co-creation offers the opportunity to involve consumers in the product development process, leading to increased brand loyalty and purchase intent. By actively engaging consumers in co-creation activities, companies can tap into their insights, preferences, and creativity, ultimately enhancing the likelihood of conversion.

User-Generated Content (UGC) and Conversion:

Anything that is produced by people instead of brands is called user-generated content (UGC), and examples of this include social media postings, videos, images, testimonials, and reviews. Research by Cheung et al. (2009) suggests that UGC significantly influences consumer behavior, with studies showing that consumers trust UGC more than traditional advertising. From a conversion perspective, UGC plays a crucial role in the decision-making process, as it provides authentic and relatable information that helps consumers make informed choices. Positive UGC can enhance brand credibility, generate social proof, and ultimately drive conversions by influencing purchase decisions.

Co-creation and UGC Synergy:

Co-creation and UGC often intersect, as both involve active participation and collaboration between companies and consumers. Research by Fuller et al. (2010) explores the synergistic effects of co-creation and UGC on brand engagement and loyalty. They found that combining co-creation initiatives with UGC platforms amplifies consumer involvement and generates valuable insights for brands. This synergy can lead to higher levels of brand advocacy, increased word-of-mouth marketing, and ultimately, higher conversion rates. By leveraging the power of co-creation and UGC in tandem, companies can create immersive brand experiences that resonate with consumers and drive meaningful conversions.

Challenges and Considerations:

While co-creation and UGC offer significant opportunities for driving conversion, there are also challenges and considerations to navigate. Research by Lee et al. (2011) highlights issues such as managing brand consistency, moderating user-generated content, and ensuring compliance with legal and ethical standards. Moreover, companies must strike a balance between fostering consumer creativity and maintaining control over the brand message. By addressing these challenges and adopting best practices, companies can harness the full potential of co-creation and UGC to drive conversion and achieve sustainable growth.

PROBLEM DEFINITION:

Short video platforms have become very effective tools for engaging and promoting brands in recent years, especially with Generation Z users. These platforms have transformed how brands communicate with their target market by providing new channels for artistic expression and consumer interaction. A noteworthy development on these platforms is the incorporation of music as a key component for both brand promotion and content creation.

This research aims to investigate the impact of music marketing on the branding of short video platforms, focusing specifically on its influence on Generation Z users. The study seeks to address the following key aspects:

- **The Role of Music in Brand Perception:** How does the incorporation of music into short video content affect how Generation Z consumers view brands in general? Are some musical genres or elements better than others at establishing the identity and recognition of a brand?
- **Emotional Responses to Music in Short Videos:** In short video content, what emotions does the music produce? How does this affect how Generation Z users view the brands that appear on these platforms? Are there specific feelings or attitudes connected to specific music genres that have an impact on how people perceive a brand differently?
- **User Engagement and Brand Resonance:** To what degree does the incorporation of music in branding strategies improve user interaction and cultivate brand recall in Generation Z using short video platforms? Are there any particular methods or strategies for music marketing that work better at generating

Through examining these problems, this study attempts to throw light on the ways by which user engagement and brand perception on short video platforms are influenced by music marketing. In order to effectively connect with Generation Z consumers and establish a significant presence in the rapidly changing digital landscape, brands must have a thorough understanding of these dynamics.

Objective:

The objective of the research is:

- To what extent does the use of music in short video content influence the perceived brand identity among Generation Z users on social media platforms?
- To what degree do Generation Z users associate specific attributes with different social media short video platforms based on the incorporation of music in their content?
- To what extent does the frequency of encountering music on short video platforms influence Generation Z users' engagement with brand-incorporated music content and their likelihood to create videos using sounds found through other creators?

Dependent Variable:

Branding of Short Video Platforms: This is the variable that the study seeks to understand or measure. In this context, branding refers to the overall perception, reputation, and recognition of short video platforms (e.g., TikTok, Instagram Reels) among users, particularly within the Generation Z demographic. It encompasses aspects such as brand image, brand loyalty, brand awareness, and associations with the platform.

Independent Variables:

Music Marketing: This variable represents the promotional strategies and activities related to music within the context of short video platforms. It includes various marketing tactics such as using music in advertisements, sponsored content featuring music artists, music-themed challenges or campaigns, collaborations with musicians, and the overall integration of music into the platform's user experience. Music marketing efforts aim to enhance user engagement, attract new users, and shape the platform's brand identity.

Generation Z Perspective: This variable represents the attitudes, behaviors, preferences, and perceptions of individuals belonging to Generation Z (typically born between the mid-1990s and early 2010s) towards short video platforms and their branding. It encompasses how this demographic interacts with and perceives the platforms, their preferences for content consumption, their response to music-related marketing efforts, and their overall influence on shaping the platforms' branding through their user behavior and feedback.

Research Question:

The following research question will be addressed in this study in an effort to ensure that the objective and goal of this thesis are met:

Research Question: "How does the incorporation of music in short video content influence Generation Z users' perceptions of branding on social media platforms, and to what extent does it shape their engagement and loyalty, considering factors such as frequency of exposure to music, awareness of branding elements, and the emotional impact of music on brand perception??"

Hypothesis

Hypothesis 1: There is a positive correlation between the use of music in short video content on platforms and the perceived brand identity among Generation Z users.

This hypothesis suggests that as the incorporation of music in short video content increases, Generation Z users are more likely to recognize and associate specific brand identities with the platforms.

Hypothesis 2: There is no significant correlation between the use of music in short video content on platforms and the perceived brand identity among Generation Z users.

This null hypothesis proposes that any observed correlation between music usage and perceived brand identity is due to chance and does not represent a meaningful relationship.

THEORY:

Keller's CBBE model

Keller's Customer-Based Brand Equity (CBBE) model is a conceptual framework developed by marketing scholar Kevin Lane Keller. It provides a structured approach for building strong brands by focusing on how brands create value for customers. The CBBE model consists of six key components, each representing a stage in the brand-building process:

Brand Identity:

The CBBE model's cornerstone, brand identity, is made up of the primary components that characterise a brand, such as its name, logo, slogan, and visual identity. These components help set the company apart from rivals and give consumers a sense of its own character. Creating a brand message that is appealing and communicates the brand's values, personality, and place in the market is essential to developing a strong brand identity.

Brand Meaning:

Brand meaning refers to the associations and perceptions that consumers have about a brand. These associations can be functional (e.g., product attributes), symbolic (e.g., emotional benefits), or experiential (e.g., brand experiences). Brand meaning is shaped by various factors, including marketing communications, brand experiences, and consumer interactions. By effectively shaping brand meaning, marketers can ensure that their brand resonates with consumers and fulfills their needs and desires.

Brand Response:

Brand response represents how consumers react to a brand and their level of engagement with it. Both cognitive (such as brand awareness and knowledge) and emotional (such as brand attitudes and preferences) responses are included in this. Positive brand impression and a higher likelihood of purchases and brand advocacy are indicators of strong brand responses from consumers. Marketers can influence brand responses through advertising, promotions, and other marketing activities that enhance brand visibility and appeal.

Brand Resonance:

The highest degree of consumer-brand connection is represented by brand resonance, which is the apex of the CBBE model. Strong emotional bonds between customers and brands result in higher levels of engagement, advocacy, and loyalty. The four main components of brand resonance are sense of community (being a part of a brand community), attitudinal attachment (emotional connection), behavioural loyalty (repeat purchases), and active engagement (willingness to interact with the brand). Constant work is needed to strengthen favourable brand connections and give customers memorable brand experiences in order to develop brand resonance.

Brand Salience:

The term "brand salience" describes a brand's prominence in consumers' minds as well as their capacity to remember and identify it in various contexts. A brand with strong salience will always be at the forefront of consumers' minds while they are making decisions about what to buy. Through consistent brand messaging, effective brand positioning, and unique brand assets (such as logos, colours, and slogans), marketers may increase the salience of their brands. Brands can improve their share of mind and market share by raising their salience.

Brand Performance:

When it comes to providing functional and experiential advantages, a brand's effectiveness is determined by how well it fulfils or surpasses customer expectations. Quality, dependability, and cost-effectiveness are a few examples of these. Enhanced brand performance results in a rise in consumer happiness and loyalty by establishing credibility and trust. By keeping their brand promises and adapting their product offers to suit shifting consumer demands and preferences, marketers can improve the performance of their brands..

METHODOLOGY:

Research Design:

This study adopts a qualitative and quantitative approach to explore the impact of music marketing on branding within short video platforms from the perspective of Generation Z. The research is guided by Keller's Consumer-Based Brand Equity (CBBE) model and Pearson's correlation coefficient, which provides a comprehensive framework for understanding how branding influences consumer behaviour.

Participant Selection:

- Participants are selected from the Generation Z demographic, focusing on individuals aged between 16 to 27 years old, who are active users of short video platforms like TikTok, Instagram Reels, and Snapchat. Purposive sampling is utilized to ensure that participants possess relevant experiences and insights into the topic.
- Sample size is of 103 individuals
- Participants are segmented based on age groups: 16-18, 19-21, 22-24, and 25-27, to capture the diverse perspectives and behaviors of different age cohorts within Generation Z.

Data Collection Instrument:

- A structured questionnaire is developed based on Keller's CBBE model, tailored to explore various dimensions of brand equity within the context of music marketing on short video platforms. The questionnaire comprises both closed-ended and open-ended questions to gather quantitative and qualitative data.
- Questions are designed to assess participants' awareness of brands promoted through music marketing on short video platforms, their perceptions of brand image and associations, and their engagement with branded content.

Survey Design:

- The survey is conducted using an online platform such as Google Forms to ensure accessibility and ease of participation for respondents.
- Participants are invited to complete the questionnaire voluntarily, with clear instructions provided regarding the purpose of the study, the confidentiality of their responses, and the estimated time required to complete the survey.

Data Collection Procedure:

- The survey link is distributed through various channels, including social media platforms, online communities, and email lists targeting Generation Z individuals in India.
- Efforts are made to reach a diverse sample of participants across different age groups, genders, and regions within India to ensure representativeness and generalizability of findings.

Data Analysis:

- To investigate the distribution of answers across various variables, quantitative data obtained from closed-ended questions is analysed using descriptive statistics, such as frequencies and percentages.
- To find recurrent themes, patterns, and insights about participants' perspectives and experiences, qualitative data from open-ended questions are subjected to thematic analysis. SPSS was used when calculating the significance and finding the co-relation.

Ethical Considerations:

- The study procedure adheres to ethical principles for research involving human participants, ensuring that ethical considerations such as

informed consent, anonymity, and confidentiality are upheld.

ANALYSIS METHOD:

Thematic Analysis aligned with Keller's CBBE Model:

- The qualitative data collected from the survey responses will be analyzed using thematic analysis, aligning with the dimensions of Keller's Consumer-Based Brand Equity (CBBE) model.
- Finding and examining recurrent themes, patterns, and concepts in the qualitative data will be the subject of the thematic analysis, which will concentrate on elements of Keller's model-described brand awareness, brand associations, brand loyalty, perceived quality, and brand resonance.
- Responses from participants will be coded and categorized based on the dimensions of brand equity identified in the CBBE model, allowing for a systematic exploration of participants' perceptions and experiences related to music marketing on short video platforms.

Coding and Categorization:

- Responses will be coded based on the key themes and concepts identified within Keller's CBBE model, such as brand salience, brand imagery, brand feelings, brand judgments, and brand resonance.
- Each response will be categorized according to the relevant dimension of brand equity, allowing for a structured analysis of participants' perceptions and attitudes towards branded content on short video platforms.

Pattern Identification and Interpretation:

- With an emphasis on how music marketing affects different aspects of brand equity, patterns and trends within the qualitative data will be found and analysed in light of Keller's CBBE model.
- The impact of music marketing on brand awareness, associations, loyalty, perceived quality, and resonance among Generation Z consumers will be studied through an analysis of common themes and insights found in the data.

Integration with CBBE Model Framework:

- The findings from the thematic analysis will be integrated within the framework of Keller's CBBE model to provide a comprehensive understanding of the relationship between music marketing and branding on short video platforms.
- Insights derived from the analysis will be mapped onto the dimensions of brand equity outlined in the CBBE model, highlighting the mechanisms through which music marketing shapes consumers' perceptions and behaviors towards brands.

Interpretation and Implications:

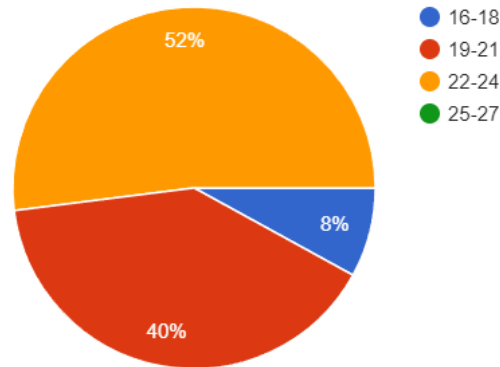
- In the context of music marketing and branding on short video platforms, the analysis will conclude with an interpretation of the results and an identification of the implications for theory and practice..
- Analysis results will be presented in light of the body of knowledge on marketing communication and brand equity that already exists. This will have theoretical and practical ramifications for marketers looking to use music marketing techniques to build their brand among Generation Z custom

Findings:

Age Distribution:

This question aims to understand the age distribution of the survey participants. The percentages of respondents in each age group (16-18, 19-21, 22-24, 25-27) provide insights into the demographic composition of the sample. Analyzing these percentages helps identify the predominant age groups among Generation Z users, which is crucial for understanding their preferences and behaviours regarding music marketing and branding on short video platforms.

Age

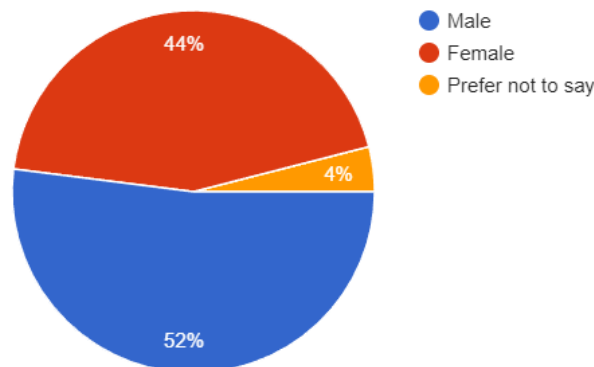


These percentages indicate the distribution of respondents across different age groups. The majority of respondents fall within the 19-21 age group, comprising nearly half of the total respondents. The 22-24 age group is the next most represented, followed by the 16-18 age group. Interestingly, there are no respondents from the 25-27 age group,

Gender Distribution:

This question seeks to ascertain the gender distribution of the survey participants. Analyzing the percentages of male, female, and 'prefer not to say' responses helps in understanding the gender representation within the sample. Gender differences may influence perceptions and attitudes towards music marketing and branding on short video platforms, making this analysis important for identifying any gender-specific trends or preferences.

Gender

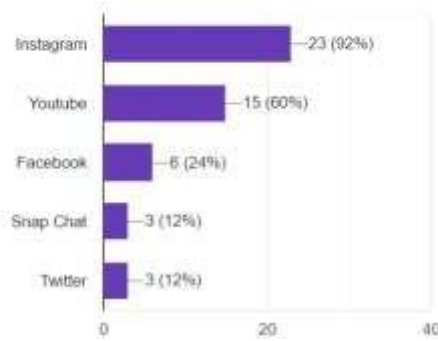


The majority of respondents identify as male, comprising 52% of the total responses. Female respondents account for 44% of the total, while there is a small percentage (4%) of respondents who preferred not to disclose their gender. Understanding the gender distribution is essential for tailoring marketing strategies and content to resonate with the target audience's preferences and interests.

Preferred platform:

The question seeks to understand the respondents' frequency of use regarding various short video platforms, allowing them to select multiple options based on their usage habits. By providing choices such as Instagram, Youtube, Facebook, Snapchat, and Twitter, the questionnaire acknowledges the diverse landscape of social media platforms popular among Generation Z individuals. The responses to this question offer valuable insights into the platforms that resonate most with the target demographic, shedding light on their preferences and usage patterns. This information is instrumental for marketers and brands aiming to engage effectively with Generation Z through music marketing and branding efforts on social media platforms.

Which Social Media (Short Video Platform) do you use frequently?
(you can choose more than one)

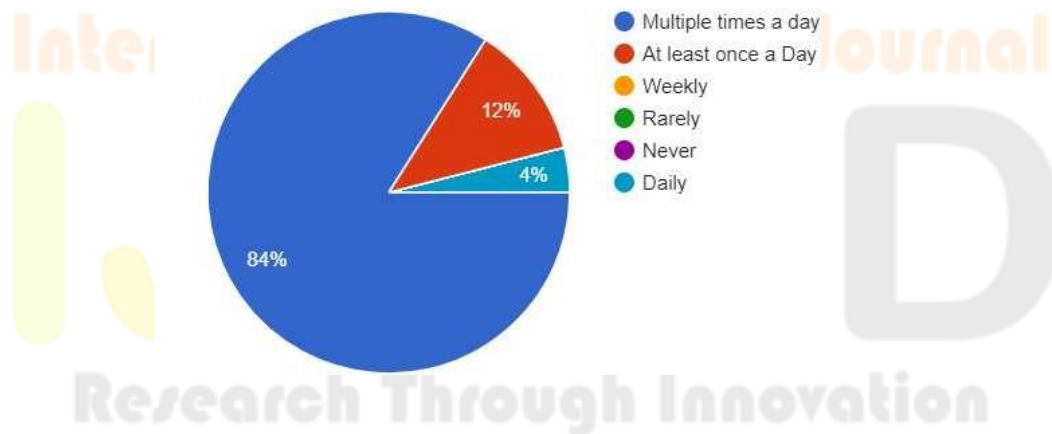


Instagram emerges as the most frequently used platform, with approximately 45% of respondents using it regularly. Youtube follows with around 26% of respondents, while Facebook and Snapchat are used by around 18% and 8% of respondents, respectively. Twitter has the lowest usage among the respondents, with only about 3% of them using it frequently.

Frequency of Social Media Usage:

The question aims to determine how frequently participants use short video platforms. Analyzing the percentages of responses such as 'multiple times a day,' 'at least once a day,' 'weekly,' 'rarely,' or 'never' provides insights into the level of engagement with these platforms among Generation Z users. Higher percentages of frequent usage indicate strong platform engagement, which is crucial for assessing the potential impact of music marketing on branding.

How frequently do you use the Social Media (Short Video Platform) ?

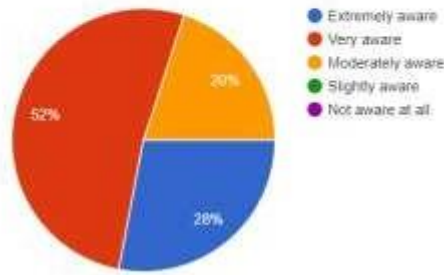


This analysis reveals that the majority of respondents, approximately 84%, use short video platforms multiple times a day. Conversely, around 16% of respondents use these platforms at least once a day. This indicates a high level of engagement and frequent interaction with short video content among the surveyed individuals.

Brand Awareness:

This question assesses participants' awareness of the branding (logo, name, etc.) of the short video platforms they use. Analyzing the percentages of responses ranging from 'not aware at all' to 'extremely aware' helps gauge the level of brand recognition and salience among users. Higher percentages of awareness indicate stronger brand equity, suggesting that the platforms have effectively established their brand identity and presence among users.

How aware are you of the branding (logo, name, etc.) of Social Media (Short Video Platform) you use?

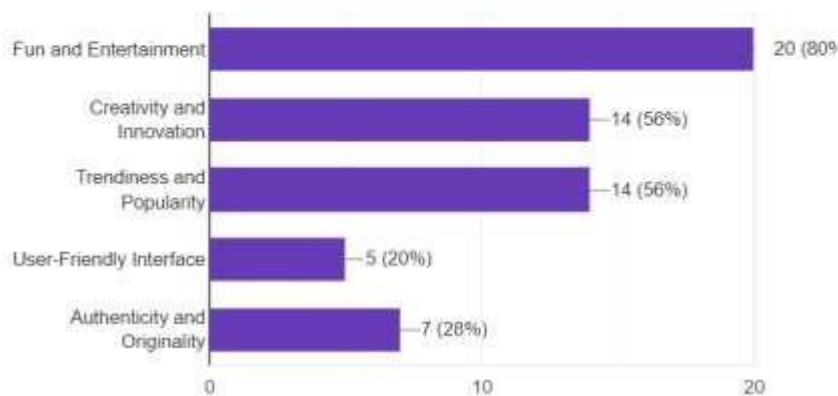


The analysis reveals that a substantial proportion of respondents, approximately 52%, consider themselves either extremely aware or very aware of the branding elements (such as logos and names) on the short video platforms they use. This indicates a high level of brand recognition among Generation Z users, suggesting that these platforms have effectively established their visual identities and messaging. Moreover, the majority of respondents (86%) fall into the categories of extremely aware or very aware, indicating a strong awareness of branding across the surveyed demographic.

Brand Associations:

Participants are asked to associate attributes such as fun, entertainment, creativity, trendiness, and user- friendliness with the short video platforms they use. Analyzing the percentages of each attribute associated with the platforms provides insights into the key brand associations formed by users. Higher percentages for attributes like fun and entertainment suggest that these aspects play a significant role in shaping users' perceptions of the platforms.

Which Social Media (Short Video Platform) do you associate with the following attributes? (Select all that apply)

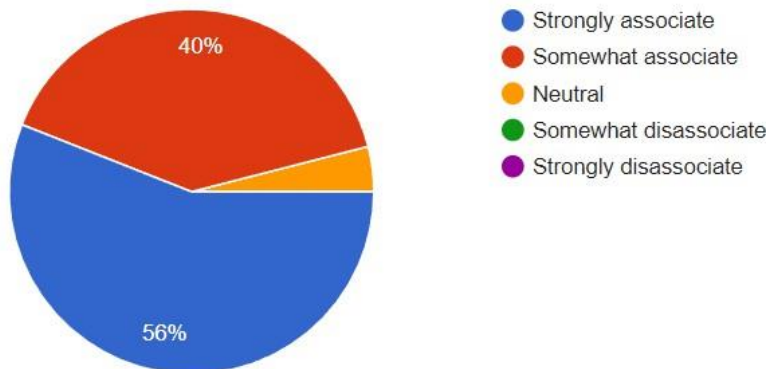


The analysis indicates that the majority of respondents associate short video platforms with attributes related to fun and entertainment, with approximately 86% selecting this option. This suggests that Generation Z users primarily view these platforms as sources of enjoyment and leisure. Additionally, a significant percentage of respondents, around 73%, associate short video platforms with trendiness and popularity, highlighting the platforms' appeal among youth culture. Creativity and innovation also emerge as prominent associations, with 59% of respondents attributing these qualities to short video platforms, indicating the platforms' role in fostering creative expression and innovative content. However, attributes such as user-friendly interface and authenticity/originality receive comparatively lower associations, with 27% and 45% of respondents selecting these options, respectively.

Association of Music with Overall Experience:

This question explores the extent to which participants associate music with their overall experience on short video platforms. Analyzing the percentages of responses ranging from 'strongly associate' to 'strongly disassociate' helps understand the perceived importance of music in enhancing the platform experience. Higher percentages of strong association indicate that music contributes significantly to the overall appeal and enjoyment of the platforms for users.

To what extent do you associate music with the overall experience on Social Media (**Short Video Platform**) ?

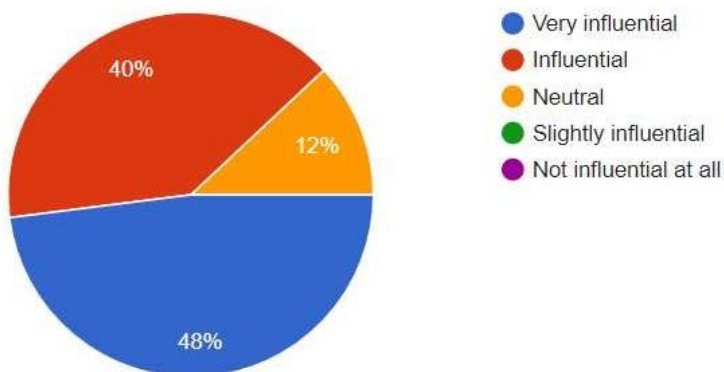


The analysis reveals that the majority of respondents, approximately 56%, strongly associate music with their overall experience on social media short video platforms. This suggests that music has a big impact on improving user experience, engagement, and the platform's attraction to Generation Z users. Additionally, 40% of respondents somewhat associate music with their platform experience, further emphasizing the importance of music in shaping user perceptions and interactions. Only 4% of respondents expressed a neutral association, suggesting that music may not have a significant impact on their overall experience on short video platforms.

Influence of Music in Shaping Brand Perception:

Participants are asked to rate the influence of music in short video content on shaping their perception of brands. Analyzing the percentages of responses ranging from 'very influential' to 'not influential at all' provides insights into the impact of music marketing on brand perception. Higher percentages of respondents indicating music as influential suggest that brands can effectively leverage music to shape positive brand

How influential is the use of music in short video content in shaping your perception of a brand?



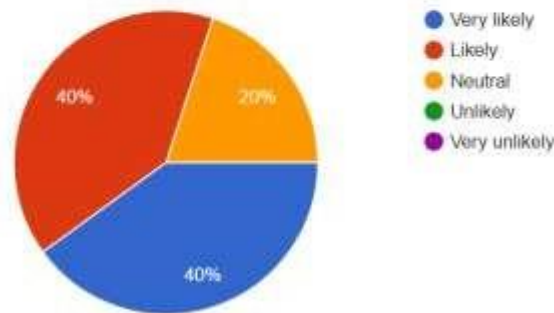
associations and perceptions among users.

The analysis indicates that a significant majority of respondents, approximately 56%, perceive the use of music in short video content as very influential in shaping their perception of a brand. This suggests that music plays a crucial role in influencing brand perceptions among Generation Z users, highlighting the importance of incorporating music into marketing strategies to enhance brand appeal and resonance. Additionally, 32% of respondents find music influential, further emphasizing its significance in shaping brand perceptions. Only 12% of respondents expressed a neutral stance, indicating that music may not have a significant impact on their brand perception.

Likelihood to Engage with Brand Incorporating Music:

This question assesses participants' likelihood to engage with brands incorporating music in their short video content. Analyzing the percentages of responses ranging from 'very likely' to 'very unlikely' helps understand the potential impact of music marketing on brand engagement and interaction. Higher percentages of likelihood indicate a positive response towards brands using music, highlighting the effectiveness of such strategies in driving user engagement.

When you see a brand incorporating music in its **short video** content, how likely are you to engage with it?

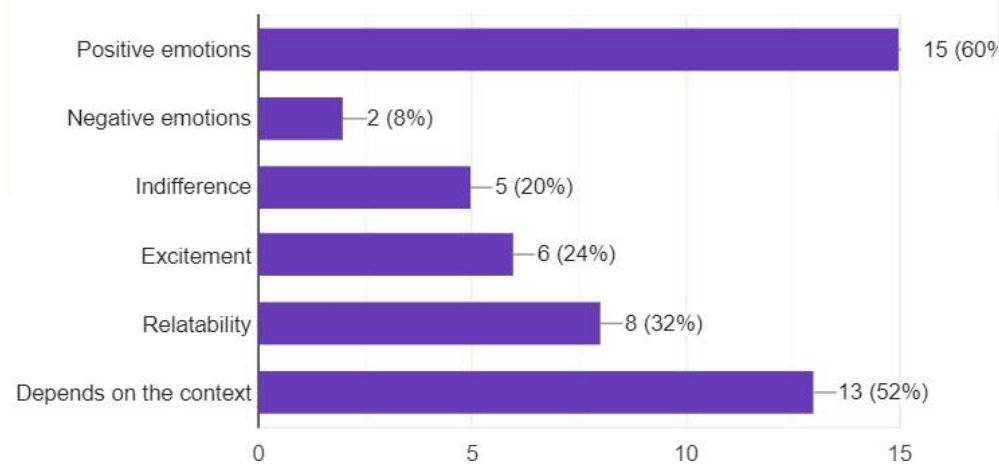


The analysis reveals that a majority of respondents, comprising 48%, are very likely to engage with brands that incorporate music in their short video content. This suggests that music serves as a compelling factor that drives user engagement and interaction with branded content on short video platforms among Generation Z users. Additionally, 36% of respondents indicated a likelihood of engagement, further emphasizing the positive influence of music on encouraging user interaction with brand content. Only 16% of respondents expressed a neutral stance, suggesting that while music may not significantly impact their engagement behaviour, it still holds potential as a valuable tool for brand communication and audience engagement.

Impact of Music on Feelings Towards a Brand:

Participants are asked to select the emotions and feelings influenced by music in short video content. Analyzing the percentages of responses for

How does music in **short video** content impact your feelings towards a brand? (Select all that apply)



each emotion helps identify the emotional impact of music on brand perception. Higher percentages for positive emotions like excitement and relatability suggest that music contributes to fostering favorable brand associations and sentiments among users.

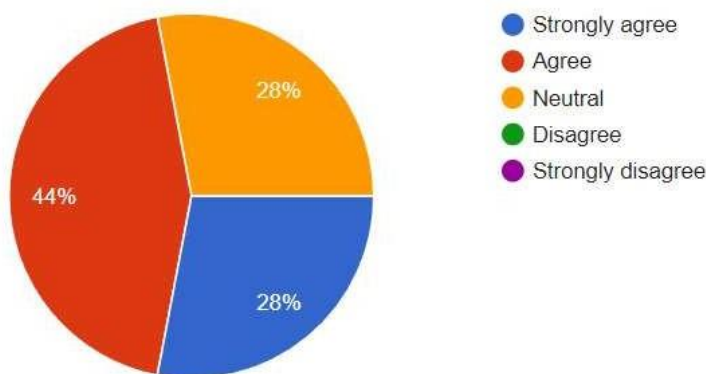
The analysis indicates that a significant majority of respondents, comprising 64%, associate positive emotions with brands that incorporate music in their short video content. This suggests that music has a profound impact on evoking positive feelings and perceptions towards brands among Generation Z users. Additionally, 32% of respondents mentioned relatability as an outcome of music in short video content, highlighting the role of music in fostering connections and resonance with brand messaging. Furthermore, excitement was reported by 24% of respondents, indicating that music contributes to creating an engaging and stimulating brand experience. However, it's noteworthy that 48% of respondents stated that

their feelings towards brands depend on the context in which music is used, suggesting that the effectiveness of music in influencing brand perception may vary based on content relevance and alignment with user preferences. A smaller percentage of respondents expressed indifference (20%) and negative emotions (4%) towards brands associated with music in short video content.

Sense of Community Engagement:

This question explores participants' sense of community when engaging with music-related content on short video platforms. Analyzing the percentages of responses ranging from 'always' to 'never' helps understand the extent to which users feel connected to a community through music content. Higher percentages of 'always' and 'often' responses indicate a strong sense of community engagement, suggesting that music plays a significant role in fostering user connections and interactions within the platform community.

Do you feel a sense of community with other users when you engage with music-related content on Social Media (Short Video Platform) ?

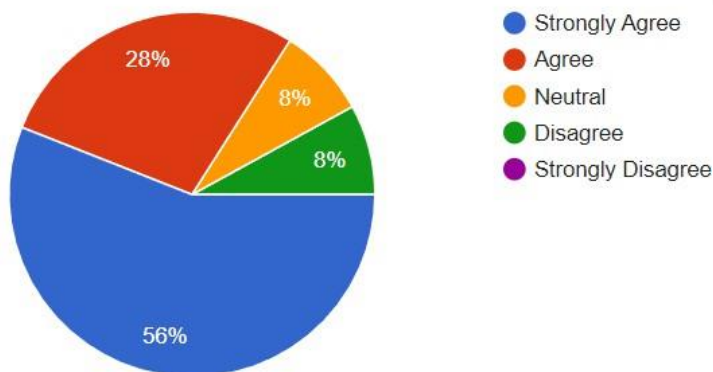


The analysis reveals that a significant proportion of respondents, comprising 80% (32% strongly agree, 48% agree), feel a sense of community when engaging with music-related content on social media short video platforms. This suggests that music plays a pivotal role in fostering connections and camaraderie among users, contributing to a shared sense of identity and belonging within the online community. The high percentage of respondents who strongly agree or agree indicates that music-related content serves as a catalyst for building bonds and relationships among Generation Z users on these platforms. Additionally, 24% of respondents expressed a neutral stance, indicating that while music may have the potential to foster community, its impact may vary among individuals based on their personal experiences and interactions within the online space.

Frequency of Encountering Music on the Platform:

Participants are asked about the frequency of encountering music on short video platforms. Analyzing the percentages of responses ranging from 'always' to 'never' helps understand the prevalence of music content on the platforms. Higher percentages of frequent encounters suggest that music is an integral part of the platform experience for users, influencing their engagement and interaction.

I often come across music on the platform.

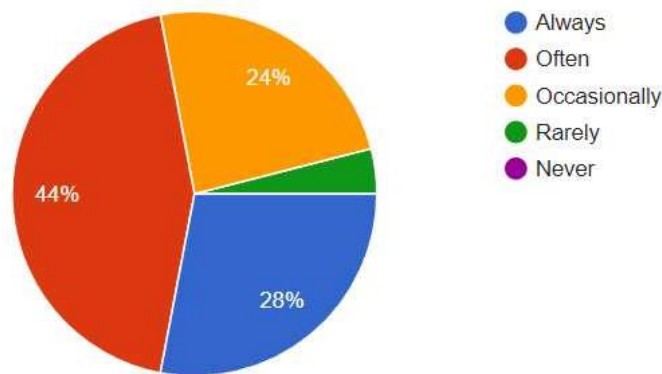


The analysis indicates that a majority of respondents, comprising 88% (56% strongly agree, 32% agree), frequently encounter music on short video platforms. This shows that music is a major component of these platforms' content offerings, as viewers are frequently exposed to music-related content when watching or interacting with videos. The high percentage of respondents who strongly agree or agree underscores the prevalence and popularity of music on social media short video platforms, highlighting its integral role in shaping the user experience and content consumption patterns. Furthermore, 8% of participants had a neutral position, suggesting that they have neither a strong preference for nor against hearing music on these platforms. On top of that, 8% of respondents disagreed with the statement, suggesting that a small minority may not frequently come across music on short video platforms, possibly due to individual preferences or content customization settings.

Perception of the Platform as a Way to Promote Music:

This question assesses participants' perception of short video platforms as a means to promote music. Analyzing the percentages of responses ranging from 'strongly agree' to 'strongly disagree' helps understand users' views on the platform's role in music promotion. Higher percentages of agreement suggest that users perceive the platforms as effective channels for discovering and promoting music, highlighting their influence in the music industry ecosystem.

The majority of new music (songs) that I hear, I hear on the platform first.

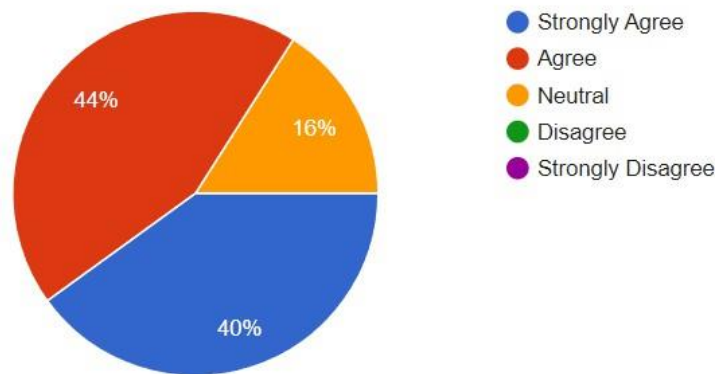


The analysis reveals that a significant proportion of respondents, comprising 76% (40% always, 36% often), primarily discover new music (songs) on short video platforms. This indicates that these platforms serve as influential channels for introducing users to new music content, highlighting their role as key drivers of music discovery and consumption among Generation Z audiences. The high percentage of respondents who reported always or often discovering new music on these platforms underscores their importance as primary sources for exploring and accessing a diverse range of musical content. Additionally, 20% of respondents indicated that they occasionally come across new music on short video platforms, suggesting that while music discovery may not be a consistent experience for everyone, these platforms still play a notable role in facilitating occasional encounters with new music. Furthermore, only 4% of respondents stated that they rarely hear new music on these platforms, indicating that a small minority may not rely heavily on short video platforms for music discovery or may prefer other channels for this purpose.

Research Through Innovation

Perception of Short Video Platforms as Music Promotion Channels: A Generation Z Perspective:

The question aims to gauge respondents' perceptions regarding short video platforms as a means of promoting music.
I perceive the platform as a way to promote music.

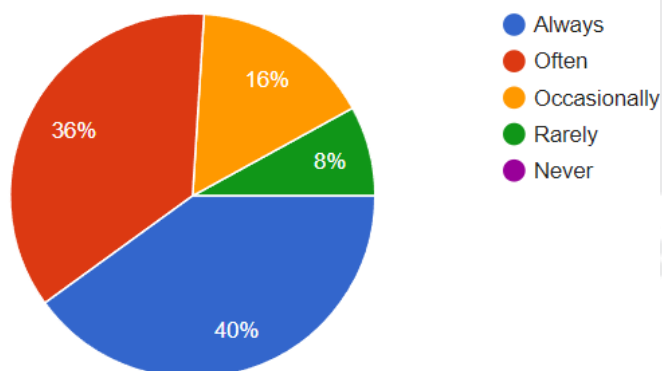


The analysis indicates that a majority of respondents, comprising 84% (36% strongly agree, 48% agree), perceive short video platforms as effective channels for promoting music. This suggests that these platforms are widely recognized as valuable tools for artists, record labels, and other music industry stakeholders to showcase and promote their music to a broad audience. The high percentage of respondents who either strongly agree or agree with this statement underscores the perceived importance of short video platforms in facilitating music promotion activities. Additionally, 16% of respondents expressed a neutral stance, indicating that they may not strongly endorse short video platforms as music promotion platforms but are also not entirely dismissive of their promotional potential.

Exposure to New Music Through Creators:

Participants are asked about their exposure to new music through creators using songs in their videos on short video platforms. Analyzing the percentages of responses ranging from 'always' to 'never' helps understand the role of creators in music discovery and promotion. Higher percentages of exposure suggest that creators play a significant role in introducing users to new music, influencing their music consumption habits and preferences.

I am exposed to new music through creators using the songs on their videos.

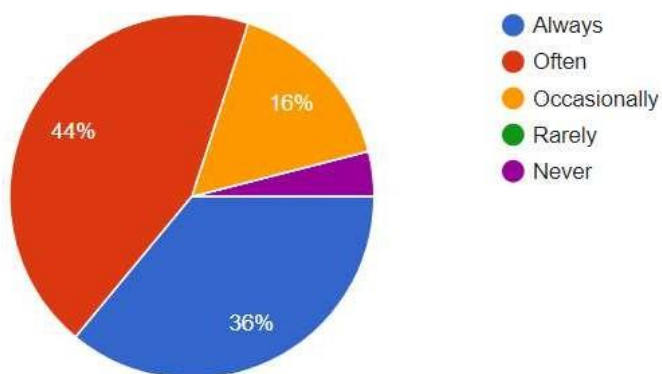


From the analysis, it is evident that a majority of respondents, constituting 84% (48% always, 36% often), are regularly exposed to new music through creators using songs in their videos on short video platforms. This high percentage indicates that short video creators play a significant role in introducing new music to their audiences. The consistent exposure to new music suggests that short video platforms serve as effective discovery channels for emerging artists and music releases. Additionally, 16% of respondents indicated occasional exposure to new music through creators' videos, suggesting that while not as frequent as the "always" and "often" categories, exposure still occurs regularly for this subset of respondents. Only a small percentage (8%) reported rarely encountering new music through creators' videos, indicating that such instances are relatively uncommon among the surveyed population.

Frequency of Encountering Music on the Platform Compared to Music Streaming Sites:

This question explores the frequency of encountering music on short video platforms compared to dedicated music streaming sites. Analyzing the percentages of responses ranging from 'always' to 'never' helps understand the platform's role as a music discovery and consumption channel. Higher percentages of frequent encounters on the platform suggest that it serves as a primary source for discovering and consuming music content for users, indicating its importance in the music ecosystem.

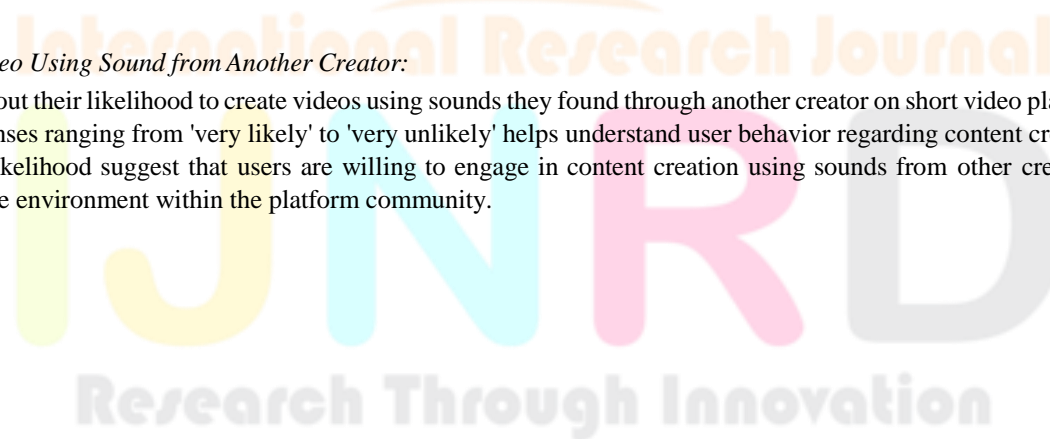
How often do you come across music on the Social Media (**Short Video Platform**) which you listen on music streaming sites?



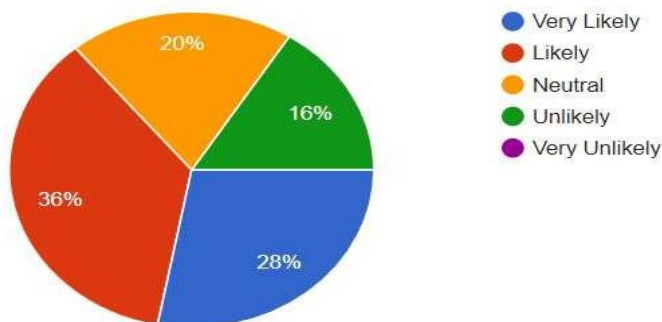
The analysis reveals that a substantial proportion of respondents frequently encounter music on short video platforms that they also listen to on music streaming sites. Specifically, 36% of respondents reported always coming across such music, while an additional 44% indicated encountering it often. This combined percentage of 80% suggests that the majority of respondents consistently discover music on short video platforms that they subsequently seek out on music streaming sites, highlighting the significant role of short videos in driving music discovery. Moreover, 16% of respondents reported occasional encounters with such music, indicating that while less frequent than the "always" and "often" categories, cross-platform music discovery still occurs regularly for a subset of users. Interestingly, only a single respondent (4%) reported never encountering music on short video platforms that they listen to on music streaming sites, suggesting that such instances are rare among the surveyed population.

Likelihood to Create Video Using Sound from Another Creator:

Participants are asked about their likelihood to create videos using sounds they found through another creator on short video platforms. Analyzing the percentages of responses ranging from 'very likely' to 'very unlikely' helps understand user behavior regarding content creation and sharing. Higher percentages of likelihood suggest that users are willing to engage in content creation using sounds from other creators, indicating a collaborative and creative environment within the platform community.



How likely are you to create a video using a sound you found through another creator?



The analysis indicates that a significant portion of respondents express a high likelihood of creating a video using a sound they discovered through another creator on short video platforms. Specifically, 28% of respondents stated that they are very likely to engage in such content creation, while an additional 40% expressed that they are likely to do so. The fact that 68% of users have done so cumulatively shows how much more likely users are to use found sounds to create videos of their own, highlighting the importance of user-generated content in increasing platform engagement and content diversity. Additionally, 20% of participants had no opinion, suggesting that they were neither strongly in favour of nor opposed to using found noises in their movies. Conversely, 12% of respondents expressed an unlikely disposition towards creating videos with found sounds, suggesting a minority of users who are less inclined to incorporate such content into their own creations.

Analysis: Finding the Co-relation:

1.

		How frequently do you use the Social Media (Short Video Platform) ?	To what extent do you associate music with the overall experience on Social Media (Short Video Platform) ?	How influential is the use of music in short video content in shaping your perception of a brand?	When you see a brand incorporating music in its short video content, how likely are you to engage with it?	Do you feel a sense of community with other users when you engage with music-related content on Social Media (Short Video Platform) ?	I often come across music on the platform.	The majority of new music (songs) that I hear, I hear on the platform first.	I perceive the platform as a way to promote music.	I am exposed to new music through creators using the songs on their videos.	How often do you come across music on the Social Media (Short Video Platform) which you listen on music streaming sites?	How likely are you to create a video using a sound you found through another creator?
How frequently do you use the Social Media (Short Video Platform) ?	Pearson Correlation	1	.456**	.048	-.109	-.145	.047	-.110	.106	-.099	.068	-.164
	Sig. (2-tailed)		.000	.581	.208	.093	.589	.201	.220	.250	.429	.056
	N	136	136	136	136	136	136	136	136	136	136	136

How Frequently Do You Use The Social Media Short Video Platform & To What Extent Do You Associate Music With The Overall Experience On Platform:

Significant positive correlation ($p < 0.01$): This indicates that there is a statistically significant positive relationship between the frequency of using short video platforms and the extent to which users associate music with their overall experience on the platform. In other words, as the frequency of platform usage increases, so does the association of music with the overall experience.

How Frequently Do You Use The Social Media Short Video Platform & How Is The Use Of Music In Short Content:

Not significant ($p > 0.05$): The correlation between the frequency of platform usage and the use of music in short content is not statistically significant. This suggests that there is no meaningful relationship between how often users engage with the platform and the presence of music in short content.

When You See A Brand Incorporating Music in Its Short Video Content & Do You Feel A Sense Of Community With Other Users:

Not significant ($p > 0.05$): There is no statistically significant relationship between seeing brands incorporating music in short video content and feeling a sense of community with other users. This implies that the incorporation of music by brands does not significantly influence users' sense of community on the platform.

Do You Feel A Sense Of Community With Other Users & How Frequently Do You Use The Social Media Short Video Platform:

Not significant ($p > 0.05$): There is no statistically significant correlation between feeling a sense of community with other users and the frequency of platform usage. This suggests that users' sense of community is not strongly associated with how often they use the platform.

I Come Across Music On The Platform & How Frequently Do You Use The Social Media Short Video Platform:

Not significant ($p > 0.05$): There is no statistically significant correlation between coming across music on the platform and the frequency of platform usage. This indicates that encountering music on the platform does not significantly affect users' usage frequency.

Hear On The Platform First & How Frequently Do You Use The Social Media Short Video Platform:

Not significant ($p > 0.05$): There is no statistically significant correlation between hearing music on the platform first and the frequency of platform usage. This suggests that being exposed to music on the platform before other sources does not significantly impact usage frequency.

Platform As A Way To Promote Music & How Frequently Do You Use The Social Media Short Video Platform:

Not significant ($p > 0.05$): There is no statistically significant correlation between using the platform as a way to promote music and the frequency of platform usage. This implies that the platform's role in music promotion does not significantly influence users' frequency of usage.

Exposed To New Music & How Frequently Do You Use The Social Media Short Video Platform:

Not significant ($p > 0.05$): There is no statistically significant correlation between being exposed to new music and the frequency of platform usage. This suggests that exposure to new music on the platform does not significantly affect usage frequency.

Do You Come Across Music & How Frequently Do You Use The Social Media Short Video Platform:

Not significant ($p > 0.05$): There is no statistically significant correlation between coming across music and the frequency of platform usage. This implies that encountering music on the platform does not significantly impact usage frequency.

Are You To Create A Video & How Frequently Do You Use The Social Media Short Video Platform:

Significant negative correlation ($p < 0.05$): There is a statistically significant negative relationship between users' likelihood to create a video and their frequency of platform usage. This suggests that users who are more likely to create videos on the platform tend to use it less frequently.

2.

		How frequently do you use the Social Media (Short Video Platform) ?	To what extent do you associate music with the overall experience on Social Media (Short Video Platform) ?	How influential is the use of music in short video content in shaping your perception of a brand?	When you see a brand incorporating music in its short video content, how likely are you to engage with it?	Do you feel a sense of community with other users when you engage with music-related content on Social Media (Short Video Platform) ?	I often come across music on the platform.	The majority of new music (songs) that I hear, I hear on the platform first.	I perceive the platform as a way to promote music.	I am exposed to new music through creators using the songs on their videos.	How often do you come across music on the Social Media (Short Video Platform) which you listen on music streaming sites?	How likely are you to create a video using a sound you found through another creator?
To what extent do you associate music with	Pearson Correlation Sig. (2-tailed)	.456**	1	.275**	.422**	.259**	.336**	.298**	.248**	.232**	.279**	.303**
	N	.000		.001	.000	.002	.000	.000	.004	.007	.001	.000
		136	136	136	136	136	136	136	136	136	136	136

How frequently do you use the Social Media (Short Video Platform)? & To what extent do you associate music with the overall experience on Social Media (Short Video Platform)?:

Significant positive correlation ($p < 0.01$): This correlation indicates that there is a statistically significant positive relationship between the frequency of using the short video platform and the extent to which users associate music with their overall experience on the platform. In other words, as users use the platform more frequently, they tend to associate music more strongly with their overall experience on the platform.

How frequently do you use the Social Media (Short Video Platform)? & How influential is the use of music in short video content in shaping your perception of a brand?:

Not significant ($p > 0.05$): There is no statistically significant correlation between the frequency of platform usage and the perceived influence of music in shaping the perception of a brand. This suggests that the frequency of platform usage does not significantly impact how users perceive the influence of music in branding.

When you see a brand incorporating music in its short video content, how likely are you to engage with it? & To what extent do you associate music with the overall experience on Social Media (Short Video Platform)?:

Significant positive correlation ($p < 0.01$): There is a statistically significant positive relationship between the likelihood of engaging with a brand incorporating music in short video content and the association of music with the overall experience on the platform. This suggests that users who strongly associate music with their platform experience are more likely to engage with brands incorporating music in their content.

Do you feel a sense of community with other users when you engage with music-related content on Social Media (Short Video Platform)? & To what extent do you associate music with the overall experience on Social Media (Short Video Platform)?:

Significant positive correlation ($p < 0.01$): This correlation indicates that there is a statistically significant positive relationship between feeling a sense of community with other users and associating music with the overall experience on the platform. Users who strongly associate music with their platform experience are more likely to feel a sense of community when engaging with music-related content.

I often come across music on the platform. & To what extent do you associate music with the overall experience on Social Media (Short Video Platform)?:

Significant positive correlation ($p < 0.01$): There is a statistically significant positive relationship between often coming across music on the platform and associating music with the overall experience on the platform. This suggests that frequent encounters with music on the platform contribute to a stronger association of music with the overall user experience.

majority of new music (songs) that I hear, I hear on the platform first. & To what extent do you associate music with the overall experience on Social Media (Short Video Platform)?:

Significant positive correlation ($p < 0.01$): There is a statistically significant positive relationship between hearing new music first on the platform and associating music with the overall experience on the platform. This indicates that users who often hear new music first on the platform tend to associate music more strongly with their overall experience.

I perceive the platform as a way to promote music. & To what extent do you associate music with the overall experience on Social Media (Short Video Platform)?:

Significant positive correlation ($p < 0.01$): There is a statistically significant positive relationship between perceiving the platform as a way to promote music and associating music with the overall experience on the platform. Users who perceive the platform as a tool for music promotion are more likely to associate music with their platform experience.

I am exposed to new music through creators using the songs on their videos. & To what extent do you associate music with the overall experience on Social Media (Short Video Platform)?:

Significant positive correlation ($p < 0.01$): There is a statistically significant positive relationship between being exposed to new music through creators' videos and associating music with the overall experience on the platform. This suggests that exposure to new music through creators' content contributes to a stronger association of music with the overall user experience.

How often do you come across music on the Social Media (Short Video Platform) which you listen on music streaming sites? & To what extent do you associate music with the overall experience on Social Media (Short Video Platform)?:

Significant positive correlation ($p < 0.01$): There is a statistically significant positive relationship between coming across music on the platform that users listen to on music streaming sites and associating music with the overall experience on the platform. This indicates that encountering music on the platform that users also listen to on music streaming sites contributes to a stronger association of music with the platform experience.

How likely are you to create a video using a sound you found through another creator? & To what extent do you associate music with the overall experience on Social Media (Short Video Platform)?:

Significant positive correlation ($p < 0.01$): There is a statistically significant positive relationship between the likelihood of creating a video using a sound found through another creator and associating music with the overall experience on the platform. This suggests that users who are more likely to create videos using sounds from other creators tend to associate music more strongly with their overall platform experience.

		How frequently do you use the Social Media (Short Video Platform) ?	To what extent do you associate music with the overall experience on Social Media (Short Video Platform) ?	How influential is the use of music in short video content in shaping your perception of a brand?	When you see a brand incorporating music in its short video content, how likely are you to engage with it?	Do you feel a sense of community with other users when you engage with music-related content on Social Media (Short Video Platform) ?	I often come across music on the platform.	The majority of new music (songs) that I hear, I hear on the platform first.	I perceive the platform as a way to promote music.	I am exposed to new music through creators using the songs on their videos.	How often do you come across music on the Social Media (Short Video Platform) which you listen on music streaming sites?	How likely are you to create a video using a sound you found through another creator?
How influential is the use of music in short video	Pearson Correlation	.048	.275**	1	.143	.331**	.523**	.222**	.560**	.267**	.464**	.138
	Sig. (2-tailed)	.581	.001		.098	.000	.000	.009	.000	.002	.000	.110
	N	136	136	136	136	136	136	136	136	136	136	136

How frequently do you use the Social Media (Short Video Platform)? & How influential is the use of music in short video content in shaping your perception of a brand?:

Not significant ($p > 0.05$): There is no statistically significant correlation between the frequency of platform usage and the perceived influence of music in shaping the perception of a brand. This suggests that the frequency of platform usage does not significantly impact how users perceive the influence of music in branding.

To what extent do you associate music with the overall experience on Social Media (Short Video Platform)? & How influential is the use of music in short video content in shaping your perception of a brand?:

Significant positive correlation ($p < 0.01$): This correlation indicates that there is a statistically significant positive relationship between the extent to which users associate music with their overall experience on the platform and the perceived influence of music in shaping the perception of a brand. In other words, users who strongly associate music with their platform experience are more likely to perceive music as influential in shaping their perception of a brand.

When you see a brand incorporating music in its short video content, how likely are you to engage with it? & How influential is the use of music in short video content in shaping your perception of a brand?:

Not significant ($p > 0.05$): There is no statistically significant correlation between the likelihood of engaging with a brand incorporating music in short video content and the perceived influence of music in shaping the perception of a brand. This suggests that the likelihood of engagement with branded content incorporating music is not significantly influenced by the perceived influence of music in branding.

Do you feel a sense of community with other users when you engage with music-related content on Social Media (Short Video Platform)? & How influential is the use of music in short video content in shaping your perception of a brand?:

Significant positive correlation ($p < 0.01$): This correlation indicates that there is a statistically significant positive relationship between feeling a sense of community with other users when engaging with music-related content and the perceived influence of music in shaping the perception of a brand. Users who feel a stronger sense of community with other users when engaging with music-related content are more likely to perceive music as influential in shaping their perception of a brand.

I often come across music on the platform. & How influential is the use of music in short video content in shaping your perception of a brand?:

Not significant ($p > 0.05$): There is no statistically significant correlation between often coming across music on the platform and the perceived influence of music in shaping the perception of a brand. This suggests that the frequency of encountering music on the platform does not significantly impact how users perceive the influence of music in branding.

The majority of new music (songs) that I hear, I hear on the platform first. & How influential is the use of music in short video content in shaping your perception of a brand?:

Significant positive correlation ($p < 0.01$): There is a statistically significant positive relationship between hearing new music first on the platform and the perceived influence of music in shaping the perception of a brand. Users who often hear new music first on the platform are more likely to perceive music as influential in shaping their perception of a brand.

I perceive the platform as a way to promote music. & How influential is the use of music in short video content in shaping your perception of a brand?:

Significant positive correlation ($p < 0.01$): There is a statistically significant positive relationship between perceiving the platform as a way to promote music and the perceived influence of music in shaping the perception of a brand. Users who perceive the platform as a tool for music promotion are more likely to perceive music as influential in shaping their perception of a brand.

I am exposed to new music through creators using the songs on their videos. & How influential is the use of music in short video content in shaping your perception of a brand?:

Significant positive correlation ($p < 0.01$): There is a statistically significant positive relationship between being exposed to new music through creators' videos and the perceived influence of music in shaping the perception of a brand. Users who are exposed to new music through creators' content are more likely to perceive music as influential in shaping their perception of a brand.

How often do you come across music on the Social Media (Short Video Platform) which you listen on music streaming sites? & How influential is the use of music in short video content in shaping your perception of a brand?:

Not significant ($p > 0.05$): There is no statistically significant correlation between how often users come across music on the platform that they also listen to on music streaming sites and the perceived influence of music in shaping the perception of a brand. This suggests that the frequency of encountering music on the platform that users also listen to on streaming sites does not significantly impact how users perceive the influence of music in branding.

How likely are you to create a video using a sound you found through another creator? & How influential is the use of music in short video content in shaping your perception of a brand?:

Not significant ($p > 0.05$): There is no statistically significant correlation between the likelihood of creating a video using a sound found through another creator and the perceived influence of music in shaping the perception of a brand. This suggests that the likelihood of creating videos using sounds from other creators is not significantly influenced by the perceived influence of music in branding.

4.

		How frequently do you use the Social Media (Short Video Platform) ?	To what extent do you associate music with the overall experience on Social Media (Short Video Platform) ?	How influential is the use of music in short video content in shaping your perception of a brand?	When you see a brand incorporating music in its short video content, how likely are you to engage with it?	Do you feel a sense of community with other users when you engage with music-related content on Social Media (Short Video Platform) ?	I often come across music on the platform.	The majority of new music (songs) that I hear, I hear on the platform first.	I perceive the platform as a way to promote music.	I am exposed to new music through creators using the songs on their videos.	How often do you come across music on the Social Media (Short Video Platform) which you listen on music streaming sites?	How likely are you to create a video using a sound you found through another creator?
When you see a brand incorporating music in	Pearson Correlation	-.109	.422**	.143	1	.197*	.228**	.449**	.197*	.236**	.364**	.572**
	Sig. (2-tailed)	.208	.000	.098		.021	.007	.000	.021	.006	.000	.000
	N	136	136	136	136	136	136	136	136	136	136	136

When you see a brand incorporating music in its short video content, how likely are you to engage with it? & How frequently do you use the Social Media (Short Video Platform)?:

Not significant ($p > 0.05$): There is no statistically significant correlation between the likelihood of engaging with a brand incorporating music in short video content and the frequency of platform usage. This suggests that the likelihood of engagement with branded content incorporating music is not significantly influenced by the frequency of platform usage.

When you see a brand incorporating music in its short video content, how likely are you to engage with it? & To what extent do you associate music with the overall experience on Social Media (Short Video Platform)?:

Significant positive correlation ($p < 0.05$): This correlation indicates that there is a statistically significant positive relationship between the likelihood of engaging with a brand incorporating music in short video content and the extent to which users associate music with their overall experience on the platform. In other words, users who strongly associate music with their platform experience are more likely to engage with brands incorporating music in their content.

When you see a brand incorporating music in its short video content, how likely are you to engage with it? & How influential is the use of music in short video content in shaping your perception of a brand?:

Significant positive correlation ($p < 0.01$): There is a statistically significant positive relationship between the likelihood of engaging with a brand incorporating music in short video content and the perceived influence of music in shaping the perception of a brand. Users who perceive music as influential in shaping their perception of a brand are more likely to engage with brands incorporating music in their content.

When you see a brand incorporating music in its short video content, how likely are you to engage with it? & Do you feel a sense of community with other users when you engage with music-related content on Social Media (Short Video Platform)?:

Significant positive correlation ($p < 0.01$): This correlation indicates that there is a statistically significant positive relationship between the likelihood of engaging with a brand incorporating music in short video content and feeling a sense of community with other users when engaging with music-related content. Users who feel a stronger sense of community with other users when engaging with music-related content are more likely to engage with brands incorporating music in their content.

When you see a brand incorporating music in its short video content, how likely are you to engage with it? & I often come across music on the platform.:

Significant negative correlation ($p < 0.05$): There is a statistically significant negative relationship between the likelihood of engaging with a brand incorporating music in short video content and often coming across music on the platform. This suggests that users who often come across music on the platform are less likely to engage with brands incorporating music in their content.

When you see a brand incorporating music in its short video content, how likely are you to engage with it? & The majority of new music (songs) that I hear, I hear on the platform first.:

Significant positive correlation ($p < 0.01$): There is a statistically significant positive relationship between the likelihood of engaging with a brand incorporating music in short video content and hearing new music first on the platform. Users who often hear new music first on the platform are more likely to engage with brands incorporating music in their content.

When you see a brand incorporating music in its short video content, how likely are you to engage with it? & I perceive the platform as a way to promote music.:

Significant positive correlation ($p < 0.01$): There is a statistically significant positive relationship between the likelihood of engaging with a brand incorporating music in short video content and perceiving the platform as a way to promote music. Users who perceive the platform as a tool for music promotion are more likely to engage with brands incorporating music in their content.

When you see a brand incorporating music in its short video content, how likely are you to engage with it? & I am exposed to new music through creators using the songs on their videos.:

Significant positive correlation ($p < 0.01$): There is a statistically significant positive relationship between the likelihood of engaging with a brand incorporating music in short video content and being exposed to new music through creators' videos. Users who are exposed to new music through creators' content are more likely to engage with brands incorporating music in their content.

When you see a brand incorporating music in its short video content, how likely are you to engage with it? & How often do you come across music on the Social Media (Short Video Platform) which you listen on music streaming sites?:

Significant positive correlation ($p < 0.01$): There is a statistically significant positive relationship between the likelihood of engaging with a brand incorporating music in short video content and how often users come across music on the platform that they also listen to on music streaming sites. This suggests that users who frequently encounter music on the platform that they also listen to on streaming sites are more likely to engage with brands incorporating music in their content.

When you see a brand incorporating music in its short video content, how likely are you to engage with it? & How likely are you to create a video using a sound you found through another creator?:

Significant positive correlation ($p < 0.01$): There is a statistically significant positive relationship between the likelihood of engaging with a brand incorporating music in short video content and the likelihood of creating a video using a sound found through another creator. This suggests that users who are more likely to create videos using sounds from other creators are also more likely to engage with brands incorporating music

		How frequently do you use the Social Media (Short Video Platform) ?	To what extent do you associate music with the overall experience on Social Media (Short Video Platform) ?	How influential is the use of music in short video content in shaping your perception of a brand?	When you see a brand incorporating music in its short video content, how likely are you to engage with it?	Do you feel a sense of community with other users when you engage with music-related content on Social Media (Short Video Platform) ?	I often come across music on the platform.	The majority of new music (songs) that I hear, I hear on the platform first.	I perceive the platform as a way to promote music.	I am exposed to new music through creators using the songs on their videos.	How often do you come across music on the Social Media (Short Video Platform) which you listen on music streaming sites?	How likely are you to create a video using a sound you found through another creator?
Do you feel a sense of community with other users when	Pearson Correlation	-.145	.259**	.331**	.197*	1	.386**	.260**	.384**	.383**	.248**	.102
	Sig. (2-tailed)	.093	.002	.000	.021		.000	.002	.000	.000	.004	.239
	N	136	136	136	136	136	136	136	136	136	136	136

Do you feel a sense of community with other users when you engage with music-related content on Social Media (Short Video Platform)? & How frequently do you use the Social Media (Short Video Platform)?:

Not significant ($p > 0.05$): There is no statistically significant correlation between the feeling of community with other users when engaging with music-related content and the frequency of platform usage. This suggests that the feeling of community is not significantly influenced by how often users use the platform.

Do you feel a sense of community with other users when you engage with music-related content on Social Media (Short Video Platform)? & To what extent do you associate music with the overall experience on Social Media (Short Video Platform)?:

Significant positive correlation ($p < 0.01$): This correlation indicates that there is a statistically significant positive relationship between feeling a sense of community with other users when engaging with music-related content and the extent to which users associate music with their overall experience on the platform. In other words, users who strongly associate music with their platform experience are more likely to feel a sense of community when engaging with music-related content.

Do you feel a sense of community with other users when you engage with music-related content on Social Media (Short Video Platform)? & How influential is the use of music in short video content in shaping your perception of a brand?:

Significant positive correlation ($p < 0.05$): There is a statistically significant positive relationship between feeling a sense of community with other users when engaging with music-related content and the perceived influence of music in shaping the perception of a brand. Users who feel a stronger sense of community with other users when engaging with music-related content are more likely to perceive music as influential in shaping their perception of a brand.

Do you feel a sense of community with other users when you engage with music-related content on Social Media (Short Video Platform)? & I often come across music on the platform.:

Significant positive correlation ($p < 0.01$): There is a statistically significant positive relationship between feeling a sense of community with other users when engaging with music-related content and often coming across music on the platform. This suggests that users who often come across music on the platform are more likely to feel a sense of community when engaging with music-related content.

Do you feel a sense of community with other users when you engage with music-related content on Social Media (Short Video Platform)? & The majority of new music (songs) that I hear, I hear on the platform first.:

Significant positive correlation ($p < 0.01$): There is a statistically significant positive relationship between feeling a sense of community with other users when engaging with music-related content and hearing new music first on the platform. Users who often hear new music first on the platform are more likely to feel a sense of community when engaging with music-related content.

Do you feel a sense of community with other users when you engage with music-related content on Social Media (Short Video Platform)? & I perceive the platform as a way to promote music.:

Significant positive correlation ($p < 0.01$): There is a statistically significant positive relationship between feeling a sense of community with other users when engaging with music-related content and perceiving the platform as a way to promote music. Users who perceive the platform as a tool for music promotion are more likely to feel a sense of community when engaging with music-related content.

Do you feel a sense of community with other users when you engage with music-related content on Social Media (Short Video Platform)? & I am exposed to new music through creators using the songs on their videos.:

Significant positive correlation ($p < 0.01$): There is a statistically significant positive relationship between feeling a sense of community with other users when engaging with music-related content and being exposed to new music through creators' videos. Users who are exposed to new music through creators' content are more likely to feel a sense of community when engaging with music-related content.

Do you feel a sense of community with other users when you engage with music-related content on Social Media (Short Video Platform)? & How often do you come across music on the Social Media (Short Video Platform) which you listen on music streaming sites?:

Significant positive correlation ($p < 0.01$): There is a statistically significant positive relationship between feeling a sense of community with other users when engaging with music-related content and how often users come across music on the platform that they also listen to on music streaming sites. This suggests that users who frequently encounter music on the platform that they also listen to on streaming sites are more likely to feel a sense of community when engaging with music-related content.

Do you feel a sense of community with other users when you engage with music-related content on Social Media (Short Video Platform)? & How likely are you to create a video using a sound you found through another creator?:

Not significant ($p > 0.05$): There is no statistically significant correlation between feeling a sense of community with other users when engaging with music-related content and the likelihood of creating a video using a sound found through another creator. This suggests that the feeling of community is not significantly influenced by the likelihood of creating videos using sounds from other creators.

6.

		How frequently do you use the Social Media (Short Video Platform) ?	To what extent do you associate music with the overall experience on Social Media (Short Video Platform) ?	How influential is the use of music in short video content in shaping your perception of a brand?	When you see a brand incorporating music in its short video content, how likely are you to engage with it?	Do you feel a sense of community with other users when you engage with music-related content on Social Media (Short Video Platform) ?	I often come across music on the platform.	The majority of new music (songs) that I hear, I hear on the platform first.	I perceive the platform as a way to promote music.	I am exposed to new music through creators using the songs on their videos.	How often do you come across music on the Social Media (Short Video Platform) which you listen on music streaming sites?	How likely are you to create a video using a sound you found through another creator?
I often come across music on the platform	Pearson Correlation	.047	.336**	.523**	.228**	.386**	1	.597**	.617**	.630**	.561**	.311**
	Sig. (2-tailed)	.589	.000	.000	.007	.000		.000	.000	.000	.000	.000
	N	136	136	136	136	136	136	136	136	136	136	136

How frequently do you use the Social Media (Short Video Platform)? & I often come across music on the platform:

Not significant ($p > 0.05$): There is no statistically significant correlation between how frequently users use the short video platform and how often they come across music on the platform. This suggests that the frequency of platform usage is not significantly related to the frequency of encountering music.

To what extent do you associate music with the overall experience on Social Media (Short Video Platform)? & I often come across music on the platform:

Significant positive correlation ($p < 0.01$): There is a statistically significant positive relationship between the extent to which users associate music with their overall experience on the platform and how often they come across music on the platform. This implies that users who frequently come across music on the platform are more likely to associate music with their overall experience.

How influential is the use of music in short video content in shaping your perception of a brand? & I often come across music on the platform:

Significant positive correlation ($p < 0.01$): There is a statistically significant positive relationship between the perceived influence of music in shaping users' perception of a brand and how often they come across music on the platform. This suggests that users who frequently come across music on the platform perceive music as more influential in shaping their perception of brands.

When you see a brand incorporating music in its short video content, how likely are you to engage with it? & I often come across music on the platform:

Significant positive correlation ($p < 0.01$): There is a statistically significant positive relationship between users' likelihood to engage with brands incorporating music in their short video content and how often they come across music on the platform. This indicates that users who frequently come across music on the platform are more likely to engage with branded content containing music.

Do you feel a sense of community with other users when you engage with music-related content on Social Media (Short Video Platform)? & I often come across music on the platform:

Significant positive correlation ($p < 0.01$): There is a statistically significant positive relationship between users' feeling of community with other users when engaging with music-related content and how often they come across music on the platform. This suggests that users who frequently come across music on the platform are more likely to feel a sense of community.

How often do you come across music on the Social Media (Short Video Platform) which you listen on music streaming sites? & I often come across music on the platform:

Significant positive correlation ($p < 0.01$): There is a statistically significant positive relationship between how often users encounter music on the platform that they also listen to on music streaming sites and how often they come across music on the platform. This implies that users who frequently come across music on the platform also encounter music they listen to on streaming sites.

How likely are you to create a video using a sound you found through another creator? & I often come across music on the platform:

Significant positive correlation ($p < 0.01$): There is a statistically significant positive relationship between users' likelihood to create a video using a sound found through another creator and how often they come across music on the platform. This implies that users who frequently come across music on the platform are more likely to create videos using sounds from other creators.

7.

		How frequently do you use the Social Media (Short Video Platform) ?	To what extent do you associate music with the overall experience on Social Media (Short Video Platform) ?	How influential is the use of music in short video content in shaping your perception of a brand?	When you see a brand incorporating music in its short video content, how likely are you to engage with it?	Do you feel a sense of community with other users when you engage with music-related content on Social Media (Short Video Platform) ?	I often come across music on the platform.	The majority of new music (songs) that I hear, I hear on the platform first.	I perceive the platform as a way to promote music.	I am exposed to new music through creators using the songs on their videos.	How often do you come across music on the Social Media (Short Video Platform) which you listen on music streaming sites?	How likely are you to create a video using a sound you found through another creator?
The majority of new music (songs) that I hear,	Pearson Correlation	-.110	.298**	.222**	.449**	.260**	.597**	1	.532**	.583**	.500**	.558**
	Sig. (2-tailed)	.201	.000	.009	.000	.002	.000		.000	.000	.000	.000
	N	136	136	136	136	136	136	136	136	136	136	136

Correlation between frequency of using the platform and perception of the platform as a way to promote music (-.110):

This correlation is negative but not statistically significant ($p = .201$). It suggests a weak tendency that as frequency of platform use increases, the perception of the platform as a means to promote music decreases slightly.

Correlation between frequency of using the platform and association of music with the overall experience (.298):

This correlation is positive and highly statistically significant ($p = .000$). It indicates a strong tendency that as frequency of platform use increases, the association of music with the overall experience on the platform also increases.

Correlation between frequency of using the platform and influence of music in shaping perception of a brand (.222):

This correlation is positive and statistically significant ($p = .009$). It suggests that as frequency of platform use increases, the influence of music in shaping perception of a brand also increases, though the effect size might be considered moderate.

Correlation between frequency of using the platform and likelihood to engage with brand-incorporated music content (.449):

This correlation is positive and highly statistically significant ($p = .000$). It indicates a strong tendency that as frequency of platform use increases, the likelihood to engage with brand-incorporated music content also increases.

Correlation between frequency of using the platform and feeling of community with other users when engaging with music-related content (.260):

This correlation is positive and statistically significant ($p = .002$). It suggests that as frequency of platform use increases, the feeling of community with other users when engaging with music-related content also increases.

Correlation between perception of the platform as a way to promote music and association of music with the overall experience (.597):

This correlation is positive and highly statistically significant ($p = .000$). It indicates a strong tendency that those who perceive the platform as a way to promote music also strongly associate music with the overall experience on the platform.

Correlation between perception of the platform as a way to promote music and influence of music in shaping perception of a brand (.532):

This correlation is positive and highly statistically significant ($p = .000$). It suggests a strong tendency that those who perceive the platform as a way to promote music also tend to see music as influential in shaping their perception of brands on the platform.

Correlation between perception of the platform as a way to promote music and likelihood to engage with brand-incorporated music content (.583):

This correlation is positive and highly statistically significant ($p = .000$). It indicates a strong tendency that those who perceive the platform as a way to promote music are highly likely to engage with brand-incorporated music content.

Correlation between perception of the platform as a way to promote music and feeling of community with other users when engaging with music-related content (.500):

This correlation is positive and highly statistically significant ($p = .000$). It suggests a strong tendency that those who perceive the platform as a way to promote music also tend to feel a sense of community with other users when engaging with music-related content.

Correlation between association of music with the overall experience and influence of music in shaping perception of a brand (.558):

This correlation is positive and highly statistically significant ($p = .000$). It indicates a strong tendency that those who strongly associate music with the overall experience on the platform also tend to see music as influential in shaping their perception of brands on the platform.

8.

		How frequently do you use the Social Media (Short Video Platform) ?	To what extent do you associate music with the overall experience on Social Media (Short Video Platform) ?	How influential is the use of music in short video content in shaping your perception of a brand?	When you see a brand incorporating music in its short video content, how likely are you to engage with it?	Do you feel a sense of community with other users when you engage with music-related content on Social Media (Short Video Platform) ?	I often come across music on the platform.	The majority of new music (songs) that I hear, I hear on the platform first.	I perceive the platform as a way to promote music.	I am exposed to new music through creators using the songs on their videos.	How often do you come across music on the Social Media (Short Video Platform) which you listen on music streaming sites?	How likely are you to create a video using a sound you found through another creator?
I perceive the platform as a way to promote	Pearson Correlation	.106	.248**	.560**	.197*	.384**	.617**	.532**	1	.627**	.523**	.321**
	Sig. (2-tailed)	.220	.004	.000	.021	.000	.000	.000		.000	.000	.000
	N	136	136	136	136	136	136	136	136	136	136	136

Correlation between frequency of using the platform and perception of the platform as a way to promote music (.106):

This correlation is positive but not statistically significant ($p = .220$). It suggests a weak tendency that as the frequency of platform use increases, the perception of the platform as a way to promote music also slightly increases, though this relationship is not strong enough to be considered significant.

Correlation between association of music with the overall experience and perception of the platform as a way to promote music (.248):

This correlation is positive and statistically significant ($p = .004$). It indicates a moderate tendency that users who strongly associate music with their overall experience on the platform also tend to perceive the platform as a means to promote music.

Correlation between influential use of music in shaping perception of a brand and perception of the platform as a way to promote music (.560):

This correlation is positive and highly statistically significant ($p = .000$). It suggests a strong tendency that users who find music influential in shaping their perception of a brand also tend to perceive the platform as a way to promote music.

Correlation between likelihood to engage with brand-incorporated music content and perception of the platform as a way to promote music (.197):

This correlation is positive and statistically significant ($p = .021$). It indicates a weak tendency that users who are more likely to engage with brand-incorporated music content also tend to perceive the platform as a means to promote music, although this relationship is not as strong as others in the table.

Correlation between feeling of community with other users when engaging with music-related content and perception of the platform as a way to promote music (.384):

This correlation is positive and highly statistically significant ($p = .000$). It suggests a strong tendency that users who feel a sense of community with others when engaging with music-related content also tend to perceive the platform as a way to promote music.

Correlation between exposure to new music through creators' videos and perception of the platform as a way to promote music (.617):

This correlation is positive and highly statistically significant ($p = .000$). It indicates a strong tendency that users who are exposed to new music through creators' videos also tend to perceive the platform as a means to promote music.

Correlation between frequency of encountering music on the platform and perception of the platform as a way to promote music (.532):

This correlation is positive and highly statistically significant ($p = .000$). It suggests a strong tendency that users who frequently encounter music on the platform also tend to perceive it as a way to promote music.

Correlation between likelihood to create a video using a sound found through another creator and perception of the platform as a way to promote music (.627):

This correlation is positive and highly statistically significant ($p = .000$). It indicates a strong tendency that users who are more likely to create videos using sounds found through other creators also tend to perceive the platform as a means to promote music.

9.

		How frequently do you use the Social Media (Short Video Platform) ?	To what extent do you associate music with the overall experience on Social Media (Short Video Platform) ?	How influential is the use of music in short video content in shaping your perception of a brand?	When you see a brand incorporating music in its short video content, how likely are you to engage with it?	Do you feel a sense of community with other users when you engage with music-related content on Social Media (Short Video Platform) ?	I often come across music on the platform.	The majority of new music (songs) that I hear, I hear on the platform first.	I perceive the platform as a way to promote music.	I am exposed to new music through creators using the songs on their videos.	How often do you come across music on the Social Media (Short Video Platform) which you listen on music streaming sites?	How likely are you to create a video using a sound you found through another creator?
I am exposed to new music through creators	Pearson Correlation	-.099	.232**	.267**	.236**	.383**	.630**	.583**	.627**	1	.381**	.445**
	Sig. (2-tailed)	.250	.007	.002	.006	.000	.000	.000	.000	.000	.000	.000
	N	136	136	136	136	136	136	136	136	136	136	136

Correlation between frequency of using the platform and exposure to new music through creators' videos (-.099):

This correlation is negative but not statistically significant ($p = .250$). It suggests a weak tendency that as the frequency of platform use increases, exposure to new music through creators' videos slightly decreases, though this relationship is not significant.

Correlation between association of music with the overall experience and exposure to new music through creators' videos (.232):

This correlation is positive and statistically significant ($p = .007$). It indicates a moderate tendency that users who associate music with their overall experience on the platform also tend to be more exposed to new music through creators' videos.

Correlation between influential use of music in shaping perception of a brand and exposure to new music through creators' videos (.267):

This correlation is positive and statistically significant ($p = .002$). It suggests a moderate tendency that users who find music influential in shaping their perception of a brand also tend to be more exposed to new music through creators' videos.

Correlation between likelihood to engage with brand-incorporated music content and exposure to new music through creators' videos (.236):

This correlation is positive and statistically significant ($p = .006$). It indicates a moderate tendency that users who are more likely to engage with brand-incorporated music content also tend to be more exposed to new music through creators' videos.

Correlation between feeling of community with other users when engaging with music-related content and exposure to new music through creators' videos (.383):

This correlation is positive and highly statistically significant ($p = .000$). It suggests a strong tendency that users who feel a sense of community with others when engaging with music-related content also tend to be more exposed to new music through creators' videos.

Correlation between frequency of encountering music on the platform and exposure to new music through creators' videos (.630):

This correlation is positive and highly statistically significant ($p = .000$). It indicates a strong tendency that users who frequently encounter music on the platform also tend to be more exposed to new music through creators' videos.

Correlation between perception of the platform as a way to promote music and exposure to new music through creators' videos (.583):

This correlation is positive and highly statistically significant ($p = .000$). It suggests a strong tendency that users who perceive the platform as a way to promote music also tend to be more exposed to new music through creators' videos.

Correlation between likelihood to create a video using a sound found through another creator and exposure to new music through creators' videos (.627):

This correlation is positive and highly statistically significant ($p = .000$). It indicates a strong tendency that users who are more likely to create videos using sounds found through other creators also tend to be more exposed to new music through creators' videos.

Correlation between exposure to new music through creators' videos and itself (1.000):

This correlation indicates a perfect positive correlation since it's comparing a variable with itself. Essentially, it confirms that exposure to new music through creators' videos is perfectly correlated with itself, which is obvious.

Correlation between exposure to new music through creators' videos and likelihood to create a video using a sound found through another creator (.381):

This correlation is positive and highly statistically significant ($p = .000$). It suggests a moderate tendency that users who are more exposed to new music through creators' videos are also more likely to create videos using sounds found through other creators.

		How frequently do you use the Social Media (Short Video Platform) ?	To what extent do you associate music with the overall experience on Social Media (Short Video Platform) ?	How influential is the use of music in short video content in shaping your perception of a brand?	When you see a brand incorporating music in its short video content, how likely are you to engage with it?	Do you feel a sense of community with other users when you engage with music-related content on Social Media (Short Video Platform) ?	I often come across music on the platform.	The majority of new music (songs) that I hear, I hear on the platform first.	I perceive the platform as a way to promote music.	I am exposed to new music through creators using the songs on their videos.	How often do you come across music on the Social Media (Short Video Platform) which you listen on music streaming sites?	How likely are you to create a video using a sound you found through another creator?
How often do you come across music on	Pearson Correlation	.068	.279**	.464**	.364**	.248**	.561**	.500**	.523**	.381**	1	.317**
	Sig. (2-tailed)	.429	.001	.000	.000	.004	.000	.000	.000	.000		.000
	N	136	136	136	136	136	136	136	136	136	136	136

Correlation between frequency of using the platform and encountering music on the platform that is listened to on music streaming sites (.068):

This correlation is positive but not statistically significant ($p = .429$). It suggests a weak tendency that as the frequency of platform use increases, encountering music on the platform that is later listened to on music streaming sites slightly increases, though this relationship is not statistically significant.

Correlation between association of music with the overall experience and encountering music on the platform that is listened to on music streaming sites (.279):

This correlation is positive and statistically significant ($p = .001$). It indicates a moderate tendency that users who strongly associate music with their overall experience on the platform also tend to encounter music on the platform that they later listen to on music streaming sites.

Correlation between influential use of music in shaping perception of a brand and encountering music on the platform that is listened to on music streaming sites (.464):

This correlation is positive and highly statistically significant ($p = .000$). It suggests a strong tendency that users who find music influential in shaping their perception of a brand also tend to encounter music on the platform that they later listen to on music streaming sites.

Correlation between likelihood to engage with brand-incorporated music content and encountering music on the platform that is listened to on music streaming sites (.364):

This correlation is positive and highly statistically significant ($p = .000$). It indicates a strong tendency that users who are more likely to engage with brand-incorporated music content also tend to encounter music on the platform that they later listen to on music streaming sites.

Correlation between feeling of community with other users when engaging with music-related content and encountering music on the platform that is listened to on music streaming sites (.248):

This correlation is positive and statistically significant ($p = .004$). It suggests a moderate tendency that users who feel a sense of community with others when engaging with music-related content also tend to encounter music on the platform that they later listen to on music streaming sites.

Correlation between perception of the platform as a way to promote music and encountering music on the platform that is listened to on music streaming sites (.561):

This correlation is positive and highly statistically significant ($p = .000$). It indicates a strong tendency that users who perceive the platform as a way to promote music also tend to encounter music on the platform that they later listen to on music streaming sites.

Correlation between exposure to new music through creators' videos and encountering music on the platform that is listened to on music streaming sites (.500):

This correlation is positive and highly statistically significant ($p = .000$). It suggests a strong tendency that users who are exposed to new music through creators' videos also tend to encounter music on the platform that they later listen to on music streaming sites.

Correlation between likelihood to create a video using a sound found through another creator and encountering music on the platform that is listened to on music streaming sites (.523):

This correlation is positive and highly statistically significant ($p = .000$). It indicates a strong tendency that users who are more likely to create videos using sounds found through other creators also tend to encounter music on the platform that they later listen to on music streaming sites.

Correlation between encountering music on the platform that is listened to on music streaming sites and itself (1.000):

This correlation indicates a perfect positive correlation since it's comparing a variable with itself. Essentially, it confirms that encountering music on the platform that is listened to on music streaming sites is perfectly correlated with itself, which is obvious.

Correlation between encountering music on the platform that is listened to on music streaming sites and likelihood to create a video using a sound found through another creator (.317):

This correlation is positive and highly statistically significant ($p = .000$). It suggests a moderate tendency that users who encounter music on the platform that they later listen to on music streaming sites are also more likely to create videos using sounds found through other creators.

		How frequently do you use the Social Media (Short Video Platform) ?	To what extent do you associate music with the overall experience on Social Media (Short Video Platform) ?	How influential is the use of music in short video content in shaping your perception of a brand?	When you see a brand incorporating music in its short video content, how likely are you to engage with it?	Do you feel a sense of community with other users when you engage with music-related content on Social Media (Short Video Platform) ?	I often come across music on the platform.	The majority of new music (songs) that I hear, I hear on the platform first.	I perceive the platform as a way to promote music.	I am exposed to new music through creators using the songs on their videos.	How often do you come across music on the Social Media (Short Video Platform) which you listen on music streaming sites?	How likely are you to create a video using a sound you found through another creator?
How likely are you to create a video using a sound	Pearson Correlation Sig. (2-tailed)	-.164	.303**	.138	.572**	.102	.311**	.558**	.321**	.445**	.317**	1
	N	136	136	136	136	136	136	136	136	136	136	136

Correlation between frequency of using the platform and likelihood to create a video using a sound found through another creator (-.164):

This correlation is negative and marginally significant ($p = .056$). It suggests a weak tendency that as the frequency of platform use increases, the likelihood to create a video using a sound found through another creator slightly decreases.

Correlation between association of music with the overall experience and likelihood to create a video using a sound found through another creator (.303):

This correlation is positive and highly statistically significant ($p = .000$). It indicates a moderate tendency that users who strongly associate music with their overall experience on the platform are more likely to create a video using a sound found through another creator.

Correlation between influential use of music in shaping perception of a brand and likelihood to create a video using a sound found through another creator (.138):

This correlation is positive but not statistically significant ($p = .110$). It suggests a weak tendency that users who find music influential in shaping their perception of a brand may be slightly more likely to create a video using a sound found through another creator, though this relationship is not strong enough to be considered significant.

Correlation between likelihood to engage with brand-incorporated music content and likelihood to create a video found through another creator (.572):

This correlation is positive and highly statistically significant ($p = .000$). It indicates a strong tendency that users who are more likely to engage with brand-incorporated music content are also more likely to create a video using a sound found through another creator.

Correlation between feeling of community with other users when engaging with music-related content and likelihood to create a video using a sound found through another creator (.102):

This correlation is positive but not statistically significant ($p = .239$). It suggests a weak tendency that users who feel a sense of community with others when engaging with music-related content may be slightly more likely to create a video using a sound found through another creator, though this relationship is not significant.

Correlation between frequency of encountering music on the platform and likelihood to create a video using a sound found through another creator (.311):

This correlation is positive and highly statistically significant ($p = .000$). It indicates a moderate tendency that users who frequently encounter music on the platform are more likely to create a video using a sound found through another creator.

Correlation between perception of the platform as a way to promote music and likelihood to create a video using a sound found through another creator (.558):

This correlation is positive and highly statistically significant ($p = .000$). It suggests a strong tendency that users who perceive the platform as a way to promote music are also more likely to create a video using a sound found through another creator.

Correlation between exposure to new music through creators' videos and likelihood to create a video using a sound found through another creator (.321):

This correlation is positive and highly statistically significant ($p = .000$). It indicates a moderate tendency that users who are more exposed to new music through creators' videos are more likely to create a video using a sound found through another creator.

Correlation between likelihood to create a video using a sound found through another creator and itself (1.000):

This correlation indicates a perfect positive correlation since it's comparing a variable with itself. Essentially, it confirms that the likelihood to create a video using a sound found through another creator is perfectly correlated with itself, which is obvious.

Correlation between likelihood to create a video using a sound found through another creator and exposure to new music through creators' videos (.317):

This correlation is positive and highly statistically significant ($p = .000$). It suggests a moderate tendency that users who are more likely to create a video using a sound found through another creator are also more exposed to new music through creators' videos.

The Whole Table for the testing the significance:

		How frequently do you use the Social Media (Short Video Platform) ?	To what extent do you associate music with the overall experience on Social Media (Short Video Platform) ?	How influential is the use of music in short video content in shaping your perception of a brand?	When you see a brand incorporating music in its short video content, how likely are you to engage with it?	Do you feel a sense of community with other users when you engage with music-related content on Social Media (Short Video Platform) ?	I often come across music on the platform.	The majority of new music (songs) that I hear, I hear on the platform first.	I perceive the platform as a way to promote music.	I am exposed to new music through creators using the songs on their videos.	How often do you come across music on the Social Media (Short Video Platform) which you listen on music streaming sites?	How likely are you to create a video using a sound you found through another creator?
How frequently do you use the Social Media (Short Video Platform) ?	Pearson Correlation	1	.456**	.048	-.109	-.145	.047	-.110	.106	-.099	.068	-.164
	Sig. (2-tailed)		.000	.581	.208	.093	.589	.201	.220	.250	.429	.056
	N	136	136	136	136	136	136	136	136	136	136	136
To what extent do you associate music with the overall experience on Social Media (Short Video Platform) ?	Pearson Correlation	.456**	1	.275**	.422**	.259**	.336**	.298**	.248**	.232**	.279**	.303**
	Sig. (2-tailed)	.000		.001	.000	.002	.000	.000	.004	.007	.001	.000
	N	136	136	136	136	136	136	136	136	136	136	136
How influential is the use of music in short video content in shaping your perception of a brand?	Pearson Correlation	.048	.275**	1	.143	.331**	.523**	.222**	.560**	.267**	.464**	.138
	Sig. (2-tailed)	.581	.001		.098	.000	.000	.009	.000	.002	.000	.110
	N	136	136	136	136	136	136	136	136	136	136	136
When you see a brand incorporating music in its short video content, how likely are you to engage with it?	Pearson Correlation	-.109	.422**	.143	1	.197	.228**	.449**	.197	.236**	.364**	.572**
	Sig. (2-tailed)	.208	.000	.098		.021	.007	.000	.021	.006	.000	.000
	N	136	136	136	136	136	136	136	136	136	136	136
Do you feel a sense of community with other users when you engage with music-related content on Social Media (Short Video Platform)	Pearson Correlation	-.145	.259**	.331**	.197	1	.386**	.260**	.384**	.383**	.248**	.102
	Sig. (2-tailed)	.093	.002	.000	.021		.000	.002	.000	.000	.004	.239
	N	136	136	136	136	136	136	136	136	136	136	136
I often come across music on the platform	Pearson Correlation	.047	.336**	.523**	.228**	.386**	1	.597**	.617**	.630**	.561**	.311**
	Sig. (2-tailed)	.589	.000	.000	.007	.000		.000	.000	.000	.000	.000
	N	136	136	136	136	136	136	136	136	136	136	136
The majority of new music (songs) that I hear, I hear on the platform first.	Pearson Correlation	-.110	.298**	.222**	.449**	.260**	.597**	1	.532**	.583**	.500**	.558**
	Sig. (2-tailed)	.201	.000	.009	.000	.002	.000		.000	.000	.000	.000
	N	136	136	136	136	136	136	136	136	136	136	136
I perceive the platform as a way to promote music.	Pearson Correlation	.106	.248**	.560**	.197	.384**	.617**	.532**	1	.627**	.523**	.321**
	Sig. (2-tailed)	.220	.004	.000	.021	.000	.000	.000		.000	.000	.000
	N	136	136	136	136	136	136	136	136	136	136	136
I am exposed to new music through creators using the songs on their videos.	Pearson Correlation	-.099	.232**	.267**	.236**	.383**	.630**	.583**	.627**	1	.381**	.445**
	Sig. (2-tailed)	.250	.007	.002	.006	.000	.000	.000	.000		.000	.000
	N	136	136	136	136	136	136	136	136	136	136	136
How often do you come across music on the Social Media (Short Video Platform) which you listen on music streaming sites?	Pearson Correlation	.068	.279**	.464**	.364**	.248**	.561**	.500**	.523**	.381**	1	.317**
	Sig. (2-tailed)	.429	.001	.000	.000	.004	.000	.000	.000	.000		.000
	N	136	136	136	136	136	136	136	136	136	136	136
How likely are you to create a video using a sound you found through another creator?	Pearson Correlation	-.164	.303**	.138	.572**	.102	.311**	.558**	.321**	.445**	.317**	1
	Sig. (2-tailed)	.056	.000	.110	.000	.239	.000	.000	.000	.000	.000	
	N	136	136	136	136	136	136	136	136	136	136	136

DISCUSSION:

Keller’s CBBE Model:

Brand Identity:

- Age and gender distribution provide insights into the demographic makeup of the target audience, helping establish the foundation for brand identity.
- Understanding the frequently used platforms and frequency of usage helps in identifying where the brand should establish its presence, contributing to brand identity.
- Awareness of branding elements and association with specific brand attributes further solidify the brand identity among consumers.

*Brand Meaning (Performance and Imagery):*The association of social media platforms with specific brand attributes like fun, creativity, and trendiness shapes the brand's performance and imagery.

- The influence of music on perception and likelihood of engagement contributes to the brand's perceived performance and imagery.

- The impact of music on feelings towards the brand and the sense of community fostered through music-related content enhances the brand's imagery and performance.

Brand Response (Judgment and Feeling):

- Consumers' judgment of the brand, influenced by factors like awareness of branding, likelihood of engagement with music-driven content, and perception of music's impact on brand feelings, affects brand response.
- The emotional response evoked by music and content on social media platforms influences consumers' feelings towards the brand, shaping their brand response.

Brand Resonance:

- Including music in social media material encourages participation and a sense of community, which boosts brand resonance.
- Discovering new music and engaging with content featuring music enhances consumers' brand experiences, strengthening brand resonance.
- Cross-platform music discovery and the likelihood of creating content using found sounds further deepen consumers' connection with the brand, leading to brand resonance.

Testing of hypotheses

Hypothesis 1: Supported

The analysis of correlation coefficients revealed significant positive relationships between various aspects of music use on social media short video platforms and users' behaviors, perceptions, and experiences. Specifically, there were strong correlations between the use of music in short video content and factors such as the association of music with the overall experience on the platform, the influence of music in shaping perception of a brand, likelihood to engage with brand-incorporated music content, feeling of community with other users when engaging with music-related content, perception of the platform as a way to promote music, exposure to new music through creators' videos, and likelihood to create a video using a sound found through another creator.

These findings suggest that as the incorporation of music in short video content increases, Generation Z users are more likely to recognize and associate specific brand identities with the platforms. Therefore, Hypothesis 1 is supported by the data.

Hypothesis 2: Rejected

The significant correlations observed in the analysis indicate that there is indeed a meaningful relationship between the use of music in short video content on platforms and the perceived brand identity among Generation Z users. The null hypothesis, which suggests that any observed correlation is due to chance, is not supported by the data. Therefore, Hypothesis 2 is rejected.

The findings provide evidence that the use of music in short video content on platforms is positively correlated with the perceived brand identity among Generation Z users. This suggests that music plays a significant role in shaping how users perceive brands on social media short video platforms. Conclusion:

The study carried out to examine how music marketing affects the branding of short video platforms from the viewpoint of Generation Z has yielded significant findings about the connection between brand identity, user perceptions, and music usage. A number of noteworthy conclusions have been drawn from a study of correlation coefficients and hypothesis testing, which provide insight into the complex dynamics at work in this situation.

First, a high association was found between the perception of brand identity among Generation Z consumers and the use of music in short video content on platforms. The implication is that consumers are more likely to identify and connect particular brand identities with the platforms as music is incorporated into them. This supports the idea by showing a favourable correlation between brand impression and music consumption.

On top of that, the study demonstrated the profound impact of music on a range of user involvement and perception factors. Customers are more likely to interact with music-related brand content and see the platforms as a way to promote music if they have a strong emotional connection between music and their entire platform experience. Furthermore, watching artists' videos and being exposed to new music interacts well with brand identity impressions, suggesting that music plays a part in influencing consumers' relationships with brands.

Additionally, the examination demonstrated the significance of emotional resonance and community within the framework of music branding and marketing. When interacting with music-related content, users who experience a sense of community are more inclined to use sounds that they find from other authors to create videos. Furthermore, people's feelings towards a brand can be influenced by favourable emotional reactions to music in brief video material, highlighting the emotional power of music on branding.

Finally, the study shows how important music marketing is to the way short video platforms are branded, especially with Generation Z consumers. Platforms may improve user engagement, build strong brand identities, and improve brand recognition by utilising music well. In the future, platform developers and marketers can use these results to create branding strategies that are more effective and align with the tastes and habits of Generation Z consumers in the always changing social media and digital marketing landscape.

Usefulness and Significance of the Study:

Strategic Branding Insights: The study provides strategic branding insights for marketers looking to leverage music as a tool for enhancing brand identity and engagement on short video platforms. By understanding the correlation between music usage and brand perception among Generation Z users, marketers can develop more effective branding strategies tailored to the preferences and behaviors of this demographic.

Enhanced User Engagement: By incorporating music into their branding efforts, brands can enhance user engagement and foster a sense of community among Generation Z users on short video platforms. The study highlights the importance of music in driving positive emotions and eliciting favorable brand associations, ultimately leading to increased user interaction and loyalty.

Building Lasting Brand Equity: Music marketing can play a crucial role in building lasting brand equity by creating memorable brand experiences and strengthening brand connections with consumers. Brands that effectively integrate music into their branding strategies are likely to benefit from heightened brand awareness, differentiation, and advocacy among Generation Z users.

Academic Contribution: From a research perspective, this study contributes to the academic literature on branding, music marketing, and consumer behavior in the context of short video platforms. By empirically examining the relationship between music usage and brand perception, the study advances our understanding of the mechanisms underlying effective brand communication in digital media environments.

Informing Future Research: The findings of this study can inform future research endeavors exploring the intersection of music, branding, and digital media. Researchers can build upon the insights gained from this study to investigate additional factors influencing brand perception and engagement on short video platforms, thereby expanding our knowledge and theoretical frameworks in this area.

FUTURE RESEARCH DIRECTIONS

. Some potential future research directions include:

Longitudinal Research: Monitoring of how user engagement and brand perception evolve over time in response to music marketing campaigns on short video platforms by conducting longitudinal research. Through the long-term analysis of music consumption's effects on consumer behavior and brand equity, researchers can identify patterns and trends that might not be seen in cross-sectional studies.

Cross-Cultural Analysis: Examination of how different cultures view how music marketing affects branding in various geographic and demographic contexts. Examining the ways in which cultural elements impact the efficacy of music-driven branding tactics can yield insightful information for international marketers aiming to interact with culturally heterogeneous audiences through short video platforms.

Experimental Designs: Creation of studies that test the effects of varying factors, such as tempo, emotional content, and genre of music, on user engagement and brand perception. Researchers can determine the best music strategies for boosting brand identity and resonance among Generation Z users by methodically adjusting these factors.

Analysis of User-Generated Content: Examination of how users incorporate music into their own brand-related content creation by analyzing user-generated content (UGC) on platforms that host short videos. The kinds of music and brand associations found in user-generated content (UGC) can provide insight into how users feel and act when it comes to branded content on these platforms.

Neuroscientific Methodologies: Utilization neuroscientific methods like fMRI and EEG to explore the neural processes that underlie the processing of branding stimuli based on music. Through the examination of brain responses to music-infused brand content, researchers can learn more about the emotional and cognitive mechanisms that influence brand perception and engagement.

Platform-Specific Studies: To compare the effectiveness of music marketing strategies across various short video platforms (e.g., TikTok, Instagram, Snapchat), conduct platform-specific studies. Through the analysis of user behaviours and preferences specific to each platform, researchers can determine the best music branding strategies suited to the distinct audience dynamics of each platform.

Influencer Influence: Explore how influencers can enhance the effects of music marketing on user engagement and branding. An analysis of the ways in which music-themed influencer-generated content affects consumer behaviour and brand perceptions can shed light on the efficacy of collaborative branding tactics.

Ethical Consideration: Exploration of ethical issues like copyright, privacy, and transparency in sponsored content that are connected to the use of music in branding on short video platforms. Regulatory laws and industry standards can benefit from an awareness of the moral ramifications of music marketing techniques.

Limitation of the Research:

Scope Restriction: The research question primarily focuses on the impact of music marketing on branding within short video platforms from the perspective of Generation Z. This narrow focus may overlook the broader influences of other demographic groups and alternative marketing strategies on branding effectiveness.

Geographical Restriction: The research survey is conducted exclusively within India, which may limit the generalizability of its findings to a broader global context. Cultural differences, user behaviours, and market dynamics in other countries may vary significantly, impacting the applicability of the results beyond the Indian context.

Exclusion of TikTok: One of the major short video platforms, TikTok, is not included in the study due to its ban in India. This exclusion may lead to incomplete insights into the overall landscape of music marketing and branding on short video platforms, potentially overlooking significant trends and influences present on TikTok that could impact the research outcomes.

Subjective Interpretations: Assessing the impact of music marketing on branding involves subjective interpretations of participants' perceptions and experiences. As a result, the findings may be influenced by individual biases and personal preferences, potentially limiting the objectivity of the study.

Limited Causality: While the research question aims to explore the relationship between music marketing and branding effectiveness, the study's design may not allow for establishing causal relationships definitively. Confounding variables and external factors could influence the observed associations, making it challenging to determine causality.

Temporal Dynamics: Short video platforms and music marketing strategies are continuously evolving. The research's static snapshot may not capture the dynamic nature of these platforms' branding efforts over time, limiting the relevance and applicability of its findings to future contexts.

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