



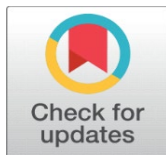


# PUNJABI POP MUSIC VIDEOS AS AN EFFECTIVE TOOL OF PROMOTION IN INDIA

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## ABSTRACT

Punjabi pop music videos have gained significant popularity in India in recent years. These music videos, which often feature catchy beats, energetic dance numbers, and colorful production values, have become widely popular among young people in India. These music videos have been used as a tool for brand promotion and marketing by various companies and organizations. These music videos offer a unique platform for reaching a large and engaged audience, particularly among younger people. Brands and products can be featured in the music video itself or advertised during the video through product placements or sponsorship deals. This research paper investigates the use of Punjabi pop music videos as an effective tool for promotion. A sample of 1000 respondents from different parts of India were surveyed through both offline and online methods using a self-made questionnaire to study effectiveness Punjabi pop music videos as Promotional tool.

**Keywords:** Catchy Beats, Energetic Dance Numbers, Colorful Production Values

## 1. INTRODUCTION

Punjabi pop music videos have become quite trendy in recent years and have become quite popular not just in India but also in different parts of the world like Canada, UK, Australia, and USA. Rhythmic tunes, peppy music, dance tapping bass, energetic lyrics these are few reasons behind this, visuals & lyrics of the songs often talks about different Indian & multinational brands, even titles of few songs are named upon these brands like “Ford vsFarari”, “Lambergini” etc.

Showing luxurious lifestyle by displaying different products is very common in Punjabi music videos whether it is automobile brands, gadgets, premium clothing, jewelleryes, watches, perfumes etc. Protagonists of Punjabi music videos normally try to prove their supremacy over others by showing their lifestyle.

At times these songs not just naming or displaying brand name but also displaying & showcasing the features of the products directly or indirectly as a part of their song. Lyrics of the song have so many adjectives about the product infused with foot tapping tune & melodies music.

Popularity of these songs are not hidden from anyone, even some Punjabi songs have crossed billions of views in less than a year on online video sharing website YouTube. India's first song who has crossed the 1 billion views mark on YouTube is also the Punjabi song "launglaachi", few other songs like Guru Randhawa's "Lahore" & Jass Manak's "Lahenga" also breach the mark of 1 billion views on YouTube with this kind of popularity & global reach these music videos can easily be used as effective tool for brand recognition.

## 2. OBJECTIVES

- 1) To study the effectiveness of Punjabi pop music videos as Promotional tool
- 2) To study influence of the Punjabi song's lyrics on the youth of the country
- 3) To study the popularity of Punjabi pop music videos

## 3. RESEARCH METHODOLOGY

Descriptive Research Design is used for this study. The sampling technique used for the study was convenient Sampling under Non-Probability Sampling Technique. The respondents chosen were according to the study. The planned sample framework was 1000 valid responses to respondents, to get 1000 valid responses researcher needed to circulate 1128 questionnaires. The tool for collecting the data for the study was a survey using self-made questionnaires. The study was done in different parts of the country through online & offline surveys from 13<sup>th</sup> April 2021 to 13<sup>th</sup> May 2022.

## 4. REVIEW OF LITERATURE

In a research paper titled "Feedback Study on Facebook Live as a Promotional Tool with Special Reference to Youth of Bhopal", the authors analyze Facebook Live's usefulness in promoting products and services among young people in Bhopal. Through a survey of 160 participants, they found that most respondents believe Facebook Live to be an effective promotion tool. [Kumar & Amber \(2017\)](#).

Punjabi pop music videos have also been proven to be an effective tool for product and service promotion, according to a study published in the Journal of Marketing Research (JMR) (2020). The study found that the use of these music videos in advertisements significantly increased brand awareness and recall among consumers. JPM (2020) This can be attributed to the videos' ability to engage and captivate viewers through colorful visuals and catchy melodies. [Kline et al. \(2003\)](#), [Kribs \(2018\)](#), [Pergamit & Veum \(1999\)](#)

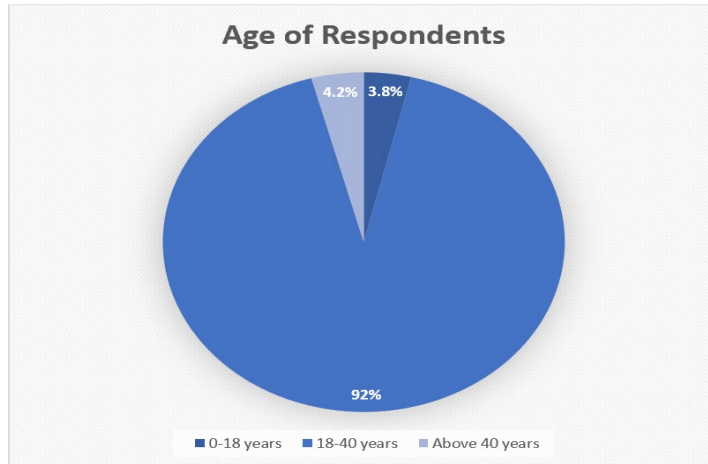
## 5. DATA ANALYSIS AND INTERPRETATION

Table 1

Table 1 Showing Age of the Respondents		
S. No.	Age of Respondents	No. of Respondents
1	0-18 years	38

2	18-40 years	920
3	Above 40 years	42
	Total	1000

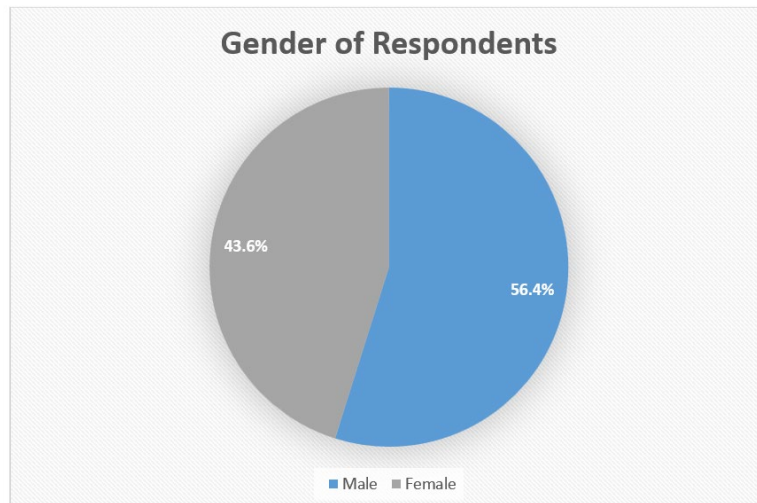
In Table 1, the age of the respondents is showing. 920 respondents belong to 18-40 years age group which is maximum, followed by 42 respondents which belongs to more than 40 years age group and only 38 respondents belong to less than 18 years age group.



**Table 2**

Table 2 Showing Gender of the Respondents		
S. No	Gender	No. of Respondents
1	Male	564
2	Female	436
	Total	1000

In Table 2, the gender of respondents is showing that the total number of male respondents is more than female respondents. 564 respondents are male whereas 436 respondents are female.



**Table 3**

Table 3 Showing Occupation of the Respondents		
S. No.	Occupation	No. of Respondents
1	Student	716
2	Businessman	71
3	Private Job	149
4	Government Job	32
5	Housewife	19
6	Unemployed	13
	Total	1000

In Table 3, the occupation of respondents is showing. 716 respondents are students, 149 respondents are doing private jobs, 71 respondents are businessman, 32 respondents doing government jobs followed by 19 respondents are housewife and 13 respondents are unemployed.

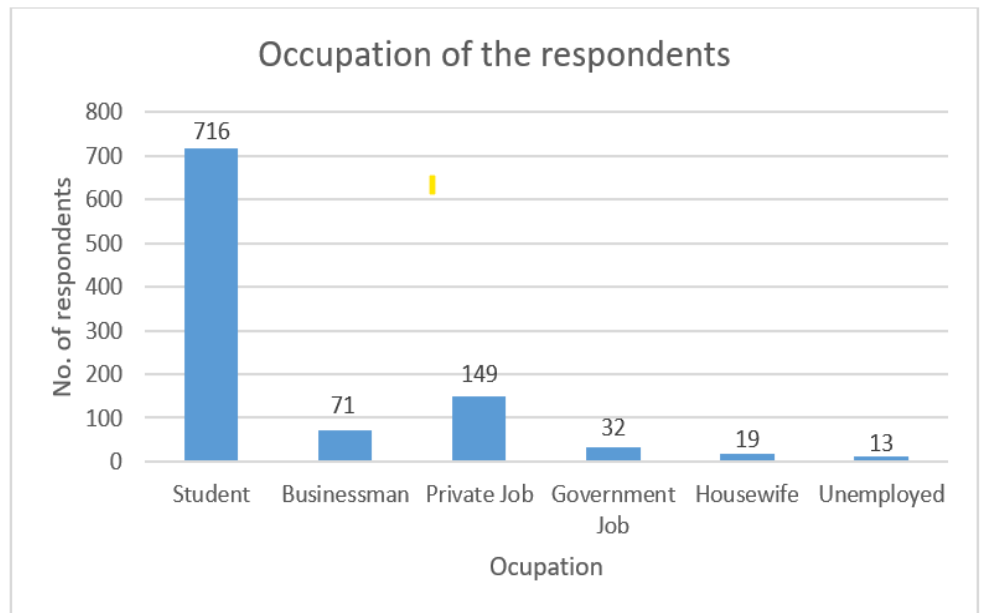
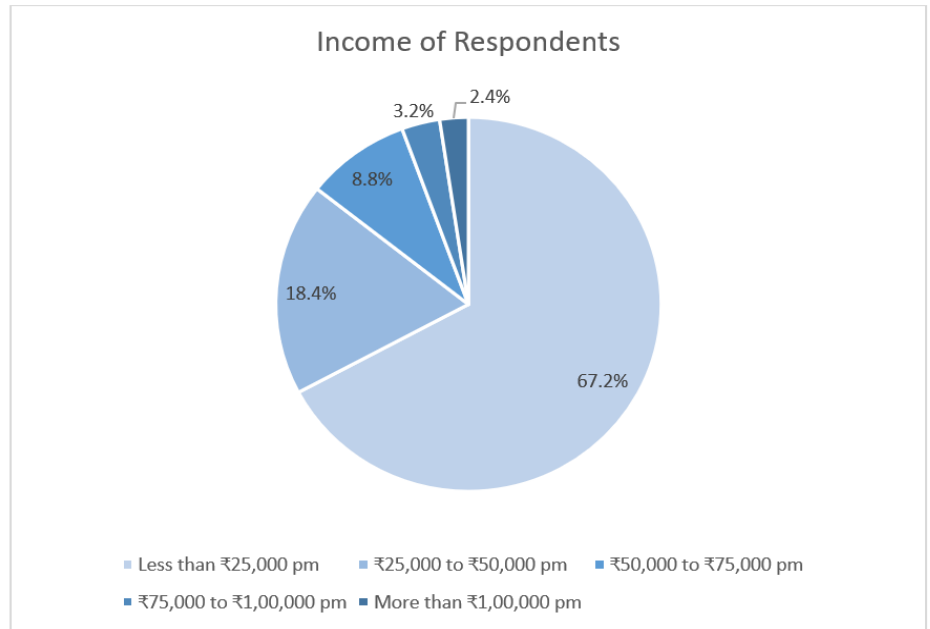
**Table 4**

Table 4 Showing Income of the Respondents		
S. No.	Income	No. of Respondents
1	Less than ₹25,000 pm	672
2	₹25,000 to ₹50,000 pm	184
3	₹50,000 to ₹75,000 pm	88
4	₹75,000 to ₹1,00,000 pm	32
5	More than ₹1,00,000 pm	24
	Total	1000

In Table 4, the Income of the respondents is showing. 625 respondents belong to less than ₹25,000 per month salary bracket. 184 respondents have salary between ₹25,000 to ₹50,000 per month. 88 respondents have salary between ₹50,000 to ₹75,000 per month. 32 respondents have salary between ₹75,000 to ₹1,00,000 per month. and 24 respondents earn more than ₹1,00,000 per month.

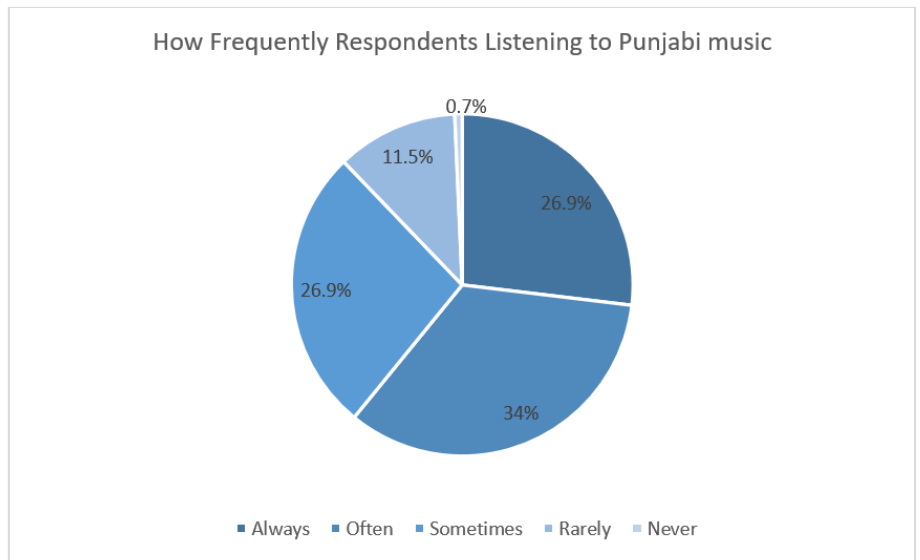


**Table 5**

**Table 5 Showing how Frequently Respondents Listening to Punjabi Music**

S. No.	Options	No. of Respondents
1	Always	269
2	Often	340
3	Sometimes	269
4	Rarely	115
5	Never	7
	Total	1000

In Table 5, it is showing how frequently respondents listening to Punjabi music. 340 respondents often listening to Punjabi music, 269 respondents each responded with always & sometime whereas 115 respondents responded with rarely and 7 respondents never listen to Punjabi music.

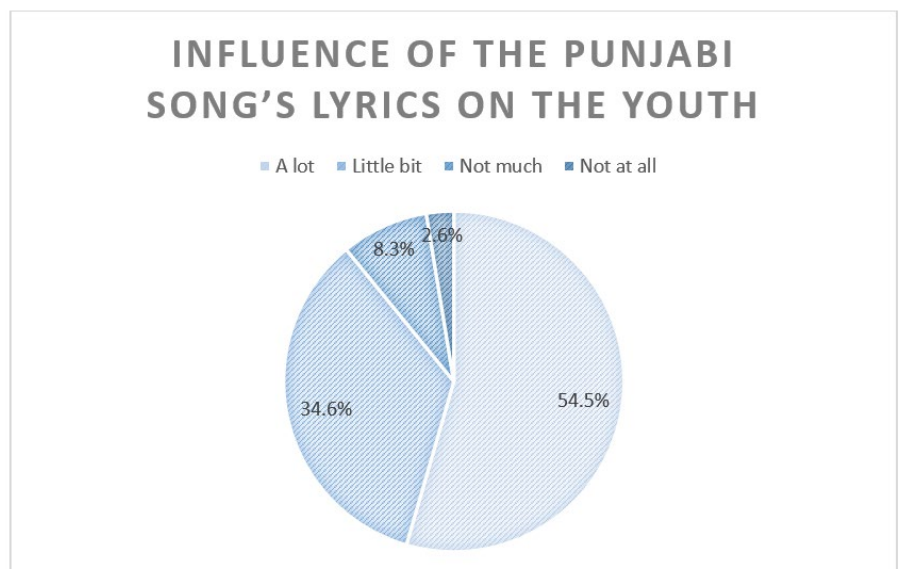


**Table 6**

**Table 6 Showing Influence of the Punjabi Song's Lyrics on the Youth**

S. No.	Options	No. of Respondents
1	A lot	545
2	Little bit	346
3	Not much	83
4	Not at all	26
Total		1000

In Table 6, influence of the Punjabi song's lyrics on the youth is showing. 545 respondents believe Punjabi music influence a lot on youth, 346 respondents believe Punjabi music influence little bit, 83 respondents believe Punjabi music not much influence them & 26 respondents believe Punjabi music not at all influence them.

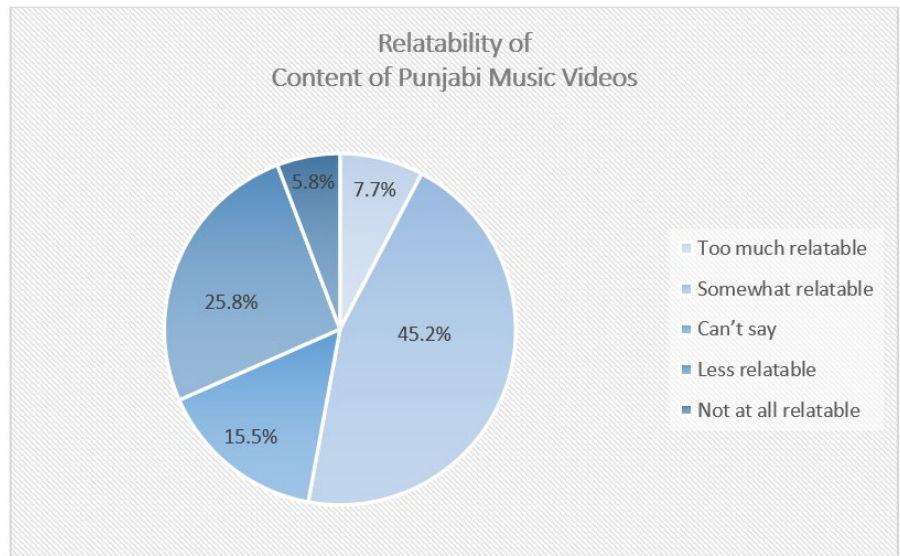


**Table 7**

**Table 7 Showing how Many Respondents Find Content of Punjabi Music Videos Relatable to them**

S. No.	Options	No. of Respondents
1	Too much relatable	77
2	Somewhat relatable	452
3	Can't say	155
4	Less relatable	258
5	Not at all relatable	58
Total		1000

In Table 7, relatability of content of Punjabi music is showing. 77 respondents find it too much relatable & 452 respondents find it somewhat relatable whereas 258 respondents find less relatable & 58 respondents find it not at all relatable.

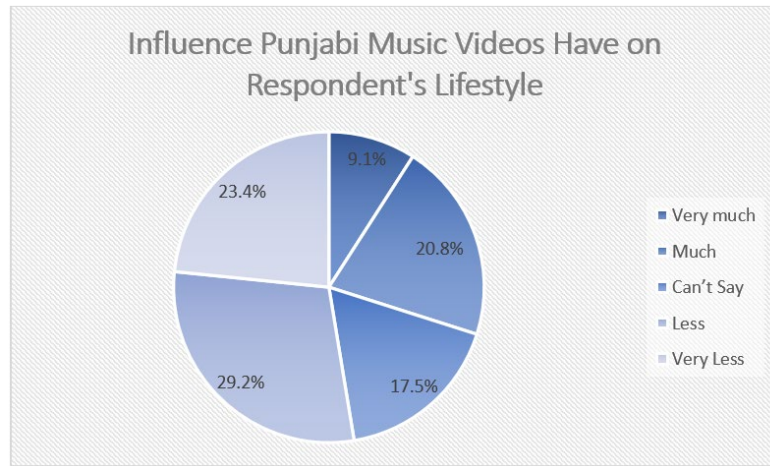


**Table 8**

**Table 8 Showing how Much Influence Punjabi Music Videos have on Respondents' Lifestyle**

S. No.	Options	No. of Respondents
1	Very much	91
2	Much	208
3	Can't Say	175
4	Less	292
5	Very Less	234
Total		1000

In Table 8, influence of the Punjabi music on respondents is showing. 292 respondents have less influence & 234 respondents have very less influence whereas 208 respondents have much influence & 91 respondents have very much influence. 175 respondents unable to make an opinion & opted for can't say.

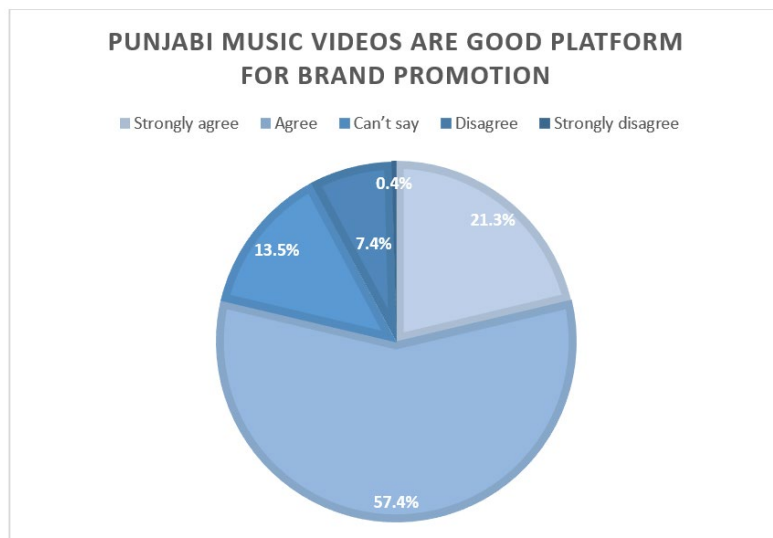


**Table 9**

**Table 9 Showing how many Respondents Thinks Punjabi Music Videos are Good Platform for Brand Promotion**

S. No.	Options	No. of Respondents
1	Strongly agree	213
2	Agree	574
3	Can't say	135
4	Disagree	74
5	Strongly disagree	4
	Total	1000

In Table 9, Punjabi music videos are good platform for brand promotion is showing.787 respondents agree with the statement in which 213 respondents are strongly agree whereas 78 respondents disagree with the statement in which 4 respondents are strongly disagree. 135 respondents are unable to make an opinion & opted for can't say.



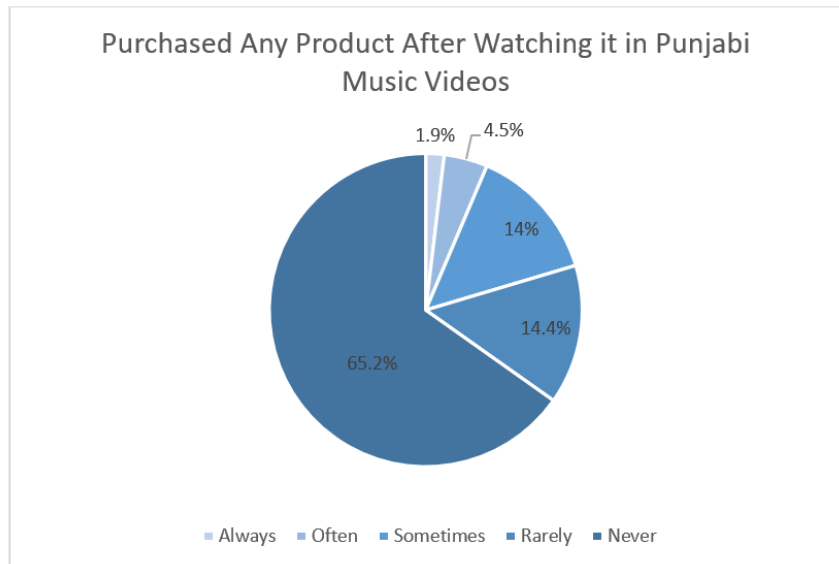


**Table 10**

**Table 10 Showing how Many Respondents Purchased any Product After Watching it in Punjabi Music Videos**

S. No.	Options	No. of Respondents
1	Always	19
2	Often	45
3	Sometimes	140
4	Rarely	144
5	Never	652
	Total	1000

In Table 10, respondents purchased any product after watching in Punjabi music videos is showing. 652 respondents never purchased a product after watching it, 144 respondents rarely purchased, 140 respondents sometimes purchased whereas 45 respondents often purchase & only 19 respondents always purchased any product after watching it in Punjabi music video.



## 6. FINDINGS

- 52.9% respondents find content of the Punjabi music relatable whereas as 31.6% respondents didn't find it relatable.
- 52.6% respondents have less or very less influence of the Punjabi music whereas only 29.9% respondents think it have much or too much influence on them.
- 78.7% respondents think Punjabi music videos are good platform for brand promotion whereas only 7.8% respondents think Punjabi music videos are not good platform for brand promotion.
- 65.2% respondents never purchased any product after watching in Punjabi music videos whereas only 1.9% respondents always purchased products after watching in Punjabi music videos.

## 7. CONCLUSION

The widespread popularity of Punjabi pop music, particularly among younger audiences, makes these music videos an appealing choice for advertisers seeking to reach this demographic. By associating their products and services with popular and trendy music, advertisers are able to effectively tap into the appeal and influence of the music to promote their brand.

The findings of the study suggest that while a significant portion of respondents found the content of Punjabi pop music videos relatable (52.9%), a smaller portion felt that the music had a strong influence on them (29.9%). However, a majority of respondents (78.7%) felt that Punjabi pop music videos were a good platform for brand promotion. In terms of purchasing behaviour, 65.2% of respondents reported never buying a product on the bases of it's featuring in a Punjabi pop music video, while only 1.9% always made a purchase after viewing such a video.

The literature and data interpretation suggests that Punjabi pop music videos are an effective tool for publicizing products and services, particularly among younger audiences. With their ability to engage and captivate viewers and the widespread popularity of the music, these music videos offer advertisers a powerful means of promoting their brand.

Overall, the results of this study suggest that while Punjabi pop music videos may not have a strong influence on all consumers, they are perceived as a good platform for brand promotion by a significant portion of the population. The results of this study highlight the potential of Punjabi pop music videos as a tool for promotion, but also suggest that further research is needed to fully understand their effectiveness and influence on consumers.

## CONFLICT OF INTERESTS

None.

## ACKNOWLEDGMENTS

None.

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