

**THE IMPACT OF KADONGO KAMU MUSIC AS USED IN TELEVISION
COMMERCIALS IN PERSUADING CUSTOMERS TO BUY PRODUCTS: CASE
STUDY; BOSCO KATALA WA CITY MTN MOMO CAMPAIGN.**

BY

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**A DISSERTATION SUBMITTED TO THE DEPARTMENT OF PERFORMING ARTS
AND FILM IN PARTIAL FULFILLMENT FOR THE AWARD OF A BACHELOR OF
ARTS DEGREE IN MUSIC OF MAKERERE UNIVERSITY**

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DECLARATION

I hereby declare that the work in this dissertation is original and has never been submitted for any award of a degree in any University or institution of higher learning.

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SUPERVISOR'S APPROVAL

This is to certify that this work under my supervision and is now ready for submission for partial fulfillment of the requirement for the award of a Bachelor of Arts Degree in Music of Makerere University.

SUPERVISOR

MR. POLYCARP KYAGULANYI

Signature 

Date 28th / 10 / 2022

DEDICATION

I dedicate this to Mr. Mugerwa Jude and my parents Mr. and Mrs Kamara Lucas

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ABSTRACT

The study addressed the impact of Kadongo Kamu music as used in television commercials in persuading customers to buy products, using “Bosco katala wa city” as my case study. Many genres of music have been used to create television commercials such as Kadongo Kamu, pop, hip-hop and many others but Kadongo Kamu has been less used yet it can also reach the set objectives and goals of those advertising companies. See “Bosco katala wa city” MTN momo advert that used *Kadongo Kamu* to sell the MTN first consumer goods such as airtime, lines, data, voice bundles. The fact that this music trended a lot not only in Uganda but also in outside countries, it is enough to show that our music that means *Kadongo Kamu* music has the ability to persuade customers because of its nature.

In this study, I analyzed the impact of *Kadongo Kamu* music in persuading customers to buy products, how the lyrical content in *Kadongo Kamu* also help in persuading customers, how *Kadongo Kamu* is differs from other genres and the influence to other genres. The researcher used a qualitative study as a research methodology for collecting information and used tools like interviews, documentary. Findings show that Kadongo Kamu is one of the best music that can persuade customers to buy products because of its character, rich lyrical content, gamma, catchy melodies which are interesting, the *Bakisimba* beats and the drama in it.

CHAPTER ONE
THE IMPACT OF BACKGROUND MUSIC IN CREATING TELEVISION
COMMERCIALS.

1.1 Introduction to the study.

In this study, I analyzed the role of folk music(*Kadongo Kamu*) used in television commercials in persuading consumers towards products using “Bosco *kataala wa city*” an MTN MOMO advert as my case study. I looked at *Kadongo Kamu* as a tool of persuasion towards advertising products on television. Genres of music have been used in advertisement but *Kadongo Kamu* has been given less focus yet it has the ability to promote commercials through its nature or character. By character I mean the way it is composed. *Kadongo Kamu* by nature served political and social purposes in communities by telling messages to the peoples but today it’s nowhere to be seen. Says Serubiri Moses.

Kadongo Kamu music itself is deeply poetic and message-driven. Wetaya (2020) in an article “is *Kadongo Kamu* music still relevant?” Although the appreciation of *Kadongo Kamu* music is still limited to people fluent in Luganda who can appreciate the deeper meanings of the songs and meaningfully engage with the message of the producers, its significance as an expanding urban cultural form is unquestionable. Ahikire (2001: 193-211) in the article “Popular culture and gender identities in Kampala, the music itself is memorable, interesting, and hard to not sing along to when played. Nkahebwa (2018) so in this study I analyzed the role of folk music in enticing consumers to buy products.

1.2 Background to the study.

Folk music is basically known as the type of music that originates in traditional popular culture. Scholars like David (2016) in the article “Language ideology and *Kadongo Kamu* flow” describe *Kadongo Kamu* as a Ugandan guitar-based genre recognizable by its dense story telling lyrics in Luganda language. In this case, I will be talking about *Kadongo Kamu* music in particular as used in television commercials. *Kadongo Kamu* is a music genre from Uganda and is the oldest mainstream music in Uganda. Basically, the word” *Kadongo Kamu* ”is a Luganda word that means “one guitar” though other instruments have also been involved such as keyboard, drums and many others.(from the article all around the world).

Kadongo Kamu became widely popular in Uganda in the 1960s. Jay Sand (2022) in an article ‘*Kadongo Kamu*, all round this world” Musicians include; Fred Masagazi, Elli Wamala, Paul Kafeero among others. Folk music has been used in television commercials as a tool to persuade customers to buy products. Television commercials today have greatly influenced the marketability of products which has helped companies to meet their objectives through the use of background music in convincing consumers emotionally.

Nkahebwa (2018) in an online blog states that this kind of music has been used in some television commercials such as “*Bosco kataala wa city*” an MTN MOMO campaign which through its character persuades many people to purchase certain products. Besides that, Winik (2009) in the article “demographic audience stresses that television commercials have got challenges in combining traditional demographic audiences in a way that some of them favour a particular audience and age through the nature of the advert and the music used. So *Kadongo*

Kamu music here deals with all categories of people in Uganda and that's why the “Bosco *kataala wa city*” advertisement was enjoyed by a big number because of the character of the music.

1.3 Statement of the problem.

Kadongo kamu is our original traditional music genre from Uganda which has got the power to entice consumers towards products during advertisements, its *Baakisimba* beat, the drama, the chord progressions used and the lyrical content, is just enough to capture the ear of the listener. This influences the mood of the consumer thus bringing an impact on his /her attitude and behaviour to buy a product. But it has been underlooked in Uganda! People are continuously adopting the western style of music in creating advertisements yet we can also use our very own folk music to achieve all those objectives of the companies and goals. Atuhaire (2009) in an article “the Jingle production” states that the coming up of the new trend of using popular musicians in making television commercials, *Kadongo Kamu* lost its potential because these musicians such as Josey Chameleon participated much in afro-beat and ignored the indigenous music.

Mayanja (2017) states that it is also the foundation of today's contemporary music. MTN MOMO advert “Bosco” is a good example which can prove how best *Kadongo Kamu* can be. This advert trended and promoted the marketability of the MTN fast consumer goods such as; airtime, lines, data bundles, among others.

1.4 Objectives of the study

1.4.1 Main objective

To analyze the impact of Kadongo Kamu music used in television commercials on persuading consumers towards goods and products.

1.4.2 Specific objectives

1. To analyze the choice and approaches of makers of television commercials that use Kadongo Kamu music as background or fore music.
2. To assess the feedback from the audience of the television commercials that use Kadongo Kamu
3. To interrogate with the television commercial makers that have incorporated Kadongo Kamu music.

1.5 Research questions.

1.5.1 Main Research Question

1 What is the impact of Kadongo Kamu music in persuading customers to buy products as used in television commercials.

1.5.2 Specific Research Question

2. How does the lyrical content of Kadongo Kamu music influence the persuasion of consumers to buy products?
3. How is Kadongo Kamu music different from other genres of music as used in creating television commercials?
4. How has Kadongo Kamu in Bosco kataala wa city (MTN) influenced other commercial companies in advertising their products?

1.6 Significance of the study.

Basically, the study will help to bring *Kadongo Kamu* music on scene as Uganda's original music genre that really fed many families like Christopher Ssebataka, Paul Kafeero among others. The study will also help to develop local products on television in terms of marketing and branding hence getting more consumers. More so people's eyes will be opened such as the producers who are involved in the creation of background music in commercials and this will lead to an improvement in creating good quality commercials.

This study will also act as a point of reference to other students who will be interested in researching any closely related topic hence widening their study.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

Under this section, the researcher focused on reviewing literature and documents related to the area under research. The citations included a review of journals, books and dissertations collected from different libraries and other information sources

2.2 The understanding of Kadongo kamu music

Pier, (2016) in the journal article “language ideology and *Kadongo Kamu*.” States that *Kadongo Kamu* is described as a Ugandan guitar-based genre recognizable by its dense storytelling lyrics in Luganda.

Pier (2016), elaborates more about *Kadongo Kamu* as a genre that focuses on the interface between speech rhythm and musical rhythm He continues to elaborate that “the style’s poetic-musical flow to be structurally analyzed is interpreted with reference to a historically evolved language ideology which construes Luganda to be exceptionally ‘rich and deep’

Kadongo Kamu music being our own traditional music with the aspect of uniqueness it comprises of more different scholars that have greatly written about it, and the way of understanding differs from one scholar to another. According to Wetaya (2020) in the article “*Is Kadongo Kamu- “Uganda’s old music genre still relevant”*” he states that *Kadongo Kamu* music is described as Uganda’s oldest musical genre. The article states that in Uganda it is the only music that many people like to call thought-provoking music which is a far cry from today; s afro-beat/pop sounds, and it is in many ways, Uganda’s equivalent of America’s country music.

According to Sand (2022) in the article (All round this world), he states that *Kadongo Kamu* is also described as a Luganda word that means “one guitar” in spite the fact that other instruments have also been dominated such as the keyboard, drums and many others. *Kadongo Kamu* music became widely popular in Uganda in the 1960s and the prominent musicians included; Fred Masagazi, Elli Wamala and Paul Kafeero among others.

2.3 The influence of kadongo kamu music in creating TV commercials.

Today, advertisers have incurred more time and money in creating commercials as a way to popularize, market and brand their companies selling products. People are persuaded and convinced to consume those products through the music that is used. Past studies have shown that there seems to be a general negative attitude towards advertising Alwitt et al (1994) note that it has been observed that advertisements put in media that are perceived as more credible and reliable, such as the newspapers, are seen as more informative, valid and enough to convince as opposed to adverts on TV commercials.

Today people watch more television commercials than newspapers and many companies have turned more to using TV as a tool for advertising. Many genres of music have been used as background and fore music to persuade consumers to buy products. Music such as *Kadongo Kamu* music has been in one of commercials of “Bosco *kataala wa city*” an MTN MOMO campaign. This commercial has spent like two years and it was a hit commercial then, people enjoyed it and it created a pace for the MTN MOMO Company.

The lyrical content too in *Kadongo Kamu* music and character also generates persuasion of consumers to buy products. Nkahebwa (2018) states. For example in the ad “Bosco *kataala wa* city,” “Bosco is *a kataala* but happy!”(The true message in MTN Uganda’s trending momo pay Ad)

Kadongo Kamu music is a type of Uganda’s music that comes naturally in a way that when it is used in commercials people can easily understand it, like it and appreciate it as an original or cultural good that we have in Uganda.

Selmcount (2013), In the article “Digital media, globalization and impact on indigenous values and communication in Nigeria”, Selmcount considers human experience and someone’s native customs and religions he/ she was brought up with which is home and space concepts. This is much related to the concept of *Kadongo Kamu* music as our original music. Because it is originally from Uganda, the perception part of it will also depend on its originality, people will appreciate it and probably like it as seen in “Bosco *Katala wa* city” an MTN momo campaign which trended all over the country. Selmcontt (2013) elaborates more his research in the following;

“If anyone, no matter who, were given the opportunity if choosing amongst all the nations in the world, the sets of beliefs which he thought best he would inevitably-after careful considerations of their merits, choose, that his own country-Everyone without exception believes in his own native customs and religious, he was brought up into the best and that being so, it is unlikely that anyone but a madman would mock at such things”

Various researches have been done to examine how music influences our consumption behaviour;

Areni (1993) found that classical music in a wine store prompted customers to buy more expensive products but did not influence the quantity purchased. This was not the case when top-forty music rather than classical was played.

What are television commercials?

A television commercial is a short television program generally produced and paid by an organization. It typically communicates a message to the public to market and promotes its product(s) and service(s). Commercial's main objective is to show and state what the product is, what its main features are, and the advantages it has.. For this purpose, they can use several different forms of visual, verbal and aural impressions to creatively convince the audience

Schellenberg(2011) notes the existence of five different types of television commercials: political advertising which is intended to reach a regions audience to obtain their votes, infomercials(these provide complete and lengthy information about a particular product) , television commercial doughnut(this has all the required components of a normal commercial but is missing the actual product to be advertised. as well as sponsorship advertising.

Television commercials have become a key form of mass-market advertisement for companies. In order for television commercials to become successful, companies must make a commercial that will gain the attention and interest of the audience, meets broadcasting standards and place it in targeted television networks that will reach the targeted consumer segment.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This chapter is about the description of the research methodology I used to collect data for this study. In this research, I used qualitative research methodology because I analyzed non-numerical data such as articles and text, interviews as well as videos and audio that were made by other people to get a better understanding of the topic of study. It illustrates the research designs and methods of data collection (research tools) that I used to collect data. The chapter also discusses the ethical considerations I adhered to during fieldwork and the limitations I faced and solutions to the limitations.

3.2 Research design

To examine the impact of *Kadongo Kamu* music in persuading customers to buy products, current literature on the subject will be reviewed and analyzed. Thus, a number of paper, articles, journals online publications and books on this subject will be consulted and evaluated. In other words the research design will be qualitative which will aim at reviewing and elaborating the impact of *Kadongo Kamu* music as used in television commercials to persuade consumers to buy products.

3.3 Sampling

3.3.1 Sampling selection

As a researcher, I used different techniques to collect data from different sources. Techniques such as purposive sampling were used, a technique where I reached out to people who are

directly involved in the activity. These people possessed information that the ordinary people in the community may not have. People such as; musical analysts, producers, studio workers in the section of videography and other audiences. Besides purposive sampling, I also used a snowball method where a researcher is led to someone with information through the earlier contacts. I got a chance that people would lead me to the right people with more information.

3.4 Research Tools

3.4.1 Interviews.

This type of research involves two different people talking about a topic this is between the researcher and the respondent. The interaction is verbally communicated. In this section the researcher interviewed some of the producers and the audience of *Kadongo Kamu* music as used in television commercials as well as musical analysts to collect data. With interviews, the researcher concentrated mainly on structured questions to carry out the research.

3.4.2 Library analysis

This is the data that has been already collected by different scholars that may not necessarily be analyzed or published related to the researcher's topic. This information is was got from books, websites among others.

3.4.3 Audio Visual Analysis

Audio-visual recording and note taking. The researcher also used this method to collect data. Gadgets were used to collect information such as phones to record, notebook and pencils to write information.

4.4.4 Observation

As a researcher I was able to observe how *Kadongo Kamu* music has been used in creating television commercials through watching television, youtube videos as well as other social media platforms.

3.5 Research instruments.

The researcher used different research instruments to collect data such as, interview instruments like phones for recording, pens and notebooks for noting down information. The researcher also analyzed data through observation, the researcher used eyes to watch the “*Bosco katala wa city*” advert to analyze and distinguish more between *Kadongo Kamu* and other genres of music as used in TV commercials. More so, data processing and analysis was also used in turning data into meaningful information. The information can really be relied on and used.

3.6 Data analysis

In order to give out different ideas on how *Kadongo Kamu* impacts on the persuasion of customers to buy products, I used in-field analysis, an ongoing process of analyzing data collected. This process also included transcribing the information collected through interviews

by listening to them many times which helped me to get a deeper meaning and understanding of my data.

Asaasira (2012) discussed about “thick description” by Clifford Geertz and in his description he notes that acquiring thick description is only possible through the process of ‘thinking and reflecting’ as well as the thinking of thoughts’. So in the process of data analysis it also required me to think and reflect as well as creating thoughts that was through analyzing data , transcribing and creating themes from the study.

3.7 Scope of the study

3.7.1 Geographical Scope

The study basically covered Uganda. I used “Bosco *kataala* wa city” an MTN MOMO Campaign as my case study.

3.7.2 Content Scope

The researcher basically targeted Ugandan makers of *Kadongo Kamu* music and TV commercial companies.

3.7.3 Time Scope

The researcher focused on *Kadongo Kamu* music jingles between 2018 to date because this is the period when “Bosco *Katala wa city*” jingle has been in existence.

3.8 Ethical considerations

There are different ethics I had to adhere to in order to finish my research. Drew et. al. 2008 writes about ethics as an” aspect that has become a cornerstone for conducting effective and meaningful research” adhering to a given research ethic is a very good thing that leads to greater achievement in research and it is important for researchers to be aware of protecting each participant’s rights and privacy as stated by (Cohen, Manion, 2013).

In the first place, I made the research study and objectives clear to the respondents with the aim of avoiding getting unnecessary and false information. This also gave them a gap of answering my questions during the interview. Secondly, I adhered to their set time for the interviews for me. As a research it is very ethical to adhere to the time given by the respondents, for at that time they are your bosses and they have a right to do so according to their work time line. I also got permission to record the information that was given to me from the very respondents this is because not everyone supports recording his/her voice.

3.9 Limitations

As a researcher the most important aspect to have is time but this study has been carried out for only a few limited times hence limiting me to find out more data and providing real complete research work.

In order to carry out fieldwork, I made appointments with my interviewees but some of them kept on shifting and cancelling the appointments because they were busy. However, never the less I managed to interview them later and also changed appointments to other available and willing people that had information.

Some of the respondents did not honour my appointments and some claimed that they did not know about *Kadongo Kamu* music and that they are not fun so they know nothing about the commercials. However these people tried to lead me to other people they expected to have information by giving me their contacts and other media pages such as Twitter.

Some respondents claimed for payment as a password to their information. This challenged me because I was still a student and I did not have money sincerely to pay someone for an interview, however, some people did not request a single coin. As a student, I had to request a free interview and persisted in it and later on, I got their information.

CHAPTER FOUR

THE IMPACT OF KADONGO KAMU MUSIC AS USED IN TV COMMERCIALS IN PERSUADING CUSTOMERS TO BUY PRODUCTS.

4.1 Introduction

In this chapter, I analyzed the impact of *Kadongo Kamu* music as used in TV commercials in persuading customers to buy products. First and foremost I will explore the deeper meaning of *Kadongo Kamu* music in its historical and background context in order to analyze and understand the present. Further, I demonstrate how the lyrical content in *Kadongo Kamu* participates in the persuasion of consumers to buy products using an example of the “Bosco *katala wa city*” Ad because *Kadongo Kamu* is characterized by unique lyrical content which gives out the message. Then I will also talk about the difference between *Kadongo Kamu* and other genres of music that are used in creating TV commercials, the influence of this music to other genres and its impact.

4.2 The historical understanding of Kadongo Kamu music.

In order to understand the present, it is very necessary to understand the past because the past informs the present. Asaasira (2012) examines the definition of *Kadongo Kamu* music historically and how different people understand it to be.

Based on the research I have made, a number of informants describe *Kadongo Kamu* music as that music played and performed with one guitar and based on a true story. Informants such as Chris Isabirye, a tutor in YMCA, describe *Kadongo Kamu* as music performed using one guitar and based on a true story. He asserts that this composition was basically from Uganda and

performed by Ugandan musicians using a guitar as the main instrument though other instruments were also dominated with time. Noel Kaggwa a musician from *Kasangati Wampewo* and a former Makerere student also defines *Kadongo Kamu* as music that started with one man and his guitar making it a solo performance (Interview 14th August 2022).

According to Nakazzi a lecturer at YMCA, *Kadongo Kamu* music is a genre that consists of one person playing a guitar and also accompanied by other instruments such as drums to bring out a Ugandan original style from central Uganda (Interview 14th August 2022).

Joseph Batte, a musical analyst and journalist defines *Kadongo Kamu* as Uganda's first form of popular music that was recorded and put on a binary. He explains a binary as the earliest form of CDs that were used to record music around 1957. Batte stresses that *Kadongo Kamu* music was a popular form of music because of the storytelling that really conveyed and passed messages to people. Furthermore, it is a type of music for the common man with a lot of social messages and therefore it was popular people would go and attend concerts. He gave an example that a cup of years ago, the *Kadongo Kamu* artists like SSebata would fill up Nakivubyo stagio and people would go there not to make noise but to see and listen to the messages and even laugh as a way of having fun. So he describes it as the most popular music predominantly in the central region (Interview 15th September 2022).

According to Alex Kiyaga, a videographer at Pearl rhythm studio production at the National Theater, defines *Kadongo Kamu* as a traditional genre of music which funds a certain culture or group of people which gives out the traditional rhythms of that given culture and also speaks out messages which they intend to send out. And in this case, he is talking about the Baganda people

in the central region because the” term Kadongo Kamu originated from Buganda kingdom” .he says (Interview 15th September 2022).

4.3 How the lyrical content in Kadongo Kamu music as used in television commercials help to persuade customers to buy products;

Kadongo Kamu is a rich music genre which intends to pass messages to the people. Commercials such as “Bosco katala wa city” an MTN MOMO campaign was in form of *Kadongo Kamu* and this advert became a hit previously just because of the character of *Kadongo Kamu*. My informants address the impact of the lyrical content in persuading consumers in the following ways;

Noel Kaggwa, a musician and former student from Makerere university approaches this issue by saying that, initially *Kadongo Kamu* music was not meant for selling and advertising products but rather an informative genre of music where musicians would move around singing about climate, weather, political issues among others. Today, *Kadongo Kamu* is multipurpose, it is being used in different ways to achieve certain objectives and goals. Noel adds that because of the richness of *Kadongo Kamu*, companies have adopted it to advertise their products such as the MTN MOMO Bosco katala wa city. Noel says that the language that was used in “*Bosco katala wa city*” was very enticing to the listeners thus persuading customers to buy those MTN first consumer goods such as airtime, data, and lines among others (Interview 16th August 2022).

Further, he illustrates that, the lyrics in *Kadongo Kamu* always give out messages to the people and because the language now is Luganda, many people are catered for both the literate and the illiterate hence understanding the advert and when someone understands a concept that means at

any point he/she will be persuaded to go for it. Talking about the advert he said that the lyrics were very interesting which shows that the writer really had a good choice of words which were funny, interesting and above all the drama part of it which summed to a good hit.

Chris Paul Isabirye addresses the matter of how the lyrical content of *Kadongo Kamu* help in persuading customers to buy products, he says that the lyrical content of *Kadongo Kamu* is based on a storyline and some of these storylines are usually true. So it based on a true story each and every person may be touched by the story in a different angle and that is enough to persuade customers. He asserts that; the people making these adverts are fellow Ugandans, making them in a local way that has a lot of fun thus creating the morale of wanting to listen to the advert over and over hence leaving a person wanting to purchase those products. Furthermore, Paul says that *Kadongo Kamu* doesn't discriminate even a five-year old can enjoy and even mimic *Kadongo Kamu*. He gives an example of his young son who mimics the advert "Bosco" *katala wa city* and whenever it is played on TV, he runs very first to watch it (Interview 16th August 2022).

According to Agness Nakazzi, the lyrics themselves must be attractive and persuasive in nature in order to convince a customer thus wanting to buy the products. She says that the lyrical content in '*Bosco katala wa city*' persuaded customers it was first of all interesting and catchy (Interview 14th August 2022).

According to Alex Kiyaga, the lyrical content of *Kadongo Kamu* music is very fascinating because first of all these people did not have any formal training to do their craft, it just comes naturally. He says that to be a good *Kadongo Kamu* writer, one must know the language and must be rich in vocabulary, gamma. And poetry in a very traditional way, as opposed to other

pop music which has little vocabulary they play around with and many times, mix languages like one verse Luganda, then the chorus in English just to confuse you around. On the issue of persuading customers in ‘*Bosco kataala wa*’ city he says that what mostly persuaded customers was the drama part in it and the traditional rhythm that appeal to the wider group of people who appreciate that rhythm (Interview 15th September 2022).

Further, Alex also describes how the lyrics were twisted to entice consumers; he says that the writers come up with the words with real vocabulary and some slang also inserted to make the advert interesting. Slangs such as “*kataala* so that it can be identified by the young generation. This is a strange rhythm to the young but they are relating it to the slang which appeals to them so this was a bait to pay attention to the commercial He also talks about, rhythms, rhyming and the language joined together with slang inserted, the visual part of it such as the costuming, acting among others. All these can influence the mood of the listener hence buying a product. (Interview 15th September 2022).

According to Joseph Batte, it is not only the lyrical content but also the music itself that persuades consumers to buy products such as chord progressions and predictable chords (happy chords) and this sits comfortably in the ears of the listener. The other thing he notes is *that Kadongo Kamu* is driven by a *Bakisimba* beat which has always been a very catchy beat so the beat captures you and the lyrics. Further, he says that this is the type of music which captures the ears as soon as you listen to it and this is what the people on MTN MOMO looked at. He describes things used in *Kadongo Kamu* as comical, political or anything and it can be used to send messages (15th September 2022).

Joseph Batte in his own perspective, he remembers Bosco *kataala wa* city as imagery for his excellence Yoweli Kaguta Museveni and people were having fun of it and one time people started calling him Bosco. So in this way he says that they used His excellence Museveni to pass information to people and that's where it got its popularity from. More so, he asserts that the advert was also intended for the common man so it was a very clever marketing tool (Interview 15th September 2022).

Batte gives an example of the song” *Savon omo sung* by (Kyabule) “which was an advert about *Omo* that turned into a hit some years back. *Savon* was a French word that meant soap. This elaborates on how you can use a song to relay your message. “For this matter, the song “Bosco” captured the imaginations of the local people, the Luganda local people.” He says. This was a good situation for the people who wrote this song and this was done by Swangz Avenue (Interview 15th September 2022).

4.4 The difference between kadongo kamu and other genres of music.

Most of my informants describe *Kadongo Kamu* as having a rich lyrical content, tune, drama and *the Baakisimba* beat in it .This uniqueness distinguishes it from the rest of the genres such as; pop, music and hip hop among others. Isabirye differentiates *Kadongo Kamu* as being unique in the art of composition, performance and instruments and the lyrics being used fit in so well and can be heard clearly. So a person advertizing and the audience of the advert will understand the message in the song thus appreciating the advert (interview 16th August 2022).

He states that, *Kadongo Kamu* serves each and every class of people both illiterate and the literate as opposed to pop music which uses a combination of languages that some illiterate people may not understand. Take an example of the “*kyogero Ad*” a commercial that advertises *Kyogero* jelly, he says that it uses different languages that some people may not understand. Further, he says that *Kadongo Kamu* does not discriminate against any age bracket. It is being consumed by all age classes. Lastly he talks about the drama in it that really makes it different from others. Nakazzi also says that *Kadongo Kamu* being catchy and unique in language that makes it different from others (14th August 2022).

According to Noel kaggwa, *Kadongo Kamu* is different from other genres of music because it is original and authentic and the way it is written, the lyrics that were written in *Bosco kataala wa city* were very interesting and funny that one would love to listen to it over and over as opposed to other genres of music. More so he emphasizes the language as a key difference. *Kadongo Kamu* is always sung and written in Luganda no other language was added, this type of advert “*Bosco kataala wa city*” was able to be consumed by every person be it the youth or the young. Further, Noel says that *Kadongo Kamu* is more attractive that’s why the mtn momo advert *Bosco kataala wa city* was liked and trended (16th August 2022).

Alex Kiyaga says *Kadongo Kamu* being a traditional and cultural rhythm, it can easily be adapted to and that there is no way one can go away with his or her culture. It will always catch up with you and the people who do not belong to that culture have also adopted the culture, in other words, the number has increased because they do understand it especially those who have stayed in Buganda for some good time. He says that this shows how *Kadongo Kamu* is rich and

different from others as opposed to other genres like the pop, hip-hop, which are kind foreign to people though it sounds good and can appeal to young people but they will still have to go back to their culture whether they like it or not (15th September 2022).

Joseph Batte says that,” if you use *Kadongo Kamu* in a commercial and package it very well, you will reach a wider audience especially the Luganda speaking audience. “He adds that the beat used in *Kadongo Kamu* is catchy and can seat comfortably on any body’s ears and *Kadongo Kamu* also has that folk-see melody which people especially from the central region I identify with. And therefore that makes it different from others. “It was a very marketing flow by MTN because it was a master stroke and the reason why they used it is because they wanted to reach out to the local people, through advertising in the language they understand” (15th September 2022)

4.5 The influence of Kadongo Kamu music to other advertising companies on TV

Batte says that he has heard about a cup of *Kadongo Kamu* adverts that the “Bosco katala wa city” MTN MOMO advert influenced but they do not really get there to the level at which it was composed and performed and so it is very special cooperation with MTN. he says that the only company that tried to pick it up was BBC because they realized that they were referring to His excellence Museveni as well (Interview 15th September 2022). Kiyaga says that, he has never seen any other commercial that was influenced by “Bosco *katala wa city*” and this is because music makers could have feared being called copycats (15th September 2022).

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter presents the discussions of the findings, conclusions, and recommendations of the study on the impact of *Kadongo Kamu* music as used in television commercials in persuading customers to buy products .case study; “Bosco *katala wa city*” MTN momo campaign

5.2 Summary

In this dissertation, I have analyzed the impact of *Kadongo Kamu* music as used in television commercials in persuading customers to buy products. I have discussed the different understandings of *Kadongo Kamu*, how the lyrical content influence consumers to buy products, the difference between *Kadongo Kamu* and other genres of music as well as the meaning and the role of television commercials. Noting about how different scholars wrote about the impact of *Kadongo Kamu* music in television commercials in chapter two, I have made a literature review on how these scholars discussed the related research.

In chapter three, I have discussed the methodology for my research where I used a qualitative method of data collection; my research was ethnographic where I sampled informants using snowball and purposive sampling techniques. Interviews, library, audiovisual analysis and observation are some of the tools that I used to collect my data. I identified two categories of my informants where I targeted the makers of *Kadongo Kamu music*; including songwriters, musicians, producers and others, I also targeted the audience (consumers) of this music in

television commercials where I interviewed music analysts and other audiences. In chapter three, I also elaborate on how I analyzed my data as well as the limitations I encountered.

In chapter four, I have discussed the impact of *Kadongo Kamu* music as used in television commercials in persuading customers to buy products where I have examined and analyzed the understanding of *Kadongo Kamu* from a historical background and how different people define it., most of the people define it as music performed using one guitar and based on a true story. However some people like Batte in an interview described *Kadongo Kamu* as Uganda's first form of popular music that was recorded and put on a binary. A binary is the earliest form of compact disk that was used to record music around 1957.

In this chapter, I have also discussed how the lyrical content in *Kadongo Kamu* music persuades customers to buy products. In this case, my analysis was made on" Bosco *kataala wa* "city an MTN MOMO campaign which trended in Uganda and outside countries. This advert used *Kadongo Kamu* music as its background/fore music that enticed the attention of the customers. The discussions show that the lyrics in *Kadongo Kamu* are very interesting, they have messages that they communicate and the language used is Luganda and which can easily be understood by many people. Furthermore, the discussions from the interviews show that it is not only the lyrical content that persuades customers to buy products but also the music itself. The music is composed of predictable chords with a good procession and this sits comfortably in the ear of the listener.

I have also discussed about the difference between *Kadongo Kamu* and other genres of music. Where *Kadongo Kamu* is differentiated by its unique “*Baakisimba*” beat which is catchy with a folk see melody that can reach a wider audience as opposed to other music genres.

5.3 Conclusion

This study has revealed that *Kadongo Kamu* music has got a big impact on advertising products on television. It has got the ability to drive people’s emotions to buy products because of the interesting melodies accompanied by the *Baakisimba* rhythms. Rhythms only of *Kadongo Kamu* music are very catchy and interesting and can entice people’s attention. Furthermore the music has got good chord progressions which are even easy to predict (happy chords), a song with such chords can easily sit in people’s ears both the young and the old. These characteristics made “*Bosco katala wa*” city an MTN MOMO campaign to succeed. Many people liked the advert that it was difficult for someone to fail to sing along.

The lyrics of *Kadongo Kamu* music have got good messages and above all, the lyrics are composed in the local language which even a common man from Buganda can understand as opposed to other genres of music used in creating television commercials such as pop, hip-hop among others where the lyrics have been combined in different languages which the old cant consume. *Kadongo kamu* has got the ability to persuade customers and to sell goods however, this kind of music has not been highly used to create commercials though some other companies such as BBC are now trying to adjust, change and copy the music in “*Bosco katala wa* city: an MTN MOMO campaign to sell products after the success of “*Bosco advert*” .This shows that

companies are beginning to appreciate *kadongo kamu* music though most of them are not doing it exactly as MTN MOMO advert.

5.4 Recommendations.

Basing on the study findings, the researcher recommends that a similar study on the impact of *Kadongo Kamu* music as used in television commercials in persuading customers to buy products (case study; Bosco *katala wa* city MTN momo campaign) should be done in order to expand on the existing literature as less literature about this topic.

I recommend that massive teaching on the impact of *Kadongo Kamu* music as used in television commercials in persuading customers to buy products should be emphasized.

The researcher recommends that other companies should start using *kadongo Kamu* music in advertising their products.

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APPENDICES

Appendix. I

List of Interviews

Name	Date	Venue
Joseph Batte	15 th September 2022	Vision Group headquarters
Alex kiyaga	15 th September 2022	National theatre, Pearl rhythms studio
Chris Paul Isabirya	16 th August 2022	YMCA
Noel Kagwa	16 th August 2022	Kasangati
Agness Nakangati	14 th August 2022	YMCA

Appendix. II

Interview Questions

1. What is Kadongo kamu?
2. How does the lyrical content of kadongo kamu music influence the persuasion of consumers to buy products?
3. How is kadongo kamu music different from other genres of music as used in creating television commercials?
4. How has kadongo kamu in Bosco Kataala wa city (MTN) influenced other commercial companies in advertising their products?