Music in Advertisement on Social Media Platforms Towards Malaysian Young Consumers' Decision Making to Purchase

SYAZWANI MAHSAL KHAN
NORSIAH ABDUL HAMID
SABRINA MOHD RASHID
Universiti Utara Malaysia

ABSTRACT

Advertising is a type of paid media in which people can promote their products and services through mainstream or social media platforms. It turns out to be progressively mainstream as more individuals who are dealing with their own businesses and organisations go to publicising as a stage to get their products or services known by their own consumers. The purpose of this study is to explore how information processing of music affects young consumers' decision making in social media advertisements. The Elaboration Likelihood Model (ELM) is chosen as a framework to explore how information processed from music influences young consumer's decision making process. The methodology utilised in this study was in-depth interviews with experts based on snowball sampling. The experts comprise of academicians, advertising professionals and musicians. Semi-structured interview questions were applied in this study. Then, thematic analysis uncovers two emerging themes: consumers' preferences of products and consumers' motivation on spending. The findings of this study revealed that information processed from music on advertisements, available on social media platforms, can affect young consumer's decision making to purchase. This study contributed to our understanding that music used in an advertisement, and in this case on social media, can influence young consumers to develop preference towards the advertised product. This is a subtle approach to influence their decision to purchase products in the future. As a result, they are more likely to engage with upcoming product advertisements.

Keywords: *Social media advertising, information processing, elaboration likelihood model (ELM), music, decision making.*

INTRODUCTION

Advertising is a type of paid media in which people can easily promote their products and services, through mainstream or social media platforms. Nevertheless, since the year 2020, advertising expenditures around the world have declined extensively (Taylor, 2020). Many businesses were forced to close as the number of pandemic cases among workers increased (Hasanat, Hoque, Afrin & Anwar, 2020). Since then, more individuals who are dealing with their own businesses and organisations use advertising as part of strategies to get their products or services known by their potential customers. The most important role of advertising is to create awareness among their target audience in order to provide information and also to persuade them to buy the products or services online. Chen and Panyaruang (2021) has a strong response on this:

> Nowadays, almost every business is doing online advertising, and we see these advertisements on different mobile devices or computers almost every day. Therefore, social media has become an ideal channel to promote or use online advertising. The Internet and social media continue to grow with the

number of users increasing rapidly, and they are also important for consumers in their daily lives.

As stated by Susanto, Yie, Mohiddin, Setiawan, Haghi and Setiana (2021), advertising in social media has made it easier for people to do business, as it is opens to the global market and also cheaper to advertise their own products or services to their target audience. Besides that, advertising in social media can be known as a special kind of delivery of information regarding products, services or even people, for the audience's knowledge (Wilkins, Livingstone & Levine, 2021). This can be seen as 'opening products up' to consumers' needs and desires. Maintaining a good online presence such as using advertising in social media is one of the key aspects that establish the success of start-up companies during this difficult time (Basri & Siam, 2017; Sitompul & Ferawati, 2021; Susanto et al., 2021).

Furthermore, advertisers should consider persuasive advertising because it can help to ensure sales from the target audience who, in the end, turns out to be their potential customers. Persuasion can be known as a stimulus which creates awareness and knowledge, providing adequate information as it guides the consumers' attention to aspects of an advertising campaign or sales presentation, by appealing to their emotions and general sensibilities (Bolatito, 2012; Friestad & Wright, 1994; Greco, 2018). For example, a brand of perfume may use social media advertising to express the message that using the product guarantees the pleasant smell and freshness for a longer period of time, and therefore helps to enhance the confidence of the consumers when cooperating with other people. This creates the perception that anyone who uses the product will be more attractive and socially successful. Graham, David, Paul and Evi (2013), stated some conscious or unconscious transitional mental response towards advertisement may influence consumers' behaviour.

On the other hand, persuasive techniques of advertising on how to convince a target audience about related products or services that are available online are also important to take note of. A persuasive technique is a complex set of tools that are employed to change target audience attitudes and get their responses (Romanova & Smirnova, 2019). In advertising, persuasive techniques are employed not so much to increase sales, rather to build relationships and raise brand awareness' as well as to help consumers in terms of decision-making as they become aware of new products and brands through social media platforms.

The motivation of this study is to explore why young consumers find social media advertisements irritating and unaccommodating, thus they tend to avoid the advertisement as they find it dull. They have little or no interest at all when it comes to reading a long message as this can bring effect in a contradictory reaction, causing disinterest in the company or brand that is being advertised (Almossawi, 2014). In addition, advertisers find it harder to reach audiences in terms of attracting their attention towards the advertisement content. As stated by Vranica (2016) and Gregorio (2017), audiences are avoiding advertisement via newspapers, magazines, television, radio, and also cutting cable subscriptions just because they feel bothered and uninterested.

Ensuring that young consumers focus on advertisement content proves to be a challenge to advertisers. In addition, advertisers are expected to know how to put their target audience in a decision making context. Entertainment elements such as music can help target audiences focus on advertisement content (Teixeira, 2014; Mogaji, 2019). For example, advertisers can select suitable music tones and images (Almossawi, 2014) to create a certain emotion or enhance consumer's understanding towards a product and consequently affect

their decision making process. Thus, the purpose of this study is to explore how music in advertisements on social media affects young people's decision making to purchase.

LITERATURE REVIEW

Music in Advertising
Music can be described as one of the most essential forms of expressing artistic value of a musician's creativity (Szymkowiak & Antoniak, 2020) to audiences through a medium. It is a whole language which can connect powerfully with senses and emotions (Dunbar, 1990). It is used extensively in video advertisements, for a variety of purposes, such as movies, dramas, music videos, social media platforms and many more (Dunbar, 1990). Furthermore, Sinclair and Tinson (2021) found that music not only contributes to social well-being, but also in pain management, structuring the everyday, and providing purpose.

As DeNora (2000) postulated in details about music associated in human everyday life:

> Perhaps music has the capacity to be socially powerful as a resource for agency because, as a way of happening that moves through time, it allows us, should we latch on to it, to engage in a kind of visceral communion with its perceived properties. We can imagine and 'feel', for example, the close-knit texture of dissonant polyphony, or the 'wide-open spaces' of fifths and fourths, or the 'depressed' character of the minor triad. Perhaps the clearest and most dramatic example of this process can be found in medical-based music therapy, where music is employed as a template for bio-feedback, where one may, in and through identification with particular musical properties, alter physiological and emotional states (p. 161).

Hence, music and advertisement cannot be separated as its aim is to sell the product and to influence the target audience's decision to own a particular product when watching the advertisement content through social media. Music in advertising also is an atmospheric stimulus that may benefit a consumer for advertisement and brand memory (Raja, Anand & Allan, 2019). Music can add flavour to advertising content, making it more appealing to consumers. It is the essential productive elements that are combined in advertisements content (Abolhasani, Oakes & Golrokhi, 2021). Music can enhance product recall or an advertisement through a reminded image. It instantly persuades moods, feelings, emotions and behaviour (Alpert, Alpert & Maltz, 2005; Koelsch, 2014; Mogaji, 2019). Soundtrack is one of the important elements used in the background of an advertisement and can be composed as a sequence of musical pieces (Ziv, 2018). Hence, it may produce different responses of consumers toward the advertised product through social media platforms. Thus, the use of music in advertising is critical as it allows advertisers to effectively deliver their message to consumers, resulting in their decision-making process.

Besides that, music can be used creatively in advertisement content as its ability to reinforce brand recall of products or services to consumers' mind through social media platforms (Strähle & Keibel, 2018). Advertisers need to be conscious in terms of the whole context of music, video and its content on how the presentation of a product or service should be, to attract the target audience to be aware of it and make it memorable. Music that is

combined with creative content, may affect the target audience cognitively and emotionally. North, Sheridan and Areni (2016) found that music which is perceived as congruent with products surges consumers' remembrance, choice and willingness to buy the products promoted in the advertisement content. Music influences and persuades consumers to buy the advertised product and services, and music is a powerful and engaging stimulus that influences decision-making processes (Akkucuk & Esmaeili, 2016; Çupi & Morina, 2020; Palazzi, Wagner Fritzen & Gauer, 2019). Also, music communicates and produces mental (motor, visual, and audio) representation in one's mind (Hwang & Oh, 2020). Thus, it can be comprehended that music in advertisement content affects the consumer in terms of deciding to buy the advertised product, when created in a creative and attractive way. As stated by Santos and Freire (2013) and Jain, Rakesh with Chaturvedi (2018), entertaining elements such as music can be an effective tool used in advertisement as it can increase the effectiveness of the advertisers' message.

Past researches on music with brand, brand attitude, musical fit in advertising, musical advertising and consumer identity, music and purchase intention have been studied broadly (e.g. Abolhasani, Oakes & Oakes, 2017; Allan, 2016; Greco, 2018; Morris & Boone, 1998; Riley & Anderson, 2015; Romanova & Smirnova, 2019) but there is a lack of focus on social media advertising in influencing young consumer's decision making to purchase. Music can also influence consumers' responses to advertisement content and in retail environments (Broekemier, Marquardt, Gentry, Broekemier & Marquardt, 2008); Almeida Santos & Freire, 2013). Hence, the aim of this study is to explore how information from music in social media advertisements are processed and how it affects young consumers' decision to purchase a product or services.

Consumer's Decision Making through Social Media Advertising
Audiences on the Internet, especially on social media platforms, are exposed to information that can help them in making choices on substances related to them (Arnaboldi, Busco, & Cuganesan, 2017). This is one of the reasons why social media has become increasingly attractive to advertisers, in terms of promoting any product or making a marketing campaign (Jaffery, Annuar & Raj, 2020). DeTurck and Goldhaber (1988) explained that based on human information processing theory, the way consumers' brain processes information in advertisements may have an effect on the total amount of time they devote to investigating product labels, and if the product has some of significant information that they can recall from memory, and thus, the likelihood of the consumer buying the product.

Advertisers' creativity is crucial in order to attract their target audience to become consumers of their products or services advertised. In order to deal with that, advertisers need to create the needs and wants of consumers through advertisements using social media platforms. Social media platforms provide a variety of mediums for encouraging target audiences to view advertisement content and trigger their information processing in order to influence their decision making (Mahsan, Harun, Zulkefli & Alim, 2020). Information processing may include motivation, emotion and perception to represent the consumer's ability to process the advertisement content that can give benefit to them (Mahsan et al., 2020). Advertisement content should include music that can take place to persuade consumers as they process the content of the advertisement (Mogaji, 2019). Music can create awareness in the consumers' decision making process, focussing on intention to purchase. Kumar, Konar and Balasubramanian (2020) opined that perception on advertisement content is the key to consumers' decision making process.

Credibility is a key element that consumers look at in order to understand and process the information in the content of an advertisement. Credibility can be seen from the sources of information regarding a product in an advertisement. Bhattacherjee and Sanford (2006) defined source credibility as the extent to which the recipient of the information perceives an information source as believable, competent, and trustworthy. Ahmad, Idris, Alias, Tuong and Amit (2020) have conducted a study on the source credibility of online advertising on social media platforms towards consumers' purchase intention. Guided by the source credibility theory, their study looked at the credibility of celebrity endorsers, source expertise, source trustworthiness, and source attractiveness. The result showed a positive correlation between the credibility of a celebrity endorser and consumer's purchase intention. Hence, it can be seen that consumers take into account the credibility of information and process it as it affects their decision making towards the advertisement content.

Information processing is important for advertisers as it influences consumers to buy the advertised products or services. Past studies have researched on green advertising, green marketing, fashion clothes, beauty products, advertising messages that are related to Malaysian consumer perspectives (Mahsan, Harun, Zulkefli, & Alim, 2020; Rahim, Zukni, Ahmad & Lyndon, 2012; Uthamaputhran, Shuaib & Hamsani, 2014; Yasmin, Farooq & Zreen, 2018). It can be seen that these researches are focused on how information processing works with consumers' minds and how it affects consumers' behaviour in Malaysian context. For example, there is a study done by Mazlan, Shahibi, Ab and Wan (2020) where they come up with a study on the relationship between belief factors, consumers' attitude, and consumers' behavioural intention toward print advertising. The study targeted Malaysian people who have experience with print advertising. The result then showed that viewpoint has a positive influence on consumers' behavioural intention. This has shown that consumers' thinking and processing of the information depends on how they perceive the information of the advertisement content. As stated by Mazlan et al. (2020), information in the advertisement content is important to ensure the effectiveness of communication through advertising.

THE ELABORATION LIKELIHOOD MODEL (ELM)

Petty and Cacioppo (1986) proposed the Elaboration Likelihood Model which has two routes of persuasion, particularly the central and peripheral. Knowledge, material, and data which is known as information are processed through the central route. It is then expected to utilise a significant and persisting impact on the consumer's assessment of the product in the advertisement content. In situations of low elaboration, ELM posits that persuasion may still occur via peripheral route processing (Lustria, Cortese & Gerend, 2016). This theory explains that a person who uses central routes tends to use cognitive information processing, meanwhile, a person who uses peripheral routes tends to use information processing which, in this case, demands unforced information from an advertisement content. The function of the ELM is to require a fairly general framework for organising, categorising, and understanding the basic processes inspiring the effectiveness of persuasive communications (Petty & Cacioppo, 1986). People with high degrees of elaboration likelihood do not depend wholly on the central route, but their dependence on the central route predominates over their dependence on the peripheral route (Lee, 2011).

The ELM suggests establishing a framework for persuasion that is claimed to be applicable to various sources, message, receiver and context variables (Petty & Cacioppo, 1986). Subsequently, ELM offers two ways of thinking, that a person may demand a central

or peripheral path with the high or low level of motivation and ability that he or she has to develop the argument for related products featured in advertisements. If the person thinks that it has personal relevance, and likes the new product, that means motivation has developed after they were exposed to advertisement content. Petty, Cacioppo and Schumann (1983) acknowledged that a person's motivation can be influenced by a variety of factors, even if the message does not contain any personal relevance. It is actually the person's capability that becomes the finalising factor towards which route will be taken based on their own motivation (Kitchen, Kerr, Schultz, McColl & Pals, 2014).

Meanwhile, the peripheral routes of processing are not the same as central processing. It is more towards the effective processing in the advertisement content. As expressed by Petty and Cacioppo (1986), peripheral routes are a basic prompt of persuasion setting that influences mentalities in the truancy of argument processing. In addition, Shi, Hu, Lai and Chen (2018), explained that people who utilise peripheral processing will consequently utilise less psychological exertion, where the person acknowledges or dismisses a message in a method with no dynamic contemplating the characteristics of the issue or the object of consultation. Furthermore, individuals who utilise peripheral routes have less motivation and capacity to handle the message. They are more drawn in or influenced by the allure or acknowledgment of representatives or brands, source skill, and the unadulterated number of contentions, alongside a few other likely signals (Browning, Gogo & Kimmel, 2018). Subsequently, the hypothesis presumed that for people who utilise peripheral processing, their perspectives toward the item are not resistant in contrast with the ones who utilise central processing route.

The ELM model is used in various research studies such as marketing, advertising, consumer research, consumer behaviour, communication and many more. This model is also used to study persuasion elements that work on consumers' mind or attitude towards the products or services advertised. Using ELM as the fundamental of their research, Mahsan et al. (2020) studied beauty product advertisements on social media platforms that may affect consumers' decision to purchase the product. They found that consumers will process the information in terms of quality, price, brand, ingredients, promotion, advertisement, and packaging. This has shown that consumers are utilising the central routes to process the advertisement content. In addition, based on the ELM, Santoso, Wright, Trinh and Avis (2020) reflection attracts tangible frameworks to the advertisement and prompts an encoding cycle that triggers either conscious or subconscious presence in consumer memory while listening to the music advertisement.

Thus, ELM is well known in terms of its information processing especially in advertising, marketing and consumer research studies. Consumers cannot escape from processing the information obtained from advertisements as they are exposed to it in daily life. The aim of this study is to explore how information processing of music in advertisements published on social media affects young consumers' decision to purchase. Hence, this study applies the Elaboration Likelihood Model (ELM) to see consumer ways of processing information in these two routes of the theory when they view the advertisement on a social media platform.

METHODOLOGY

This study utilized a qualitative approach to find an in-depth insight and explore the information processing pertaining to music on advertisements published on social media, on young consumers' decision to purchase. Qualitative research can be used for anthropology,

sociology and humanities (Creswell, 2014). In addition, qualitative design is very appropriate as it offers enormous elasticity in studying values, beliefs, understanding, perceptions, and meaning (Kumar, 2011; Hughes, Hughes & Cocq, 2020; Duden, 2021). Thus, an in-depth interview is used as the method to collect data. The function of an in-depth interview is to dig deeply about the subject matter on how information processing of music affects young consumers' decision making in social media advertisement. It is right to conduct in-depth research for clear understanding of an issue (Tully, 2014) in which the researcher may unfold information by interviewing young consumers (Creswell, 2014).

Semi-structured type of in-depth interview is utilised, and its aim is to give the interviewee the chance to explain and describe in more detail particular issues through the use of open-ended questions. This study involved ten experts to gain their insights on how music in social media advertisements affects young consumers' decision to purchase. The data saturation is reached when there is sufficient information to replicate the study, and also when the ability to gain additional information has finished (Guest, Bunce & Johnson, 2006; O'Reilly & Parker, 2013; Walker, 2012; Alam, 2020).

The ten informants consist of three advertisers, three musicians and four academicians that have the ability to explain in detail about music as an element in advertisement on social media and how young consumers process its information which consequently may affect their decision making. The snowball sampling method is also utilised to identify suitable experts as informants. Through this method, researchers are able to get connected from one informant to another informant. This sampling method is used broadly in qualitative research for hard-to-reach populations, hidden populations or concealed populations (Kirchherr & Charles, 2018). Therefore, this sampling method was used to reach the exact experts that suit and have knowledge of this particular issue.

Besides that, the interview questions were designed to tailor to the experts' profession. Each informant had more than 10 years' working experience, be it in academic or marketing and advertising sector. Döringer (2021) emphasised that integrating expert knowledge and experts' professional as well as personal experiences in the search for clarifications is essential for shaping social practices.

Data was analysed thematically. Alhojailan (2012) emphasised that thematic analysis is appropriate for this type of study because it analyses groupings and presents themes or patterns that have relation to the data, and attempts to discover meaning using interpretations. Then, the researcher needed to find and explore the relation of each data by interpreting it. As critically analysed by Braun and Clarke (2021), the use of thematic analysis requires deliberation from researchers, the importance of a thoughtful, reflective research practice which is emphasized as crucial in many quality standards and guidelines. The analysis is based on a suggestion by Lochmiller (2021) which involved three phases: setup, analysis, and interpretation.

FINDINGS AND DISCUSSION

There are two themes which emerged from this study on how information processing of music in advertisements on social media platforms affects young consumers' decision to purchase. The themes are consumers' preferences of products and consumers' motivation to spend.

Consumers' Preferences of Products

There are some elements that consumers like which influences their intent to purchase the advertised product or services in an online application. Since social media is a useful and entertaining space for young consumers, it has formed consumers' thinking and preferences towards the lifestyle that is showcased (Jafeta, 2018; Vithayathil, Dadgar & Osiri, 2020). For example, the advertised product, which is not a necessity, may turn out to become the must-have product for consumers. As stated by Hee and Yen (2018), social media is the democratisation of information, transforming people from content readers to response readers on the advertised product. In this study, consumers' preferences are reflected through their music preferences that are used in the advertisement. Music preferences and music choices based on their feelings and emotions, can affect their decision to like and select products or services in an online advertisement content (Fabio, Iannizzotto, Nucita & Capri, 2019; Niazi Siddiqui, Shah & Hunjra, 2012).

For example, informant M1 talks about young consumers' preferences towards the products, while M3 emphasises on melodies and lyrics supported by favourite celebrities are the elements of music that might affect the young generation to buy the advertised product,

> If youngsters usually… the product should be in the form of gadget and it must have the entertaining elements, and very material base (Informant M1).

> Melodies that suit their [youngsters] interests, the lyrics are easy to understand, supported by popular artist singing that become their favourite celebrities can influence the audience to buy the products for emotional reasons (Informant M3).

From the above findings, young consumers' preferences are based on entertaining elements. For example, in smartphones advertisement, information processing will take place as they view the smartphone advertisement in terms of its features, and its entertaining value through audio. Meanwhile, informants Ad2, and Ac1 emphasised more on music as they stated that music is the most crucial thing that can influence consumer's preferences in choosing the advertised products or services through social media platforms. In addition, their preferences may be inculcated and adapted into their personality. As informant Ad2 states,

> Let's say if sneakers are advertised, who do you think is the target audience? Youngsters. Why? When they first started, how did you bring this brand to these people? It uses music, if you google it up, their commercials, their music is always upbeat. Youngsters kind of song… You want to appeal to younger people, you play nice music; subconsciously young people will just be drawn to you (Informant Ad2).

> Pop music is the main driving force for the young generation. Mostly, in Malaysia, we are with K-pop, western pop, and Indonesian pop, whatever it is that are labelled as pop, it is very easy for youngsters to take. It's a syndrome actually (laughing)…the colonies syndrome. Young generations are brought from these syndromes, [and] it is related with the pop so they gain as their identity (Informant Ac1).

Young consumers are very close to music as it can affect them in decision making towards buying the advertised product. Based on informant Ad2, he described how music that the advertisers created relates to youngster's preferences and this has been supported by informant Ac1. In the end, somehow, their decision will be affected because they relate the advertisement content to themselves such as the style portrayed and the trend of the icon in the advertisement. This is in line with Raditya, Gunadi, Setiono and Rawung (2020), where they explained that through music, you can make young consumers enjoy and distress. This finding was also supported by Sánchez-Porras, José and Rodrigo (2017), as they found that music in advertisement transmits feelings and emotions directly to the audience's preferences. Thus, this can be concluded that young consumers' preferences towards music in the advertisements has the potential to influence their intent to purchase.

Consumers' Motivation to Spend
Consumers are concerned on how to spend when considering buying a particular product. Young consumers will have the motivation to spend money on the things that they love (Deloitte, 2017). Motivation to spend also plays a big role in affecting consumers' decision-making process of buying the advertised products. Their mind will process the advertisement content first before they decide to buy a particular product. As stated by Rahim, Safin, Kheng, Abas and Ali (2016), young consumers will go through the process of recognising the advertised product, then they will find information about the product, evaluate, purchase and give feedback through social media platforms. Petty and Cacioppo (1986) explained that a person requires cognitive processing which means deep processing when they have high motivation to process arguments whereas, if they have low motivation they might use affective processing to process the advertisement content.

For example, informant M2 discussed the price in terms of his plans to spend money on an advertised product. However, the information obtained from the advertisement is also a determining factor on making decision to purchase,

> For youngsters, I suppose price would be a determining factor. But at the same time, they would choose based on the message [that was] put forward by the [advertisement] or campaigns to support the product (Informant M2).

In addition, informant M2 emphasised that motivation can come to consumers as a whole package when they are viewing the advertisement content which consists of music and a particular product that is related to them. From there, they will consider and feel motivated to process the information related to the product advertised.

> …there will be those who look at the product as a whole [thing] and while they were influenced by the music, price, quality, and reputation can also be [the] factors they would consider [in decision making] (Informant M2).

The findings revealed that music would make the advertisement content look powerful and lively as it brings the feeling of belonging with youngsters as well as affects them on decision making to buy the advertised product or service through social media platforms. As stated by Hee and Yen (2018), social media advertising will have a certain impact on consumer's response to the product compared to mainstream media advertising.

Consideration of consumer decision making is important for companies and advertisers to come up with appropriate advertising strategies (Hee & Yen, 2018). They need to know how music in advertisements can be the key to bring the relation between the video content with young consumers' personality. In addition, young consumers are looking for their preferred products as they are willing to spend more money for that, and also because they can see the relation of a particular product towards their personality. This is in line with Adzis, Bakar and Shahar (2017), who stressed that young consumers have a strong connection between materialistic products with the tendency to spend particularly on luxury products.

The findings of this study are also parallel with Akkucuk and Esmaeili (2016), Çupi and Morina (2020) with Palazzi, Wagner Fritzen and Gauer (2019) in which music influences and persuades consumers to buy the advertised product and services, and music is a powerful and engaging stimulus that influences decision-making processes. Music was also found to have potential in enhancing the effectiveness and credibility of advertisements. Thus this leads to the need for planning of advertising to go beyond its function as to attract attention and to ensure its consistency with the advertising message (Martín-Santana, Reinares-Lara & Muela-Molina, 2015). This demonstrates that music has a huge influence on an advertisement, and proper planning of the integration of audio, video, and product messages may enhance the effectiveness of the advertising message (Levrini, Schaeffer & Nique, 2020).

Based on the ELM theory, it does not emphasise that music shapes the perception inside the consumers' minds towards the music in social media advertisement, however, music can put the young consumers in a state of preferences and high level of motivation and give them the ability to process its content deeply. It has been proven that music applies a strong influence on the cognitive processes of attention and on the emotional processes of evaluation of the advertised product (Cuesta, Martínez & Niño, 2018) in the advertisement on social media that the young consumers are exposed to. Any form of persuasion that can increase preference and motivation will influence a person to be able to engage in the cognitive task of evaluating the message argument, thus leading to the decision making, and in the context of this research, decision making to purchase, as it puts that person in the central route to persuasion. Hence, the intrinsic influence of music is an important element that affects individuals to engage in the cognitive task towards the advertisement content.

CONCLUSION

This article has mainly discussed the issue related to information processing of music in advertisements that affects young consumers' decision making to purchase. In addition, the findings of this study deliver significant contributions by providing information to advertisers and marketers on both the psychological, and attitudinal characteristics of the decision making process of young consumers in Malaysia. As stated by Sualman, Jalli, Rashidi and Darwis (2021), advertising is like a one-stop place that delivers all information about products, services, or even campaigns for the target audience. In this case, consumers will process the information according to their needs or desires. In the pandemic situation, youngsters tend to spend all day and night engaged in various social media platforms, where they can enjoy and critique music in the advertising in which they are exposed to and they can enthusiastically look for the product in an advertisement, thus providing an important foundation of advertising feedback. This could bring useful knowledge to advertisers as a point of reference to improve their advertising content. With that, advertisers can also utilise this info as an approach for their target audience. Besides that, there are several limitations in this research including the fact that this study only focused on the information processing

of music among young consumers through social media platforms. Therefore, future studies are recommended to explore music in an advertisement by using technologies such as artificial intelligence and data analytic.

BIODATA

Syazwani Mahsal Khan (PhD) obtained her Doctoral degree in Media Management from the School of Multimedia Technology and Communication, Universiti Utara Malaysia. Her areas of expertise include music and advertising. Email: syazwani.mahsalkhan@gmail.com

Norsiah Abdul Hamid (PhD*)* is an Associate Professor at the School of Multimedia Technology and Communication, Universiti Utara Malaysia. Areas of expertise include media effects, women studies, and knowledge society. Email: nor1911@uum.edu.my

Sabrina Mohd Rashid, (PhD) is a Senior Lecturer in the Department of Multimedia Technology, School of Multimedia Technology and Communication, Universiti Utara Malaysia. Areas of expertise include brand identity, internal culture and organisation identity. Email: sabrina@uum.edu.my

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