

# The Information Processing on Persuasion Towards Young Consumer Decision Making In Music Television Advertising: Experts View

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**Abstract:**Advertising should be persuasive in nature as to make sales from consumers. It becomes increasingly popular as more people who are working on their own business and companies turn to advertising as a platform for getting their products or services known by consumers. The aim of this study is to discover how information processing of music in advertisement content affect young consumers decision making towards the advertised product or services. The Elaboration Likelihood Model (ELM) is chosen as a base to explain persuasive information processing of advertisement towards young consumer decision making. The methodology employed to carry out the study was through an in-depth interview with experts based on snowball sampling. The experts consists of academicians, advertising practitioners and musicians. The interview was carried out by using semi-structured question. Thematic analysis reveals two themes emerged from this study, which is consumers judgement and consumers stay updated behaviour. The findings in this study showed that information processing of young consumers towards advertisement content through the mixture of music can affect their decision making mood related products or services advertisement. This study contributed to our understanding of how young consumer view, hear and process the information of the advertisement content is important in terms of making them engage with upcoming products or services in the market as well as it helps the advertiser and marketer to gain their profit effectively.

**Keywords:**Advertising, Information Processing, ELM, Music, Consumer Decision Making

## I. INTRODUCTION

Advertising can be in almost everything for people and everywhere they go; as it can be seen at the road side like billboards, shops, even in the car radio and also every time it appears on internet as well. It can be in the form of audio or visual in marketing communication that pays an openly sponsored, nonpersonal message to sell or promote a product, service, or an idea (Jiang & Ma, 2018).

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Advertising becomes increasingly popular as more people who are working on their own business and companies turn to it as a platform for getting their products or services known by consumers. The most important function of advertising is to create consumers awareness as it gives information and also it can persuade consumers to buy the products or service in the market. In addition, advertising is a special kind of delivery of information regarding products or service up to the consumer knowledge, but also in 'culture' (MacRury, 2009). Its effort is to 'open products up' to consumers' needs, wants and desires. At the same time it gives the consumer a sense of ideas and promises associated with product (MacRury, 2009) in the market.

Besides, advertising should be persuasive in its nature to ensure sales from consumers. Persuasion can be known as a stimulus in which it guides the consumers' attention to aspects of an advertising campaign or sales presentation, providing inferences about possible background conditions and, producing predictions about the attempt's likely effects on people, and evaluating its overall capability (Friestad & Wright, 1994). By making sales, advertising must produce some conscious or unconscious transitional mental responses which influence consumers' behavior (Graham, David, Paul, & Evi, 2013). For example, persuasion can affect consumers emotions and thinking towards a particular product or services. Tarabashkina, Quester, Tarabashkina, and Proksch (2018), found that the more youngsters believed that the advertised product was tasty, the higher their preferences were for the advertised snack. Hence this shows that advertisement play its role as persuasive in its nature to influence consumers to buy the advertised product.

On the other hand, the aim of advertising is to convince consumers about related products or services that are the best (Jiang & Ma, 2018) and available in the market. Advertising has some advantages for consumer for example, it helps to save consumers time by directing them to specific products or service. It also helps consumers in terms of decision making plan on what to buy during shopping; consumers can make their choice before going shopping, they become aware of new products and brands; through competition which is enhanced by advertising.

The motivation of this study is due to consumers



find advertising annoying and obstructive (Garimella, Kostakis, & Mathioudakis, 2017). Especially, young consumers dismiss the ad as boring or irrelevant, and they have little interest in reading a long message that doesn't relate to them, as this could result in an opposite reaction, cause disinterest in the company or brand being advertised (Almossawi, 2014). In addition, advertisers find there is mindfulness that grabbing consumers' attention is getting harder and more frustrating across nearly all types of media (Vranica, 2016). People are avoiding print ads, skipping through TV ads and cutting cable subscriptions (Vranica, 2016). They do not pay attention to it and this makes the advertisers find difficulty to engage with their consumers (Teixeira, 2014).

To make the young consumers focus on the advertisement is very crucial as the advertisers need to find its solution. At the same time, advertisers should know how to put them in decision making context. Teixeira (2014), states that to make the advertisement focused by consumers, the entertainment element such as music need to be used. This is because music can dominate the advertisement (Craton, Lantos, & Geoffrey, 2011). Advertiser can better assess what tone in terms of music to create a feeling of being understood to the consumer is most appropriate, what imagery is most appealing, that the consumer can think advertised product is right for them (Almossawi, 2014) as well as affecting their decision making context. Thus, presenting advertisement to target consumers at the most appropriate contexts can achieve a multitude of advertiser goals (Geyik, Faleev, Shen, O'Donnell, & Kolay, 2016) and music can help the consumers to be focus, entertain and be able to process the advertisement content.

## II. LITERATURE REVIEW

### Music in Advertising

Music could give a taste to the advertisement product or service in order to make it lively. It is one of the most important creative elements, that incorporated in more than 90% of television advertisements (Kellaris, Cox, & Cox, 1993). The function of music in advertising is, it can be a platform to enhance recall of a product or an advertisement through a reminded image. Simultaneously, it can induce moods, feelings, emotions and behaviour (Alpert, Alpert, & Maltz, 2005; Koelsch, 2014). A study done by Ziv (2018), identified that one important factor of the background music is the soundtrack that can be composed of succession of musical piece which may elicit different responses of consumer towards the advertised product. Hence, the use of music in advertisement is very important as the advertisers can deliver their message effectively to the consumer in order to make them buy the products or services.

Music also can be known as creative content as it can strengthen the brand recall of a product or service to the consumers mind (Strähle & Keibel, 2018) after they exposed to the television advertisement. When it comes to music in television advertising, advertisers need to aware the whole context of music, video and its content on presentation of a product or service to the audience in a way of attractiveness and memorable. Music in which has been combined with

creative content, can affect audience cognitively and affectively. As stated by Shevy and Hung (2013), visual images, words, narrative structure, applies a persuasive influence through cognitive and affective processes. North, Sheridan, and Areni (2016) have come up with three experiment regarding music congruity effects on consumer behaviour. They found that music which is perceived as congruent with products increases remembrance, choice and willingness to pay of consumers towards the product. From these researches, it could be understood that music in advertisement content affects the consumer decision making of choices to buy the advertised product when it has done in creative way. As stated by Ziv (2018) if the musical context remains stable (in which has no creative elements) in terms of pleasantness, its effects will be reduced.

Besides, music extensively known as persuasive tool in advertisement. Morris and Boone (1998), stated that the affective, stimulating aspects of music can be a persuasive tool and may help to persuade viewers. Advertisement almost focused on music, with product or service that can be the information background. Ziv (2018), researches on music influences on taste of food product to the consumers. He carried out two study in which the participant need to taste the cookies while enjoying the music. They need to taste two identical cookies, one with pleasant and one with unpleasant background music, in differing orders for the first study. Meanwhile, in the second study, participants tasted two cookies with two unpleasant musical pieces and other participant tasted two cookies with pleasant background music and they were asked to evaluate each cookie and which they preferred. He found that, in study one, the presentation order of background music influences the experience of taste when pleasantness of the music changes. Meanwhile in study two, no main effect of music was found. But these researches did not further study on how participant process the information when evaluating the product while viewing and listening to music piece in scope of the advertisement context.

Past researches on music with brand, brand attitude, musical fit in advertising, musical advertising and consumer identity, music and purchase intention has been studied extensively, (Abolhasani, Oakes, & Oakes, 2017; Allan, 2012; Morris & Boone, 1998; Riley & Anderson, 2015) but there is lack of focusing on information processing of music in advertisement content. As stated by Broekemier, Marquardt, Gentry, Broekemier, and Marquardt (2008), research has shown that music can influence consumers' responses to advertising and to retail environments. Hence, the aim of this study is to explore how information processing of music in advertisement content affect young consumers decision making towards the advertised product or services.

### Music and its definition

Music can be known as humanly intent planned sounds to become a familiar aesthetic unit that can deliver communication made by musician to listener via medium (Godt, 2005).



It is a complete language which can communicate very strongly with the senses and the emotions (Dunbar, 1990). It is widely used in television advertisements, for a variety of purposes (Dunbar, 1990) as well as in movies, dramas, music video and many more. As DeNora (2000) provide in details about music that associate 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 separable as its motive is to sell the product and to raise consumers' feeling to own a particular product. Music in advertising perspectives is much more needed as it can act simultaneously in affective and cognitive ways (Galan 2009) to the consumers' mind responses on advertisement.

### Information Processing in Advertising and Consumer Decision Making

Consumers are continuously bombarded with information which is possibly relevant for making choice. Advertisement is always giving them many choices as they needed or may be to fulfill their wants. Ratneshwar, Mick, and Reiting (1990), stressed that the important issue in consumer information processing is the way in which environmental information is carefully chosen for deeper or more elaborate processing from a massive quantity possibly presented. For example, deTurck and Goldhaber (1988), stated that based on human information processing theory, it is conceived that consumers' information processing can influence the total of time they dedicated to investigate product labels, and also if the product has some of safety information that they can retrieve from their memory, and as a result, the likelihood of the consumer would fulfill with the safety recommendations of a particular product that they intended to buy.

Consumers' needs and wants depend on the advertisers' creativity on how they could make a certain product to be a demand among the consumers. Information processing happens within the consumers' mind when they exposed to the advertisement content. In order to influence their feeling and emotions, music should take place to persuade them as they process the content of the advertisement. What do they think is, more on the decision making plan of having a particular product or service. Communication and marketing managers need to understand the consumer's desires to create and maintain a permanent relationship with them (Endo & Roque, 2017). In addition, this relationship can be built to achieve levels of attention, memory, and

perception to strengthen the future choices (Endo & Roque, 2017).

Information processing is a part of decision making, because when people process the information, they will examine and see all the possibilities of a product or services in the market. There is one study done by Tseng and Lee (2016), they research on the relationships among information disclosure, trust, reducing search cost, and online group-buying intention. Then, the findings show that the level of information disclosure and trust on a group-buying website have positive influence on reducing search costs, and trust have positive influences on online group-buying intention. This clearly shows that information is processed and it modifies the consumers' information needs, therefore it triggers the new cycles of information seeking and use (Savolainen, 2009).

Credibility is a crucial element when consumers look and process the information in advertisement content. Credibility can come from the sources of information regarding a product in advertisement. Source credibility means the amount of believability credited to a source of information by the receiver (Bracken, 2006). Varkaris and Neuhofer (2017) conducted a study on media and consumer decision making on choosing hotels. They found that media transform the consumers' hotel decision by influencing the way consumers search, decide and book hotels based on information that they gained from the media. This shows that consumers perceived the information and process it as it can affect their decision making towards the advertised service. Hence, media communication broadcasts social, political, or commercial information to specific audiences (Wong & Malone, 2016) as to affect their decision making.

Information processing is very effective for advertising research in order to influence consumers to buy the advertised products and services. Past studies have researched on information processing in terms of green marketing, clothes fashion, advertising messages, and consumer's product experience (Chang & Wu, 2015; Martindale & McKinney, 2018; Mooy & Robben, 2002; Park, Turner, Pastore, Chitiyo, & Yoh, 2016) as to see its function on consumers' thinking or behaviour. Park et al. (2016), have come up with qualitative study to explore the cognitive processes that the study subjects experienced when exposed to different types of public service advertisements about Special Olympics. The study provided a qualitative data of content analysis to analyse study participants' thoughts toward Special Olympics. Then the result shows that, the high involvement (HE) subjects were highly involved in the mission of Special Olympics that has had positive impact on the lives of athletes with intellectual disabilities. Meanwhile, low involvement (LE) subjects were exposed to the argument messages might have negative feelings about the sufferings of people with intellectual disabilities. This shows that consumers' thinking or behaviour depends on how they perceived the information of the advertisement content.



### **III. THE ELABORATION LIKELIHOOD MODEL (ELM)**

Elaboration Likelihood Model has been developed by Petty and Cacioppo (1986). This theory has two routes of persuasion which is central and peripheral. Information which are processed through the central route are assumed to apply a large and lasting impact on the consumer's evaluation of the product, while the impact of information processed via the peripheral route is supposed to be slightly limited (Bloemer, Brijs, & Kasper, 2009). In this theory, a person who use central routes are tend to use cognitive of information processing meanwhile a person who use peripheral routes are tend to use affective of information processing which is it requires an effortless information of a particular product evaluation. The function of the ELM is to provides a fairly general framework for organizing, categorizing, and understanding the basic processes underlying the effectiveness of persuasive communications (Petty & Cacioppo, 1986).

The ELM offers an organizing framework for persuasion that is claimed to be appropriate to various source, message, receiver and context variables (Petty and Cacioppo, 1986). In advertising perspectives, consumers naturally are exposed to more than one type of consumption experience, and they have to add information from numerous sources to arrive at product evaluations (Ching-Ju, Van-Dat, Tze-Hsien, Chao-Ju, & Maxwell, 2014). Since the ELM provide two ways of thinking, one might requires central path with level of motivation and ability that he or she has to develop the argument related products. The motivation will come if the individual think that it has personal relevancy, and also maybe because of the likeness feeling to try the new product after exposed to its advertising. Petty, Cacioppo, and Schumann (1983), identified that an individual's motivation can be affected by a diversity of factors, whether or not the message has personal relevancy, the degree of need for cognition (NFC), the source of the message argument and whether the supported position is pro- or counter-attitudinal situations. According to the level of motivation, the individuals of ability will become the determining factor towards which route will be taken (Kitchen, Kerr, Schultz, McColl, & Pals, 2014).

Bloemer et al. (2009), conducted a study using the ELM cognitive processing with respect to Country of Origin (CoO) of product attributes. The purpose of the study is to explain and predict the four cognitive processes in which are well-known in the literature, towards Country of Origin (CoO), as it can be predictable to occur, for example the halo-effect, the summary construct-effect, the product attribute-effect or the default heuristic-effect. The finding showed that, cognitive CoO-effects can be expected to occur under different situational contexts in accord to the processing of consumers' prior knowledge about a country's products. This shows that it depend on the consumers prior knowledge on the value or usefulness activated by the CoO-cue as a source of information. Indirectly, consumers feel more motivated and they are capable to

engage in cognitive processing, which means the central significance goes out to them when consumers are forming the whole product evaluation (Petty & Cacioppo, 1986).

Meanwhile the peripheral routes of processing is different from the central as it is more towards the affective processing in the advertisement. As stated by Petty and Cacioppo (1986), peripheral routes is a simple cue in the persuasion context affects attitudes in the absence of argument processing. Individuals who use peripheral routes will automatically use less cognitive effort, where he or she accepts or rejects a message in a way of without any active thinking about the attributes of the issue or the object of deliberation (Shi, Hu, Lai, & Chen, 2018). In addition, people who use peripheral routes are more less at motivation and ability to process the message. They are more attracted or affected by the attractiveness or recognition of spokespersons or brands, source expertise, and the pure number of arguments, along with several other potential cues (Browning, Gogo, & Kimmel, 2018). Hence, the theory concluded that individuals who use peripheral processing, their attitudes toward the product is not resistance compare to the ones who use central processing route.

A study by Olson and Thjømøe (2003) regarding the brand information processing using the peripheral way of ELM focused on how often low involvement subjects process brand information comprehensively and how this effects their evaluation of the brand. They come up with two experimental design using two types of product which is soap and toothpaste. Their participant were exposed to fictional soap brand with and without brand information, real tooth paste brand with and without brand information. The result then indicates that the larger portion of low involvement subjects who did not fully process brand information, did not rate brands significantly higher than their ratings for brand in which they saw no accompanying information. Hence, this clearly shows that a person who use peripheral cues are more towards the affective processing compare to the cognitive processing of the ELM which occurs in central route.

The ELM model is used in many research studies such as marketing, advertising, consumer research, consumer behaviour, communication and many more. This model can be known as persuasion theory as it can affect the consumers mind or attitude towards the product. There is one study done by Bögel (2015), regarding the stakeholders and corporate social responsibility (CSR). The purpose of the study is to scrutinise if stakeholders with high vs low corporate social responsibility (CSR) involvement vary in their processing of CSR communication, which could impact companies to familiarise their CSR communication to the different ways of processing (central route vs peripheral route). The method used was quantitative approach and total 107 students at a German university participated in the study. Results shows that, based on the model of ELM it is proven that the processing of CSR communication is



different based on stakeholders' involvement levels.

For example, in Bogel (2015) hypothesis study proposed that subjects with high involvement spend more time with the CSR information compare to subjects with low involvement, thus capitalising greater cognitive efforts while processing CSR information. Hence, the study shows that ELM has been used extensively in many research area as it is well established model throughout more than past 30 years. In addition, the ELM is well known in terms of its information processing in a particular studies. Consumers cannot escape from processing the advertisement as they expose to in daily life. Since the ELM is known as the persuasive theory, the aim of this study is to explore how information processing of music in advertisement content affect young consumers decision making towards the advertised product or services. Hence, this study applies the Elaboration Likelihood Model (ELM) as to see consumer ways of processing information in these two routes of the theory.

#### IV. METHODOLOGY

This study uses the qualitative research approach which is in-depth interview as the method of analyzing the data. Qualitative research is more towards anthropology, sociology, the humanities, and evaluation (Creswell, 2014). In qualitative research, a researcher can explore an extensive range of dimensions of the social world, including the everyday life, the understandings, experiences of participants, the ways that social processes, institutions, discourses or relationships work, and the consequence of the meanings that they generate (Mason, 2002). In addition, qualitative design is very convenient as it provides a massive flexibility in studying values, beliefs, understanding, perceptions, meaning and etc (Kumar, 2011).

This study applies in-depth interview to dig profoundly about the subject matter on how the information processing of music in advertisement content affects young consumer decision making towards the advertised products or services. The reason behind of using the in-depth interview is, it is suitable to be conducted an in-depth for clear understanding of a phenomenon (Tully, 2014) in which the researcher may gather data over interviewing participants (Creswell, 2014).

The type of in-depth interviews is semi-structured, and its purpose is to give the interviewee the chance to elaborate and explain particular issues through the use of open-ended questions and it is appropriate to researchers who have an overview of their research topic (Alsaawi, 2014). Alshenqeti (2014), states that researcher can probe into any emerging topics interviewing the informants that can expected to broaden the scope of understanding investigated phenomena, as it is a more naturalistic and less structured data collection tool. This is what the researcher have done during interviews were carry on. In addition, semi-structured interviews is flexible, accessible and intelligible (Qu & Dumay, 2011). The

important thing is, its ability of disclosing and often hidden facets of human and organizational behavior (Qu & Dumay, 2011). Moreover, it has the basis in human conversation, as it allows the skillful interviewer to amend the style, pace and ordering of questions to evoke the fullest responses from the interviewee (Qu & Dumay, 2011).

This study managed to have ten informants from the expert point of views in terms of information processing of music advertisement content that affects the young consumers decision making. The reason to have only ten informant of experts is that, it is already reached to its saturation point. The data saturation is reached when there is adequate information to reproduce the study, and also when the ability to obtain additional new information has been completed (Guest, Bunce, & Johnson, 2006; O'Reilly & Parker, 2013; Walker, 2012).

There are three experts from advertisers, three experts from musicians and four experts from academicians that elaborated more details regarding music advertisement content and how do the young consumer process its information that can affects their decision making planning. When it comes to sampling type, this study uses snow-ball sampling as it is broadly engaged method in qualitative research on hard-to-reach populations (Heckathorn, 2011). Snowball sampling is suitable for this kind of study because not all the experts have the knowledge in regards of this issue. In order to get the right informants, the researcher needs to find them using snowball sampling. In this study, researcher has contacted a friend who study at one of the higher institution in Kuala Lumpur named University Technology Mara (UiTM). The starting point begins from her as she introduced the researcher to her lecturer in which the lecturer helped the researcher for this study. After that, the researcher get suggested by the lecturer to interview another person who works at advertising company and this chain has going on and on until the researcher stop at its saturation point of the study. This sampling allows researcher to make estimates about the social network connecting the hidden population or normally can be known as (hard to reach) population of interest (Etikan, 2016).

The researcher use thematic analysis to find the right coding for each of the interview content by using recoding units. Thematic analysis is useful for this study to analyses groupings and present themes or patterns that has relation to the data (Alhojailan, 2012). It is the most suitable for any study that finds to explore meaning using interpretations (Alhojailan, 2012). It suggests a systematic component to data analysis as it gives the researcher to assist the frequency analysis of a theme with one of the whole content (Alhojailan, 2012). Then, according to Burnard, Gill, Stewart, Treasure, and Chadwick (2008), the researcher has to make sense of the data by exploring and interpret it. The data then was sent for validity and reliability through member checking where the results and interpretations are taken back to the participants in order to be confirmed and validated (Zohrabi, 2013).

## V. FINDINGS AND DISCUSSION

Two themes emerged from this study on how information processing of music in advertisement content affect young consumers decision making towards the advertised product or services.

The themes are consumers judgements and consumers stay up dated behaviour.

### Consumer's judgement

Consumers judgement will rise when they started exposed to the product or services in the advertisement. They make a judgement on a product by the artist who presented the product in advertisement and also when they could see the product in television advertisement. A human judgments can be as universal as appraising overall similarities among objects or as specific as stating flourishing order preferences, but they do not constitute choices (Johnson & Puto, 1987). Meanwhile choices necessitate the selection of a decision alternative (Johnson & Puto, 1987). In this case, the consumer needs to visualise first about the product in advertisement then comes with music at the back as to help them to digest the information about the product as it can affects their decision making. In addition, engaging consumers mindset, in terms of providing them with clues to produce specific meanings and to make judgements (de Barros, Duarte, & Cruz, 2011) in advertisement product is necessary before they making decision to buy it.

As stated by, informant 1M, 2Ad and informant 7Ac that young consumer favors to see the visual of product initially before they judge and decide to buy it. For example, according to Informant 1M, "They [youngsters] will see the visual first [in advertisement product]". Also, Informant 2 Ad adds that "For youngsters, they like to judge based on what they see, so for me the visual comes first". Informant 7Ac also state the same as he says, "Youngsters like to judge more on visual, [because] they want to see the product".

From the data above, clearly shows that young consumer would like to see the product feature first as this could put them into decision making of buying the product. Storing information in systematized manner to assists consequent judgment is an important property of long-term memory (Endo & Roque, 2017). This means the first exposure of product in advertisement is important for them as it bring the perception about the related product. This phenomena has proven by Schnurr, Brunner-Sperdin, and Stokburger-Sauer (2017), where they claimed that visual of a product in advertisement create positive perceptions of attractiveness, that consumers may judge the visual information differently (Eckman & Wagner, 1994). This means, music in advertisement content help the young consumer get the right feeling when processes the advertisement. Hence, this study reveals that young consumers perception become strong with the help of music as it makes the television advertisement attractive that indirectly affects their decision making towards the advertised product.

### Consumer's stay updated behaviour

In the world of mediatisation, there is an increasing power of social networks, means that consumers' choices are more and more based on identity play, gaining social currency and self-branding (Willman-Iivarinen, 2017). Young consumer like to stay updated regarding today's products or services in advertisement where it could affect their decision making that related to their culture and age.

For instance, informant 6Ac and 7Ac stressed that young consumers are strongly influenced by the music and visual information where they can see today's culture of personality in which they keep updated as this could affect them in buying the advertised product. According to informant 6Ac, "they [youngsters] will influenced by music and the visual with the information [of product]. They will get the information via the music visual". Also, Informant 7Ac argued that:

"Youngsters definitely will [have] affected by music because at this age definitely this is the time when you are very-very close to media and you want to keep updated whatever style or elements that related with youngsters at that moment, so you don't want to be outdated and eventually it will affects you when you watching the advertised product, that you found it as new thing or you found it suits with your character as the youngsters nowadays. So, it affects your behaviour towards the product" (Informant 7Ac).

The above answers from experts point of view clearly shows that young consumer stay updated about everything that they are interested in (Gaber & Wright, 2014) especially product or service that related to them. Their decision can be affected by what they follow in today's culture in terms of buying the advertised product or services. Young consumer stays up to date with people lifestyle such as celebrities, personal trainers, freelancers (Ratajczyk, 2017) where music affect them in terms of how they feel, how they perceive, how they think, and how they behave (Schäfer, 2016) towards the product in advertisement. This is because information processing in their working memory will become active if the advertisement is relevant to young consumers preference. Endo and Roque (2017) explained that human brain is active and conscious of information processing through hearing, visual and spatial perception to the information retrieved from long-term memory. Then, the working memory associates new data to old ones, which enables a person to solve problems (Endo & Roque, 2017) means that decision making is affected. This may evoke a desire to aspire purchases that will enable fulfillment of their life vision, as those known from virtual environment (Ratajczyk, 2017). This study reveals that the young consumer's stays updated behaviour affects their decision making towards product or services in television advertisement. Hence, that is why music is very influential to young consumer as they always changing and stay updated regarding buying the advertised product or services that relates with their current mood and preference which is induced by its music.



## VI. CONCLUSION

This article has discussed mainly on the issue related to information processing of young consumer in music advertising content. The findings from this study provides insight on the perspectives of information processing effects and the decision making of young consumers.

In addition, the findings presented in this study provides important contributions by providing information to advertisers and marketers on both the psychological, behavioral and attitudinal aspects of decision-making process of young consumers in Malaysia. In specifics, this study evinced that the touch of current and relevant musics in video advertisement gives the young consumer positive perceptions to judge as well as indirectly affect their decision making process towards the advertised product or services. In addition, with the help of music, young consumer gets in the right feeling to understand, and mentally process the information in advertisement more effectively. There are a number of limitations notable in this research. This include the fact that, this study focused on the information processing of music among young consumers. Therefore, future studies are recommended to explore the information processing of music in advertisement among matured adults.

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