

Elements influence how young people interpret an advertising message

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Abstract: The way the audience interprets an advertising message can decide the success or failure of an advertising campaign. However, there are a lot of factors that can affect how the audience interprets the message. This research aims to define these factors and find out how they affect the interpretation process of young people in Ho Chi Minh city, as well as outline some recommendations on more effective message conveyance via advertisements.

This research is conducted with the target population being young people aging from 19 to 25 who live in Ho Chi Minh City, Vietnam. To conduct qualitative research, an in-depth interview with an expert academic researcher and face-to-face interview with seven different young people were carried out. For quantitative research, the team collected data via an online survey with 309 respondents. The Elaboration Likelihood Model (Petty & Cacioppo, 1986), which was applied in this study, clarifies how the factors affect the interpretation process and form attitude towards the message. After analyzing the collected data, results showed that there are a number of factors that influence the message interpretation of young people, which can be categorized into three large groups being Motivation, Ability and Attitude.

To deliver a more effective advertising message, the advertising firms need to understand their audience's preferences, have to catch up with their lifestyles and cultures, as well as be aware of their ability and make their experience with the advertisement worthwhile.

Keywords: interpretation; advertising message; Elaboration Likelihood Model (ELM); young people; Ho Chi Minh City.

1. Introduction

How the audience perceives and understands a certain advertisement may vary greatly among themselves as advertising has developed significantly over the past few years. Advertising messages being delivered successfully to the chosen target audience will contribute greatly to the overall success of an advertising campaign (Percy & Rosenbaum-Elliott, 2021). However, the audience may interpret it in unexpected

manners, resulting in misunderstandings, which may cause many consequences such as forming negative attitudes, or even lead to the failure of the whole advertising campaign. Therefore, the company needs to have knowledge on which details are affecting the audience's interpretations and how they are doing so in order to prevent misinterpretations and also, to convey the message in a desired and more effective way(Landa, 2021; Percy & Rosenbaum-Elliott, 2021). While interpretation means to decide the meaning of something, in the context of this research, interpretation means the way the audience decides the meaning of an advertisement or how they perceive its message from their point of view.

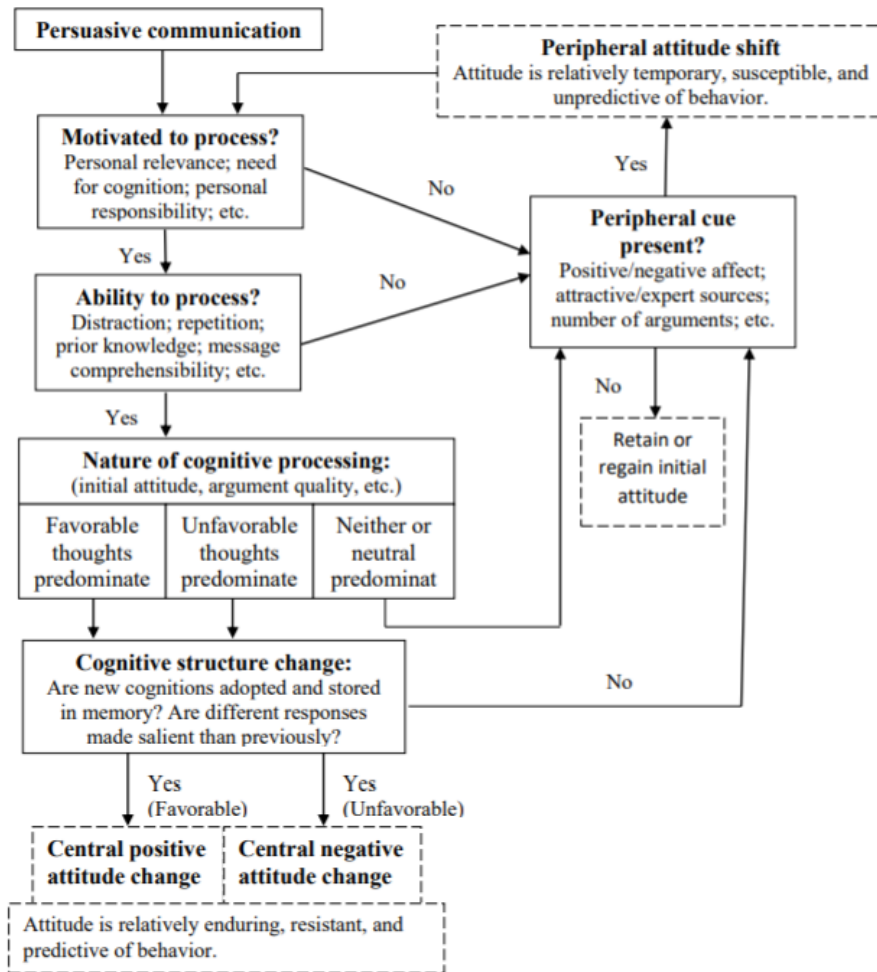
The Elaboration Likelihood Model (ELM) was developed by Richard E. Petty and John T. Cacioppo, which was published as an article in *Advances in Experimental Social Psychology* in 1986. This is a dual-process model which shows how people manage and process the information they encounter. There are 2 routes to persuasion, including the central route and peripheral route. Furthermore, it should be taken into notice that the two processes may occur concurrently or one route may be dominated(O'Keefe, 2013; Petty & Cacioppo, 1986). If the results from the two processes do not remarkably contradict each other, both routes can be utilized cooperatively(Chaiken, Liberman, & Eagly, 1989). An example of this is when a person generates positive thoughts about a particular product, and then he also starts to trust the product's brand or producer.

This research is conducted to clarify the elements that affect young people's interpretation process and how they are affected by these elements. Besides, the research mostly uses the ELM to explain how elements affect the way young people interpret an advertising message. Then, this research offers some recommendations in designing the advertisement to convey the message more effectively and avoid controversial details based on the results of the conducted research.

2. Method

2.1. Model

The Elaboration Likelihood Model (ELM)(Petty & Cacioppo, 1986) is a dual-process model which shows how people manage the information they encounter. There are two routes to persuasion including the central route and peripheral route. Processing information through the central route will require the message receiver to systematically and logically analyze the information in the received message. On the other hand, processing information via a peripheral route relies more on peripheral cues such as other's opinions or the number of existing opinions. Figure 1 shows,



Source: Petty and Cacioppo, 1986: p. 126

Figure 1: Elaboration Likelihood Model (ELM).

Determining which route to process information depends on the message receiver’s motivation and ability to process the information logically. If the elaboration motivation and ability are high, the message receiver is likely to engage in central route processing. In this case, the arguments which contribute to the elaboration of information become more important and eventually determine the persuasion. Otherwise, if the elaboration motivation and ability to elaborate on the information are low, the message receiver will take the peripheral route to process the message. Peripheral cues will be more dominant and are the determinants of persuasion in this case. Furthermore, it should be taken into notice that the two processes may occur concurrently or one route may be dominated (O’Keefe, 2013; Petty & Cacioppo, 1986). If the results from the two processes do not contradict each other remarkably, both routes can be utilized cooperatively (Chaiken, Liberman, & Eagly, 1989). An example of this is when a person generates positive thoughts about a particular product and he trusts the product’s brand or producer. In this case, the two processes complement in persuading that person to produce positive thoughts towards the product.

Elaboration motivation and ability

Elaboration motivation is how much the receiver desires to think logically and scrutinize the message (Petty & Cacioppo, 1986). This can be affected by the involvement in the relevant information and the need for cognition of the message receiver. This can be affected by the involvement in the relevant information and the need for cognition of the message receiver. According to Yang (2017), the need for cognition is concerned with how much a person enjoys thinking hard and learning new things. If the receiver's need for cognition is increased, their elaboration motivation is also increased. On the other hand, elaboration ability decides if a person can elaborate (Petty & Cacioppo, 1986). The two factors that can affect elaboration ability are prior knowledge and distractions. The message receiver's prior knowledge determines their ability to elaborate on the message while distractions are things that may decrease the said ability.

Central route

A central route is followed by a person when they are motivated and/or have the ability to think about the message carefully and systematically (Petty & Cacioppo, 1986). Information in this route is elaborated with great cognitive effort and the message receiver is more likely to pay attention to the arguments so as to evaluate whether their own advocated idea is meaningful and beneficial. Positivity of the advocated position and the quality of arguments are the two factors that impact the effectiveness of persuasion (Yang, 2017). In a positive attitude, the receiver is likely to hold favorable thoughts towards the presented point of view. The second factor being the quality of arguments. According to Petty & Cacioppo (1986), arguments are the kind of information that the message senders use as evidence to prove the advocated view. How strong the arguments are can determine how the receiver's attitude changes. Petty & Cacioppo (1986) stated that attitudes that are shaped through this route appeared to be more enduring and last for longer compared to that from the peripheral route.

Peripheral route

When a person has relatively low elaboration motivation and ability to elaborate on information in a particular topic, he takes the peripheral route of elaboration. In this case, cues and mental shortcuts are used to process information and form attitude instead of arguments (Petty & Cacioppo, 1986). In the peripheral route, message receivers do not think carefully and logically about the information provided but rely on things such as their moods, visual appeal or the numbers of arguments instead. The peripheral route can still have a great impact on the receiver's attitude and behavior (Li, Wu, & Ma, 2021). However, it is stated that attitudes formed through this route are less enduring and may not result in a long-term behavior change.

2.2. Methodology

Qualitative research is conducted through an in-depth interview with an expert (Mr. Hoang Trong, academic researcher). Then, seven different young people were interviewed face-to-face to explore the elements affecting how these young Vietnamese people interpret an advertising message. On the other hand, quantitative research is carried out via an online survey. Initially, 400 survey forms were sent to the target population who are between 19-25 years old and live in Ho Chi Minh City, Vietnam. After being collected and refined, the sample size for our data analysis is reduced to 309. The sampling method used for

this survey is Stratified Random Sampling SRS (Latpate, Kshirsagar, Gupta, & Chandra, 2021), which is to divide the population into discrete units called strata based on gender and age groups. The selection is done in a manner that is representative of the whole population. It is preferred in heterogeneous populations because it minimizes selection bias and ensures that the entire population group is represented.

Moreover, this research takes a look at the elements that influence the interpretation of an advertising message and thus, the data is needed to represent the entire population. Because the population size in Ho Chi Minh City is too large (more than 14 million people) to achieve a thorough approach, we decided to take a more feasible direction by selecting a small group from the population. The small group is referred to as a sample size, which is a subset of the population that is used to represent the entire population. Besides, due to the limited time, along with the difficulty of controlling the number of people taking the survey, we decided to adjust the age group's population to our actual survey entries. This change will not affect our final result because there are not many differences between each age group's answers. By using this method, non-probability sampling, we were able to meet the sample size requirement of our quantitative research in the provided time.

3. Findings and Discussions

3.1. Qualitative research result

Regarding the first research objective, we concluded that personal preference and ways of thinking influence heavily how our interviewees interpret an advertising message. Particularly, we have been provided a variety of factors that affect the interpretation process: Desire to interpret and understand the message; Emotional state; Audience's background, culture, values; Audience's knowledge; Audience's characteristics and personalities; Social opinion, especially from opinion leaders; Peripheral cues such as advertisements' colors, style, background music. During the interview, we recognized the diversity in their way of answering. Some of the respondents expressed that they feel excited when seeing creative ads, and it raises the desire to keep on watching and elaborating. "I am usually attracted to content that is unique and causes curiosity or even creates trends" (Khang, 20 years old, male respondent). The others might be touched through different ways of approaching, such as rich and profound content. "Rich and profound ads are very touching to me. Those emotional TVC have made me more engaged with several brands and create positive feelings toward several products" (Ngan, 20 years old, female respondent)

What makes this personal preference and ways of thinking? Mr. Hoang Trong has explained that internal factors may influence the way people understand and decode the message. These factors can be culture, childhood experiences, religion, beliefs, values, psychophysiology by age, religions, living concepts, lifestyles, values (whichever is more important ...), marital status (having children or not), or personalities. For example, people with senses of humor tend to feel happy and positive towards an advertisement, while gloomy or pessimistic people are more likely to feel and notice the negative aspect of an advertisement (Hackley & Hackley, 2021; Percy & Rosenbaum-Elliott, 2021). The external factors can be from social networks, social media, social opinion (especially opinion leaders). According to Mr. Hoang Trong, if the

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advertisement message is conveyed to any young people that cannot process the information, the communication will then fail. If the advertising message is based on the product's attribute, the audience has to know of or understand this attribute to be able to elaborate on the advertising message.

The question is, how do all these elements work together in the interpreting process? Based on The Elaboration Likelihood Model (ELM), we concluded a brief description: Firstly, the desire to interpret an advertising message plays a very important role in young people's interpretation process. A particular need or want for something can lead to this desire to interpret the message. When the audience does not expect the ad to satisfy their need or want, they are more likely to ignore the message or interpret the message differently. Secondly, the audience's current emotional states greatly affect how they interpret the message. When they are in a positive emotional state, young people are more likely to interpret the message more positively and try to avoid negative thoughts as they may affect their emotional state. Thirdly, the audience's background and cultures can also influence how they interpret a message as background and cultures shape how one thinks about something. Fourthly, young people's existing knowledge can influence how they interpret a message. The information and knowledge they have can be the foundation for their way of interpretation. Fifthly, the audience's characteristics are also a factor that influences the interpretation of a message. Their personalities will guide them to interpret the message differently. Moreover, opinions from social media also influence the interpretation, especially opinions from opinion leaders (Dubois, Minaeian, Paquet-Labelle, & Beaudry, 2020). The audience tends to listen to others' opinions and they are even more convinced if the opinion is from some renowned figures such as their favorite celebrities or someone they think are of higher social standings. Additionally, they are even more easily convinced if the audience cannot fully interpret the message on their own and thus, their interpretation may be altered if they take into account and accept others' interpretation. Finally, peripheral cues such as colors, styles, or background music can affect the audience's mood when viewing the message, which may lead to different interpretations of the message.

Advertisers need to target the right young people to activate their desire to interpret the message (Kim & Kim, 2021; Dubois, Minaeian, Paquet-Labelle, & Beaudry, 2020; Hackley & Hackley, 2021). The message also has to be designed to match the audience's attributes and satisfy the advertiser's desired effect. There should be a third party to offer explanations in case incorrect interpretation and negative opinions appear while the producer and the direct communicator should not make any move. Only after taking notice of the ad, will they then start interpreting the message behind it. The ability of the audience, including their knowledge and level of understanding should be taken into consideration as well, as it creates different ways of perceiving among different people (Amazeen, M. A., & Wojdyski, B. W., 2020).

Through carrying out qualitative research, we have been given many different factors that might affect the interpretation of advertising and a brief look at how these elements work in a process. We then continue onto the quantitative research to testify to these factors and put them in comparison. Hence, we then can come up with a comprehensive overview of the topic.

3.2. Quantitative research result

3.2.1. Motivation

Through carrying out the questionnaire survey, the result shows that content quality and the positive feelings toward the brand before are the most influential to the desire to interpret of young people, followed by audiovisual elements. Although taking the two lowest places, way of approaching and opinions about the advertisement also worth taking into consideration, as the gap between these factor’s mean value is not too large (the highest value is 3.74 and the lowest is 3.33).

Table 1: Attributes that motivate young people to interpret an advertisement

	<i>N</i>	<i>Min</i>	<i>Max</i>	<i>Mean</i>	<i>Std. Deviation</i>
Content	309	1	5	3.73	0.870
Way of approaching	309	1	5	3.35	1.007
Audiovisual elements	309	1	5	3.66	1.052
Positive feelings	309	1	5	3.74	0.924
Other’s opinion	309	1	5	3.33	1.097

Source: Research result, 2021

However, deviation of the way of approaching, audiovisual element, and other opinions is high (>1). Therefore, dispersion in these attributes is relatively large, proving the great differences while selecting the options from respondents. In other words, these attributes might be greatly motivational with some, while some don't see them as important. We then take a more in-depth look into the content.

Respondents express their diversity in their preferences, as the differences between these content attributes are not large. The connection to young people's needs and wants is the most chosen option when it comes to making young people impressed, with 232 choices, followed by the genuineness of the content that stays true to the product.

On the other hand, content that is nonsensical received the most dislikes, with 298 choices. Whilst, unrealistic content takes second place in the unappealing attributes ranking, with 211 choices. The approach also received detailed answers. Most respondents prefer advertisements that catch their attention naturally, without creating feelings of force (Pieters, Warlop, & Wedel, 2002). The frequency of advertisement should be highly concentrated on, since 147 respondents regard it as the most unpleasant, far beyond other attributes. Excessively high frequency can damage the motivation toward the advertisement, creating negative feelings and discomfort.

3.2.2. Ability

Factors between the advertisement and young people

The ability to interpret the message of young people can be limited in several situations, which will affect the process of interpretation (Pasandaran & Mutmainnah, 2020). According to our interviewees, their analyzing skills and their previous knowledge or experience also play a vital role in the interpretation process. How marketer codes their advertising messages and how their target audience decodes it should match each other well to lead to an effective and successful interpretation. As Table 2 shows,

Table 2: Levels of difficulties when interpreting an advertising message

	<i>N</i>	<i>Min</i>	<i>Max</i>	<i>Mean</i>	<i>Std. Deviation</i>
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The content is too complicated to understand	309	1	5	3.56	0.987
The content is alienated and unfamiliar regarding your previous experience	309	1	5	3.20	1.006
You lack analyzing skills	309	1	5	2.99	1.112
The advertisement is unclear and confusing	309	1	5	3.83	0.987

Source: Research result, 2021

Other factors

Besides factors revolving around the young people themselves and the advertisement itself, other factors from the surroundings can have influences on young people's ability to interpret messages as well. In detail, the distraction in the process can negatively affect the interpretation, with over 100 choices, followed by boredom occurring during the process, which has nearly 60 choices. When young people are not exposed to the advertisement for enough times, they cannot interpret the messages properly as well. The results showed that 60 choices agreeing with this statement. As shown in Chart 1,

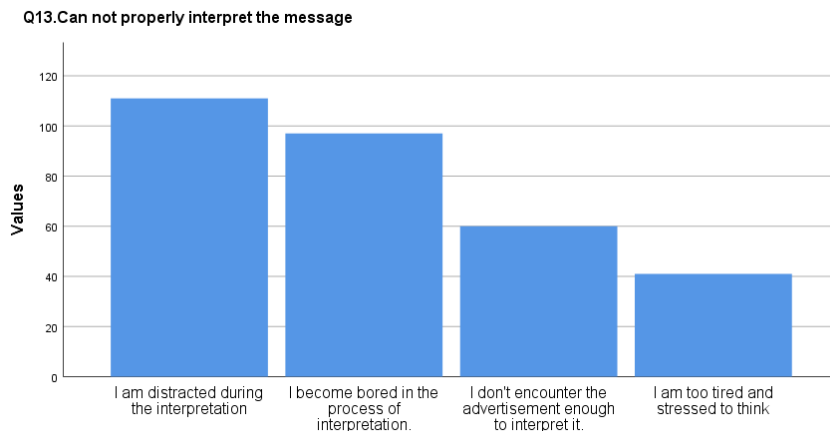


Chart 1: Reasons for young people's inability to interpret the message (n=309)

3.2.3. Attitude

Respondents form their attitudes in different ways by being influenced by different factors. For a deeper understanding of these factors and the level of their influence, respondents will rank the reasons in the order of which cause them negative attitudes towards an advertisement from the least to the most, by marking from 1 to 7 (1 is the highest and 7 is the lowest). This will also define different internal and external factors which have influences on them:

Attributes of advertisement that cause negative attitude

Generally, high frequency ranks top 1 most of the time, also top 6. This might be explained that high frequency can greatly damage the positive feelings with several people, but for respondents that do not

care about the repetition, it does not cause too much discomfort. Cultural conflict, being offensive or covering sensitive topics mostly stands in high position, emphasizing their importance in the attitude formation. Being unentertaining causes the least negative feelings, while being unhelpful and uninformative remain neutral.

Attributes of advertisement that cause positive attitude

To form positive feelings towards the advertisement, frequency once again proves its importance by standing at the top 1 the most with over 100 choices from the interviewees. Most respondents enjoy only moderate frequency as it does not disturb their experience, which is followed by the entertaining quality and its genuineness, with over 80 and 60 choices, respectively. The popularity of the topic or how trendy it is should also be taken into consideration, as it stands in second place with nearly 100 choices from respondents.

Factors affect how young people form their attitude

Factors that affect how the respondents form their attitude can be divided into 2 parts: Internal and External factors.

Table 3: Internal factors that influence young people’s attitudes

	<i>N</i>	<i>Min</i>	<i>Max</i>	<i>Mean</i>	<i>Std. Deviation</i>
Cultures and traditions	309	1	5	3.31	1.050
Childhood experiences	309	1	5	3.36	1.068
Beliefs	309	1	5	3.12	0.980
Psychophysiology attributes	309	1	5	3.39	0.962
Lifestyle	309	1	5	3.78	0.993
Characteristics	309	1	5	3.62	1.079
Existing knowledge	309	1	5	3.64	0.885
Current emotional state	309	1	5	3.62	1.079

*Source:*Research result, 2021

3.2.4. Interpretation process

In the interpretation process, we would like to figure out whether young people based on argument quality and interpret logically or not, can their state of emotion influence the process, and is there any impact caused by the others’ way of interpretation.

Table 4: How young people behave when interpreting an advertising message

	<i>N</i>	<i>Min</i>	<i>Max</i>	<i>Mean</i>	<i>Std. Deviation</i>
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I based on facts and truths to interpret	309	1	5	3.79	0.922
I based on my emotions and intuition to interpret	309	1	5	3.32	0.918
I will not listen or consider others interpretation	309	1	5	3.21	0.877

*Source:*Research result, 2021

Most respondents agree that they base facts and truth on interpretation. However, the impact of emotion is also large. With a mean value over 3. Most of them express they are not so highly influenced by others' interpretation. There are not too many differences in the selection among respondents, as all deviations are slightly low (<1). Therefore, there are also many peripheral cues and factors that might have an impact during the interpretation.

Table 5: Attributes that influence young people's interpretation of an advertising message

	<i>N</i>	<i>Min</i>	<i>Max</i>	<i>Mean</i>	<i>Std. Deviation</i>
Celebrity's opinion	309	1	5	2.70	1.147
Expert's opinion	309	1	5	3.38	0.913
Social network's opinion	309	1	5	3.45	0.958
Colors in the advertisement	309	1	5	3.28	1.086
Music and sound in the advertisement	309	1	5	3.52	1.083

*Source:*Research result, 2021

As shown in Table 6, in detail, music and sounds play the most vital role, while celebrity's opinion only process 2.7 in mean value. Some factors have high deviation, coming from great differences in the selection of respondents.

4. Conclusion

4.1. Elements that may affect the interpretation process

Elements that influence young people's interpretation of an advertising message can be categorized into 3 groups, based on the elaboration likelihood model: Motivation, Ability and Attitude.

Motivation

Throughout the research, the quality of content, audiovisual elements, social opinions, how it approaches young people and the existing positive emotions towards the brand all have great chances to create changes in young people's motivation to interpret the message. The gaps among these elements are not significant as shown in the survey results. Therefore, it would be worth taking all of these factors into consideration. Results showed that content should be genuine and stay true to the product's values to gain the trust of young people. When trust is gained, the audience is more likely to be motivated enough to interpret the messages from the brand, both for the present and future advertisements(Daume & Hüttl-Maack, 2020).

The needs and wants of young people are also highly important since they process the most choices. When young people need or want something, they will actively search for its information and will try to interpret the messages related to the things they want or need (according to Mr. Hoang Trong). This can be the answer to the problems that many people try to avoid watching or even encountering advertisements nowadays. Other content types which marketers should consider developing when designing an advertisement are entertaining, meaningful, or emotionally touching content. However, to choose the best content type, marketers will have to depend on the messages and how the marketer wants the advertisement to be perceived.

The way an advertisement approaches its audience is also noticeable in the research. Our respondents prefer a delicate and natural way of approach which will not create a feeling of force as this might raise the tendency to avoid the advertisement. Positive feelings created by previous experience with the brand are the most chosen option in quantitative research. This already indicates that it is important for a brand or a product to leave a good impression on its audience. Therefore, an effective advertisement does not only attract their target young audience naturally but also motivates them to interpret the messages behind the advertisement (Pasandaran & Mutmainnah, 2020).

Audiovisual elements can be understood as “electronic media processing both a sound and visual component” (Barman, Charles R., 1984). In the context of this research, it can be perceived as the music, sounds, color, and other visual elements in the advertisement. For advertisements in general, especially those that have limited appearance frequency, this element seems to be more effective in capturing attention and making an impression and thus, generating motivation for young people to interpret it. Young people can also be greatly influenced by the opinions around them on the advertisement (Pasandaran & Mutmainnah, 2020; Daume & Hüttl-Maack, 2020). When an advertisement possesses some trendy attributes and the people around keep talking about it, the young audience might be curious and might be more likely to get to know the advertisement (Daume & Hüttl-Maack, 2020; Huang, Aral, Hu, & Brynjolfsson, 2020).

Ability

The ability to interpret messages of young people may either be enhanced or limited due to different factors. Firstly, the way the messages are coded must match well with the way young people will decode. This process of decode depends on the audience’s existing knowledge and their analyzing skills. Another factor is how clear and well-organized as well as how suitable the advertisement is for the audience (Zimba, Radchenko, & Strilchuk, 2020; Kim & Kim, 2021; Dubois, Minaeian, Paquet-Labelle, & Beaudry, 2020). During this process, there are many extrinsic factors that may leave noticeable impacts such as distraction, lack of chances to encounter the advertisement, or limited advertisement exposure to the audience. On top of that, stress or boredom can also interfere with the audience’s ability to interpret the messages.

Attitude

Negative or positive attitudes can be formed before, during, or after the interpretation process, depending on many different attributes of the advertisement. The research result showed that the most disliked attribute is excess advertisement appearance frequency, as it greatly causes discomfort among young people.

On the other hand, moderate and sufficient advertisement appearance frequency, which does not disturb their experience, will lead to the opposite outcome. Cultural conflict should also be considered. Advertisements with offensive messages or cover sensitive topics will create extreme irritation or even anger among the audience (Wachter, 2019).

Positive feelings can be generated by entertaining content and the advertisements' genuineness, which means staying true to the products' values, as well as the popularity of the topic (Yavuz, Buyuk, & Genc, 2020; Wachter, 2019). According to Table 3 and Table 4, there are many different internal and external factors that affect attitude formation, including lifestyles, existing knowledge, personal characteristics, current emotional states (internal factors) as well as the credibility of brand or message sources, followed by social networks, opinion from experts, and social media (external factors). There are great differences in the ranking of the impact these factors have on young people.

4.2. How these elements affect the interpretation process

Only when young people have sufficient amounts of both motivation and ability can the interpretation process take place in the central route. In other words, they have to be motivated enough to actively interpret the message, and the way the messages are coded matches well with how they decode the message. Or else, they would take the peripheral route, where different cues will affect them. These cues can be the music, sound, color, and their current emotional state. If the impact of these cues is powerful enough, the young people may come back to interpret the message through the central route, where they evaluate the quality of arguments, which are based on facts and are interpreted logically. Both routes can result in forming a certain attitude, either negative or positive as long as their influences on the young people's minds are profound enough. If not, the interpretation process can be regarded as failed and the messages will not stay long in the mind of young people and thus, are unlikely to cause behavior.

5. Recommendations

Understanding audience's preferences

According to Table 1, message content, approaching methods, audiovisual elements, existing positive emotions towards the brand and opinions on the advertisement are all worth considering, as the gaps among these factors are not necessarily large. The more effectively and delicately an advertisement can cover these attributes, the more efficient the advertisement will be (Zimba, Radchenko, & Strilchuk, 2020). Effective advertisement will create greater motivation for the audience to interpret the message and to remember the brand or the product. According to the results, contents that are relative to the audience's needs and wants are most preferred. Therefore, in order for advertisers to produce an effective and impressive advertisement, they should carry out research on their target audience's needs and wants. The advertisers may also need to grasp currently happening events or phenomena that are causing concerns, or the latest trends in a particular field in order to figure out what the audience needs or wants to hear about (Lee & Cho, 2020; Yavuz, Buyuk, & Genc, 2020). After that, advertisers will then design advertisements that are tailored exclusively to the target audience so as to catch the audience's attention.

Contents that are genuine and stay true to the products' attributes are also considered impressive (Daume & Hüttl-Maack, 2020; Stair & Reynolds, 2020). Therefore, advertisers should not exaggerate the product's features. Instead, firms should state the truths in a creative and clever way. This will help the brand to become trustworthy and reliable from consumers' viewpoints. As shown in Table 4, the credibility of brand or information sources is the most influential external factor to the attitude of young people among others in this research. Henceforth, convincing the audience to trust the brand will greatly benefit them, as their trustworthiness will continue to support the brand's later advertisements. While entertaining and emotionally touching content are also considered impressive, they are the least preferred kinds of content out of the 5 kinds we surveyed (see Table 1). However, advertisers can combine different kinds of content to further increase the attractiveness of the advertisement (Pasandaran & Mutmainnah, 2020; Percy & Rosenbaum-Elliott, 2021). For example, an advertisement that both satisfies the audience's needs and wants and is emotionally touching can be captivating and can draw a lot of attraction. The results also indicate that content that is nonsensical and meaningless is the most unappealing kind of content for young people. In order to produce an attractive and effective advertisement, advertisers should avoid creating advertisements with content of this kind. Advertising firms can create advertisements that carry underlying messages or convey brand message rather than making an advertisement that does not have any meaning at all and causes the audience's confusion.

Exaggerated or unrealistic content is also unattractive to many young people. Therefore, it is important that advertisers stay true to the information provided through advertisements. The advertisements should not cause the audience to feel as if they are being deceived. It should be noted that uncreative content is not considered unappealing to many young people that took part in the survey. Therefore, it can be deduced that advertisers may not need to be too creative to create an effective advertisement and rather, should convey appropriate and meaningful messages to the correct target audience. From the research results, when it comes to approaching techniques, young people prefer a natural and dedicated way, without creating feelings of force. Most people feel uncomfortable with highly frequent advertisements' appearance and how advertising disturbs their experience (Kurdaningsih & Maghvira, 2020; Lee & Cho, 2020). They might even form negative emotions as a result. Therefore, not only the advertisement itself is important, how and when it appears is also worth considering, as it may affect the overall experience.

Catch up with their lifestyle and culture

Lifestyles and cultures are highly critical in designing an advertisement, as they are the key points that decide whether the advertisement is appropriate or not. According to Table 3, these two factors have received a great number of selections. Cultural conflict is considered the most severe mistake in creating advertisements as deduced from quantitative research results. If an advertisement cannot blend well with the audience's background culture or even cause conflict, there will be a seriously negative impact and the brand image can be greatly damaged (John & De'Villiers, 2020; Stair & Reynolds, 2020). Therefore, marketers should be aware of which topic is considered sensitive in the community and avoid being involved in controversial situations. Occasionally, conflicts can be a great hit to push a brand. However, it is a highly risky way to conduct a campaign or design an advertisement. Not only is a well-prepared strategy needed, but also skills in handling different opinions are important for successful advertising campaigns as well.

Be aware of their ability

Ability can simply be understood as the audience's analyzing skills, knowledge, or existing experience (Lee & Cho, 2020). The ability to interpret might be enhanced or limited in several situations and is strongly influenced by surrounding factors, such as stress or insufficient amount of time spent watching the advertisement. The way marketers code their messages should be well-matched with their ability, as it affects the way the audience decodes it and hence lead to a successful interpretation(Daume & Hüttl-Maack, 2020).

Make their experience worthwhile (make them form positive attitudes

Positive feelings towards the brand are greatly motivational, according to Table 6. If an advertisement can leave a good impression on the audience, they may be more willing to watch the other advertisements coming from the same brand, and perceive that advertisement in a more positive way as well(Pasandaran & Mutmainnah, 2020; Percy & Rosenbaum-Elliott, 2021). Table 5 also indicates the essential role of emotions, with little differences in the selection among our responders, that young people depend greatly on their current emotions to interpret an advertising message. Therefore, marketers should keep in mind how to make their audience satisfied, not only in the moment of watching the advertisement but also the whole experience, including shopping, using, and experiencing.

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