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# The Predicting Role of Attitude and Subjective Norms on Youth Intention to Pursue Music Education in Malaysia

*Nurlida Ismail & Jyne Lim*

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**Abstract:** The effects of music on humans have been well documented and numerous researches indicate that children who have early exposure to music education benefit from brain activity enhancement. However, due to the competitive academic requirement among education institutions, there has been a consistent pressure on students to excel academically and music seems to have taken a back seat in schools. The increasing demand on academic performance has caused students to emphasise less on music education hence resulting in a decreasing trend of students pursuing music education. Hence, a better understanding of this phenomenon is very much needed. A total of 225 completed questionnaires were collected and used in the analysis. The respondents were students in the age between 16 to 30 years old. The findings of this study reveal that the attitude towards studying music ( $\beta = 0.220, p < 0.05$ ) was a more significant determinant of youths' intention to pursue music education than the subjective norms ( $\beta = 0.134, p < 0.10$ ). Although the respondents agreed that studying music was costly and time consuming, they, however, concurred that those who had music training tend to perform better academically and socially. Additionally, among the factors of subjective norms (family members, friends and music instructors), results reveal that instructors seemed to have the greatest impact in influencing youths to pursue music. The results of this study will assist music academies to develop impactful and effective marketing strategies, and pay attention to relevant determinants to meet the youths' expectations of musical trainings in order to attract them to pursue music education. Thus, it allows music academies to pitch for a more effective marketing promotion in order to improve student enrolment and retention rate.

**Key words:** Attitude, marketing promotion, music education, subjective norms

## 1. INTRODUCTION

It is evident that music has a distinctive and crucial role in developing the mind and capabilities of human beings (Barrett, Grimm, Robins, Wildschut, Sedikides & Janata, 2010; Bunt & Stige 2014; Molnar & Szakacs & Heaton, 2012). Research indicates that children who had early exposure to music and music training benefitted from brain activity enhancement which had been shown to improve students' abilities to perform certain academic tasks. Yoon (2000) claimed that

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