



Research on the Impacts of the Prominence of Product Placement on Brand

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Abstract. With the progress of the times and the development of science and technology, people have more and more ways of entertainment. With the progress of the entertainment era, product placement is booming, and the importance of advertising prominence is gradually emerging. Prominent placement of product placement and subtle placement of product placement will obviously affect the audience's perception and thus have an impact on the brand. This article will discuss the impact of product placement prominence. This paper conducts research through a questionnaire, collects data through a one-minute prominent advertisement placement, then conducts factor analysis and regression analysis, and finally draws conclusions. The upshot is that highlighting product placement hurts audience attitudes toward the brand but increases brand loyalty.

Keywords: Product placement, prominent placement, brand loyalty, attitude toward brand

1 Introduction

With the development of technology and the increase in people's entertainment, Hard Sell is annoyed by the public, and product placement is gradually rising [1]. Product Placement refers to the integration of representative audio-visual brand symbols of products and services into film and television or stage products to leave an impression on the audience for the purpose of marketing.

This is a flexible and penetrating marketing method, which can quickly improve brand awareness and brand value, quickly convey the core functions and new information of the product, and be easily accepted by the audience [2][3][4]. However, if the delivery method is wrong, it may interrupt the audience's viewing experience, cause customer disgust, and thus have a negative impact on the brand [5].

Whether the audience pays for the product placement is the focus of the brand, and the prominence of the product placement is particularly important here. Product placement often has a variety of characteristics, the length of time, the location of the screen, the number of mentions, the size of the product, and so on. These will determine the prominence of the product placement, but also have a great impact on whether the advertising is effective.

This paper chooses questionnaires and qualitative analysis as the research methods to discuss the impact of product placement prominence. Research on this topic is crucial as it allows advertisers to be alert to the prominence of the placement. In addition, the brand can get more profit from customers' attention due to the correct placement method.

2 Hypothesis

Various academic studies and industries have shown the importance of product placement in film or television structures [6][7][8]. In order to improve the effectiveness of product placement advertising to ensure the interests of the brand. The two ways to place branded content are prominent placement and discreet placement. When a brand or product is displayed, used, or discussed, it is very visible. This is a prominent placement. However, when the information is not obvious, even in the background, subtle placement is defined [3][9].

Liu et al (2015) put forward three hypotheses [8]:

H1a.: A subtle placement in social media leads to a better advertising attitude than a prominent placement does.

H1b.: A prominent placement in social media leads to a better brand impression than a subtle placement does.

H1c.: A subtle placement in social media leads to higher user intention to click the advertisement than a prominent placement does.

The result is that ads have a better effect on advertising attitudes and user willingness to click through the subtle placement of videos. But prominent placements are more likely to create a strong brand impression than subtle placements. This article will change the dependent variable and focus on the brand to measure the impact on the brand.

As the result, the prominent position usually obtains high recall [10]. The higher the prominence, the more negative the attitude, because the audience's persuasion knowledge is activated, and the audience realizes that the advertisement has obvious commercial intention [5][11][12].

However, the more the advertisement can be found by the audience, the more effective it will be, while the more hidden advertisement will be ignored by the audience. Therefore, establishing buy intentions for the brand among the public is thought to be more successful in prominent settings [13][14].

The hypothesis of this article is defined (See figure 1):

H1.: A prominent placement leads to a better brand impression than a subtle placement does.

H2.: A subtle placement leads to a better attitude towards the brand than a prominent placement does.

H3.: A prominent placement leads to a higher desire to buy than a subtle prominent placement does.

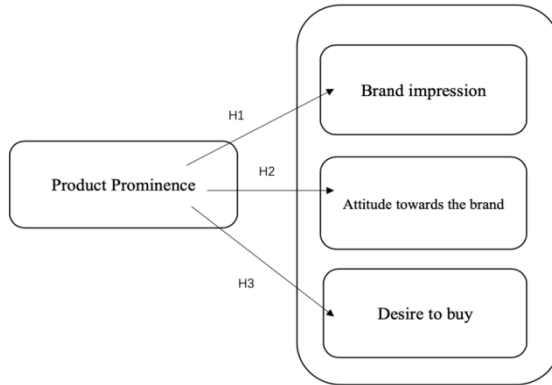


Fig. 1. The original model

3 Questionnaires

The study was conducted using Qualtrics to collect 100 useful questionnaires. The questionnaire measures five dimensions: gender, age, education, employment status, and income. In addition to the necessary demographic analysis, each variable has four questions to determine. They represent an independent variable (Product Prominence), and three dependent variables (brand impression, attitude towards the brand and desire to buy). And these dependent variables will change as the independent variables change. The questionnaire takes a one-minute screen recording from a movie as an example, which is an obvious prominent placement. The product implanted is a well-known food brand to ensure that the familiarity of the public is basically the same.

In the beginning, the research ensures that viewers think the advertising is prominent. Therefore, in the questionnaire survey, the prominence of product placement will be measured by the location advantage, the obvious degree of brand characteristics, whether the audience is visible, and whether the audience will subconsciously distinguish the brand. Those respondents who choose subtle placement will be eliminated.

After collecting information on the independent variables, the questions on the dependent variables will be answered according to the video given above. Brand recognition will be achieved by answering questions related to brand identification, product identification, product characteristics identification, and the difference between other brands. The attitude toward the brand is related to curiosity about the brand. If the audience expresses "Strong agreement" on the four questions, it means that they gradually become interested in the brand. In addition, interest, desire to search, desire to try, and desire to repurchase are the measures of desire to purchase

4 Result

Through the collection of 148 questionnaires, a final 100 available questionnaires were selected, all of whom generally agreed that given advertising was prominent. In the

analysis as show on Table 1, the alpha is 0.873 (Greater than 0.7), which is generally considered reliable. In factor analysis, the hypothesis of KMO is measured as 0.804(See figure 2), which is acceptable (Greater than 0.6), indicating a strong correlation and suitability for component analysis between the original variables. The Bartlett’s Test of Sphericity is significant ($p < 0.05$). (Table 2)

Table 1. Alpha and KMO (made by author)

Reliability Cronbach's α	KMO
0.873	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.
	0.84
	Bartlett's Test of Sphericity -- Sig.
	Less than 0.01

According to the theoretical basis, this factor can be retained when EV is greater than or close to 1. According to the Total Variance Explained, there are four factors with EV greater than or nearly equal to 1, including the dependent variable. (See Table 2) Thus, four factors were retained. Scree plot maps have been used as visual AIDS to confirm that four factors should be retained. (See Figure 2)

Table 2. Total variance Explained (made by author)

		Initial Eigenvalues		Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings ^a
Component	Total	% of variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	5.883	36.770	36.770	5.883	36.770	36.770	5.194
2	3.524	22.024	58.793	3.524	22.024	58.793	4.077
3	1.563	9.771	68.565	1.563	9.771	68.565	2.752
4	.961	6.008	74.572	.961	6.008	74.572	2.022
5	.719	4.493	79.065				
6	.689	4.305	83.371				
7	.481	3.008	86.379				
8	.419	2.620	88.999				
9	.383	2.393	91.392				
10	.315	1.970	93.362				
11	.274	1.713	95.075				
12	.226	1.411	96.485				
13	.195	1.216	97.701				
14	.146	.912	98.613				
15	.119	.742	99.355				
16	.103	.645	100.000				

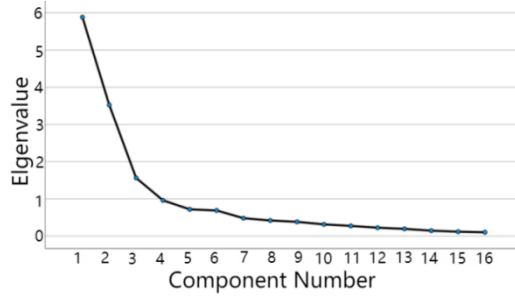


Fig. 2. Scree Plot (made by author)

Therefore, these four factors were retained as they contributed the most to explaining the variance in the dataset. According to figure 3, the question of the prominence of product placement and the first three questions of brand impression should be combined for the independent variable, which is defined as the prominence of product placement.

Most of the question about brand impression has been merged, and only the last question, which is related to the difference between other brands, belong to the fourth variable with the fourth question of desire to purchase. The fourth question of desire to purchase is about repurchase, therefore these two dimensions can be defined as customer loyalty, with a positive relationship with the independent variable. (See Table 3)

The questions of a attitude toward to brand all belong to the second factor, which can be defined as the attitude toward to brand as well. The negative number means that it has a negative relationship with the independent variable, which means the higher prominent, the worse attitude toward to brand. (See Table 2) The remaining three purchase desire questions form the third variable, which has a positive relationship with the independent variable. (See Table 3)

Table 3. Pattern Matrix (made by author)

	1	2	3	4
Q7_1	0.825			
Q7_2	0.882			
Q7_3	0.868			
Q7_4	0.804			
Q8_1	0.734			
Q8_2	0.761			
Q8_3	0.606			
Q8_4				0.629
Q9_1		-0.824		
Q9_2		-0.720		
Q9_3		-0.903		
Q9_4		-0.899		
Q10_1			0.675	
Q10_2			0.773	
Q10_3			0.849	
Q10_4				0.679

For regression analysis, according to Table 4, the p of desire to purchase is 0.779, which is more than 0.05. It means that the difference between the desire to purchase is not significant. It fails to reject the null hypothesis and concludes that there is not sufficient evidence to say that desire to purchase has a positive relationship with the independent variable. So, the desire to purchase cannot be applied. For attitude and loyalty, both of their values of p are less than 0.05, and their values of b are -0.323 and 0.397. The final model is in figure 3.

Table 4. The value of p & b (made by author)

Independent variable - prominence of product placement		Dependent variable - attitude toward to brand	Dependent variable - brand loyalty	Dependent variable - desire to purchase
	p	0.001	Less than 0.001	0.779
	b	-0.323	0.397	0.028

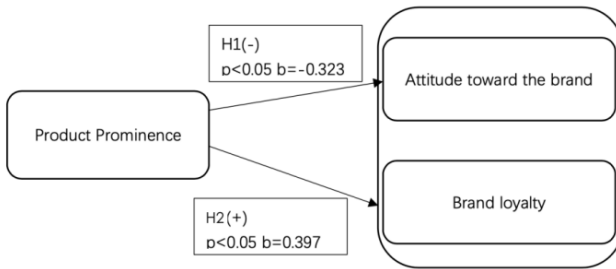


Fig. 3. Revised Model (made by author)

5 Discussion and suggestion

The results show that product prominence significantly affects the audience's attitude towards the brand and their brand loyalty. The more prominent the brand, the colder the audience's attitude towards the brand, but the brand loyalty will be enhanced.

According to Homer (2009), while multiple previous experimental studies have found that product placement has so little impact on brand views, many practitioners feel that it can have a "home run," especially if certain guidelines are adhered to. [15] The major purpose of this research was to investigate two possible moderators that could explain the absence of attitude change. [15] The study confirms that when product placement is prominent, brand sentiments drop, especially when such obviously mentioned products are repeated. Consumers have a favorable view of the subtle situation of product placement. [5][15]

Ultimately, product placement is used to increase brand awareness and loyalty. Product placement is a long-term marketing investment. People watch videos, movies, se-

ries, etc., over and over again, and brands profit from them, which increases brand loyalty. In addition, it can help build brand loyalty because social media users aspire to be the influencers they follow.

It follows that product prominence is very significant. The brand needs to investigate the brand's audience, and the brand needs to know whether the target audience of the brand likes prominent or subtle product placement. This can help brands locate their products. Not every brand is suitable for placement in every situation. If the brand does not fit the story or plot, placement can actually be harmful. The study showed that 58 percent of viewers identified brands when viewing product placement versus commercial products, while 47 percent identified only brands exposed to commercial ads. In addition, after identifying who the brand's target audience is, research influencers on social media. Find out which influencers have a large following that closely matches your target audience. Brands can reach out to these people to work with them on product placement strategies, which can expose their audience to your product and may also have a positive association with the product because they like these influencers.

6 Conclusion

In general, the prominence of product placement will affect the audience's attitude towards the brand and their loyalty to the brand. The prominent product placement will damage the audience's attitude towards the brand but will increase brand loyalty.

There are some shortcomings in this research. For example, the research results are limited to 100 samples, which cannot ensure that they represent the whole audience market. Not all audiences perceive the salience of product placement to produce brand attitudes and loyalty trajectories that are consistent with the research results. As I only watched a 1-minute advertisement with prominent placement, it is likely to have errors. It is suggested that future studies should be conducted to collect data for a long time and a large number of advertisements for comparison. Since this is a film clip, it can only prove the advertising in the film industry. In addition, there are TV series, online games, music works, evening parties, and other industries that need to be further studied.

For the future research field, on the one hand, the impact of product placement is definitely not only the audience's attitude to the brand and brand loyalty, and further research can be carried out in this aspect, such as the audience's attitude to advertising. On the other hand, through the above, brands need to find a balance between prominence and subtlety. Research can be done on the point of maximum benefit between prominence and subtlety, that is, where the audience is most receptive

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